

13/2/221
Communications
Advertising
President's Speeches, 1966-

Box 1:

Robert Keim, President

1966

Advertising Council - Program explained, ADDY Awards dinner, May 1, 1966.
"Let's Have a Longer Work Week!" Religion In American Life Luncheon for Board of Directors, May 19, 1966. (Subjects include RAIL campaign, role of the Ad Council, some famous campaigns, role of religion in a business)
"Marketing the American Revolution or How to Succeed in Business by Really Trying to Sell America" Insurance Advertising Conference Annual Meeting, June 27, 1966. (Subjects include Marketing Revolution, introspection in business, history of Ad Council, best-known campaigns)
"Move Over, Dink Stover", Western Region Convention of American Association of Advertising Agencies Oct. 17, 1966. (Subjects include contributions from ad agencies, the functioning of the Ad Council, famous campaigns upcoming projects)
Suggested Remarks for Ed Ebel, ANA Convention, Oct. 1966
"Responsible Conduct and the American Economy Today and Ten Years From Now," remarks by Hon. Henry H. Fowler, Annual Meeting of the Television Bureau of Advertising, Nov. 1966 (Subjects include television commercials, three fundamental responsibilities for the future, GNP, unemployment, international finance, Savings Bonds)

1967-68

Report to the Board of Directors, March 16, 1967 (Subjects include objectives of the Council, statistics about campaigns and publications, new campaign strategies, independent study for new campaigns staffing concerns)
Remarks at 50th Anniversary Meeting of AAAA, April 20, 1967 (Subjects include history of the Ad Council, results of advertisements, significance of silver bell)
Remarks at NAB Convention, April 3, 1967 (Subjects include history of the Ad Council, results of advertisements, significance of silver bell)
Presentation to the Newspaper Publishers of America, April 27, 1967 (Subjects include history of the Ad Council, results of advertisements, significance of silver bell)
Presentation to the Magazine Publishers Association, Sept. 19, 1967 (Subjects include significance of campaigns, results of advertisements, significance of silver bell)
Presentation to the Transit Advertising Industry, Annual meeting of the National Transit Association, Oct. 17, 1967 (Subjects include significance of campaigns, results of advertisements, significance of silver bell)
Presentation to the American Business Press, ABP Fall Conference, Oct. 12, 1967 (Subjects include significance of campaigns, results of advertisements, significance of silver bell)
Presentation to the Outdoor Advertising Industry, 66th National Convention of the Outdoor Advertising Association of America, Nov. 1, 1967 (Subjects include significance of campaigns, results of advertisements, significance of silver bell)
Annual Report to the Board of Directors, March 21, 1968 (Subjects include "crisis of spirit" in America, reducing number of campaigns, volunteer agencies, Council's assets and liabilities, realignment of staff operations, House Magazine, Board of Directors)

“Our Business Is Problems - And Business Is Booming,” West Coast Conference of the Association of National Advertisers, March 22, 1968 (Silver bell presentation to ANA, results of campaigns, top ten (national circulation) projects of 1967, volunteer coordinators from ANA, results of campaigns, new projects, Continue Your Education, Equal Employment Opportunity, Crisis In Our Cities, New Roles, For Business, key findings of studies about student attitudes toward business careers, sample advertisements for proposed campaign)

1969

Speech to AAF, Feb. 17, 1969 (Subjects include business involvement in social problems, history of Ad Council, popular campaigns - print and broadcast, public service advertising)

“The Socially Sensitive Sixties and Seventies,” Greenville Advertising Club, March 17, 1969 (Subjects include Keim’s earlier visits to S. Carolina, business involvement in social problems, history of Ad Council, popular campaigns - print and broadcast, President Nixon, public service advertising, industry-government relations)

Annual Report to the Board of Directors, March 20, 1969 (Subjects include Annual Report, Council’s self-image, Washington Conference, number of campaigns, selection of campaigns, volunteer agencies, Board Media Committees)

Remarks to the Association of National Advertisers, Advanced Advertising Management Seminar, May 1969 (Subjects include ANA-Council relations, changes in American businesses, history of Council, policies of Council, organization of Council, volunteer agencies and coordinators, expenses, industry-government relations)

Remarks at the Advertising Council's Special Government Reception, May 14, 1969 (Subjects include history of Council, popular campaigns, organization of Council, volunteer agencies and coordinators, expenses, campaign proposals)

Speech at Cincinnati Advertising Club, Sept. 24, 1969 (Subjects include changes in American business, history of the Council, popular video campaigns, organization and working of Council, TV spots from campaigns, contributions by the Council)

1970 (2 folders)

“The Advertising Council Is You,” Adcraft Club of Detroit, Jan. 23, 1970 (Subjects include changes in American business, popular campaigns, organization and working of Council, TV spots from campaigns, contributions by the Council
Report and Commentary (by Harold B. Thomas and Maxwell Fox), First World Conference on Social Communication for Development, March 15, 1970 (Subjects include specific event details about speakers, location , attendance; proposal to other Councils, public service advertising in various countries, overall conclusions)

