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Advertising
Ad Council: Campaign Files, 1966-2004

Box 1: Campaign Reports, 1974-80

Campaign Reports, April 1974
United Nations Campaign (First 6 Month Report), 1977
Technical Education & Training (First 6 Month Report), August 1977
National Alliance of Businessmen (First 6 Month Report), 1977
Religion in American Life (First 6 Month Report), 1977
Health Careers Campaign, 1977
Arts Campaign (First 6 Month Report), 1977
Action Campaign, July 1977
Action, Peace Corps, Vista Campaigns, 1977
National Alliance of Businessmen (6 Month Report), January-June 1978
Health Careers (First 6 Month Report), May 1978
Action, Peace Corps, Vista, Minorities Campaigns, 1978
Action, Peace Corps Campaign, 1978
Arts Campaign (6 Month Report), August 1978
Religion in American Life (6 Month Report), January-June 1978
Technical Education & Training, January-October 1978
Campaign Reports, October 1978
 July 1977
 June/July/August 1978
 September 1978
 April 1978
 March 1978
Health Careers Campaign Report, August 1978
Campaign Reports, August/September/October 1979
 1980
Procter & Gamble: 15 second spots from JSL-1978, 1978

Box 2: Action, 1977-80

Action General, 1977
Action Campaign, 1977-78
Action Contracts & Amendments, 1977
Minorities Budget, January-December 1978
Peace Corps Budget, January-December 1978
Vista Budget, January-August 1978
Actions Allocations, 1977
Action Awareness (America Agrees), 1977
Government Advertising, 1977

Action Newspaper, 1977
PDR Productions Actions, 1977
Action Radio, 1977
Action TV (2 folders), 1977
Vista TV, 1978
Action Vista, 1977
Peace Corps & Vista, 1977

Action Peace Corps, 1977
Media and Estimated Budget, 1979
Recruitment and Services Centers, 1979
"The Toughest Job You'll Ever Love" booklet, ca. 1982

Box 3: Aging, 1976; Child Abuse, 1975-80

Aging Ads, 1976-77
Aging Ad Photo, 1976
Aging Film Strips, 1976
Aging Pamphlet, 1976
Aging Newspaper Ads, 1976
Aging NCP Ad, 1976
Aging Radio Kit & Fact Sheets, August 1976
Aging TV Storyboard Negative & Print, June 1976
Aging TV Kit, 1976
Child Abuse, 1975-80
Child Abuse Prevention Annual Report, 1975-76

Annual Report, 1978
Andy Award of Merit, September 25, 1977
Child Abuse Prevention Material, 1975
Budgets, 1976, 1977
CAP Detroit Meeting Pictures, Campbell-Eward Comp., 1976
CAP Families Anonymous, 1977
CAP Campaign Review of Focus Group Sessions, April 1976
CAP Logo Sheets, 1979
CAP Newsletter, 1975
CAP Pamphlets, 1974, 1976
1977
CAP Photos
CAP Press Release, February 11, 1976
Child Abuse, Ad Council, Public Service News, 1978

CAP Publications, 1976
"Caring", 1975-76
 1977-78
and Correspondence, 1977
 1978-86
and Correspondence, 1979
CAP Qualitative Research Project, May 23, 1977
CA-Radio, 1978
CAP Special Reports, 1977
CAP "You Can Prevent Child Abuse" booklet, 1980

Box 4: Crime Prevention (Additional correspondence)

Crime Prevention, Additional Materials, 1981
 Awards, 1981
 Brochure, January 1981
 1981
 Business Press, 1980
 Coalition, 1981
 Members, 1981
 Collateral Materials, 1981
Company Publications & Business Cooperation, 1980-81
Conference & Meeting Reports, 1981
Consumer Magazine Ads, 1981
Corporate Publication, 1981
Correspondence, January-February 1981
Crime Prevention, March-April 1981
 May-June 1981
 July-August 1981
 September-August 1981
 November-December 1981

