

**A GUIDE TO THE PAPERS OF
LEE C. FRISCHKNECHT**

National Public Broadcasting Archives
University of Maryland at College Park Libraries

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BIOGRAPHY

Lee C. Frischknecht was born on January 3, 1928 to Carl and Geniel Frischknecht in Brigham City, Utah. He became interested in radio while a junior high school student, watching the older brother of a neighborhood friend operate a local radio station. After serving in the Army in Japan from 1946 to 1948, Frischknecht enrolled at Utah State University where he joined a radio guild which ran a carrier current station until it was thrown off the air by the FCC for excess radiation.

After receiving a B.S. in Speech and Radio from Utah State in 1951, Frischknecht joined a small commercial radio station in Idaho Falls, where he worked in a variety of announcing functions. While in Idaho, Frischknecht grew interested in television. He decided to return to school to learn more about that medium, choosing Michigan State University (MSU) to pursue his studies, starting his them at East Lansing in 1953. From virtually his arrival in Michigan, Frischknecht worked at Michigan State's television station WKAR-TV, first as a camera man and eventually as General Manager. During that time, he received his Master's Degree in Radio-TV (1957).

Frischknecht's predecessor as General Manager at WKAR, Patrick Callahan, had gone on to work in New York City at National Educational Television (NET). Discouraged by MSU's decision to share time with a commercial station, Frischknecht decided to follow Callahan to New York, becoming NET's Director of Field Services in 1964. NET proved an interesting experience for Frischknecht who coordinated relations with individual stations and aided in organizing the technical side of network operations.

Eventually NET's decision to cut back on station relations in an attempt to concentrate more on programming, led to a cut back in Frischknecht's staff. In 1968, an old friend who had become President of Utah State University asked Frischknecht to return west to become Director of University Relations and Special Educational Services. At his alma mater, Frischknecht oversaw the University's radio and television station and became a university liaison to alumni, state agencies, and legislators.

Frischknecht found his work at Utah State stimulating, but the transition from the hustle of New York City back to the slow pace of Logan, Utah was difficult. He was, therefore, open to an offer from Don Quayle, the first President of the newly created National Public Radio (NPR), to return east to Washington, DC and join Quayle's fledgling operation. Joining NPR in 1970 as Director of Network Affairs, Frischknecht performed many of the same functions he had at NET, including station relations and technical support. He coordinated the development of a terrestrial, long-line interconnection system and organized the technology needed by NPR for its programming services. In 1972, Frischknecht rose to NPR Vice President, where his duties included corporate and long-range planning. While Vice President, he prepared the first NPR five-year plan. In 1973, Frischknecht again moved ahead and became President of NPR where most of his efforts were devoted to relations with member stations, the Corporation for Public Broadcasting, and Congress.

In 1978 Frischknecht left NPR after having served president for five years. He then spent some time as a consultant to various educational institutions that were putting together telecommunications programs, including the University of North Carolina at Greensboro, and the Cleveland Public School System.

After several consulting projects, Frischknecht joined station KAET at Arizona State University in 1980 as the station's Education Telecommunications Manager administering all educational and instructional facets of the station's operations. In 1985, he took over the position of KAET Assistant General Manager, overseeing station planning and the Arizona School Services though Educational Technology (ASSET) program. An important part of this new job was the planning and development of a new FM radio station. Frischknecht retired from KAET in 1993. He is married to the former Sara Jean McCullough and has four daughters.

SCOPE AND CONTENT

The Papers of Lee C. Frischknecht cover the years 1953 to 1993, with the bulk of materials dating 1967 to 1985. The papers include publications and reports, correspondence, speeches, subject files, and other materials. The collection documents Frischknecht's work in public broadcasting from his early work with NET in New York City, through his service as Vice President and President of National Public Radio, to his work at Arizona State University's station KAET in the 1980s and early 1990s.

