

**A GUIDE TO THE PAPERS OF
C. SCOTT FLETCHER**

National Public Broadcasting Archives
University of Maryland Libraries

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3.75 lin. ft.

BIOGRAPHY

Non-commercial, educational television pioneer, C. (Cyril) Scott Fletcher, was born July 28, 1904 in Sydney, Australia to Michael Scott and Winifred Sarah Fletcher. He attended Newington College in Sydney, Australia from 1916 to 1918 and then the University of Sydney, from 1919 to 1922. At Sydney University C. Scott Fletcher received a diploma in Economics and Commerce.

During his enrollment at Sydney University, Fletcher joined Cayce-Paul Motors Limited, the Studebaker distributor in New South Wales, Australia. There he worked as a mechanic in the works and assembly plant. Fletcher eventually joined the Studebaker Corporation of Australasia Limited. At Studebaker, he worked his way up the corporate ladder and served in a variety of managerial positions at various international sites including: China, New Zealand, South Africa, the United States and Rhodesia. He eventually became the international vice-president of Studebaker, just prior to World War II. At Studebaker, Fletcher was able to learn the automobile industry, travel the globe and befriend the president of Studebaker, Paul Hoffman.

It was Paul Hoffman who requested Fletcher be given leave from Studebaker to join United China Relief Inc. There, he became the Executive Vice Chairman of United China Relief Inc., in 1942, and helped raise over 7 million dollars for the Chinese allies of the United States.

In the year 1942, Fletcher also joined the Committee for Economic Development (CED), in Washington D.C., and served as its Field Director from 1942 to 1943. In New York from 1943 to 1946 Fletcher served as the Executive Director of the Committee and from 1947 to 1952 he was a trustee. The goal of the Committee for Economic Development was to facilitate a quick transition from a wartime economy to a peacetime economy. The aims of the Committee were to stimulate economic development and provide jobs. These goals were reached under the leadership of C. Scott Fletcher until his resignation in 1946 from both the Committee for Economic Development and also the Studebaker Corporation. In 1946 Fletcher was appointed as a trustee to CED, a position which he held until he was asked to join the Ford Foundation in 1951.

While a trustee at the Committee for Economic Development, Fletcher was asked by William Benton, Publisher of Encyclopedia Britannica, to become the President of Encyclopedia Britannica Films Inc., Chicago, Illinois. With Encyclopedia Britannica Films, he oversaw the creation of films and filmstrips for classroom purposes. This marked the beginning of C. Scott Fletcher's career in education.

C. Scott Fletcher remained President of Encyclopedia Britannica Films from 1946 to 1951. In late 1950, William Benton, vice-chairman of the Committee for Economic Development, talked with Paul Hoffman who had become the director of the Ford Foundation,

about convincing C. Scott Fletcher to become president of an unnamed Fund. This fund was to be established through the Ford Foundation and with its focus on adult education. The unnamed fund in May of 1951 became the Fund for Adult Education. In January of 1951 C. Scott Fletcher joined the Ford Foundation, having resigned from Encyclopedia Britannica Films, and became president of the Fund for Adult Education. It was as president of the Fund for Adult Education that C. Scott Fletcher began his work in the field of non-commercial educational television.

C. Scott Fletcher, during his ten years with the Fund for Adult Education, helped establish and fund the first thirty non-commercial television stations in the United States. He was instrumental in garnering support from civic and business leaders, government officials, educators and citizens for the establishment of ETV (educational television) stations across the country. He also helped to fund the first National Educational Television and Radio Program Center in 1954, which marked the beginning of the national program service. Under Fletcher's leadership, the Ford Foundation's Fund For Adult Education provided more than \$11,000,000 for the advancement of educational television over a ten-year period. During his ten years at the Fund for Adult Education, 1951-1961, Fletcher remained a loyal advocate of non-commercial television as an educational vehicle.

Eventually the Fund for Adult Education was reabsorbed by its parent, the Ford Foundation. Fletcher decided to retire from the field of education and educational television and establish his own management and communications consulting business in 1961, which he maintained until 1972.

