

13/2/306

Communications

Advertising

Washington Conference File, 1944-2002, 2007

Box 1:

Washington Conference Programs, 1949-66, 1967- 83

Presidents' Invitations & Letters about Washington Conferences, 1944, 1949, 1952-53, 1955-56,

1958-59, 1961-65, 1967-71, 1973-83

Presidential Quotations Fact Sheet, ca. 1978

Quotes about Ad Council from Jimmy Carter, Gerald R. Ford, Richard M. Nixon, Lyndon B. Johnson, John F. Kennedy, Dwight D. Eisenhower, Harry S. Truman, Franklin D. Roosevelt, Herbert Hoover

Presidential Quotation Request to Bill Clinton, 2002

Remarks & Quotes, 1968-70, 1976

Correspondents and speakers include Richard M. Nixon, Gerald Ford, Elliot L. Richardson, Stewart L. Udall

Washington Conference (19 folders), 1944 - 67

1944 (Correspondence related to War Advertising Council; correspondents include Elmer Davis, T. S. Replier, General Henry H. Arnold Chester Bowles, Donald M. Nelson)

1947 (Includes lists of conference attendees, address titled "Democracy's Newest Weapon," by Charles G. Mortimer, Ad Council Chairman)

1949 (Correspondence and invitation list)

1950 ( Reports on the White House Conference including a confidential report by Leo Burnett titled "Talks in the Treaty Room," concerning remarks and answers from various cabinet members at the meeting about subjects including Russia, China, European economy, atomic energy, American business, American agriculture, the budget. Correspondence related to planning the meeting, invitation list and projected expenditures)

1951 (Reports on the 7<sup>th</sup> White House Conference including an off-the-record detailed report by Leo Burnett titled "Briefing on America," concerning responses of the nation's leading policy makers about subjects including Universal Military Training, military expenditure, Germany, NATO, Korea, the "real intentions" of Russia, the Middle East, the State Department, American freedom; correspondence concerning invitation lists, expenses)

1953 (Confidential report on the 9<sup>th</sup> White House Conference, titled "Cherry Blossom Time in Washington" concerning subjects including Dwight Eisenhower, tax reforms, decentralization of Civil Services, public responsibility, "the death of Stalin" and "the nature of the peril," Department of Agriculture, psychological warfare; correspondence concerning invitation lists, expenses)

1954 (List of conference attendees, expenses, schedules, detailed instructions to staff)

1955 (Correspondence concerning hotel, attendance; invitation, seating and attendee lists)

1956 (List of attendees)

1957 (Correspondence, expenses, list of attendees, speakers, honor guests, ambassadors)

1958 (List of attendees, receipts, dinner and luncheon menu, seating arrangements)

1959 (Dinner remarks by John Sterling, report on 15<sup>th</sup> Washington Conference, final

- expenditure list)
- 1961 (Press releases, correspondence, transcript of remarks by Vice President Lyndon B. Johnson on subjects including his visit to India and Vietnam, systems of government, economic aid, Pakistan, China, Thailand)
- 1962 (Correspondence relating to attendees, schedule; remarks by Howland H. Sargeant, President, American Committee for Liberation, titled "Reports from the U.S.S.R." on subjects including Radio Liberty, Radio Free Europe, fear of war in U.S.S.R., Soviet life)
- 1963 (Correspondence, letters of invitation, list of expenses, remarks by President John F. Kennedy on subjects including the American economy and fiscal responsibility; remarks by Vice President Lyndon B. Johnson on subjects including the "Challenge to Americans," communist aggression, Cuba and national experience, the Constitution, partisanship)
- 1964 (Correspondence with attendees, speeches, briefs, including descriptions of the nature and history of the Conference and a statement by the Advertising Council relating to concerns about the Washington Conference being off-the-record; a compilation of transcriptions of sessions, titled "The Economic Session of the 20<sup>th</sup> Washington Conference"; remarks of President Lyndon B. Johnson on subjects including the American economy, unemployment, democracy, equal rights program, War on Poverty)
- 1965 (Remarks of Vice President Hubert H. Humphrey on subjects including Cape Kennedy, Comsat, consensus, democracy; correspondence between T. S. Repplier and Bill Moyers)
- 1966 (Annual report on Conference; news cutting from "Advertising Age," May 23, 1966)
- 1967 (Conference program booklet, correspondence with Charles M. Maguire about conference dates; speeches by Professor Marshall McLuhan, President Lyndon B. Johnson on subjects including Ad Council campaigns, the economy, surcharge on taxes; and Vice President Hubert H. Humphrey on subjects including youth activity, joblessness, companies and jobs)

