

**A GUIDE TO THE PAPERS OF
PRESLEY D. HOLMES**

National Public Broadcasting Archives
University of Maryland Libraries

Processed by: Karen E. King
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3.5 lin. ft.

BIOGRAPHY

Presley D. Holmes' formal higher education started at the University of Michigan, Ann Arbor. In 1950, he obtained his bachelor's degree in Speech, with a minor in English, Social Science and Education. He also received a teaching certificate at the secondary school level. He continued his education at the University of Michigan from 1950 to 1951, where he earned a master's degree in Speech (Radio). After serving in the military as an instructor of U.S. Army Psychological Warfare, from 1951 to 1953, he studied for a year at the University of Paris, Sorbonne, where he was awarded the Degré Annuel, Mention Bien. In 1959, Holmes completed his graduate studies and earned his doctorate in Speech (TV) with a minor in Educational Psychology at Wayne State University in Detroit.

He started his broadcasting career at WHRV, Ann Arbor, while studying at the University of Michigan. Holmes interrupted his pursuit of advanced degrees to work in commercial television in Detroit from 1954 to 1957, on the production staff of WWJ-TV. During the same period, he was a substitute teacher for the Detroit Public Schools. After receiving his Ph.D., Holmes stayed at Wayne State, where he taught speech and public address as an assistant professor from 1959 to 1962. He also directed a Ford Foundation TV Teaching Project from 1960 to 1961, involving videotaping eight complete classroom courses for closed-circuit and broadcast (WTVS) use.

From Michigan, Dr. Holmes went to Athens, Ohio to join the Ohio University faculty as assistant professor from 1962 to 1965, and as Director of Broadcasting at WOUB AM-FM-TV and closed-circuit ITV from 1962 to 1970. From 1966 to 1968, he served as director of the School of Radio-TV, and as an associate professor. Then, from 1968 to 1970, he was associate dean and tenured full professor in the College of Communication which had undergraduate and graduate programs in four schools: Journalism, Radio-TV, Speech and Hearing Sciences and Interpersonal Communication.

During the early years at Ohio University, from 1962 to 1966, he served the National Association of Educational Broadcasters (NAEB) as the research editor for the NAEB Journal, later the Educational Broadcasting Review. He also chaired NAEB's Research Committee and Publications Advisory Committee. In addition, he served as a consultant on NAEB's National Project for the Improvement of Televised Instruction as well as the association's ITV Study, Title III, Public Broadcasting Act, 1968.

In 1970, he joined the NAEB staff in Washington, DC as director of Educational Television Stations division. There, he represented the nationwide PTV stations to Congress, federal agencies and the Corporation for Public Broadcasting (CPB). He was a member of the "six-pack", which advised CPB on the structure and formation of PBS. Among other things he insisted that the 'S' stand for "service", not "system". His primary responsibility for non-commercial television was developing a plan and draft federal legislation for the long-range financing of public broadcasting and he continued that work as Director of Planning and Research at the Public Broadcasting Service (PBS), after the merger of ETS and PBS in 1973. His responsibilities there also included system planning for new licensees and development of facilities guidelines, for different types and sizes of stations. From 1974 to 1977, Holmes

worked as programming vice president at National Public Radio (NPR) overseeing all program division functions including program production, operations/engineering, development and public information.

From 1977 to 1982, Dr. Holmes taught at the University of Illinois, Chicago as an adjunct professor, in addition to his full-time position as president and chief executive officer of the Chicago Metropolitan Higher Education Council, an interinstitutional cooperative effort to activate an ITV broadcast station. Then, from 1982 to 1987, he was executive director and chief executive officer of the West Virginia Educational Broadcasting Authority, a 3-station public television and an 8-station public radio statewide broadcast service. His final position, from 1987 to 1992, was at Delta College, Michigan, as Director of Broadcasting, general manager of WUCM/WUCX TV/WUCX-FM, and professor of Humanities. He retired in April, 1992.

