Box 1:

Boston Conference Publicity, 1941

Preconference
Correspondence
Local Committee
Scheduling
Requests for speeches and photographs

Preconference Radio Plans
Tentative Schedules
Local Committee
Correspondence
Colombia Broadcasting System
Schedules
Correspondence

Conference Week
Schedules and Duties
Press releases (arranged by day)

Post Conference
Press Releases

ALA National and Regional Institutes, Milwaukee Conference and Free Distributions, Part I
January 1942-August 1945

Midwinter Institute Publicity
Annual Conference Publicity - Milwaukee
Correspondence and Schedules - Local Committee
Requests for speeches and photographs
Radio - Program correspondence
Preconference press releases
Newspaper and Magazines - correspondence
Schedules and Duties
Public Relations Committee - conference programs
Division Representatives Correspondence - Program publicity
Post conference press releases

Free Distribution
Emergency Booklists - memoranda on distribution
ALA Bulletin - Free List and reprints

Articles and Releases, Part II January 1942 - August 1943

Magazine and Newspaper Publicity
Bulletin Articles
Radio Publicity

Miscellaneous, Part III January 1942 - August 1943

Organization and Government Agencies - Correspondence
British Book Week - Correspondence
Monthly Reports
Proposals and Planning
Public Relations Committee
Radio - Library Relations, Subcommittee on
Library Documentary Film, Subcommittee on
Displays-of-the-month, Subcommittee on
Carnovsky Project, Subcommittee on
Library Publicity Honor Role
Miscellaneous Correspondence and memos
Le. S. request, information on ALA, reports from Olga Peterson
Newspaper, Magazine Radio and Film Publicity, Part I September 1943 - August 1944
Press Releases and correspondence
Miscellaneous, Part 2 September 1943 - August 1944
  Monthly Reports
  Public Relations Committee
  Miscellaneous Correspondence (Olga Peterson)
  Advisory Correspondence
  Book Weeks - Correspondence and press releases
  Public Opinion Poll - correspondence
  Library War Guide - correspondence
  Distribution of Printed Material
Miscellaneous, Part 2 September 1944 - August 1945
  Monthly Reports
  Book Weeks
  Public Opinion Poll
  Distribution of Printed Material
  Public Relations Committee
  Advisory Correspondence
National Relations Office (NRO), 1945-46
  Preliminary Organization of NRO
    -includes memoranda, minutes of meetings and reports concerning establishment of NRO
    Program reports
    Coordinators
    Publicity contacts
    Trustees
    Committee organization
    Library Press
    Planning
    Magazines
    Newspapers
    Radio
    Demonstration Bill for Public Library Services
    Circulars
Miscellaneous, 1945-46
  Committee
  Advisory Correspondence
  Public Opinion Poll
  June Conference
  Miscellaneous Correspondence (Olga Peterson)
Miscellaneous, September 1945 - August 1946
  Monthly reports
  Field Trips
  Newspaper Publicity
  Radio
  Library films
  Publications
Box 2:

Circular Letters, 1947-48 (3 volumes) 1947

Volume 1
Press release
Cooperation with other groups
Field trips

Volume 2
Information and Advisory Correspondence
Library Public Relations Service
Midwinter Conference
Library films
Newspaper publicity
Miscellaneous (Olga Peterson)
Monthly Reports

Volume 3
Public Relations Committee
Publications
Radio

Box 3:


Volume 1
Annual Conference
Great Issues
Information and Advisory Correspondence
Internal Public Relations
Liaison
Library Press

Volume 2
Midwinter Conference
Miscellaneous (Mary C. Toumey)
Press releases
Public Relations Committee
Publications

Volume 3
Radio
Special Membership

Box 4:

1974 National Library Week - Correspondence, Reports, 1973-74
National Library Week - Information Power, 1977-78
Publicity Ideas, Sample Editorials, Correspondence, 1977
"Info to Go" Publicity Kit, 1978-79
Publicity Kit, 1979
ALA-generated Editorials, 1986
Media Report, Press Releases, News Clippings, Fact Sheet, 1987
Development, 1987-89
Committee, 1987-88
Radio and TV, 1987-88
Mailings, 1988-90
National Library Week - Correspondence, 1988-89
Correspondence, 1988-90
Groiler Applications, 1988
Press Memo, Releases, Editorials, 1988
News Clips, 1988
Public Library Association - National Conference Media Kit, Press Releases, Articles, 1988
Recruitment, 1988
Video - National Library Week and Recruitment, 1988
Librarians in the Media contest, 1989
Media Plan, 1989
National Library Week - Financial
National Media, 1989
Stickers, 1989
Newsclippings, 1989
Special Committee on the Election Process, 1989-90
National Library Week, 1990
Groiler National Library Week Grant, 1990
Sold Projects - Jane Jordan Brown, 1990
1993 Groiler Grant Applications, 1992
"Partnership Exchange" Newsletter, 1984-90

Box 5:
News Releases, editorials, banned book lists, posters
"Publications"
1975
1977
Library Information Newspaper Article and Editorial, 1986
“Say Yes and Know” Campaign, 1992

Campaign-Special Projects File
Rally for America’s Libraries, 1991
Library Materials (Greenville County, South Carolina)
Correspondence
Invitations
Itinerary and Schedules
Logo
Media Strategy
Press Kit
Bus Packet
Rally Tips
Atlanta to D.C. (The route that the rally participants took by bus)
“Heroes” (A list of politicians identified as supporters of public libraries)

Box 6:
Chicago as A Library Center, n.d.
A National Library Symbol for the U.S., n.d.
Brochures and Articles about ALA, n.d.
Code of Ethics for Librarians (Adopted by the Council of the American Library Association
December 1938), 1939
Children's Book Week and Children's Book Council, 1946-1971
Library Day Proclamation - States and Senate Documents, 1951, 1954
Clearing House Proposal - Addressed to ALA Public Relations Committee by New York Area
Subcommittee, 1954
1961 National Newspaper Week - Promotion Kit, 1961
Reading Interest Poll, 1961, 1962
American Library Association 100th Anniversary Calendar, 1976
Bicentennial Era - The American Farmer & The American Homemaker, 1976
The White House Conference on Library and Information Services - Information Packet, 1979
Library and Literacy: Closing the Education Gap, 1981
ABC First Day of Issue - America's Libraries Commemorative Stamp, 1982
The Answer Place, 1982
The Calendar: A Listing of Library Association Conferences, 1984-1990
The Annenberg/CPB Project: Educational Excellence through Telecommunications - Brochure, 1985
Dowlin, Ken - ALA Presidential Campaign Poster, 1987
Newsletter and Brochures, 1990, 1991
ALA Division Journals Marketing, ca. 1990
Publications, 1990-91
Report - Platte County Public Library, Wheatland, WY, 1988

Box 7:

@Your Library Administrative Files
   @ Your Library Sponsorships/Partnerships Kniffel correspondence, 2009
   ALA Awareness Program, 2009
   Article: “Bypassing Members to Spread the Work” by Leonard Kniffel, 2009
   Carnegie Corporation
   Proposal, 2007
   Records
      2006, 2007
      Final Reports, 2008-2010
   Memos, 2007
   Finances, 2007-2011
   Focus Groups, 2006-2007
   Imagination, 2006-2009
   “Miscellaneous Memos,” 2007
   Grant Materials, 2006, 2010
   Crayola, 1998
   Imagination
      Business Plans, February, April 2007
      Concept for Consumer Outreach Program, 2008
      Custom Publishing Proposals, October, September, November 2006
      Public Outreach Initiative, 2006
      Report, 2009
   Hendrix, Jennifer C. “Checking Out the Future,” 2010
Hopkins Baumann, Proposal for Prototype Design of New Magazine, 2006
Leonard Kniffel
Correspondence [7 folders]
2009-2008
2008-2007
June-September 2009
July-March 2009
February 2008-October 2009
April-December 2009
January 2010-January 2011
Public Education Campaign, BSMG Worldwide Proposal
1999
2000
Read.com/Weekly Reader.com, 2006
Research on Custom Publishing, Magazine Group, 2006
Statement of Work Phases 1-3, 2006
Trademark Search Report, 2006

