

# Hallmark Hall of Fame

Since the earliest days of television Hallmark Cards, Inc. has championed the production of quality television through its sponsorship of programs under the "Hallmark Hall of Fame" banner. "Hallmark Hall of Fame" premiered on Christmas Eve of 1951 with a live presentation of "Amahl and the Night Visitors." Between January 1952 and June 1955 the "Hall of Fame" aired as a weekly series focusing predominately on biographies and historical recreations. Additional "special presentations" offered adaptations of classics from literature and the theatre which featured prominent actors, often in the roles that made them famous. Eventually these special telecasts replaced the weekly series and became Hallmark's signature programming.

"Hallmark Hall of Fame" has consistently been the object of both popular and critical acclaim. The series has received more awards for excellence than any other television program. Through the years its producers have remained responsive to contemporary programming trends and the



Based on the Hallmark signature and crown logo created in 1949, the "Hallmark Hall of Fame" series logo was adapted for use as a mark of quality programming that helped reinforce the company's retail brand on television.

possibilities provided by technological innovation. In 1960, "Hallmark Hall of Fame" emerged from the confines of the television studio to film its version of "Macbeth" on location in Scotland. While the series has maintained its interest in the classics, it has also expanded its repertoire to include socially relevant stories written specifically for television. These intimate portraits include "Teacher, Teacher" the story of a mentally retarded youth, "Promise" which examined how the relationship of two

brothers is affected by one's schizophrenia, and "My Name is Bill W." which tells the story of the founding of Alcoholics Anonymous.

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## TELEVISION SPECIALS

(this is only a partial list – consult the Archive Research and Study Center for further listings)

*Amahl and the Night Visitors* (1951). Hallmark-NBC. Director, Kirk Browning. Libretto, Gian Carlo Menotti. Study Copy: VA247 T

*Macbeth* (1960). Grand Prize Films Production. Director, George Schaefer. Writer, William Shakespeare. Study Copy: VA3104 M

*Teacher, Teacher* (1969). Henry Jaffe Enterprises. Director, Fielder Cook. Writer, Ellison Carrol. Study Copy: VA496 T

*Storm in Summer* (1970). MPC Production. Director, Buzz Kulik. Writer, Rod Serling. Study Copy: VA13060 T (UCLA Film and Television Archive Preservation)

*The Snow Goose* (1971). Universal Television. Director, Patrick Garland. Writer, Paul Gallico. Study Copy: VA478 T

*Gideon* (1971). Compass Production. Director, George Schaefer. Writer, Paddy Chayefsky. Study Copy: VA17790 T

*The Price* (1971). Talent Associates. Director, Fielder Cook. Writer, Arthur Miller. Study Copy: VA455 T

*Fame* (1978). Hallmark. Director, Marc Daniels. Writer, Arthur Miller. Study Copy: VA298 T

*The Marva Collins Story* (1981). Hallmark. Director, Peter Levin. Writer, Clifford Champion. Study Copy: VA179 T

*Promise* (1986). Garner-Duchow Productions. Director, Glenn Jordan. Writer, Richard Friedenberg. Study Copy: VA456 T

*My Name is Bill W.* (1989). Hallmark. Director, Daniel Petrie. Writer, William G. Borchert. Study Copy: VA181 T

*The Piano Lesson* (1995). Hallmark. Director, Lloyd Richards. Writer, August Wilson. Study Copy: VA12834 T

## PRINT RESOURCES

(for more information consult the UCLA Arts Library)

*UCLA Film and Television Archive Presents Hallmark Hall of Fame: The First Fifty Years.* Los Angeles: The Archive, 2001.

## RELATED RESOURCES

The Arts Library Special Collections unit of the UCLA Libraries Collection holds scripts and production materials related to the Hallmark Hall of Fame radio and television series for the years 1951-1984. For more information, please contact Arts Library Special Collections: (310) 825-7253