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Communications
Advertising
Robert P. Keim Papers, 1967-87

Box 1:

American Economic System--Industry & Corporation Cooperation, 1974
  Memo, 1974
  National Survey, 1974
  Proposals & Objectives, 1974
  Speeches, 1974
  Yale School of Organization and Management--Case Studies M-14 & M-16, 1974
  Booklets, 1975
  Excerpts from Board Meetings, 1975
  Industry Cooperation, 1975
  Industry & Corporation cooperation, 1975
  National Survey (2 folders), 1975
  Proposal & Objectives, 1975
  Speeches, 1975

Box 2:

  Industry Cooperation, 1976
  Industry & Corporation Cooperation, 1976
  Legal (2 folders), 1976
  Newspapers, 1976
  Newspaper Supplements, 1976
  Speeches, 1976
  Television (3 folders), 1976

Box 3:

  University of Rochester, 1976
  Industry Cooperation, 1977
  Newspapers, 1977
  Speeches, 1976/1977
  Case Study, 1978
  Industry Cooperation, 1978
  Newspaper Supplements, 1978
  Picture Book, 1978
  P. R. News Lunch & Seminar, 1978

Box 4:
Summary of Research, Post Study Phase II and III, National Survey, 1977-78
Industry Cooperation, 1979
Newspaper Supplements, 1979

Picture Book, 1979
Case Studies M-14-R through M-29-R, final draft (2 folders), 1978
National Survey Report, Phase V, 1980

Box 5:

Newspaper Supplements, 1979/1980
Anti-Inflation--Articles, (2 folders), 1978
Booklets, White House, 1978
Campaign (White House), (2 folders), 1978
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Booklets, White House, Jan./Feb., 1979
Mar./Apr., 1979
-Anti-2-, 1979
Campaign, Mar., 1979
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Box 6:

Feb. 1979
Articles, 1980
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Perspectives on Productivity: A Global View, 1981
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TV Advertising and Children - an Experimental Study, 1975
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Box 7:

Washington Conference, 1976
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Objectives for Ad Council, 1977
Brigham Young University, Prof. R. Irwin Goodman, 1978
Actual Valuation Report, Mar. 1978
Pension Report for Ad Council, June 1978
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Reply to FCC Notice of Inquiry, 1978
35th Annual Washington Conference, 1979
Comment on FCC Suggestion, Feb. 1979
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36th Annual Washington Conference, Apr. 1980

Box 8:
Financial Statement and Supplementary Information, 1980
Japan Advertising Council 10th Anniversary, 1981
Selecting Public Service Announcement for Television, 1981
Campaigns: Drunk Driving, Statue of Liberty/Ellis Island, Housing, National Advertising
Review Board (NARB), NATO, 1982
Diary and Appointments (3 folders), 1967-69

Box 9:
Diary and Appointments (5 folders), 1970-75

Box 10:
Diary and Appointments (5 folders), 1976-80

Box 11:
Diary and Appointments, 1981
Phone and Discussion Log (3 folders), 1980-81

Box 12:
Phone and Discussion Log, (4 folders), Jan. 1982-Dec. 1983
Advertising News of New York (ANNY), 1973
American Association of Advertising Agencies (4 folders), 1972-75

Box 13:
American Business Press (Advisory Committee), (Charles S. Mill), 1972
American Business Press (Advisory Committee), (Robert Klein & Charles Mill), (3 folders),
1973-76
American Party (Access to TV), 1972
Annual Dinner (4 folders), 1974-75
Anti-Inflation Campaign (for the Cost of Living Council), 1972
University of Arizona (Correspondence on Ad Council TV spots, 1973-74)
Armed Forces Recruiting, 1971-74
Awards Luncheon (2 folders), 1973-74
Bozell & Jacobs (Request to volunteer in Ad Council campaigns), 1972
Business Committee for the Arts (Campaign correspondence), 1968-69, 1970-72, 1975
Business & Society (newsletter), 1972
Business Press Meeting & Kit, 1974
Business Today (Correspondence), 1968-72
Cahn, Julius (correspondence), 1970-71

Box 14:

California Luncheons, 1968
Campaign Priorities, 1968-69
Common Cause (Letter & Referendum), 1976
Confidence in a Growing America (Campaign correspondence), 1971
Council of Environmental Advisers (correspondence), 1972
Direct Mail Advertising Association (correspondence), 1966-68
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Export Development (2 folders), 1974
University of Florida (correspondence on student visit to Ad Council), 1973-74
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Box 15:

Forest Fire Prevention, (9 folders), 1966-74
Productivity Campaign--Ads, 1973-77
   Correspondence, 1973-76 (4 folders)
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Box 16:

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Radio Free Europe Campaign Correspondence (3 folders), 1965-74
Religion in American Life (4 folders), 1972-75
Tokyo Trip (Promotional for Ad Council), 1969-70
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Transportation Displays Inc. (Correspondence on advertising show), 1967-73
United Nations Campaign Correspondence (5 folders), 1966-73

Box 17:
United Nations Campaign Correspondence, 1974
United Nations Environmental Conference, 1972-73
Ted Van Dyk Associates, Inc. (film on drug campaign), 1970
Voluntarism (4 folders), 1969, 1971-75
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  Article: “Robert Keim has a way of making you remember” Shore Line Times, January 16, 1991
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