

**A GUIDE TO THE
MARGARET CHISHOLM PAPERS**

National Public Broadcasting Archives
University of Maryland Libraries

Processed by: Greg Pike
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3.0 lin. ft.

BIOGRAPHY

Margaret Chisholm grew up in a small town in Minnesota. She attended St. Cloud State College because of her interest in teaching and the fact that at St. Cloud she could receive a teacher's certificate in only two years. After teaching school for several years, her husband's job transfer took her to Everett, Washington. She continued to teach there and work toward her bachelors degree in education, which she received in 1957.

The next year she was awarded her Masters degree in library science from the University of Washington. She then began working toward a Ph.D. in administration of higher education. Her first library job was as supervisor of elementary school libraries in the Everett community. That job eventually led her to a position as librarian at the Everett Community College.

The University of Oregon heard of her work and hired her to teach summer school courses. Eventually she was offered and accepted a full time faculty position there. Her first involvement with educational broadcasting was when she was asked to teach a televised course in children's literature. The positive reviews her course received made Dr. Chisholm aware of the power and utility of public educational broadcasting. It was also during this time that she completed her dissertation and earned her Ph.D.

In 1967, she accepted an offer to head up the media program of the Seattle school system as well as the area libraries. During this time that she came into contact with the Washington University television station KCTS as her job put her on KCTS' executive board representing the Seattle school system. As of 1990, Chisholm was still a member of the KCTS/Channel 9 Board.

For a time, Dr. Chisholm was dean of the College of Library and Information Services at the University of Maryland. She then moved back to Washington State and became Vice President of University Relations at the University of Washington. As it happened, KCTS's license was owned by the University and Dr. Chisholm's position as Vice President also made her the chairman of the station. During Dr. Chisholm's tenure KCTS expanded from a primarily university station to a community/public broadcasting station.

During this time, Dr. Chisholm became active in public broadcasting efforts nationally. Through contact with Ralph Rogers she was nominated to the Board of Directors of the Public Broadcasting Service. While serving on the PBS Board, Dr. Chisholm was involved in PBS's decision to create a new organization to represent public television station managers' interests and to deal with lobbying and planning efforts of public TV while PBS concentrated on programming. Dr. Chisholm was a member of several organizing committees that led to the creation of the new entity, the Association for Public Broadcasting. She served on its interim board of trustees and participated in the search for its first chief executive. From 1979 to 1983, she served as the vice president of the National Association of Public Television Stations (NAPTS) executive committee. Dr. Chisholm served several terms on the APB Board and today remains a trustee at large with the organization renamed APTS. [see below]

Dr. Chisholm later left the job of Vice President of University Relations at the University of Washington to become the dean of its graduate school of library science. She retired in 1992.

Dr. Chisholm's other public involvements include serving on the Seattle/King County Convention and Visitor's Bureau Board from 1975 to 1981, the board of directors of the United Way of King County from 1976 to 1980, the commissioner of the Western Interstate Commission on Higher Education from 1981 to 1985, and on the national White House Conference on Library and Information Services Committee to plan the Conference in 1989. Dr. Chisholm has also published on issues in media management.

Dr. Margaret Chisholm died in 1999.

ADMINISTRATIVE HISTORY: APB, NAPTS, APTS

The Association for Public Broadcasting (APB) was created by public television station managers in 1979 to better represent their interests in Washington before Congress, the FCC, and other federal agencies. Congress also wanted a separate organization to deal with funding and lobbying apart from PBS, which handled programming. The offices opened in January 1980, and in May 1980, adopted the trade name National Association of Public Television Stations (NAPTS) to emphasize the relationship with the stations.

The APB was a 501(c)(3) corporation which meant for tax purposes that it had limited lobbying ability without jeopardizing its tax exempt status. In May 1980 with a need to increase lobbying, a new corporate entity was created that would be a 501(c)(4) corporation which allowed greater lobbying efforts. Since "APB" was already taken, the corporation used the trade name "NAPTS."

