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Communications

Advertising

Advertising Council Press Clippings and Publicity File, 1942-2008

Box 1

4-H Council (1996)

4-H Council (1997)

4-H Council (1998-1999)

4-H Council (2000)

Academic Cheating (1999-2001)

Act Against Violence (2001)

Act Against Violence (2001-2004)

Adoption (2004, 2008) incl. DVDs

Adoption (2006)

Adoption (2007-2008)

Afterschool Alliance (1999-2001)

Afterschool Alliance (2000-2005)

AIDS (1986-1994, 2002-2004)

Airforce (2001)

American Cancer Society (2005)

American History (2004)

American Red Cross (1988-1995)

Americans for the Arts (2002-2006)

Americans for the Arts (2004)

America's Library: Library of Congress (2000)

America's Promise (1998)

America's Promise (1999-2000)

Anti-Discrimination (1992-1994, 1997-1999)

Anti-Drug (2001-2003)

Anti-Smoking / Tobacco (1996-2002)

Arts and Humanities (1993-1995)

Arts Education (2002, 2008)

Asthma (2007)

Autism Awareness (2006-2007)

Autism Awareness (2007)

Autism Awareness (2007-2008)

Better Business Bureau (1991)

Bicentennial of the Constitution (1991)

Big Brothers Big Sisters (2002)

Blood Donation (2004)

Blood Donation (2004-2006) incl. CDs

Blood Donation (2006-2007)

Booster Seat Education (2004)
Booster Seat Education (2004)
Booster Seat Education (2004-2005)
Booster Seat Education (2004-2006)
Booster Seat Education (2005-2006)

Box 2:

Breaking the Cycle of Disadvantage (1991-1995)
Breast and Colon Cancer (1988-1995)
Breastfeeding Awareness (2003)
Breastfeeding Awareness (2004)
Breastfeeding Awareness (2004-2005)
Breastfeeding Awareness (2004-2005)
Breastfeeding Awareness (2004-2006)
Breastfeeding Awareness (2005)
Breastfeeding Awareness (2005-2006)
Breastfeeding Awareness (2006-2007)
Buy Recycled (1994-1996, 1999)
Buzzed Driving (2005-2006)
Buzzed Driving (2006-2007)
Campaign For Freedom (2002-2003)
Campaign for Freedom (2004)
Campaign For Freedom (2004, 2007)
Cancer Awareness (2007)
C-Change (2003-2004)
C-Change (2008)
C-Change (2008)
Census (1988-93, 1996-1998, 2000)
Child Abuse Prevention (1988-2003, 2008)
Child Find (1986-1992)
Child Hunger (2000-2003, 2007)
Child Immunization (1993-1994, 1996-1998)
Child Predators (2006)
Childhood Asthma (2001-2003)
Childhood Asthma (2001, 2007)
Childhood Cancer (2003-2005) incl. CDs
Childhood Cancer (2004)
Childhood Cancer (2004)
Childhood Obesity Prevention (2006-2007)
Childhood Obesity Prevention (2007)
Childhood Obesity Prevention (2007-2008)

Box 3:

Children Now (1996-1998)
 Clean Water (1994, 1996)
 College Access (2007)
 College Access (2007-2008)
 College Access (2007-2008)
 Colon Cancer Prevention (2002)
 Colon Cancer Prevention (2002-2003)
 Colon Cancer Prevention (2002-2005)
 Commitment 2000 / Coalition for America's Children (1995-1998)
 Community Drug Prevention (2004)
 Community Schools (2000)
 Connect for Kids (1999)
 Connect for Kids/ Coalition (2003-2004)
 Country Music Association 1 of 2 (1999)
 Country Music Association 2 of 2 (1999)
 Covenant House (1989-1991)
 Credit Scores Education (2008)
 Crime Prevention (1986, 1988)
 Crime Prevention (1990)
 Crime Prevention 10th Anniversary 1 of 2 (1990)
 Crime Prevention 10th Anniversary 2 of 2 (1990)
 Crime Prevention (1991)
 Crime Prevention (1992)
 Crime Prevention (1994)
 Crime Prevention (1995-1999, 2004, 2007, 2008)

Box 4:

Crime Prevention (2000-2006)
 Crime Prevention (2007)
 Crime Prevention- Cyberbullying (2007-2008)
 Diabetes Management (2007)
 Diabetes Management (2008)
 Disease Prevention (2004)
 Do Good: Mentor a Child (1999)
 Domestic Violence (1994)
 Domestic Violence (1995-1999)
 Domestic Violence (2004, 2007-2008)
 Domestic Violence (2006)
 Drug Abuse Prevention (1983-1991)
 Drug Abuse Prevention (2001-2002)
 Drug Abuse / AIDS Prevention (1990-1992)
 Drug Abuse / AIDS Prevention (1993-1999)

Drunk Driving (1984-1985, 1988-1990)
Drunk Driving (1993-1996)
Drunk Driving (1997)
Drunk Driving Special Outreach (1998)
Drunk Driving (1998-2001, 2002, 2004)
Drunk Driving (2003-2005)
Drunk Driving (2003-2006)
Drunk Driving (2005-2006) incl. CD
Drunk Driving (2007)
Early Child Development (2007)
Earth Share (1988, 1991-1998, 2000-2001)
Earth Share (2000, 2001, 2005)
Earth Share Phase 2 (2000-2001)
Eat Lean (1990)
Education (2001)
Education Reform / Education Excellence Partnership (1990-1997)
Emergency Preparedness (2003)
Emergency Preparedness (2003-2004)
Emergency Preparedness (2007-2008)

Box 5:

Emergency Preparedness- General (2003-2004)
Emergency Preparedness- General (2003-2005)
Emergency Preparedness- General (2003, 2007)
Emergency Preparedness - General (2004-2005)
Emergency Preparedness- Kids, (2006)
Employer Support of the Guard and Reserve (1987-1997)
Employer Support of the Guard and Reserve (2001-2003)
Energy Efficiency (2002-2005)
Energy Efficiency (2004)
Environmental Defense (1999, 2001)
Export Awareness (1987)
Fair Housing (2001, 2006)
Fair Housing (2003-2006)
Family Literacy (2002-2004)
Fatherhood Initiative (1994-1999)
Fatherhood Initiative (2000-2007)
Fatherhood Involvement (2008)
Fatherhood Involvement (2008) incl. CD
Financial Literacy (2006-2007)
Financial Literacy (2007) incl. CD
Financial Literacy (2007-2008)

Fire Safety (1995-1998, 2001-2002)
 Firewise (2003-2005)
 Food Stamps (1985-1986)
 Foreclosure Prevention (2006-2007)
 Foreclosure Prevention (2007-2008)
 Foreclosure Prevention (2008) incl. DVD
 Forest Fire Prevention (1988-1990)
 Forest Fire Prevention (1991-1992)
 Forest Fire Prevention (1994-1995)
 Forest Fire Prevention (1996-2001, 2004, 2007)
 Forest Fire Prevention (2001-2005)
 Forest Fire Prevention (2004)

Box 6:

Forest Fire Prevention (2000-2004)
 Forest Fire Prevention (2004-2006)
 Free Press (1987-1989)
 Gay and Lesbian Teen Bullying (2007)
 Gender Equity in Education (1994-1998)
 Generous Nation (2006-2007)
 Generous Nation (2007)
 Girl Scouts (2002-2003)
 Girl Scouts (2003-2006)
 Give a Kid a Hand (1998)
 Give Five (1988-1995)
 Give Kids the World (1998)
 Give Kids the World (2003-2004)
 Global Warming (2006-2007)
 Global Warming (2006-2008)
 Great Start (2006)
 Gun Violence Prevention (1999)
 Head Start (1993-1996)
 Healthy Lifestyles and Disease Prevention (2004) (1 of 2)
 Healthy Lifestyles and Disease Prevention (2004) (2 of 2)
 Healthy Lifestyles and Disease Prevention (2004)
 Healthy Lifestyles and Disease Prevention (Small Steps) (2004-2006)
 Healthy Start (1992-1997, 2001)
 High School Dropout Prevention / Operation Graduation (2002, 2007)
 High School Dropout Prevention / Operation Graduation (2002-2004)
 High School Dropout Prevention / Operation Graduation (2004-2006)
 High School Dropout Prevention / Operation Graduation (2004, 2007-2008) incl. CD
 Homeland Security (2003)

