

**A GUIDE TO THE PAPERS OF
KEITH W. MIELKE**

National Public Broadcasting Archives
University of Maryland Libraries

Processed by: Mark Baxter, Karen E. King
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3.5 lin. ft.

BIOGRAPHY

Born on November 15, 1933 in Perry, Oklahoma, Keith W. Mielke is best known for his influential research in children's television and for his role in Children's Television Workshop's planning activities. Mielke began his college education at Phillips University in Enid, Oklahoma where he received his undergraduate degree in 1956. He went on to Syracuse University where he earned his Masters in Television and Radio and to Michigan State where he earned a Ph.D. in Communications.

Mielke began his professional career in 1964 at Indiana University where he was hired as a lecturer in the Department of Radio-Television. In February 1965 he became an assistant professor in that department. Over the next twelve years Mielke moved to various posts eventually becoming a full professor in 1973 in the Department of Telecommunications. At Indiana Mielke held various positions including chairman of the Department of Radio-Television from July 1970 to May 1973. He was also the Chairman of the Mass Communications Program from July 1966 to August 1971. He served on posts outside the university as a research consultant for the Center for Research on Children's Television at Harvard University and with the Children's Television Workshop (CTW) in New York.

In June 1977, Mielke moved to CTW as Executive Director of Research. Over the next twenty years Mielke held various positions in the research department including executive director for *3-2-1 Contact*, vice-president for research, and senior research fellow. At CTW Mielke helped develop the Program Evaluation Analysis Computer (PEAC) system which utilized a wireless response unit for moment-by-moment responses to test material with automated analysis of data. He also commissioned the first comprehensive evaluations of *Sesame Street* since the Educational Testing Service first reviewed the show from 1969 to 1971. Mielke also served as Chairman of the Research Advisory Committee for CTW's production of *Feeling Good* from 1974 to 1975.

During his thirty year career at Indiana and CTW Mielke was bestowed with numerous honors highlighting his achievements in children's television. In 1975 he received the Annual Book Award from the National Association of Educational Broadcasters. Michigan State University and Phillips University honored their former graduate with distinguished alumni awards in 1987 and 1985 respectively. In 1991, Mielke was awarded the Distinguished Service Award from the Association for Educational Communications and Technology (AECT).

Throughout his professional career Mielke remained active with various organizations that supported the research and funding of children's television. He led various workshops on research in children's television and was a consultant for industry periodicals such as the *AV Communication Review* and the *Journal of Broadcasting*. Mielke served as a research consultant with many projects of the Corporation for Public Broadcasting, the U.S. Department of Education, and the National Institute of Education.

Mielke's writings have appeared in numerous publications including *Journal of Broadcasting and Electronic Media*, *Public Telecommunications Review*, and *Educational Broadcasting Review*. He has also contributed to seven book-length works on children's and instructional television including "*G*" is for Growing: *Thirty Years of Research on Children and Sesame Street*, and *Learning from Television: Psychological and Educational Research*.

SCOPE AND CONTENT

Materials in the Papers of Keith W. Mielke range from 1968 to 1990 and contains some undated material, with the bulk dating from 1970 to 1977. The collection deals with the policies and goals of CTW, corporate reports evaluating the effectiveness of shows, research into educational television, and reports to outside organizations on work done at CTW. This information is collected through reports, studies, audiocassettes, articles, and books. All of these materials were collected during his time as a consultant with CTW.

The Papers of Keith W. Mielke are divided into four series:

- Series 1: Children's Television Workshop – Administrative Files
- Series 2: Children's Television Workshop Programming
- Series 3: Children's Television Programming: Articles, Reports and Studies
- Series 4: Audio Recordings

PROVENANCE

The Papers of Keith W. Mielke were donated to the National Public Broadcasting Archives, University of Maryland Libraries by Keith W. Mielke in July of 1999.

SERIES DESCRIPTIONS

Series 1: Children's Television Workshop – Administrative Files, 1967-1987 (0.3 lin. ft.)

This series contains policy and planning documents of the Children's Television Workshop. In addition, documents contain details concerning personnel policies and other general company information from 1973 to 1983. The documents are arranged chronologically.

Series 2: Children's Television Workshop Programming, 1968-1994 (0.75 lin. ft.)

This series documents the programming of the Children's Television Workshop. The primary topic is *Sesame Street* which is documented in meeting notebooks, the Educational Testing Service Test Battery, bibliographies, reports and studies. Other shows documented in the series are *The Electric Company*, *Feeling Good* and *Ghostwriter*. Documents concerning *Sesame Street* are filed first in chronological order.

Series 3: Children's Television Programming: Articles, Reports and Studies, 1968-1995
(0.4 lin. ft.)

This series documents funding and research of children's television programming. Topics include science education, the effects of television on the developing brains of young children and the federal role in funding children's television programming. Materials are arranged in chronological order.

