

13/2/205

College of Media

Advertising

Ad Council: Administrative Subject File, 1942-2004

Box 1:

Ad Council anniversary book ideas

Ad Council Fact Sheets, 1991-93

Ad Age Cup Golf Tournament, 1994

Ad Week Pro Bono Article, 1994

Ad Week Official Guide, 2006

Advertising Hall of Fame Luncheon, 1994-95

Advertising New York Gala, 1995

Annual Budget: Contributions, 1993

Annual Budget: Invoices, 1993

Annual Budget: Transmittals, 1993

Annual Ad Council PSA Award Dinner program, 1967

Annual Ad Council PSA Award Dinner: seating arrangement, 1973

Annual Ad Council PSA Award Dinner: sample correspondence, 1981-91

Annual Ad Council PSA Award Dinner program, 1985

Annual Ad Council PSA Award Dinner cue Sheet and presentation, 1987

Annual Ad Council PSA Award Dinner: timing sheet and preliminary program, 1988

Annual Ad Council PSA Award Dinner program, 1989

Annual Ad Council PSA Award Dinner: remarks, Richard Gelb, 1990

Annual Ad Council PSA Award Dinner program and schedule, 1991

Annual Ad Council PSA Award Dinner: seating arrangement, 1991

Annual Ad Council PSA Award Dinner program, tickets, and invitations, 1992

40th Annual Ad Council PSA Award Dinner:

    Balloting, 1993

    Correspondence, 1993

    Program and Ticket, 1993

    Schedule and Budget, 1993

    Seating List, 1993

Annual Ad Council PSA Award Dinner program, 1994

Annual Ad Council PSA Award Dinner remarks, Roberto Goizueta, 1994

Annual Ad Council PSA Award Dinner program, 1995

Annual Ad Council PSA Award Dinner program, 1996

Annual Ad Council PSA Award Dinner program, 1997

Annual Public Service Institute, 1987

Annual Reports Usage, 1986

Awards, 1948

Board Retreat (1993), 1992-93

    Strategic Planning (retreats, think tanks, task forces), c. 1943-93

BDS (Broadcast Data Systems) Radio and TV Reports, 1992-93

Bylaws, 1942-55, 1966-68

Camera 1 Invoices for Silver Bell Awards , 2002  
Campaign and Financial Listings, 1970-71  
Capital Campaign Planning Meeting, 1996  
Campaign Sample Credit Lines  
Client Responsibilities; Guide for Volunteer Coordinators; How to Create Effective Public Service Advertising; How to Mount a Public Service Campaign, 1984  
"Commitment 2000: Living Up to Its Promise:" A Review and Report by the Ad Council Strategic Task Force, c.1995 (2 folders)  
Corporate Newsletter (Ad Council Update: News to Corporate Donors), Fall 1992  
Spring 1993  
Excellence in Government Communications Awards Dinner: Program, 1988  
Executive Committee Meeting Agenda, September 21, 1999  
Federal Briefing- Department of Health and Human Services, August 9, 2005  
Five Year Strategic Plan 1991-1996, 1991  
Fund Raising, 1993

Box 2:

Goldstein Award, 1988-2000  
Harvard Business School: Case Study on Ad Council, 1992  
Historical scrapbook (representative ads), 1973, 1980-84  
Independent Charities of America, 1994-95  
Interview with William F. May by Martha Thomas (transcription), 1991  
Los Angeles Office, 1969  
"Messages to the Public" chart  
Media Support  
1996  
1997  
1998  
Meetings, 1993  
Murray Gaylord, 1997-1998  
Personnel Policies and Benefits Guide, 1969  
Benefits, 1991-94  
Picnics, 1979-93  
Points of Light Foundation: Members, 1994  
Promotional Publicity, 1992-93  
Public Service Awards, 1993  
Public Service Events Calender, 1999-2000  
Race Riot Articles, 1968  
Radio BRC Activity Reports, 1993  
Ronald McDonald House Charities Board Meeting, 1997-1998  
Salute to Volunteers, printed material, 1986  
Summit on Children, 1996

Statement on Fund Raising Aspects,  
USA Today Editorial on Ad Council Bias, 2000  
Various Campaigns: Exports, Career Development, Child Abuse, Drunk Driving, Forest Fire  
Visual Standards and Logos, ca. 1970-71  
Volunteers Annual Luncheon: Printed Material, 1986  
“Young People Make the Difference” initiative from Ad Council and *Reader’s Digest*, 2001  
Art of Getting Attention Conference, 2001, 2003:  
Effective Public Service Communications Seminar, 2001  
    Tysons Corner, VA Conference Planning [3 folders]

Box 3:

Effective Public Service Communications Seminar, 2001  
    Tysons Corner, VA Conference Binder,  
    Seminar Evaluations  
    Seminar AT&T Grant Application  
    Script, Press Info, Speakers  
Seminar, Washington, D.C., Strengthening the Campaign Product, 1979  
Seminar Series, 2001-03  
Transfer List, 2007  
Washington Conferences in Cooperation with White House, Review of, 1944-89  
Washington Conferences, Andrew Cuomo Correspondence, 1998-2004  
White House Correspondence, Pres. Clinton, Tipper Gore, Karl Rowe, 1999-2001  
White House Correspondence, Pres. Clinton to Ruth Wooden; Bill Bradley, Charlotte Beers,  
    1998-2002  
Ad Review /Ad Forum, 2002  
Ad Week, 2004  
Advertising Woman of the Year (from Advertising Women of New York)- Peggy Conlon, 2005  
Annual Ad Council PSA Award Dinner program, 1998  
Annual Ad Council PSA Award Dinner invitations, fact sheet, 1998  
Annual Ad Council PSA Award Dinner press list, 1998  
Annual Ad Council PSA Award Dinner correspondence, 1998  
Annual Ad Council PSA Award Dinner program, 1999  
Annual Ad Council PSA Award Dinner press list, 1999  
Annual Ad Council PSA Award Dinner timeline and administrative, 1999  
Annual Ad Council PSA Award Dinner program, 2000  
Annual Ad Council PSA Award Dinner program, 2001  
Annual Ad Council PSA Award Dinner reel info, 2001  
Annual Ad Council PSA Award nominations, 2001 [4 folders]  
Annual Ad Council PSA Award Dinner program, 2002  
Annual Ad Council PSA Award nominations, 2002  
Annual Ad Council PSA Award Dinner program, 2003  
Annual Ad Council PSA Award Dinner newsclippings and correspondence, 2003  
Annual Ad Council PSA Award Dinner, 2003-2005

Annual Ad Council PSA Award Dinner, 2004

Box 4:

Annual Ad Council PSA Award Dinner, 2005

Congressional Reception, 2003

Crain Award, 1999

Events

    Caterers, ca.1999-2000 [2 folders]

Events, Cont'd

    Entertainment, 2000

    Florists, 2000-03

    Gift Suppliers, 1999-2002

    Locations/venues, 1998;2003

    Photographers

    Planners, ca.2000-01

Golf Outing, 2004

Invitations, To & From Ad Council, 1999-2005

National Television Academy Public and Community Service Award  
    to Ad Council, 2004

Outdoor Advertising Award to Ad Council, 1948

Partnership for a Drug-Free America Dinner, 2003

Partnership for a Drug-Free America, Ad Week Salute, 2004-05

Salute to Chicago, 1989

Salute to Volunteers, 1987, 1989, 1990 [3 folders]

Salute to Volunteers, Emcees, Scripts, 1992-94

[Salute to Volunteers] Luncheon 1993

[Salute to Volunteers] Luncheon Script, 1993

Salute to Volunteers, 1994 [2 folders]

Salute to Volunteers, Celebrity Search;Special Invites, 1994

Box 5:

1995 Salute to Volunteers

Salute to Volunteers, 1995

Salute to Volunteers, 1996

Agenda, Salute to Volunteers, 1996

Salute to Volunteers, Board Meeting, 1996

Silver Bell Press Releases, Salute to Volunteers, 1996

Alex Kroll Press Releases, Salute to Volunteers, 1996

Salute to Volunteers, Scripts, 1996 [2 folders]

Script, Salute to Volunteers, 1996

Save the Children Gala, 1999

Advertising Week, Google, 2004 [2 folders]

Annual Dinner, Program, 1990

Annual Dinner, Booklet, Historic Ads, 1991  
Raw Remarks, Annual Dinner 1996  
Annual Dinner, 2004  
Annual Dinner, 52<sup>nd</sup>, Program, 2005  
Annual Dinner, Invitation, 2006  
Awards Given to Ad Council, 1990-92  
Awards Given to Ad Council, Andy Awards, 1991  
Awards Given to Ad Council, International Radio and Television Society (IRTS), 1999  
Backgrounders, Campaign, 1992-1994  
Bill Bradley Book-Signing, October 1998  
Campaign Team Seminar, 1997  
Campaign Team Seminar, Feb 2000 [3 folders]  
CAN Awards, 1994  
CAN Awards, 2000  
Chicago Press Lunch, 1996  
Chicago Reception and Exhibit, Museum of Broadcast Communications, 1992  
Client Seminar, May 1994  
Dick Reilly Public Service Award, 1991  
Family Programming Awards, 1999  
Future of Advertising Stakeholders Summit (FAST), 1998  
Japan Advertising Council, 1988, 1996  
Metropolitan Club, 1998-99  
Salute to Volunteers, 2000

Box 6:

Public Service Award Annual Dinner: honoree William C. Weldon, 2006  
Public Service Award Annual Dinner: honoree Richard D. Parsons, 2007  
Public Service Award Annual Dinner: honoree Jeffrey R. Immelt, 2008  
Public Service Award Annual Dinner: honoree Muhtar Kent, 2009  
Public Service Award Annual Dinner: honoree Brian L. Roberts, 2010  
Public Service Award Annual Dinner: honoree Indra K. Nooyi, 2011  
Public Service Award Annual Dinner: honoree Randall Stephenson, 2012  
Public Service Award Annual Dinner: honoree Tim Armstrong, 2013  
Public Service Award Annual Dinner: honoree Frederick W. Smith, 2014  
Public Service Award Annual Dinner: honoree Denise M. Morrison, 2015  
Public Service Award Annual Dinner: honoree Shantanu Narayen, 2016  
Public Service Award Annual Dinner ballroom seating chart, undated  
Broadcast schedules, 2002  
Complaint letter, 2017  
“Defining the Future of the Ad Council Brand” workshop presentation, ca. 2004  
Ellyn Fisher greeting cards, undated  
Event invitations, 2005-2010  
Fact checking, 2012 (2 folders)

13/2/205

6

Finding aid print copies, 1995

Grant reports, social media budget, 2014-2016

“How to Create Effective Public Service Advertising” workbook, 1988

News show transcripts, 2004

Obesity Prevention campaign information, ca. 2005

Presidential testimonials, 2002