

**Malcolm Carter University Communications
records, 1975-1989 (bulk 1985-1987)
NS.03.01.06**

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Describing Archives: A Content Standard

New School Collections

July 20, 2017

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Collection Overview

Repository	New School Collections
Creator	Carter, Malcolm
Title	Malcolm Carter University Communications records
Date [bulk]	Bulk, 1985-1987
Date [inclusive]	1975-1989 (bulk 1985-1987)
Extent	2.2 linear ft: 2 boxes
Language of Materials	English
Summary	Malcolm Carter became director of The New School's university communications in 1985. The Malcolm Carter University

Communications records document the three primary areas of activity over which Carter had oversight: advertising and marketing; public relations; and publications. Materials include memoranda, letters, reports, and printed materials, encompassing the range of Carter's activities.

Preferred Citation note

[Identification of item], [date (if known)], Malcolm Carter University Communications records, NS.03.01.06, box __, folder __, New School Archives, The New School, New York, New York.

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Biographical Note

Malcolm Carter became director of The New School's university communications in 1985, probably the first to occupy this role following the retirement of Albert Landa, who as vice president had overseen development and public relations activities since the late 1960s.

Carter grew up in Sharon, Massachusetts and attended Trinity College (BA 1966), where he was editor-in-chief of the campus newspaper, the *Tripod*. Prior to coming to The New School, he served as speech writer to the Secretary of the Navy and as a freelance journalist.

Based upon documents in this collection, at The New School Carter held broad responsibilities, leading advertising and marketing, public relations and publications for all divisions, which included Eugene Lang College (launched under this name in 1985), the Adult Division (as of 2017, the Schools of Public Engagement), the Graduate Faculty (now, New School for Social Research), Parsons School of Design, and the Graduate School of Management and Urban Professions (now, Milano School of International Affairs, Management, and Urban Policy).

In terms of public relations, Carter worked to raise the profile of The New School and to position the institution as a unified university, where it had long been viewed as a collection of quite separate divisions. In this capacity, among his activities Carter networked with colleagues in national and trade publications, arranged events and media opportunities for the president, Jonathan Fanton, worked with school deans, and oversaw market research. Institutional publications Carter was responsible for included the *New School Observer*, the *New School Bulletin*, annual reports and fact books. During his tenure, several of these publications received DESI awards for graphic design.

For a time, Carter appears also to have held primary responsibility for the university art collection. He worked closely with collection sponsor and chair of the Board of Trustees, Vera List, and an ad hoc art committee to usher the collection into its next phase. This was realized with the hiring of Kathleen Goncharov as curator in 1987. In 1988, Carter was instrumental in ensuring that the frescoes by muralist

José Clemente Orozco were not removed from the school, ultimately obtaining a commitment from Equitable Life Assurance Society to finance the murals' restoration.

After leaving The New School around 1991, Carter served as director of Public Education at the U.S. Treasury Department (1995-2002). Thereafter, he became a realtor in Washington, D.C., Maryland, Virginia and New York. In 2013, Carter moved to Phnom Penh, Cambodia, where, as of 2017, he continues to work in real estate and writes a blog on life as an expatriate.

Sources:

Carter, Malcolm. *I, on Cambodia: Reflections on Living in Another World* (blog).
www.malcolmcarter.com.

Honan, William H. 1988. "New School Finds Way To Save Orozco Fresco." *New York Times*, March 26.
<http://www.nytimes.com/1988/03/26/arts/new-school-finds-way-to-save-orozco-fresco.html>.

Trinity College Digital Repository. *1966ivy*. Published Jun 5, 2013. <https://issuu.com/tcdigitalrepository/docs/1966ivy/178>.

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Scope and Contents note

The Malcolm Carter University Communications records document the three primary areas of activity over which Carter had oversight at The New School as director of university communications: advertising and marketing; public relations; and publications. A small amount of material here precedes Carter's tenure.

Both series comprise memoranda, letters, reports, and printed materials, encompassing the range of Carter's activities. The Correspondence series contains chronological memoranda and letters. The Subject files series includes materials pertaining to university-wide topics, as well as those specific to each of the five schools.

Subjects throughout include promoting the university to the press; working with deans on the school's profile; engaging market researchers; managing media buys and institutional publications; communicating with trustees about the university art collection; and overseeing departmental personnel and budget. Also documented throughout is Carter's work with President Jonathan Fanton to arrange small dinners and other events with public figures from a wide range of fields.

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Arrangement note

Arranged alphabetically in two series

- I [Correspondence, 1984-1987](#)
- II [Subject files, 1975-1989](#)

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Administrative Information

Publication Information

New School Collections July 20, 2017

Access Restrictions

Collection is open for research use. Please contact archivist@newschool.edu for appointment.

Use Restrictions

To publish images of material from this collection, permission must be obtained in writing from the New School Archives and Special Collections. Please contact: archivist@newschool.edu.

Immediate Source of Acquisition

These files were identified as Malcolm Carter's records and separated from a large accession of records transferred from The New School President's Office in 2015.

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Related Materials

Publicity, public relations, development, and other institutional records related to Malcolm Carter's sphere of activities will be found in the following collections: Albert Landa records (NS.03.02.07); George Calderaro publicity records (NS.03.01.03); New School Art Collection records (NS.03.05.03); New School Development and Public Relations records (NS.03.02.02); New School Office of Development and Alumni Relations records (NS.03.02.04); New School Publicity Office records (NS.03.01.05).

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Keywords for Searching Related Subjects

Corporate Name(s)

- New School for Social Research (New York, N.Y. : 1919-1997). Graduate Faculty.
- New School for Social Research (New York, N.Y. : 1919-1997).
- Otis Art Institute of Parsons School of Design.
- Parsons School of Design.
- The New School Art Collection.

