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
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
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 Peslis 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