13/2/219
College of Media
Advertising
Ad Council: Campaign Files, 1966-2004

Box 1: Campaign Reports, 1974-80

Campaign Reports, April 1974
United Nations Campaign (First 6 Month Report), 1977
Technical Education & Training (First 6 Month Report), August 1977
National Alliance of Businessmen (First 6 Month Report), 1977
Religion in American Life (First 6 Month Report), 1977
Health Careers Campaign, 1977
Arts Campaign (First 6 Month Report), 1977
Action Campaign, July 1977
Action, Peace Corps, Vista Campaigns, 1977
National Alliance of Businessmen (6 Month Report), January-June 1978
Health Careers (First 6 Month Report), May 1978
Action, Peace Corps, Vista, Minorities Campaigns, 1978
Action, Peace Corps Campaign, 1978
Arts Campaign (6 Month Report), August 1978
Religion in American Life (6 Month Report), January-June 1978
Technical Education & Training, January-October 1978
Campaign Reports, October 1978
   July 1977
   June/July/August 1978
   September 1978
   April 1978
   March 1978
Health Careers Campaign Report, August 1978
Campaign Reports, August/September/October 1979
   1980
Procter & Gamble: 15 second spots from JSL-1978, 1978

Box 2: Action, 1977-80

Action General, 1977
Action Campaign, 1977-78
Action Contracts & Amendments, 1977
Minorities Budget, January-December 1978
Peace Corps Budget, January-December 1978
Vista Budget, January-August 1978
Actions Allocations, 1977
Action Awareness (America Agrees), 1977
Government Advertising, 1977
Action Newspaper, 1977
PDR Productions Actions, 1977
Action Radio, 1977
Action TV (2 folders), 1977
Vista TV, 1978
Action Vista, 1977
Peace Corps & Vista, 1977

Action Peace Corps, 1977
Media and Estimated Budget, 1979
Recruitment and Services Centers, 1979
"The Toughest Job You'll Ever Love" booklet, ca. 1982

Box 3: Aging, 1976; Child Abuse, 1975-80

Aging Ads, 1976-77
Aging Ad Photo, 1976
Aging Film Strips, 1976
Aging Pamphlet, 1976
Aging Newspaper Ads, 1976
Aging NCP Ad, 1976
Aging Radio Kit & Fact Sheets, August 1976
Aging TV Storyboard Negative & Print, June 1976
Aging TV Kit, 1976
Child Abuse, 1975-80
Child Abuse Prevention Annual Report, 1975-76

Annual Report, 1978
Andy Award of Merit, September 25, 1977
Child Abuse Prevention Material, 1975
Budgets, 1976, 1977
CAP Detroit Meeting Pictures, Campbell-Eward Comp., 1976
CAP Families Anonymous, 1977
CAP Campaign Review of Focus Group Sessions, April 1976
CAP Logo Sheets, 1979
CAP Newsletter, 1975
CAP Pamphlets, 1974, 1976

CAP Photos
CAP Press Release, February 11, 1976
Child Abuse, Ad Council, Public Service News, 1978
CAP Publications, 1976
"Caring", 1975-76
    1977-78
and Correspondence, 1977
    1978-86
and Correspondence, 1979
CAP Qualitative Research Project, May 23, 1977
CA-Radio, 1978
CAP Special Reports, 1977
CAP "You Can Prevent Child Abuse" booklet, 1980

Box 4: Crime Prevention (Additional correspondence)

Crime Prevention, Additional Materials, 1981
    Awards, 1981
    Brochure, January 1981
    1981
    Business Press, 1980
    Coalition, 1981
    Members, 1981
    Collateral Materials, 1981
Company Publications & Business Cooperation, 1980-81
Conference & Meeting Reports, 1981
Consumer Magazine Ads, 1981
Corporate Publication, 1981
Correspondence, January-February 1981
Crime Prevention, March-April 1981
    May-June 1981
    July-August 1981
    September-August 1981
    November-December 1981

