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Cornell University Media and Technology Services

Records  
1968-1996

Guide

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Cornell University. Media and Technology Services.  
Media and Technology Services records, 1968-1996.  
5 cubic ft.

Summary: Correspondence, reports, policies, slides, and other material of the office of Media and Technology Services; including the files of the first director Christopher Whittle and information on the New York State Fair, Empire Farm Days and the Educational Television Center.

Cite as: Media and Technology Services Records, #21\36\3152. Division of Rare and Manuscript Collections, Cornell University Library.

1. College publicity. 2. Cornell University. Media Services. 3. Cornell University--Publicity. 4. Empire Farm Days. 5. New York State Fair--Syracuse. 6. Cornell University. Educational Television Center. 7. Slides (photographs). I. Whittle, Christopher.

RGPN: 21\36\3152

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#21/36/3152  
Box 1

**Media and Technology Services** Archive Box No. 1: List of Files

- Christopher Whittle: First Director of Media Services-July 1975-April 1986.
- History of the Acquisition and Use of a mobile satellite uplink truck
- Media Services Space Study: an attempt to create a single building to house the department.
- Media and Technology Services Background
- ETV, Educational Television Center, Miscellaneous Background and History-1975 to present.
- ETV Center early History-1968-1974. ( When the ETV Center was first created in the new wing of MVR Hall, College of Human Ecology, it was administered by the Department of Communication Arts. In 1975, when the Broadhead report created the Department of Media Services, separate from Communication Arts, the ETV Center was merged into the new Media Services Department under Christopher Whittle. )
- Food and Life Sciences Quarterly/FOCUS: History of the College of Agriculture's Journal of research for a lay audience and Media Services role in its production.
- Miscellaneous Media Services Organization Charts.
- CALS 75<sup>th</sup> Anniversary Multi-Media Show
- David Watkins, Jr. – Second Director of Media Services-April 1986 through December 2000.
- Empire Farm Days: Media Services Role
- CCESN, Cornell Cooperative Extension Satellite Network Downlink Sites
- CCESN Survey
- CCESN: Creation of..
- CCESN: Evaluations of major programs
- Additional Satellite Uplink Truck History
- Media Services: Distribution Center
- Media Services: Creation of University Photography
- Media Services: Historical Policy and Information
- Media Services: Policy and Pricing
- Asia Tour: ETV Center and Cornell Glee Club
- Media Services: Television and Radio
- Media Services: Nutrition PSA's, ETV Center
- Media Services: Marketing, Mission, Values and Philosophy
- Media Services: Computer Aided Publishing
- Media Services: Radio: FOCUS proposal to go national with NPR type programming.
- Media Services: Computer Network: Creation of....
- Media and Techology Services: Web Production Unit, creation and costs.

#21/36/3152  
Box 2

**Media and Technology Services** Archive Box No. 2: List of Files

- Photos: State Fair Youth Building- CCE County Exhibits: 92/93
- Empire Farm Days: 1996
- Fall 93 NYSAC Conference
- Spring 93 NYSAC Conference
- Extension Showcase, 1993
- Fall 92 NYSAC Conference
- Extension Showcase, 1992
- Legislative Showcase, 1991
- March 92 NYSAC Conference/Workshop
- CALS Exhibit Committee
- 1992 State Fair
- 1994 Empire Farm Days
- 1993 Empire Farm Days
- 1992 Empire Farm Days
- 1991 Empire Farm Days
- 1990 Empire Farm Days
- 1994 State Fair: Budgets, Plans, Animations, Telerama, Staffing, Etc.
- 1990 State Fair
- 1989 State Fair
- 1988 State Fair
- 1987 State Fair
- 1986 State Fair
- Layout Horticulture Building: 4H, State Fair

#21|36|3152  
Box 3

**Media and Technology Services** Archive Box No. 3 : Miscellaneous Files/Reports/  
Proposals.

- Save Energy/ Save Dollars: A copy of products and results.
- Save Energy/ Save Dollars Slides
- Publication Study by J. Francis Cooper: April 1963.
- ETV Center Policies: 1988/1989
- Ed Wright Letters: (First Chief Engineer of the ETV Center: 1968/ 1969
- Cornell Sports Network Proposal by Media Services Staff: June 1990
- Communication Perception/Needs: A study commissioned by David Watkins for a grad student in the Department of Communication Arts of the Communication Needs and Perceptions of Extension Field Staff.
- Empire Farm Days: 1995/1996
- MS. Distribution Center Report: 1998
- Robert Seem Committee Communication Needs Report and notes.
- Telecommunications Report commissioned by William Lacy, Director, CCE, 1997
- State of the Media Services Unit: May, 1999
- Policies and Procedures, MS: 1975 to 2000.
- Media and Technology Services Self Study document prepared for the departmental external review in April of 2000.
- CCE Public Awareness Files and products produced by Media Services
- Proposal for regional training and satellite downlink sites
- CCESN, Cornell Cooperative Extension Satellite Network background/network.
- Broadhead Report: study of the Department of Communication Arts that created Media Services: 1974/1975
- Packet: CCESN Dist. Learning Report, Working with the Media, List of CCESN Sites.
- Media Services Managers Meetings: 1994/1996
- MS. Senior Staff Meeting Notes: Policy Discussions etc.

**Media and Technology Services** Archive Box No. 4: Annunal Reports/Budget Hearing and Program Planning Materials.

- Charge Policy Documents: 1972-1990
- Description of Technologies: Television, Satellite, Computer and the Departments Role for the University: 1995
- Survey of MS Staff: Work, Job Satisfaction, Policy and Proceedures: 1988
- Unit Strategic Plans: 1994
- CCE Publications Study: 1992
- Merger Attempts: MS and University Relations: 1995/96
- Cornell Communication Studies: 1974-1984
- Program Planning and Budget Hearing Materials ( 1979-2000/01 FYS. )
- Communication Audit: May, 1991-Nov. 1991.
- Annual Reports of the Department: 1986-1996 and 83/84. ( From 95/96 on annual reports were included in the program planning and budget conferences held with Human Ecology, Agriculture and Life Sciences and Cornell Cooperative Extension.
- Media Services Administrative Committee Files/ Meeting Notes Etc. ( 1975-81, 79-82 and 1980-86). The Administrative Committee for Media Services was created by the Broadhead Report. It consisted of the Deans of Agriculture, Human Ecology and the Director of Cornell Cooperative Extension. Meetings were called by the head of that committee but over the years were very infrequent.

**Media and Technology Services:** Archive Box No. 5: Miscellaneous

- Media Services First computer system: Xerox Star System: 1983/84
- Printing Reorganization: 1983
- Workshops/Training Sessions by Media Services Staff for CCE and Faculty
- Program Planning/Budget Hearing Documents: 1979/80, 1985/86- 1997.
- Annual Reports: 1977-85 and 1973-76.
- Christopher Whittle: First Director of Media Services
- Broadhead Report, 1974/75.
- Cornell Cooperative Extension: Public Awareness and Marketing Campaigns, Products, Files, Organization, Training Sessions by Robert Topor, David Watkins and Bill Boldt.
- CCE Associations Survey Results: Printing and Mailing Technologies by James Mason, 1994/95
- CCE Associations Survey on Printing and Mailing Technologies Raw Data by County: 1994/95.
- Slides: Update on the 80's. Prepared by Media Services for CCE.
- A Self-study of the Department's Organization, Services, Funding Issues, and Relationships in Preparation for an External Review to be conducted April 2-6, 2000.