

SERIES 6: 3-2-1 CONTACT

3-2-1 Contact, the third program series produced by the Children's Television Workshop (CTW), was intended to interest 8-12 year-olds, particularly girls and minorities, in science. The project was first proposed in 1977. With funding from the National Science Foundation, the U.S. Department of Education, the Corporation for Public Broadcasting and the United Technologies Corporation, the first thirteen-week season aired beginning on January 14, 1980. Each week included five "magazine" format half-hour shows with a common theme; the Monday-Thursday shows also featured a mystery series called *The Bloodhound Gang*. A second season of 40 episodes, which featured new hosts and the efforts of new executive producer Al Hyslop (replacing Kathy Mendoza), aired beginning October 17, 1983 with continued funding from the National Science Foundation and the U.S. Department of Education as well as support from the Arthur Vining Davis Foundation. New staff also took over other production, research and direction positions; few of the people involved in the second season had been involved in the program's early development. The third season of the series, which included 20 new episodes, aired beginning October 22, 1984. The fourth season, also of 20 episodes, aired beginning September 23, 1985. The fifth season premiered on September 15, 1986. Production for a 20-episode sixth season began the same month. The series aired through October 1992.

Intending the program for classroom use as well as home viewing, CTW produced a series of teacher's guides to the program. Museums, Girl Scouts and Boys Clubs also developed programs using the series. Additionally, CTW produced books and a monthly magazine; *3-2-1 Contact Magazine* debuted in the fall of 1979 and, by 1985, the CTW had sold more than a quarter of a million *3-2-1 Contact* books.

This series includes proposals and reports and the administrative files of Executive Vice President for Production David Connell, Executive Vice President of CTW Paul Firstenberg, and Executive Producer Samuel Gibbon; production files; research files; ancillary materials; and the promotion files of Director of Information Frances Kaufman. The bulk of the series deals with the early development and first and second seasons of the program. Some research, production and promotional materials are available from Season III, as well as progress reports and some promotional materials from Season IV. The only information regarding Seasons V and VI is found in progress reports in subseries 1. This collection also includes copies of *3-2-1 Contact Magazine* and materials relating to its production and promotion.

SUBSERIES 1: PROPOSALS, REPORTS AND ADMINISTRATIVE FILES

The proposals and reports, which cover the period from 1977 through 1986, from the program's early development through the production of its sixth season, are arranged chronologically. The administrative files are all limited to the development phase and first season. David Connell's files include the initial proposal for the program and information on its early development, staff, budget, international cooperation, and Season

I production notes. The bulk of Paul Firstenberg's files deal with the program's funding and budget. Samuel Gibbon's files cover program content, funding, legal issues (including negotiations with the Writer's Guild of America), staff and production.

SUBSERIES 2: PRODUCTION

The production files are arranged by season. The Development section of the production files include information on the content of the series, the selection of its title, draft scripts, final scripts and production notes for test shows. The section on Season I includes early animation, content research and outlines, draft scripts and the production schedule, as well as scripts and production information on the first season of *The Bloodhound Gang*. The section on Season II includes production notes, transcripts of all 40 episodes and music cue sheets. The section on Season III includes only the transcripts to two shows.

SUBSERIES 3: RESEARCH

The research files, also arranged by season, include reports spanning the development phase through Season III. Seasons I and II each include a set of short formative research reports as well as more substantial reports. Season III includes carriage data and longer reports. This subseries also includes Nielsen ratings from 1980 and 1983.

SUBSERIES 4: ANCILLARY MATERIALS

The ancillary materials include the proposal for a series of books based on the program; a *3-2-1 Contact* club leader's handbook; teacher's guides; a *3-2-1 Contact* resource manual; bound volumes and loose copies of *3-2-1 Contact Magazine*, and information relating to the magazine's development.

SUBSERIES 5: PROMOTION

The promotion files, created by Frances Kaufman, are arranged by season and include copies of many of the same memos, research reports and proposals found elsewhere in the collection. The section on the first season also includes information on and photographs of members of the cast and advisory board; draft and final press releases; information on the press conference which announced the show and its press preview; press kits for the first run and rebroadcast of the first season; advertisements; and press coverage and clippings. Very little information is available on Seasons II-IV. The section on the magazine includes memos and production information not found elsewhere in the collection, as well as the press release announcing the magazine's debut.