Box 5: Crime Prevention: Costumes-Newspaper Clippings

Costumes, 1981-82
Dancer, Fitzgerald Sample, 1981
Anthony Dandrea Songs, 1980
Department of Justice, 1981
Ed W. Dooley, 1981
Estimates, 1979, 1980, 1981
Guide & Fact Sheet, 1981
INAME Ads, 1981
Inter-Office Communication, 1981
Invoices, Vouchers & Bills, 1981

Local Crime Prevention Activities, 1981
Local Group Form Letter, 1981
McGruff Activities, 1981
Crime Prevention Meetings, 1980
National Council on Crime & Delinquency, 1981
National Criminal Justice Reference Service, 1981
NCP Ads, 1981
Newsletters & Reports, 1981
Newspaper Ads, 1981
 Articles, 1981
 Clippings, 1981

Box 6: Crime Prevention: Office of Justice - Weston, 1980-1981; Ad Materials -
Correspondence, June 1982

Office of Justice Assistance, Research & Statistics, 1981
Outdoor 24 sheet, 1980-81
Phase III, Radio & Magazine Ads, 1981
Crime Prevention Products, 1981
Quarterly Report, 1981
Crime Prevention Radio, 1981
State Crime Prevention Activities, 1981
Supplementary Booklets, 1981
Take a Bite out of Crime Booklet, 1981
Crime Prevention Television, 1981
TV Kits, Bulk Shipments, 1981
Traceable Media Support, 1981
Transit Car Cards, 1981
"Unlocking America"
Stanley Weston Leisure Concepts, 1981
Ad Materials, 1982
Business Press, 1982
Consumer Magazines, June 1982
Crime Prevention Booklets, 1982
Booklet Report, March 1982
Crime Prevention Correspondence, January/February 1982
Correspondence, March/April 1982
 May/June 1982

Box 7: Crime Prevention: Correspondence, July - Traceable Media, 1982; Direct
Deposit, 1978

Correspondence, July/August 1982
 September/October 1982

November/December 1982
Edward W. Dooley Correspondence, 1982
Inter Office Communications, 1982
Local Activities, 1981-82
Newsletters, 1982
Newspaper, 1982
INAME Persons & Cards, 1982
Response Cards for NCP Ads, 1982
Newspaper Articles, 1981-82
Outdoor, 1982
Radio, 1981-82
Television, 1981-82
Transit, 1982
Traceable Media Support, 1982
Direct Deposit 1978 Bible, 1978
 Budgets, 1978
 Correspondence (2 folders), 1978
 Conference Reports, 1978
 Meetings, 1978

Box 8: Drug Abuse: Anti-Drug - Esty, 1969-73

Correspondence - David Esty, 1969
Presentation of Anti-Drug Abuse Ad Campaign, 1970
Drug Abuse Information Campaign - Broadcast Kits & Print Ads, 1971
Drug Abuse Campaign Materials & Correspondence, 1970-71
Drug Abuse Campaign Materials, 1971-73
 Master, 1970
Drug Abuse Campaign Status Report, 1970
Creative Support Group, 1970-71
Crucifixion Poster, 1970-71

Box 9: Drug Abuse: Follow-up - Ulric & Todman, 1969-73

Follow-up (1 of 2), 1970
 (2 of 2), 1970-71
Correspondence - David Hart, 1971
Inter-Office Memos, 1969-72
National Collegiate Athletic Association (NCAA), 1970
Production Schedule, 1970
Proprietary Association, 1970-71
Reports, 1970
Advertising Concerning Drug Abuse by Ulric & Todman Associates, 1970

Box 10: Drug Abuse: Booklet - Exploration, 1972-75

Drug Abuse Booklet, 1973
 Campaign List of Drug Abuse Information Campaign, 1972
 Drug Abuse Campaign Materials (Photos, Negative & Pamphlet), 1972
 Campaign Materials & Correspondence, 1972
 Correspondence, 1972
 General, 1972-75
 1973-75
 Drafts of Ads, Radio Ads, TV Ads, 1972
 Diagram of a Drug Abuser
 Expenses, 1972
 Response to Drug Abuse Commercials, 1972