Box 5: Crime Prevention: Costumes-Newspaper Clippings

Costumes, 1981-82
Dancer, Fitzgerald Sample, 1981
Anthony Dandrea Songs, 1980
Department of Justice, 1981
Ed W. Dooley, 1981
Guide & Fact Sheet, 1981
INAME Ads, 1981
Inter-Office Communication, 1981
Invoices, Vouchers & Bills, 1981
Local Crime Prevention Activities, 1981
Local Group Form Letter, 1981
McGruff Activities, 1981
Crime Prevention Meetings, 1980
NCP Ads, 1981
Newsletters & Reports, 1981
Newspaper Ads, 1981
    Articles, 1981
    Clippings, 1981


Outdoor 24 sheet, 1980-81
Phase III, Radio & Magazine Ads, 1981
Crime Prevention Products, 1981
Quarterly Report, 1981
Crime Prevention Radio, 1981
State Crime Prevention Activities, 1981
Supplementary Booklets, 1981
Take a Bite out of Crime Booklet, 1981
Crime Prevention Television, 1981
TV Kits, Bulk Shipments, 1981
Traceable Media Support, 1981
Transit Car Cards, 1981
"Unlocking America"
Stanley Weston Leisure Concepts, 1981
Ad Materials, 1982
Business Press, 1982
Consumer Magazines, June 1982
Crime Prevention Booklets, 1982
Booklet Report, March 1982
Crime Prevention Correspondence, January/February 1982
Correspondence, March/April 1982
    May/June 1982

Box 7: Crime Prevention: Correspondence, July - Traceable Media, 1982; Direct Deposit, 1978

Correspondence, July/August 1982
    September/October 1982
November/December 1982
Edward W. Dooley Correspondence, 1982
Inter Office Communications, 1982
Local Activities, 1981-82
Newsletters, 1982
Newspaper, 1982
INAME Persons & Cards, 1982
Response Cards for NCP Ads, 1982
Newspaper Articles, 1981-82
Outdoor, 1982
Radio, 1981-82
Television, 1981-82
Transit, 1982
Traceable Media Support, 1982
Direct Deposit 1978 Bible, 1978
    Budgets, 1978
    Correspondence (2 folders), 1978
    Conference Reports, 1978
    Meetings, 1978

Box 8: Drug Abuse: Anti-Drug - Esty, 1969-73

Correspondence - David Esty, 1969
Presentation of Anti-Drug Abuse Ad Campaign, 1970
Drug Abuse Information Campaign - Broadcast Kits & Print Ads, 1971
Drug Abuse Campaign Materials & Correspondence, 1970-71
Drug Abuse Campaign Materials, 1971-73
    Master, 1970
Drug Abuse Campaign Status Report, 1970
Creative Support Group, 1970-71
Crucifixion Poster, 1970-71

Box 9: Drug Abuse: Follow-up - Ulric & Todman, 1969-73

Follow-up (1 of 2), 1970
    (2 of 2), 1970-71
Correspondence - David Hart, 1971
Inter-Office Memos, 1969-72
National Collegiate Athletic Association (NCAA), 1970
Production Schedule, 1970
Proprietary Association, 1970-71
Reports, 1970
Advertising Concerning Drug Abuse by Ulric & Todman Associates, 1970
Box 10: Drug Abuse: Booklet - Exploration, 1972-75

Drug Abuse Booklet, 1973
Campaign List of Drug Abuse Information Campaign, 1972
Drug Abuse Campaign Materials (Photos, Negative & Pamphlet), 1972
Campaign Materials & Correspondence, 1972
Correspondence, 1972
   General, 1972-75
   1973-75
Drafts of Ads, Radio Ads, TV Ads, 1972
Diagram of a Drug Abuser
Expenses, 1972
Response to Drug Abuse Commercials, 1972

Box 11: Drug Abuse: Film Prices - Ten Little Indians, 1972-75

Film Prices, 1972
Miscellaneous Drug Abuse Letters, 1972
Testimony on Marihuana & Drug Abuse - Correspondence, 1972
Old Drug Abuse Material
Requests for Drug Abuse Information, 1972
Research
Statement by John H. Crichton on Marihuana & Drug Abuse, 1972
James F. Hoge's statement before National Commission on Marihuana & Drug Abuse (1 of 4), 1972
James F. Hoge - Appendix (2 of 4), 1972
   (3 of 4), 1972
   (4 of 4), 1972
Statement by John Jennings on Marihuana & Drug Abuse, 1972
Statement by Nathan S. Kline before the National Commission on Marihuana & Drug abuse, 1972
Statement by Richard P. Penna on Marihuana & Drug Abuse, 1972
Statement by Joseph G. Smith before the National Commission on Marihuana & Drug Abuse, 1972
Statement by Vincent T. Wasilewski on Marihuana & Drug Abuse, 1972
Ten Little Indians
Mr. Hart's Files (Campaign Manager for Drug Abuse and TET), 1972-73 (see box 26)
Drug Abuse, Technical and Business Proposals, 1982 (see box 31)


