

13/2/209

Communications

Advertising

Ad Council: Public Policy Committee File, 1954-1987, 1992

Box 1:

Report of Public Policy Committee Meeting, November 17, 1954

- A. Proposed Campaigns:
 - A.C.T.I.O.N. Campaigns
 - Juvenile Delinquency Campaign
- B. Review of Current Docket
- C. Discussion of C.A.R.E.

Report of Public Policy Committee Meeting, December 1, 1955

- A. Campaign Review
 - A.C.T.I.O.N. Campaign
 - Juvenile Delinquency Campaign (no organization and funds support)
- B. Review of Current Docket
 - Better Schools Campaign
 - Engineers Wanted Campaign (Suspension)
 - Fire Prevention Campaign (Suspension at the end of 1956)
 - U.N. Day campaign
- C. Possible New Areas of Council Activity
 - Campaign for NATO (no funds)
 - Mental Health Campaign
 - People's Capitalism Campaign

Report of Public Policy Committee Meeting, November 28, 1956

- A. Proposed Campaigns:
 - United Nations Day Campaign
 - People's Capitalism Campaign
 - Crusade for Freedom Campaign
 - Hungarian Relief Campaign
 - Mental Health Campaign
- B. Procedures in Accepting, Suspending and Reinstating campaign
- C. Review of Current Docket
 - Action Campaign
 - Better Schools Campaign
 - Stop Accidents Campaign
 - Higher Education Campaign

Report of Public Policy Committee Meeting, November 20, 1957

- A. Proposed Campaigns
 - 1957-58 Crusade for Freedom Campaign
 - 1958 Register and Vote Campaign
 - 1958 Religion in American Life Campaign
- B. Review of Campaigns scheduled for Termination in 1958
 - Religious Overseas Aid Campaign
 - Action Campaign
 - Stop Accidents Campaign
 - Better Schools Campaign

- C. Tenth Anniversary of United Nation's Declaration of Human Rights
- D. Report on People's capitalism
- E. Review of Current Campaigns
 - Better schools and Aid to Higher Education Campaigns
 - Asian Flu Campaign (drop out)
 - Mental Health Campaign
 - Stamp Out Paralytic Polio
 - United Nation's Day Campaign
- D. Possible New Areas of Council Activity
 - Campaign on Scientists and Engineers (being rejected)
 - Campaign for Aged Population
 - Care Campaign
 - Action

Report of Public Policy Committee Meeting, November 13, 1958

- A. Review of Campaigns Scheduled for Termination December 31, 1959
 - ACTION Campaign
 - Aid to Higher Education
 - Mental Health
 - Religious Overseas Aid
- B. Proposed Campaigns
 - NATO
 - Polio Vaccine
 - Book Donation Plan
- C. New Areas of Council Activity
- D. Review of Current Docket
 - all campaigns currently being conducted by the Council are approved
- E. Report of Chicago Round Table

Report of Public Policy Committee Meeting, November 20, 1959

- A. Review of Campaigns Scheduled for Termination December 31, 1960
 - Stop Accidents
 - Better Schools
- B. Proposed Campaigns
 - Religion in American Life
 - Stamp Out Paralytic Polio
- C. Special Report on Books from America Project
- D. Status of Proposed Excellence Campaign
- D. Report on Campaigns in Preparation
 - HOPE
 - Anti-Inflation and Growth
- F. Review of Campaigns on the Current Docket - All are approved
- G. New Areas of Council Activity

Report of Public Policy Committee Meeting, November 18, 1960

- A. Review of Campaigns Scheduled for Termination December 31, 1961
 - Better Mental Health
 - Help Higher Education
 - Religious Overseas Aid

- B. Action on Proposed Campaigns
 - Religion in American Life
 - Keep America Beautiful
- C. Progress Reports on Campaigns
 - Books from America
 - Confidence in a Growing America
 - Goals for America
 - American Attitudes
- D. Review of the Current Docket - All are approved
- E. Possible New Areas of Activity

