

ews Release: American Library Association

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FOR IMMEDIATE RELEASE

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ALA RECEIVES CONTRACT FROM WNET/TV TO INVOLVE LIBRARIES IN MAJOR PBS SERIES

ALA's Public Information Office has received a \$44,000 contract from WNET/THIRTEEN, New York's Public Broadcasting Station, for a project to encourage public library educational programs based on the upcoming PBS Series, Heritage: Civilization and the Jews.

Heritage is a series of ten television programs that will air over the Public Broadcasting Service beginning in the fall of 1984. Filmed in more than eighteen nations on four continents, the series attempts to capture over 5,000 years of the Jewish people's history, and their relationship to the other Western religious traditions and the development of secular Western civilization. Former Israeli Foreign Minister Abba Eban is the chief consultant, on-screen host and commentator for the series.

The library project is one of many educational and outreach programs funded by the National Endowment for the Humanities and the Revson Foundation to extend the impact of this major series. Working with ALA divisions, the Public Information Office will develop materials for discussion groups, displays and programs for public libraries. Beginning in the summer of 1984, the information will be distributed through inserts in American Libraries and

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Booklist. A packet of promotional materials, bibliographies and program suggestions will be mailed to more than 6,000 libraries.

Other national components of the Heritage educational program include a telecourse for colleges and universities, a package of secondary level educational materials, and outreach programs to cultural and religious organizations.

The documentary series originated with a \$1,000,000 grant from the Charles H. Revson Foundation. Further support has come from Revson and other private and public organizations, including the National Endowment for the Humanities and the Corporation for Public Broadcasting.

For further information on the Heritage library project, contact the Public Information Office, American Library Association, 50 E. Huron St., Chicago, IL 60611.