Chronological History of the American Economic System Campaign, 1942-78
Action Guide, 1976
Economic Communication Materials, 1977
Economics & Finance Films, 1977
American Economic System Campaign - Print Ads, 1977-78
AES - Quiz Questions, 1977
  Reading Material, 1977-78
  Television File, 1976
Ad Council Display (Ad Expo), 1978
AES - American Advertising Federation Convention, 1978
  Awards-American Advertising Federation Competition, 1978
  American Library Association, 1978-79
Miscellaneous - AES Booklet, Price List, Mailgram & Publications, 1978
List of counties & Local Network Stations (AES Campaigns), 1978
AES Inventories, 1978
Law & Economics Center - University of Miami, 1978-79


AES, Lunch & Seminar List, 1978
  Lunch & Seminar Invitation List, May 1978
  Lunch & Seminar Attendance List, 1978
  Lunch & Seminar, June 23, 1978
  Lunch & Seminar Follow-up, 1978-79
Magazine Ads, 1978
AES - Mainliner: United Airlines Special Supplement, 1978
AES Campaign News Release, 1978
Oregon Library - Inflation, 1978
Miscellaneous - Printing Orders, 1978
Public Policy - AES Booklet Review, 1978
AES - PR Aids, 1978

Box 14: American Economic System: Reading File - Young Presidents, 1978; American - "You Are the AES", 1979

Reading File (Weekly), 1978
Society of Professional Journalist Conference, 1978
AES Speakers Bureau, 1978
Summer Institute (Funded by NSF) - Washington State University, 1978
Young Presidents Organization, 1978
American Council of Life Insurance, 1979
Anti-Inflation Magazine Ads & Business Press Ads, 1979
Business/Professional Advertising Association, 1979
Remarks of Jimmy Carter at 35th Annual Ad Council
Washington Conference, 1979
Economic Communication Mailing List, 1979
Fiscal Policy Council, 1979
Foundation for Teaching Economics, 1979
AES Monthly Report, 1979
National Association of Business Economists, 1979
NAIEC Educational Sponsorship Award, 1979
Singer, 1979
Students for Free Enterprise, 1979
AES Teachers Guides, 1979
Printing News, 1980
AES "You Are the American Economic System", 1979-80
Master List from ALCO
AES Campaign Material
  Campaign Notes
Economic Communicator Notes (Editorial)
Lists
AES Poster
  TV Ads
  TV Storyboards (Prof. Corey Spots)

Box 15: Council for Financial Aid to Education: Annual Report - Special Reports, 1972-76

CFAE, Annual Report, 1972-73
Correspondence, 1973
Annual Report, 1973-74
  1974-75
  1975-76
Booklets, 1967/1972
Budget, 1975-77
Correspondence, 1974
  January-June 1975
  July-December 1975
  January-June 1976
  July-December 1976
  (Doremus & Company), 1970/75/76
Arthur C. Kammerman Correspondence, 1974
  1975
  1976
Ad Negatives, Slides & Photos, 1975
Negatives, 1976
Newsletter, 1975-77
Record, 1975-76
Special Reports, 1975
Box 16: Council for Financial Aid to Education: Ad Tests - Radio Kit, 1977-78

CFAE, Ad Tests, 1978
Annual Report, 1977-78
Athletic Director Letter & Material, 1977
Budget & Escrow Reports, 1976-77
Budgets, 1977-78
Correspondence, January 1977
   February 1977
   March 1977
   April/May 1977
   June 1977
   July 1977
   August 1977
   September 1977
   October 1977
   November/December 1977
   (Doremus & Company), 1977
       1978
   1978
Make America Smarter Photo Transcript, 1977
Make America Smarter Photo Transcript, February/March 1977
CFAE, Newspaper Clippings & Reports, 1977
   Newspaper Respondent Analysis, November 1978
Press Conference, January 25, 1977
Radio Kit, 1978
TV spot conference reports, January 1979