Box 11: Drug Abuse: Film Prices - Ten Little Indians, 1972-75

Film Prices, 1972
 Miscellaneous Drug Abuse Letters, 1972
 Testimony on Marihuana & Drug Abuse - Correspondence, 1972
 Old Drug Abuse Material
 Requests for Drug Abuse Information, 1972
 Research
 Statement by John H. Crichton on Marihuana & Drug Abuse, 1972
 James F. Hoge's statement before National Commission on Marihuana & Drug Abuse (1 of 4),
 1972
 James F. Hoge - Appendix (2 of 4), 1972
 (3 of 4), 1972
 (4 of 4), 1972
 Statement by John Jennings on Marihuana & Drug Abuse, 1972
 Statement by Nathan S. Kline before the National Commission on Marihuana & Drug abuse,
 1972
 Statement by Richard P. Penna on Marihuana & Drug Abuse, 1972
 Statement by Joseph G. Smith before the National Commission on Marihuana & Drug Abuse,
 1972
 Statement by Vincent T. Wasilewski on Marihuana & Drug Abuse, 1972
 Ten Little Indians
 Mr. Hart's Files (Campaign Manager for Drug Abuse and TET), 1972-73 (see box 26)
 Drug Abuse, Technical and Business Proposals, 1982 (see box 31)

Box 12: American Economic System: Action - Television, 1976-78; Action Guide - Law & Economics, 1978

Chronological History of the American Economic System Campaign, 1942-78
 Action Guide, 1976

Economic Communication Materials, 1977
 Economics & Finance Films, 1977
 American Economic System Campaign - Print Ads, 1977-78
 AES - Quiz Questions, 1977
 Reading Material, 1977-78
 Television File, 1976
 Action Guide, 1978
 Ad Council Display (Ad Expo), 1978
 AES - American Advertising Federation Convention, 1978
 Awards-American Advertising Federation Competition, 1978
 American Library Association, 1978-79
 Miscellaneous - AES Booklet, Price List, Mailgram & Publications, 1978
 List of counties & Local Network Stations (AES Campaigns), 1978
 AES Inventories, 1978
 Law & Economics Center - University of Miami, 1978-79

Box 13: American Economic System: Lunch/Seminar - Public Relations, 1978

AES, Lunch & Seminar List, 1978
 Lunch & Seminar Invitation List, May 1978
 Lunch & Seminar Attendance List, 1978
 Lunch & Seminar, June 23, 1978
 Lunch & Seminar Follow-up, 1978-79
 Magazine Ads, 1978
 AES - Mainliner: United Airlines Special Supplement, 1978
 AES Campaign News Release, 1978
 Oregon Library - Inflation, 1978
 Miscellaneous - Printing Orders, 1978
 Public Policy - AES Booklet Review, 1978
 AES - PR Aids, 1978

Box 14: American Economic System: Reading File - Young Presidents, 1978; American - "You Are the AES", 1979

Reading File (Weekly), 1978
 Research Proposal, Copy for Business Press Ads & TV Spots, 1978
 Society of Professional Journalist Conference, 1978
 AES Speakers Bureau, 1978
 Summer Institute (Funded by NSF) - Washington State University, 1978
 Young Presidents Organization, 1978
 American Council of Life Insurance, 1979
 Anti-Inflation Magazine Ads & Business Press Ads, 1979
 Business/Professional Advertising Association, 1979
 Remarks of Jimmy Carter at 35th Annual Ad Council

Washington Conference, 1979
 Economic Communication Mailing List, 1979
 Fiscal Policy Council, 1979
 Foundation for Teaching Economics, 1979
 AES Monthly Report, 1979
 National Association of Business Economists, 1979
 NAIIEC Educational Sponsorship Award, 1979
 Singer, 1979
 Students for Free Enterprise, 1979
 AES Teachers Guides, 1979
 Printing News, 1980
 AES "You Are the American Economic System", 1979-80
 Master List from ALCO
 AES Campaign Material
 Campaign Notes
 Economic Communicator Notes (Editorial)
 Lists
 AES Poster
 TV Ads
 TV Storyboards (Prof. Corey Spots)

