

13/2/281
College of Media
Advertising
Non-Ad Council Materials, 1943-2013

Box 1:

LITERATURE ABOUT THE AD COUNCIL, 1946-2009

"Radio and the Advertising Council," National Association of Broadcasters report, Sept. 1946
Chicago Sunday Tribune Graphic Magazine, "The Power of Advertising," March 1, 1953
Advertising Age, "Smokey and Friend," July 15, 1963
Articles (newsclippings) on Ad Council controversies (POW ads, "Should the Ad Council Disband?", counter-attack ads on American economic system), 1971-76
Advertising Age, "The Advertising Council: An American phenomenon," November 21, 1973
Chicago Tribune, "Only the Public Profits: Selling a Good Cause," March 18, 1976
Bulletin of Religion in American Life, "From Sea to Shining Sea," October 1976
Bulletin of Religion in American Life, "28th Anniversary Dinner Will Launch RIAL's New Media Campaign," March 1977
Advertising Age, "Ad Council Push Comes Up Short," April 2, 1984
Advertising Age, "Ad Bond is Broken", April 23, 1984
Advertising Age, "Council Making the Right Moves," July 23, 1984
"Remember, Only You....": 1944 to 1984, Forty Years of Preventing Forest Fires, Smokey's 40th Birthday," U.S. Department of Agriculture Forest Service Booklet, August 1984
"Broadside & Posters from the National Archives," 1986
Span: The Newsletter for the Office of Professional Practice, ISU, "Ad Council Campaign Begins," Spring 1986
Friendscript: The U of I Library Friends at Urbana-Champaign, "The Ad Council Collection Comes to University Archives," Summer 1986
Christian Science Monitor, "Warning labels proposed in war on alcoholism"; "Liquor foes unite," May 5-6, 1988
Advertising Age, "Ad Council Chief to Lure Media", June 20, 1988
Illini Week, "Image of sacrifice in WWII saved ad industry," June 8, 1989
Foundation News, "Ad-ing it Up," January/February 1990
The Chronicle of Philanthropy, "Donations of Air Time and Space for PSAs Totalled \$1.04 Billion in 1989, Council Reports," July 24, 1990
Chicago Tribune, "Make That Smokey the Bear," August 1990
Fund Raising Management, "Advertising to Our Heart's Discontents," August 1990
The New York Times, "Crisis Spurs Campaign to Save Oil," September 1990
"A Retrospective of Ad Council Campaigns: A Half-Century of Public Service," published by the Museum of Television and Radio, 1991 (Includes articles on EDF/Recycling, UNCF, Smokey Bear)
San Antonio Light, "Nursing Ads Prescribed for Hispanics," February 20, 1991

Journal of American History, "The Politics of Sacrifice on the American Home Front in World War II," March 1991

Advertising Age, ad soliciting material for Ad Council 50th anniversary issue, October/November 1991

Media History Digest, "OWI: Winning Wars With Words," Fall/Winter 1991

Coalition on Donation press release, [1992]

Corporate Philanthropy Report: "Spotlight: The Ad Industry's Non-Profit-Related Activities," December/January 1992

The New York Times, "A Chance to Change the World," 1992

"What Do You Get When The Media Plays Mother?--Advertising in the Public Interest: 50 Years of Sound Advice," American Advertising Museum (Portland, OR) exhibit on the Ad Council and the Portland Perspective, April 1-26, 1992

Media History Digest, "Ad Council Marks 50 Years of Crusades," Spring/Summer 1992

"Selling American Ideas: The Advertising Council's First 50 Years, 1942-1992," National Museum of American History (Smithsonian) exhibit, Summer 1992

The Non-Profit Times, "PSAs effective in getting out the message," September 1992

"Selling American Ideas: The Advertising Council, the First Fifty Years," Museum of Broadcast Communications exhibit, Sept.-Dec. 1992

The Advertiser, "Fifty Years of Service"/"Looking Ahead," Fall 1992

Emeritus, "Ruth Wooden: President Pro Bono," Fall/Winter 1992

The New York Times, "Drafting the 'New Media' into Public Service Campaigns," November 17, 1992

Good Morning America segment, interview with Lisbeth Schorr, "Breaking the Cycle of Disadvantage," December 15, 1992

Adweek, "Good Deeds in Bad Times," December 21, 1992

The New York Times, "On three consecutive days....," January 26-28, 1993

The Advertiser, "It's Better to Give Than to Receive," Summer 1993

Corporate Philanthropy Report, "Free Media is Less Free," August/September 1993

"Smokey Bear: The First 50 Years," US Dept. of Agriculture Forest Service booklet, Oct. 1993

Advertising Age, "Big Win for Ad Council", October 4, 1993

Advertising Age, "Earth Share Finds Prodigy a Good Environment," October 18, 1993

Weekly Reader, "Scruff Teaches Kids About Crime," October 22, 1993.