Report of Public Policy Committee Meeting, November 8, 1962

- A. Review and Discussion of 1962 Docket
 - Keep America Beautiful
 - Mental Health
 - Peace Corps
 - Radio Free Europe
 - Red Cross
 - Stop Accidents
 - Savings Bonds
 - United Community Campaigns
 - Welcome Foreign Visitors
- B. Review of Campaigns Scheduled to Terminate December 31, 1963
 - Keep America Beautiful
 - Aid to Higher Education
 - Mental Health
- C. Proposed Campaign
 - Religion In American Life
- D. Progress Reports
 - United Nations
 - Challenge to Americans
- E. Possible New Areas of Activity

Report of Public Policy Committee Meeting, November 19, 1963

- A. Review and Discussion of 1963 Docket
 - School Drop-Outs
 - Challenge to Americans
- B. Proposed campaigns for 1964-65
 - Religion in American Life
 - U.S.O. (United Service Organization's)
 - Youth Fitness
 - United Nations
- C. Request for new Campaigns
 - Mental Retardation
- D. Progress Reports
 - Challenge to Americans
 - Operation Goodwill - Mexico
 - Automation

Minutes of the Public Policy Committee, November 17, 1964

- A. Review and Discussion of 1964 Docket
 - Operation Goodwill - Mexico
 - Register and Vote
 - School Drop-outs
- B. Review of Campaigns Scheduled to Terminate December 31, 1965
 - Keep America Beautiful
 - Aid to Higher Education
 - Traffic Safety
- C. Proposed Campaigns
 - Religion In American Life
 - United Nations
 - USO & Physical Fitness for Youth
- D. Possible New Areas of Advg Council Activity
 - Preservation of Historical Landmarks and Buildings
- E. Progress Reports on Special Situations
 - Better Schools
 - Juvenile Delinquency
 - VISTA (Volunteers In Service To America)
 - Plans for Progress
 - Race Relations
 - Mental Retardation

Minutes of the Public Policy Committee, November 10, 1965

- A. Review and Discussion of 1965 Docket
- B. Re-Examination of the Function of the Public Policy Committee
- C. Review of Campaigns Scheduled to Terminate December 31, 1965
- D. Consideration of Annual Campaigns and Special Situations
 - Religion in American Life-Approval of request for 1966 campaign
 - United Service Organization (USO) - Approval of request for 1966 Campaign but without network television allocations
 - Physical Fitness - Denial of request for one-year extension
 - Operation Goodwill - Mexico - Termination of campaign as of December 31, 1965
 - Keep America Beautiful - Reduction of Advertising Council commitment from two years to one year
- E. Progress Report on other Activities
- F. Possible New Areas of Advg Council

Minutes of the Public Policy Committee, October 27, 1966

- A. Review and Discussion of 1966 campaigns
 - Savings Bonds
 - USO
 - Peace Corps
 - United Nations
 - Aid to Higher Education
- B. Review of Campaigns Scheduled to Terminate December 31, 1966
 - Aid to Higher Education (1967)
 - Keep America Beautiful
 - Mental Retardation
 - Traffic Safety

- Vietnam
- C. Consideration of Requests For Renewal of Short-Term Campaigns
 - Religion In American Life
 - USO
 - United Nations
- D. Request For New Campaign From the Department of Justice
- E. Progress Report on special situations
 - Better Community Relations
 - Equal Employment Opportunity
- F. Progress Report on Overseas Round Tables
- G. Possible New Areas of Advg Council Activity

Minutes of the Public Policy Committee, November 14, 1967

- A. Review of 1967 campaigns
 - Savings Bonds
 - Help Prevent Crime
 - Keep America Beautiful
 - Forest Fire Prevention
 - Peace Corps
 - Red Cross
 - Traffic Safety
- B. Proposed New campaign on Rehabilitation of the Handicapped
- C. Brief Report on Vietnam
- D. Progress Report on Advg Council Involvement with Urban Problems
- E. Presentation of Proposed Campaign on New Roles for American Business