FNH Kit, 1973
   Press Conference, December 1973
   Ads, 1973-74
       (NCP), September 3, 1974
       January 1978
   Publication, July 1974
   Radio Campaign, 1974
This Is What Little...(Photo)
FNH Printer's Storyboard Popeye, July 1977
FNH Transit Bulletin, March 1978
   Ads, April 1978
   Campaign Media Results, October 23, 1980
Health Careers Correspondence, January 1977
  February/March 1977
  & Record, April 1977
  May 1977
  June 1977
  July/August 1977
  September/October 1977
  November/December 1977
Costs & Results of Each Campaign, 1973-77
Government Campaign Contracts & Funds, 1978
Health Careers Pamphlet
Health Careers Correspondence, 1975
  1976
  & Record, 1978
  1979

Box 18: National Alliance of Businessmen, Job Creation, 1970-76

NAB Magazine Ad, 1970
Magazine Ads (Jobs for Vets), 1971
Business Press Ads, 1973
Ads/Records, 1974
Business Press Ads, 1974
Correspondence, January 1974
  February 1974
  March 1974
  April 1974
  May 1974
  June 1974
  July-September 1974
  October 1974
  November 1974
  December 1974
Actual Use of NAB Advertising by the Business Press during 1975
NAB Business Press Ads, 1975
  Correspondence, March 12/October 15, 1975
  Magazine Campaign (Help America Work) (2 folders), 1975
  Washington Conference, 1975
Budget & Media Schedule for Jobs for Vets Campaign, October 25, 1976
NAB Business Press Ad (Help America Work), March 1976
  March 1976
NAB, Correspondence, January/July December 1976
  March 16 Meeting at Grey Advertising, March 1976
Ad Expenditures 1976-77, June 30, 1976
Ads & Transit Allocations, July 1976
Ad (Help America Work), July 1976
"Help America Work" Radio Kit, September, 1976
NAB Radio Kit, October 1976

Box 19: National Alliance of Businessmen, Job Creation, 1977

Proposed NAB Budget Draft, February 15, 1977
NAB January-June 1977 Budget, March 1977
Budget & Media Schedule for "Jobs for Veterans", April 20, 1977
Proposed Budget for "Hire for Veteran", August 14, 1977
Proposed Budget & Media Schedule for September 1977
Proposed Budget for 1978, October 27, 1977
Business Veterans Ads, 1977
NAB Conference Report, January 18, 1977
    October 3, 1977
    November 4, 1977
NAB Correspondence, 1977
    1977
    January/February 1977
    March 1977
    April 1977
    May 1977
    June 1977
    July/August 1977
    September/October 1977
    November/December 1977
Letter to Dr. Dunnington, April 19, 1977
Budget & Memo for "On the Job Training", March 3, 1977
Conference Report, March 18, 1977
"Help America Work" Photoboards, September/October 1977
"Hire a Veteran" Program, November 4, 1977
Job Line Television, 1977
"Jobs for Veterans" Campaign, September 1977
"Jobs for Veterans" Ad, 1977
Luncheon Meeting Memo, February 17, 1977
NAB Meeting, March 18, 1977
Summation of NAB Meeting Memo, August 2, 1977
NAB Meeting, November 4, 1977
NAB Miscellaneous, 1977
NAB NCP Ad, June/October/December 1977
NAB Newspaper Ads Clippings, 1977
Outdoor Ad Bulletin, July 1977
Phase I & II Budget, June 1977
Letter to William Reinhart, April 25, 1977
NAB Storyboards, 1977
NAB Year-end Figures, 1977

Box 20: National Alliance of Businessmen, Job Creation, 1978-79

Proposed Budget & Media Schedule for 1979, August 9, 1978
Budget January-June 1978, August 31, 1978
Conference Report, August 16, 1978
    December 21, 1978
    February 28, 1979
NAB Correspondence, January-March 1978
    April-July 1978
    August 1978
    & Records, 1979
    January 1979
    February/March 1979
    & Records, May 1979
    June 1979
    July 1979
    August 1979 & Records, November/December 1979
NAB Drafts, 1978
NAB Meeting at Council, August 16, 1978
NAB Newspaper Ads Clippings, 1978
NAB NCP Ads, 1977/1978
NAB NCP Ad, February 14, 1978
NAB Research File, April 1979
NAB January-December 1978 Year End Report, February 1979