**SUBSERIES 1: PROPOSALS, REPORTS
AND ADMINISTRATIVE FILES**

Box	Folder	
		Proposals and Reports
102	1	“Towards a Daily Science Series for Children,” February 1977.
	2	Report on Science Series Curriculum Conference, April 1-3, 1977.
	3	“A Children’s Television Series about Science and Technology,” October 15, 1977.
	4	Progress Reports, Development, January 1978-April 1979.
	5	Final Report, Development and Testing Phase, July 31, 1979.
	6	“Proposal for a Network Special,” September 1979.
	7	Progress Reports, Season I, February 29, 1980- May 30, 1980.
	8	Proposal for Season II, August 6, 1980.
	9	Progress Reports, Season II, February 1983-January 1984, nd.
	10-11	Proposal, Season III, July 1983 (2f).
	12	Progress Report, Season III, February 1984-April 1984, nd.
	13	Progress Reports, Season IV, November 1984-October 1985, nd.
	14	Progress Reports, Seasons V-VI, November 1985-July 1986, nd.
		Executive Producer David Connell
	15	“Proposal: A Children’s TV Series About Science and Technology” with attached notes, October 15, 1977, nd.
	16	Development, January 1977-July 1979.
	17	Development: Seminars, March 1977-January 1978, nd.
	18	Budget, April 1979-October 1979.
	19	Staff, November 1978-January 1980.
	20	Advisory Board, October 1979-December 1979, nd.
	21-22	Legal, June 1979-March 1980 (2f).
	23-25	Management Meetings and Reports, January 1979-December 1982 (3f).
	26	International, January 1979-October 1979.
		Executive Vice President Paul Firstenberg
	27	General, February 1978-March 1985, nd.
		Funding
	28	General, September 1977-November 1978, nd.
	29	Corporation for Public Broadcasting, May 1978- September 1979.
	30	J. Walter Thompson Company, nd.
	31	McDonalds, November 1977.
	32	Prudential, October 1977-January 1978.
	33	United Technologies, October 1977-March 1978.
	34	Advisory Board, January 1977-May 1983, nd.
	35	Writers, August 1978-November 1978, nd.
	36	Budget, June 1978-December 1978.
	37	Budget notes and memos, February 1977-July 1980.

		Executive Producer Samuel Gibbon
103	1	Memos, December 1976-November 1978.
	2	“Science Education for the 70’s,” 1971.
	3	Minorities in Science, June 1976-August 1978, nd.
	4	Women in Science, January 1976-September 1978.
	5	Conference on Expanding the Role of Women in the Sciences, March 1978.
	6	“Variety” clippings, April-July 1977.
	7	Association of Science-Technology Centers, May 1976-June 1978.
	8	Instructional Television, May-April 1978.
	9	Lawrence Hall of Science, January 1977-March 1978.
	10	National Endowment for the Arts, January 1977-April 1978.
	11	National Institute of Education, January 1978, nd.
	12-13	National Science Foundation, September 1976-August 1978 (2f).
	14	Carl Sagan, November 1976-January 1977, nd.
	15	Funding, October 1976-May 1978.
	16	Legal: May 1977-February 1979, nd.
	17	Legal: Children’s Advisory Board, June-October 1977.
	18	Operations, June 1978-September 1978.
	19	Personnel, January 1975-August 1978.
	20	Possible Writers, December 1975-July 1978, nd.
	21	Writer’s Guild of America, 1975-July 1978.
	22	Writer’s Release Forms, March-April 1977.
	23	Writer’s Notebook Meetings, August-October 1977, nd.
	24	Staff Script Comments, September-October 1978.
	25	Bloodhound Gang, October 1978-February 1979, nd.
	26	Production, September 1976-November 1977, nd.
	27	Daniel Wilson Productions, May 1978-September 1978.
	28	International, May 1978-July 1978.
	29	Travel, March 1977-October 1978.
	30	Miscellaneous, March 1977-April 1977, nd.