Box 15: Council for Financial Aid to Education: Annual Report - Special Reports, 1972-76

CFAE, Annual Report, 1972-73
 Correspondence, 1973
 Annual Report, 1973-74
 1974-75
 1975-76
 Booklets, 1967/1972
 Budget, 1975-77
 Correspondence, 1974
 January-June 1975
 July-December 1975
 January-June 1976
 July-December 1976
 (Doremus & Company), 1970/75/76
 Arthur C. Kammerman Correspondence, 1974
 1975
 1976
 Ad Negatives, Slides & Photos, 1975
 Negatives, 1976
 Newsletter, 1975-77
 Record, 1975-76
 Special Reports, 1975

Box 16: Council for Financial Aid to Education: Ad Tests - Radio Kit, 1977-78

CFAE, Ad Tests, 1978
Annual Report, 1977-78
Athletic Director Letter & Material, 1977
Budget & Escrow Reports, 1976-77
Budgets, 1977-78
Correspondence, January 1977
 February 1977
 March 1977
 April/May 1977
 June 1977
 July 1977
 August 1977
 September 1977
 October 1977
 November/December 1977
 (Doremus & Company), 1977
 1978
 1978
Make America Smarter Photo Transcript, 1977
Make America Smarter Photo Transcript, February/March 1977
CFAE, Newspaper Clippings & Reports, 1977
 Newspaper Respondent Analysis, November 1978
 Press Conference, January 25, 1977
 Radio Kit, 1978
 TV spot conference reports, January 1979

Box 17: Food, Nutrition & Health, 1973-80; Health Careers, 1977-79

FNH Kit, 1973
 Press Conference, December 1973
 Ads, 1973-74
 (NCP), September 3, 1974
 January 1978
 Publication, July 1974
 Radio Campaign, 1974
This Is What Little...(Photo)
FNH Printer's Storyboard Popeye, July 1977
New Contract between Ad Council and the Department of Health, Education and Welfare,
 December 1977
FNH Transit Bulletin, March 1978
 Ads, April 1978
 Campaign Media Results, October 23, 1980

Health Careers Correspondence, January 1977
February/March 1977
& Record, April 1977
May 1977
June 1977
July/August 1977
September/October 1977
November/December 1977
Costs & Results of Each Campaign, 1973-77
Government Campaign Contracts & Funds, 1978
Health Careers Pamphlet
Health Careers Correspondence, 1975
1976
& Record, 1978
1979

Box 18: National Alliance of Businessmen, Job Creation, 1970-76

NAB Magazine Ad, 1970
Magazine Ads (Jobs for Vets), 1971
Business Press Ads, 1973
Ads/Records, 1974
Business Press Ads, 1974
Correspondence, January 1974
February 1974
March 1974
April 1974
May 1974
June 1974
July-September 1974
October 1974
November 1974
December 1974
Actual Use of NAB Advertising by the Business Press during 1975
NAB Business Press Ads, 1975
Correspondence, March 12/October 15, 1975
Magazine Campaign (Help America Work) (2 folders), 1975
TV Announcement (Vet. Ex-Off. Disabled Vet.), 1975-76
Washington Conference, 1975
Budget & Media Schedule for Jobs for Vets Campaign, October 25, 1976
NAB Business Press Ad (Help America Work), March 1976
March 1976
NAB, Correspondence, January/July December 1976
March 16 Meeting at Grey Advertising, March 1976

Ad Expenditures 1976-77, June 30, 1976
Ads & Transit Allocations, July 1976
Ad (Help America Work), July 1976
"Help America Work" Radio Kit, September, 1976
NAB Radio Kit, October 1976

