

13/2/233

College of Media

Advertising

Ad Council: Media Monitoring Broadcast Clips, 2002-08

Box 1:

F0261 Series - Fujifilm series - Betacam SP

Tape nn. Real Impact, from DVD.

Tape 1. Real Americans Video with Peggy Conlon, New York, NY, October 5, 2007

Tape 2. Real Americans Video: Dr. Michael Lomax, President and CEO United Negro College Fund, Fairfax, VA, September 13, 2007

Tape 3. Nat'l Center for Missing & Exploited Children Tape 1: Interview with Ernie Allen; B-roll: working at desk, September 7, 2007

Tape 4. Real Americans Video: Jane Morgan, Director, Admin. For Children and Families, Washington, DC, September 13, 2007.

Tape 5. Interview, Mery Lopez Gallo, Univision, September 26, 2007.

Tape 6. B-roll - Mery Lopez Gallo, September 26, 2007.

Tape 7. Lucie Stites car interview/b-roll, Louisville, KY, August 28, 2007.

Tape 9. Lucie Stites b-roll, sit-down interview, August 28, 2007.

Tape 10. Lucie Stites sit-down interview cont'd, August 28, 2007.

Tape 11. Real Americans: Maha Ibrahim Tape 1 of 3, Berkeley, CA, September 29, 2007.

Tape 12. Real Americans: Maha Ibrahim Tape 2 of 3, Berkeley, CA, September 29, 2007.

Tape 13. Real Americans: Maha Ibrahim Tape 3 of 3, Berkeley, CA, September 29, 2007.

Tape 14. Travis Broadwater, October 10, 2007.

Tape 15. Travis Broadwater & Rhonda Broadwater b-roll. October 10, 2007.

Tape 16. Travis Broadwater b-roll, October 10, 2007.

Tape 17. Linda Young interview part 1, Carbondale, IL, November 10, 2007.

Tape 18. Linda Young interview part 2, photos of Brian, Linda and photo album, Carbondale, IL, November 10, 2007.

F0404 Series - Betacam SP

Tape nn. "Real Men Wear Gowns", Josefina Carbonell, Washington DC, February 20, 2008. Tape 1 of 2.

Tape nn. "Real Men Wear Gowns", Josefina Carbonell, Washington DC, February 20, 2008. Tape 2 of 2.

Tape S-8. Sam Perkins interview, April 21, 2008.

Television Broadcast Clips

America Supports You, March 2006. DVD-R.

Blood Donation/Red Defender, Judy Hu and Ron Berger on *Good Morning America*, September 25, 2006. DVD-R.

Breast Feeding Initiatives, Today Show, NBC, August 2, 2007. VHS.

Child Consumers, CBS Evening News, May 14, 2007. VHS.

Childhood Obesity. Media Tour Highlights, October 2007.

Peggy Conlon, The Gayle King Show, February 12, 2007. CD-R.

Diabetes Management/A1C Test, September 2007. DVD-R.