SUBSERIES 2: PRODUCTION

Box	Folder	
		Development
103	31	Show Titles, October 1978-February 1979, nd.
	32	Reference Articles, September 1977-August 1978.
	33-36	Format and Content, May 1978-March 1979, nd (4 f).
		Development (cont’d)
104	1-18	Draft Scripts: Big/Small, August 1978-May 1979 (18f).
	19	Final Scripts: Big/Small, June 1979-July 1979.
	20	Final Scripts and Production Notes, April 1979, nd.
	21	Test Show Production Notes, October 1978-June 1979.

22		Test Show Production Notes, Jessica Klein, November 1978-March 1979, nd.
		Season I
23		Animation, November 1978, nd.
		Content
24		General, March-August 1979, nd.
25		Communication, February 1979.
26		Food, March 1979, nd.
27		Decay, March 1979.
28		Big and Little, May 1979.
29		Themes, nd.
30		Season I Outline, March 1979.
31		Season I Outlines, August 1979, nd.
		Scripts
32		“Energy,” April 1979, nd.
33		“Food,” April 1979.
34		“Food/Fuel,” November 1979.
35		“Communication,” October 1979.
		Season I (cont’d)
		Scripts (cont’d)
105	1	“Growth and Decay,” April 1979, nd.
	2	“Growth and Decay,” October 1979.
	3	“Noisy/Quiet,” October 1979.
	4	“Forces,” October 1979.
	5	Schedule, June 1978-February 1980.
	6	Production Notes, March-November 1979, nd.
		Season I: The Bloodhound Gang
	7	General, July 1978-September 1979, nd.
	8	Legal, February-October 1979.
	9	Budget, March-September 1979.
		Draft Scripts
	10	Pilot, July-September 1978.
	11	Pilot final, October 1978.
	12	“The Case of the Hard-Boiled Egg,” April 1979.
	13	“The Case of Noah’s Park,” May 1979.
	14	“The Case of the Super Seeds,” nd.
	15	“The Case of the Secret Message,” July-August 1979.
	16	“The Case of the Educated Pig,” April-August 1979.
	17	The Case of the Missing Bloodhound,” July-August 1979
	18	“The Case of the Thing in the Trunk,” May-September 1979.
	19	“The Case of the Flying Clock,” June-August 1979.
	20	“The Case of Mr. Q,” July 1979, nd.
	21	“The Case of ‘Princess Tomorrow,’” April-July 1979, nd.
	22	“The Case of the Cackling Ghost,” May-July 1979.

	23-24	Final Scripts, Part 1-8, August-September 1979, (2f).
	25	Production Notes, March 1979-March 1980, nd.
		Season II
	26	Production Notes, August 1980-July 1982.
		Transcripts
	27-28	“Survival,” Monday-Friday, nd (2f).
	29-30	“Sports,” Monday-Friday, nd (2f).
	31-32	“Flight,” Monday-Friday, nd (2f).
		Transcripts (cont’d)
106	1-2	“Babies,” Monday-Friday, nd (2f).
	3-4	“Senses,” Monday-Friday, nd (2f).
	5-6	“Shapes,” Monday-Friday, nd (2f).
	7-8	“Water,” Monday-Friday, nd (2f).
	9-10	“Building,” Monday-Friday, nd (2f).
	11	Music Cue Sheets, nd.
		Season III
		Transcripts
	12	“Earth,” Monday, nd.
	13	“Measurement,” Friday, nd.

SUBSERIES 3: RESEARCH

Box	Folder	
		Development
106	14	Audience, March 1977-December 1979.
	15	Keith Mielke et al, “Survey of Viewing Interests of 8-12 Year Old Children,” October 1978.
	16	Milton Chen et al, “3-2-1 Contact, Test Show Evaluation,” June 1979.
		Season I
	17-20	Research Reports: #1-53, September 1977-January 1980 (4f).
	21	Proposals, March 1980-June 1980, nd.
	22	Ada Anglada and Luis Martinez-Perez, “Considerations on the Hispanic (Latino) Audience,” August 1979.
	23	Jerome Johnston, “A Hierarchy of Effects for the First Season of 3-2-1 Contact,” May 1980.
	24	Jerome Johnston, “An Exploratory Study of the Effects of Viewing the First Season of 3-2-1 Contact,” May 1980.
	25	Gerald Lesser, “Rationale for a TV Series on Science and Technology,” in CTW’s “International Research Notes,” Spring 1980.
	26	Keith Mielke and Kim Storey, “Snapshots of 3-2-1 Contact in the School,” January 9, 1981.