In 1964 Fletcher returned from retirement to become the Chief Executive Officer and Director of Educational Television Stations (ETS), a division of the National Association for Educational Broadcasters (NAEB). ETS, under Fletcher, was responsible for the founding of the Corporation for Public Broadcasting (CPB). CPB was signed into existence by President Lyndon B. Johnson, November 7, 1967, after the passage of the Public Broadcasting Act of 1967. The efforts of C.Scott Fletcher combined with those of ETS, NAEB, and the Carnegie Commission, were influential forces that enabled the creation of the Corporation for Public Broadcasting. Fletcher served as a Chief Liaison Officer between ETS and NAEB from 1967-1971 and then in 1971 he retired from the field for a second time.

After his final retirement, C. Scott Fletcher remained active in many causes such as the "save the beaches" campaign in his hometown in Florida. Throughout his later years he maintained constant correspondence with congressmen and businessmen, stating his opinions and sharing his stories.

C. Scott Fletcher died in Pasadena, California, March 17, 1991 and is survived by his wife, Olga, three children and several grandchildren.

SCOPE AND CONTENT

The Papers of C. Scott Fletcher cover the years 1926 to Fletcher's death in 1991, and also contains some undated materials. The bulk of the materials date from the years 1944 to 1971. The papers include: awards, clippings, correspondence, minutes, newsletters, notes, reports, speeches and writings. The collection documents Fletcher's involvement in the Studebaker Corporation, the Committee for Economic Development and eventually his work in the educational television industry as part of the Fund for Adult Education as well as other divisions of the public television industry.

The collection is divided into four series:

Series 1: Biographical Information

Series 2: Professional Affiliations

Subseries 1: Fund for Adult Education

Subseries 2: National Association of Educational Broadcasters

Subseries 3: Other

Series 3: Correspondence

Series 4: Writings

PROVENANCE

The Papers of C. Scott Fletcher were donated to the National Public Broadcasting Archives, University of Maryland Libraries by his son, Douglas Fletcher, in May of 1993.

SERIES DESCRIPTIONS

Series 1: Biographical Information, 1926-1991 (1.0 lin. ft.)

This series details C. Scott Fletcher's upbringing, education and career. It provides a great deal of information concerning Fletcher's work in the automobile industry and also his work with non-profit, educational television. Interviews, old resumes, family genealogies and correspondence are all included in the series. Two important interview transcripts are included: "An Interview with C. Scott Fletcher" by James Robertson, Robertson Associates (1981) and "Interview with C. Scott Fletcher for the Ford Foundation Oral History Project" by Charles T. Morrisey (1973). Materials in this series are arranged alphabetically by folder heading.

Series 2: Professional Affiliations, 1944-1977 (2.0 lin. ft.)

This series documents Fletcher's association with various organizations involved in philanthropy, instructional media and educational broadcasting.

Subseries 1: The Fund for Adult Education, 1951-1961

This subseries documents C. Scott Fletcher's work as president of the Fund for Adult Education. Types of materials include reports, publications, correspondence and speeches. This series marks the beginning of Fletcher's involvement in educational television. Documents are arranged by type and then chronologically.

Subseries 2: The National Association of Educational Broadcasters, 1964-1971

This subseries covers C. Scott Fletcher's involvement with the National Association of Educational Broadcasters. Materials include: Fletcher's speeches, an award to him by N.A.E.B., letters from Lyndon B. Johnson and Hubert Humphrey, as well as miscellaneous correspondence. This series is arranged alphabetically with the exception of the ETS materials which are placed at the end of the series.

Subseries 3: Other, 1944-1978

This subseries documents Fletcher's involvement with various organizations. The Committee for Economic Development materials consists of speeches Fletcher made as director of that organization. These speeches are arranged chronologically. The materials of the Corporation for Public Broadcasting consists of new releases and some correspondence arranged chronologically. The Encyclopedia Britannica Films documents are speeches Fletcher made as president of Encyclopedia Britannica films. These speeches are arranged by subject heading. The National Citizens Committee for Public Television documents covers Fletcher's involvement with the committee, and are arranged alphabetically by document type. Finally, the Public Broadcasting Service documents are mostly correspondence between Fletcher and members of PBS, and are arranged chronologically.

Series 3: Correspondence, 1945-1981 (0.5 lin. ft.)

This series is comprised of correspondence between various individuals and also some miscellaneous correspondence. Some important letters of correspondence in this collection include letters to and from William Benton, Paul Hoffman, James Killian and also a letter from Hubert Humphrey. This series is arranged alphabetically by correspondent name.

Series 4: Writings, undated, 1944, 1963 (.25 lin. ft.)