“The Story of the Advertising Council (USA)”, presented by Joseph. H. Allen, World Conference on Social Communication for Development , March 16, 1970 (Subjects include history of the Council, contributions to the Council, organization of the Council, campaign acceptance criteria, campaign acceptance and advertisements, results of campaigns, popular campaigns, proposal to form an international group for world-wide campaigns)

Annual Report to the Board of Directors, March 19, 1970 (Subject include response to James Webb Young, year end media expenditure figures, Crisis in the City campaign, Drug Abuse campaign, Board Committees, new office and logo, international campaigns, student unrest, proposal to organize symposia for gathering ideas from young people)

Testimony, U.S. Senate Special Sub-committee on Alcoholism and Narcotics, March 25,

- 1970 (Subjects include structure and workings of the Council, criteria for proposals, major campaigns, research about drug abuse, personnel on Drug Abuse campaign, campaigns for different target groups, "Why do you think they call it Dope?" campaign, preliminary ads)
- "The Advertising Council Story," International Advertising Association luncheon meeting, Japan, April 7, 1970 (Subjects include history of Council, contributors, organization and functioning, campaign criteria, major campaigns, results of campaigns)
- Remarks at 4th Annual Rutgers/Deutsch, Shea & Evans Award Luncheon, April 21, 1970 (Subjects include contributions by the Council, results of campaigns, responsibilities of advertisers, businesses and public service ads, Drug Abuse campaign)
- "Let the Sun Shine In: The Advertising Council Story," AAF First District ADDY Awards Banquet, May 1, 1970 (Subjects include space and time contributions for Council campaigns, business and social programs, history of Council, major campaigns, committees in Council, results of campaigns, industry-government relations, experience over 28 years)
- Remarks, International Advertising Association's World Advertising Week, June 10, 1970 (Subjects include contributions to the Council, committees, criteria for proposals, functioning of the Council, results of campaigns, lessons from other countries)
- "You Can Be Proud," 10th District AAF Convention, Oct. 24, 1970 (Subjects include the criticism of the advertising industry, business' involvement with social problems, major campaigns and results, campaign proposal criteria, Drug Abuse campaign strategies and advertisements, AAF-Council liaison, "convert issues to solutions")
- "How Advertising People Can Help Solve Today's Critical Social Problems," speech by Barton A. Cummings, 19th Annual Convention of Australian Association of National Advertisers, Oct. 22, 1970 (Subjects include criticisms of consumerism and advertising, public service advertising, history of Council, organization and functions, contributors of resources and services, campaigns and results, Drug Abuse campaign - research, findings, target audience, strategies)
- "Your Best Bet: Public Service," speech by Thomas B. McCabe, Jr., 68th National Convention of Outdoor Advertising Association of America, Oct. 28, 1970 (Subjects include history of Council, organization and functioning, contributors of resources and services, campaigns and results, Drug Abuse campaign)

1971

- Remarks to the Annual AAF Government Affairs Conference, February 2, 1971 (Subjects include public service advertising, Religion in American Life campaign kit, Drug Abuse campaign kit)
- "You Can Be Proud," New Orleans Advertising Club, Feb. 16, 1971 (please see "You Can Be Proud" from Oct. 1970 folder for list of subjects in speech)
- "The Roof Raiser," Annual Report to the Board of Directors, March 17, 1971 (Subjects include Council as a "social machine," profits of past years, social profitability, campaign results, number of campaigns, multi-sponsorship approach; also attached are prints of some slides presented including traceable advertising support graph, campaign lists)
- "You Can Be Proud," Advertising Club of Los Angeles, March 17, 1971 (please see "You Can Be Proud" from Oct. 1970 folder for list of subjects in speech)
- Statement during Hearing on House Concurrent Resolution 215, Subcommittee on Communications and Power, House of Representatives, Apr. 22, 1971 (Subjects include organization and functioning of Council, number of campaigns, technical

- limitations for Army Recruiting Campaign, purchase of broadcast time by U.S. Army Recruiting Command)
- “New Trends in Communications,” Thomas Jefferson Symposium, May 7, 1971 (Subjects include “accelerated change,” changes in civilization and recent history, “knowledge explosion,” reading in America, future of mass communication, role of Ad Council, Drug abuse campaigns)
- “Advertising in an Environment of Change,” speech by Thomas B. McCabe Jr., Annual Convention of AAF, June 19, 1971 (subjects include changes and demands on advertisers, understatement vs. exaggeration, advertisements as “uninvited guests in America’s living rooms,” Leo Burnett, Lord Kenneth Clarke, Special Campaign Guide, silver bell presentation)
- “Why Do You Think They Call It Dope?” speech by Thomas B. McCabe, at American Youth Foundation Camp Miniwanca regarding the Drug Abuse Information Campaign, Aug. 5, 1971 (subjects include functioning and role of Council, research and findings for Drug Abuse campaign, target audience, TV spots, personal involvement in social problems)
- “If I Were Directing a Bank Advertising Program Again,” Bank Marketing Association Annual Meeting, Sept. 27, 1971 (subjects include memories as ban advertising officer, bank marketing vs. product marketing, “Stages of Susceptibility” of consumers, research for marketing, direct mail)
- “The Fifth Dimension of Business,” speech by Thomas B. McCabe Jr., Ad Council luncheon for Federal Trade Commission, Oct. 26, 1971 (subjects include “good trouble and bad trouble,” John Gardner, Drug Abuse campaign, role and functioning of Council, criteria for proposals, campaigns and results, “social profit”)

