

12/1/6  
Public Relations Office  
Director's Office  
Subject Files, 1941-71, 1973-2013, 2016

File listing of additional online and nearline digital content can be found on page 24.

Box 1:

Boston Conference Publicity, 1941

Preconference

Correspondence

Local Committee

Scheduling

Requests for speeches and photographs

Preconference Radio Plans

Tentative Schedules

Local Committee

Correspondence

Colombia Broadcasting System

Schedules

Correspondence

Conference Week

Schedules and Duties

Press releases (arranged by day)

Post Conference

Press Releases

ALA National and Regional Institutes

Milwaukee Conference and Free Distributions, Part I January 1942 – August 1945

Midwinter Institute Publicity

Annual Conference Publicity - Milwaukee

Correspondence and Schedules - Local Committee

Requests for speeches and photographs

Radio - Program correspondence

Preconference press releases

Newspaper and Magazines – correspondence

Schedules and Duties

Public Relations Committee - conference programs

Division Representatives Correspondence - Program publicity

Post conference press releases

Free Distribution

Emergency Booklists - memoranda on distribution

ALA *Bulletin* - Free List and reprints

Articles and Releases, Part II January 1942 - August 1943

Magazine and Newspaper Publicity

Bulletin Articles

Radio Publicity  
 Miscellaneous, Part III January 1942 - August 1943  
     Organization and Government Agencies - Correspondence  
     British Book Week - Correspondence  
     Monthly Reports  
     Proposals and Planning  
     Public Relations Committee  
     Radio - Library Relations, Subcommittee on  
     Library Documentary Film, Subcommittee on  
     Displays-of-the-month, Subcommittee on  
     Carnovsky Project, Subcommittee on  
     Library Publicity Honor Role  
     Miscellaneous Correspondence and memos  
         Le. S. request, information on ALA, reports from Olga Peterson  
 Newspaper, Magazine Radio and Film Publicity, Part I September 1943 – August 1944  
     Press Releases and correspondence  
 Miscellaneous, Part 2  
     September 1943 – August 1944  
         Monthly Reports  
         Public Relations Committee  
         Miscellaneous Correspondence (Olga Peterson)  
         Advisory Correspondence  
         Book Weeks - Correspondence and press releases  
         Public Opinion Poll - correspondence  
         Library War Guide - correspondence  
         Distribution of Printed Material  
     September 1944 - August 1945  
         Monthly Reports  
         Book Weeks  
         Public Opinion Poll  
         Distribution of Printed Material  
         Public Relations Committee  
         Advisory Correspondence  
 National Relations Office (NRO), 1945-46  
     Preliminary Organization of NRO  
         *Includes memoranda, meeting minutes, and reports concerning establishment*  
     Program reports  
     Coordinators  
     Publicity contacts  
     Trustees  
     Committee organization  
     Library Press  
     Publicity  
         Planning  
         Magazines

- Newspapers
- Radio
- Demonstration Bill for Public Library Services
- Circulars

Miscellaneous

1945-46

- Committee
- Advisory Correspondence
- Public Opinion Poll
- June Conference
- Miscellaneous Correspondence (Olga Peterson)

September 1945 - August 1946

- Monthly reports
- Field Trips
- Newspaper Publicity
- Radio
- Library films
- Publications

Box 2:

Circular Letters 1947-48, 1947

Volume 1

- Press release
- Cooperation with other groups
- Field trips

Volume 2

- Information and Advisory Correspondence
- Library Public Relations Service
- Midwinter Conference
- Library films
- Newspaper publicity
- Miscellaneous (Olga Peterson)
- Monthly Reports

Volume 3

- Public Relations Committee
- Publications
- Radio

Box 3:

Circular Letters 1947-48, September 1947 – August 1948

Volume 1

- Annual Conference
- Great Issues
- Information and Advisory Correspondence
- Internal Public Relations

Liaison  
 Library Press  
 Volume 2  
   Midwinter Conference  
   Miscellaneous (Mary C. Toumey)  
   Press releases  
   Public Relations Committee  
   Publications  
 Volume 3  
   Radio  
   Special Membership

Box 4:

1974 National Library Week - Correspondence, Reports, 1973-74  
 National Library Week - Information Power, 1977-78  
   Publicity Ideas, Sample Editorials, Correspondence, 1977  
   "Info to Go" Publicity Kit, 1978-79  
   Publicity Kit, 1979  
   ALA-generated Editorials, 1986  
   Media Report, Press Releases, News Clippings, Fact Sheet, 1987  
   Development, 1987-89  
   Committee, 1987-88  
 Radio and TV, 1987-88  
 Mailings, 1988-90  
 National Library Week - Correspondence, 1988-89  
   Correspondence, 1988-90  
   Groiler Applications, 1988  
   Press Memo, Releases, Editorials, 1988  
   News Clips, 1988  
 Public Library Association - National Conference Media Kit, Press Releases, Articles, 1988  
 Recruitment, 1988  
 Video - National Library Week and Recruitment, 1988  
 Librarians in the Media contest, 1989  
 Media Plan, 1989  
 National Library Week - Financial  
   National Media, 1989  
   Stickers, 1989  
 Newsclippings, 1989  
 Special Committee on the Election Process, 1989-90  
 National Library Week, 1990  
   Groiler National Library Week Grant, 1990  
 Sold Projects - Jane Jordan Brown, 1990  
 1993 Groiler Grant Applications, 1992  
 National Library Week - "Tell Us What You Think" survey, ca. 1997  
 "Partnership Exchange" Newsletter, 1984-90

Box 5:

Banned Books Week, 1985, 1988, 1990, 1993  
 News Releases, editorials, banned book lists, posters  
 "Publications"  
 1975  
 1977  
 Library Information Newspaper Article and Editorial, 1986  
 "Say Yes and Know" Campaign, 1992  
 Campaign-Special Projects File  
 Rally for America's Libraries, 1991  
 Library Materials (Greenville County, South Carolina)  
 Correspondence  
 Invitations  
 Itinerary and Schedules  
 Logo  
 Media Strategy  
 Press Kit  
 Bus Packet  
 Rally Tips  
 Atlanta to D.C. (The route that the rally participants took by bus)  
 "Heroes" (A list of politicians identified as supporters of public libraries)

Box 6:

Chicago as A Library Center, n.d.  
 A National Library Symbol for the U.S., n.d.  
 Brochures and Articles about ALA, n.d.  
 Code of Ethics for Librarians (Adopted by the Council of the American Library Association  
 December 1938), 1939  
 Children's Book Week and Children's Book Council, 1946-1971  
 Library Day Proclamation - States and Senate Documents, 1951, 1954  
 Report of the New York Are Subcommittee 1954-1955, 1954, 1955  
 Clearing House Proposal - Addressed to ALA Public Relations Committee by New York Area  
 Subcommittee, 1954  
 1961 National Newspaper Week - Promotion Kit, 1961  
 Reading Interest Poll, 1961, 1962  
 American Library Association 100<sup>th</sup> Anniversary Calendar, 1976  
 Bicentennial Era - The American Farmer & The American Homemaker, 1976  
 The White House Conference on Library and Information Services - Information Packet, 1979  
 Library and Literacy: Closing the Education Gap, 1981  
 Membership Promotions and Development, 1981, 1984, 1986  
 ABC First Day of Issue - America's Libraries Commemorative Stamp, 1982  
 The Answer Place, 1982  
 The Calendar: A Listing of Library Association Conferences, 1984-1990  
 The Annenberg/CPB Project: Educational Excellence through Telecommunications - Brochure,

1985

Dowlin, Ken - ALA Presidential Campaign Poster, 1987

Newsletter and Brochures, 1990, 1991

ALA Division Journals Marketing, ca. 1990

Publications, 1990-91

Report - Platte County Public Library, Wheatland, WY, 1988

Box 7:

@ Your Library Administrative Files

@ Your Library Sponsorships/Partnerships Kniffel correspondence, 2009

ALA Awareness Program, 2009

ALA Report, The State of America's Libraries, 2002

Article: "Bypassing Members to Spread the Work" by Leonard Kniffel, 2009

Carnegie Corporation

Proposal, 2007

Records

2006, 2007

Final, 2008-2010

Memos, 2007

Finances, 2007-2011

Focus Groups, 2006-2007

Imagination, 2006-2009

"Miscellaneous Memos," 2007

Grant Materials, 2006, 2010

Crayola, 1998

Imagination

Business Plans, February, April 2007

Concept for Consumer Outreach Program, 2008

Custom Publishing Proposals, October, September, November 2006

Public Outreach Initiative, 2006

Report, 2009

Hendrix, Jennifer C. "Checking Out the Future," 2010

Hopkins Baumann, Proposal for Prototype Design of New Magazine, 2006

Leonard Kniffel

Correspondence

2009-2008

2008-2007

June-September 2009

July-March 2009

February 2008 – October 2009

April-December 2009

January 2010 – January 2011

Netburn McGill: Feasibility Study[...] @ Your Library Magazine, 2005, 2006, 2008

Public Education Campaign, BSMG Worldwide Proposal

1999

2000

Read.com/Weekly Reader.com, 2006  
 Research on Custom Publishing, Magazine Group, 2006  
 Statement of Work Phases 1-3, 2006  
 Trademark Search Report, 2006

