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## **Finding Aid for the Collection of Scripts and Production Material for Hallmark Hall of Fame Radio and Television Programs, 1951-1984**

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## Finding Aid for the Collection of Scripts and Production Material for Hallmark Hall of Fame Radio and Television Programs, 1951-1984

**Collection number:** 71

### Note

*This online finding aid is not edited and the container list is not yet available online. (Check this website for updates.) The complete, edited paper copy of the finding aid, with container list, is available at the UCLA Department of Performing Arts Special Collections for in-house consultation and may be obtained for a fee. See **Contact Information** below.*

UCLA Arts Library-Special Collections

Los Angeles, CA

Processed by:

UCLA Library, Performing Arts Special Collections staff

Encoded by:

Cheryl E. Clayton and Caroline Cubé

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### Descriptive Summary

**Title:** Collection of Scripts and Production Material for Hallmark Hall of Fame Radio and Television Programs,

**Date (inclusive):** 1951-1984

**Collection number:** 71

**Extent:** 38 boxes (16.0 linear ft.)

**Repository:** University of California, Los Angeles. Library. Department of Special Collections.

Los Angeles, California 90095-1575

**Abstract:** Sponsored by Hallmark Cards, Inc. to help market greeting cards, Hallmark Hall of Fame started as a CBS radio program, the *Hallmark Playhouse* (1948). The program presented well-known contemporary and classical literature often portrayed by well known Hollywood stars. The program made the transition to television in December 1951 and evolved into the *Hallmark Hall of Fame*. The collection consists of scripts and production material related to both radio and television programs created for Hallmark.

**Language:** English.

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### Restrictions on Access

COLLECTION STORED OFF-SITE AT SRLF: Advance notice required for access.

### Provenance/Source of Acquisition

Gift, 1982.

### Preferred Citation

[Identification of item], Collection of Scripts and Production Material for Hallmark Hall of Fame Radio and Television Programs (Collection 71). Performing Arts Special Collections, University of California, Los Angeles.

### History

Sponsored by Hallmark Cards, Inc. to help market greeting cards, *Hallmark Playhouse* started on CBS radio (1948). The program presented well-known contemporary and classical literature often portrayed by well known Hollywood stars. The program was reorganized as the *Hallmark Hall of Fame* (1953) with Lionel Barrymore as host and featured true stories of American and world history.

The television version debuted on NBC, December 24 1951, and was called *Hallmark Television Playhouse*, with host Sarah Churchill. The series began with *Amahl and the Night Visitors*, the first original opera created especially for television. NBC approached Hallmark about sponsoring the opera in early December. J.C. Hall decided to sponsor the program to thank all the people who bought Hallmark cards. The opera moved viewers to send thousands of letters, cards, and telegrams thanking Hallmark for presenting it.

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In 1955, *Hallmark Hall of Fame* became a series of less frequently aired specials through the 1960s. The show was on NBC (1951 to 1979) and moved to CBS (1979 to 1980). Hallmark Hall of Fame productions have won 78 Emmy Awards. In 1961, the National Academy of Television Arts and Sciences presented its first (and to date only) Emmy Award ever given to a sponsor when it said, "Thank you, Mr. Hall, for caring enough to send the very best in television." *Hallmark Hall of Fame's* notable productions include, *Hamlet* (1953), *Inherit The Wind* (1966), *Return Engagement* (1978), and *The Marva Collins Story* (1982).

**Scope and Content**

Collection consists of scripts and production material related to the *Hallmark Hall of Fame* radio and television programs. Includes *Hallmark Hall of Fame* television scripts (as aired 1955 to 1982) and *Hallmark Playhouse* radio scripts (as aired 1952 to 1955). Also includes property procurement and releases (1948 to 1952) for *Hallmark Playhouse*. Titles for the radio productions may be known as *Hallmark Radio Hall of Fame*.

**Indexing Terms**

The following terms have been used to index the description of this collection in the library's online public access catalog.

*Hallmark hall of fame.*

Radio writers--United States --Archival resources.

Television writers--United States--Archival resources.

Hallmark playhouse (Radio program).

Radio scripts.

Television scripts.

Sidney Carroll Collection of Television and Motion Picture Scripts (Collection 94). Available at Performing Arts Special Collections, UCLA.

Albert McCleery Collection of Television Series Scripts (Collection 98). Available at Performing Arts Special Collections, UCLA.

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