

**ARCHIVES OF THE CORPORATION FOR
PUBLIC BROADCASTING:
DONALD R. QUAYLE FILES**

National Public Broadcasting Archives
University of Maryland Libraries

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7.5 lin. ft.

BIOGRAPHY

Donald R. Quayle completed his undergraduate work in 1952, after establishing the first educational radio station in the state of Utah. He spent several years in the armed services, including a one year tour in Korea. He received his master's degree in theater from Utah State University before attending Ohio State University for graduate work. While there, he worked as a booth announcer for WOSU Television. After Quayle moved up to manager, he attended various national seminars and developed an interest in the concept of interconnection and networking for educational radio and television. He also met Hartford Gunn, previously the general manager of WGBH radio and television in Boston, Massachusetts. This association later led to Quayle's accepting a position as general manager at WGBH radio from 1960 to 1962. From 1962 to 1964, Quayle was employed by the National Educational Television and Radio Center, first as director of the Educational Radio Network, then as a field services associate in the station relations department.

In 1964, Quayle returned to Boston as executive director of the Eastern Educational Network (EEN), where he interconnected stations from Syracuse, Albany, Boston, New York, Philadelphia, and Washington. He left EEN in November of 1968 to function as a networking consultant for the Corporation for Public Broadcasting (CPB). Here he helped to establish a television interconnection system, which opened on January 5, 1969. In July of 1970, Quayle went back to radio as the first president of National Public Radio. Three years later, in July of 1973, he rejoined CPB as Senior Vice President for Broadcasting, where he worked under Henry Loomis. Quayle created CPB's education department besides being involved in all aspects of programming. He remained there for four years.

Subsequently, Quayle spent approximately eighteen months consulting for WETA, PBS, and various stations around the country. In 1979, he became Vice President for Administration at WETA, where he remained until his retirement in 1989.

Throughout his career, Quayle advocated interconnection and networking between both television and radio stations. In addition, he was an outspoken advocate of decentralization and increasing the power of individual stations to make programming decisions.

SCOPE AND CONTENT

The Archives of the Corporation for Public Broadcasting: Donald R. Quayle Files cover the years 1972 to 1979 and contain some undated material. The bulk of the material ranges from 1975 to 1977. Correspondence, contracts, proposals, and memoranda concentrate primarily on Quayle's work in programming and station relations.

The collection consists of one series:

Series 1: Subject Files

PROVENANCE

The Archives of Corporation for Public Broadcasting: Donald R. Quayle Files were donated to the University of Maryland Libraries in April of 1991, as part of a larger donation by the Corporation for Public Broadcasting.

SERIES DESCRIPTIONS

Series 1: Subject Files, 1972-1979 (7.5 lin. ft.)

This series documents Quayle's work as the Senior Vice President for Broadcasting at the Corporation for Public Broadcasting. Materials include correspondence, programming information from various stations, contracts, financial reports, project proposals, and project updates. The files are arranged alphabetically by folder title and then chronologically.

SERIES 1: SUBJECT FILES

Box	Folder
1	1 Accuracy in Media, 1976
	2 ACNO Public Policy, 1977
	3 Adams Chronicles, 1976
	4 Adult Education, 1975-1976
	5 Agency for Instructional Television 1975, 1977
	6 Ancillary Materials Built Around National Public Broadcasting Programming, 1976
	7 APRS [Association of Public Radio Stations] - General, 1975-1977
	8 AREAPOP, 1976
	9 "The Art of Environment" Roundhouse PTV, 1976
	10 ASCAP, 1974-1975
	11 AT&T (General), 1975-1977
	12 Awareness Project, 1976, n.d.
	13 Black Cultural Programming, 1976 Board
	14 Education Committee, 1976-1977
	15 Partnership Committee, 1976-1977 Program Committee
	16 1975
	17 1975-1976
	18 Carnegie Study, 1976-1977
	19 Carnegie Task Force, 1976-1977
	20 Cinema V, 1974, 1977
	21 Closed Captioning, 1975-1977
	22 Commercial Producers, 1975-1976
	23 Conference Service Office, 1977

