

**A GUIDE TO THE PAPERS OF
JOHN C. SCHWARZWALDER**

National Public Broadcasting Archives
University of Maryland Libraries

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5.5 lin. ft.

BIOGRAPHY

John C. Schwarzwaldler, a pioneer in the field of educational television, was born in Columbus, Ohio, on June 21, 1917, to S. J. and Alice Schwarzwaldler. He received a Bachelor of Arts Degree from Ohio State University in 1937; a Master's Degree from the University of Michigan in 1940; and a Doctor of Education Degree from the University of Houston in 1953. His master's thesis was entitled "The Scenic, Dramatic and Musical Ramifications of the Court Masque in Stuart England," and his doctoral dissertation was "An Historical Study of the Technical, Legal and Financial Development of Television." On July 10, 1945, Schwarzwaldler married Ruth Dierker. They subsequently had two children, Joan Dierdre and Raymond John.

Schwarzwaldler began his military career in 1941 as a private in the United States Army. During his years of military service, he rose to the rank of major. He spent thirty-five months in overseas service in North Africa, Italy, France, Belgium, and Germany. Also involved in combat intelligence and counterintelligence work, Schwarzwaldler earned eight campaign stars and was awarded the Medal of Order of Ouissam Alaouite (Morocco). He was a member of the Military Reserve from 1945-1956 with the rank of Major, Military Intelligence. He later wrote about his war experience in We Caught Spies (Duell, Sloan & Pearce, 1946).

From 1945 to 1948, Schwarzwaldler served as Associate Director of the Wall School of Music, a private school of nearly 300 students, in Los Angeles. Concurrently, he directed the American GI Chorus in motion picture work for Republic Studios and in concert.

In 1948 Schwarzwaldler moved to Houston, Texas, to become Assistant Professor at the University of Houston. In the course of time he was named Associate Professor and then Professor and Chairman of the Radio-Television Department. It was here in 1950 that Schwarzwaldler established KUHF-FM and in 1953, KUHT-TV, the first of the nation's 258 non-commercial, educational television stations. He administered the Department of Radio and Television with a faculty and staff of 43 and 470 students. At KUHT-TV, he developed and produced most of the programs during its first year. Concurrently, he served as news analyst and newscaster for KTRH-AM-FM (CBS).

In 1956 he left the University of Houston and moved north to Minneapolis, Minnesota, where he became Executive Vice President and General Manager of the Twin City Area Educational Television Corporation which owned and operated three non-commercial educational television stations in Minnesota: KTCA-TV and KTCI-TV in Saint Paul/Minneapolis and KWOM-TV in Appleton. None of these stations existed in 1956 when Schwarzwaldler arrived. His job included obtaining capital financing, applying for the necessary FCC licenses, supervising construction, arranging for operating funds, finding and hiring adequate operating personnel, setting up programming policies and putting the stations on the air. He later was responsible for arranging for the operation of Midwestern Educational Television, a regional network of 17 stations.

Leaving Minneapolis to move south again in 1976, Schwarzwaldler became the Station Manager of KOKH-TV in Oklahoma City, Oklahoma. Retaining many of his contacts with the Twin City area, he worked as a researcher for Twin City Area PTV Corporation. As a researcher, he completed and submitted bench-mark studies of the implications for PTV of the videodisc and the increasing use and popularity of credit courses.

In 1978 he was both Executive Consultant to the Twin City Area PTV Corporation and Manager of the Denton, Texas, Channel Two Foundation, Inc. He prepared financial, programming and fund-raising plans for activation of a new station on Channel Two in North Texas, as well as acquiring land for transmitter sites, negotiating with FAA and Department of Defense (Corps of Engineers) and preparing FCC applications.

From 1977 to 1985 Schwarzwaldler was President of DBLS, Inc., a non-profit corporation formed to establish, operate, and maintain non-profit educational television and radio stations in Austin, Texas. At DBLS, Schwarzwaldler made applications for television and radio channels to Federal agencies including the Federal Communications Commission and to federal, state, and local government agencies as well as to private individuals, corporations, and foundations for funds and facilities.

Over the years, Schwarzwaldler served as an independent consultant for the states of Kansas, Nebraska, South Dakota, Northern Iowa, the National Association of Educational Broadcasters, and the cities of Cleveland, Ohio; Duluth, Minnesota; Fargo, North Dakota; and Little Rock, Arkansas. He also served as a consultant to the University of Maine, the South Carolina ETV Commission, the Alabama ETV Commission, Auburn University, the Louisiana ETV Commission, the Texas ETV Commission, KETC-TV in St. Louis, Missouri, the University of Florida, the Kentucky ETV Commission, the University of Louisville, Milwaukee Technical College, Superior State University (Wisconsin), the State of North Dakota and Lakehead University (Ontario, Canada).

