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Communication

Advertising

Literature about the Ad Council, 1946-

Box 1:

"Radio and the Advertising Council," National Association of Broadcasters report, Sept. 1946

Chicago Sunday Tribune Graphic Magazine, "The Power of Advertising," March 1, 1953

Advertising Age, "Smokey and Friend," July 15, 1963

Articles (newsclippings) on Ad Council controversies (POW ads, "Should the Ad Council Disband?", counter-attack ads on American economic system), 1971-76

Advertising Age, "The Advertising Council: An American phenomenon," November 21, 1973

Chicago Tribune, "Only the Public Profits: Selling a Good Cause," March 18, 1976

Bulletin of Religion in American Life, "From Sea to Shining Sea," October 1976

Bulletin of Religion in American Life, "28th Anniversary Dinner Will Launch RIAL's New Media Campaign," March 1977

Advertising Age, "Ad Council Push Comes Up Short," April 2, 1984

Advertising Age, "Ad Bond is Broken", April 23, 1984

Advertising Age, "Council Making the Right Moves," July 23, 1984

"Remember, Only You....": 1944 to 1984, Forty Years of Preventing Forest Fires, Smokey's 40th Birthday," U.S. Department of Agriculture Forest Service Booklet, August 1984

"Broadsides & Posters from the National Archives," 1986

Span: The Newsletter for the Office of Professional Practice, ISU, "Ad Council Campaign Begins," Spring 1986

Friendscript: The U of I Library Friends at Urbana-Champaign, "The Ad Council Collection Comes to University Archives," Summer 1986

Christian Science Monitor, "Warning labels proposed in war on alcoholism"; "Liquor foes unite," May 5-6, 1988

Advertising Age, "Ad Council Chief to Lure Media", June 20, 1988

Illini Week, "Image of sacrifice in WWII saved ad industry," June 8, 1989

Foundation News, "Ad-ing it Up," January/February 1990

The Chronicle of Philanthropy, "Donations of Air Time and Space for PSAs Totalled \$1.04 Billion in 1989, Council Reports," July 24, 1990

Chicago Tribune, "Make That Smokey the Bear," August 1990

Fund Raising Management, "Advertising to Our Heart's Discontents," August 1990

The New York Times, "Crisis Spurs Campaign to Save Oil," September 1990

"A Retrospective of Ad Council Campaigns: A Half-Century of Public Service," published by the Museum of Television and Radio, 1991

San Antonio Light, "Nursing Ads Prescribed for Hispanics," February 20, 1991

Journal of American History, "The Politics of Sacrifice on the American Home Front in World War II," March 1991

Advertising Age, ad soliciting material for Ad Council 50th anniversary issue,

October/November 1991
Media History Digest, "OWI: Winning Wars With Words," Fall/Winter 1991
Coalition on Donation press release, [1992]
Corporate Philanthropy Report: "Spotlight: The Ad Industry's Non-Profit-Related Activities,"
December/January 1992
The New York Times, "A Chance to Change the World," 1992
"What Do You Get When The Media Plays Mother?--Advertising in the Public Interest: 50
Years of Sound Advice," American Advertising Museum (Portland, OR) exhibit on
the Ad Council and the Portland Perspective, April 1-26, 1992
Media History Digest, "Ad Council Marks 50 Years of Crusades," Spring/Summer 1992
"Selling American Ideas: The Advertising Council's First 50 Years, 1942-1992," National
Museum of American History (Smithsonian) exhibit, Summer 1992
The Non-Profit Times, "PSAs effective in getting out the message," September 1992
"Selling American Ideas: The Advertising Council, the First Fifty Years," Museum of
Broadcast Communications exhibit, Sept.-Dec. 1992
The Advertiser, "Fifty Years of Service"/"Looking Ahead," Fall 1992
Emeritus, "Ruth Wooden: President Pro Bono," Fall/Winter 1992
The New York Times, "Drafting the 'New Media' into Public Service Campaigns,"
November 17, 1992
Good Morning America segment, interview with Lisbeth Schorr, "Breaking the Cycle of
Disadvantage," December 15, 1992
Adweek, "Good Deeds in Bad Times," December 21, 1992
The New York Times, "On three consecutive days....," January 26-28, 1993
The Advertiser, "It's Better to Give Than to Receive," Summer 1993
Corporate Philanthropy Report, "Free Media is Less Free," August/September 1993
"Smokey Bear: The First 50 Years," US Dept. of Agriculture Forest Service booklet, Oct.
1993
Advertising Age, "Big Win for Ad Council", October 4, 1993
Advertising Age, "Earth Share Finds Prodigy a Good Environment," October 18, 1993
Weekly Reader, "Scruff Teaches Kids About Crime," October 22, 1993.
Crain's New York Business, "Preventing mishaps cuts workers' comp," December 6, 1993
Chronicle of Philanthropy, "Earth Share's Advertising Campaign Creates a Good
Environment for Making Donations," Dec. 14, 1993
"Newspapers and PSAs: An Effective Partnership," published by Newspaper Association of
America, c. 1993
Smithsonian Magazine, "Where there's Smokey, there's never fire," January 1994
EGRam (Employer Support of the Guard and Reserve) "Ad Council Receives Special
Recognition", February 1994
TV Guide, "Clinton on TV's Clout," March 26, 1994
Advertising Age, "Born in War, Ad Council Still Thrives," July 13, 1995
Parade, "When Forest Fires Help," September 22, 1996
Parade, "Help America's Children" (Bill Bradley campaign), August 3, 1997
<http://cnn.com/US/9805/13/briefs.pm/subaru.smokey.ap/index.html> , "Smokey Bear runs into
trouble over promotion" (CNN Internet news release), May 13, 1998
New York Times obituary, "Iron Eyes Cody, 94, an Actor and Tearful Anti-Littering Icon,"

January 5, 1999 (starred in 1971 "Keep America Beautiful" anti-pollution commercial)

New York Times obituary, "Harry L. Rossol, Who Drew Smokey Bear, is Dead at 89," March 3, 1999

Illinois Great Rivers Conference Current, "Decatur St. Paul's Discovers New Mission Possibilities" (includes mention of McGruff and Crime Prevention), July 3, 1999

Advertising Age, "Conlon's Task" (Peggy Conlon, new Council president), July 5, 1999

Chronicle of Higher Education, "An Anthropologist Finds Indians Lived in Less-Than-Perfect Harmony With Nature" (Iron Eyes Cody), September 10, 1999

"Newsworthy Trends: Volunteers Wanted," no magazine or date listed

Effie Awards Journal, (mentions Operation Graduation/High School Dropout Prevention), 2007

Insight Anglias Textbook includes CD (Ad Council mentioned), copyright 2007

The Marketing Plan Handbook, Third Edition (Ad Council mentioned), copyright 2008

New York Archives, "Alert America" (mentions Civil Defense), Summer 2009