

**A GUIDE TO THE  
MARY ALADJ PAPERS**

National Public Broadcasting Archives  
University of Maryland Libraries

Processed by: John Wood  
June 1996  
3.5 lin. ft.

## **BIOGRAPHY**

Mary Aladj joined the Public Information (PI) staff of the Public Broadcasting Service (PBS) in 1971. Previously, she had been on the English faculties of Bucknell and American Universities, following five years of newspaper experience. Her position at PBS was as an information specialist, concentrating on educative, outreach and children's programming.

While at PBS, Ms. Aladj participated in several PI conferences between 1974 and 1977. She worked on PBS promotions and processed viewer mail.

Ms. Aladj left PBS on February 9, 1978 to work at WETA as a publicity coordinator for national productions. She held this post until April, 1991.

## **SCOPE AND CONTENT**

The Mary Aladj Papers cover the years 1971 to 1983, with the bulk of the collection ranging from 1972 to 1977 and contains some undated material. The Papers contain conference material and viewer mail (with summarized reports) that represent Ms. Aladj's work with PBS. A large collection of internal memoranda and promotional material provides information regarding personnel, institutional and policy matters at PBS during her career.

The collection consists of one series:

Series 1: PBS Public Information

## **PROVENANCE**

The Mary Aladj Papers were donated to the National Public Broadcasting Archives, University of Maryland Libraries by Mary Aladj in May of 1994 and December of 2001.

## **SERIES DESCRIPTION**

Series 1: PBS Public Information, 1971-1983, nd (3.5 lin. ft.)

This series contains information pertaining to the activities of the PBS Public Information department such as the promotion of PBS programs and the analysis of viewer response to public television programming. It includes memoranda regarding personnel, institutional and policy matters at PBS (including, but not limited to the Public Information department); material from Public Information conferences between 1974 and 1977 (including conference agendas, registration lists, notes and other material, including handwritten notes, from conference sessions and specific PI workshops); staff memos relating to the promotion of PBS programs along with examples of promotional material (aimed at the general viewing public and at local PBS stations); and original copies of viewer mail received by PBS in the first few months of 1973 (and a much smaller number of letters from 1975) along with typed summaries and excerpts compiled by Ms. Aladj.

## BOX INVENTORY

### SERIES 1: PBS PUBLIC INFORMATION

Box	Folder	
1	1	PBS Personnel (1972-1973)
	2	(1974-1975)
	3	(1976-1978)
	4	PBS Institutional (1972-1976)
	5	PBS Policies, Procedures (Internal) (1976-1977)
	6	PBS Internal Staff Memos (1972-1978)
2	1	PBS Public Information Conference Boston (1973)
	2	Washington, Hilton (1974)
	3	Washington, Mayflower (1976)
	4	Phoenix (1976)
	5	Washington, Mayflower (1977)
	6	Growth of Producing Stations
3	1-2	PBS Viewer Mail (1973) (2f)
	3	(March 1973)
	4	"Unusual" (1973)
	5	(1975)
	6	PBS Viewer Mail Reports (1973)
	7	Correspondence (1973-1976, n.d.)
	8	Children's Preview, Closed Circuit, D.C. (1977)
		PBS Promotional and Scheduling Material
	9	(1971-1974)
	10	(1975-1977)
	11	(1983, n.d.)
4		"Inheritance" Promotional Photos (n.d.)

### SEPARATION NOTE

WETA posters have been transferred to the National Public Broadcasting Archives Poster Collection.