This collection consists of eight series:

Series 1: National Public Radio, 1967-1986

- A. Speeches and Subject Files
- B. Publications

Series 2: Public Television, 1957-1991

Series 3: Arizona Educational Broadcasting, 1983-1991

Series 4: Telecommunications Programs, 1966-1992

Series 5: Technology, 1962-1993

- A. "Our World"
- B. Cable
- C. Satellites
- D. Miscellaneous

Series 6: Higher Education, 1953-1991

Series 7: Public Broadcasting Finances, 1965-1985

Series 8: Miscellaneous, 1954-1992

PROVENANCE

The Papers of Lee C. Frischknecht were donated to the University of Maryland at College Park Libraries by Lee C. Frischknecht in July of 1993.

SERIES DESCRIPTIONS

Series 1: National Public Radio, 1967-1986 (5.0 lin. ft.)

This series mainly contains materials relating to Frischknecht's tenure with National Public Radio (NPR), dating from 1970 to 1977, during which he served as Director of Network Affairs, Vice President, and President. Materials include Frischknecht's speeches and subject files, publications, reports, and publications.

A. Speeches and Subject Files, 1970-1985

This subseries features speeches and subject files of Lee Frischknecht, dating from 1970 to 1985, in his capacity as President, Vice President, and Director of Network Affairs, 1970-1977. Speech subjects include satellites, the public radio philosophy, and NPR future plans. Speech files include notes, drafts, and memoranda relating to various speeches given by Frischknecht. Subject files include correspondence, memoranda, reports, and publications, relating to such issues as audience research, satellites, the NPR merger with the American Public Radio Service, and NPR long-range planning and budgets.

B. Publications regarding Public Radio, 1967-1986

This subseries contains publications gathered by Frischknecht regarding public radio. Included are reports on college radio stations, FM stations, and community service. Additional materials include FCC case materials, and CPB reports and surveys.

Series 2: Public Television, 1957-1991 (3.25 lin. ft.)

This series features publications and reports gathered by Frischknecht regarding public television. Included are various reports on the future of PTV, analysis of television audiences and programming content, and materials on the legal aspects of public television.

Series 3: Arizona Educational Broadcasting, 1983-1991 (0.5 lin. ft.)

This series contains publications, dating 1983 to 1991, regarding public broadcasting in Arizona, gathered by Frischknecht in his capacity as Assistant Manager at KAET-TV at Arizona State University. The bulk of materials relate to Frischknecht's work administering the Arizona School Services through Educational Technology (ASSET). Materials deal with such issues as educational television, technology, and the formation of a state wide network for Arizona.

Series 4: Telecommunications Programs, 1966-1992 (2.25 lin. ft.)

This series features publications and reports, dating 1963 to 1992, relating to a variety of telecommunications programs in existence or in the planning stages. Included are numerous plans

for state and university telecommunications programs, as well as status reports on various programs, including the Adult Learning Systems, the Educations Turnkey Systems, and the Pacific Mountain Network.

Series 5: Technology, 1962-1993 (5.0 lin. ft.)

This series contains materials gathered by Frischknecht regarding various developments and utilization of broadcasting technology. Included is material relating to satellite technology, cable television, videodisc programs, and ITFS technology.

A. "Our World," 1962-1967

This subseries contains material gathered by Frischknecht as part of his work on the June 25, 1967 NET program "Our World," a live global telecast, originating in 14 countries. Included is technical information on the use of satellites as well as correspondence, clippings, memoranda, and charts.

B. Cable Television, 1971-1982

This subseries contains published material gathered by Frischknecht, regarding Cable and public television. Included are publications dealing with specific cable systems and issues of regulation and decentralization.

C. Satellites, 1972-1987

This subseries features correspondence, memoranda, publications, budgets, and reports relating to Frischknecht's concerns with satellite technology in his role as Chairman and a board member of the Public Service Satellite Consortium, beginning in 1982. Also included are reports on various satellite utilization plans and programs, including those of PBS, NPR, and the Appalachian Educational Satellite Project.

D. Miscellaneous, 1962-1993

This subseries contains miscellaneous material on technology issues of interest to Frischknecht. Included are correspondence, reports, and publications relating to FCC hearings, the National Education Television, the ITFS, the Western Union Sharing the Earth Terminal, and Remote Control Systems.

Series 6: Higher Education, 1953-1991 (1.75 lin. ft.)