Minutes of the Public Policy Committee, October 30, 1968

- A. Review of 1968 Campaigns
 - Continue Your Education
 - Keep America Beautiful (attached with a report of surveys)
 - Peace Corps
 - Religion In American Life
 - Traffic Safety
 - U.S. Savings Bonds
 - Zip Code
- B. Progress Report on Crisis In Our Cities
 - Review of current council campaigns on the urban crises
 - National Alliance of Businessmen
 - Religion In American Life
 - Crisis in our Cities
- C. Possible Enlargement of Public Policy Committee as Authorized by The Board of Directors
- D. Possible New Areas of Council Activity
 - Discussion of the Problem of disseminating information on Birth Control
- E. General Discussion of Campaigns and Priority That May Be Assigned to Each.

Minutes of the Public Policy Committee, October 7, 1969

- A. Rejected Campaigns for Renewal

- Rehabilitation of the Handicapped
- Forest Fire Prevention
- Help Prevent Crime
- Invite and Welcome Foreign Visitors
- Keep America Beautiful
- Zip Code
- B. Renewed Campaigns
 - American Red Cross
 - Continue Your Education
 - Crisis In Our Cities
 - Drug Abuse
 - Equal Employment Opportunity
 - Forest Fire Prevention
 - Inflation Can Be Stopped
 - Invite and Welcome Foreign Visitors
 - Jobs
- C. Review of Campaigns
 - The 1970 Census
 - Peace Corps
 - Radio Free Europe
 - Rehabilitation
 - Religion In American Life
 - Technical Education and Training
 - Traffic Safety
 - United Community Chests
 - United States Savings Bonds
 - USO
 - Zip Code

Minutes of the Public Policy Committee, September 9, 1970

- A. Campaigns Termination
 - Invite and Welcome Foreign Visitors
 - Inflation Can Be Stopped
 - Peace Corps
 - Equal Employment Opportunities
- B. Campaigns with Reduced Emphasis
 - Forest Fire Prevention
 - Zip Code
 - The Advg Council Campaign
- C. Enlargement of campaign objectives
 - Keep America Beautiful
 - Help Prevent Crime
- D. Approved Campaigns
 - The Population Crisis
 - Food, Nutrition, and Health
 - Jobs for Veterans
 - Minority Business Enterprise - Business Press medium only
- E. Report on Current Campaign Activities

Minutes of the Public Policy Committee, September 14, 1971

- A. Presentations of New Campaigns
 - Population
 - Food, Nutrition and Health
 - Help Fight Pollution
- B. Renewed Campaigns Until December 31, 1972
 - Help Fight Pollution
 - Traffic Safety
 - Help Prevent Crime
 - Aid to Higher Education
 - United Way
 - Rehabilitation of the Handicapped
 - Continue Your Education
 - American Red Cross
 - The Advertising Council Campaign
 - Forest Fire Prevention
 - National Alliance of Businessmen (Jobs Program)
 - Technical Education and Training
 - U.S. Savings Bonds
- C. Discussion of Campaigns Approval/Renewal
 - Traffic Safety
 - Religion In American Life
 - Help Prevent Crime
 - USO And Radio Free Europe
 - Urban Coalition
 - Voluntarism
 - Action
 - United Negro College Fund
 - Bicentennial Celebration
 - Atlantic Council

Minutes of the Public Policy Committee, February 27, 1973

- A. Enlargement of the Functions of Public Policy Committee
- B. Review of Current Council Programs
- C. Discussion By Committee
 - United Nations Campaign
 - Bulletin support of UNICEF (United Nation's International Children Educational Fund) program
 - Campaign Priorities
 - Possible New Areas of Council Activities

May 8, 1973

- A. Policy Decisions
 - Consideration of the Number and Format of Future Meetings
- B. Report of Sub-Committee on Housing
- C. Report of Sub-Committee on the United Nations
- D. Campaign Categories
- E. Public Policy Committee Meeting During the 1974 Washington Conference