DUI Ad Campaign, December 27-31, 2005. VHS.  
Freakonomics - Stephen Dubner, Today Show, NBC, July 21, 2005. VHS.  
GYMR/HHS Healthy Lifestyles Campaign Result Reel. Betacam SP.  
Healthy Lifestyles Campaign Footage of Newspaper Clips. Betacam SP.  
Healthy Lifestyles Campaign: Chicago WLS, Philadelphia KYW, Atlanta WGCL,  
Sacramento KCRA, Detroit WJBK, March 9, 2004. Betacam SP.  
Hispanic Preventive Health Care. Superheroes bites and B-roll, March 2008. DVD-R.  
Hurricane Mental Health Awareness, December 2005. DVD-R.  
Hurricane PSA - Michael Leavitt - HHS, American Morning, CNN, December 7, 2005.  
VHS.  
Ad Council/HHS Hurricane Mental Health Awareness Highlight Reel. VHS.  
Inspiring Inventions, National Press Club, Washington, DC, April 10, 2007. DVD.  
Inspiring Inventions, National Press Club, Washington, DC, April 10, 2007. Windows  
Media file on CD-R.  
Barbara Lippert - Marketing to Children, CBS Early Show, May 15, 2007.  
Media Management SMT, TV Highlights. August, 2006. DVD-R.  
MySpace Safety [Online Predators], CBS Early Show, July 26, 2007. DVD.  
Online Sexual Exploitation/Think Before You Post. Bites & B-roll, April 2007. DVD-R.  
Online Sexual Exploitation/Think Before You Post. Media Tour Highlights, April 2007.  
DVD-R.  
Online Sexual Predators, Today, NBC, May 23, 2005. VHS.  
Online Predators, CNN Headline News, June 9, 2005. VHS.  
Shrek & Product Endorsements, FOX & Friends, May 17, 2007. VHS.  
Bush/Clinton Tsunami Relief, Larry King Live, January 3, 2005. VHS.  
Bush/Clinton, Good Morning America, January 4, 2005. VHS.  
Tsunami Relief PSA Result Reel. VHS.  
Tsunami PSA, Inside Politics, CNN, January 7, 2005.  
Clinton & Bush Tsunami PSA, MSNBC News Live, January 8, 2005. VHS.

Box 2:

Blood Donation/Red Defender, Judy Hu and Ron Berger on *Good Morning America*,  
September 25, 2006. VHS.  
Tsunami Relief PSA, Larry King Weekend, CNN, January 8, 2005. VHS.  
Ad Council/SAMHSA Underage Drinking Highlight Reel. VHS.  
[Underage Drinking], CNN Sunday Morning, September 30, 2007. DVD.  
Underage Drinking Prevention. Bites and B-roll highlights, July 2007. DVD-R.  
United Nations Foundation Local Television Coverage Reel. VHS.  
UR the Spokesperson Media Tour Highlights. DVD-R. (2 copies)  
Wireless Amber Alerts. June 2006. DVD-R.  
Youth Reckless Driving. Media Tour Highlights, February 2007. DVD-R.  
Results Reel for Operation Graduation. [ca. 2002] VHS.  
F0261 Series - Fujifilm series - Betacam SP  
Tape 21. "Real Americans" Video w/ Peggy Conlon. Nov. 30, 2007.  
Tape 22. Close for Fundraising Video. Nov. 30, 2007.

### Radio Broadcast Clips - MP3 on CD

Generous Nation RMT Radio Highlights, 2006.  
Invent Now Radio Clips, 2007.  
Media Management SMT Radio Media Tour, 2006.  
HHS/NFL Partnership on Obesity Radio Clips, 2007.  
Online Sexual Exploitation Radio Highlights, 2007.  
Pay Attention and Vote Radio Tour, 2006.  
Questions are the Answer Radio Clips, 2007.  
Teen Reckless Driving Radio Highlights, 2007. (2 copies)  
Underage Drinking Prevention Radio Clips, 2007.  
NCMEC Wireless Amber Alerts Radio Media Tour, 2006.