Always active in whatever community of which he was a part, Schwarzwaldler chaired the Committee on Racial Imbalance in St. Paul Public Schools (CRISP) in 1965. He was also a member of the Afro-American Music Opportunities Association from 1968 to 1976. Other organizations which benefited from his time and talents were: American Heart Association; Minnesota Heart Association; Minnesota Metropolitan Planning Commission; Minnesota Planning Association; Minneapolis Citizens League; Minnesota Orchestral Association; School for Societal Development; Minnesota Humanities Commission; and Advisory Committee on Mass Media, Texas Humanities Commission.

John C. Schwarzwaldler died in 1992.

SCOPE AND CONTENT

The Papers of John C. Schwarzwaldler cover the years 1935 to 1992 with the bulk of the materials from 1965 to 1986. The collection reflects Schwarzwaldler's continued and vocal commitment to the maintenance of the identity of educational television as a separate entity from public broadcasting. Included in the collection are clippings, correspondence, FCC hearing documents, speeches, writings, minutes, newsletters, reports, notes, and surveys. Notable correspondents include C. Scott Fletcher, Hubert H. Humphrey, Raymond D. Hurlbert, and Morris Novik.

The collection is organized into twelve series:

1. Correspondence
2. KTCA-TV, Minneapolis
3. DBLS, Inc., Austin, Texas
4. Denton Channel Two Foundation, Inc.
5. Subject Files
6. Speeches
7. Writings
8. Newsletters
9. Periodicals
10. Reports, Surveys, and Books
11. Clippings
12. Photoprints

PROVENANCE

The Papers of John C. Schwarzwaldler were donated to the University of Maryland at College Park Libraries by him in February of 1992 with a further donation after his death by his daughter, Ms. Joni Schwarzwaldler Mason in August of 1992.

SERIES DESCRIPTION

Series 1: Correspondence, 1959-1991 (0.5 lin. ft.)

This series contains correspondence and related materials between Schwarzwaldler and various individuals and groups. It is arranged chronologically.

Series 2: KTCA-TV, Minneapolis, 1953-1983, nd (1.0 lin ft.)

This series contains materials relating to Schwarzwaldler's work with KTCA-TV, Minneapolis and the Twin City Area Educational Television Corporation. It is arranged alphabetically by subject.

Series 3: DBLS, Inc., Austin, Texas, 1968-1990, nd (0.75 lin. ft.)

Contained in this series are materials relating to DBLS, Inc., including documents relating to hearings before the Federal Communications Commission. The material is arranged alphabetically by document type.

Series 4: Denton Channel Two Foundation, Inc., 1977-1985, nd (0.25 lin. ft.)

Included here are materials relating to Denton Channel Two Foundation arranged

alphabetically by document type.

Series 5: Subject Files, 1935-1992, (1.25 lin. ft.)

These subject files contain a wide variety of materials on various projects, consultancy work, legislative matters, as well as personal material. The series is arranged alphabetically by subject file.

Series 6: Speeches, 1959-1975, nd (0.45 lin. ft.)

Contained here are a number of speeches given by Schwarzwaldler to a variety of audiences. The series also contains research material he collected for potential use, as well as his notecards and outlines for some of his presentations. There are also several copies of speeches by others. The material is arranged alphabetically by speech title and by subject file.

Series 7: Writings, 1953-1978, nd (0.55 lin. ft.)

This series contains writings by John C. Schwarzwaldler including the script for a play titled "The Bishop" as well as published and unpublished articles on topics in the educational television and public broadcasting fields. The series is arranged alphabetically by article title with a folder containing undated and untitled notes and outlines at the end.

Series 8: Newsletters, 1969-1986 (0.25 lin. ft.)

Contained here are various newsletters - generally in the field of public broadcasting and educational television. The newsletters are arranged alphabetically by title.

Series 9: Periodicals 1955-1979 (0.25 lin. ft.)

Included in this series are a small collection of periodicals on various subjects. The series is arranged alphabetically by periodical title.

Series 10: Reports, Surveys, and Books 1954-1978, nd (0.45 lin. ft.)

This series represents a small group of reports, surveys done by various organizations on a wide variety of topics. The books are on education and educational television. The materials are arranged alphabetically by title.

Series 11: Clippings, 1940-1990, nd (0.25 lin. ft.)

This series contains newspaper clippings - both dated and undated - on a variety of subjects. The series is loosely arranged alphabetically by subject.

Series 12: Photoprints, 1955 and undated (0.25 lin. ft.)

Contained in this series are photoprints and proofs. The series is loosely arranged alphabetically by subject.

