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Public Relations

Publications

Audiovisual Material, 1969-ca. 1970, 1977, 1984-1993, 1996-1998

Box 1:

"Read to Someone You Love" PR-68-30, #5449 3/4" UCA 5, :30, 3/19/85.

"Public Service Announcements" 3/4" UCA 10, 1/9/86.

"Always in Season" 3/4", 9:28

"Adult Basic Education Spots" Johnny Cash Award, 3/4" U-Matic, 20:15

"Public Service Announcements" 3/4" UCA 10

"National Library Week Preview" 1/2" 3:15, 7/18/88.

Box 2:

California Raisins Literacy Program, Detroit Local Coverage, 1/2" VHS.

Home Show, #168, 1/2" VHS

"Invent America!" 1/2" VHS

"Stone Soup," "The Bunny Sitter," and K. Martin in "Life Goes On," 1/2" VHS.

Newbery Caldecott Books with Marilyn Kaye, on Prime Time, Denver, 3/4" U-Matic, 3/11/82.

Paparazzi from Entertainment Tonight, 1.2" VHS, 1985.

Judy Krug, Channel 32, Annual Conference, 3/4" U-Matic, :30, 1985.

Library Levy Story Editorial, Kansas City Illustrated, KCPT, Channel 19, 1/2" VHS, 11/4/86.

"Library Secrets," CBS This Morning, 3/4" U-Matic and VHS Dub, 2:56, 2/10/88

"Latch Key Children/Libraries," CNN Evening News, 3/4" U-Matic and VHS Dub, 2:13, 2/17/88

Sunday Today, WMAQ-TV, NBC Network, 1/2" VHS, 6:52, 2/21/88.

"Library Orphans," ABC World News Tonight, WLS TV/ABC Network, 1/2" VHS, 3:51,
3/14/88

"Bette Midler," Today Show, WMAQ-TV/NBC Network, 1/2" VHS, 6:30, 3/18/88

"The Incredible Secret of John Corcoran," 20/20, 4/1/88

"National Shortage of Librarians," Prime News, CNN 1/2" VHS 2:04, 4/24/88

"Judy Krug/FBI/Using the Library," CBS News Nightwatch, 1/2" VHS 7:39, 5/2/88

"FBI/Librarians," CBS Evening News, 1/2" VHS, 3:05, 5/7/88

"FBI Library Awareness Program," Prime News, CNN, 1/2" VHS, 2:22, 7/9/88

PIO Press Highlights, Donna Kitta 1/2" VHS Dub, Jul-Dec., 1988

1/2" VHS Dub, 5:39, Jan.-Jun., 1989

"Coalition of Librarians and Publishers," Midday News, WGN-TV, Chicago, 1/2" VHS, 2:14,
3/15/89

"National Library Week," AM Southern Nevada, KVVU-TV/Las Vegas, 1/2" VHS, 5:26, 4/6/89

Jeopardy Clip, 1/2" VHS, 2:00, 4/14/89

"Bell Atlantic/Literacy Program," Capital City Magazine, WTTG-TV, Washington, 1/2" VHS
11:34, 7/30/89

ALA Conference, KSL Editorial and Noon News KUTV, Salt Lake City 1/2" VHS, 10/19 and
10/20/89

PIO Press Highlights, 1/2" VHS, 9:51, 12/89

"Rating of Libraries," Prime News, CNN, 1/2" VHS, 7/6/90

Schafer Condon Oil DRI Corporation, Cat's Pride Premium, "Cat Lover," 1/2" VHS, :30,
4/10/91

Box 3:

Public Service Announcements, Orlando Library System, Texas Library Association,
unidentified, Wisconsin Division for Library Services, Missouri Library Association,