- 27 Proposal: "Children, Television, and Science: An Overview of the Formative Research for 3-2-1 Contact," February-June 1980.
- 28 Keith Mielke and Milton Chen, "Children, Television, and Science: An Overview of the Formative Research for 3-2-1 Contact," September, 1981.
- 29 Keith Mielke, "Formative Research on Appeal and Comprehension in 3-2-1 Contact," 1983.
- Season II
- 30-32 Formative Research Reports: #1-55, August 1982-March 1983 (3f).
- Season II (cont'd)
- 107 1 Jerome Johnston and Richard Luker, "The 'Erickson Study:' A Study of Viewing Two Weeks of the Second Season of 3-2-1 Contact," August 1983.
- 2 Milton Chen, "Touched by Science: An Exploratory Study of Children's Learning from the Second Season of 3-2-1 Contact," September 1983.
- Season III
- 3 Milton Chen, "A Review of Research on the Educational Potential of 3-2-1 Contact," January 1984.
- 4 Barbara Myerson Katz, "Connecting with Contact, A Formative Evaluation of Twelve Programs from the Third Season of 3-2-1 Contact," October 1984.
- 5 Milton Chen, "Formative Evaluation, Season III," October-November 1984.
- 6 Carriage Data, January-December 1984.
- Ratings
- 7 Memos, January 1980-February 1980.
- 8 Nielsen Ratings, Season I, January 1980-April 1980.
- 9 Nielsen Ratings, Season I rebroadcast, January 1983-April 1983.
- 10 Nielsen Ratings, Season I rebroadcast, January 1983-March 1983.
- 11 Nielsen Ratings, Season II, October 1983-December 1983.

SUBSERIES 4: ANCILLARY MATERIALS

- | Box | Folder | |
|-----|--------|-----------------------------------------------|
| 107 | 12 | "Proposal for a Series of Eight Books," nd. |
| | 13 | Poster, Season I, nd. |
| | 14 | Calendar, 1988-1989. |
| | 15 | "3-2-1 Contact Club Leader's Handbook," 1984. |
| | 16 | Teacher's Guide, May 1979-1988. |
| | 17 | "3-2-1 Contact Resource Manual," 1982. |
| | | Magazine |
| | 18 | General, February-November 1979. |

- 19 Research Reports, May-August 1979.
- 20 1979 issue.
- 21 Preview issue, "Countdown" magazine, June 1999.
- 22- Bound volumes, Preview Issue June 1978-December 1985.

SUBSERIES 5: PROMOTION

Box	Folder	
		Season I
108	1	General, June 1978-May 1981, nd.
	2	Silver Anvil Award, 1979.
	3-4	Development and Funding, August 1975-December 1979 (2f).
	5	General Research, September 1978-June 1979, nd.
	6	Research Reports, April-October 1978.
	7	Cast, 1979.
	8	Production, November 1978-October 1979.
	9	Carriage and Ratings, March 1979-1980.
	10	Press Conference of October 24, 1978.
	11	Press Releases, nd.
	12	Press Releases: Advisory Board, 1978, nd.
	13	Press Materials, June 1978-January 1980.
	14	Press Preview of December 18, 1979, August-December 1979.
	15	Draft: "Interview: Behind the Scenes of <i>3-2-1 Contact</i> " for "Research Notes," May 1980.
	16	Press Kit, nd.
	17	Press Kit, reruns, 1980.
	18	Advertisements, February 1980-June 1981.
	19	Coverage and Clippings, December 1979-May 1981.
		Season II
	20	Information Sheet, nd.
	21	Proposal, May-August 1980.
	22	Carriage, nd.
	23	Press Kits, 1983.
		Season III
	24	Press Kits, 1984.
		Season IV
	25	Press Kit, 1985.
		Magazine
	26	Research and Staff, March 1979-September 1979.
	27	Press Release, September 1979.