Crain's New York Business, "Preventing mishaps cuts workers' comp," December 6, 1993

Chronicle of Philanthropy, "Earth Share's Advertising Campaign Creates a Good Environment for Making Donations," Dec. 14, 1993

"Newspapers and PSAs: An Effective Partnership," published by Newspaper Association of America, c. 1993

Smithsonian Magazine, "Where there's Smokey, there's never fire," January 1994

EGRam (Employer Support of the Guard and Reserve) "Ad Council Receives Special Recognition", February 1994

TV Guide, "Clinton on TV's Clout," March 26, 1994

Advertising Age, "Born in War, Ad Council Still Thrives," July 13, 1995

Parade, "When Forest Fires Help," September 22, 1996

Parade, "Help America's Children" (Bill Bradley campaign), August 3, 1997
<http://cnn.com/US/9805/13/briefs.pm/subaru.smokey.ap/index.html> , "Smokey Bear runs into trouble over promotion" (CNN Internet news release), May 13, 1998
 New York Times obituary, "Iron Eyes Cody, 94, an Actor and Tearful Anti-Littering Icon," January 5, 1999 (starred in 1971 "Keep America Beautiful" anti-pollution commercial)
 New York Times obituary, "Harry L. Rossol, Who Drew Smokey Bear, is Dead at 89," March 3, 1999
 Illinois Great Rivers Conference Current, "Decatur St. Paul's Discovers New Mission Possibilities" (includes mention of McGruff and Crime Prevention), July 3, 1999
 Advertising Age, "Conlon's Task" (Peggy Conlon, new Council president), July 5, 1999
 Chronicle of Higher Education, "An Anthropologist Finds Indians Lived in Less-Than-Perfect Harmony With Nature" (Iron Eyes Cody and Keep America Beautiful), September 10, 1999
 "Newsworthy Trends: Volunteers Wanted," no magazine or date listed
 MuniNet Guide & Review, Vol. 6, Issue 8, November 2002.
 Effie Awards Journal, (mentions Operation Graduation/High School Dropout Prevention), 2007
Insight Anglias Textbook includes CD (Ad Council mentioned), copyright 2007
The Marketing Plan Handbook, Third Edition (Ad Council mentioned), copyright 2008
 New York Archives, "Alert America" (mentions Civil Defense), Summer 2009

Box 2:

MONOGRAPHS AND ARTICLES ON ADVERTISING (NOT SPECIFIC TO AD COUNCIL)

Pollay, Richard W., ed. (1979) *Information sources in advertising history*. Westport, CT: Greenwood Press.

Gossage, Howard Luck. (1986) *Is there any hope for advertising?* Urbana, IL: University of Illinois Press.

Pierce, Russell. (1991) *Gringo-gaucha*. Ashland, OR: Southern Cross Publishers.

Sandage, Charles H. (1993) *Roads to be taken: the intellectual odyssey of Charles H. Sandage*. Lamoni, IA: Center for the Study of Free Enterprise and Entrepreneurship.

Look Magazine. (1944) *Don't buy another depression*. New York, NY.

American National Red Cross. (1959) *Campaigns 1960: newspaper aids feature sheet*.

National Broadcast Association for Community Affairs. (1982) *More than you want to know about PSAs*. Chicago.

Economics America, Inc (ca. 2000) *The Right Guide & the Left Guide*. [pamphlet]

Press Clippings and Excerpts, Advertising

Current Events, 1992-95

Education, 1957, 1970, 1992

History of, 1943, 1946, 1986, 1990, 1995, 1997-98

HISTORICAL ADVERTISING RESOURCES AT OTHER REPOSITORIES

Listing of Other Advertising Holdings

American Advertising Museum, Portland, OR

University of British Columbia

Barton A. Cummings Center for Advertising Studies, 1995

Box 3:

John W. Hartman Center for Sales, Advertising, and Marketing History, Duke University, 1993-

includes *Front & Center* newsletters, 1994-98, 2009, 2011, 2013, 2014, 2015, 2016

Advertising in America Conference, Duke University, March 13-15, 1993

Materials issued by, related to, and gathered at the conference, including speech notes for

“Sources for Advertising History” by Maynard Brichford, *Madison Avenue Goes to War: the Strange Military Career of American Advertising, 1941-45* by Frank W. Fox, press clippings, and the subsequent conference report.