Series 4: Audio Recordings, 1974-1975, nd (2.0 lin. ft.)

This series contains audio cassettes of interviews and discussions Mielke conducted for his work on *The Federal Role in Funding Children's Television Programming*. The interview cassettes are arranged in alphabetical order, followed by a partial discussion of the Federal Advisory Group concerning Emergency School Aid Act (ESAA) television projects. Related documents including correspondence and interview transcripts are located in Box 2 of the Archives of the Children's Television Workshop.

BOX INVENTORY

**SERIES 1: CHILDREN'S TELEVISION WORKSHOP -
ADMINISTRATIVE FILES**

Box	Folder	
1	1	Planning Documents. 1967-1969, nd
	2	Goals Meeting. 1968, nd
	3-4	Early Memos and Background Materials. 1968-1970 (2f)
	5	CTW Personnel Policies and Practices. 1973-1983
	6	Children's Television: A Broadcaster's Workshop. June 1-3, 1975
	7	Children's Television Workshop. 1979 Corporate Review
	8	Children's Television Workshop. 1987 Corporate Profile

SERIES 2: CHILDREN'S TELEVISION WORKSHOP PROGRAMMING

		<i>Sesame Street</i>
	9-11	Notebooks, 1968-1970 (3f)
		<i>Sesame Street</i>
2	1-2	Children's Television Workshop. ETS [Educational Testing Service] Test Battery c.1969-1970 (2f)
	3	Flores, Beatriz. The Observation and Testing Report on the <i>Sesame Street</i> Program c. 1972
	4	<i>Sesame Street</i> at Five: The Changing Look of a Perpetual Experiment. October 1974
	5	<i>Sesame Street</i> Research. Bilingual Study. October 9, 1974

SERIES 2: CHILDREN'S TELEVISION WORKSHOP PROGRAMMING

Box	Folder	
		<i>Sesame Street</i>
2	6	Schramm, Wilbur. Book Review of The Second Harvest of Two Research-Producing Events: The Surgeon's General Inquiry and <i>Sesame Street</i> . <i>Proceedings of the National Academy of Education</i> . Vol. 3 (1976): pp. 151-219
	7	Children's Television Workshop. Research Division. <i>Sesame Street Research Bibliography: Selected Citations Relating to Sesame Street, 1969-1989</i> . 1990
	8	Children's Television Workshop. <i>Sesame Street Research: A 20th Anniversary Symposium</i> . 1990
	9	Children's Television Workshop. <i>Research Bibliography</i> . 1976. [<i>Sesame Street, The Electric Company</i>]
	10	Mielke, Keith W. and James W. Swinehart. Evaluation of the <i>Feeling Good</i> Television Series. 1976
3	1	Children's Television Workshop. <i>Ghostwriter</i> and Youth-Serving Organizations. Report to Carnegie Corporation of New York. October 1994

SERIES 3: CHILDREN'S TELEVISION PROGRAMMING: ARTICLES, REPORTS AND STUDIES

2	Mielke, Keith W. Policy Brief: "Decision-Oriented Research in School Television" September 27, 1973
3	Mielke, Keith W., et al. <i>The Federal Role in Funding Children's Television Programming. Vol. I: Final Report</i> . April 30, 1975
4	"The Ecology of Education: Television. <i>The National Elementary Principal</i> . Vol. 56, No. 3. January/February 1977
5	Nelson, Bernadette, et al. <i>Assessment of the ESAA-TV Program: An Examination of its Production, Distribution and Financing</i> . 1980
6	<i>Television and the Preparation of the Mind for Learning: Critical Questions on the Effects of Television on the Developing Brains of Young Children. Conference Proceedings</i> . October 2, 1992
7	Mielke, Keith W. and Jon D. Miller. "The Influence of Informal Science Education on the Development of Scientific and Mathematical Literacy". February 21, 1995

SERIES 4: AUDIO RECORDINGS

Interviews for *The Federal Role in Funding Children's Television Programming*
Aida Barrera, *Carrascolendas* December 11, 1974
Dave Berkman, ESAA. January 29, 1975
Bilingual Children's Television, Inc. [5 cassettes]

SERIES 4: AUDIO RECORDINGS

- Interviews for *The Federal Role in Funding Children's Television Programming*
Peggy Charren, Action for Children's Television. December 19,
1974 [2 cassettes]
Corporation for Public Broadcasting (CPB): Donald R. Quayle,
Douglas F. Bodwell, Barbara Fenhagen. January 30, 1975
Malcolm P. Davis, US Office of Education. January 31, 1975
Hartford Gunn, PBS. January 30, 1975
Elam Hertzler, U.S. Office of Education. January 30, 1975
Tom Kennedy, CTW.
Lee Polk, ABC. January 11, 1974
Chris Sarson. February 11, 1975 [2 cassettes]
Federal Advisory Group discussion re: Emergency School Aid Act (ESAA)
television projects, sides 5 and 6. April 11, 1975