

**A GUIDE TO THE PAPERS OF
MORRIS S. NOVIK**

National Public Broadcasting Archives
University of Maryland at College Park Libraries

Processed by: Thomas J. Connors, December 1993
Revised by: Karen E. King, March 1997
5.0 lin. ft.

BIOGRAPHY

Morris S. Novik was born in Nevel, Russia in 1903. He came to the United States when he was eleven years old with his mother and his two younger brothers. It was in New York City where the family settled that Novik first met his father who had come to the United States years earlier. He was educated at a Yeshiva in the city but after graduating decided that he did not want to continue his religious education so at the age of fourteen he was sent to public school.

At this time Novik became involved with the social-political changes of 1917 engendered by the Russian Revolution. He headed a local chapter of the Young People's Socialist League while he was working at the Daily Record, a newspaper covering issues relating to the manufacture of clothing. He then received a scholarship to the Rand School which Novik described as a "right-wing socialist school of learning". During this time he became very involved in the socialist movement, starting a magazine called The Monthly Free Youth and serving as its editor.

In the early twenties Novik became involved with the Discussion Guild, arranging lectures and debates of well known writers and lecturers. The first speaker he engaged was noted British philosopher Bertrand Russell, who subsequently asked for Novik to represent him in future United States engagements. Through his work with the Discussion Guild Novik also became the manager for Clarence Darrow.

Novik entered the field of broadcasting in 1932 when he was asked to take over the management of the radio station WEVD in New York. He served as associate manager and program director. It was during this period that he founded the University of the Air.

In 1937, mayor Fiorello LaGuardia tried to recruit Novik for a position with WNYC but Novik was not yet willing to leave WEVD. This changed when Hitler started to move into Czechoslovakia in 1938. Novik saw this as a challenge to democracy and felt that it was more important to keep democracy alive over the air waves than it was to promote socialism and labor interests as he had been doing at WEVD. He decided to accept LaGuardia's offer immediately. His new position was director of communications for the city of New York and director of WNYC. It was while in this post that Novik coined the term "Public Broadcasting". During this period he became involved in the genesis of the National Association of Educational Broadcasters. According to Novik he was one of seven men who met in Ames, Iowa in 1939 to plan the permanent organization of this association. He then served as its first executive secretary from 1941 to 1948.

After leaving WNYC in 1946 Novik helped establish radio stations in Detroit and Cleveland. In 1950 he bought the station WLIB in New York on which he established negro programming. He kept this station for 5 years, selling it to his brother Harry in 1955 when he then bought the Italian station WOV. He kept the Italian language format at WOV during his ownership but upon selling this station in 1959 this format was abandoned by the new owners.

Novik maintained a long relationship with the labor movement, serving as a communications consultant for the American Federation of Labor and later for the merged American Federation of Labor - Congress of Industrial Organizations. His career also included some presidential appointments. In 1952 President Truman appointed him to be delegate to the UNESCO conference in Paris. In 1953 he participated in the UNESCO London conference on TV, advising Europeans on how to establish television stations. He was also selected by President Kennedy to serve on the U.S. Advisory Commission on Information in 1962. President Johnson reappointed him to that

body.

Morris. S. Novik died in 1996.

SCOPE AND CONTENT

The Papers of Morris S. Novik cover the years 1940 to 1992. The bulk of the material ranges from 1949 to 1964. The collection focuses mainly on Novik's career in public broadcasting. Types of documents include correspondence, reports, hearings, newsclippings, program materials, conference materials, speeches and writings, newsletters, and press releases.

The collection consists of one series:
Series I: Subject Files

PROVENANCE

The Papers of Morris S. Novik were donated to the University of Maryland at College Park by Morris S. Novik in January of 1991 and in April of 1992.

SERIES DESCRIPTIONS

Series I: Subject Files, 1940-1992 (5.0 lin. ft.)

This collection was arranged into one subject series, covering all aspects of Novik's career in public broadcasting. Important topics include the Joint Council on Educational Television (JCET), the National Association of Educational Broadcasters (NAEB), and FM Radio. The subjects are arranged alphabetically by folder heading.