Throughout his career, Dr. Holmes undertook many consulting projects. From 1964 to 1968, he worked with the Speech Association of America on the Radio-TV-Film Research Papers. Other projects in the sixties included the Appalachian Educational Laboratory in 1967 and the US/AID Teacher Training Project in Kano, Nigeria in 1969. From 1971 to 1974, he assisted the U.S. Office of Education with the Educational Broadcasting Facilities Program. In 1977, he consulted at the Corporation for Public Broadcasting and at the Public Broadcasting Service. In early 1982, he headed a major futures project for the Pennsylvania Public Television Network.

Dr. Holmes also belonged to numerous advisory panels and boards of directors. From 1967 to 1968, he served on the National "Emmy" Award Panel of the National Academy of Television Arts and Sciences. He was the first vice president of the newly-formed Central Educational Network as well as treasurer of the Ohio Council on Educational Television Board (1967). He was elected to the National Educational Television (NET) Affiliates Council in 1968. Other board memberships include the Public Service Satellite Consortium Board of Directors from 1975 to 1981, the Illinois Public Broadcasting Council as a charter member of the board of directors starting in 1977, and the Community Advisory Board of WBEZ-Chicago from 1978 to 1979. From 1978 to 1979, Dr. Holmes worked on the Station-College Education Project on Adult Learning, a joint project of the Corporation for Public Broadcasting, University of California at San Diego and the University of Mid-America. He also published articles in various journals and textbooks including AV Communication Review and Educational Radio-TV.

SCOPE AND CONTENT

The Papers of Presley D. Holmes document his work in instructional and public broadcasting. The documents cover the years 1947 to 1984 and undated material, with the bulk of the documents ranging from 1955 to 1981. Significant topics include instructional television in the army and in the schools as well as the issues of long-range financing of public broadcasting. Types of documents include articles, correspondence, phonograph records, reports, speeches and studies.

The collection consists of five series:

1. Educational Institutions
2. Educational/Public Broadcasting Agencies
3. Television Instruction
4. Consulting Work/Professional Activities, Memberships
5. Articles/Books/Magazines

PROVENANCE

The Papers of Presley D. Holmes were given to the University of Maryland Libraries by Presley D. Holmes in October of 1991 and April of 1992.

SERIES DESCRIPTIONS

Series 1: Educational Institutions, 1947-1968 (1.25 lin. ft.)

This series focuses on Holmes' career in instructional and educational television at the Detroit Public Schools, Wayne State University and at Ohio University. Topics include closed-circuit television and activities at the station WOUB-TV. Types of documents include correspondence, studies, bibliographies, articles, as well as Holme's 1959 dissertation "Television Research in the Teaching-Learning Process".

Series 2: Educational/Public Broadcasting Agencies, 1959-1984 (1.5 lin. ft.)

This series document Holmes' work on the Chicago Metropolitan Higher Education Council, the West Virginia Educational Broadcasting Authority as well as his work with the National Association of Educational Broadcasters, National Public Radio and the Public Broadcasting Service. Topics include the Chicago City Junior College, open-circuit television, children's television, and facilities guidelines for public television stations. Types of documents include articles, reports, and phonograph records.

Series 3: Television Instruction, 1955-1963, nd (0.25 lin. ft.)

This series focuses on television instruction in the armed forces, especially its use in army training. Types of documents are articles and reports.

Series 4: Consulting Work/Professional Activities, Memberhips 1960-1981 (0.25 lin. ft.)

This series documents Holmes' consulting work with the Pennsylvania Public Television Network, the Public Broadcasting Service, and the US/AID Teaching Training Project in Kano, Nigeria. It also covers his membership on the Citizens Committee on Educational Television and his professional activities with the Insitute for Education by Radio-Television. Types of documents include articles and a glossary.

Series 5: Articles/Books/Magazines, 1955-1970, nd (0.5 lin. ft.)

This series focuses on various broadcasting issues including educational television, mass media, children and television and television instruction.

