

## SERIES 7: PROGRAM PROJECTS

In January 1974, the Children's Television Workshop (CTW) announced the creation of CTW Productions, Inc., a wholly-owned subsidiary of CTW intended to produce commercial television programs and feature films for family audiences. CTW Productions' president was Thomas M.C. Johnson and its vice president was Thomas Sternberg. Its board of trustees included: Joan Ganz Cooney, Lloyd Morrisett, Thomas P. Kennedy, Richard C. Steadman, Eddie N. Williams and Thomas N.C. Johnston. This series includes memos regarding the creation of this company, its budget and an early document describing its procedures.

CTW, CTW Productions or one of CTW's other subsidiary companies—Distinguished Productions and Palm Productions—considered the programs in this series between 1972 and 1985. Few were ever completed, with the exceptions of *The Chronicles of Narnia*, *Follow that Bird*, *Fruits and Vegetables*, *The House of Dies Drear*, *Out to Lunch* and *Sign On*. Most programs were intended for public television, but some were funded by and designed for commercial network television. *The House of Dies Drear* was initially developed for NBC in 1979, but abandoned and later produced for PBS' *Wonderworks* series in 1984. *Out to Lunch* was created for ABC, which aired the pilot episode in 1974. CTW's two-part adaption of *The Lion, the Witch and the Wardrobe*, the first book in C.S. Lewis' *The Chronicles of Narnia*, aired on CBS on April 1 and 2, 1979. The program was directed by animator Bill Melendez and supported by funding from Kraft, which, as the program's sole sponsor, provided more than \$3 million for production and promotion.

Files in this series also describe CTW's early involvement in feature films. Warner Brothers released *Follow that Bird*, starring *Sesame Street*'s Big Bird, in 1985. This series includes proposals and information on the early development of several other feature films, including *Sesame Street—The Movie* and *Jingo Django*, which were never produced. This series also includes a proposal for an interactive videodisk, tentatively named *The Joy of Lex*, intended to improve children's vocabularies.

The most extensive files relate to programs which were never completed. The Career Education Project (called, early in its development, *The Young Adventurers*), was intended to teach children about career opportunities. The project's files include memos and correspondence, proposals, research and reports, funding information, budgets, and information on production, including the selection of a production staff. *Simple Justice* was intended as an adaptation of Richard Kluger's book of the same name, dramatizing the Supreme Court case *Brown v. Board of Education*. The project was considered for nearly three years (1977-1980) and went through several writers before it was also abandoned. The *Simple Justice* files include memos and correspondence, proposals, and treatments and draft scripts.

This series begins with information on the formation and early activities of CTW Productions, followed by files relating to CTW's general investigation into film production and a report on public television by Helen Britton. The remaining files are arranged

alphabetically by project title and then chronologically. The larger projects are arranged by topic and then chronologically.

Box	Folder
	CTW Productions, Inc.
109	1 Memos and correspondence, September 1971-July 1974, nd.
	2 Feature films research, September-November 1973, nd.
	3 Project development procedures and notes, December 1973, nd.
	4 Miscellaneous projects, May 1977-July 1979.
	5 Budget, January 1974.
	Film
	6 General, July 1971-June 1973, nd.
	7 Joan Lufrano, memos and reports, September 1973-October 1974.
	8 Tom Johnson and Tom Sternberg, "CTW's Involvement in the Feature Film Business," June 1973.
	9 Seminar, September-October 1973.
10-11	Helen A. Britton, "Public Service Television," April 1980 (2f).
	Affect Show
	12 Memos and notes, February 1972-November 1974.
	13 David Connell, memos, notes and photographs, February 1972-March 1973, nd.
	14 John Flavell, notes and articles, 1972, nd.
	15 Planning, March 1972-March 1973, nd.
	Seminars
	16 Arden House, Harriman, New York, June 1972, nd.
	17 Tarrytown Conference Center, New York, June-July 1972.
	18 Content, research, notes and rundown, July 1972-September 1975, nd.
	19 Proposal, CTW and the Harvard Center for Research in Children's Television, "Television for the Social and Affective Development of Young Children," December 1973.
	Aged and Aging
	20 Proposal, CTW, "A Proposal for a Television Series on the Aged and Aging," May 1974.
	21 Working papers: proposal, funding, budget and notes, May 1974-January 1975, nd.
	22 Memos, April 1974-January 1975, nd.
	23 Correspondence, June-November 1974.
	24 Prospectus, January 1975.
	25 Clipping, January 1975.
	<i>Alec the Great and Cap'n Kate</i>
	26 Program description, nd.
	Animal Specials
	27 "Proposal for a Series of Animal Specials," October 1973.
	<i>Arthur Pendragon</i>
	28 David Wiltse, script, second draft, nd.