1972

- “Quo Vadis, Advertising Council?” Annual Report to the Board of Directors, March 9, 1972 (subjects include history and Council campaigns, campaigns in 1971, income in 1971, future campaigns - terminated and added, prison reforms; attached: copies of slides including graphs of traceable advertising support from 1954-71, of incomes, budgets, expenditures, and summary of report of the Finance Committee by Gibson McCabe)
- Talk before the American Business Press Meeting, Apr. 26, 1972 (Subjects include major campaigns, business-advertising effort, work of the Council, committee members list)
- “Advertising in the Nation's Service,” speech by Edgar h. Lotspeich, Management Conference of the Magazine Publishers Association, May 1, 1972 (subjects include background on Council, functioning of Council, reasons to support the Council)
- “Social Profit: A New Measurement of Management,” Milwaukee Advertising Club, May 24, 1972 (subjects include social change, business and social contribution, contributions from media, current campaigns and results, number of campaigns)
- Speech at 23rd Annual Dinner of the Advertising Council of Rochester June 1, 1972 (please see “Social Profit: A New Measurement of Management,” May 24, 1972 for list of subjects; also included are references to accusations by a “senior executive of a major advertising company” about the Council’s Drug Abuse campaign)
- Testimony before National Commission on Marijuana and Drug Abuse, July 17, 1972 (Subjects include role and functioning of Council, Drug Abuse campaign - research, strategies, target groups, sample advertisements, testing of ads, support from mass media, contracts from through the National Clearinghouse for Drug

Abuse Information, letter from parent after campaign)

Box 2:

1973

- “Un-Selling Drug Mis-Use: A Total Communication Effort,” Pharmaceutical Advertising Club, Jan. 18, 1973 (subjects include President Nixon, Senate Subcommittee on Alcoholism and Narcotics, Testimony before National Commission on Marijuana and Drug Abuse in July 1972 in full)
- “The Communication of Change,” Jan. 31, 1973 (subjects include “desired change,” role of Council, history, Air Force, expectations of American society)
- “The Unfinished Business of America,” Annual Report to the Board of Directors, June 21, 1973 (subjects include Five Year Goals Program, Board and Committee members, proposals from the past year, Executive Committee of Board, special events activities, current campaign and agency line-up, media support, results of past campaigns, financial situation; attached are prints of a graph showing Ad Council income from 1965-66 to 1972-73, box diagram of Council staff)
- “The Unfinished Business of America,” Advertising Club of Minnesota, Nov. 14, 1973 (subjects include operation of Council, major campaigns and their effect in Minnesota, letters from public)

1974

- “To Reserve, Protect and Defend,” Annual Report to the Board of Directors, Sept. 12, 1974 (subjects include Watergate, Constitution, Washington Conference, Don’t be Fuelish campaign, new campaigns, phasing out old campaigns, other putting out PSAs, Bulletin Campaign program, Five Year Goals Program, media support, requests from groups wanting to start their own Ad Councils, Federal Trade Commission, funding and financial support, challenges to the Council; attached are prints of slides presented, including ‘latest information on response to Council campaigns,’ “financial summary and five-year projection,” “Income adjusted for Inflation from 1967-68 to 1974-75”)
- “The Unfinished Business of America,” Adcraft Club of Detroit, Oct.4, 1974 (subjects include operation of Council, major campaigns and their effect in Michigan, summit conference on Inflation, president Ford)
- Remarks at Outdoor Advertising Association of America Meeting, Nov.4, 1974 (subjects include White House Conference on Inflation, presentation about Council history and functioning, campaigns and results, outdoor advertising numbers)

1975

- Presentation on the Advertising Council for Toronto and Washington, May 1975 (Subjects include Annual Report, media statement, agencies and executives, history, PSA Bulletin, current campaigns, economic study by Compton Advertising, research findings, creative strategy)
- “Social Marketing: The Wonder Drug?”, 1st International Social Marketing Congress, June 4-8, 1975 (subjects include Annual Report, media statement, agencies and executives, history, PSA Bulletin, current campaigns, Drug Abuse campaign, Savings Bonds campaign)