History of Advertising Trust, Norwich, England

HATNEWS newsletters, 1998

Michigan State University, Marketing History, 1992-2000

includes *Retrospectives in Marketing* newsletters, 1992-2000

Museum of Broadcast Communications, Chicago

Museum of Broadcasting, New York, 1988

Museum of Television and Radio, New York

National Museum of American History, Smithsonian Institution, Summer 1992

University of Oklahoma, Price College of Business, 1999

Radio Hall of Fame, Aug 1994

Center for Advertising History, Smithsonian Institution, Washington DC

The State Historical Society of Wisconsin

Gary Woodward Advertising Collection, UIUC

Box 4:

Food stamps make the difference [ca. 1970] Washington, D.C.: U.S. Dept. of Agriculture. 12"

disk, 33 1/3 rpm.

Side A

- | | |
|-----------------------|-----|
| 1. Soul | :60 |
| 2. Soul | :60 |
| 3. Soul | :60 |
| 4. Soul | :30 |
| 5. Soul | :30 |
| 6. Country/Western | :60 |
| 7. Country/Western | :30 |
| 8. Country/Western | :30 |
| 9. Country/Western | :20 |
| <u>Side B</u> | |
| 10. MOR/Folk | :60 |
| 11. MOR/Folk | :60 |
| 12. MOR/Folk | :60 |
| 13. MOR/Folk | :60 |
| 14. MOR/Folk | :20 |
| 15. MOR/Folk | :20 |
| 16. MOR/Folk | :10 |
| 17. Span/Mus/Eng/Lang | :60 |
| 18. Spanish | :60 |
| 19. Spanish | :30 |

You can't teach a hungry child!: 25th anniversary of the school lunch program [1971]
 Washington, D.C.: U.S. Dept. of Agriculture. Monophonic 12" disk, 33 1/3 rpm.

- | | |
|------------------------|-----|
| <u>Side A</u> | |
| 1. O.C Smith | :60 |
| 2. Ricardo Montalban | :60 |
| 3. Count Basie | :60 |
| 4. Dustin Hoffman | :60 |
| 5. Les McCann | :60 |
| 6. Jane Russell | :60 |
| 7. Roy Wilkins | :60 |
| 8. Dr. Joyce Brothers | :60 |
| 9. Julie Harris | :60 |
| 10. Bennett Cerf | :60 |
| <u>Side B</u> | |
| 11. O.C. Smith | :30 |
| 12. Ricardo Montalban | :30 |
| 13. Count Basie | :30 |
| 14. Dustin Hoffman | :30 |
| 15. Les McCann | :30 |
| 16. Jane Russell | :30 |
| 17. Roy Wilkins | :30 |
| 18. Dr. Joyce Brothers | :30 |
| 19. Julie Harris | :30 |

20. Bennett Cerf :30

Support the physical education program in your school (1971) Washington DC: President's Council on Physical Fitness and Sports. 7" disk, 33 1/3 rpm. Includes print statements by President Nixon and James A. Lovell and a Council fact sheet.

1 - Tenley Albright (<i>Olympic Skater</i>)	60 seconds
2 - Tenley Albright (<i>Olympic Skater</i>)	30 seconds
3 - James Brown (<i>Soul Singer</i>)	60 seconds
4 - James Brown (<i>Soul Singer</i>)	30 seconds
5 - Lee Trevino (<i>Golf Pro</i>)	60 seconds
6 - Lee Trevino (<i>Golf Pro</i>)	30 seconds

US Dept of Agriculture Food and Nutrition Service Mailing, ca. 1976

School breakfast program 1976-77 PSAs (1976) Washington, D.C.: U.S. Dept. of Agriculture. 7" disk, 33 1/3 rpm.

Side A

MOR/C & W

1. Sometimes Home, Sometimes School	:60
2. Sometimes Home, Sometimes School	:30
3. Breakfast Hassle	:30
4. Food For Thought	:10

Side B

Soul/Contemporary

5. Don't Need Hungries	:30
6. Gotta Have Breakfast	:30
7. Without Breakfast, No Way!	:30
8. Spanish Language	:30

Make your food dollars count (ca. 1976) Washington, D.C.: U.S. Dept. of Agriculture. 7" flexi disk, 33 1/3 rpm. Booklet included.

Side 1

Cut 1 - Eat Better	30 sec.
Cut 2 - Unit Pricing	30 sec.
Cut 3 - A Snack is a Mini-Meal	30 sec.
Cut 4 - Which Brand is the best buy?	30 sec.

Side 2

Cut 5 - Preparing to Food Shop	30 sec.
Cut 6 - Convenience Foods	30 sec.
Cut 7 - Eat Better (En Español)	60 sec.
Cut 8- Unit Pricing (En Español)	60 sec.