		Arts
29		Chiz Schultz, "Report on Esthetic Education," July 1977-September 1978.
30		Memos, correspondence and articles, July 1977-May 1980, nd.
		Proposals
31		Chiz Schultz, "A Proposal for Five Television Programs in the Arts for Children," April-December 1979.
32		Chiz Schultz, "A Proposal for a Mini-Series of Five Television Specials in the Arts for Children," July 1979.
33		CTW, "A Proposal for the Development of a Television Series on the Arts for Children," April 1983.
		Funding
34		General, May 1979-September 1980, nd.
35		National Endowment for the Arts, April 1977-May 1980.
		Arts (cont'd)
		Funding (cont'd)
110	1	Getty Trust, August 1984-April 1985.
		<i>Betcha Don't Know</i>
	2	Memos and correspondence, May-October 1980.
	3	Questions, July 1980.
	4	Scripts, August 1980-April 1981.
	5	Script comments, September 1980.
		<i>Big Bird's Super Spectacular Totally Amateur Show</i>
	6	Script, nd.
		<i>Burnish Me Bright</i>
	7	Script, September 1980.
		Career Education Project
		Proposals
	8-9	Ancon Associates, "Initial Analysis of Costs for the Career Education Project," March 1974, nd (2f).
	10-11	CTW, "The Uses of Television in Career Education: A Proposal," draft, September 1975 (2f).
	12	CTW, "The Experimental Use of Television to Supplement Career Education: A Proposal," second draft, October 3, 1975.
	13	CTW, "The Experimental Use of Television to Supplement Career Education: A Proposal," October 9, 1975.
	14-17	CTW, "The Experimental Use of Television to Supplement Career Education," January 1976 (4f).
	18-19	CTW, "The Experimental Use of Television to Supplement Career Education: A Proposal," March 1976 (2f).
	20	Proposal information, November 1975-April 1976, nd.
	21	Memos, February 1974-June 1976, nd.

		Ed Palmer
	22-23	General, April-December 1975, nd (2f).
	24-26	Reports, articles and notes, July 1972-December 1975, nd (3f).
		National Institute of Education
	27-28	Career Education Task Force, September 1972-January 1973, nd (2f).
		meetings
	29	Denver, Colorado, January-March 1973.
	30	Providence, Rhode Island, June-August 1973.
		Career Education Project (cont'd)
		Ed Palmer (cont'd)
111	1	Education Development Center, memos, correspondence and notes, January 1973, nd.
		Samuel Gibbon
	2	General, July 1975-January 1976.
	3	Proposals and notes, August-October 1975.
	4	Conference on Career Awareness in Young Children, February 1974-January 1975, nd.
		Norton Wright
	5	General, December 1974-April 1976, nd.
	6	Outgoing correspondence, July 1975-June 1976.
	7	Outgoing memos, July 1975-May 1976.
	8	Incoming correspondence, July 1975-February 1976, nd.
	9	Incoming memos, August 1975-July 1976, nd.
	10	Incoming miscellany, May 1974-June 1976, nd.
	11	Washington, D.C. trip information, August 1975.
	12	Funding, October 1975-February 1976, nd.
	13	Budget, September 1975-March 1976, nd
	14	Budget summary, January 1976.
	15	Seminar Information, nd.
		Research and Reports
	16	Ed Palmer, "Some Functions of Formative Research and Evaluation: A Working Draft," February-March 1973.
	17	Ed Palmer, "Report on Site Visit to the Model III Project," February 1973.
	18	Center for Research in Children's Television, "The Development of Career Awareness in Young Children," January 1975-1976.
	19	Comments to Management Meeting, nd.
	20-21	Program descriptions, July 1975-January 1976, nd (2f).
	22	Phase I-III Outlines
	23	Development and Production Timetable, July-August 1975, nd.
	24	National Institute of Education, proposal, November 1975, nd.