- Presentation on Keep America Beautiful Campaign, July 22, 1975 (Subjects include from litter to pollution, Marsteller Incorporated, slide presentation of KAB campaign, new campaigns; attached is a handwritten note on the Ad Council show reel)
- Statement before the hearing of the Subcommittee on Commerce, Consumer and Monetary Affairs of the House Committee on Government Operations Regarding American Economic System Campaign, July 30, 1975 (subjects include Council history and functioning, Joint Council on Economic Education, the need for economic education, Compton Advertising, study conducted by Compton, research findings, public opinion on "big business," passive role of American public, creative strategies developed by Compton)
- "Challenge and Response," Annual Report to the Board of Directors, Sept. 9, 1975 (subjects include private philanthropic organizations, attacks on Council by Ramparts and MORE magazines, public service advertising by Federal agencies, Federal Energy Administration changing nature of campaign, meeting with Zarb, Sant, Sansom of FEA, FEA's new courses of action, policy implications of FEA's actions - government imposing its will on media)
- Presentation for Ithaca College, Oct. 30, 1975 (subjects include annual report, media statement, agencies and executives, history, PSA Bulletin, current campaigns, use of research, Savings Bonds, Drug Abuse Prevention, evaluation of four new ad films)
- Presentation for the American Paper Institute, Nov.5, 1975 (Subjects in this talk same as those in "Presentation for Ithaca College, Oct. 30, 1975")

1976

- "Suggested Remarks to San Francisco Meeting of the Bohemian Club," March 3, 1976 (Subjects include introduction to Bob Keim and Bart Cummings, American Economic System)
- Speech to American Business Press, Phoenix, Arizona, April 7, 1976 (subjects include history, major campaigns, committees and functioning of Council, results of campaigns)
- Presentation on the Advertising Council and the American Economic System Campaign, Great Falls Ad Club, May 19, 1976 (subjects same as those in "Presentation for Ithaca College, Oct. 30, 1975;" additional topics include American Economic System campaign, economic ignorance of American public, research interviews by Compton Advertising, National Survey on American Economic System, strategy for ads, booklet to learn about the system, "The American Economic System – and your part in it," contents of booklet, research data and statistics and related ads, collateral material for campaign including booklets, posters, mailers and action kits)
- "American Economic System Campaign," Press Conference, ca. June 1976 (subjects include history and functioning of Ad Council, current campaigns, Howard A. Rusk, Bob Milligan, William F. "Bill" May, Bill Batrel, Bart Cummings, Al Podesta)
- "The Year of the Locusts," Annual Report to the Board of Directors, Sept. 9, 1976 (work intertwined with history, Council profile, media support,, American Economic System campaign, United Negro College Fund, White House Conference, Annual Awards luncheon, finances; attachments include Industry contributions, financial projections)
- Presentation on the Advertising Council and the American Economic System Campaign, Magazine Publishers Association Management Conference, Oct. 26, 1976 (subjects same as those in "Presentation for Ithaca College, Oct. 30, 1975)
- "The Advertising Council Campaign on Economic Education," Speech by Barton A.

- Cummings at the Magazine Publishers Association Management Conference, Oct. 26, 1976 (subjects same as those in "Presentation on the Advertising Council and the American Economic System Campaign," May 19, 1976)
- "The American Economic System," Speech by Thomas B. Adams at Magazine Publishers' Association and American Society of Magazine Editors Management Conference, October 26, 1976 (subjects include effects of public service ads, Chancellor Dumke of California State University, magazine ads)
- Presentation on the American Economic System Campaign, Western Region Conferences of American Advertising Federation, Nov. 5, 1976 (subjects include AAF as marketing force for American Economic System campaign, Collingwood Harris)
- "Action for Children's Television," 6th National Symposium on Children's Television, Nov. 23, 1976 (history of Council, functioning, organizational structure and campaigns, PSAs related to children, UNCF letter)
- Speech at the University of Illinois, Nov. 30, 1976 (subjects same as "Speech to American Business Press," April 7, 1976)

1977

- Sea Island Presentation , 2nd Annual Chair of Private Enterprise Conference, Feb. 20,21, 1977 (subjects same as "Speech to American Business Press," April 7, 1976 ; also American Economic System campaign)
- Red Cross Presentation, May 24, 1977 (subjects include those in "Speech to American Business Press," April 7, 1976, "We're Counting on You" Red Cross advertisements, chapter kit of advertisements sent to communities, local identification for Red Cross)
- "Social Communications. The Wonder Drug?", International Advertising Market Congress May 27, 1977 (subjects same as those in "Social Marketing. The Wonder Drug?" June 4-8, 1975)
- "Media, Schools, Business, are on trial, Says Ad Council President," Press release of speech at Georgia State University, Sept. 9, 1977 (subjects include American Economic System, booklet titled "The American Economic System," new ad - "How high is your E. Q.?", democracy and public education)
- "The Media and Economic Understanding...is anybody listening?" National Symposium on Business and the Media, Sept. 9, 1977 (subjects include Marshall McLuhan, Theodore Peterson and "Four Theories of the Press," Katharine Graham, Watergate, social responsibilities of the press, public service advertising to teach economics; more topics same as those in "Presentation on the Advertising Council and the American Economic System Campaign," May 19, 1976)
- "A Taste of Honey," Annual Report to the Board of Directors, Sept. 1977 (subjects include Federal Energy Administration papers, report from auditors, American Economic System campaign, Washington Conference, financial situation of the Council, new campaigns, evaluation of media support, competitive marketplace, pros and cons of AES campaign for Council)
- Presentation on American Economic System Campaign, National Forum on Job, Money and People of National Dividend Foundation, Dec.10, 1977 (subjects same as those in "Presentation on the Advertising Council and the American Economic System Campaign," May 19, 1976; other subjects include benefits of AES campaign, post-campaign survey by Compton)
- Remarks to the American National Red Cross, Dec. 19, 1977 (subjects include functioning of Council, various committees, old and new campaigns, J. Walter Thompson as agency for Red Cross campaign)

