

**A GUIDE TO THE  
ROBERT D.B. CARLISLE PAPERS**

National Public Broadcasting Archives  
University of Maryland Libraries

Processed by: Elizabeth C. Borja  
April 2000  
6.25 linear feet including 138 audio cassettes

## **BIOGRAPHY**

Robert D.B. Carlisle attended Deerfield Academy and Princeton University, where he earned a B.A. degree in English Literature in 1943, under an accelerated wartime program.

In 1946, after three years in the military, Carlisle began his career as a newspaper reporter for a daily newspaper in Passaic, New Jersey, covering news ranging from police court to urban planning and aviation. This built a firm platform for his move in 1949 to *Newsweek*. After six months with the magazine, he took the post of Detroit Bureau Chief. Nine months later, he was recalled to active duty as an Army reservist, serving as Assistant Operations Officer of the nation's first strategic propaganda unit in Japan.

From 1954 to 1957, Carlisle worked for all three major TV networks as a writer of TV news and continuity. At ABC, he organized a network series for commentator Quincy Howe. At NBC, he was Associate Producer on the trend-setting series "Wide Wide World." After this, he served as Production Supervisor at the country's first videotape studio.

Carlisle moved to WNDT, Channel 13, New York in 1962, its first year as a public TV station. He began as a Producer and then became an Executive Producer. He organized and produced some 400 shows to help fill the demand for broadcast materials, among them: a two-hour show on the Civil War, an in-depth discussion with Branch Rickey, various shows on consumer economics, a complete college-level American history course, and 33 half-hour programs with prominent mythologist Joseph Campbell.

In 1965, he began work for SUNY's (State University of New York) new, central Educational Communications office as first Network Operations Director, then Assistant Vice Chancellor.

In the spring of 1968, while still Assistant Vice Chancellor for Educational Communications for SUNY, Carlisle was asked by Ward B. Chamberlin and Frank Pace to work part-time for the brand new Corporation for Public Broadcasting (CPB), created by an act of Congress in November of 1967. At this point, there were very few people working for CPB, so Carlisle's job was to be the basic staff for Chamberlin--to come up with critiques, analyses, interviews, and project ideas. In the fall of 1968, Carlisle resigned from SUNY to become CPB's full-time Director of Special Projects.

One of his first tasks was to prepare a breakdown of a proposed \$2,000,000 budget calling for program production at a number of public broadcasting centers. He also established precedents, such as a "Career Fellow" project for CPB, procedures for making \$10,000 "Community Service Grants" to all public licensees, and a coordination of \$50,000 production grants to competing public TV stations.

In early 1970, Carlisle was moved to Director of Educational Projects, as part of staff readjustment that began in 1969 with the hiring of a president for CPB, John W. Macy. Congress had wanted CPB to do something about education, but that goal had been swallowed up by the larger projects of forming and starting Public Broadcasting Service (PBS) and National Public Radio (NPR).

In June 1971, Carlisle and his education staff began to develop a project to help adults prepare for the high school equivalency test. Initially called GED (General Educational Development), the project came to be called the Adult Learning Project Service (ALPS). It consisted of three phases: Phase I, staff survey; Phase II, market audience survey; and Phase III, curriculum design. ALPS included working with educators, commissioning more than 100 papers, making extensive analyses of audience demographics, producing five TV pilots, ten audiotape capsules, and one motivational film.

However, by November of 1972, the new administration of CPB decided that ALPS was not as high a priority as before. Henry Loomis, the new president, decided to end the project, asking Carlisle to write a final report. On March 16, 1973, Carlisle turned in *The ALPS Story: A Final Report. January 1971 to November 1972*.

After leaving CPB in 1973, Carlisle continued his interest in educational television, publishing five books on the uses of media in education. He wrote and researched *Media and the Adult Student: One Man's Journal*, published in 1976, about media applications in adult-level education. CPB commissioned Carlisle to expand its educational activities by writing a panoramic appraisal of public broadcasting's uses in education, resulting in *Patterns of Performance: Public Broadcasting and Education*, published in 1978.

