

**A GUIDE TO THE PAPERS OF
FRANK W. LLOYD III**

National Public Broadcasting Archives
University of Maryland Libraries

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

BIOGRAPHY

Frank W. Lloyd III, a Harvard Law School graduate with a mixed background in communications and law served in the Office of Economic Opportunity during the Johnson administration. In September, 1971, he joined the newly created National Public Affairs Center for Television (NPACT), formerly named the National Public Affairs Broadcasting Center, working as its General Counsel. While working for NPACT, Lloyd wrote the initial by-laws, negotiated the first contracts with correspondents and executive producers, and established NPACT's exemption from DC taxes. Lloyd also developed guidelines and procedures for obtaining materials subject to copyright as well as NPACT's policies in dealing with unsolicited program ideas and their proprietary rights. Lloyd was responsible for dealing with NPACT's legal relationships with the Corporation for Public Broadcasting (CPB), the Public Broadcasting Service (PBS) and the Ford Foundation. During the election year of 1972, Lloyd's job focused on related election issues of equal time granted to all candidates, helping PBS develop a policy of compliance with the candidate access requirements of the Campaign Financing Act of 1972. That year, Lloyd also worked with CPB and PBS during the public broadcasting hearings in both the House and the Senate, preparing data for John Macy, writing memorandum detailing legislative history, and stating the rationale for national public affairs in public broadcasting, especially as demonstrated by NPACT.

Lloyd also served as secretary preparing notices, agendas, and working documents for all the Board and Executive Committee meetings. In addition, he drafted all of the program proposals to CPB, PBS, the Ford Foundation et al. Finally, Lloyd served as Secretary to the Merger Planning Committee, writing minutes and merger agreements until the November 30, 1972 Board Meeting which approved the merger of NPACT and GWETA (Greater Washington Educational Television Association).

Starting in January 1973, Lloyd took on similar legal responsibilities for WETA-TV and WETA-FM. He expanded his work into new areas however including the legal status of the WETA School Television Service (STS), and copyright issues concerning educational services. Lloyd also continued to serve as Assistant Secretary of the Board, recording and drafting minutes, and preparing resolutions.

Later that year, Lloyd succeeded Albert Kramer as president of the Citizens Communication Center, a public interest law firm focusing on broadcasting. He held this post until 1977, becoming executive director in 1975. During 1975, Lloyd wrote frequently for the Public Telecommunications Review, published by the National Association of Educational Broadcasters (NAEB). In 1976, Lloyd represented the National Citizens Committee for Broadcasting in a challenge to the Federal Communication Commission rule which limited the growth of cable television.

Then, in 1977, Lloyd spent six months as a consultant on public television to the Carter administration White House office. As a consultant, Lloyd developed an administrative policy on public broadcasting funding. He also prepared the position of the Office of Telecommunications Policy for the March 1977 hearings before the House Communications Sub-committee on issues including deciding how to replace the five-year funding of the Corporation for Public Broadcasting due to expire in 1980. From 1977 to 1980, Lloyd worked as the administrative assistant to Charles D. Ferris, Chair of the Federal Communications Commission. Currently, Frank W. Lloyd III works for the law firm of Mintz, Levin, Cohn, Ferris, Glovsky, and Pope in Washington, DC.

SCOPE AND CONTENT

The Papers of Frank W. Lloyd III cover the years 1952 to 1973, with the bulk of the collection from 1969 to 1973. The collection documents Lloyd's involvement with first the National Public Affairs Center for Television and then the Greater Washington Educational Telecommunications Association after the two organizations merged in November 1972. Types of documents include correspondence, memoranda, newsletters, and news clippings.

The collection consists of four series:

Series 1: Public Broadcasting Clippings

Series 2: Public Broadcasting Service

Series 3: National Public Affairs Center for Television

Series 4: Greater Washington Educational Telecommunications Association

PROVENANCE

The Papers of Frank W. Lloyd III were donated to the University of Maryland at College Park Libraries by Frank W. Lloyd in November of 1991.

SERIES DESCRIPTIONS

Series 1: Public Broadcasting Clippings, 1971-1973 (0.25 lin. ft.)

This series illustrates the issues concerning public broadcasting from 1971 to 1973. Topics include long-range financing, the National Public Affairs Center for Television, radio issues, the Office of Public Telecommunications and audience research.

Series 2: Public Broadcasting Service, 1952-1972 (0.25 lin. ft.)

This series focuses on legislative issues concerning the Public Broadcasting Service (PBS). Topics include drug lyrics, journalism standards, the opinions of the Federal Communications Commission, and policies on program content.

Series 3: National Public Affairs Center for Television, 1970-1973 (0.75 lin. ft.)

This series focuses on the productions of the National Public Affairs Center for Television (NPACT) and its merger with the Greater Washington Educational Telecommunications Association (GWETA) in 1972. Topics include the history of NPACT, the coverage of the 1972 election, and the merger with GWETA. Key correspondents include NPACT President James Karayn, Jr, and Donald V. Taverner.

Series 4: Greater Washington Educational Telecommunications Association, 1969-1973 (0.25 lin. ft.)

This series focuses on the Corporation for Public Broadcasting's commitment to the support of public affairs programming at GWETA. Key correspondents include William J. McCarter, John W. Macy, Jr., and Sidney L. James.

BOX INVENTORY

SERIES 1: CLIPPINGS

Box	Folder	
1	1	Corporation for Public Broadcasting <u>Memo</u> Vol. II, No. 34-35: September, November-December 1971
	2	Vol. III, No. 1-4, 6-7, 11, 13-19: January-May 1972
	3	Vol. III, No. 22-30: June-August 1972
	4	Vol. III, No. 31, 34-48, 40-41, 44: September-December 1972
	5	Corporation for Public Broadcasting <u>News</u> January, April, September, November 1972
	6-9	Broadcasting PTV Articles January - June 1973 (4f)

SERIES 2: PUBLIC BROADCASTING SERVICE

2	10	Broadcast Regulation: CPB/PBS/WNET Guidelines Articles of Incorporation & Bylaws (CPB, PBS, NET) 1952, 1969-1971
	11	Drug Lyrics 1971; Journalism Standards 1964, 1970-1971
	12	NET FCC Opinions 1968-1971
	1	PBS Programming & Procedures Book 1972 Cover Letter, Table of Contents
	2	Program Offerings Procedures Policies on Program Content
	3-5	General A-C (3f)
	6-8	Basic FCC Requirements D-O (3f)
	9	Rights
	10	Scheduling and Distribution
	11	Programming Evaluation Procedures - Operational and Technical

SERIES 3: NATIONAL PUBLIC AFFAIRS CENTER FOR TELEVISION

3	12-13	NPACT & PTV News Clippings NPACT: June - December 1971 (2f)
	14-17	Public Television: n.d., March, October 1970; March, July, September-December 1971 (4f) NPACT Program Releases
	18-20	General: October 1971-December 1972 (3f)
	21	Convention Coverage: June-August 1972
	22-23	Specials: October 1971-November 1972 (2f)
	1	"A Public Affair" Election '72 Correspondence, List of Contents
	2-5	Program Descriptions (4f)
	6-12	NPACT-GWETA Merger Papers 1971-1973 Correspondence 1971-1973 (7f)

**SERIES 4: GREATER WASHINGTON EDUCATIONAL TELECOMMUNICATIONS
ASSOCIATION**

13-17 CPB Commitments to the Support of National Public Affairs Programming Efforts
at GWETA, 1969-1973 (5f)