The NAPTS was perceived within the organization as merely a lobbying arm of the APB and hence no need of public awareness. All employees were considered employees of the APB and all operations and contracts were undertaken by the APB. Despite this, "APB" and "NAPTS" were used interchangeably, which created much confusion, created inaccuracy, and drew attention away from the purpose of the organization in the first place.

Eventually in 1991, the APB and NAPTS formally changed their identity. The APB became the Association of America's Public Television Stations (APTS), and the NAPTS became America's Association of Public Television, Inc. (APTIV). It is the former acronym that is encouraged today. The name change also was a better representation of the company's interests--America's public television stations, as opposed to a "national" organization.

SCOPE AND CONTENT

The Margaret Chisholm Papers cover the years 1979 to 1991 with the bulk of the collection from 1987 to 1989. The collection documents Chisholm's involvement with several public broadcasting organizations; the Public Broadcasting Service (PBS), the Corporation for Public Broadcasting (CPB), and the Association for Public Broadcasting (APB) [which was also known as the National Association of Public Television Stations (NAPTS) and later became known as the Association of America's Public Television Stations (APTS.)] Types of documents in the collection include correspondence, memoranda, minutes, reports, speeches, newsletters and bulletins, and printed material.

The collection consists of four series:

- Series 1: Public Broadcasting Service and Corporation for Public Broadcasting
- Series 2: Association for Public Broadcasting
- Series 3: National Association of Public Television Stations and Association of America's Public Television Stations
- Series 4: Chronological Files

PROVENANCE

The Margaret Chisholm Papers were donated to the University of Maryland at College Park Libraries by Margaret Chisholm in September of 1994.

SERIES DESCRIPTIONS

Series 1: Public Broadcasting Service and Corporation for Public Broadcasting, 1978-1991 (1.00 linear feet)

This series documents Dr. Chisholm's involvement with the PBS (of which she was a member) and the CPB. The series reflects PBS's long standing tradition of sending advance copies of its board meetings to its sister organizations--which included the Association of Public Broadcasting (APB), of which Dr. Chisholm was also a prominent member and trustee--inviting said trustees to their meetings. Documents include minutes, reports, and correspondence. Topics include future technology, funding strategies, and program reform. Folders are arranged in alphabetical order by topic and then chronologically.

Series 2: Association for Public Broadcasting, 1979-1989, (8 folders)

This series documents the formative years of the APB. It is composed mostly of minutes

and correspondence. Topics include public television legislative principles and licensee initiatives. Folders are arranged in alphabetical order by topic and then chronologically.

Series 3: National Association of Public Television Stations and Association of America's Public Television Stations, 1979-1991 (1.00 linear feet)

This series further documents Dr. Chisholm's involvement with the NAPTS. Documents include minutes, financial documents, lists, reports, and printed legislative material. Topics include legislation, grassroots lobbying, restructuring of corporate identity, goals, and missions. Folders are arranged in alphabetical order by topic and then chronologically.

Series 4: Chronological Files, 1980-1991 (0.50 linear feet)

This series further documents the business of the APB, NAPTS, and APTS. Documents consist of memoranda, reports, news bulletins, teletype, and printed materials. The broad range of topics covers external matters--outside legislation, dealings with the FCC, and changes in public television's focus and internal matters--future conventions, election of trustees/delegates. Included are a short biography of Dr. Chisholm and a detail memorandum explaining the history and evolution of APB's corporate identity, which is essentially summarized above. Folders are arranged in chronological order.