BOX INVENTORY

SERIES 1: EDUCATIONAL INSTITUTIONS

Box	Folder
1	Detroit Public Schools 1 "The Television Teaching Project: Report for the Year, 1957-58" Elmer F. Pflieger, Coordinator
	Wayne State University
	Instructional Television
2	Bibliographies 1960-1961
	Closed-Circuit Television
3	American Association of Colleges for Teacher Education. Bulletin Vol. X, No. 3 (March 29, 1957) Lewis, Philip, comp. <u>Closed Circuit Television Installations in Teacher Education Institutions</u>
4	Article: Blundell, W. Irvin, "Starting Out with Closed-Circuit TV" August 1967
	Reports
5	Class Sessions, 1958
6	<u>Progress Report of Closed Circuit Television at Evanston Township High School 1957-58</u>
7	Stone, Oliver M. and John R. Martin. <u>Instruction in Graphics by Closed-Circuit Television</u> January 1, 1959
8	College of Education Tape Schedule - Spring Session 1962: English Education 320
	Conventions:
9	Holmes, Presley D., Jr. "If Visuals Aren't Good, Don't Use Them!" <u>Educational Radio-TV</u> NAEB Convention Issue October 1961
	Wayne State University (cont'd)
	Conventions (cont'd)
10	Holmes, Presley D., Jr. "On Understanding Television: Significant

Differences?" DAVI National Convention, Kansas City.
March 28, 1962

- 11 Correspondence 1960-1965
- Dissertation
- 12 Doctoral Dissertations in Radio and Television : prior to 1947;
1947-1957
- 13 "Television Research in the Teaching-Learning Process" July 1,
1959
- 14 Mailing Lists 1959-1962
- 15-19 Correspondence-Requests 1959-1968 (12f)

- 2 1-7 Correspondence-Requests 1959-1968 (cont'd)
- 8 Study "Television in Education" [1959]
- 9 Press Releases 1961
- Studies
- 10 Ellery, John B. A Pilot Study of the Nature of Aesthetic
Experiences Associated With Television and Its Place in
Education. Wayne State University, Division of
Broadcasting, January 18, 1959.
- 11 Souder, Marjorie A., et al. A Study of the Effectiveness of
Televised Instruction in a Physical Education Activity
Course. 1962.
- 12 Holmes, Presley and Keith Kossuth. "TV in Michigan Higher
Education" (nd)
- 13 Survey: Ward, James. "Survey of Television Policies of Selected
Universities" January 1961.
- Television Stations
- 14 Articles - WDET: Inside Wayne Vol. XXII, No. 1 (July 20, 1962):
4-5.
- 15 Photographs [1954-1961]

- Ohio University
- 16 Bibliographies
- 17 College of Communication 1968, nd
- 18 Department of Speech. Brooks, Keith, ed. The Communicative Arts and
Sciences of Speech (1967) [Holmes co-authored chapter 26] - with
accompanying correspondence

- Box Folder
- 3 1 Educational Television - Studies 1967, nd
Instructional Television
- 2 Articles 1965, 1967
- 3 Chu, Godwin C. and Wilbur Schramm. Learning From Television:

What the Research Says. (1968)

WOUB-TV

- 4 Commission on Instructional Technology July-August 1968
5 Correspondence - Maryland Educational Broadcasting
Commission, 1967
6 Educational Communications System: Phases I & II
(May 1965) with accompanying correspondence (June 8,
1965)
7 Population Estimates Fall 1966
Proposals
[Television and Children]
8 "Televising Child Learning Activities for Parental
Motivation and Orientation" n.d.
9 "Televising Child Learning Activities..." Grant
Application 5/26/65
[TV-Remote Van]
10 Correspondence 1965-1966
11 Head Start, n.d.
Reports
12 Evans, Richard I. The University Faculty and Educational
Television: Hostility, Resistance and Change. A
Social Psychological Investigation in Depth. 1962
Speeches
13 A Brief History of WOUB-TV
14 Upcoming Programming
15 Remarks Prepared for the Ohio Educational Television
Network Commission, November 16, 1966

SERIES 2: EDUCATIONAL/PUBLIC BROADCASTING AGENCIES

- Chicago Metropolitan Higher Education Council
Chicago City Junior College
16 Correspondence June 1961
Course Information
17 Astronomy 201: Descriptive Astronomy Telecourse
Study Guide 1959
18 1961

Box Folder

- Chicago Metropolitan Higher Education Council (cont'd)
Chicago City Junior College (cont'd)
Reports
Erickson, Clifford G. and Hyman M. Chausow. The
Chicago City Junior College Experiment in

