

13/2/212

Communications

Advertising

Ad Council: Newspaper Advertisements, 1961-1968, 1987-

Box 1:

Aid to Higher Education (INAME), October-December 1961
Aid to Higher Education (INAME), October-December 1962
Aid to Higher Education (INAME), October-December 1963
Aid to Higher Education (INAME), October-December 1965
Traffic Safety (INAME), April-June 1966
Mental Retardation (INAME), July-September 1966
Aid to Higher Education (INAME), October-December 1966
Peace Corps (INAME), January-March 1967
Traffic Safety; Ad Council Campaign (INAME), April-June 1967
Forest Fire Prevention (INAME), July-September 1967
Help Prevent Crime (INAME), October-November 1967
Continue Your Education (INAME), September-November 1968
Export Awareness; Safety Belts (NCP), January/February 1987
Child Abuse Prevention; Safety Belts (INAME), January 1987
American Red Cross (Special Newspaper Mailing), January 1987
Peace Corps (NCP), January/February 1987
American Red Cross; Crime Prevention (NCP), February 1987
American Red Cross; Peace Corps (INAME), February 1987
Forest Fire Prevention (Special Newspaper Mailing), February 1987
Employer Support of the Guard and Reserve; Cooperative Education (NCP), February/March 1987
Export Awareness; Bicentennial of the Constitution (NCP), March 1987
Drug Abuse Prevention; Drunk Driving; Food Stamps; Understanding Mental Illness; Youth Alcoholism Prevention (INAME), March 1987
American Red Cross; Forest Fire Prevention (NCP), March 1987
Child Abuse Prevention; Volunteer Against Illiteracy (NCP), April 1987
Bicentennial of the Constitution; Child Abuse Prevention (INAME), April 1987
Bicentennial of the Constitution; Understanding Mental Illness (NCP), April 1987
Understanding Mental Illness (NCP), May 1987
Individual Giving/Volunteering; Understanding Mental Illness (INAME), May 1987
Free Press (Special Newspaper Mailing), May 1987
Take Pride in America (Special Newspaper Mailing), June 1987
Export Awareness; Free Press (INAME) July 1987
Forest Fire Prevention; Opportunities for Minorities; Take Pride in America (INAME), June 1987
Bicentennial of the Constitution; Forest Fire Prevention (NCP), July 1987
American Red Cross; Food Stamps (NCP), August 1987
American Red Cross; Forest Fire Prevention; Youth Alcoholism Prevention (INAME), August 1987

American Red Cross; Peace Corps (NCP), August/September 1987
 Individual Giving/Volunteering; Peace Corps; United Way (INAME), September 1987
 Take Pride in America; Peace Corps (NCP), September 1987
 Opportunities for Minorities; Cooperative Education (NCP), October 1987
 Cooperative Education; Free Press; Peace Corps; Take Pride in America (INAME), October 1987
 Understanding Mental Illness (NCP), October 1987
 Child Abuse Prevention; Cooperative Education; Drunk Driving; Opportunities for Minorities (INAME), November 1987
 Peace Corps; Take Pride in America; American Red Cross; Opportunities for Minorities (NCP), November 1987
 Child Abuse Campaign; AG-Census Campaign; Drunk Driving Campaign (NCP), December 1987
 American Red Cross (Newspaper Mailing), December 1987
 Bicentennial of the Constitution; Internal Revenue Service (INAME), December 1987
 Environmental Defense Fund (single ad only), c. 1988
 Make Your Taxes Less Taxing; Colon Cancer Prevention (NCP), January 1988
 Social Security (NCP), January 1988
 Aid to Higher Education; American Cancer Society; Social Security (INAME), January 1988
 Social Security (Special Newspaper Mailing), January 1988
 Aid to Higher Education (Business Press Kit), February 1988
 Make Your Taxes Less Taxing (NCP), February 1988
 Make Your Taxes Less Taxing (Special Newspaper Mailing), February 1988
 Aid to Higher Education; Crime Prevention; Opportunities for Minorities; Social Security (INAME), March 1988
 Social Security; Opportunities for Minorities (NCP), March 1988

Box 2:

Recruiting Young Teachers; Child Abuse (NCP), April 1988
 Child Abuse; Recruiting Young Teachers; Social Security Administration (INAME), April 1988
 Understanding Mental Illness (NCP), April 1988
 Social Security Forest Fire Prevention (NCP), April 1988
 Aid to Higher Education; Forest Fire Prevention; Safety Belt; Social Security Administration; Statue of Liberty/Ellis Island Foundation (INAME), April 1988
 Forest Fire Prevention (Newspaper Mailing), April 1988
 Keep the Dream Alive (Special Newspaper Mailing), April 1988
 Aid to Higher Education; Forest Fire Prevention; Individual Giving/ Volunteering; Social Security (INAME), June 1988
 American Red Cross (Special Newspaper Mailing), June 1988
 Social Security; Aid to Higher Education (NCP), June 1988
 Take Pride in America (NCP), July 1988
 Keep the Dream Alive; Forest Fire Prevention (NCP), July 1988
 United Way (INAME), July 1988

Child Find Mediation; Forest Fire Prevention; Individual Giving/Volunteering; Statue of Liberty; Take Pride in America (INAME), July 1988
 Safety Belts; American Red Cross (NCP), July/August 1988
 Make Someone's Taxes Less Taxing (Special Newspaper Mailing), August 1988
 Forest Fire Prevention; Recruiting Young Teachers (NCP), August 1988
 Safety Belt Campaign; Drunk Driving Campaign (NCP), August 1988
 Individual Giving/Volunteering; Take Pride in America; United Way (INAME), August 1988
 Continue Your Education (Newspaper Ad), August 1988
 Internal Revenue Service (NCP), September 1988
 1988 Vote Campaign (Special Newspaper Mailing), September 1988
 Recycling Campaign (NCP), September 1988
 Understanding Mental Illness (Special Newspaper Mailing), September 1988
 Aid to Higher Education; Red Cross; Opportunities for Minorities (INAME), September 1988
 American Cancer Society; Environment Defense Fund; Internal Revenue Service; Statue of Liberty/Ellis Island Foundation (INAME), October 1988
 Volunteer to Make Someone's Taxes Less Taxing; American Red Cross (NCP), October 1988
 United Way (INAME), October 1988
 Blood Service Campaign (Special Newspaper Mailing), October 1988
 AIDS; American Red Cross (INAME), November 1988
 Reach for the Power -- Teach (NCP), November 1988
 Make Your Taxes Less Taxing; National Urban League (NCP), November 1988
 Keep the Dream Alive; American Red Cross (NCP), November 1988
 Make Your Taxes Less Taxing (Special Newspaper Mailing), November 1988
 Crime Prevention; Peace Corps (NCP), December 1988
 AIDS; Crime Prevention; Drunk Driving (INAME), December 1988
 Make Your Taxes Less Taxing (Special Newspaper Mailing), December 1988
 Colon Cancer; Food Stamps; Statue of Liberty/Ellis Island Foundation (INAME), January 1989
 American Red Cross (Special Newspaper Mailing), January 1989
 American Red Cross; Make Your Taxes Less Taxing (NCP), January 1989
 Food Stamps; Peace Corps (NCP), January 1989
 Use the Experience of a Life Time; Make Your Taxes Less Taxing (INAME), February 1989
 Cooperative Education; Make Your Taxes Less Taxing (NCP), February 1989
 Invent America (Newspaper Kit), February 1989
 Peace Corps (INAME), March 1989
 Cooperative Education; Statue of Liberty/Ellis Island; Understanding Mental Illness (INAME), March 1989
 Environmental Defense Fund Campaign (Special Newspaper Mailing), May 1989
 "Give Five" -- Individual Giving/Volunteering (Newspaper Kit), May 1989
 Make Someone's Taxes Less Taxing (Newspaper Kit), June 1989
 American Red Cross Infant & Child CPR (Newspaper Kit), July 1989
 Covenant House Campaign (Newspaper Kit), July 1989
 United Way (INAME), July 1989
 Free Press Campaign (Newspaper Kit), August 1989

Bicentennial of the Constitution (Newspaper Kit), September 1989
Cooperative Education (NCP), September 1989
AIDS; Cooperative Education; Drunk Driving; Forest Fire Prevention (INAME), September 1989
United Way (Newspaper Kit), September 1989

Box 3:

Safety Belt (Newspaper Kit), October 1989
Make Your Taxes Less Taxing (Newspaper Kit), November 1989
Census '90 (Newspaper Kit), January 1990
Child Abuse Prevention (Newspaper Kit), March 1990
Social Security (Newspaper Kit), March 1990
Social Security -- Spanish (Newspaper Ad), ca. March 1990
Religion in American Life (Newspaper Kit), March 1990
Reach for the Power -- Teach (Newspaper Kit), March 1990
Give Five (Newspaper Kit), April 1990
NeighborWorks (Newspaper Kit), April 1990
Recycling (Newspaper Kit), May 1990
Teen Alcoholism (Newspaper Kit), June 1990
Child Find Mediation (Newspaper Kit), July 1990
Employer Support of the Guard and Reserve (Newspaper Kit), July 1990
Make Your Taxes Less Taxing (Newspaper Kit), August 1990
Radon Awareness (Newspaper Kit), August 1990
Child Abuse Prevention (Newspaper Kit), August 1990
Drug Abuse/AIDS Prevention (Newspaper Kit), September 1990
Forest Fire Prevention (Newspaper Kit), October 1990
Do Your Part. Drive Smart (Newspaper Kit), November 1990
Drunk Driving (Newspaper Kit), November 1990
It Pays to File Now (Newspaper Kit), January 1991
United Negro College Fund (Newspaper Kit), January 1991
Employer Support of the Guard and Reserve (Newspaper Kit), January 1991
Drug Abuse/AIDS Prevention (Newspaper Kit), February 1991
Warning Signs of Mental Illness (Newspaper Kit), February 1991
Red Cross Infant Water Safety -- English (Newspaper Kit), February 1991
Red Cross Infant Water Safety -- English & Spanish (Newspaper Kit), Feb. 1991
Crime Prevention (Newspaper Kit), March 1991
Employer Support of the Guard and Reserve (Newspaper Kit), March 1991
Points of Light Foundation (Newspaper Kit), April 1991
Recycling: The Everyday Way to Save the World (Newspaper Kit), April 1991
IRS Volunteer Recruitment (Newspaper Kit), June 1991
United Negro College Fund (Newspaper Ads), August 1991
Forest Fire Prevention (Newspaper Ads), September 1991
Child Abuse Prevention (Newspaper Ads), September 1991

Child Abuse Prevention - Spanish (Newspaper Ads), September 1991
Crime Prevention - Drugs (Newspaper Ads), September 1991
Child Abuse Prevention - Spanish, revised (Newspaper Ads), September 1991
Drunk Driving (Newspaper Kit), October 1991
Radon Awareness (Newspaper Kit), October 1991
Environmental Defense Fund - Recycling (Newspaper Kit), February 1992
Safety Belt Education, February 1992
Recruiting New Teachers (Newspaper Kit), April 1992
Vote Campaign (Newspaper Ads), August 1992
Vote Campaign (Newspaper Ads), August 1992
American Red Cross (Newspaper Ads), November 1992
Domestic Violence Prevention, ca. 1994 (one ad, no documentation)
Coalition for America's Children (Newspaper Kit), March 1998
Learning Disabilities (Newspaper Kit), March 1998
Forest Fire Prevention (Newspaper Ads), May 2000
Y2Vote (Newspaper Ads), May 2000
National World War II Memorial (Newspaper Ads), May 2000
Community Drug Prevention Campaign (Newspaper Ads), June 2000
Earth Share (Newspaper Ads), July 2000
Reduce. Reuse. Recycle. (Newspaper Ads), August 2000
Afterschool Programs (Newspaper Ads), October 2000
Teen Pregnancy Prevention (Newspaper Kit), November 2000
National Crime Prevention Council (Newspaper Kit), December 2000

Box 4:

Education Excellence Partnership (Newspaper Kit), January 2001
Smokey the Bear Forest Fire Prevention Advertisement, January 2001
United Negro College Fund (Newspaper Kit), February 2001
Coordinated Campaigns for Learning Disabilities (Newspaper Kit), February 2001
After School Programs (Newspaper Kit), March 2001
Environmental Protection Agency/Childhood Asthma (Newspaper Kit), March 2001
Office of National Drug Control Policy (Newspaper Kit), March 2001
Drunk Driving Prevention (Newspaper Kit), c. Spring 2001
National Crime Prevention Council, May 2001
Child Hunger, June 2001
National Fair Housing Alliance, June 2001
Math is Power Campaign, June 2001
United Negro College Fund, July 2001
Learning Disabilities, August 2001
Partners for Public Education, November 2001
Drunk Driving Prevention, November 2001
ACT Against Violence, March 2002
Learning Disabilities, April 2002