1978

1978

- Statement to the Select Committee on Aging of the House of Representatives, Jan. 26, 1978 (subjects include history and functioning of Council, National Council on Aging, study on aging, Older Persons: A national Resource campaign, commercial film pre-test and summary of research results, "Facts and Myths about Aging" booklet, target audience, results)
- Presentation on the American Economic System Campaign, Utah Advertising Federation, Feb. 15, 1978 (subjects same as those in "Presentation on the Advertising Council and the American Economic System Campaign," May 19, 1976; other subjects include benefits of AES campaign, post-campaign survey by Compton)
- Presentation on Help Fight Pollution Campaign, IAA World Congress, May 18, 1978 (subjects include history and functioning of Council, Anti-Litter campaign, Emperor Hirohito's crying Indian - Iron Eyes Cody, "71 things you can do to stop pollution" booklet, "What Industry is doing to Stop Pollution" booklet, PSAs internationally, Clean Community System)
- Remarks at the American Advertising Federation Annual Conference, June 18, 1978 (subjects same as those in "Presentation on the Advertising Council and the American Economic System Campaign," May 19, 1976; also included are presentation of awards for best local tie-in programs in support of the AES campaign)
- Presentation on the Advertising Council and American Economic System Campaign, Advertising Club of New Jersey, June 28, 1978 (subjects same as "Presentation on the American Economic System Campaign," Feb. 15, 1978)
- Presentation on the Advertising Council, Washington D.C. Broadcasters, Sept. 19, 1978 (subjects include history and organization of Council, major campaigns, fund raising process, budget, Council staff, results of Council's work)
- "Look Homeward Angel," Annual Report to the Board of Directors, Sept. 17, 1978 (subjects include local impact of Council's message, history of Council campaigns, new campaigns, "national in scope, local in impact," FCC, budget, leaving the world a better place)
- "The Schools and Economic Understanding – Is Anybody Learning?," Augusta College Oct. 4, 1978 (subjects include statistics from educators, Communist Party's emphasis on economic education, survey by Joint Council on Economic Education, Opinion Research Corporation study, school curricula and economics education, AES campaign, Economic Education Act 1974, E. Q. raising seminars, results of campaigns, Benchmrk Research studies; remaining subjects same as "Presentation on the American Economic System Campaign," Feb. 15, 1978)
- Presentation by John P. Kelly, Detroit Adcraft Club, Oct. 28, (Subjects same as those in "Look Homeward Angel," Sept. 17, 1978;) Included in same document is a Presentation by Robert Keim on the Child Abuse campaign (subjects include text of Child Abuse print, business in the social sector)
- Presentation on the Advertising Council and American Economic System Campaign, Advertising Club of North Jersey, Nov. 20, 1978 (same as "Presentation on the American Economic System Campaign," Feb. 15, 1978)
- Presentation on the Advertising Council and Child Abuse Campaign, Philadelphia, Nov. 21, 1978 (subjects include history of Council, campaigns, Public Policy Committee, beginnings of Child Abuse campaign, coordinators and volunteers, campaigns and advertisements, results)
- Presentation on the Advertising Council, Honolulu, Nov. 1978 (subjects include Pearl Harbor and Council history, changing campaigns, projects with local impact, campaigns, F. C. C., profitability of business involvement in social sector)

“The Contribution of Advertising to American Society,” Ad Expo Opening, Dec. 5, 1978 (subjects same as “Presentation on the Advertising Council,” Sept. 19, 1978; other subjects include local impact of campaigns, AES campaign, Alexis de Tocqueville’s description of America in “Democracy in Action”)

Box 3:

Presentation on the Advertising Council, Apr. 5, 1979 - for Advertising Research Foundation
 Presentation on Forest Fire Prevention Campaign, Apr. 9, 1979
 - at New Mexico Bankers Association Luncheon
 Presentation on the Advertising Council, Apr. 14, 1979 - for American Marketing Association
 Remarks on American Economic System Campaign, June 9-13, 1979
 - at the American Advertising Federation National Convention
 "At the Crossroads", Sept. 6, 1979 - Annual Report to the Board of Directors
 "Advertising and Society: A Mirror Image?", Sept. 27, 1979
 - at 1st International Public Service Advertising Conference
 "Advertising and Society: A Mirror Image?", Nov. 19, 1979 - to Atlanta Ad Club
 Remarks on American Economic System Campaign, June 7-11, 1980
 - at the American Advertising Federation National Convention
 "The Crossroads Revisited", Sept. 25, 1980 - Annual Report to the Board of Directors
 Keim and Cummings' Presentation on the Advertising Council, Sept. 29, 1980 - to A.N.A.
 (Bart Cummings' Speech)
 Presentation on the Advertising Council, Oct. 14, 1980
 Presentation on American Economic System Campaign, Dec. 9, 1980 - to Fiscal Policy Council
 Remarks on American Economic System Campaign, March 8-11, 1981
 - at 6th Annual Conference of Association of Private Enterprise Education
 "The AAF and the Ad Council - 40 Years of Partnership", June 7, 1981
 - at American Advertising Federation National Convention
 "The Ad Council at Forty", Sept. 17, 1981 - Annual Report to the Board of Directors
 Presentation on Jobs Campaign, Oct. 4, 1981- at National Alliance of Business Dinner
 Pittsburgh Fourth Draft, 1981
 "Communication Economic Understanding", Feb.5, 1982 - for International Association of
 Business Communicators and the Chair of Private Enterprise
 "Friends With Like Minds...Across the Great Sea", May 25, 1982
 - to the Japan Advertising Council
 "Coping With Reaganomics or the Perils of Pauline", Sept. 23, 1982
 - Annual Report to the Board of Directors
 Remarks on the Advertising Council's New Campaigns, Sept. 18, 1982
 - at the meeting of New Jersey Business Leaders
 "Marketing the American Way of Life", Feb. 15, 1983
 - to the Advertising Club of Western Massachusetts and the Sales and Marketing
 Executives of Western Massachusetts, Inc.
 Los Angeles Talk (Draft), Apr. 14, 1983
 "Why the Arts Have a Friend at the Advertising Council", July 22, 1983
 - to Rhode Island School of Design
 "Six Perspectives in Search of an Author", Sept. 15, 1983
 - Annual Report to the Board of Directors
 "Building Service Advertising - Building Bridges of Understanding", Nov. 22, 1983
 - for the International Advertising Association

Speech to Rochester Ad Council, Jan. 26, 1984
 Remarks at CEO Luncheons in California, Feb. 6-8, 1984
 Remarks on Council's New Campaigns, June 4, 1984
 - at American Advertising Federation Annual Meeting
 "A Marvelous Piece of the American Mosaic...", Sept. 26, 1984
 - Annual Report to the Board of Directors
 Keim and Ney's Remarks on Council's New Campaigns, Oct. 10, 1984 - to the Chicago Club
 Report of Council's New Campaigns, Oct. 15, 1984 - at McCall's Luncheon
 Remarks at the Ad Council Business Press Association Meeting, Feb. 12, 1985
 Presentation to Publishing Executives of McGraw Hill, Apr. 12, 1985
 "An Investment In the Public Good", Sept. 12, 1985 - Annual Report to the Board of Directors
 Presentation at the Ad Council Annual Dinner, Nov. 20, 1985
 Presentation to Detroit Adcraft Club, Nov. 22, 1985
 Presentation to Chicago Press Club, Dec. 3, 1985

Box 4:

Presentation at City 1 Regional Magazine Association Convention, Jan. 17, 1986
 Presentation to the Advertising Club of Greater Hartford, Feb. 19, 1986
 "Go For the Lightning", July 29, 1986 - Remarks at 1st Ad Council Client Seminar
 Remarks at Understanding Mental Illness News Conference, Aug. 5, 1986
 Speech at NBACA Convention, Oct. 10, 1986
 Remarks to Advertising Association of Baltimore, Nov. 5, 1986
 Presentation to the Publishers to McGraw-Hill, Dec. 15, 1986
 Suggested Remarks to Ad II Club of New York, 1986
 "Making a Difference in the Fabric of America", 1986 - Annual Report to the Board of Directors
 Remarks, The Advertising Council Radio Advertising Bureau, January 25, 1987
 Remarks at Protect Your Public Lands News Conference, Apr. 15, 1987
 Remarks, Third World Advertising Congress, Beijing, China, June 18, 1987
 "The Bottom Line is Helping People" (A report on public service advertising by the Advertising Council), November 4, 1987
 Remarks to Twin Cities Business, Advertising and Media Leaders, November 10, 1987
 Remarks on Commemoration of the Bicentennial of the Constitution, 1987
 Remarks, Detecting Colon Cancer News Conference, January 5, 1988
 Remarks, The Advertising Council Association of Independent Television Stations 15th Annual Convention, January 7, 1988