### Box 3:

Adopt Us Kids Radio Reel, 2010. CD.  
Adopt Us Kids Result Reel, 2010. DVD.  
American Diabetes Association Result Reel, 2009. DVD.  
Arthritis Foundation Movement is the Best Medicine Radio Reel, 2010. CD.  
Arthritis Foundation Movement is the Best Medicine Result Reel, 2010. DVD.  
Arthritis Foundation, KROQ-FM's "Open Line," 2010. CD.  
Autism Speaks, KROQ-FM's "Open Line," 2010. CD.  
C-Change Radio Media Tour, 2008. CD.  
C-Change SMT and BBR, June 23, 2008. DVD.  
DOE Energy Efficiency Radio Reel, 2011. CD.  
DOE Energy Efficiency Result Reel, 2011. DVD.  
Feeding America San Diego, KNSD-TV, 2009, DVD.  
FEMA/Red Cross Ready Business Radio Reel, 2011. CD.  
FEMA/Red Cross Ready Business Result Reel, 2011. DVD.  
Food Safety, 2001. DVD.  
USDA-FSIS Food Safety Radio Reel, 2011. CD.  
USDA-FSIS Food Safety Result Reel, 2011. DVD.  
"Telethon of Awareness" on Foreclosure Prevention, KMEX-TV, 2008, DVD.  
GED Achievement SMT with Gretchen Wilson and Denine Torr, 1 of 3, 2010. DVD.  
GED Achievement SMT with Gretchen Wilson and Denine Torr, 2 of 3, 2010. DVD.  
GED Achievement SMT with Gretchen Wilson and Denine Torr, 3 of 3, 2010. DVD.  
GLSEN Campaign Radio Reel, 2008. CD.  
Dr. Eliza Bayard, Executive Director of GLSEN on "John and Ken Show," KFI-AM, 2009. DVD.  
Jack Heath/The Ad Council, "Happening Now," FNC National, 2010, DVD.  
Hispanic Scholarship Fund Radio Reel, 2010. CD.  
Hispanic Scholarship Fund Result Reel, 2010. DVD.  
Historical PSAs, 2002. CD.  
H1N1 Elmo PSA Campaign Result Reel, 2009. DVD.  
AHRQ Know the Questions, Radio and TV Clips. Spanish. 2011. DVD.  
The Kojo Nnamdi Show: Jack Johnson/Public Service Campaigns, WAMU 88.5 FM, 2010. CD.  
The Kojo Nnamdi Show: Selling Ideas for the Public Good, WAMU 88.5 FM, 2010. CD.

Let's Move Radio Reel, 2010. CD.  
Let's Move Result Reel, 2010. DVD.  
Let's Move Radio Reel, 2011. CD.  
Let's Move Result Reel, 2011. DVD.  
US Dept. Of Health & Human Services Lupus Awareness English Radio Reel, 2009. CD.  
US Dept. Of Health & Human Services Lupus Awareness Spanish Radio Reel, 2009. CD.  
US Dept. Of Health and Human Services Lupus Awareness Result Reel, 2009. DVD.  
Making Home Affordable Result Reel, 2010. DVD.  
AHRQ Men's Health Radio Reel, 2010. CD.  
SAMHSA Mental Health Campaign Radio Reel, 2010. CD.  
Neiman Group/DHS National Preparedness Month Radio Reel, 2008. CD.  
Neiman Group/DHS National Preparedness Month Result Reel, 2008. DVD.  
NCMEC Wireless Amber Alerts Satellite Media Tour, 2008. CD.  
NCMEC Wireless Amber Alerts Satellite Media Tour, 2008. DVD.  
Neighborworks America Radio Reel (English and Spanish), 2010. CD.  
Neighborworks America Result Reel, 2010. DVD.

Box 4:

Neighborworks America on KBIG-FM's "My Community" with Ameer Elahee and Ester Cadavid, 2008, CD.  
Neighborworks America on KROQ-FM's "My Community" with Ameer Elahee and Richard Castro, 2008, CD.  
Patient Involvement Radio Reel, 2009. CD.  
Patient Involvement Result Reel, 2009. DVD.  
Pinocchio PSAs English Radio Reel, 2009. CD.  
Pinocchio PSAs Spanish Radio Reel, 2009. CD.  
Pinocchio PSAs Result Reel, 2009. DVD.  
Ready Campaign Radio Reel, 2009. CD.  
Ready Campaign Result Reel, 2009, DVD.  
Ready (Listo) Campaign Radio Reel, 2010. CD.  
Ready (Listo) Campaign Result Reel, 2010. DVD.  
Ready Campaign (English and Spanish) Radio Reel, 2011. CD.  
Real Men Wear Gowns Radio Media Tour, 2008, CD.  
Real Men Wear Gowns Sam Perkins Appearances BBR and SMT, 2008. DVD.  
Real Men Wear Gowns SMT and BBR, 2008. DVD.  
Responsible Fatherhood Campaign Radio Reel, 2011. CD.  
Responsible Fatherhood Campaign Result Reel, 2011. DVD.  
Superheroes Spanish Radio Media Tour, 2008. CD.  
TSA Secure Flight Radio Reel, 2009. CD.  
TSA Secure Flight Result Reel, 2009. DVD.  
TSA Why? Campaign Radio Reel, 2008. CD.  
SAMHSA Underage Drinking Bites and B-Roll, 2008. DVD.  
SAMHSA Underage Drinking Prevention BBR Highlight Reel, 2008. DVD.  
SAMHSA Underage Drinking Prevention Radio Reel, 2010. CD.  
SAMHSA Underage Drinking Prevention Result Reel, 2010. DVD.