BOX INVENTORY

SERIES 1: CORRESPONDENCE

Box	Folder	
1	1	1959-1971
	2	1972
	3	1973-1975
	4	1976 (Jan.-July)
	5	1976 (Aug.-Dec.)
	6	1977-1991

SERIES 2: KTCA-TV, MINNEAPOLIS

2	1	Clippings 1957-1979, nd
	2	<u>Communique</u> (Minneapolis Adult Education Association) Vol. 5, No. 10 (September 1971)
	3	KTCA-TV Printed Programs and Reports 1953-1974, nd
	4	McGowan, Martin 1965-1974, nd Minneapolis <u>Star</u> Attack
	5	1967-1974
	6	1975-1979
		<u>Scene: The Magazine of Twin Cities Public TV</u>
	7	February, April-June, August-December 1975
	8	January-September 1976
	9	August-September 1981; January, November 1982; October-December 1983
		TCAET (Twin City Area Educational Television Corporation)
	10	Articles of Incorporation, Minutes, 1965-1977
	11	Financial 1965-1977
	12	A Proposal to the United States National Commission for UNESCO
3	1	A Report to KTCA-TV on an Investigation of the Relative Effectiveness of Certain Specific Television Techniques on Learning (September 1960)
	2	Research Expenses 1977-1978
	3	Research Projects for KTCA-TV, 1976-1982
	4	Upper Midwest Six-State Educational Television Network Survey (March

- 31, 1960)
- 5 The Videodisc and Its Importance to KTCA-TV, 1977
- 6 Videodisc Manuscript, 1977
- 7 "We Who Escaped" - a series of motion picture films to be produced by KTCA,
undated

TCAET (Twin City Area Educational Television Corporation)

- 8 Writings
 - "KTCA-TV: A Case History in Community Cooperation," 1965
 - "The Nation's First ETV Color Station-KTCA-TV," 1967
 - "The Televised Credit Course and Its Importance to KTCA-TV," 1978
 - "The Videodisc and Its Importance to KTCA-TV," 1977
 - "Financial Stability for ETV-A Case History of KTCA-TV," undated

SERIES 3: DBLS, INC., AUSTIN, TEXAS

- 9 Articles of Incorporation 1984
- 10 Correspondence, 1968-1990, nd
- FCC Material
 - 4 1 Nov. 1984-Nov. 1985
 - 2 Dec. 1985
 - 3 Jan. 1986-Feb. 1986
 - 4-5 Mar. 1986-April 1986 (2f)
 - 6 May, 1986-July, 1986
 - 7 Aug., 1986-July, 1988
- 5 1 FCC Docket #85-331 Hearing Exhibits, 1986
- 2 FCC Material, Nov., 1988-Oct., 1989
- 3 Tax Material, 1986

SERIES 4: DENTON CHANNEL TWO FOUNDATION, INC.

- 4 Articles of Incorporation, Correspondence, and related materials, 1977-1985
- 5 Financial, correspondence, and related materials, 1985, nd
- 6 FCC Materials, 1983-1984
- 7 Fund-raising, 1977-1981, nd

SERIES 5: SUBJECT FILES

- 5 8 Amarillo College, 1980-1981
- 9 Audition Material, 1976, nd
- 10 Conference Material, 1953-1980

- 6 1 CRISP (Committee on Racial Imbalance in the Saint Paul Public Schools), 1964-1965
 ETV Associates
 2 Educational Television for the Little Rock, Arkansas, Public Schools, 1966
 3 ETV for South Dakota, 1963
 4 A Report to North Central Educational Television Association, Inc. [1962]
 5 ETV for Nebraska, 1962
 6 Greater Cleveland Television Education Association, 1958-1962
 7 Jerusalem Project, 1976, nd
 8 KBDI, Colorado, 1981-1982
 9 KMFA, Austin, Texas, Application for Lola Wright Foundation Grant, 1986-1989
 10 KOKH-TV, Oklahoma City Public Schools, 1977-1978, nd
 11 KUHT-TV, KUHF-FM Houston, Texas, 1953-1981, nd
 12 Clippings 1949-1987, nd
 13 Kansas NET Project, 1960
 Legislative
 14 1963-May, 1965
 15 June, 1965-1973
- 7 1 Midwestern Educational Television, Inc., 1976-1977
 2 Minority Telecommunications Development Program, nd
 3 National Association of Educational Broadcasters (NAEB)
 4 "Advertising Research Project," 1977
 5 Current 1981-1982
 6 Directory of Public Telecommunications, 1978
 7 Materials 1965-1981 (Includes dissolution of NAEB, Nov., 1981)
 8 NAET Correspondence and Related Materials
 9 1977-June, 1982
 10 July, 1982-1983
 11 Personal - John C. Schwarzwald, 1935-1992
 12 University of Houston Communications Alumni, 1989-1990