This series contains some of C. Scott Fletcher's writings and some writings of family members. Topics include: education in Australia, psychology, philosophy and sociology. The series is arranged alphabetically by document type.

BOX INVENTORY

SERIES 1: BIOGRAPHICAL INFORMATION

Box	Folder	
1	1	Blue Book, [1981-1982]
	2-3	The Fletcher-Horner Saga - C. Scott Fletcher [1980] (2f)
	4	Ford Foundation/Oral History [1973]
	5-6	Ford Foundation Oral History Project [interview transcript with Charles Morrissey and Fletcher, 1974] (2f)
	7-8	Harding [Fletcher/Harding Family Data, 1980-1984] (2f)
2	1	Harding [Fletcher/Harding Family Data, 1980-1984]
	2	James Robertson [interview information, 1980-1984]
	3-4	"An Interview with C. Scott Fletcher" [Robertson interview transcript, 1982] (2f)
	5	Old Resume and Records [1926-1945]
	6	Who's Who [1969-1982]

SERIES 2: PROFESSIONAL AFFILIATIONS

SUBSERIES 1: THE FUND FOR ADULT EDUCATION

3	1	[Correspondence, 1958]
	2	[United States Representative to the U.N. (letter, 1960) and Partial FAE grant listing][correspondence]
	3-5	[Correspondence, Board of Directors, 1961] (3f)
	6	<u>Toward the Liberally Educated Executive, The Great Awakening, Education for Public Responsibility</u> [publication, 1958]
	7	<u>A Ten Year Report of the Fund for Adult Education, 1951-1961</u>
	8	[European Report, 1955]
	9	<u>Report to the Joint Committee Representing the Ford Foundation (1955)</u>
4	1	<u>Continuing Liberal Education, (Report 1955-1957)</u>
	2	[Speeches, 1955-1956]
	3	[Speeches, 1957-1958]
	4-6	[Speeches, 1959-1961] (3f)

SUBSERIES 2: THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

- 5 1 [Awards: NAEB Distinguished Service Award, 1971]
- 2 Book Expenses, 1971-1972
- 3 [Correspondence: Lyndon B. Johnson/Hubert Humphrey, 1964, 1966]
- 4 [Correspondence: miscellaneous, 1971]
- 5 The Financing of Educational Television Stations [n.d]
- 6 The Long Range Financing of Educational Television Stations, 1967
- 7 Newsletter [1968-1969]
- 8 [Proposal for Research, 1971]
- 9 [Public Broadcasting Act Information, 1967-1969,1971]
- 10 Public Directors [NAEB, 1967]
- 11 [Speeches, miscellaneous, 1964-1970]
- 12-14 E.T.S. Board of Directors, 1964-1969 (3f)
- 15 [E.T.S. Galaxy Conference of Adult Education, 1969]

SUBSERIES 3: OTHER

- 6 1-2 Committee for Economic Development. Speeches [1944-1946, nd] (2f)
- 3 Corporation for Public Broadcasting. [Miscellaneous, 1969-1970, 1977]
- 4-5 Encyclopedia Britannica Films. Speeches, 1946-1950 (2f)
- National Citizens Committee for Public Television
- 6-7 [Correspondence, 1967-1969] (2f)
- 8 The State of Public Broadcasting Today [report, nd]

- 7 1 Public Broadcasting Service. [Correspondence 1970-1978]

SERIES 3: CORRESPONDENCE

- 2-3 [William] Benton File [1967-1969] (2f)
- 4-5 Paul Hoffman, 1945-1976 (2f)
- 6 Hubert H. Humphrey [1967]
- 7 Robert M. Hutchins [1947, 1950-1961]
- 8 Jupiter Island (Mrs. Kirby) [1972-1973]
- 9 [Jim Killian, 1967, 1975-1977]
- 10-11 Miscellaneous Correspondence [1955-1981] (2f)
- 12 Edward R. Murrow [1964]
- 13 Sharon Rockefeller [1981]
- 14 Daniel Rohyans [also misc., 1971-1978]
- 15 Universities [1961-1971]

Series 4: Writings

- 8 1 CSF Notes/Great Books [1944]
- 2 [Poetry, n.d.]
- 3 "Education in Australia" a report by C. Scott Fletcher, 1963
- 4 Appendix to "Education in Australia" 1963