Ruth Wooden, President

Remarks to the National Association of Broadcasters, Jan. 16, 1989
 Remarks to INAME, Jan. 25, 1989
 Remarks at Client Seminar, Washington, D.C., Feb. 1, 1989
 Remarks at Client Seminar Task Force Luncheon, Feb. 2, 1989
 Sullivan Update, April 6, 1989
 Remarks to Advertising Research Foundation, April 11, 1989
 Remarks to Milwaukee Advertising Club, April 26, 1989
 Remarks to Advertising Federation of Minnesota, April 26, 1989
 Remarks at Washington Conference Awards Dinner, May 24, 1989
 Remarks at Radio Advertising Bureau New York Festival, June 16, 1989
 Remarks at Annual Dinner, 1989
 Remarks to Magazine Publishers Association, 1989
 Earle Palmer Brown recognition, Sept. 19, 1989
 Radon Press Conference, Oct. 18, 1989

Draft remarks for Census '90 launch, National Press Club, January 1990
Remarks, Nurse Recruitment launch, February 28, 1990
AEF presentation, Catholic University, March 22, 1990
Remarks, Pittsburgh Ad Club, April 19, 1990
Remarks, Washington Conference, May 7, 1990
Teen Alcoholism Campaign launch, May 22, 1990
Teen Alcoholism Joint Campaign, Ad Council/Harvard initiative, June 4, 1990
Remarks, Dallas Ad Club, June 5, 1990
President's Report, Ad Council Board of Directors meeting, June 21, 1990
Remarks, Department of Energy Press Conference, September 13, 1990
Remarks, Direct Marketing Association, October 31, 1990
Remarks, Annual Dinner, November 14, 1990
Remarks to Young and Rubicam staff, December 4, 1990
Minorities Perspectives, December 5, 1990
Remarks, breakfast meeting with Knoxville, Tenn., business leaders, February 13, 1991
Remarks, MBA symposium, University of Tennessee, February 13, 1991
Remarks, American Marketing Association chapter, Knoxville, February 13, 1991
Remarks, Campaign Seminar, March 4, 1991
Remarks, Cable Advertising Bureau, April 12, 1991
Remarks at American Association of Advertising Agencies, May 17, 1991
Remarks, American Association of Advertising Agencies Annual Conference, May 18, 1991
Remarks, American Advertising Federation National Conference, June 10, 1991
Remarks, Outdoor Advertising Association Centennial convention, June 14, 1991
(delivered by Eva Kasten)
Notes for freedom to advertise TV interview, September 20, 1991
Talking points, National Association of Businessmen board meeting, September 25, 1991
Outline of remarks, Ross Roy, Detroit, September 27, 1991
"Recruiting New Teachers," October 1, 1991
Remarks, Ad Council Annual Dinner, November 13, 1991
Remarks, Salute to Media, January 30, 1992
Remarks, Los Angeles Advertising Club, March 17, 1992
Remarks, Portland Advertising Federation, March 18, 1992
Remarks, Board of Directors Meeting, March 25, 1992
Remarks, Advertising Hall of Fame, March 31, 1992
Remarks, National Conference, American Association of Advertising Agencies, April 11, 1992
Remarks, National Association of Broadcasters, April 14, 1992
Remarks, ANDY Awards Ceremonies, May 4, 1992
Remarks, 20th Anniversary Meeting of The Japan Advertising Council, May 27, 1992
Remarks for the Introduction of the New Safety Belt Ad Campaign (also including remarks by
Andrew H. Card, Secretary, U.S. Department of Transportation, July 22, 1992
Remarks for Fox Broadcasting - Affiliates Meeting, June 23, 1992
Remarks, First Crichton Seminar, September 15, 1992
Remarks, Museum of Broadcast Communications, September 15, 1992
Remarks, Outdoor Advertising Association of America, September 25, 1992
Remarks for the international Advertising Association, September 28, 1992
Remarks, Magazine Publishers Association, October 19-21, 1992
Remarks for the Healthy Start Press Conference, November 12, 1992
Remarks for the Educational Excellence Partnership, November 17, 1992
"Next?" Ad Council Annual Dinner, November 18, 1992
Remarks for Backer-Spielvogel-Bates, December 1, 1992
Remarks for the visual Arts Cluster, December 9, 1992
Remarks for the Hispanic Crime Prevention Press Conference, May 10, 1993