Homelessness (2000-2001)
Housing Discrimination (2004)
Housing Discrimination (2005)
Hurricane Mental Health Awareness (2005-2006)
Hurricane Mental Health Awareness (2007)
I am An American (2001)
I Am Your Child (1997-1998, 2001)
Income Tax / IRS (1987-1992)
Individual Giving (1995-1997)
Infant Immunizations (1995, 1998)
Infertility (2001)
Inspiring Invention (2007)
Inspiring Invention (2008)
International Executive Service Corps (1983)
Internet Safety (2000)
Junior Achievement (1993-1994)

Box 7:

Karma (2007)
Kids These Days 1 of 3 (1997)
Kids These Days 2 of 3 (1997)
Kids These Days 3 of 3 (1997)
Kids These Days (1998-1999)
Kids These Days (2000)
Learning Disabilities (1997-1999)
Lewis and Clark Bicentennial (2003, 2005)
Library of Congress (2000-2006)
Library of Congress (2003)
Lifelong Literacy (2007)
Literacy (1984-1989, 1995)
Live United (2008)
Lupus Awareness (2007)
Martin Luther King, Jr. National Memorial Project Foundation (2003-2005)
Math and Science for Girls (2004)
Media Management (2006-2007)
Media Management (2007)
Men's Preventive Health (2008)
Men's Preventive Health (2008)
Mental Health Aid for Hurricane Survivors (2005, 2007) incl. CD
Mental Health Anti Stigma (2006-2007)
Mental Illness (1988, 1990, 1996, 1998)
Mental Illness 1 of 3 (1999)

Mental Illness 2 of 3 (1999)
Mental Illness 3 of 3 (1999)
Mental Illness (2000)
Mentoring (1999)
Mentoring (2002)
Myanmar Relief (2008)
National PTA (2004-2006) incl. CD.
National PTA (2006)
National PTA (2006-2007)
National PTA (2007)
National Trust for Historic Preservation (2002-2003)
National Underground Freedom Center (2002-2004)
New York City Teacher Recruitment (2004, 2008)
Nutrition Education (2007)
Nutrition Education (2008)
Nurse Recruitment (1988-1992)
Obesity Prevention (2004)
Obesity Prevention (2007-2008)

Box 8:

Ocean's Awareness (2006-2007)
Ocean's Awareness (2007)
Ocean's Awareness (2007-2008)
Online Sexual Exploitation (2004)
Online Sexual Exploitation (2004-2007)
Online Sexual Exploitation (2006-2007)
Organ and Tissue Donation (1992-1998, 2000-2001)
Parental Involvement (2001, 2007)
Parents as First Teachers (1998)
Partners for Public Education / Parental Involvement (2001)
Partners for Public Education (2001)
Partners for Public Education (2001-2002)
Patient Involvement (2007)
Patient Involvement (2007)
Patient Involvement (2007)
Peace Corps (1988, 2002)
Pediatric AIDS (1995-1997)
Points of Light (1989-1993)
Poverty USA (2001)
Predatory Lending (2006)
President's Summit (2002)
Preventive Health (2004)

Primary Immunodeficiency (2003)
Project Safe Neighborhoods (2003, 2007)
PTA (2003-2004)
Radon (1989-1994)
Recruiting New Teachers (1988-1999)
Recycling (1996-2001)
Reducing Gun Violence (2003-2004)
Reducing Gun Violence (2007-2008)
Religion in American Life (1990-1992, 1995)
Safe Gun Storage (2000)
Safe Gun Storage (2000-2004)
Seat Belt Education (1988-1998)
Seat Belt Education (1999-2001)
Seat Belt Education (2001)
Seat Belt Education (2007)
Second Harvest (1994-1995, 1997, 2001)
Secondhand Smoke (2003, 2005-2007)
Secondhand Smoke (2006-2007)
September 11 (2001)
September 11 (2001-2002)
Social Security (1987-1990)
Space Benefits (1987-1988)
Statue of Liberty (1983-1985)
Stay in School (1988-1991)

Box 9:

Stroke Awareness (2003-2006) incl. CD
Stroke Awareness (2004)
Take Pride in America (1988-1991)
Talking With Kids (1999)
Teacher Recruitment (2004-2005)
Teen Action (2003-2004)
Teen Pregnancy (2000)
Teen Smoking (1997)
Terrorism Preparedness (2004)
Troop Support (2006-2007)
Tsunami (2005)
TV Violence (1993)
Underage Drinking (1987-1987, 1990-1995)
Underage Drinking (2005-2006)
Underage Drinking (2008)
United Nations (1995)