Carlisle also returned to school to get his M.A. in Public Media Arts from Montclair State College in 1977, writing his master's thesis on "The University of Mid-America: A Brave New Experiment in Open Learning." Other publications include: *Video: At Work in American Schools*, published in 1987, nine institutional histories, and seven narrative poems. His most recent work, a 20th century history of the seaside village of Chatham, Massachusetts will be published in July 2000.

## **SCOPE AND CONTENT**

The Robert D.B. Carlisle Papers cover the years 1962 to 1987 and contain some undated material. The bulk of the materials date from 1968 to 1976. The collection documents Carlisle's career at the Corporation for Public Broadcasting as Director of Special Projects, his efforts to create the Adult Learning Program Service (ALPS) as Director of Educational Projects at CPB, his early career as a producer at WNDT in New York City, and various publications and background research. Types of materials include

correspondences, notes, scripts and script outlines, books, articles, and audio cassette tapes.

The collection consists of three series:

Series 1: Corporation for Public Broadcasting

Series 2: WNDT Scripts

Series 3: Professional Writings

## **PROVENANCE**

The Robert D.B. Carlisle Papers were given to the University of Maryland Libraries by Robert D.B. Carlisle in four installments: November 1992, November 1998, April 1999, and May 1999.

## **SERIES DESCRIPTIONS**

### Series 1: Corporation for Public Broadcasting, 1968-1973 (1.25 linear feet)

This series documents Carlisle's career with the Corporation for Public Broadcasting (CPB). Topics covered include programming for the inner city, early goals and philosophy of CPB, grants, funding, and budgets for CPB, the creation of the Public Broadcasting Service (PBS), educational programming for children, the creation of the Adult Learning Program Service (ALPS) to further the education of adults, and the 1973 judging of the Japan Prize. The materials are arranged chronologically for the most part, with some variation according to topic.

### Series 2: WNDT Scripts, 1962-1965 (0.75 linear feet)

This series contains scripts and script outlines from Carlisle's time as a producer for WNDT in New York. Topics covered include consumer economics, political thought, Russian languages, antiques, French language, the Civil War, English for speakers of Spanish, and a broadcasting forum. The materials are arranged chronologically and by topic.

### Series 3: Professional Writings, 1975-1987 (4.25 linear feet including 138 audio cassettes)

This series contains Carlisle's published works and some of the research he did for these works, all concerning the use of media in education. The works include an article in the May/June 1979 issue of *Public Telecommunications Review* entitled "AIT's THINKABOUT: ITV Bridge to the 1980s." Along with copies of *Patterns of Performance: Public Broadcasting and Education 1974-1976* (1978), *Media and the Adult Student: One Man's Journal* (1976), and *Video: At Work in American Schools* (1987) are audio cassette tapes with interviews for these three works and additional interviews for Carlisle's Master's thesis "The University of Mid-America: A Brave New Experiment in Open Learning."

## BOX INVENTORY

### SERIES 1: CORPORATION FOR PUBLIC BROADCASTING

Box	Folder	
		Correspondence
1	1-5	May – September 1968(5f)
	6	October – November 1968
	7	December 1968
	8	January – March 1969
	9	April 1969
	10	May – June 1969
	11	July – September 1969
	12	October – November 1969
	13	December 1969
	14	January – February 1970
	15	March – May 1970
	16	June – August 1970
	17	September – October 1970
	18	November – December 1970
	19	January – February 1971
	20	March 1971
		Correspondence (cont'd)
2	1	April – June 1971
	2	July – August 1971
	3	September – December 1971
	4	January – March 1972
	5	May – October 1972; February 1973
	6-7	Staff Meeting Notes 1968-1971 (2f)
		Adult Learning Project Service (ALPS)
	8-9	General. 1971-1973 (2f)
	10-11	Budgets (2f)
	12-13	Phase II (2f)
	14	Phase II - Notes
	15-16	Phase III (2f)
		Adult Learning Project Service (ALPS) (cont'd)
3	1	<i>The ALPS Story: A Final Report. January 1971 to November 1972. (March 16, 1973)</i>
	2-4	Japan Prize. November 1970 (3f)