Box 19: National Alliance of Businessmen, Job Creation, 1977

Proposed NAB Budget Draft, February 15, 1977
NAB January-June 1977 Budget, March 1977
Budget & Media Schedule for "Jobs for Veterans", April 20, 1977
Proposed Budget for "Hire for Veteran", August 14, 1977
Proposed Budget & Media Schedule for September 1977
Proposed Budget for 1978, October 27, 1977
Business Veterans Ads, 1977
NAB Conference Report, January 18, 1977
 October 3, 1977
 November 4, 1977
NAB Correspondence, 1977
 1977
 January/February 1977
 March 1977
 April 1977
 May 1977
 June 1977
 July/August 1977
 September/October 1977
 November/December 1977
Letter to Dr. Dunnington, April 19, 1977
Budget & Memo for "On the Job Training", March 3, 1977
Conference Report, March 18, 1977
"Help America Work" Photoboards, September/October 1977
"Hire a Veteran" Program, November 4, 1977
Job Line Television, 1977
"Jobs for Veterans" Campaign, September 1977
"Jobs for Veterans" Ad, 1977
Luncheon Meeting Memo, February 17, 1977
NAB Meeting, March 18, 1977
Summation of NAB Meeting Memo, August 2, 1977
NAB Meeting, November 4, 1977
NAB Miscellaneous, 1977
NAB NCP Ad, June/October/December 1977
NAB Newspaper Ads Clippings, 1977
Outdoor Ad Bulletin, July 1977

Phase I & II Budget, June 1977
 Letter to William Reinhart, April 25, 1977
 NAB Storyboards, 1977
 NAB Year-end Figures, 1977

Box 20: National Alliance of Businessmen, Job Creation, 1978-79

Proposed Budget & Media Schedule for 1979, August 9, 1978
 Budget January-June 1978, August 31, 1978
 Conference Report, August 16, 1978
 December 21, 1978
 February 28, 1979
 NAB Correspondence, January-March 1978
 April-July 1978
 August 1978
 September/October 1978
 & Records, November/December 1978
 1979
 & Records, 1979
 January 1979
 February/March 1979
 & Records, May 1979
 June 1979
 July 1979
 August 1979
 & Records, November/December 1979
 NAB Drafts, 1978
 NAB Meeting at Council, August 16, 1978
 NAB Newspaper Ads Clippings, 1978
 NAB NCP Ads, 1977/1978
 NAB NCP Ad, February 14, 1978
 NAB Research File, April 1979
 NAB January-December 1978 Year End Report, February 1979

Box 21: Jobs for Veterans, 1972-74

Hire a Veteran Campaign, 1972
 Campaign materials and correspondence, 1972
 Correspondence (2 folders), 1972-74
 Information Kit, 1972
 National Committee of Jobs for Veterans, Annual report, 1972
 Breakdowns & statements, 1973-74
 Media support, 1973
 A Report to the U.S. President, 1973

Job Service Kit, 1974

Box 22: United Negro College Fund, 1971-80; Action/Vista, 1977-78

UNCF, Annual Statistical Report, 1971-71

Annual Report, 1971-72

1974-76

1980

Magazine ad, 1976

Dr. William McMillan letter, 1977

UNCF, newsletters, 1977-78

News release & symbols, 1975

News release, April 12, 1977

Pamphlets, 1975

Campaign ad photos & negatives

Press conference, April 19, 1977

Publications, 1977

Radio campaign, May 1978

Report (page 1)