Box 8:

@ Your Library, Join the Major Leagues, and Drive to Read Campaign Subject Files
@ Your Library
3M Libraries Systems Support of @ Your Library, 2000
Campaign Launch, 2000, 2001
Campaign Launch Briefing Book, 2001
Advocacy Training Evaluation Forms, 2001
It’s All @ Your Library Annual Report and Power Point Presentation, 2001
Participation @ Your Library Report, 2001
Calendar, 2001
Correspondence, 2001
Read Across America @ Your Library, posters in English and Spanish, c. 2001
The Red Notebook: Deaf Awareness Begins @ Your Library, 2001
Report to the ALA Executive Board, October 2007
Poster Print-offs, c. 2001
Put it in Writing @ Your Library, Woman’s Day, 2002
Navigating the Future @ Your Library, 29th Annual Conf. PSLA, 2002
Exciting Things Happen @ Your Library, c. 2002
Report, January 2003
Toolkit for School Media Programs, 2003
Update, ALA Annual Conference, 2009
What’s New @ Your Library Newsletters, 2003-2010
Investor Education @ Your Library, 2005
Step Up to the Plate @ Your Library, 2005
Marketing is Everyone’s Job @ Your Library, 2006
Report to Executive Board, 2007
Extending the Reach of the @ Your Library Campaign, 2008
Update, ALA Annual Conference, 2009
Public Awareness @ Your Library, c. 2009
Become a Librarian Brochures, c. 2002
Drive to Read
Program Recap, 2001
Drive to Read, 2002
Librarians in the Driver’s Seat Entries, 2003
Joint the Major Leagues
Launch, 2002
Press Kit, 2002
Play Book Q & A, 2002
Childrens’ Thank You Letters, 2002
1st Prize Adults, 2002
Entries, 2002
  (CA) Wanda Kirk Branch Library
  (IL) Lake Villa Public Library
  (MD) Enoch Pratt Free Library
  (MA) Cullen Memorial Library, Higgins Middle School
  (MI) Capitol Area District Library
  (MN) Shingle Creek Urban Environmental Center
  (NJ) Fairview Free Public Library
  (TX) Palo Alto College
Librarians and the All-Star Game, 2002
Press Kit, 2003
Entries, 2003
  Entry List
  Winners
  (DE) Hochessin Public Library
  (OH) Public Library of Cincinnati and Hamilton County
  (WA) Vancouver Community Library
National Bookmobile Day Progress Report, 2009
National Library Week
  Participant Correspondence, 2001
  Follow-Up Correspondence, 2001
  Press Kit, 2001
  Grant Applications, 2001
    Applications
      Richard Bland College Library Application
Grant Applications, 2005 [2 folders]
Grant Applications, 2009 [2 folders]
Smartest Card, 2005

Box 9:

@ Your Library State/Country Campaign Files
Canada
  Alberta
    Library Association of Alberta, 2002
    “Hot Picks @ Your Library” calendar, 2004
    Brantford Public Library, Strategic Plan 2001-2003, 2001
    Hamilton Public Library, c. 2002
    Ontario Library Association , c. 2010
Greece, @ Your Library Book/Calendar, 2009
Mexico, 2002
States @ Your Library, 2001
State Examples, 2003
Alaska, 2001, 2002
Arizona (AZ), 2001
Arkansas
Koonce, “A Look at the Association’s Public Relations Campaign,” 2002
Arkansas, 2001, 2002
Arkansas, 2000-2004
California
California, 2001, 2002
Free2 Campaign, Sunnyvale Library, 2002
Connecticut, c. 2001
Delaware, 2001
Florida
Broward County, 2002
Marion County, 2002
Palm Beach, 2002
Tampa-Hillsborough County, 2002
Georgia, 2001
Hawaii, 2001
Idaho, 2001, 2002
Illinois
2001-2002
Milner Library, Illinois State University
2001
2010-2011
Indiana, 2001
Iowa, 2001-2002
Kansas, 2001-2002
Kentucky
2001-2003
2001
Kenton, 2001
Louisiana, 2001
Maine, c. 2002
Maryland (MD)
c. 2001
Baltimore, Join the Major League Presentation Photographs, c. 2002
Massachusetts, 2001
Michigan, 2001-2002
Minnesota
2001
Summer Library Program, 2002
Missouri, 2003
Montana, 2001
Nebraska
2001-2002
Gates Foundation Media Kit, Nebraska Library Commission, 2002
Box 10:

@ Your Library State/Country Campaign Files, continued

North Carolina
   c. 2001
   Cumberland County, c. 2001
North Dakota, 2002
Nevada, 2001
New Hampshire, c. 2001
New Jersey
   2001-2002
   Banner, c. 2001
New Mexico, 2001
New York
   “The Bulletin” NYLA Annual Conference Preliminary Program, 2002
Ohio, 2001, 2002
Oklahoma, 2002
Oregon, 2002
Rhode Island, 2000
South Carolina, 2000-2002
South Dakota, 2001-2002
Tennessee, 2001, 2002
Texas, 2001
Utah, Weber County Library System, 2001-2002
Vermont, 2001
Virginia
   2001
   Richard Bland College - Let Us Amaze You @ Your Library, 2002-2005
Washington D. C., 2001
Washington State, c. 2002
West Virginia, 2001
Wisconsin, 2001, 2002
Wyoming, 2002

Additional Campaign Materials

Beyond Words: Celebrating America’s Libraries Photo Contest, 1999
After School Initiatives, Sarah Ann Long, 2000
@ Your Library Additional Campaign Materials, c. 2001
ALA Examples, 2001-2003
AccessAbility @ Your Library, 2001
Centennial Celebration, ACRL @ 50 Conference, PaLA @ 100 Conference, 2001

Reading Today, vol. 18, no. 4, February/March 2001
Register to Vote @ Your Library, c. 2001
Megan Humphrey, Coordinator for America’s Libraries, Correspondence File, 2001-2002
Paul Newman for America’s Libraries Photograph, 2001
Blind and Physically Handicapped, 2002
Path to Homeownership Begins @ Your Library, 2002
Public Library Association 9th National Conference Preliminary Program, 2002
ReDiscover America, 2002
Save America’s Libraries Event Photographs, 2002
Strategies from the Experts on Branding @ Your Library Participant Registration Forms, 2002
Equal Pay Day Correspondence, 2003
Future Librarians @ Your Library, 2003
Photographs: Queens ALA SAL Rally 2003, Children at Risk [undated], Unlabeled Events, c. 2003
Special Libraries, 2003
Time™ for Kids/Teachers, 2003
Memories and Dreams, Periodicals, 2006, 2007
Campaign for America’s Libraries Gift Receipts, 2007
I Love My Librarian Campaign Electronic Files, 2009
Transfer of Charge Invoices, 2009-2010
An Evening with Neil Gaiman, 2010
Caroline Kennedy Photographs, c. 2010
“Miles of Smiles” by Heather Worthington and Bill Farnsworth, 2010

Box 11:
CDs, DVDs and Floppies
(all recoverable content has been added to the server and is listed under “Online Images and Records”)

Box 12:
Floppies, Zip drives, and flash drives
(all recoverable content has been added to the server and is listed under “Online Images and Records”)