- ALA, 16mm film, c. 1970s.
- ALA Demo Tape - computer catalog, 1/2" VHS, 10/29/82
- David Letterman, Viewer Mail segment, 1/2" VHS, 12/23/88
- "Discussion of the Book - Elvis, Priscilla, and Me -with mention of BookList Magazine," Entertainment Tonight, WBBM-TV, Chicago, 1/2" VHS, 4:37, 9/9/88
- "Library Awareness Program," Mark Russell, WGBH-TV/Boston, 1/2" VHS, 2:23, 12/14/88
- "Ulster BOCES School Library System" (New York School Library Media Month), Hudson Valley Today with Trudi Wiggins, 1/2 VHS, 4/14/89
- "America's Smallest Library/Dot Byrd," W.N.T.M., WLS-TV/Syndicated, 1/2" VHS, 2:10, 6/16/89
- "Polly 'Penthouse' Marcia," Sally Jessie Raphael, WFLD-TV/Syndicated, 1/2" VHS, 00:37, 7/12/89
- "American Library Association/Patricia Berger," Capital City Magazine, WTTG-TV, Washington DC, 1/2" VHS, 11:18, 7/30/89
- "American Library Association/Be Cool Campaign," Headline News, CHN-TV/Calde, 1/2" VHS, 01:26, 8/9/89
- "California Raisins Literacy Tour," CNN, KTXL-TV/Sacramento, 02:02, 9/30/89; Regis and Kathie Lee, KTVU-TV/Oakland, 03:47, 9/27/89, 1/2" VHS
- PIO Press Highlights, 1/2" VHS, 12/89
- Librarians in the Media Contest entry, Jane E. Evans, Lake Avenue Elementary School Library, Saratoga Springs, NY, Evening News feature, WNYT-TV, 1/2" VHS, 6/2/89
- Librarians in the Media Contest entry, Jane E. Evans, Lake Avenue Elementary School Library, Saratoga Springs, NY, "Concern," WKTV/Utica, 1/2" VHS, 8/10/89
- "Libraries in the Limelight with M. Freedman, with special guest Patrica Glass Schuman," 1/2" VHS, 30:00, 2/92
- "Call for America's Libraries," Raw footage, 3/4" U-Matic, ca. 1992
- 1992 "Call for America's Libraries" - Media Highlights, 13:40, and "Washington Week in Review," 4/10/92, 8:05 1/2" VHS
- "Call for America's Libraries" - Media Highlights, 1/2" VHS, 30:00, 1992
- 1992 "Call for America's Libraries" - Martha Gould, Dir., Washoe County Library, Reno, NV, 1/2" VHS, ca. 1992
- "Washington Week in Review," Betacam, 4/92
- "Read Your Way to the Governor's Office" - Students, Fred Glazer, Governor Caperton (West Virginia), 3/4" U-Matic and 1/2" VHS (2 cassettes), 4/8/92
- "Read to Grow/Gabrielle Carteris," First Edition, WBBM-TV, CBS/Chicago, 00:27; "Eyewitness News," WLS-TV, ABC/Chicago, 00:14; FOX 32 News, WFLD-TV, Fox/Chicago, 1/2" VHS, 8/3/92
- ALA - VNS, L.O., Betacam, ca. 1992
- ALA - Audio and Logo, Betacam, ca. 1992
- "Summer Reading Club" Public Service Announcement, ALA Video/Library Video Notebook, 00:30 and 00:10, 1/2" VHS, 1993
- "Library Stories," New York Library Association, 1/2" VHS and Presenter's Guide, 1993
- "Talented People Wanted: The Future is Information," ALA, 1/2" VHS, 1994
- "Equity on the Information Superhighway with Betty Turock," 10:00, 1/2" VHS and Brochure, 1994
- "ALA Goal 2000 - A Nation Connected," Summit, Panel 1, 1:51:00, 1/2" VHS, 2/20/96
- Panel 2, 1:40:00, 1/2" VHS, 2/20/96
- Panel 3, 1:26:00, 1/2" VHS, 2/20/96
- "Safe Surfin," American Links Up, 08:00, 1/2" VHS, 1998
- "Ask Us First," 3 00:10 PSAs, Coordinated Library Information Program, Madison, WI, 16mm film, n.d.
- "Library Collage," PSA TV spot, Onandaga County Public Library, Syracuse, NY, 16mm film,

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Box 4:

Public Service Announcements, Public Libraries of the State of New York, TV spots, 00:60, 00:40, 00:30, 00:20, 00:10, 16mm film, 1969
"Always in Season," single projector slide/tape presentation, ALA, 140 color slides and 09:28 cassette tape, 1984
"Celebrate," dual projector slide/tape presentation, ALA, 203 color slides and 7.5 ips 1/4" magnetic tape 18:00, ca. 1977
"Special Presentation," ALA, 3:05, 1/2" VHS, 6/22-23/88
"P.I.O. Press Highlights," 1/2" VHS, July-December 1988
"P.I.O. Press Highlights--Master," 1/2" VHS, December 1989
"P.I.O. Press Highlights--Copy 2," 1/2" VHS, 9:51, December 1989
"Media Highlights - January to June 1990," American Library Association, 1/2" VHS, 9:42:06
"WGN/Bozo Bonkers for Books Sweepstakes," 1/2" VHS, 1):30 spot, 2):30 spot- Generic Tag, 1990
Media Highlights January - June 1991, Public Information Office, 1/2" VHS, 9:32, 1991
MTV News 5/14-5/15, KRS-1 News Reel, 1/2" VHS, 1991
"McNeil Lehrer Newshour- 7/1/91," "CBS Sunday Morning- 7/7/91," 1/2" VHS, 14:38, 1991
Media Highlights of '93, "NLW '93/Write for America's Libraries," 1/2" VHS, 11:27, 08/24/93
National Library Week 1993, "Write for America's Libraries," 3/4" U-Matic, 1993
ALA Goal 2000, "A Nation Connected," Panel 1A, Betacam, 02/20/96
 Panel 2A, Betacam, 02/20/96
 Panel 2B, Betacam, 02/20/96
 Panel 3, Betacam, 02/20/96
"Library Conference," "Eyewitness News- 10/15/96, :40" "Eyewitness News- 10/16/96, :45" 1/2" VHS, 1996
MEDIA TALK Training Tape, Library Advocacy Now!, 9:18
"Tonight Show WMAQ TV 10:30 p.m." March 3, 1981, Tonight Show-- Call the Library, Betacam
"Tonight Show WMAQ TV 10:30 p.m." March 5, 1981, Subject: Libraries, Betacam