Box 8:

@ Your Library Campaign Subject Files

3M Libraries Systems Support of @ Your Library, 2000  
 Campaign Launch, 2000, 2001  
 Campaign Launch Briefing Book, 2001  
 Advocacy Training Evaluation Forms, 2001  
 It's All @ Your Library Annual Report and Power Point Presentation, 2001  
 Participation @ Your Library Report, 2001  
 Calendar, 2001  
 Correspondence, 2001  
 Read Across America @ Your Library, posters in English and Spanish, c. 2001  
 The Red Notebook: Deaf Awareness Begins @ Your Library, 2001  
 Report to the ALA Executive Board, October 2007  
 Poster Print-offs, c. 2001  
 Put it in Writing @ Your Library, Woman's Day, 2002  
 Navigating the Future @ Your Library, 29<sup>th</sup> Annual Conf. PSLA, 2002  
 Exciting Things Happen @ Your Library, c. 2002  
 Report, January 2003  
 Toolkit for School Media Programs, 2003  
 Update, ALA Annual Conference, 2009  
 What's New @ Your Library Newsletters, 2003-2010  
 Investor Education @ Your Library, 2005  
 Step Up to the Plate @ Your Library, 2005  
 Marketing is Everyone's Job @ Your Library, 2006  
 Report to Executive Board, 2007  
 Extending the Reach of the @ Your Library Campaign, 2008  
 Update, ALA Annual Conference, 2009  
 Public Awareness @ Your Library, c. 2009  
 Become a Librarian Brochures, c. 2002  
 Drive to Read Campaign Subject Files  
 Program Recap, 2001  
 Drive to Read, 2002  
 Librarians in the Driver's Seat Entries, 2003  
 Join the Major Leagues Campaign Subject Files  
 Launch, 2002  
 Press Kit, 2002  
 Play Book Q & A, 2002  
 Childrens' Thank You Letters, 2002  
 1<sup>st</sup> Prize Adults, 2002

## Entries, 2002

(CA) Wanda Kirk Branch Library  
 (IL) Lake Villa Public Library  
 (MD) Enoch Pratt Free Libray  
 (MA) Cullen Memorial Library, Higgins Middle School  
 (MI) Capitol Area District Library  
 (MN) Shingle Creek Urban Environmental Center  
 (NJ) Fairview Free Public Library  
 (TX) Palo Alto College

## Librarians and the All-Star Game, 2002

## Press Kit, 2003

## Entries, 2003

## Entry List

## Winners

(DE) Hochessin Public Library  
 (OH) Public Library of Cincinnati and Hamilton County  
 (WA) Vancouver Community Library

## @ Your Library Campaign Subject Files

## National Bookmobile Day Progress Report, 2009

## National Library Week

National Library Week, 2001, 2002, 2003, 2009

Participant Correspondence, 2001

Follow-Up Correspondence, 2001

Press Kit, 2001

Grant Applications, 2001

## Applications

Richard Bland College Library Application

Grant Applications, 2005 [2 folders]

Grant Applications, 2009 [2 folders]

## Smartest Card, 2005

Box 9:

## @ Your Library State/Country Campaign Files

## Canada

## Alberta

Library Association of Alberta, 2002

“Hot Picks @ Your Library” calendar, 2004

Brantford Public Library, Strategic Plan 2001-2003, 2001

Hamilton Public Library, c. 2002

Ontario Library Association, c. 2010

Greece, @ Your Library Book/Calendar, 2009

Mexico, 2002

States @ Your Library, 2001

State Examples, 2003

Alaska, 2001,2002

Arizona (AZ), 2001  
Arkansas  
    Koonce, "A Look at the Association's Public Relations Campaign," 2002  
    Arkansas, 2001, 2002  
    Arkansas, 2000-2004  
California  
    California, 2001, 2002  
    Free2 Campaign, Sunnyvale Library, 2002  
Colorado, 2001, 2003  
Connecticut, c. 2001  
Delaware, 2001  
Florida  
    Florida, 2001, 2003  
    Broward County, 2002  
    Marion County, 2002  
    Palm Beach, 2002  
    Tampa-Hillsborough County, 2002  
Georgia, 2001  
Hawaii, 2001  
Idaho, 2001, 2002  
Illinois  
    2001-2002  
    2001-2002, 2008  
    Milner Library, Illinois State University  
    2001  
    2010-2011  
Indiana, 2001  
Iowa, 2001-2002  
Kansas, 2001-2002  
Kentucky  
    2001-2003  
    2001  
    Kenton, 2001  
Louisiana, 2001  
Maine, c. 2002  
Maryland (MD)  
    c. 2001  
    Baltimore, Join the Major League Presentation Photographs, c. 2002  
Massachusetts, 2001  
Michigan, 2001-2002  
Minnesota  
    2001  
    Summer Library Program, 2002  
Missouri, 2003  
Montana, 2001