Box 13:
America’s Libraries Change Lives Video, 1995
Barber, Peggy
Correspondence, 1984-86
Speeches, 1980-84
Check It Out - Viburnum, 1993-95
Guest Book: “Kids Can’t Wait” Reception, ALA Midwinter, 1997
The Right to Know Speaker Training, 1990
Speakers Network, 1991-94
Speaking Up & Speaking Out Preconference, 1994
Suave Kids Connect @ The Library, 1996-97
Write for America’s Libraries, 1993
Write 2 Know - Venture, 1991-92
Year of the Lifetime Reader Photo Contest, 1991 [3 folders]
Box 14:
ABC, Inc.
About Books
A&E
Adopt a Book
Advocacy Assembly
@your library Advisory Committee
ALA Annual Report 1997-98
ALA Images
ALA Goal 2000
  Booth
  Brochures
  Communication Strategies
  Copy
  Dues Increase
  Endorsements
  Letters
  Logo
  Mailings
  Media
  Notes
  Originals
  Other List
  Samples
  Transparencies
ALA Long Range Communications Plan
ALA Speeches
ALA Testimony
ALA Video
America’s Links Up
America Online
Apple
Arthur Curley Subcommittee
Barney
Benton - Connect for Kids
Benton Foundation
Between the Lions [2 folders]
Beyond Words Contest
Billion Books
Bringing in Business
California Raisins
  Tours
  TV Spot
  Survey

Box 15:
California Raisins, continued
Campbell’s Soup
Celebrities
Champions
Check It Out
Children’s Partnership
Coalition for Literacy
Communications Audit [2 folders]
Communications Audit: PLA
Communications Audit: Wheatland
Communications Planning
  Annual Plans
  Calendar
  Decade of the Librarian
  Family Friendly Libraries
  Meeting Notes
  Planning
  Program Enhancements
Compliments
Corporate Pitches/Promotions
Crayola
Cyberquilt
Dana Awards
Debate America
DimeLine
Dimming the Lights
Disney Productions
Dollar General Grant
Dr. Laura
Emmy
Environmental Protection Agency
Equity on the Information Highway
Family Education Network
Fan Mail
Freedom of Information Day
Fund for America’s Libraries
Gable Group
Gallup Poll

Box 16:
Gates Library Foundation
Bill & Melinda Gates Foundation
Get NetWise
Golden Books
Great Sites
  Budget
  Comments
  Correspondence
  Criteria
  Disclaimer
  Editorial Procedures
  Media
  Meeting Outline, 1998
  Notes/Background
  Samples
  2nd Edition
  Traffic
Heritage, Civilization and the Jews

Highlights
Home Box Office (HBO)
Internet Online Summit
Jumpstart
  Background
  Comments
  Contract
  Development
  Evaluation
  Samples
Kids Can’t Wait
Captain/Kidsnet
Kids Connect Contest
  Contest
  Entries
  Winners, 1997
Lassie
Libraries Change Lives
  Brochures
  Contest Finalist
  Exhibit Correspondence
  National Library Week Reception
  Letters
  Reports
Librarians in the Media Contest
  General, 1989
  Entries, 1989-1990 [3 folders]
Librarians and the Internet
  Packets
  Proposal
Librarians Guide to Cyberspace

Box 17:
Library Advocacy Now
  Action Pack
  Action Pack Updates, 1996
  Advocacy Breakfast, 1999
  Advocacy Faxable Information 1998
  Advocacy Now Presenters, 1998
  Advocacy Training Requests
  Advocacy Transparencies
  Advocate Alert
  Agendas
    LAN 102, 1997
    LAN Training
    2001
  Agreement Form, 1996
  Annual Training, 1995
  Canada
  Clip Report
Committee Acceptance Forms
Correspondence
  1994-1995
  1996-1999
Customer Service Tipsheet, 1996
Developments
Evaluation
Evaluation Responses, 1997
Fact Sheets/Press Releases
Flyer Announcing More Training
Flyers
General LAN II
  Notes
  RFP
  Video
Global Advocacy, 1998
Handouts
Highlights, 1995
Inaugural Address, 1995
Intellectual Freedom Advocacy, 1998
Materials Request - LAN 101
Materials Request - LAN 102
Letters and Memos
  1994-1995
  1996
Library Advocacy Network and Assembly
Library Advocacy Now
  2000
  2000-2001
Local Programs
Logo
Mailings
Media Coverage
Meeting Notes, 2000
Midwinter Training, 1999
Midwinter Training Flyers, 1996
Minutes, 2000
Network
Planning, 1998
PowerPoint
Presenters, 1998-1999
Presenter’s Agreement, 1998
Presenter’s Guide - LAN 102
Presenter’s Training
Proposal, 1998
Proposal/Background
Proposal - World Book
Recruitment Brochures, 1999
Reports
Rosters
  1993-1995
  1996
1998-1999
1999-2001