Connect for Kids, July 2002
Prevent Child Abuse, July 2002
Employer Support of the Guard and Reserve, August 2002
Art. Ask for More, August 2002
Your Vote Counts, August 2002
USA Freedom Corps, August 2002
Wildfire Prevention, August 2002
Operation Graduation, September 2002
After School Now, October 2002
United Nations Foundation - AIDS, November 2002
Girl Scouts, December 2002
Family Literacy, January 2003
National Fatherhood Initiative, March 2003
Firewise (Fire Prevention), March 2003
Learning Disabilities, April 2003
Racial Cooperation, April 2003
Partners for Public Education, April 2003
Homeland Security, May 2003
Library of Congress, May 2003
Martin Luther King, Jr. Memorial, May 2003
Primary Immunodeficiency, May 2003
Childhood Asthma, May 2003
Child Help USA, June 2003
National Trust for Historic Preservation, July 2003
Give Kids the World, September 2003
Coordinated Campaign for Learning Disabilities, November 2003
Drunk Driving Prevention, November 2003
Earthshare, December 2003
Parent Teacher Associations, January 2004
American Stroke Association, March 2004
Healthy Lifestyles and Disease Prevention, March 2004
Online Sexual Exploitation, May 2004
Forest Fire Prevention, May 2004
Project Safe Neighborhoods, September 2005
Office of National Drug Control Policy - Children and Drugs, September 2005
Drunk Driving Prevention, October 2005
Fatherhood Initiative, October 2005
Obesity Prevention, December 2005
Support Our Troops, February 2006

Box 5:

Underage Drinking Prevention, March 2006
Energy Efficiency, March 2006

Support Disease Prevention, March 2006
Newspaper CD Catalog (Compilation Kit), Spring 2008

Adoption
Arts Education
Autism Awareness
Childhood Asthma
Childhood Obesity Prevention
College Access
Drunk Driving Prevention
Early Childhood Development
Emergency Preparedness
Environmental Involvement
Financial Literacy
Foreclosure Prevention
Generous Nation
Global Warming
Lifelong Literacy
Media Management
National Mental Health Anti-Stigma
New York City Teacher Recruitment
Nutrition Education
Obesity Prevention
Online Sexual Exploitation
Patient Involvement
Reducing Gun Violence
Stroke Awareness
Supporting Minority Education
Underage Drinking Prevention
Wildfire Prevention
Wireless AMBER Alerts
Youth Reckless Driving

Fatherhood Involvement, October 2009
Adoption, November 2009
Fight Arthritis Pain, February, 2010
Lifelong Literacy (with Curious George), June 2010
Newborn and Child Survival, July 2010
Men's Preventative Health, July 2010
Making Home Affordable, September 2010
GED Achievement, September 2010
Hispanic Parental Engagement, November 2010
Autism Awareness, December 2010
Drunk Driving Prevention, January 2011

Foreclosure Prevention, February 2011
Lead Poisoning Prevention, February 2011
Hunger Prevention, March 2011
College Access, March 2011
Emergency Preparedness Business, June 2011
Let's Move, July 2011
Patient Involvement, Compilation Kit, October 2011
Fight Arthritis Pain, October 2011
Making Home Affordable, November 2011
Wildfire Prevention, November 2011
Community Engagement, January 2012
Pet Adoption, January 2012
Adoption, April 2012
Mentoring - Big Brothers Big Sisters, April 2012
Newspaper Public Service Ads - CD Catalog, Winter 2014 (January 2014)

Adoption from Foster Care
Autism Awareness
Buzzed Driving Prevention
Caregiver Assistance
Child Passenger Safety
Childhood Asthma
Children's Oral Health
Community Engagement (United Way)
Emergency Preparedness (FEMA)
Emergency Preparedness - NYC
Fatherhood Involvement
Financial Literacy (feedthepig.org)
Food Safety Education
Gay and Lesbian Bullying Prevention
GED Achievement
Hunger Prevention
Job Training & Employment (Goodwill)
Shelter Pet Adoption
Stroke Awareness
Texting and Driving Prevention
Unplanned Pregnancy Prevention
Wildfire Preparedness
Wildfire Prevention

Newspaper Public Service Ads - CD Catalog, Fall 2014 (September 2014)

Adoption From Foster Care
Autism Awareness

Bullying Prevention
Buzzed Driving Prevention
Caregiver Assistance
Child Passenger Safety
Children's Oral Health
Community Engagement
Emergency Preparedness
Emergency Preparedness - NYC
Enrollment in Health Insurance
Fatherhood Involvement
Financial Literacy
Food Safety Education
Foreclosure Prevention Assistance
Gay and Lesbian Bullying Prevention
High Blood Pressure
Hunger Prevention
Job Training & Employment
Shelter Pet Adoption
Stroke Awareness
Supporting Minority Education
Teacher Recruitment
Texting and Driving Prevention
Wildfire Preparedness
Wildfire Prevention