Action/Vista media & estimated budget, 1977-79

Schedule of due dates for Peace Corps campaign, 1977

Schedule of due dates for Vista campaign, 1977

Special - revised campaign costs, 1977-78

Summary (Peace Corps, Vista, minorities campaigns), 1977

Vista/Action campaign materials, 1978

Conference reports (Vista/Peace Corps), 1978-79

Vista estimated budget, 1978

INAE, Volunteers Service to America (Vista), 1978

Vista NCP, 1978

Radio kit materials/correspondence, 1978-79

Revised schedule of due dates for Peace Corps campaign, 1978

Schedule of allocations for Vista, 1978

Transit card, 1978

Action & Vista Domestic Media Budget, 1979

Box 23: Religion in American Life, 1970, 1972, 1974-75

RIAL, by-laws, June 4, 1970

Promotional materials and administrative papers, 1971

Photo Storyboard, 1972

Budget & timetables, 1974-77

RIAL correspondence, 1965

RIAL, correspondence, January 1974

February 1974

April 1974
 May 1974
 June 1974
 July 1974
 August 1974
 September 1974
 October 1974
 November 1974
 December 1974
 RIAL, memos, August 1974
 Conference report, November 25, 1974
 Newspaper clipping, 1974-75
 Magazine ads, 1975
 Anniversary Dinner Remarks by J.P. Lyet, March 1975
 Breakdowns drafts, 1975
 Council bills & correspondence, December 1975
 Public Policy Committee meeting minutes, September/October 1975
 Miscellaneous (2 folders), 1975
 Newspaper ads, 1975
 Newspaper kit, 1975
 Resolutions, June 1975
 Ad copies & storyboards, March 25, 1975
 TV, radio & print ads, June 1975
 TV scripts, June 3, 1975
 TV storyboard & slides, 1975

Box 24: Religion in American Life, Correspondence, 1975; Bulletin-Television, 1976

RIAL correspondence, January 1975
 February 1975
 March 1975
 April 1975
 May 1975
 June 1975
 July 1975
 August 1975
 September 1975
 October 1975
 November 1975
 December 1975
 RIAL, bulletin, October 1976
 Conference reports, 1975/76
 Copy Concept Study, January/February 1976
 Dinner speeches & pictures, March 9, 1976

Ad copy & storyboards, May 1976
File (2 folders), 1976
Miscellaneous, 1975-76
Newspaper ads, 1976
The Publicist Newspaper, November/December 1976
RIAL & Reader's Digest, 1976
Religious broadcasting, March 1976
Picture of Michael P. Ryan, Inmont, February 1976
Ad Council Summary of TV Network PSA, May 25, 1976

Box 25: Religion in American Life, Correspondence, 1976

RIAL Correspondence, January 1976
February 1976
March 1976
April 1976
May 1976
June 1976
July 1976
August 1976
September 1976
October 1976
November 1976
December 1976

Box 26: Religion in American Life, 1977-79; Technical Education & Training, 1973-75

RIAL, ads, 1977
Ads, storyboards & newspaper, January 1977
Bible Correspondence, January/February 1977
March 1977
April/May 1977
June 1977
July 1977
August/September/October 1977
November/December 1977
Bulletin, March 1977
Correspondence, January/February 1977
March 1977
April/May 1977
June 1977
July 1977
August/September 1977
October/November/December 1977

Newspaper Ads of 1977
 Religious broadcasting, February 1977
 RIAL correspondence, January 1978
 Radio & TV Fact Sheet for Kids, 1979
 Ad Council Planning for Technical Education and Training
 Correspondence on Technical Education and Training, 1972
 Technical Education and Training Campaign Material, 1972
 Mr. Hart's Files (Campaign Manager for Drug Abuse and TET), 1972-73
 TET, renewal letters, 1973-76
 Correspondence, 1975
 Magazine ads, 1975, 1977, 1978
 Meeting & correspondence, August 14/15, 1975
 Radio kit, 1975-76
 Request & orders for TET "Careers" album - brochure, 1975-76
 TV kit, 1975-76
 Tony Orlando & Dawn album & brochure, 1975-76