- Education Development Center
- 25 Proposal drafts, November-December 1972.
- 26 Review Panel Report for NIE, February 1973.
- 27-30 EDC, "Proposal for Home/Community-Based Career  
Education Model III," April 1974 (4f).
- 31 Evaluations, April 1974, nd.
- Staff
- 32 Interviews, directors and producers, December 1975-January  
1976, nd.
- 33 Minority candidates, October 1974-May 1975, nd.
- 34 Consultant candidates and contacts, nd.
- Public relations
- 35 Clippings, February 1976.
- Celebration!*
- 36 Proposal, "*Celebration!* A Sesame Street Special," nd.
- The Chronicles of Narnia*
- 37 Walter Hooper, "Past Watchful Dragons: The Fairy Tales of C.S.  
Lewis," 1971.
- 38 David Connell, comments to the Episcopal Foundation, Georgia,  
October 1975.
- Curiosity
- 39 Proposal, "A Series on Curiosity and Inquiry: 13 hours or 26 half-  
hours for children aged 8-12," nd.
- Edison special
- 40 Memo, October 1978.
- Energy Minutes*
- 41 Memos, April-August 1977.
- Family-Hour Program
- 42 Memo and rundown, December 1975.
- Follow That Bird*
- Script
- 43 First draft, January 1984.
- 44 First draft, second revision, April 1984.
- 45 Revisions, April 1984.
- 46 Memo, April 1984.
- Fruits and Vegetables*
- 112 1 Memos and correspondence, August-September 1976.
- 2 Palm Productions, July 1976-October 1976.
- Gulliver's Travels*
- 3 Scripts and correspondence, May 1975, nd.
- The House of Dies Drear*
- 4 Memos and correspondence, April 1979-January 1984.
- Scripts
- 5 Plot summary, treatment and first draft, July-August 1979,  
nd.

- 6-7 Final draft, October 1979 (2f).  
8 Shooting script, June 1984.
- The Incredible Feeling Show*
- 9 Stage preview, January-February 1979.  
10 Memos and correspondence, May-October 1979.  
11 Script, first draft, October 1979.
- It's a Jungle Out There*
- 12 Series description, June 1984, nd.
- Jingo Django*
- 13 Proposal, Norton Wright, "Feature Film Prospect—*Jingo Django*,"  
November 1972.  
14 Correspondence, November 1972-July 1974.  
15 Joan Ganz Cooney, memos, May 1973-May 1974.  
16 Norton Wright, expenses and production schedule, January-March  
1973.  
17 Plot, December 1972, nd.  
18 Budgets, January-November 1973, nd.
- Legal
- 19 Corporate, December 1972-February 1973.  
20 Sid Fleischman, November 1972-November 1974, nd.  
21 Henry Spitz, April-May 1973.
- Scripts
- 22 First draft, January 1973.  
23 Revisions, February-March 1973, nd.  
24 Second draft, April 1973.  
25 Final draft, nd.
- Production
- 26 General, June 1973, nd.  
27 Production book, December 1973.  
28 Cast and ATL staff, nd.  
29 Sets and locations, March-May 1973, nd.
- The Joy of Lex*
- 30 Proposal and memos, September 1981.
- The Man Who Was Magic*
- 31 Norton Wright, "*The Man Who Was Magic* by Peter Gallico—An  
Idea for a Television Musical Special," December 1973.
- McBroom*
- 32 Memos, March 1977-January 1978.
- Meanwhile, Back at Cinderella's*
- 33 Treatment and Score, 1971, nd.
- Metric Minutes*
- 34 Memos and correspondence, March 1975-August 1976.
- Mister Gumdropp and His Friends*
- 35 Proposal, nd.  
36 Memo, July 1978.

