

THE ADVERTISING COUNCIL ARCHIVES

Policies and Regulations Governing Use

Since 1941 the Advertising Council has used advertising to promote the public good. Many national issues have been addressed through its public service announcements on radio and television, articles in newspapers and magazines, and posters. In 1987, the Advertising Council agreed to deposit its archival materials at the University of Illinois, so that a core of records having high research value would be preserved according to professional archival standards. Under sections 4, 15 and 16 of the agreement, scholars, students, and teachers can use the Council's archives to expand their knowledge of public service advertising and the role of the Advertising Council in its development. The following policies governing the use of the Council's archives are intended to be as liberal as possible while retaining due consideration for the restrictions imposed by agencies, artists, producers, and sponsors; laws concerning copyright and proprietary rights; and physical preservation of the materials.

RIGHTS TO EXAMINE

1. Any person may make written application to the University Archives or the Advertising Council for permission to examine the archives. Permission, subject to any general restrictions on access imposed by the writer, donor, or the Advertising Council, will be granted at their discretion.
2. Archival materials are to be used only at the University Archives. Users are required to conform to the regulations governing handling and note-taking which are specified by the University Archivist.

COPYING

3. Archives may not be copied by any process unless the user has completed and signed the User Application form.
4. Permission to copy materials for scholarly research use will normally be granted following completion of the User Application, provided no restrictions against copying the materials have been imposed by the agencies, artists, producers, sponsors, or the Advertising Council and provided that copying complies with the "fair use" provisions of the Copyright Act.
5. For researchers who cannot come to the University Archives, photocopies of documents may be secured through the Archives. A written request should be sent specifying the materials and passages to be copied and the kind of reproduction wanted. The University Archivist reserves the right to 1) refuse such a request if the request is so broad as to require unreasonable amounts of staff time, or 2) require an additional copy if necessary to ensure the preservation of the originals.

PUBLICATION, DISPLAY, PERFORMANCE, or BROADCASTING

6. Permission to examine or copy archival material does not convey the right to publish, display, perform, or broadcast (hereafter any or all of these activities are referred to as publish) the material except for publication under the "fair use" provisions of the Copyright Act. Permission to publish is based on a separate written request made to the University Archivist or the President of the Advertising Council. The Archives assumes no responsibility for the infringement of copyrights held by the original producers of films or videotapes.

7. Permission to publish materials will ordinarily be granted by the President or the Archivist provided that the research project meets accepted standards of scholarship. If a commercial use is contemplated, written permission for the specific use must be secured from the President of the Advertising Council and any copyright holders, and appropriate compensation should be arranged.

8. Where permission to publish is granted, the applicant agrees a) to indicate in the published work that the original is located in the Archives of the Advertising Council, and b) to assume full and complete responsibility for any infringement of copyright, literary or other rights that may grow out of use or publication of the material.

Approved April 17, 1991

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USER APPLICATION

_____ name

_____ street address

_____ city state zip

In accordance with the attached Policies and Regulations Governing Use, I make application for the use of Advertising Council Archives.

The purpose for my use of this material is:

1. A paper, thesis, dissertation (circle one) at _____ institution
for _____ on _____
degree or class

2. A book or article on _____

3. Other use (specify) _____

I have read and understand, and I agree to abide by the Policies and Regulations Governing Use of the Advertising Council Archives.

I agree to publish, display, perform or broadcast no portion of this material without the written permission of the President of the Advertising Council or the Archivist and any copyright holders. I also assume sole responsibility for any infringement of the literary rights, copyrights, or other rights which pertain to this material.

Signature _____ Date _____

Approval granted by _____ Date _____