Box 27: Technical Education & Training: 1976 Budget - Consumer, 1977

TET, Business press ads, 1976
 Correspondence, 1976 (2 folders)
 January 1976
 February 1976
 March 1976
 April 1976
 May 1976
 June 1976
 July/August 1976
 September/October 1976
 November 1976
 December 1976
 R. Hutton Basketing Ridge Meeting, May/June 1976
 Newspaper ads, clippings, 1976-77
 Spanish ads, 1976
 '77 Proposed Budget for Office of Education, January 26, 1977
 January-July 15 Budget dated on January 26, August 3, 1977
 Business press ads, 1977/1980
 1977 Business Press Correspondence, July 28/29, 1977
 Campaign ads (2 folders), 1977
 Correspondence, April 20, 1977
 1977
 Conference report, January 27, 1977
 Conference report, April 14, 1977
 Campaign ads, 1977

Box 28: Technical Education & Training: Correspondence - Year End, 1977; Booklet, 1978

TET correspondence (2 folders), 1977
 January/February 1977
 March/April 1977
 May 1977
 August/September/October 1977
 December 1977
 and ads, January/February/April/May 1977
 Bible 1977 correspondence, January/February 1977
 March/April/May 1977
 June/July/August 1977
 September/October 1977
 November/December 1977
 Correspondence, 1977
 1977 Magazine Correspondence, April/May/August 1977
 Media support for TET 1972-76, May 1977
 TET, miscellaneous, 1977
 1977 Radio, TV, Magazine ads
 1977 Radio correspondence, May 1977
 1977 TV correspondence, 1977
 January/April/May/September 1977
 TV film copy, 1977
 Washington Conference Report, June 9, 1977
 Year end figures, 1977
 Booklet requests, January/March 1978
 April 1978
 May 1978
 June 1978
 July 1978
 August/September 1978
 October/November/December 1978

Box 29: Technical Education & Training: Budgets - Transit, 1978; Booklet - Newspaper, 1979

TET, 1978 budgets and timetables, 1978
 Case histories, public service news, January 1978
 Correspondence, 1978 (2 folders)
 January 1978
 February 1978
 March 1978
 April 1978
 May/June 1978
 July/August 1978

September 1978
 October/November/December 1978
 November 1978
 February/April 1978
 Film strips
 Newspaper clippings, 1978
 Press conference, California, January 1978
 Ads, 1978
 Press release, January 19, 1978
 Campaign reports, January-October 1978
 Transit allocation, 1978
 1979 booklet requests
 1979 budget & timetable
 Conference reports, 1979
 Correspondence, January/February 1979
 March/April 1979
 May/June 1979
 July/August 1979
 September/October/November 1979
 Newspaper clippings, 1979

Box 30: ACTION, 1975-78

ACTION newspaper Ads, 1975
 ACTION publications, correspondence, financial data, 1975-76
 ACTION ads and allocations, 1976
 Conference reports, 1976
 Magazine ads, 1976
 INAE newspaper ads, 1976
 Tentative media and estimated budget, 1976
 ACTION agenda, 1977
 Sam Brown, 1977
 ACTION budget allocations, 1977
 Conference report, 1977
 Correspondence (2 folders), 1977
 INTERACTION/TV storyboard, 1977
 Magazine ads, 1977
 Memo, 1977
 Newspaper kit, 1977
 Radio kit, 1977
 Schedule of due dates for material from Ted Bates (Minorities), 1977
 ACTION tentative media and estimated budget for 1978
 Year-end report, 1977
 Project time schedule, 1977-78

Estimated budget (ACTION-minorities), 1977-78
 ACTION -- NCP, 1977-78
 Sam Brown, 1978
 Magazine ads, 1978
 ACTION Peace Corps meeting, 1978
 Radio spots, 1978
 ACTION campaign -- radio spots, ca. 1978

Box 31: AIDS Education - Independent Sector

AIDS Education Campaign, June 1987
 AIDS Campaign presentation, February 1994
 Breaking the Cycle of Disadvantage, 1988, 1991-94
 Business Committee for the Arts, 1972-73
 Confidence in a Growing America correspondence, February 1961
 Coalition for Literacy (campaign report), February 1988
 Crime Prevention booklet and correspondence, 1993, 1998
 Direct Deposit campaign report, 1981
 Drug Abuse Prevention, Technical and Business Proposals, 1982
 Edward Petry & Co., Television Station Representation, 1966 (includes ads for traffic Safety, Mental Retardation, American Red Cross, Radio Free Europe, US Savings Bonds, and Forest Fire Prevention)
 Employing the Disadvantaged: A Company Perspective, 1972
 Independent Sector Annual Meeting, 1996

