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College of Media

Advertising

Ad Council: Administrative Subject File, 1942-2004

Box 1:

Ad Council anniversary book ideas

Ad Council Fact Sheets, 1991-93

Ad Age Cup Golf Tournament, 1994

Ad Week Pro Bono Article, 1994

Ad Week Official Guide, 2006

Advertising Hall of Fame Luncheon, 1994-95

Advertising New York Gala, 1995

Annual Budget: Contributions, 1993

Annual Budget: Invoices, 1993

Annual Budget: Transmittals, 1993

Annual Dinner: Cue Sheet and Presentation, 1987

Annual Dinner: Program, 1967

Annual Dinner: Program, 1985

Annual Dinner: Program, 1989

Annual Dinner: Program, 1992

Annual Dinner: Program and Schedule, 1991

Annual Dinner Reel, 2001

Annual Dinner: Seating Arrangement, 1973

Annual Dinner: Sample Correspondence, 1981-91

Annual Dinner: Timing Sheet and Preliminary Program, 1988

39th Annual Dinner: Tickets and Invitations, 1992

40th Annual Dinner:

    Balloting, 1993

    Correspondence, 1993

    Program and Ticket, 1993

    Schedule and Budget, 1993

    Seating List, 1993

Annual Public Service Institute, 1987

Annual Reports Usage, 1986

Awards, 1948

Board Retreat (1993), 1992-93

    Strategic Planning (retreats, think tanks, task forces), c. 1943-93

BDS (Broadcast Data Systems) Radio and TV Reports, 1992-93

Bylaws, 1942-55, 1966-68

Camera 1 Invoices for Silver Bell Awards , 2002

Campaign and Financial Listings, 1970-71

Capital Campaign Planning Meeting, 1996

Campaign Sample Credit Lines

Client Responsibilities; Guide for Volunteer Coordinators; How to Create Effective Public

Service Advertising; How to Mount a Public Service Campaign, 1984  
 "Commitment 2000: Living Up to Its Promise:" A Review and Report by the Ad Council  
 Strategic Task Force, c.1995 (2 folders)  
 Corporate Newsletter (Ad Council Update: News to Corporate Donors), Fall 1992  
 Spring 1993  
 Excellence in Government Communications Awards Dinner: Program, 1988  
 Executive Committee Meeting Agenda, September 21, 1999  
 Federal Briefing- Department of Health and Human Services, August 9, 2005  
 Five Year Strategic Plan 1991-1996, 1991  
 Fund Raising, 1993  
 Goldstein Award, 1988-2000  
 Harvard Business School: Case Study on Ad Council, 1992  
 Historical scrapbook (representative ads), 1973, 1980-84  
 Independent Charities of America, 1994-95  
 Interview with William F. May by Martha Thomas (transcription), 1991  
 Los Angeles Office, 1969  
 "Messages to the Public" chart

Box 2:

Media Support

1996  
 1997  
 1998  
 Meetings, 1993  
 Murray Gaylord, 1997-1998  
 Personnel Policies and Benefits Guide, 1969  
 Benefits, 1991-94  
 Picnics, 1979-93  
 Points of Light Foundation: Members, 1994  
 Promotional Publicity, 1992-93  
 Public Service Awards, 1993  
 Public Service Events Calender, 1999-2000  
 Race Riot Articles, 1968  
 Radio BRC Activity Reports, 1993  
 Remarks--Richard Gelb, acceptance of Ad Council 1990 Public Service Award  
 Roberto Goizueta, Ad Council Annual Dinner, 1994  
 Ronald McDonald House Charities Board Meeting, 1997-1998  
 Salute to Volunteers, printed material, 1986  
 Summit on Children, 1996  
 Statement on Fund Raising Aspects,  
 USA Today Editorial on Ad Council Bias, 2000  
 Various Campaigns: Exports, Career Development, Child Abuse, Drunk Driving, Forest Fire

Visual Standards and Logos, ca. 1970-71  
 Volunteers Annual Luncheon: Printed Material, 1986  
 “Young People Make the Difference” initiative from Ad Council and *Reader’s Digest*, 2001  
 Art of Getting Attention Conference, 2001, 2003:  
 Effective Public Service Communications Seminar, 2001  
     Tysons Corner, VA Conference Planning [3 folders]  
     Tysons Corner, VA Conference Binder,  
     Seminar Evaluations  
     Seminar AT&T Grant Application  
     Script, Press Info, Speakers  
 Seminar, Washington, D.C., Strengthening the Campaign Product, 1979

Box 3:

Seminar Series, 2001-03  
 Transfer List, 2007  
 Washington Conferences in Cooperation with White House, Review of, 1944-89  
 Washington Conferences, Andrew Cuomo Correspondence, 1998-2004  
 White House Correspondence, Pres. Clinton, Tipper Gore, Karl Rowe, 1999-2001  
 White House Correspondence, Pres. Clinton to Ruth Wooden; Bill Bradley, Charlotte Beers,  
     1998-2002  
 Ad Review /Ad Forum, 2002  
 Ad Week, 2004  
 Advertising Woman of the Year (from Advertising Women of New York)- Peggy Conlon, 2005  
 Annual Dinners (Public Service Award Dinners)  
     1991-93 [3 folders]  
     1998 [3 folders]  
     1999 [3 folders]  
     2001 [4 folders]  
     2002  
     2003-05  
     2004 (51<sup>st</sup>)  
     2005  
 Congressional Reception, 2003  
 Crain Award, 1999  
 Events  
     Caterers, ca.1999-2000 [2 folders]

Box 4:

Events, Cont’d  
     Entertainment, 2000  
     Florists, 2000-03

Gift Suppliers, 1999-2002  
Locations/venues, 1998;2003  
Photographers  
Planners, ca.2000-01  
Golf Outing, 2004  
Invitations, To & From Ad Council, 1999-2005  
National Television Academy Public and Community Service Award  
to Ad Council, 2004  
Outdoor Advertising Award to Ad Council, 1948  
Partnership for a Drug-Free America Dinner, 2003  
Partnership for a Drug-Free America, Ad Week Salute, 2004-05  
Salute to Volunteers, 1987-90 [3 folders]  
Salute to Volunteers, Emcees, Scripts, 1992-94  
Salute to Volunteers, 1993 [2 folders]  
Salute to Volunteers, 1994  
Salute to Volunteers, Celebrity Search;Special Invites, 1994  
Save the Children Gala, 1999  
Washington Conference, 1999; 2002 [2 folders]

.2 cf. Space remains