- 24 Congressional Coverage, 1975-1976
- 25 Contract Revision, 1975-1977
- 26 Contracts Administration, 1975-1977
- 27 Co-Production Research Fellowships, 1976
- 28 CPB/PBS Board Meeting, 1975-1976
- 29 CPB/PBS Cooperation, 1977
- CPB/PBS Roles
- 30 1972-1973
- 31 1973-1974
- CTW
- 32 History Series, 1976-1977, n.d.
- 33 Science Series, 1977
- 34 "Simple Justice," 1977
- 35 Dance, 1975-1976
- 36 Development Director Position, 1977
- 37 Duties and Authorities of the Corporation for Public Broadcasting, 1976
- 38 Dying: A Filmed Portrait of Joan Robinson, 1975-1977
- 39-40 Educational Activities, 1975-1977 (2f)
- 41 Educational Programming - Financial Support of, 1975
- 42 Electrosonic Studio, 1977
- 43-44 Essential Skills Project, 1976-1977 (2f)

- 2 1 Experimental Television Activities, 1975
- 2 Eyewitness, 1976-1977
- 3 Federal City Station - WETA, 1977
- 4 Ford Foundation, 1976-1977
- 5 GAO Regulations, 1976-1977
- 6 Gillard, Frank, 1974-1977, n.d.
- 7 Guidelines and Formats for Submitting Program Production Proposals --
November, 1975
- 8 Guidelines for Reporting Non-Federal Financial Support 1977, n.d.
- 9 Hallmark Hall of Fame Specials, 1976
- 10 Human Resource Development, 1975-1977
- 11 Independent Video Producers, 1976-1977
- 12 Infinity Factory, 1976
- 13 Institutional Support for Public Broadcasting, 1975, n.d.
- 14 Interconnection - KENW-TV, Portales & KRWG-TV, Las Cruces, 1975
- 15 International Institute of Communications, 1976-1977
- 16 Latino Consortium, 1977
- 17 Lear, Norman, 1976
- 18 Lincoln Center Project, 1975-1977
- 19-20 Long Range Financing, 1973 (2f)
- 21 Robert MacNeil Report, The, 1976-1977
- 22 Management Training, 1976

- 23 Minority Scholarships, n.d.
- 24 Minority Training Grant Program, 1975, n.d.
- 25 Missions and Goals, 1975-1976
- 26 Murrow, Edward R. Award, 1977
- 27 Museum of Broadcasting, 1975-1976
- 28 National Association of Educational Broadcasters - General, 1976
- 29 Native American Public Broadcasting Consortium, 1976
- 30 New Contracts, 1975
- 31 Newark Radio Project, 1977
- 32 Nightly Magazine [Public Affairs Programming New Directions], 1972
- NPR
 - 33 Budget, 1975, 1977
 - 34 Contract, 1975-1977
 - 35 Discussions, 1977
 - 36 General, 1976-1977
 - 37 Grant Proposal - FY 1977, 1976
 - 38 Proposal - Educational Services Study Project, 1975-1976
- 2 39 Over Easy, 1977
- PBS
 - 40 Commercial Sales Policy, 1975
 - 41 Contract - 1976, 1975-1976
 - 42 Flexible Service, 1976
 - 43 Interconnection Contract 1977, 1976-1977
 - 44 PBS/CPB Partnership Agreement, 1976-1977, n.d.
- 3 1 PBS/CPB Program Procedures, 1975-1976
- 2 PBS Satellite Access, 1977
- 3 Pennsylvania Public Television Network Commission (PPTNC), 1976-1977
- 4 Planning Office - CPB, 1977
- 5 Political Coverage, 1972, 1975-1977, n.d.
- 6 Political Debates 1976 - Coverage, 1976
- 7 Politics & Television 1976: A Mid-Term Assessment, 1976
- 8 Program Advertising and Promotion, 1977
- 9-10 Program Advisory Committee, 1976-1977 (2f)
- 11 Program Funding FY '77, 1976-1977
- 12 Programming - Bicentennial, 1976
- 13 Programming Consortia, 1977
- 14 Programming - General, 1975-1977
- 15 Programming - High Ticket, 1976-1977
- 16 Programming - Minority, 1977
- 17 Programming - Public Affairs, 1975-1976
- 18 Programming Reports - 1975-1976
- 19 Public Affairs, 1976
- 20 Public Service Access to Satellite, 1977

