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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

Organization Planning, 1975/1976/1977

Speeches, 1976/1977

Case Study, 1978

Industry Cooperation, 1978

Magazines, 1976/1977/1978

Newspaper Supplements, 1978

Outdoor, 1976/1977/1978

Picture Book, 1978

P. R. News Lunch & Seminar, 1978

Box 4:

Summary of Research, Post Study Phase II and III, National Survey, 1977-78
U.S. Chamber of Commerce, 1976/1978
Industry Cooperation, 1979
Newspaper Supplements, 1979

Picture Book, 1979
Yale School of Organization & Management--Case Studies M-18, 23-24, 27-28, 31,
1976-1979
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
Newspapers, 1978/1979/1981
Anti-Inflation--Articles, (2 folders), 1978
Booklets, White House, 1978
Campaign (White House), (2 folders), 1978
Articles (2 folders), 1979
Booklets, White House, Jan./Feb., 1979
Mar./Apr., 1979
-Anti-2-, 1979
Campaign, Mar., 1979
Campaign (White House), Jan. 1979

Box 6:

Feb. 1979
Articles, 1980
Booklets, White House-Anti-2-, 1980
Campaign, 1980
Perspectives on Productivity: A Global View, 1981
Louis Harris international public opinion survey
Public Service Announcement and FCC Proposal, July/Aug 1973
TV Advertising and Children - an Experimental Study, 1975
People's Bicentennial Commission (2 folders), 1976
Public Service Announcement and FCC Proposal (2 folders), May/Nov. 1976

Box 7:

Washington Conference, 1976
Employee Benefit Study, Oct. 1977
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

Pension Study (2 folders), July 1978
Reply to FCC Notice of Inquiry, 1978
35th Annual Washington Conference, 1979
Comment on FCC Suggestion, Feb. 1979
Inter-Office Memo, Oct. 1979
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
Energy (Federal Energy Administration & Cunningham & Walsh), (5 folders)
1974-75
Executive Committee Preferences, March 1967
Executive Committee (Meeting Attendance & Correspondence), 1969-75
Export Development (2 folders), 1974
University of Florida (correspondence on student visit to Ad Council), 1973-74
Federal Communications Commission, (local & national advertising) (3 folders)
1972-73

Box 15:

Forest Fire Prevention, (9 folders), 1966-74
Frank B. Hall & Co. Benefit Consulting Division (Ad Council Pensions), (4 folders), 1968,
1971-73
Productivity Campaign--Ads, 1973-77
Correspondence, 1973-76 (4 folders)
Mailing, 1975

Box 16:

Booklets, 1976
Radio of Free Asia, 1970
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
Trade Association Executive Meeting, Jan. 1972
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
Second Annual Public Service Institute, 1987
Board Meetings and Correspondence (2 folders), 1987
Ad Council Contribution Correspondence, 1990-1995
Biographical Information
 Article RE: Mr. Keim's retirement in *Advertising Age*, June 1, 1987
 Interview with Brad Lynch of the Ad Council, January 14, 1991
 Article: "Robert Keim has a way of making you remember" *Shore Line Times*, January
16, 1991
 Ad Council News Release: Biography of Robert Keim, March, 1996
 Article RE: Advertising response to 9/11/01 in *Advertising Age*, October 22, 2001
 Interview in *The Source*, December 20, 2001
 Obituary in *Advertising Age*, June 24, 2002
Memoirs: *A Time in Advertising Camelot: The Memoirs of a Do-Gooder* (review copy), 2002