## SERIES 2: WNDT SCRIPTS

Box	Item	
3	5	<i>Vol. I. 1962-63</i> : “You, the Consumer” (August 1962-January 1963); “Gallant Insights” (August 1962-January 1963); “The Mahatma and the Professor, with Branch Rickey” (December 1962)
	6	<i>Vol. II. 1962-63</i> : “Russian for Beginners - Russian Panorama” (January-April 1963); “Russian for Beginners” (September 1962-May 1963); “Your Federal Income Tax” (February 7, 1963); “The Joy of Antiques” (April-June 1963); “Drawing from Scratch” (April-June 1963)
	Item	
4	1	<i>Vol. I 1963-64</i> : “En Francais S’il Vous Plait” (September-October 1963); “A Sense of Structure” (November 8, 1963); “The Civil War: A People’s Tragedy” (January 3, 1964)
	2	<i>Vol. II 1963-64</i> : “Primer on School Taxes” (March 1, 1964); “Personal Report: Vincent W. Van Gogh” (April 23, 1964); “The City: Another Day Downtown” (April 1964)
	3	<i>IPT 1964</i> : “Ingles Para Todos” (July-October 1964)
	4	<i>BF 1964-65</i> : Broadcasting Forum (December 1964-February 1965)

## SERIES 3: PROFESSIONAL WRITINGS

	Folder	
5	1	<i>Media and the Adult Student: One Man's Journal</i> . 1976 [Interview Tapes in Box 6]
	2	<i>Patterns of Performance: Public Broadcasting and Education 1974-1976</i> . 1978. [Interview Tapes in Box 6]
	3	<i>Public Telecommunications Review</i> Vol. 7, No. 3 (May/June 1979): including Carlisle article “AIT’s THINKABOUT: ITV Bridge to the 1980s”
	4	<i>Video: At Work in American Schools</i> . 1987. [Interview Tapes in Boxes 6 and 7]
	Tape	
		Interview Tapes from <i>Media and the Adult Student: One Man's Journal</i> “Brigham Young University”
6	1	Darrel Monson, Assistant Academic Vice-President; Dr. Harold Hickman, Assistant Director for Church Education Systems Productions; Gordon Mills and Norman Tarbux, Broadcast Editors (May 8, 1975)

	2	Gordon Mills, Norman Tarbux, Harold Hickman (May 8, 1975)
	3	Harold Hickman (May 8, 1975)
Box	Item	
		Interview Tapes from <i>Media and the Adult Student: One Man's Journal</i> (cont'd)
		“Brigham Young University” (cont'd)
6	4	Dr. Dean Black, Implementation Director of TICCIT (time-shared, interactive, computer-controlled information television); Earl Glade, Jr., Special Assistant to the Assistant Academic Vice-President; FM and TV representatives; Darrel Monson (May 9, 1975)
	5	Evaluation Report; Dr. Bailey; NVEA conference (January 29, 1976)
		“Miami-Dade Community College”
6	6	Howard “Pat” Weaver, Director of Instructional Resources; Dr. J. Terence "Terry" Kelly, Dean for Administration and Open College; Dr. Robert H. McCabe, Executive Vice President (May 13, 1975)
		“Concordia Teachers College”
	7	Hal Whelply, Director of Audiovisual Services; Dr. Walter Jurgensen; Dr. Marvin Bergman, Assistant Professor of Theology; Dr. Martin Kirch, Dean of Academic Affairs (September 24, 1975)
	8	Martin Kirch; Dr. J.D. Weinhold, Associate Professor of Education, Hal Whelply; Mrs. Barbara Pike, Associate of the Dean of Audiovisual Services (September 24, 1975)
		“Penn State University”
	9	Dr. Dave Mercer, Head of Independent Study by Correspondence; Tom Volelta, editorial assistant at WPSX; Dr. Floyd Fischer, Vice President for Continuing Education (July 23, 1975)
	10	Floyd Fischer; Charles DeVault, coordinator of Educational Technology Utilization; Alex Black - coordinator of the Coordinating Councils for Continuing Education in Health Care Systems; David Phillips, Director of Broadcasting (July 23, 1975)
		"Temple University"
	11	Dr. Kenneth Harwood, Dean of the School of Communications and Theater; John Wright, Chief Engineer WRTI-FM; John Roberts, RTF (Radio-Television-Film) Chairman (April 21, 1975)