Box 18:
Library Advocacy Now, continued
  Sent Advocacy Kit
  Speakers Bios
  Suggestions
  Testimonials
  Training
  Training Material
  Training Rosters
  Training Task Force
  Transparencies, 1994-1995
  Trustees, 1996
  Workbook
  Youth Advocacy

Library Card Sign-Up
  Celebration, 1987
  Communications Work Plan, 1988
  Correspondence, 1987-1988
  Evaluations, 1988
  Highlights - Midwinter Meeting, 1988
  Joint Resolution, 1988
  “Library Card Campaign Launched in the Year of the Reader,” by Linda K. Wallace
  Mailing List and Template Letter
  News Clippings, 1988-1990
  Photographs and Negatives
  Press Memos, 1987
  Press Releases, 1989-1990
  Promotional Materials, 1988
  Proposal to Reader’s Digest Foundation, April 1988
  Public Service Announcement, 1987
  Publicity, 1988
  Sign Me Up Contest, 1990
  Sign Me Up Contest, 1992
  Sign Me Up Contest
    Correspondence, 1994
    Media Coverage/Press Release, 1994
    Other Entries, 1994
    Winners, 1994
    World Book Correspondence, 1994
  Sign Up Campaign
    1990
    1991

Library Card: Garfield Contest Correspondence and Press Releases, 1988
Library Card Sign-Up Wee Pals Correspondence and Press Releases, 1989
Libraries Change Lives Essay Winners and Photos
  Traveling Exhibit - Support Kit
  Traveling Exhibit - Site Support Kit with Exhibit Film
  Traveling Exhibit - Exhibit Reports, 1994
  Traveling Exhibit - Exhibit Reports, 1995
  Traveling Exhibit - Letters, Photos from Celebrities, 1992-93
Libraries Online
Photos
Press Release and Memorandum, 1996
Library Logo National Library Symbol Newspaper Clippings and Dekalb Library System Report, 1982-83

Box 19:
Library Public Relations Council Membership Directory, 1993-94
Library Stamp Correspondence, Press Clippings, and Press Releases, 1982
Log On Day
Correspondence, 1996
Misc Libraries Sign-Up Sheet Reports, 1996
Public Libraries Sign-Up Sheet Reports, 1996
School Libraries Sign-Up Sheet Reports, 1996
Media Training
Public Speaking and Media Relations Workshop Guides, 1997
Division Leaders Correspondence and Press Releases, 1993
Question Examples Lists, 1996
A Nation Connected Cyber Quilt Proposal Memo, 1997
National Information Infrastructure Correspondence, 1996
National Issues Forum Publications, 1984-85
Nation of Readers Photo Contest Promotion Kit, 1985
National Library Week
Reports 1973-87
Press Releases
1989
1990
1991
1992
1993
1996
1997
Committee Meeting Minutes, 1987-2001
Workshop, (10 folders), 1988-1996
Night of a Thousand Stars
Correspondence and Memoranda, 1990-91
Photographs, (2 folders) 1990-91

Box 20:
Children’s Internet Protection Act (CIPA) Press Strategy Reports and Press Releases, 2001-03
Public Information Office Communications Audit Report, 1988
Johnny Carson Tonight Show ALA Questions Used, 1981
Celebrity Publicity Photographs and Permission Releases Copies
1996
2009
Nickelodeon Public Service Announcement Correspondence, 1985
Parentech Project Promotional Kit, 1998
Partner’s Program Partnership
Exchange Publications, Volumes 1-8, 1984-91
Federation of Women’s Clubs Press Releases, 1988-89
Public Relations Activity Reports, (2 folders), 1978-88
Public Awareness Committee
  Correspondence, 1996-98
  Minutes and Rosters, (2 folders), 1991-2001