Minutes of the Public Policy Committee, July 12, 1973

- A. Campaign Priorities and Current Campaign Activities

- B. Sub-Committee Report By David Morse on a Proposed United Nations Project
- C. Sub-Committee Report By Helen Hall and Winslow Carlton on Proposed Housing Program

Minutes of the Public Policy Committee, February 7, 1974

- A. Campaign Categorization (attached with campaign listing by areas of primary concern)
- B. Review of Council Campaigns status and the Advertising
- C. General Discussion of Campaigns
 - VD Campaign
 - Drug Abuse Campaign
 - Health Careers Campaign
 - Traffic Safety Campaign
 - U.S. Savings Bonds Campaign
 - United Nations Campaign
- D. General Discussion - Various Subjects

Minutes of the Public Policy Committee, May 8, 1974

- A. Confirmation of Sub-Committee on By-Laws
- B. Reel of Recent Council Campaign Television Films
- C. National High Blood Pressure Education Program
- D. Report of Sub-Committee on Dependency
- E. Resolutions Introduced By Mr. Corey
- F. Ballot of Campaign Priorities
- G. Status of United Nations Campaign and VD Campaign
- H. Possible New Campaigns
 - Export Development on Trade Expansion
 - Child Abuse Prevention
 - Carpooling

Ad hoc Committee of the Public Policy Committee Meeting, December 11, 1974
Discussion of the proposal for American Economic System Campaign.

Members of Ad Hoc Committee of the Public Policy Committee, December 7, 1974
Discussion of the proposal for American Economic System Campaign.

Minutes of the Public Policy Committee, February 18, 1975

- A. Discussion of Proposed Campaign on Economic Understanding
- B. Other Campaign Developments
 - High Blood Pressure Education
 - United Nations
 - VD Awareness
- C. New Problem Areas and Suggestions For Campaigns
 - Request for campaign support from the American Revolution Bicentennial Administration
 - The World Hunger Problem
 - To Help Young People in the U.S.
- D. Council's Washington Conference

Minutes of the Public Policy Committee, May 7, 1975

- A. Review of Current Council Campaigns
 - U.S. Savings Bonds
 - VD Awareness Campaign
 - United Nations Campaign
- B. Progress Report on American Economic System Campaign
- C. New Campaign Proposal From the National Council on the Aging

Minutes of the Public Policy Committee, September 4, 1975

- A. Review of Current Council Campaigns
 - Religion In American Life
- B. Campaign Priority Balloting Results
- C. Child Abuse Campaign
- D. Progress Report - American Economic System Campaign
- E. Basic Education Opportunity Grants Programs
- F. Registration For Selective Service
- G. 1976 Register and Vote Project and Fair Campaign Practices Committee
- H. Other Campaign Developments
 - United Nations
 - High Blood Pressure Education
 - The National Council on the Aging
 - Campaign Termination
 - Energy Saving Campaign
- I. Future Council Events

Minutes of the Public Policy Committee, February 4, 1976

- A. Progress report on Five New Campaigns
 - United Nations
 - High Blood Pressure Education
 - American Economic System
 - Older Persons: A National Resource
 - Child Abuse
- B. Crime Resistance - John Coleman, Federal Bureau of Investigation
- C. Survey Conducted at Ithaca College
 - college students' reactions on four council campaign TV films
 - United Nations
 - High Blood Pressure Education
 - Peace Corps, ACTION TV spots
 - Technical Education and Training
- D. 1976 Washington Conference

Minutes of the Public Policy Committee, December 11, 1979

- A. 1980 Census Campaign and Anti-Inflation Campaign Advg
- B. Results of Campaign Priority Balloting
- C. New Campaign Proposals
 - The American Library Association for an Adult Literacy Campaign
 - National Urban League Equal Opportunities
 - Religious Overseas Aid - Interfaith Hunger Appeal
 - National Association of Secretaries of State - Get Out the Vote
- D. Problems that Council Might Address in the 1980's