Box 32: Independent Sector - United Way

Memo to Members/News Releases, 1990-97 (4 folders)
 Manpower Campaign (U.S. Department of Labor), 1963
 Periodontal Disease, 1972
 Register and Vote -- Campaign Materials, 1972
 Small Claims Court, 1972-73
 Understanding Mental Illness correspondence, 1986
 United Nations clippings and ads, 1975-78
 United Service Organizations correspondence, 1972-73
 United Negro College Fund -- "Choosing to Succeed" booklet, 1986
 United Way correspondence, 1988

Box 33: 4-H - Welfare to Work (Materials Received 2000)

4-H, 1996-99
 Mentoring, 1997
 National Fatherhood Initiative, 1998-99
 National Urban League Youth Development, 1996-97

Parental Involvement in Public Schools, 1999
 Parental Responsibility, 199?
 Pediatric Aids, 1997
 Points of Light Foundation, 1995-99
 President s Council on Fitness and Sports, 1997-98
 President s Initiative on Race, 1997
 Recruiting New Teachers, 1999
 Save the Children, 1996-99
 Teen Alcoholism, 1994
 Understanding Mental Illness, 1995-99
 Urban League, 1995-98
 Value of Math and Science, 1993-99
 Water Quality, 1996
 Welfare to Work, 1999

Box 34: AIDS Prevention - Mail For Good Causes (Materials Received 2005, 2007)

AIDS Prevention, 1988
 Arts and Humanities, 1992-93
 Breastfeeding (2004) (rec'd 2007)
 Campaign for Freedom (2002)
 Census 90, 1989
 Coalition for America's Children, 1997
 Colon Cancer Prevention, 2002
 Community Drug Prevention, 1997-2004
 Community Drug Prevention, 1998
 Do Good. Be A Mentor- Save the Children, 1999
 Earth Share, 1990-1992
 Earth Share, 2000-2001
 Family Literacy, 2003

Box 35: Forest Fire Prevention- Youth Violence Prevention (Materials Received 2005, 2007)

Forest Fire Prevention

- Smokey Bear Controversy, 1992
- Forest Fire Subpeona Information, 1996
- 50th Anniversary of Smokey Bear, 1993-1994
- Smokey Bear Data, 1999

 Food Stamps, 1988
 Lewis and Clark Bicentennial, 2004
 Mail for Good Causes, 1992
 Mental Illness, 1995
 Mentoring, 2003
 Ninline, 1989

Radon, 1990
Recruiting New Teachers, 1996
Reducing Gun Violence, 2006
September 11, 2001
Talking With Kids About Tough Issues, 1999
Teen Alcoholism, 1990-94
Wildfire Prevention, 2001
Youth Violence Prevention, 2000

Box 36: America's Promise- September 11, 2001 (Materials Received 2007)

America's Promise, 1998-1999
Anti-Discrimination, 1992-1994
Anti-Drug,(Reader's Digest and Boys/Girls Clubs) "Helping Parents Help Kids...; "Straight Talk", 1999
Crime Prevention, 1996-1998
Crime Prevention, 1997-2000
Early Childhood Development-"Born Learning" incl. CD., 2005
Earth Share, 1999-2000
Earth Share, 2000-2001, 2005
Global Warming, 2006
Learning Disabilities, 1998-1999

September 11, 2001

Box 37: Breastfeeding - "I am an American" (Materials Received 2007)

Breastfeeding,2003-2004
"I am an American" Campaign Feedback, [2001]

Box 38: (Materials Received 11/20/2007)

Blood Donation, 2004
Healthy Lifestyles and Disease Prevention, 2003 (2 folders)
National Childhood Cancer Foundation, 2004