Box 21:
Holiday Card Templates, 1970-2000
Inauguration Address
  Peggy Sullivan, 1980
  E.J. Josey, 1984
  Patricia Berger, 1989
  Richard Dougherty, 1990
  Patricia Schuman, 1991
  Marilyn Miller, 1992
  Hardy Franklin, 1993
  Arthur Curley, 1994
  Betty Turock, 1995
Nation of Readers Photo Contest
  Photo Exhibition, 1985
  Press Releases and Promotional Kit, (2 folders), 1984-85
Pass a Buck for Libraries Program Correspondence, 1986-88
Postage Meter Advertisement Correspondence, 1986-89
PTA Latchkey-Kid Program Correspondence, 1985-87
Public Information Office Accountability Review and Activity Checklists, 1983, 1987-89
Public Relations Forum Correspondence
Public Relations Reorganization Correspondence, 1986-88
Public Service Advertisements, 1983-98
Rally for America’s Libraries
  Contributors Lists, 1991
  Notes, Scripts, and Speeches, 1991
Reader Poll for National Library Week, 1987
Salinas, California Library Funding Crisis Trip Press Release and Photographs, 2005
Sidney Sheldon Birthday Dinner Correspondence and Photographs
Speakers Right to Know Directory and Speakers Training Memoranda, 1990

Box 22:
ALA Celebrities on ALA Posters List, 1999, 2001
Annual Reports, 1983-2001
Curley Committee Correspondence, 2004
Ford Foundation Grant Proposal, 2005
Library Card Sign-Up Campaign, 1988-89
National Library Week
  Clips, (2 folders), 1993, 1996
  Proclamations
Photos of Between the Lions Event and of PIO Staff (Undated and Unidentified)
Rally for America’s Libraries—How the Library Made a Difference in Your Life
Hand-written
Submission Cards
Publications
  *Publications Marketing Kit, 1980*
  *Publicity Kits, 1981-88*
  *Publicity Campaign Book, 1989*
  *Publicity Book, 1990*
  *Campaign Book, 1991-93*
  *Campaign Book Supplement, 1994*
Reading Club Program Guides
  *Garfield, 1988*
  *Paddington Bear, 1989*
Undated Sample Public Information Office Publications

Box 23:
BSMG Worldwide Strategic Consulting and Marketing
  *Agreement and Memoranda, 1999-2000*
  *ALA Public Education Campaign Initial Recommendations Report, 2000*
  *ALA Public Education Campaign Staff Task Force Memoranda, 2000*
Campaign for America’s Librarians *Advocating for Better Salaries and Pay Equity Toolkit, 2003*

@ your library
  *Reports to ALA Executive Board, 2001-03, 2005, 2007-09*
  *Drive to Read Campaign*
    *Program Overview Report, 2001*
    *Indianapolis Motor Speedway Program Launch Program, 2001*
    *Program Recap Report, 2002*
  *Promotional Kit, 2001*
  *Update Newsletters, 2001, 2003-09, 2011*
  *Every Student Succeeds @ your library School Library Campaign*
    *Wonewok Conference Center Attendees List, 2003*
    *Conference Photograph Slideshow Compact Disc, 2003*
  *Promotional Kit with DVD, 2007*
  *Promotional Kit for ACRL, 2007*
  *Promotional Kit for PLA, 2007*
  *Promotional Program Posters, 1999-2001*
Step Up to the Plate Campaign
  *Partnership Planning Report, 2001*
  *Promotional Kit, 2006*
  *Program Recap Report, 2011*
Strategic Planning Committee Meeting Minutes and Notes, 2005
  *Beyond ALA: Where do we take the campaign next? recommendations report*
  *American Dream Starts in American Libraries, 2012*
  *Building Bridges* Carnegie Corporation of New York funded two-year pilot project final report, 2010
  *Message Book, 2006-07*
  *Box 23 is 0.20 Empty*

Box 24:
Pitney Bowes Postage Meter Advertisement Plates, c. 1982