

12/1/6
Public Relations Office
Director's Office
Subject Files, 1941-1948, 1973-1979, 1986-1990, ca. 1997

Box 1:

Boston Conference Publicity, 1941

Preconference

Correspondence

Local Committee

Scheduling

Requests for speeches and photographs

Preconference Radio Plans

Tentative Schedules

Local Committee

Correspondence

Colombia Broadcasting System

Schedules

Correspondence

Conference Week

Schedules and Duties

Press releases (arranged by day)

Post Conference

Press Releases

ALA National and Regional Institutes, Milwaukee Conference and Free Distributions, Part I
January 1942-August 1945

Midwinter Institute Publicity

Annual Conference Publicity - Milwaukee

Correspondence and Schedules - Local Committee

Requests for speeches and photographs

Radio - Program correspondence

Preconference press releases

Newspaper and Magazines - correspondence

Schedules and Duties

Public Relations Committee - conference programs

Division Representatives Correspondence - Program publicity

Post conference press releases

Free Distribution

Emergency Booklists - memoranda on distribution

ALA Bulletin - Free List and reprints

Articles and Releases, Part II January 1942 - August 1943

Magazine and Newspaper Publicity

Bulletin Articles

Radio Publicity

Miscellaneous, Part III January 1942 - August 1943

Organization and Government Agencies - Correspondence

British Book Week - Correspondence

Monthly Reports

Proposals and Planning

Public Relations Committee

Radio - Library Relations, Subcommittee on

Library Documentary Film, Subcommittee on

Displays-of-the-month, Subcommittee on

Carnovsky Project, Subcommittee on
 Library Publicity Honor Role
 Miscellaneous Correspondence and memos
 Le. S. request, information on ALA, reports from Olga Peterson
 Newspaper, Magazine Radio and Film Publicity, Part I September 1943 - August 1944
 Press Releases and correspondence
 Miscellaneous, Part 2 September 1943 - August 1944
 Monthly Reports
 Public Relations Committee
 Miscellaneous Correspondence (Olga Peterson)
 Advisory Correspondence
 Book Weeks - Correspondence and press releases
 Public Opinion Poll - correspondence
 Library War Guide - correspondence
 Distribution of Printed Material
 Miscellaneous, Part 2 September 1944 - August 1945
 Monthly Reports
 Book Weeks
 Public Opinion Poll
 Distribution of Printed Material
 Public Relations Committee
 Advisory Correspondence
 National Relations Office, 1945-46
 Preliminary Organization of NRO
 -includes memoranda, minutes of meetings and reports concerning establishment
 of NRO
 Program reports
 Coordinators
 Publicity contacts
 Trustees
 Committee organization
 Library Press
 Publicity
 Planning
 Magazines
 Newspapers
 Radio
 Demonstration Bill for Public Library Services
 Circulars
 Miscellaneous, 1945-46
 Committee
 Advisory Correspondence
 Public Opinion Poll
 June Conference
 Miscellaneous Correspondence (Olga Peterson)
 Miscellaneous, September 1945 - August 1946
 Monthly reports
 Field Trips
 Newspaper Publicity
 Radio
 Library films
 Publications

Box 2:

Circular Letters, 1947-48 (3 volumes) 1947

Volume 1

- Press release
- Cooperation with other groups
- Field trips

Volume 2

- Information and Advisory Correspondence
- Library Public Relations Service
- Midwinter Conference
- Library films
- Newspaper publicity
- Miscellaneous (Olga Peterson)
- Monthly Reports

Volume 3

- Public Relations Committee
- Publications
- Radio

Box 3:

Circular Letters, 1947-48 (3 volumes) September 1947 - August 1948

Volume 1

- Annual Conference
- Great Issues
- Information and Advisory Correspondence
- Internal Public Relations
- Liaison
- Library Press

Volume 2

- Midwinter Conference
- Miscellaneous (Mary C. Toumey)
- Press releases
- Public Relations Committee
- Publications

Volume 3

- Radio
- Special Membership

Box 4:

1974 National Library Week - Correspondence, Reports, 1973-74

National Library Week - Information Power, 1977-78

- Publicity Ideas, Sample Editorials, Correspondence, 1977

- "Info to Go" Publicity Kit, 1978-79

- Publicity Kit, 1979

- ALA-generated Editorials, 1986

- Media Report, Press Releases, News Clippings, Fact Sheet, 1987

- Development, 1987-89

- Committee, 1987-88

Radio and TV, 1987-88

Mailings, 1988-90
 National Library Week - Correspondence, 1988-89
 Correspondence, 1988-90
 Groiler Applications, 1988
 Press Memo, Releases, Editorials, 1988
 News Clips, 1988
 Public Library Association - National Conference Media Kit, Press Releases, Articles, 1988
 Recruitment, 1988
 Video - National Library Week and Recruitment, 1988
 Librarians in the Media contest, 1989
 Media Plan, 1989
 National Library Week - Financial
 National Media, 1989
 Stickers, 1989
 Newsclippings, 1989
 Special Committee on the Election Process, 1989-90
 National Library Week, 1990
 Groiler National Library Week Grant, 1990
 Sold Projects - Jane Jordan Brown, 1990
 1993 Groiler Grant Applications, 1992
 National Library Week - "Tell Us What You Think" survey, ca. 1997
 "Partnership Exchange" Newsletter, 1984-90

Box 5:

Banned Books Week, 1985, 1988, 1990, 1993
 News Releases, editorials, banned book lists, posters
 "Publications"
 1975
 1977
 Library Information Newspaper Article and Editorial, 1986
 Say Yes and Know Campaign, 1992

Box 6:

Chicago as A Library Center, n.d.
 A National Library Symbol for the U.S., n.d.
 Brochures and Articles about ALA, n.d.
 Code of Ethics for Librarians (Adopted by the Council of the American Library Association
 December 1938), 1939
 Children's Book Week and Children's Book Council, 1946-1971
 Library Day Proclamation - States and Senate Documents, 1951, 1954
 Report of the New York Are Subcommittee 1954-1955, 1954, 1955
 Clearing House Proposal - Addressed to ALA Public Relations Committee by New York Area
 Subcommittee, 1954
 1961 National Newspaper Week - Promotion Kit, 1961
 Reading Interest Poll, 1961, 1962
 American Library Association 100th Anniversary Calendar, 1976
 Bicentennial Era - The American Farmer & The American Homemaker, 1976
 The White House Conference on Library and Information Services - Information Packet, 1979
 Library and Literacy: Closing the Education Gap, 1981
 Membership Promotions and Development, 1981, 1984, 1986

ABC First Day of Issue - America's Libraries Commemorative Stamp, 1982

The Answer Place, 1982

The Calendar: A Listing of Library Association Conferences, 1984-1990

The Annenberg/CPB Project: Educational Excellence through Telecommunications - Brochure,
1985

Dowlin, Ken - ALA Presidential Campaign Poster, 1987

Newsletter and Brochures, 1990, 1991

ALA Division Journals Marketing, ca. 1990