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Kenneth Harwood, Bob Uttenweiler, Operations Manager  
WRTI; John Roberts (April 21, 1975)

Box	Item
	Interview Tapes from <i>Media and the Adult Student: One Man's Journal</i> (cont'd)
	“San Francisco State University”
6	13 Dr. Stuart Hyde, Chairman Broadcast Communication Arts Department; Gracie Niska, graduate student; Faculty Meeting (May 6, 1975)
	14 Faculty Meeting; Stuart Hyde (May 6, 1975)
	15 Stuart Hyde (May 6, 1975)
	“San Diego State”
	16 Dr. Kenneth K. Jones, Senior Professor, Department of Telecommunications and Film; Dr. Hayes Anderson, Associate Professor, Department of Telecommunications and Film (May 5, 1975)
	17 Kenneth Jones; Don Martin, ITV coordinator; Dr. Don Wylie, Professor, Department of Telecommunications and Film; Paul Steen, Manager KPBS (May 5, 1975)
	18 Paul Steen (May 5, 1975)
	19 San Diego State Response to Robert D.B. Carlisle Questions (July 18, 1975)
	“Syracuse University”
	20 Dr. Lawrence P. Meyers, Jr., Chairman of Radio/TV and Film; John Hottenstein, Instructor, Supervisor of International Broadcasting Seminars for the State Department; Dr. Ernest “Joe” Andrews, professor of Broadcast Journalism (April 24, 1974)
	21 Dr. Dick Barnhill, professor of Broadcast Journalism; John Hottenstein; Bill Denne (May 2, 1974)
	“Indiana Higher Education Telecommunication System (IHETS)”
	22 Dr. Jane G. Richards, Executive Director IHETS; Staff; Jim Potter, Head of Division of System Operations and Development (May 2, 1974)
	23 Jim Potter; Randall G. Bretz, Assistant Director, Division of Member Services; Jane Richards (May 2, 1974)
	24 Jane Richards (May 2, 1974)
	25 “Yonkers ITFS (Instructional Television Fixed Service)” ITFS April 29, 1975
	Interview Tapes from <i>Patterns of Performance: Public Broadcasting and Education 1974-1976</i>
	“CPB Interviews”
	Rick Breitenfeld, Executive Director, Maryland Center for Public Broadcasting; F. Leicht; Virginia Fox, Associate Executive Director of Kentucky Education Television (July 21, 1975)