US Forest Service Get Outdoors Day Radio Reel, 2009. CD.  
US Forest Service Get Outdoors Day Result Reel, 2009. DVD.  
US Forest Service Get Outdoors Day Radio Reel, 2010. CD.  
US Forest Service Get Outdoors Day Result Reel, 2010. DVD.  
US Forest Service Get Outdoors Day Radio Reel, 2011. CD.  
US Forest Service Get Outdoors Day Result Reel, 2011. DVD.  
US Forest Service Radio Reel, 2009. CD.  
US Forest Service Result Reel, 2009. DVD.  
Wildfire Prevention on KROQ-FM's "Open Line," 2010. CD.  
Wildfire Prevention/Get Your Smokey On Radio Media Tour, 2008. CD.  
Wildfire Prevention/Get Your Smokey On Bites and B-Roll, 2008. DVD.  
World Arthritis Day Radio Reel, 2010. CD.  
World Arthritis Day Result Reel, 2010. DVD.  
Youth Reckless Driving Radio Reel, 2009. CD.

49<sup>th</sup> Washington Conference Speaker's Forum, C-SPAN. May 3, 1999. VHS.  
Get Out the Vote, WB Channel 11, Oct. 2, 2004. VHS.  
Advertising Week highlights, news clips, Today Show, etc, 2004. DVD.  
Blood Center/Blood Saves, WCTV-TV, 2005. VHS.

Box 5:

"Ready Kids Cartoon," The Daily Show, Comedy Central, Feb. 9, 2006. VHS.  
"Paula Veale - Shock Ads," Good Morning America, June 15, 2006. VHS.  
"Priscilla Natkins", News All Evening, Aug. 23, 2006. VHS.  
Ad Week, Good Morning America, Sept. 26, 2006. DVD-R.  
"Women and Drunk Driving," Good Morning America, Aug. 9, 2007. VHS.  
"Ad Council," CBS 2 News at 5, WCBS-TV, Sept. 24, 2007. DVD-R.  
"Ad Council," Today Show, NBC, Sept. 24, 2007. DVD-R.  
B-Roll and Sound Bites: Secondhand Smoke - Don't Pass Gas. [ca. 2007, documenting Jason Alexander's direction of Secondhand Smoke spots.]  
Boost Awards, Jan. 2008. Betacam.  
"NBA Care," Suns v. Spurs Basketball, TNT, Apr. 29, 2008. DVD.  
"The Ad Council," Fox 25 Morning News, May 19, 2008. DVD.  
"The Ad Council," CBS Early Show, June 4, 2008. DVD.  
"Smokey the Bear," The Late Show with David Letterman, CBS, June 5, 2008. DVD.  
Choose or Lose & Kanye West Present: Homecoming, Jul. 24, 2008. MTV. DVD.  
"Fatherhood," The View, ABC, Sept. 10, 2008. DVD.  
Ad Council Birthday Radio Reel, 2012. CD.  
"Today's World" with Dr. Deborah Temkin, KOIT-FM 96.5, June 9, 2013. CD-R.  
Suzanne Wright interview, Today Show, undated. VHS.