Genre(s)

- Annual reports.

- Correspondence.

Personal Name(s)

- Austill, Allen
- Fanton, Jonathan F., 1943-
- Levy, David C.

Subject(s)

- Adult education.
- Continuing education.
- Educational fund raising.
- Publicity.

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Collection Inventory

Series I. Correspondence 1984-1987		
	Box	Folder
Letters: Outgoing, 1985-1987	1	1-3
Memoranda: Incoming, 1984-1985	1	4
Memoranda: Outgoing, 1985-1987	1	5-7
Series II. Subject files 1975-1989		
	Box	Folder
Academy of Political Leadership, 1983-1987	1	8
Adult Division		
Advertising, 1984-1985	1	9
Correspondence, 1984-1985	1	10
Task Force, 1985	1	11
Advertising, 1985	1	12
Albert List Academic Center expansion campaign, 1983, 1986-1987	1	13
American College in Paris, 1985	1	14
Amerian Tourism Award dinner, 1984-1985	1	15
Annual Reports, 1984-1987	1	16-18
Cable television possibilities for the New School, 1983, 1987	1	19
Chancellor's Fellowship, 1985	1	20
Commission on Continuing Education, 1983-1985	1	21-22

Commission on Independent Colleges and Universities (CICU), 1985-1986	1	23
"Core" construction project, 1985 Primarily concerning a proposal to unite three New School buildings at 66, 68 and 70 Fifth Avenue, which housed Parsons School of Design, the Computer Center, and the Graduate School of Management and Urban Professions. The project proposed that the five-story center building, number 68, would be replaced with a twelve-story structure that would comprise "core" building components--elevators, bathrooms and other services--to support and create extra space in the two existing buildings on either side of it.	1	24
Cover design and planning for spring 1986 bulletin, 1985 Includes discussion about using Keith Haring work on the cover.	1	25
Eugene Lang College		
Correspondence, 1984-1987	1	26-28
Dedication dinner and convocation, 1985	1	29
Seminar College, 1983-1985	1	30
Festinger, Leon, 1989 Biographical information compiled upon the death of the social psychologist, Leon Festinger, who held the position of Else and Hans Staudinger Professor of Psychology at the New School from 1968 until 1989.	2	1
Graduate Faculty of Political and Social Science: General, 1986	2	2
Graduate Faculty of Political and Social Science: <i>The Exiles</i> , 1983-1988 Includes materials related to the production, funding and release of a documentary film by Richard Kaplan about the emigration of endangered European scholars and artists before and during World War II, efforts that included the formation of the University in Exile at the New School. The film, with funding from the National Endowment for the Humanities, had its premiere on PBS in 1989. The original title for the production was, <i>The Intellectual Emigrés</i> .	2	3-5
Graduate School of Management and Urban Professions		
"A Proposal from the Center for the Study of Community-Based Development," 1986 A "detailed assessment of Community-based Economic Development," by Mitchell Sviridoff, project director and professor of urban policy.	2	6
Advertising and marketing, 1985-1987	2	7-8
University/Hospital Housing Study, 1983	2	9
Herdeg, Walter, 1986 Includes biographical material on the founding editor of the art magazine, <i>Graphis</i> , and plans to create a "Walter" award.	2	10
Higher Education General Information Survey reports, 1982-1984	2	11
Media buying service, 1985	2	12
Modigliani, Franco, 1985-1987	2	13
New School Art Collection: Ad Hoc Art Committee, 1984-1985	2	14

Includes memoranda and an inventory related to the university art collection. Vera List, whose support was central to the survival of the Art Center and the collection, was chair of the committee.

New School Art Collection: Framers, 1985-1987	2	15
New School history, 1982-1985	2	16
Concerning the book by Peter M. Rutkoff and William B. Scott, <i>New School: A History of The New School of Social Research</i> and other aspects of New School history.		
News clippings, 1982-1986	2	17
Otis Art Institute of Parsons School of Design		
General, 1984-1987	2	18-20
Publications, 1985-1987	2	21
"The Otis Story: Otis Art Institute since 1918," Mary Jarrett, 1975	2	22
Parsons School of Design		
90th anniversary, 1987	2	27
Architecture and Design Criticism program, 1986	2	23
Chronological file, 1982-1985	2	24
Fashion Critics Award Dinner: B. Altman tribute, 1987	2	25
Fashion Dinner, 1984-1986	2	26
Photography, 1986-1987	2	28
Public Relations, 1982-1985	2	29
Radical History colloquium transcript, 1980s	2	30
Real estate, 1985-1987	2	31
Registration summary, 1985-1987	2	32
Rose and Erwin Wolfson Center for National Affairs, 1985-1987	2	33
<i>Social Research</i> , 1987	2	36
Regarding a special issue of the journal on Central and Eastern European issues, as well as an exhibition and conference, <i>In Time of Plague</i> .		
Special scholarship programs, 1986-1987	2	34
Speeches by Jonathan Fanton, 1981, 1985	2	35
Telemarketing campaign, 1986-1987	2	37
"Tradition of Innovation: A Report on the New School of Social Research," 1983-1984	2	38
Material regarding creation of an "identity publication" by the marketing firm Jan Krukowski Associates Inc.		
University budget, 1985-1986	2	39-40
University Press Books/New York, 1985	2	41

Includes correspondence related to opening a bookstore in The New School's Albert List Academic Center at 65 Fifth Avenue. The store was to focus solely on books published by university presses.

Wall Street and the Economy conference, 1984-1987

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