SERIES 3: TELEVISION INSTRUCTION

Army Training

Articles

- 12 Burke, Col. A. L. "Signal School TV Comes of Age" Reprinted from the September 1959 issue of SIGNAL.
- 13 "How Lowry Air Force Base Uses Closed Circuit Television..." September 1959
- 14 Lowry Air Force Base. "Technical Training by Televised Instruction" (n.d)

Audio-Visual Communication Review reprints

- 15 Kanner, Joseph H., et al. Television as a Training and Educational Medium. Vol. 3, No. 3, Summer 1955.
- 16 Runyon, Richard P., et al. Factors Leading to Effective Television Instruction. Vol. 3, No. 4, Fall 1955.
- 17 Desiderato, Otello L., et al. Procedures for Improving Television Instruction. Vol. 4, No. 1, Winter 1956.
- 18 Runyon, Richard P. and Joseph H. Kanner. Present Status of Signal Corps Television Research. Volume 4, No. 2, Spring 1956.
- 19 Kanner, Joseph H. Future Trends in Television Teaching and Research. Volume 5, No. 4, Fall 1957.
- 20 Kanner, Joseph H. Teaching by Television in the Army - An Overview. Volume 6, No. 3, Summer 1958.
- 21 Kanner, Joseph H., et al. Television in Army Training. Volume 6, No. 4, Fall 1958.
- 22 Kanner, Joseph H. and Wesley P. Marshall. Television in Basic Training: The Improvement of Training by Television. Volume 11, No. 5, September-October 1963.

Reports

- 23 Kanner, Joseph H., et al. Television in Army Training: Evaluation of "Intensive" Television for Teaching Basic Electricity. Army Pictorial Center, January 1958.

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Reports (cont'd)

- 4 24 Kanner, Joseph H., et al. A Report on Television in Army Training: The Application of Television and Kinescope to Reduce Instructor and Student Training Time and Training Costs. Department of the Army, Office of the Chief Signal Officer. June 1, 1958.
- 25 Kanner, Joseph H., et al. Television in Army Training: Evaluation of Television in Army Basic Training. Department of the Army,

- Office of the Chief Signal Officer. August 1, 1958.
 26 Allen, M. Robert. Television, Education, and the Armed Forces: An Informal Report. December 1, 1958.

SERIES 4 CONSULTING WORK/PROFESSIONAL ACTIVITIES, MEMBERSHIPS

- Consulting Work
 27 Pennsylvania Public Television Network. Telecommunications Glossary April 1981
 28 US/AID Teacher Training Project. Holmes, Presley. "Educational Television" Ohio University/USAID Project, Kano, Nigeria May, 1969
 29 Public Broadcasting Service. "An Examination of Factors and Assumptions Affecting the Number of Future Public Television Stations" June 30, 1977
 Professional Activities, Memberships
 30 Citizens Committee on Educational Television 1964
 31 Institute for Education by Radio-Television 1960, 1962

SERIES 5: ARTICLES/BOOKS/MAGAZINES

- Articles
 5 1 Children and Television 1963, nd.
 2 Educational Television 1965-1966, nd
 3 Mass Media - General 1962, 1966, nd
 4 Television Instruction 1963, 1966
 Books
 5 O'Hara, Robert C. Media for the Millions: The Process of Mass Communication (1961)
 6 Zettl, Herbert. Television Production Handbook (1961)
 Magazines
 7 The American Psychologist (October 1955) - Special Issue on Educational Television
The McLuhan DEW-LINE
 8 July 1968
 Box Folder
 Magazines
 5 9 The McLuhan DEW-LINE (cont'd)
 McLuhan, Marshall and Quentin Fiore. War and Peace in the Global Village (1968) with The McLuhan DEWLINE (September 1968)
 10 vol. 1, no. 4-6 October-December 1968
 11 vol. 1, no. 7-11 January-April 1969
 12 vol. 2, no. 1 September 1969; vol. 2, no. 3 November 1969; vol. 2,

13 no. 5 March-April 1970
[n.d.]

[SERIES 2: EDUCATIONAL/PUBLIC BROADCASTING AGENCIES]

- 6 National Public Radio
Earplay #1-26, 1975
- 7 Earplay #1-26, 1976