- 21 Radio & FCC, 1976
- 22-24 Radio Reorganization, 1976-1977, nd (3f)
- 25 Radio Services for the Handicapped, 1974-1976
- 26 Satellite - Joint Venture, 1974-1975
- 27 Satellite Project, 1976-1977
 - Satellite Working Group - SWG
 - 28 1974, January-March 1975
 - 29-34 April-December 1975 (6f)

- 4 Satellite Working Group - SWG (cont'd)
 - 1-3 January-April 1976, nd
 - 4-5 Satellites - Radio, 1975-1977 (2f)
 - 6-8 Satellites - Television, 1976-1977 (3f)
 - Shakespeare Project
 - 9 BBC, 1976-1977
 - 10 St. Georges, 1976-1977
 - 11 Special Event Funding, 1977
 - Station Materials
 - Buffalo, NY [Phase] I
 - 12 Application, 1975-1976
 - 13 Correspondence, 1975-1976
 - 14 Final Report, 1975-1976
 - 15 Offer/Disbursement, 1975-1976
 - Buffalo, NY [Phase] II
 - 16 Application, 1976, 1978
 - 17 Correspondence, 1976-1978
 - 18 Final Report, 1976-1977
 - 19 Interim Report, 1976-1977
 - 20 [Misc: Bumper stickers, [Video 17](#) magazine October-December 1976]
 - 21 Offer/Disbursements, 1976-1978
 - 22 [Program Logs, 1976-1977]
 - Buffalo, NY [Phase] III
 - 23 Application, 1977-1978
 - 24 Correspondence/Misc., 1977-1978
 - 25 Final Report, 1978
 - 26 Interim Report, 1978
 - 27 Offer/Disbursement, 1978-1979
 - 28 [Program Logs, 1977]
 - Station Materials (cont'd)
 - KUSC (University of Southern California)
 - Major Market Expansion Project Grant (MMG)
 - 5 1-2 1st Year Application/Proposal/Contracts, 1975-1976 (2f)

- 3 1st Year Correspondence/Misc., 1976
- 4 1st Year Final Report, 1976-1977
- 5 1st Year Interim Report, 1976-1977
- Major Market Expansion Project Grant (MMG) (cont'd)
- 6 1st Year Offer/Disbursements, 1977
- 7 2nd Year Application/Contract, 1976-1977
- 8-9 2nd Year Correspondence/Misc., 1975-1978 (2f)
- 10 2nd Year Final Report/CPB Audit, 1978
- 11 2nd Year Offer/Acceptance/Disbursement, 1977-1978
- 12 HEW - Educational Broadcasting Facilities Project Grant 1975-1977
- 13 WETA, Washington DC, 1975, 1977
- 14 WGBH, Boston, Massachusetts, 1976-1977
- 15 WNET - New York, New York, 1975-1977
- 16 WNYC - New York, New York, 1976
- 17 WOSU - Athens, Ohio, 1976
- 18 Station Program Cooperative (SPC) - Syndication, 1974
- 19 Step-Up Funds, 1975, 1977
- 20 Underwriting, 1975-1976
- 21 Utilization Study, 1977
- 22-23 "Visions" - KCET New American Drama Project, 1974-1977 (2f)
- 24 "Visions III," 1977
- 25 Washington Radio 1-2-3, 1976
- 26 Women's Programming, 1973-1975, 1977
- 27 Women's Training Program, 1975-1976
- 28 "WORLD," 1977
- 29 "World of Black People," 1975