Box 5:

Bill Cosby ALA "Read to Someone You Love," 6/4/84, Betacam
PR/Board/ALA "Read to Someone You Love," 3/19/85, Betacam
Say Yes and Know TV PSA-- "Be Cool," 1988, Betacam

Box 6:

U-Matic Videotapes

Video Monitoring Service Radio Layoffs, 4/23/93
"Libraries Change Lives," "Editorials," ALA, 1:48:00, 6/21/93
"Jimmy Carter/ALA Conference," News 8, WVVE-TV (ABC) New Orleans, :46, 6/26/93
Summit Highlights: Discussion Starter, ALA, 9:56, 6/27/96
Summit Highlights, ALA, 24:12, 6/27/96
"Portraits 1787" Are We to be a Nation?: The Making of the Federal Constitution, New York Public Library/ALA, Funded by the National Endowment for the Humanities, 12:00, n.d.
Media Talk (3 tapes), n.d.
Betacam Videotapes

ALA Audio L.O. Libraries Change Lives Tapes 1, 2, and ½ of 3, n.d.
 ALA Audio L.O. Libraries Change Lives Tape 3 (continued), n.d.
 All VHS L.O. Libraries Change Lives, n.d.
 ALA VHS L.O. Chicago Tonite Budget Cuts, n.d.
 ALA V.O. American Libraries, n.d.

VHS videotapes

National Library Week, Story Hour with President Tom Kean, 35:00, 4/25/90
 "Latchkey Kids," CBS Evening News, 5:30PM, 2:30, 10/5/91
 "Glenn Close/American Library Association," 1st Edition, WBBM-TV/Chicago, 4:30PM,
 1:49, 1/14/91
 ALA Atlanta Rally 1991, 1:01:35
 "Rally for America's Libraries," Media Highlights '91, 11:37
 "Persuading the Policy Makers," National Library Week Workshop, Presenters: Patricia
 Glass Schuman, Sally Reed, George Needham, 1/25/93
 Media Highlights, 1993 Midwinter Meeting
 National Library Week Workshop, Jim Fleck, 2:00:00, 2/7/94
 Segment from Biblio Beat on Mary Somerville's ALA Presidential Appointment, n.d.

Box 7:

List of Radio Scripts Available for Loan from Public Relations Division, 1941
 1984/1985 Production Schedule, 1984-1985

VHS videotapes

ALA "Special Presentation," 3:05, 11/14/88
 "ALA/Great America Read Aloud," Entertainment Tonight, :31, 4/13/91
 ALA Atlanta Rally, 60:00, 4/26/95
 "McNeil/Lehrer Newshour," 7/1/91, "CBS Sunday Morning," 7/7/91, 14:38
 "Call for America's Libraries/Media Highlights," 13:40, "Washington Week in Review,"
 8:05, 4/10/92
 "ALA Conference" News Coverage, Channel 7 News KGO-TV San Francisco, :60,
 6/27/92
 "No Better Holiday Gift Than a Library Card," :53, 12/18/92
 Media Highlights, Midwinter Meeting 1993
 The Disney Channel's 10th Anniversary Coast to Coast Library Tour, 18:17, 5/19/93
 National Library Week/Write for America's Libraries '93, 8:44, Disney Library Tour,
 2:25, 6/22/93
 Opening General Session, ALA Annual Conference, New Orleans, edited version, 18:00,
 6/26/93
 Opening General Session, ALA Annual Conference, New Orleans, 6/26/93
 Media Highlights '93/National Library Week '93/Write for America's Libraries, 11:27,
 8/24/93
 Media Highlights, Summer/Fall 1993, 6:15
 Equity on the Information Superhighway with Betty Turock, 10:00, 1994
 "Talented People Wanted: The Future is Information," 1994
 ALA Newbery Medal, Today Show WNBC-TV, 4:00, 2/8/94
 "Media Talk," 9:17, 6/17/94
 Libraries- E. Martinez, Esta Semana WFLD-TV Chicago, 29:39, 4/2/95
 Rally for America's Libraries, 5:53, 4/26/95
 100th Anniversary, New York Public Library, 14:00, 6/4/95
 Media Highlights Spring '95, 6/20/95
 "Saturn," :30, 8/14/95; "Reece's Candy," :15, 5/15/95; "Fidelity's Investments," :60,
 8/1/94

"Censorship in Libraries," 29:00, 11/6/95
ALA Midwinter Meeting, San Antonio, TX, 15:00, January 19-24, 1996
LAPL Cahuenga Branch Opening, 65:00, 2/7/96
"Library of the Future," ABC World News Tonight, 3:04, 5/2/96
Media Highlights Video, Part I, 1:20:00, 10/29/96
Media Highlights Video, Part II, 1:10:00, 10/29/96
AASL General Session, Portland, Oregon, 97:54, 4/18/97
National Library Week, 2:00:00, n.d.
ALA Wallace W.D. Summit, n.d.
New York Library Association, "Library Stories," 14:30, n.d.