BOX INVENTORY

**SERIES 1 : PUBLIC BROADCASTING SERVICE (PBS)
AND CORPORATION FOR PUBLIC BROADCASTING (CPB)**

Box	Folder	
		PBS
		Committees
1	1	Comm. on Development/Info., 1978-1979
	2	Committee on Copyrights, April 1979-1980
	3	Future Services Task Force, November '83
		Executive Board of Directors Meetings
	4	Annual Meeting, June 1980
	5-7	Meeting, December 1987 (3f)

**SERIES 1 : PUBLIC BROADCASTING SERVICE (PBS)
AND CORPORATION FOR PUBLIC BROADCASTING (CPB)**

Box	Folder	
		PBS (cont'd)
		Executive Board of Directors Meetings (cont'd)
1	8-10	Annual Meeting, April 1988 (3f)
	11	Meeting, December 1988
	12	Annual Meeting, April 1989 (2f)
		PBS (cont'd)
		Executive Board of Directors Meetings (cont'd)
2	1	Annual Meeting, April 1989 (cont'd)
	2-3	Meeting, December 1989 (2f)
	4	Meeting, November 1990
	5	Annual Meeting, June 1991
	6	Reports, Messages, and Speeches, June 1981-December 1983
		CPB
	7	Correspondence, Board Listings, Newsletters, 1978-1990

SERIES 2: ASSOCIATION FOR PUBLIC BROADCASTING (APB)

8		Applications for APB President, February 1980
		Board of Trustees Meetings
9		Interim Board of Trustees Meeting, Oct.-Nov. 1979
10		Annual Meeting, June 1980
11		Annual Meeting, October 1989
12		Correspondence, 1979-1980
3	1	Correspondence, July-September 1980
	2	Documents of Formation, Incorporation, 1979 Notes, Articles of Incorporation, By-Laws
	3	Telephone Contact Network, January-March 1980 Draft and revised copies

**SERIES 3 : NATIONAL ASSOCIATION OF PUBLIC TELEVISION STATIONS
(NAPTS) AND ASSOCIATION OF AMERICA'S PUBLIC TELEVISION
STATIONS (APTS)**

		NAPTS
3	4	Ad Hoc Committee on Funding Telephone Conference Call, October 1980
	5	Advocacy Plan, January 1990
	6	Annual Meeting Committee, September-November 1989

**SERIES 3 : NATIONAL ASSOCIATION OF PUBLIC TELEVISION STATIONS
(NAPTS) AND ASSOCIATION OF AMERICA'S PUBLIC TELEVISION
STATIONS (APTS)**

Box	Folder	
		NAPTS (cont'd)
		Board of Trustees Meetings
3	7	Meeting, October 1980
	8	Board Retreat, October 1983
	9	Meeting, January 1984
	10	Annual Membership Meeting, April 1986
	11	Annual Membership Meeting, April 1987
	12	Meeting, July 1987
	13	Board Retreat, September 1987
	14	Meeting, January 1988
		NAPTS (cont'd)
		Board of Trustees Meetings
4	1	Annual Meeting, April 1988
	2-3	Board Retreat, September 1988 (2f)
	4	Meeting--partial, February 1989
	5	Annual Meeting, April 1989
	6	Board Retreat, October 1989
	7	Annual Meeting, January 1990
	8	Annual Meeting, June 1990
		Corporate Information
	9	Financial Statements, 1982-1983, 1985-1988 Membership Lists
	10	Delegate Membership Rosters, 1980-1987
		NAPTS (cont'd)
		Corporate Information (cont'd)
		Membership Lists (cont'd)
5	1	Trustee Membership Rosters, 1979-1991
	2	Membership Survey, 1987: Draft and revised copies
	3	Correspondence, May 1986
	4	Legislative Packet, 1989
	5	National Program Task Force Meeting and Report, January 1989
	6	"Public Television in the 1990's"--report by NAPTS: Draft and revised copies, July 1987
		APTS
5	7	Board of Trustees Meeting/Retreat, September 1991

SERIES 4 : CHRONOLOGICAL FILES

Box	Folder	
5	8	1980-1983
	9	1984
	10	1985
	11	1986
	12	1987 (2f)
6	1	1987 (cont'd)
	2-3	1988 (2f)
	4-5	1989 (2f)
	6	1990
	7	1991