This series, dating from 1953 to 1991, details Frischknecht's interest in Public Broadcasting and higher education. Included are correspondence, memoranda, reports, surveys, and publications, relating to such issues as copyright clearance, faculty rights, and various colleges and universities

with public broadcasting programs. Also included is material from Frischknecht's work at Michigan State University's station WMBS in the early 1960s.

Series 7: Public Broadcasting Finances, 1965-1985 (.75 lin. ft.)

This series contains material gathered by Frischknecht, from 1965 to 1985, regarding the financing of public broadcasting. Included are publications and reports, detailing the financial status of public broadcasting and such issues as corporate underwriting and community service grants.

Series 8: Miscellaneous, 1954-1992 (1.5 lin. ft.)

This series contains miscellaneous material relating to public broadcasting, dating 1954-1992. Included are correspondence, speeches, pamphlets, and policy statements regarding early educational broadcasting policy. Also included are correspondence and clippings regarding the formation of the NET network in the late 1960s, and material on the Nixon White House attack on public broadcasting.

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B. PUBLICATIONS REGARDING PUBLIC RADIO, 1967-1986

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7	1	NPR, Budget, 1976
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	4	<u>The NPR Audience</u> , 1981-1982
	5	NPR/CPB, <u>National Audience Profiles for Programs and Formats</u> , 1981
	6	<u>A Proposed Reallocation Plan for the Non-Commercial Educational FM Broadcast Band</u> , 1969
	7	Vincent M. Badger, <u>The College Radio Study: Report on Student-Operated Radio Stations at Colleges and Universities</u> , 1969
	8	Recommendations of the Radio Study Concerning Non-Commercial Radio Network, 1969
8	1	<u>The Public Radio Study: Report</u> , 1969
	2	Roger Penn, <u>A Rationale and a Plan for the Development of Educational Radio in the State University of New York</u> , 1970
	3	Samuel C.O. Holt, <u>Performance and Potential: FM Reaches a Crossroads</u> , 1970