Box	Tape	
		Interview Tapes from <i>Patterns of Performance: Public Broadcasting and Education 1974-1976</i> (cont'd)
6	26	Howard Spergel, Eastern Educational Television Network (EEN) Director of Educational Services; Shirley Gillette; Rhea Sikes, Coordinator, Educational Services, RBC; Sandy Souser (July 21, 1975)
		Interview Tapes from <i>Video: At Work in American Schools</i>
7	1	Chet Bradley, consultant, health education, State Department of Public Instruction, Madison, WI (March 24, 1986) "Oregon School District, WI"
	2	Fe Lou McElroy, 3rd grade; Tom Sinks, 5th-6th grades; Roland Cross, Assistant Superintendent (retired); Beth Elver, World Geography and remedial reading (October 14, 1986) "Oregon and Beloit School Districts, WI"
	3	Beth Elver; Ron Unmacht, manager, School Services, Division of Educative Services, Wisconsin Educational Radio and TV Networks, Madison, WI; Tom Kennedy, Director, Media Center, Beloit Schools; Carol Johnson, 5th-6th grades, Robinson Elementary (October 14, 1986) "Beloit and Randall Schools"
	4	Tom Kennedy; Lee Davis, 7th grade Life Sciences, McNeel Junior High School; Dorothy Baer, Home Economics and family life (retired), Memorial High School; Cathie Johnson, Director, School Services, Southern Wisconsin Educational Communications Service, Madison, WI (October 14, 1986) "Randall School"
	5	Cathie Johnson; Barb Widder, 5th grade; Jim Griffin, Principal; April Hoffman, Coordinator, Instructional Media Center; Ruth Gunderman, 3rd-4th grades (October 14, 1986)
	6	Ruth Gunderman (October 14, 1986) "AIT 1987 Phone Interviews"
7	1	Strongsville, OH: John M. Bedford, Director of Cable Operations, Strongsville School; Trent Lamb, Principal, Allen Elementary School; Laurie Switzer, Producer/Programmer, ITV; Ned Brown, 6th grade and media coordinator, Allen Elementary School (January 28, 1987); Dr. Patricia Mille, Director, ASSET, Channel 8, Phoenix, AZ (February 11, 1987); Ed Cohen, Executive Director, AIT (February 13, 1987)

Box	Tape	
		"AIT 1987 Phone Interviews (cont'd)
7	2	Ed Cohen; Robert Reese, Chief Supervisor of Utilization, Office of Instructional Technology, South Carolina Department of Education, Columbia, SC; Ron Unmacht (February 13, 1987)
	3	Martha Mills, KQED ITV Coordinator, Sacramento, CA; (February 13, 1987); Carol Nowark, Assistant Manager, Educational Services, WNED-TV, Buffalo, NY (February 16, 1987); Clyde H. Green, Director, Office of Instructional Technology, South Carolina Department of Education (February 23, 1987)
	4	Dr. Curt Fuchs, Director of Instructional Media Center, Columbia, MO; Mary Lou Hamill, Assistant Director of Education, School Services, New Jersey Network, Trenton, NJ; Tom Valenti, Director, Education Services, WVIZ, Cleveland, OH (February 17, 1987); Clyde Green (February 23, 1987)
		"AIT Book Discussions: Chapters I and II"
	5	Ed Cohen (March 26 and April 1, 1987)
	6	Ed Cohen (June 18, 1987)
		Tapes for "The University of Mid-America: A Brave New Experiment in Open Learning," Master's Thesis [Book not present in collection]
	7	Steve Rabin, NEH (National Endowment for the Humanities); Jim Fellows, NAEB (National Association of Educational Broadcasters); Frank Norwood, JCET (February 5, 1976)
	8	Frank Norwood; R.L. Shayon, Dr. Paul Merrill (February 5, 1976)
	9	ETS (Educational Testing Service); Pat Meyers; Ed Stanley (February 20, 1976)
	10	Jack McBride, Executive Vice President, University of Mid-America; Roger Sell (April 12, 1976)
	11	Ken Warren; William Eberle; Roger Sell (April 12, 1976)
	12	William Eberle; Dr. Ron Turner (April 12, 1976)
	13	M. Jamison; Penny Richardson; Beau Vallance; Danielson; Dr. Lipson (April 12, 1976)
	14	Dr. Lipson; Milan Wall; Dr. Jerome Lord, Chief of Open Learning Systems Branch, NIE (National Institute of Endowment) (April 12, 1976)
	15	Dr. D.B. Varner, President of University of Nebraska; Jerome Lord (April 12, 1976)
		Unrelated Tapes
	16	John Witherspoon, CPB (Corporation for Public Broadcasting) (August 19, 1987)
	17	Frederick Breitenfeld, executive director of Maryland Center for Public Broadcasting