BOX INVENTORY

SERIES 1: SUBJECT FILES

Box	Folder	
1	1	American Federation of Labor, American Federation of Labor-Congress of Industrial Organizations, 1950, 1966-1970
	2	Association for Education by Radio, Association for Education by Radio-Television, 1947-1965 Educational Television
	3	Notes and Correspondence, 1952-1954
	4	Reports, 1951-1954
	5	Re: various stations, 1952-1954
	6	Newsletters, 1948-1957
	7	Printed matter, 1951-1963

	8	Newsclippings, 1951-1956
	9	Newsclippings, 1957, n.d.
Box	Folder	
		Federal Communications Commission
2	1	Hearings, 1940-1947
	2	Hearings-Mayflower Decision-Correspondence and clippings, 1947-1948
	3	Hearings-Mayflower Decision-Testimony, February-April 1948
	4	Hearings-Mayflower Decision-Testimony, n.d.
	5	Hearings-Reserving channels for educational purposes
	6	Hearings-Daytime skywave transmissions, 1954
	7	Hearings, 1962-1963
3	1	Commissioners-Correspondence and speeches, 1952, 1968
	2	Newsclippings, 1946, n.d.
		FM Broadcasting
	3	Correspondence, 1945-1947
	4	Correspondence, 1948
	5	Correspondence, 1949-1951, 1965, 1968, n.d.
	6	Reports, 1944, 1950, 1951
	7	Promotional materials, 1945-1948, n.d.
	8	Publications, 1944-1946, n.d.
	9	Newsclippings, 1945-1951, 1965, n.d.
		FM Association
4	1	Correspondence, 1947-1948
	2	Correspondence, 1949-1950
	3	Press releases, bulletins, organizational materials, 1947-1949
	4	Expenses, 1951
	5	Newsclippings, n.d.
	6	Institute for Democratic Education, 1948
	7	Institute for Education by Radio, 1947-1949
Box	Folder	
		Institute for Education by Radio-Television
4	8	Correspondence, 1950-1951
	9	Correspondence, 1953-1956
		Institute for Education by Radio-Television (cont'd)
5	1	Program materials-17th annual meeting, May 1947
	2	Program materials-17th annual meeting- correspondence, February-August 1947
	3	Program materials and correspondence-27th annual meeting, January-May 1957
	4	Institute of Communications Research (Allerton House), University of Illinois--

		meetings, 1949, 1950
	5	Intercollegiate Broadcasting System, 1946-1948
Box	Folder	
		Joint Committee on Educational Television
5	6	General Correspondence, 1950-1954
	7	Correspondence--KTUE (Los Angeles), 1954
	8	Correspondence--KQED (San Francisco), 1954
	9	Correspondence--KUHT (Houston), 1954
	10	Correspondence--WQED (Pittsburgh), 1954
6	1	FCC Hearings-Reservation of channels-proposed order of testimony, November 27, 1950
	2	FCC Hearings-Assignments, rules, Docket 11401, 1955
	3	JCET Round-up, 1953, 1954
	4	JCET Fact Sheet and Box Score, 1954-1958
	5	JCET Reports, 1952-1955
	6	Press releases, statements, reports, 1951-1956
7	1	National Association for Better Broadcasting, 1980
		National Association of Educational Broadcasters
	2	General Correspondence, 1943-1945
	3	General Correspondence, 1946-1950
	4	General Correspondence, 1953-1955
	5	General Correspondence, 1956
	6	General Correspondence, 1957-1959
	7	General Correspondence, 1960-1962, 1964, 1965
8	1	Executive Secretary-Correspondence, 1946-1947
	2	Executive Secretary-Correspondence, January-May 1948
	3	Executive Secretary-Correspondence, June-December 1948
	4	Conferences-TV production workshop-Michigan State University, August 1954
	5	Conferences-TV engineering workshop-Michigan State University, September 1955
	6	Conferences-ETV management seminar-University of Illinois, July 1957
	7	Conferences-Region I-Amherst, MA, April 1955
	8	Conferences, miscellaneous, 1944-1953
	9	Convention materials, 1947-1962
	10	FCC Hearings--Clear channel hearings, 1947
	11	Annual reports, 1945-1946, 1959-1960
9	1	Surveys and reports, 1943-1948, 1959

	2	Organizational materials, 1949, 1954, n.d.
	3	Membership materials, 1947-1963
	4	Newsletter, 1944-1947
	5	Newsletters, 1948-1951
Box	Folder	
9	6	Re various educational radio stations, 1947-1949
	7	Miscellaneous notes, speeches and writings, 1947-1961
	8	Newsclippings, reprints, 1946, 1961, 1964, n.d.
10	1	National Citizens Committee for Education Television, 1954-1955
	2	National Educational Radio Network, 1966, 1970
	3	National Educational Television and Radio Center, 1954-1961
	4	New York Association of Radio and Television Broadcasters, 1955 Novik, Morris S.
	5	Personal correspondence, 1946-1992
	6	Biographical materials, 1945, 1946, 1966
	7	Speeches and writings, 1947-1968
	8	Parker, Everett C.--Correspondence, 1949-1971
	9	Public radio and television stations: WBOE, WILL, WNYC, WOI, KUSD, 1946- 1986, n.d.
	10	Southern Regional Educational Board--newsletters, 1956-1958
	11	Transcripts: radio and television programs, 1953, 1958, 1975, n.d.