New York Community Newspaper Meeting, May 26, 1993
 Remarks for the Second Annual Radio Creative Fund, June 9, 1993
 Remarks for the Press Meeting on Protection of Children from Violence, July 27, 1993
 Remarks for the Annual Meeting, Association of Organ Procurement Organization, June 23, 1993
 "Peace, Public Service, and Private TV," Jerusalem Business Conference, November 1, 1993 (2 copies)
 Remarks, Phil Guarascio Roast, January 18, 1994
 Remarks, Clean Water Campaign Press Conference, January 18, 1994
 Remarks, Introduction of National Public Education Campaign, February 15, 1994
 Remarks, American Federation's Silver Medal Awards Reception, June 8, 1994
 Remarks, Domestic Violence Presentation, Board of Directors Meeting, September 26, 1994
 Remarks, NBACA, October 7, 1994
 Remarks, The Reed Sarratt Lecture, October 20, 1994
 Remarks, Fatherhood Initiative Seminar, October 27, 1994
 Remarks, Japan Ad Council Seminar, 1994
 Remarks, McDonald's/EDF/Ad Council Press Conference, Jan.11,1995
 ARF Annual Business Meeting, March 20, 1995
 OAAA Executive Committee Meeting, May 4, 1995
 Coalition on Donation; Chicago Meeting, May 5, 1995
 Commitment 2000: Raising A Better Tomorrow, May 15, 1995
 Client Seminar, June 8, 1995
 Families Strengthen America, June 16, 1995
 Ad Club of New York, June 27, 1995
 Goldstien Award Presentation, Oct. 7-9, 1995
 NBACA Cocktail Reception, Oct. 20, 1995
 NBACA Conference, Oct. 21, 1995
 Lessons From the Not-For-Profit Sector, Speech at Yale University, Nov.2, 1995
 Domestic Violence Research Project, Speech at Advertising Research Foundation Conference, March 11, 1996
 National Center for Health Education Edwin C. Whitehead Award Acceptance, Oct. 18, 1996
 Crime Prevention Press Conference, Jan. 14, 1997
 Health Start Conference, Jan. 31, 1997
 Children Now Press Conference, Feb. 19, 1997
 Speech in Phoenix, Arizona, March, 24, 1997
 Remarks for Japan Ad Council, April 2, 1997
 Remarks at NAB Conference, Apr. 7, 1997
 Talking Points at 4-H Campaign Launch, Oct. 5, 1997
 Speech for Governor's Spouses, National Governor's Association Winter Meeting, Feb. 23, 1998
 Talking Points as a Kaiser Panelist, Mar. 7, 1998
 Remarks at 2nd National Summit on Fatherhood, June 15, 1998
 Salute To Volunteers, June 15, 1998
 Remarks at Partner's Summit, Sept. 25, 1998
 Speech Metropolitan Club, Oct. 15, 1998
 Remarks at NBACA Conference, Oct, 1998
 "Getting the Bang for Your Buck in Advertising", Speech at Pew Communications Conference for Grantees, May 20, 1999
 The Motivating Component of Communications, Speech at The Donors Forum, May 20, 1999

Peggy Conlon, President

Remarks at CAB Conference, June 7, 1999
 Speech at Office of National Drug Control Policy Anti-Drug Media Event, August 2, 1999

Remarks at FCC Chairman's Breakfast, Sept. 2, 1999
Remarks at MPA Conference, Oct. 28, 1999
Remarks at CAN Public Service Luncheon, Nov. 12, 1999
OAAA Convention Presentation, Nov. 14, 1999
Annual Dinner Speech, Nov. 17, 1999
Remarks at Holiday Party, Dec. 17, 1999
Remarks at Cox Media Conference, Feb. 8, 2000
Remarks at LLC Dinner, April 9, 2000
Remarks at U.S. Army Operation Graduation Campaign Launch, Sept. 19, 2000
Public Service Award Dinner Remarks, November 30, 2000

Box 6:

NAB Radio Show, September 2002
Public Service Award Dinner Remarks, November 20, 2002
Remarks at Housing Discrimination Campaign Launch, April 29, 2003
Remarks at Martin Luther King Memorial Campaign Launch, May 7, 2003
Remarks at OAAA Silver Bell, June 10, 2003
Halo Award Keynote Remarks: "The 5 Principles of Effective Marketing Partnerships,"
June 19, 2003
2003 Print Advertising Forum, ANA Conference, June 19, 2003
Missouri Medal of Honor Acceptance Remarks, September 5, 2003
Advertising Council Congressional Briefing, September 16, 2003
Public Service Award Dinner Remarks, November 19, 2003
NAA Remarks, January 18, 2004
Yale Remarks, January 20, 2004
Healthy Lifestyles Campaign Launch, March 9, 2004
Online Sexual Exploitation Campaign Launch, May 19, 2004
Preventative Health Campaign Launch, June 15, 2004
Obesity Prevention Campaign Launch, July 6, 2004
United Negro College Fund - Young and Rubicam Event, July 14, 2004
Adoption Campaign Launch, July 15, 2004
Smokey Bear 60th Birthday Celebration, September 20, 2004
American Magazine Conference, October 26, 2004
Public Service Award Dinner Remarks, November 17, 2004
Secondhand Smoke Campaign Launch, January 11, 2005
Office of National Drug Control Policy, February 24, 2005
NAA Silver Bell Remarks, March 20, 2005
United Way Conference, April 1, 2005
National Cable Telecommunications Association, April 5, 2005