- 37 *Mom, the Wolf Man and Me*  
 Script, revised first draft, nd.  
 38 Budget, January-February 1976, nd.  
 Music Series  
 39 Concept and background, July-August 1975.  
 News Project  
 40 Memos, October 1980-March 1981.  
 41 Description and pilot rundown, December 1980, nd.  
*Out to Lunch*  
 42 Script, draft, September 1974, nd.  
 43 Rundown and script, October 1974.  
 44 ABC, draft contract and re-run, October 1974-May 1979.  
 Prosocial Programs  
 45 Proposal outline, June 1981.  
*Rainy Night*  
 46 Memos, budget and notes, January 1975-March 1976, nd.  
  
*Sesame Street—The Movie*  
 113 1 Treatment, nd.  
 2 Memo, May 1982.  
*Sign On*  
 3 Memos and correspondence, December 1979-February 1981, nd.  
 CBS  
 4 Proposal and Ideas, April 1980, nd.  
 Presentation to CBS, March 7, 1980.  
 5-6 Script, pilot, second draft, August 1980 (2f).  
 Research  
 7 General, June 1980-February 1981, nd.  
 8 Cast Audition Study, June-August 1980, nd.  
 9 Institute for Social Research, January 1981.  
 10 Administrative Working Guidelines, August 1980.  
 Welcome to Twin Oaks  
 11 Notes, March 1980.  
 12 Script, pilot episode, first draft, June 1980.  
 13 Clippings, January-February 1981.  
 14 Ratings, February 1981.  
*Simple Justice*  
 15 Proposal, February 1977.  
 16 Concept and background, February 1977-February 1978, nd.  
 17 Memos and correspondence, February 1977-November 1980, nd.  
 18 *With All Deliberate Speed*, CBS Special, October 1975-November  
 1977, nd.  
 19 Joan Ganz Cooney, memos, July 1980-November 1981.  
 20 Paul Firstenberg, memos and correspondence, December 1977-  
 August 1979.

- Richard Kluger
- 21 Treatment, nd.
- 22 Memos, correspondence and clippings, February 1977-March 1980, nd.
- 23 Reviews, ads and articles, November 1959-October 1977, nd.
- David Epstein
- 24 Memos, correspondence and notes, June 1977-September 1978, nd.
- 25 Treatment, June 1978.
- Charles Fuller
- 26 Episode #1, outline, scripts and responses, October 1979-January 1981, nd.
- 27 Episode #2, outline and memos, February 1981, nd.
- 28 Episode #3, outline, nd.
- 29 Script, Part 1, nd.
- 30 Script, nd.
- 31 Script revisions, nd.
- 32 Memos and correspondence, November 1979-February 1980.
- 33 Content, June 1978, nd.
- 34-35 Paul Firstenberg, treatments and production approach, January 1978-July 1979, nd (2f).
- 36 Funding, October 1979.
- National Endowment for the Humanities
- 37-39 Proposal, July 1978 (3f).
- 40-41 Presentation, February 1980 (2f).
- 42 Response, July-August 1980.
- 43 Budget, February 1977-September 1978, nd.
- Simple Justice* (cont'd)
- 114 1 Commercial television, June-October 1978.
- 2 Credits, August 1980.
- 3 Producers, November 1977-January 1978, nd.
- 4 Tomorrow Entertainment, September 1978-April 1981, nd.
- 5 Press, February 1977-August 1979, nd.
- Thanksgiving Day at the White House*
- 6 Palm Productions, proposal, April 1977
- The Thief of Baghdad*
- 7 Script, nd (circa 1976).
- 8 Clippings, November 1978.
- Variety Show
- 9 Memo, January 1974.
- Who Lives in America?*
- 10 Memo, June 1978.
- Wichaway*
- 11 Memo and correspondence, June-July 1973.