SERIES 6: SPEECHES

- 8 1 Commencement Address, Appleton High School, 1966
 "The Dream that Failed," nd
 "ETV and You," 1963
 "Educational Television and the Sense of Urgency," 1959
 "Government and the Citizen," nd
 "The Heart in Industry," 1961
 "The Impact of the Media on Society," 1975

- "Morality in Government," 1962
- "The Need for Action," 1961
- 2 Notecards and Outlines, 1968-1977, nd
- 3-4 Research Material - Jokes for Speeches, 1960-1983, nd (2f)
- 5 Speeches by Others, 1959-1978
- 6 Vietnam Information File for Speeches, 1967-1968

SERIES 7: WRITINGS

- 7 "The Bishop" (Script), [1969], nd
- 8 "Democratic Advice to a Political Nephew," nd
- 9 "Educational Television," 1962
- 10 "Educational Television: The Dream that Failed," Educational & Industrial Television, 1977 [1976-1978, nd]
- 9 1 "Educational Television in Minnesota," nd
- 2 "An Historical Study of the Technical, Legal, and Financial Development of Television," dissertation, 1953
- 3 "How Public Television has Betrayed America," nd
- 4 "The Myths of Educational Television," 1965
- 5 "The Origins of Educational TV," nd
- "Problems Peculiar to the Community Station," 1967
- "Problems Peculiar to ETV Management," 1966
- 6 "Public Broadcasting Must Clean House," TV Guide, 1972
- 7 "Public Television and the Veto," Beam, 1972
- 8 Report to the Greater Cleveland Television Education Association, January 8, 1961
- 9 Testimony of John C. Schwarzwalder Before House Judiciary Committee, 1971
- 10 Notes and Outlines, nd

SERIES 8: NEWSLETTERS

- 11 CPB Report, June 1976-Mar. 1980 (Incomplete)
- 12 ETV Newsletter, Aug., 1980, Aug., 1982
- 13 Educational Communicators, June 1969
- 14 Focus: Newsletter on Media Instruction, Spring, 1979; Sept., 1979; Jan., 1980
- 15 GPNewsletter, 1980-1986 (Incomplete)
- 16 International University Consortium Newsletter, 1983-1986 (Incomplete)
- 17 The Manager's Letter, 1978-1979 (Incomplete)
- 18 NAEB Letter, Mar., 1979
- 19 Odyssey, Vol. 5, No. 12; Vol. 6, No. 7
- 20 The Public Broadcasting Report, Sept., 1979-July, 1985 (Incomplete)

- 21 SECA Signal, 1982-1984 (Incomplete)
 22 UMA Update from the University of Mid-America, March, 1970; May-June, 1980

SERIES 9: PERIODICALS

- 23 Architecture Minnesota, May-June 1975
 24 Firing Line (Transcripts), 1973
 25 MPLS, June 1974
 26 The New Republic, Aug., 1965
 27 Overseas Employment Opportunities for Educators, Nov., 1969
 28 Public Telecommunications Review, May/June 1979
- 10 1 The Schedule, Sept. 1977
 2 The Science Counselor, Dec., 1955

SERIES 10: REPORTS, SURVEYS, AND BOOKS

- 3 A Brief History of Educational Television in the United States. Jauch, Fritz, 1968
 4 The Communications Act of 1934-Revised to Jan. 1, 1954
 5 The Impact of Research on Utilization of Media for Educational Purposes, 1970
 6 Meeting Educational Needs Through Public Television and Learning Technologies
 7 Ohio Educational Television Network-Annual Report, 1975
 8 Statement of Henry Loomis, President of CPB, Before Subcommittee on Communications, 1978
 9 Summer Institute and Educational TV Series on Public Policy and Development Planning in Minnesota, 1971
 10 The University Faculty and Educational Television: Hostility, Resistance & Change, 1962
 11 You Own More than Your Set - Broadcasting Law and the Consumer, undated
 12 Philosophies of Education, 1965
 13 Public Television a Program for Action-The Carnegie Commission on Educational TV, 1967
 14 Vocational and Technical Education in a Decade of Change. Parkinson, Dr. George

SERIES 11: CLIPPINGS

- 11 1 Educational Television 1967-1985, nd
 2 Miscellaneous 1940-1986, nd
 3 Public Broadcasting 1962-1990, nd
 4 Public Television 1967-1989, nd

5 John C. Schwarzwald 1948-1980, nd

SERIES 12: PHOTOPRINTS

6 Brochure Proofs

7 European Trip, 1955

8 John C. Schwarzwald and miscellaneous

12 John C. Schwarzwald and miscellaneous (oversize)