United Nation AIDS (2002-2004)
United Negro College Fund (1986-1990, 1996-1998, 2004, 2007-2008)
United Negro College Fund (2001-2007)
United Negro College Fund (2007)
United Way (1988-1995)
Urban League (1986, 1996-1998)
Urban League (1998, 2002)
US Savings Bonds (1991)
USA Freedom Corps (2002)
USA Freedom Corps (2002-2004)
USDA Forest Service (2004)
V-chip (2004)
V-chip (2004)
Value of Math and Science (1992, 1995-1998)
Veteran Support (2007-2008)
Veteran Support (2008) incl. CDs
Violence Prevention (2001)
Vote (2004)
Vote (2006)
Vote (2006)
Voting Campaigns (1993, 1999, 2004, 2007)
Welfare to Work (1997-1998)
WIC/ Women Infants Children (2003-2004)
Wildfire Prevention (2001-2008)
Wildfire Prevention (2005, 2008)
Wireless AMBER Alerts (2006)
Wireless AMBER Alerts (2007)
Wireless AMBER Alerts (2007-2008)
World War II Memorial (1999-2001)
World War II Memorial Fund (2000)
Youth Civic Engagement (2004)
Youth Civic Engagement (2007)
Youth Fitness (1995-1999)
Youth Reckless Driving (2007)
Youth Reckless Driving (2007)
Youth Reckless Driving (2007-2008)
Youth Violence Prevention (1999, 2001)

Box 10:

General: *Advertising Age* (1942-1949)
General: *Advertising Age* (1950-1977)
General (1984-1989)

General (1990)
General (1991)
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Box 11

General (2002)
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General (2003-2004)
General (2004)
General (2004, 2006-2008)
General (2005)
General (2006)
General- Awards (2003-2004)
Adult's View of Children (2004)
Americans Tune into Ways to Help Others (2005)
Annual Dinner (2001)
FCC and White House Identifications (2002)
Federal Government PSA Spending (2006)
"Leo Burnett Pursues Nonprofit Work" (2005)
Peggy Conlon Interest (2000)
PSAs Finding New Timeslots (2005)
Public Service Award Dinner (1990-2001)
Seminar Series (2003) incl. CDs.
"U.K. Spends Millions" (2006)

Box 12

Volunteer Luncheon / Silver Bell / Crain Award (1988-2001)
Website / Internet Advertising (1995-2001)
Your Choice (2004)
General - Summary (August 1985-March 1990)
General - Summary (April 1991-December 1992)
General - Summary (June 1991-May 1992)
General - Summary (September 1993-February 1994)
General - Summary (February 1994-November 1994)
General - Summary (November 1994-November 1995)
General - Summary (Fall 1995-Summer 1996)
General - Summary (July 1996-June 1997)
General - Summary (July 1997-December 1997)
General - Summary (July 1997-June 1998)
General - Summary (January 1998-June 1998)
General - Summary (July 1998-May 1999)
General - Summary (January 1999-June 1999)
General - Summary (2000)
General - Summary (2001)
People - General (1987-1989)
People - General (1990-1991)
People - General (1992)
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People - General (1995)
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People - General (1997)
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People - General (1999)
People - General (2000)
People - General (2000-2001)
People - General (2001)
People - General (2002-2004)
People - Ted Replier, President (1991-1992)
People - Bob Keim, President (1988, 1991, 1996-1999)
People - Peggy Conlon, President (1999-2001, 2003)
People - Ruth Wooden, President (1987-2001)
People - Bill Bradley (1996-1999)

Box 13

Burrells-Luce PSA Clippings
Campaign for Freedom, Winter 2005
Colon Cancer Prevention

Spring 2004
Summer 2004
Summer, Fall 2004
Winter 2005
Father Involvement, Winter 2005
First Amendment Freedoms
Summer 2004
Summer, Fall 2004
Give Kids the World, Winter 2004
Online Sexual Exploitation
Spring 2004
Summer 2004
Summer, Fall 2004
Winter 2005
PTA, Winter 2004
Supporting Minority Education, Winter 2005
United Negro College Fund
Spring 2004
Summer 2004
Summer, Fall 2004
Volunteerism, Summer 2004