Box 21: Jobs for Veterans, 1971-74

Production Schedule and Budget Breakdown, 1971-72
Hire a Veteran Campaign, 1972
Campaign materials and correspondence, 1972
Correspondence (2 folders), 1972-74
Information Kit, 1972
National Committee of Jobs for Veterans, Annual report, 1972
Breakdowns & statements, 1973-74
Media support, 1973
A Report to the U.S. President, 1973
Job Service Kit, 1974

Box 22: United Negro College Fund, 1971-80; Action/Vista, 1977-78

UNCF, Annual Statistical Report, 1971-71
Annual Report, 1971-72
1974-76
1980
Magazine ad, 1976
Dr. William McMillan letter, 1977
UNCF, newsletters, 1977-78
News release & symbols, 1975
News release, April 12, 1977
Pamphlets, 1975
Campaign ad photos & negatives
Press conference, April 19, 1977
Publications, 1977
Radio campaign, May 1978
Report (page 1)
Action/Vista media & estimated budget, 1977-79
Schedule of due dates for Peace Corps campaign, 1977
Schedule of due dates for Vista campaign, 1977
Special - revised campaign costs, 1977-78
Summary (Peace Corps, Vista, minorities campaigns), 1977
Vista/Action campaign materials, 1978
Conference reports (Vista/Peace Corps), 1978-79
Vista estimated budget, 1978
INAE, Volunteers Service to America (Vista), 1978
Vista NCP, 1978
Radio kit materials/correspondence, 1978-79
Revised schedule of due dates for Peace Corps campaign, 1978
Schedule of allocations for Vista, 1978
Transit card, 1978
Action & Vista Domestic Media Budget, 1979

Box 23: Religion in American Life, 1970, 1972, 1974-75

RIAL, by-laws, June 4, 1970
Promotional materials and administrative papers, 1971
Photo Storyboard, 1972
Budget & timetables, 1974-77
RIAL correspondence, 1965
RIAL, correspondence, January 1974
February 1974
April 1974
May 1974
June 1974
July 1974
August 1974
September 1974
October 1974
November 1974
December 1974

RIAL, memos, August 1974
Conference report, November 25, 1974
Newspaper clipping, 1974-75
Magazine ads, 1975
Anniversary Dinner Remarks by J.P. Lyet, March 1975
Breakdowns drafts, 1975
Council bills & correspondence, December 1975
Public Policy Committee meeting minutes, September/October 1975
Miscellaneous (2 folders), 1975
Newspaper ads, 1975
Newspaper kit, 1975
Resolutions, June 1975
Ad copies & storyboards, March 25, 1975
TV, radio & print ads, June 1975
TV scripts, June 3, 1975
TV storyboard & slides, 1975

Box 24: Religion in American Life, Correspondence, 1975; Bulletin-Television, 1976

RIAL correspondence, January 1975
February 1975
March 1975
April 1975
May 1975
June 1975
July 1975
August 1975
September 1975
October 1975
November 1975
December 1975

RIAL, bulletin, October 1976
Conference reports, 1975/76
Copy Concept Study, January/February 1976
Dinner speeches & pictures, March 9, 1976
Ad copy & storyboards, May 1976
File (2 folders), 1976
Miscellaneous, 1975-76
Newspaper ads, 1976
The Publicist Newspaper, November/December 1976
RIAL & Reader's Digest, 1976
Religious broadcasting, March 1976
Picture of Michael P. Ryan, Inmont, February 1976
Ad Council Summary of TV Network PSA, May 25, 1976

Box 25: Religion in American Life, Correspondence, 1976

RIAL Correspondence, January 1976
  February 1976
  March 1976
  April 1976
  May 1976
  June 1976
  July 1976
  August 1976
  September 1976
  October 1976
  November 1976
  December 1976

Box 26: Religion in American Life, 1977-79; Technical Education & Training, 1973-75