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	7	<u>Long-Range Financing for Public Broadcasting, The Public Radio Plan</u> , 1973
	8	NAEB, <u>Radio's Role in Instruction</u> , 1973
	9	Tom Warnock, <u>Public Radio- The Next Five Years: A Report to the CPB Board</u> , 1975
	10	Thomas Warnock, <u>Public Radio: Taking Off At Last?</u> 1976
	11	Memorandum re. Community Service Grant Distribution Criteria, 1976
	12	CPB, <u>Community Service Grants: An Overview</u> , 1976
	13	Robert G. Ottenhoff and Pat A. Conner, <u>The Newark Audio Instruction Project: Highlights</u> , ca. 1977
	14	CPB, <u>Public Radio Handbook</u> , 1978
9	1	Public Radio Programming, Content by Category Reports, 1978-1982
	2	Expansion of Public Radio, 1978-1981
	3	Lee C. Frischknecht, <u>The Policy for Public Radio Station Assistance of the CPB, 1969-1978</u> , 1978
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	5	<u>Who Uses Radio and When: Some Questions and Answers About Radio Use in the Cincinnati Market</u> ," 1978
	6	<u>Arbitron Radio Market Survey Area Guide</u> , 1978-1979
	7	<u>Public Radio Programming, Content by Category</u> , 1980
	8	<u>Public Radio Subscription Programs</u> , 1981
	9	Study- Oregon Public Radio, 1986
	10	CPB, Statistical Summary of CPB-Qualified Public Radio Stations: Fiscal Years 1973-1976
	11	CPB, <u>FY 1978 Public Radio Community Service Grant Project</u> , 1977-1978
	12	CPB, Salary Reports for CPB-Qualified Public Radio Stations: Fiscal Year 1978-1986
	13	CPB, Summary Statistical Reports of CPB-Qualified Public Radio Stations, 1979-1981
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	8	National Citizens Committee on Educational Television, 1967
	9	HEW, <u>Research in Instructional Television and Film</u> , 1967
	10	Wilbur Schramm, <u>The Audiences of Educational Television: A Report to NET</u> , 1967
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	5	QED Research, <u>A Survey of Public Television Viewing in Eight Cities</u> , 1969
	6	David Puzzuoli, <u>A Study of Teaching University Extension Classes by Tele-Lecture</u> , 1970
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	5	Lifelong Learning Project, <u>Lifelong Learning and Public Policy</u> , 1978
	6	<u>A Report on the Television Laboratory at WNET/Thirteen</u> , 1972-1978
	7	Dallas County Community College District, <u>ITV Close-Up: the First Six Years</u> , 1978
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	5	Dallas County Community College District, <u>Instructional Television Catalog</u> , 1979
	6	Lawrence A. Goldin, Becky Bear, <u>Comparisons of Selected Instructional Television Networks: Programming, Management, and Funding Models</u> ," 1979
	7	John Edward Merrill, <u>An Investigation and Comparative Analysis of the Community Ascertainment Process in Public Television: Two Case Studies</u> , 1979
	8	Television Audience, Television Trends, 1979
	9	Jose Luis Ruiz, <u>The Case for Hispanic Recognition- The Case Against a Single Center for Independent Television</u> , 1979,
	10	Papers for Independent Televisions Makers and Public Communications Policy Seminar, 1979
	11	Interregional Council on Public Television Policy Report, 1979
14	1	Nam June Paik, <u>How to Keep Experimental Video on PBS National Programming</u> , 1979
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	3	CPB, <u>Public Television Pilot Testing Instrument: A User's Handbook</u> , 1981
	4	<u>PBS Video Audio Visual Market Study</u> , February 1982
	5	CPB, <u>A Market Case Study of Telecourse Promotion</u> , 1982
	6	<u>TV Insights-Classroom Television Use in Nebraska</u> , 1982
	7	PBS, <u>Public Television Licensees' Educational Services</u> , 1982-1983
	8	Louis A. Bransford, <u>Slow-Scan Television Utilization in Education</u> , 1984
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	10	Chalmers H. Marquis, <u>Telecommunications in Education: A Report of the Needs Assessment Project of the JCET</u> , nd
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	9	Educational Telecommunications in Arizona: <u>A Recommendation of the Needs Subcommittee of the Telecommunications Task Force for the Arizona Education Telecommunications Cooperative</u> , 1988
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6		Jack G. McBride, <u>Report to the Wisconsin Educational Communications Board on A Wisconsin Educational Radio and Television Management Study</u> , 1968
7		JCET, <u>Telecommunications: Toward National Policies for Education</u> , 1968
8		Governor's Committee on Public Television, <u>A Public Television Network for Pennsylvania</u> , 1968
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10		University of Maryland, College of Engineering, <u>A Proposal for the University of Maryland Instructional Television Network</u> , 1972
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	11	KAET Arizona State University, <u>A Study of the Potential Use of the Government Access Cable Channel for Tempe, Arizona</u> , 1979	
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	3	Education Turnkey Systems, <u>Telecommunications Alternatives for States</u> , 1984	
	4	Western Interstate Commission for Higher Education, <u>Televised Higher Education: Catalog of Resources</u> , 1984	
	5	Pacific Mountain Network, <u>Sat Screen 1982, A National ITV Screening Event</u> , 1984-1985	
	6	Oklahoma State Regents for Higher Education, <u>Educational Telecommunications: A Report on Development of an Educational Telecommunications Network</u> , 1985	
	7	Wisconsin- Extension Telecommunications Strategic Planning Task Force, <u>The Wisconsin Idea in the Electronic Age: Extending University Resources through Telecommunications</u> , 1985	
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	4	Walter Baer, <u>Interactive Television: Prospects for Two-Way Service on Cable</u> , 1971
	5	<u>Urban Cable Systems</u> , 1971
	6	<u>Cable Communications in the Dayton Miami Valley: Basic Report</u> , 1972
	7	CPB, <u>The Effect of Cable on Public Television</u> , 1979
	8	California Public Broadcasting Commission, <u>Impact of AB699 Community Service and Cable Rate Deregulation</u> , 1982

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	2	Appalachian Education Satellite Project, <u>Literature Review, Technical Report, No. 13</u> , 1976
	3	CPB/PBS, <u>Description of Public Broadcasting Satellite Interconnection</u> , Vol. One, 1976
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	6	NPR, Satellite Interconnection Project, 1976
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	4	Lee C. Frischknecht, <u>Report of the Public Television Satellite Interconnection System Study for the Interregional Council on Public Television Policy</u> , 1979
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