Box 5:

Freedom: Mount Rushmore Preservation Fund (1991) Richmond, VA: Earle Palmer Brown. 60 seconds. 1/4" 2-track audio tape, 7 1/2" per second. [2 copies]

National Cristina Foundation PSAs

Create a new word (1991) New York: Advertising for Public Service, Inc. 60 seconds. 1/4" audio tape, 7 1/2" per second. Includes printed materials from original mailing.

Over the hill; Out to pasture; Retirement party (60 & 30 s. versions of each) (1992) 1/4" audio tape, 7 1/2" per second. Includes printed materials from original mailing.

Drinking water. Know what's in it for you. (2000) Washington, DC: US Environmental Protection Agency. Compact disc. Includes printed materials from original mailing.

Track 1: Report Card – 1	:30
Track 2: Report Card – 2	:30
Track 3: Water Sayings	:30
Track 4: Water Sayings (En Español)	:30
Track 5: For Granted	:30
Track 6: For Granted (En Español)	:30

Gossage & Larsen (1991) San Francisco: Crawford/Wu Films. 7 min. U-matic videocassette.

Box 6:

Take It Back; GSA documentary by Aneesa Winn, ca. 2012. DVD. [Includes Ad Council PSA "That's So Gay."]

Cyberbullying PSA amateur entries, Disks 1 and 2, 2008. DVD.

Advertising Week, Sept. 20-24, 2004

Advertising Week, Sept. 25-29, 2006

Advertising Week, Sept. 24-28, 2007

Advertising Week, Sept. 22-26, 2008

Advertising Week, Sept. 27- Oct. 1, 2010

Advertising Week, Oct. 3-7, 2011

Advertising Week, Oct. 1-5, 2012

Advertising Week, Sept. 23-27, 2013

Advertising Week, Sept. 29 - Oct. 3, 2014

Advertising Week, Sept. 28- Oct. 2, 2015

Advertising Week, Sept. 26-30, 2016

Box 7:

- Gori, Gio Batta. (2000). *Virtually Safe Cigarettes: Reviving an Opportunity Once Tragically Rejected*. Washington, DC: IOS Press.
- Landa, Robin. (2010). *Advertising by Design: Generating and Designing Creative Ideas Across Media*, 2nd ed. Hoboken: John Wiley and Sons. [Ad Council PSA appear on pp. 79, 194, and 206.]
- Drewniany, B. & Jewler, A. (2014). *Creative Strategy in Advertising*, 11th ed. United States of America: Cengage Learning. [Presented to Ellyn Fisher ca. 2013; Ad Council PSAs cited on pp. 176 and 178.]
- Landa, Robin. (2014). *Graphic Design Solutions*, 5th ed. United States of America: Cengage Learning. 2 copies. [Ad Council PSA appears on p. 13]
- Brown, Barbara and Margaret P. Flynn. (2016). *Uplifting Leaders (Who Happen to Be Women)*. Cleveland: BrownFlynn Ltd. [Lisa Sherman on p. 5.]
- Landa, Robin. (2016). *Advertising by Design: Generating and Designing Creative Ideas Across Media*, 3rd ed. Hoboken: John Wiley and Sons.
- 68th Emmy Awards guide, 2016.
- Brain Creativity*, Vol. 683, June 2017 (Japan). [Ellyn Fisher interview on p. 72]

Box 8:

120 Marketing Moments, 2016

Ad Week

March 18, 2002

July 29, 2002

November 18, 2002

January 20, 2003

February 24, 2003

March 10, 2003

November 10, 2003

April 5, 2004

August 9-16, 2004

November 29, 2004

September 29, 2014

October 6, 2014

August 17-24, 2015

December 14-28, 2015

American Fitness, March/April 2014

Cause Marketing Terminology: A Field Guide, 2012
Digit, August 2005
Google Creative Canvas, 2010
Government Executive, September 1, 2004
 Innovating for People: Methods of Human-Centered Design, undated
Listen Up! Powerful Public Service Campaigns, 2015
Matrix, April 15, 2002
 Powerful Connections report, 2017
Working Mother, October 2002

Box 9:

Ad Age Global, November 2001
Advertising Age
 April 29, 2002
 August 5, 2002
 March 17, 2003
 November 29, 2004
 September 24, 2012
 November 26, 2012
 June 1, 2015
 December 21, 2015
 November 14, 2016
 December 5, 2016
Advertising Age's Ad Network and Exchange Guide, April 14, 2008
B&C (Broadcasting and Cable)
 October 29, 2012
 December 3, 2012
 June 24, 2013
 October 14, 2013
 October 21, 2013
 November 18, 2013
Crain's, October 13-19, 2014
The Drum, 2015
New York Times Magazine, September 2, 2012
The Non-Profit Times, July 1, 2014
PR Week
 October 6, 2003
 June 16, 2008
 February 2013