Box 2:

Washington Conference, 1968-2002

- 1968 (Correspondence; correspondents include Vice President Hubert H. Humphrey Robert M. Keim, Charles M. Maguire, Stewart L. Udall)
- 1969 (Correspondence, invitation lists, program; correspondents include Allan M. Wilson, George W. Hayden, Gen. Alfred M. Gruenther)
- 1970 (Correspondence and remarks; correspondents include Henry Schachte, President Nixon; remarks by Schachte on subjects including the importance of the Advertising Council, Bryce Nathaniel Hawthorne, Counselor to the President for Congressional Relations)
- 1971 (Correspondence, background document on Ad Council)
- 1972 (Conference schedule, correspondence)
- 1973 (Tentative schedule for conference, resolution of appreciation to William F. Rhatican, staff assistant to President Nixon)
- 1974 (Correspondence, invitation lists, program summary, memos, schedules, attendance survey; correspondents include Henry A. Kissinger, Robert P. Keim, Collingwood J. Harris)

- 1975 (Speeches, memos, schedules, programs, invitation lists, list of panel members, suggested menu, expenses, maps, invitations, questionnaires, correspondence, speeches; remarks by President Ford on subjects including Ad Council campaigns, affirmative effort; speech by Robert P. Keim on successful campaigns and plans for the year. Correspondents include Lewis W. Shollenberger, Robert P. Keim)
- 1976 (Speech by President Gerald Ford on subjects including U.S. Savings Bonds, influenza, inoculations)
- 1977 ( Photograph of President Jimmy Carter with Robert Keim and John Kelley; speech by President Carter on subjects including energy shortage, fuel estimates, nuclear nonproliferation, coal, Department of Energy, comprehensive welfare proposal, human rights)
- 1979 (Speeches by President Jimmy Carter and G. William Miller, Chairman, Board of Governors of the Federal Reserve System. Subjects addressed by President Carter include SALT, inflation, national energy policy; subjects in Miller's speech include inflation, economic strategy, international accounts, policy issues relating to income, energy, and "1-5-10" liberalized depreciation)
- 1982 (Congressional Record of speech about Advertising Council, Advertising Council brochure "40 Years fo Communicating in the Public Interest," correspondence from President Reagan, schedule of events, special VIP tour, brochure of the U.S. Department of State's Fine Art Committee 1981-82, report of the Finance Committee Meeting of the Advertising Council)
- 1984 (List of attendees)
- 1986 (Public Service News release about Silver Bell presentation to Lindy Boggs and C. Everett Koop, draft citations to Dr. C. Everett Koop, draft introductions to John Whitehead, Frank Carlucci, Howard Baker, Melvin R. Laird, Robert S. Strauss)
- 1986-1987 (Public Service News)
- 1988 (Picture brochure of conference, pamphlets publicizing the AIDS prevention campaign and Prevent Child Abuse campaign)
- 1988-1989 (Dinner script, speeches, programs)
- 1989 (White House correspondence)
- 1990 (Speeches, schedules, staff assignments, instructions from State Department, contact sheet of useful numbers, dinner list; remarks by President George Bush, Ruth Wooden, Pete V. Domenici; introductions to Lawrence Eagleburger, Robert Mosbacher, Michael Boskin, Samuel K. Skinner, Jack Kemp and Pete Domenici; tribute to Mickey Leland)
- 1990 (Speeches including President Bush, press releases)
- 1992 (Scripts, speeches including Secretary Louis W. Sullivan, .M.D.)

Box 3:

Washington Conference

- 1995 (Invitation, analysis)
- 1999 (Agendas, correspondance, "Commitment to Children" Award, invitation, minutes from planning committee meeting, pamphlets, list of attendees, address and phone numbers, table seating arrangements, "Kids These Days '99" report)
- 2002 (Correspondance, agenda, list of attendees)
- 2002 (Library of Congress, program, financial information, acceptances, declines, invitation letters) (2 folders)

Box 4:

Washington Conference

2007 (Agenda, DVD of Keynote Speaker Andrea Mitchell, 4 Betacam and DVCPRO tapes of second-day event, featuring Senator Hillary Rodham Clinton, Judy Hu and Phil Kent, Celinda Lake, and David Winston and John King)

Box 5:

Washington Conference

2007 (Correspondence and Scheduling requests, Letters of Support, Thank You Letters, Edward Ney Correspondance, Letters to the President, Washington Conference background including presidential testimonials, campaign summaries, conference brochure)