RIAL, ads, 1977
  Ads, storyboards & newspaper, January 1977
Bible Correspondence, January/February 1977
  March 1977
  April/May 1977
  June 1977
  July 1977
  August/September/October 1977
  November/December 1977
Bulletin, March 1977
Correspondence, January/February 1977
  March 1977
  April/May 1977
  June 1977
  July 1977
  August/September 1977
October/November/December 1977
Newspaper Ads of 1977
Religious broadcasting, February 1977
RIAL correspondence, January 1978
Radio & TV Fact Sheet for Kids, 1979
Ad Council Planning for Technical Education and Training
Correspondence on Technical Education and Training, 1972
Technical Education and Training Campaign Material, 1972
Mr. Hart's Files (Campaign Manager for Drug Abuse and TET), 1972-73
TET, renewal letters, 1973-76
Correspondence, 1975
Meeting & correspondence, August 14/15, 1975
Radio kit, 1975-76
Request & orders for TET "Careers" album - brochure, 1975-76
TV kit, 1975-76
Tony Orlando & Dawn album & brochure, 1975-76


TET, Business press ads, 1976
Correspondence, 1976 (2 folders)
   January 1976
   February 1976
   March 1976
   April 1976
   May 1976
   June 1976
   July/August 1976
   September/October 1976
   November 1976
   December 1976
R. Hutton Basketing Ridge Meeting, May/June 1976
Newspaper ads, clippings, 1976-77
Spanish ads, 1976
'77 Proposed Budget for Office of Education, January 26, 1977
January-July 15 Budget dated on January 26, August 3, 1977
1977 Business Press Correspondence, July 28/29, 1977
Campaign ads (2 folders), 1977
Correspondence, April 20, 1977
   1977
Conference report, January 27, 1977
Conference report, April 14, 1977
Campaign ads, 1977

Box 28: Technical Education & Training: Correspondence - Year End, 1977; Booklet, 1978

TET correspondence (2 folders), 1977
   January/February 1977
   March/April 1977
   May 1977
   August/September/October 1977
   December 1977
   and ads, January/February/April/May 1977
Bible 1977 correspondence, January/February 1977
   March/April/May 1977
   June/July/August 1977
   September/October 1977
   November/December 1977
Correspondence, 1977
   1977 Magazine Correspondence, April/May/August 1977
Media support for TET 1972-76, May 1977
TET, miscellaneous, 1977
   1977 Radio, TV, Magazine ads
   1977 Radio correspondence, May 1977
   1977 TV correspondence, 1977
      January/April/May/September 1977
TV film copy, 1977
Washington Conference Report, June 9, 1977
Year end figures, 1977
Booklet requests, January/March 1978
   April 1978
   May 1978
   June 1978
   July 1978
   August/September 1978
   October/November/December 1978

Box 29: Technical Education & Training: Budgets - Transit, 1978; Booklet - Newspaper, 1979

TET, 1978 budgets and timetables, 1978
   Case histories, public service news, January 1978
   Correspondence, 1978 (2 folders)
      January 1978
      February 1978
      March 1978
      April 1978
May/June 1978
July/August 1978
September 1978
October/November/December 1978
November 1978
February/April 1978

Film strips
Newspaper clippings, 1978
Press conference, California, January 1978
Ads, 1978
Press release, January 19, 1978
Campaign reports, January-October 1978
Transit allocation, 1978
1979 booklet requests
1979 budget & timetable
Conference reports, 1979
Correspondence, January/February 1979
March/April 1979
May/June 1979
July/August 1979
September/October/November 1979
Newspaper clippings, 1979

Box 30: ACTION, 1975-78

ACTION newspaper Ads, 1975
ACTION publications, correspondence, financial data, 1975-76
ACTION ads and allocations, 1976
Conference reports, 1976
Magazine ads, 1976
INAENews Ads, 1976
Tentative media and estimated budget, 1976
ACTION agenda, 1977
Sam Brown, 1977
ACTION budget allocations, 1977
Conference report, 1977
Correspondence (2 folders), 1977
INTERACTION/TV storyboard, 1977
Magazine ads, 1977
Memo, 1977
Newspaper kit, 1977
Radio kit, 1977
Schedule of due dates for material from Ted Bates (Minorities), 1977
ACTION tentative media and estimated budget for 1978
Year-end report, 1977
Project time schedule, 1977-78
Estimated budget (ACTION-minorities), 1977-78
ACTION -- NCP, 1977-78
Sam Brown, 1978
Magazine ads, 1978
ACTION Peace Corps meeting, 1978
Radio spots, 1978
ACTION campaign -- radio spots, ca. 1978

