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Communications  
Advertising  
Ad Council: Special Publications, 1952-2006

Box 1:

"Background and Beginning of the Advertising Council," Harold Thomas, 1952  
*Smokey Bear Loves Ad Agencies: True Stories About Ad Agencies and Their Talented Men and Women, Or, Another Two-Years of Lighting The Torches for America and Putting Out Her Fires*, [1960]  
"Free PSA Inserts for Your Corporate Direct Mail Activities," [1970's]  
"Meet Bert Saddler: He's One Reason the Ad Council Exists" pamphlet, [1974-75]  
*Economic Communicator*, 1978-79  
"Advertising Council: Free Enterprise's Effective Communications Machine" pamphlet, [1980's]  
"The Ad Council at 40: A Watershed" pamphlet, 1982  
Fiftieth Anniversary Information Kit, 1991  
*Ad Council Update: News To Corporate Donors*, 1992-93  
Public Service Events Calendars 1991, 1993  
*The Tearsheet: A Newsletter of the Ad Council*, February 1994  
"The Power of the Printed A" booklet, 1995  
*Matters of Choice: Advertising in the Public Interest* booklet (history of the Ad Council), 1996  
Captions and documentation, 1949-53, 1978, 1991-92.

Box 2:

"Matters of Choice:"  
List of photos, 1992  
"Matters of Choice: National Issues and The Ad Council" manuscript (history of the Ad Council), January 25, 1994  
Photos from *Advertising Age*, 1986  
1998 Kids Calendar (containing children's artwork and messages relating to children's issues campaigns), December 1997  
"Advertising's Gift to America" booklet, [1998]  
Commitment 2000/Community Improvement Calendar (containing examples of PSAs on these themes), January 1998  
"Who's Looking After the Kids? A Report from the Ad Council" booklet (reprinted from *Reader's Digest*), 1998  
"Pledge for a Brighter Future" booklet (reprinted from *Reader's Digest*), [2000]  
"Engaging the Next Generation: How Nonprofits Can Reach Young Adults", [2001]  
"Young People Make the Difference" booklet (reprinted from *Reader's Digest*), 2001  
Public Service events, 2001  
"Desire to Make a Difference" booklet, [2002?]  
"Making it in America: Preparing Our Children for the Future" booklet (reprint from *Reader's Digest*), [2002]  
Commitment to Children: Helping Parents Help Kids – Report Card, 2002-2003  
Extending the Reach of a Campaign: Proven PR Strategies, ca. 2003  
Through the Eyes of a Child: Safe Gun Storage Campaign Case Study, ca. 2003  
"Public Service Events," 2004

Box 3:

“Public Service Advertising That Changed a Nation,” 2004

Turning Point: Engaging the Public on Behalf of Children, 2004

Fulfilling the Promise...Strengthening the Commitment, ca. 2004

*Ad Council Quarterly*

Summer 2005

Fall 2005

Spring 2006

Environics Communications PR Campaign Proposal for the Ad Council: PayAttention.org, 2005

Impacting Social Change, 2005

“When There is a Need...We are There” pamphlet, 2006

“Ad Council – Celebrating 60 Years” publication, 2002

“Change is Good” booklet, 2006-2007

“When There is a Need... We Are There” booklet, 2007-2008

Public Service Advertising Events calendar, 2011