Social Roots of Drug and Alcohol Abuse
 Mental Health
 Racial Integration
 Destructive Dependencies

Minutes of the Public Policy Committee, December 15, 1981

- A. Presentation for the Productivity Campaign
- B. Presentation on the National Urban League Campaign
- C. Presentation on the National Council on Alcoholism Campaign
- D. Future Activities
 - White House Voluntarism program
- E. Dr. Larry Alan Bear's Remarks to the Public Policy Committee
- F. ALA (American Library Association) proposal for Adult Illiteracy

Minutes of the Public Policy Committee, June 17, 1982

- A. Presentation of Current Campaigns
 - Peace Corps
 - The American Red Cross
 - The Crime Prevention Campaign
 - The Direct Deposit program
 - The National Alliance of Business
 - International Year of Disabled People
 - The National Urban League
 - Religion in American Life
 - Aid to Higher Education
 - Child Abuse
 - Keep America Beautiful
 - The United Negro College Fund
 - Productivity
 - Voluntarism
 - Employees Support of the Guard and Reserve
 - The Alliance to Save Energy
 - Forest Fire Prevention
 - The Southern Forest Fire
 - The United States Savings Bonds
 - United Ways
 - The Interfaith Hunger Appeal
 - Alcoholism: A Treatable Disease
 - American Library Association
- B. Health and Human Services Proposal
- C. International Refugee Problem
- D. Resumption of Campaigns
 - The National Endowment for the Arts
 - Minority Business Enterprise
 - Be A Voter
 - High Blood Pressure Education

Minutes of the Public Policy Committee, October 7, 1982

- A. International Refugee Problem
- B. Presentation of High Blood Pressure Campaign Materials

- C. Campaign Proposal for the Consortium for International Student/
Citizen Exchange
- D. A Potential Campaign Being Discussed With the National Commission for
Cooperative Education
- E. New Proposals Received - But Not Yet Evaluated
The Neighborhood Housing Services of America and the Neighborhood
Investment Corporation
The Self-Regulatory System by the National Advertising Review Board

Minutes of the Public Policy Committee, March 10, 1983

- A. Review of Current Campaign Advertising
- B. Report on Campaigns in Development
International Executive Service Corps
International Youth Exchange
U.S. Department of Health and Human Services
Individual Giving and Volunteering
Productivity
Reducing Adult Illiteracy
National Endowment for the Arts
- C. New Campaign Previously Reviewed by the Board of Directors
Drunk Driving Campaign
Statue of Liberty - Ellis Island Centennial
Neighborhood Housing Services
- D. Committee Suggestions Regarding New Problem Areas & Campaigns
Plea for an Ad Council Campaign on the Power and Pleasure of the
Printed Word
- E. Straws in the Wind
Be A Voter - 1984
Council for the Advancement of Citizenship
Adolescent Pregnancies

Minutes of the Public Policy Committee, January 28, 1985

- A. Evaluation of 15 campaigns scheduled for renewal
Aid to Higher Education
Alcoholism: A Treatable Disease
American Red Cross
Child Abuse Prevention
Crime Prevention
Decade of Disabled Persons
Drug Abuse Prevention
Drunken Driving
Energy Conservation
Forest Fire Prevention
Individual Giving/Volunteering
International Youth Exchange
Opportunities for Minorities/National Urban League
United Negro College Fund
United Way
 - a. Discussion of Drug Abuse Prevention Campaign
 - b. Comments About Other Campaigns

- International Youth Exchange
- United Negro College Fund
- Individual Giving/Volunteering
- B. Review of Campaigns not subject to evaluation at this time
 - Direct Deposit
 - Employer Support of the Guard and Reserve
 - Peace Corps
 - Jobs Training/National Alliance of Business
 - Statue of Liberty/Ellis Island Centennial
 - Volunteer Against Illiteracy
 - Religion in American Life
- C. Status report on new campaigns for which advertising is not yet ready
 - Cooperative Education
 - Understanding Your Social Security
 - Citizens Against Waste
 - Safety Belt Education
 - Export Awareness
 - Food Stamp Information Program
- D. Discussion of problem areas
 - American Unity Campaign