Box 31: AIDS Education - Independent Sector

AIDS Education Campaign, June 1987
   AIDS Campaign presentation, February 1994
Business Committee for the Arts, 1972-73
Confidence in a Growing America correspondence, February 1961
Coalition for Literacy (campaign report), February 1988
Direct Deposit campaign report, 1981
Drug Abuse Prevention, Technical and Business Proposals, 1982
Employing the Disadvantaged: A Company Perspective, 1972
Independent Sector Annual Meeting, 1996

Box 32: Independent Sector - United Way

Memo to Members /News Releases, 1990-97 (4 folders)
Manpower Campaign (U.S. Department of Labor), 1963
Periodontal Disease, 1972
Register and Vote -- Campaign Materials, 1972
Small Claims Court, 1972-73
Understanding Mental Illness correspondence, 1986
United Nations clippings and ads, 1975-78
United Service Organizations correspondence, 1972-73
United Negro College Fund -- "Choosing to Succeed" booklet, 1986
United Way correspondence, 1988

Box 33: 4-H - Welfare to Work (Materials Received 2000)

4-H, 1996-99
Mentoring, 1997
National Fatherhood Initiative, 1998-99
National Urban League Youth Development, 1996-97
Parental Involvement in Public Schools, 1999
Parental Responsibility, 1997
Pediatric Aids, 1997
Points of Light Foundation, 1995-99
President’s Council on Fitness and Sports, 1997-98
President’s Initiative on Race, 1997
Recruiting New Teachers, 1999
Save the Children, 1996-99
Teen Alcoholism, 1994
Understanding Mental Illness, 1995-99
Urban League, 1995-98
Value of Math and Science, 1993-99
Water Quality, 1996
Welfare to Work, 1999

Box 34: AIDS Prevention - Mail For Good Causes (Materials Received 2005, 2007)

AIDS Prevention, 1988
Arts and Humanities, 1992-93
Campaign for Freedom (2002)
Census 90, 1989
Coalition for America’s Children, 1997
Colon Cancer Prevention, 2002
Community Drug Prevention, 1997-2004
Community Drug Prevention, 1998
Do Good. Be A Mentor- Save the Children, 1999
Earth Share, 1990-1992
Earth Share, 2000-2001
Family Literacy, 2003

Box 35: Forest Fire Prevention- Youth Violence Prevention (Materials Received 2005, 2007)

Forest Fire Prevention
  Smokey Bear Controversy, 1992
  Forest Fire Subpeona Information, 1996
  50th Anniversary of Smokey Bear, 1993-1994
  Smokey Bear Data, 1999
Food Stamps, 1988
Lewis and Clark Bicentennial, 2004
Mail for Good Causes, 1992
Mental Illness, 1995
Mentoring, 2003
Nineline, 1989
Radon, 1990
Recruiting New Teachers, 1996
Reducing Gun Violence, 2006
September 11, 2001
Talking With Kids About Tough Issues, 1999
Teen Alcoholism, 1990-94
Wildfire Prevention, 2001
Youth Violence Prevention, 2000

**Box 36**: America’s Promise- September 11, 2001 (Materials Received 2007)

America’s Promise, 1998-1999
Anti-Discrimination, 1992-1994
Crime Prevention, 1996-1998
Crime Prevention, 1997-2000
Early Childhood Development-“Born Learning” incl. CD., 2005
Earth Share, 1999-2000
Earth Share, 2000-2001, 2005
Global Warming, 2006

September 11, 2001

**Box 37**: Breastfeeding - “I am an American” (Materials Received 2007)

Breastfeeding,2003-2004
“I am an American” Campaign Feedback, [2001]

(Materials Received 11/20/2007)

Blood Donation, 2004
Healthy Lifestyles and Disease Prevention, 2003 (folder 1 of 2)

**Box 38**: (Materials Received 11/20/2007)

Healthy Lifestyles and Disease Prevention, 2003 (folder 2 of 2)
National Childhood Cancer Foundation, 2004