Highlights of Public Policy Committee Meeting, September 18, 1985

- A. Annual Report by R. Keim
- B. Presentation of the communication problems relating to terrorism by R. Lamb, the Coordinator of Security, U.S. State Department
- C. Campaigns being phased out
 - Direct Deposit
 - International Youth Exchange
 - Energy Conservation
- D. Status of 7 new campaigns
 - Conquering Mental Illness
 - Child Fund
 - Seat Belt Education
 - First Amendment
 - Food Stamps
 - Social Security
 - Citizens Against Government Waste
- E. Progress of the Statue of Liberty Campaign
- F. Discussion of problem areas
 - Educational program on AIDS
 - Health care/Wellness campaign
 - Food Banks
 - Program about high school drop-outs
 - Vocational Education
 - Abuse and Stress Campaign

Letter to Robert P. Keim, President of the Advertising Council
 From: Stan Tannebaum
 President of Bentley, Bavenes and Lynn Inc

October 15, 1985

Highlights of Public Policy Committee Meeting, April 23, 1986

- A. Opening Remarks, Leo Pelsis Resolution
- B. Update on AIDS Campaign
- C. Review of Campaign status
 - a. New Campaigns
 - (Underway) - Cooperative Education
 - Citizens against Government Waste
 - Food Stamps Information
 - Safety Belt Education
 - (Being developed) - Bicentennial of The Constitution
 - 1990 census
 - Child Find Mediation
 - Free Press/First Amendment
 - Help Fight Pollution
 - Preserving Our Public
 - Understanding Mental Illness
 - Understanding your Social Security Benefits
 - (Business Press Only) - Export Awareness
 - b. Campaigns Being Continued
 - Aid to Higher Education
 - Alcoholism: A Treatable Disease
 - American Red Cross
 - Child Abuse Prevention
 - Crime Prevention
 - Drug Abuse Prevention
 - Drunk Driving
 - Forest Fire Prevention
 - Individual Giving/Volunteering
 - Opportunities for Minorities/National Urban League
 - Peace Corps
 - Statue of Liberty - Ellis Island Centennial
 - United Negro College Fund
 - United Way
 - Volunteer Against Illiteracy
 - (Business Press Only) - International Executive Service Corps
 - Revitalize America's Neighborhoods
 - c. Campaigns to Be Rotated Out, At End of 1986
 - Decade of Disabled Persons
 - National Alliance of Business
 - Religion In American Life
 - d. End of 1987
 - Employer Support of the Guard and Reserve
 - e. Discussion of JOBS campaign
- D. Cocaine Campaign Report
- E. Discussion of Shortage of Qualified Teachers
- F. Review of Campaign Proposals and Additional Problem Areas
 - The National Water Alliance
 - The American Cancer Society campaign on Colon Rectal cancer
 - Impact on Hunger
 - Runaway children

Americares
National Coalition for the Homeless
National Aging Foundation
Young Astronauts
American Association of Community and Junior Colleges
The National Council on Vocational Education

Highlights of Public Policy Committee Meeting, October 1, 1986

- A. Opening Remarks
- B. President's Annual Report
- C. Council Research - Foundation study
- D. Report on Drug Abuse Campaign
- E. Commemoration of the Bicentennial of the Constitution

Ballot sent to Public Policy Committee Members regarding proposals from the U.S. Space Foundation, the IRS, the Environmental Defense Fund, and the Henry J. Kaiser Family Foundation, October 1987

Minutes of the Advisory Committee on Public Issues, November 18, 1992

- A. Welcome
- B. President's Report
- C. Current Active Education Campaign
Discussion and Questions
- D. New Education Initiatives
Discussion and Questions
- E. Current Docket
- F. Committee Members Priority Listing
- G. New Proposals Ratings

Roster of Advisory Committee on Public Issues, December 14, 1992