## Nebraska

2001-2002

Gates Foundation Media Kit, Nebraska Library Commission, 2002

Box 10:@ Your Library State/Country Campaign Files (continued)

## North Carolina

c. 2001

Cumberland County, c. 2001

## North Dakota, 2002

## Nevada, 2001

## New Hampshire, c. 2001

## New Jersey

2001-2002

Banner, c. 2001

## New Mexico, 2001

## New York

2001-2004, 2008

"The Bulletin" NYLA Annual Conference Preliminary Program, 2002

## Ohio, 2001, 2002

## Oklahoma, 2002

## Oregon, 2002

## Pennsylvania, 2002, 2003

## Rhode Island, 2000

## South Carolina, 2000-2002

## South Dakota, 2001-2002

## Tennessee, 2001, 2002

## Texas, 2001

## Utah, Weber County Library System, 2001-2002

## Vermont, 2001

## Virginia

2001

Richard Bland College - Let Us Amaze You @ Your Library, 2002-2005

## Washington D. C., 2001

## Washington State, c. 2002

## West Virginia, 2001

## Wisconsin, 2001, 2002

## Wyoming, 2002

## Additional Campaign Materials

Beyond Words: Celebrating America's Libraries Photo Contest, 1999

After School Initiatives, Sarah Ann Long, 2000

@ Your Library Additional Campaign Materials, c. 2001

ALA Examples, 2001-2003

AccessAbility @ Your Library, 2001

Centennial Celebration, ACRL @ 50 Conference, PaLA @ 100 Conference, 2001

Colorado Libraries, vol. 27, no. 4, Winter 2001  
 Georgia Library Quarterly, vol. 38, no. 4, Winter 2001  
 News Clippings and Advertisements, 2001, 2003, 2010  
 Reading Today, vol. 18, no. 4, February/March 2001  
 Register to Vote @ Your Library, c. 2001  
 Megan Humphrey, Coordinator for America's Libraries, Correspondence File, 2001-2002  
 Paul Newman for America's Libraries Photograph, 2001  
 Blind and Physically Handicapped, 2002  
 Path to Homeownership Begins @ Your Library, 2002  
 Periodicals: DTTP, Library Administration & Management, Public Libraries, Library  
 Journal, Shy Librarian, 2002, 2007, 2010  
 Public Library Association 9<sup>th</sup> National Conference Preliminary Program, 2002  
 ReDiscover America, 2002  
 Save America's Libraries Event Photographs, 2002  
 Strategies from the Experts on Branding @ Your Library Participant Registration Forms,  
 2002  
 Equal Pay Day Correspondence, 2003  
 Future Librarians @ Your Library, 2003  
 Photographs: Queens ALA SAL Rally 2003, Children at Risk [undated], Unlabeled  
 Events, c. 2003  
 Special Libraries, 2003  
 Time™ for Kids/Teachers, 2003  
 American Libraries, Periodical, 2004-2012  
 Memories and Dreams, Periodicals, 2006, 2007  
 Campaign for America's Libraries Gift Receipts, 2007  
 I Love My Librarian Campaign Electronic Files, 2009  
 Transfer of Charge Invoices, 2009-2010  
 An Evening with Neil Gaiman, 2010  
 Caroline Kennedy Photographs, c. 2010  
 "Miles of Smiles" by Heather Worthington and Bill Farnsworth, 2010

Box 11:

Additional Campaign Materials, CDs, DVDs, and Floppies

*[All recoverable content has been added to the server and is listed under "Online Images and Records"]*

Box 12:

Additional Campaign Materials, Floppies, Zip drives, and flash drives

*[All recoverable content has been added to the server and is listed under "Online Images and Records"]*

Box 13:

"Advocating for Better Salaries and Pay Equality," Presenter's Training, 2003

"ALA Message Book, Organization and Campaign Information for ALA Spokespeople," 2010  
 [3 folders]

America's Libraries Change Lives Video, 1995

Barber, Peggy

Correspondence, 1984-86

Speeches, 1980-84

Check It Out - Viburnum, 1993-95

Guest Book: "Kids Can't Wait" Reception, ALA Midwinter, 1997

The Right to Know Speaker Training, 1990

"The Right to Know. A United Voice: ALA Media Training and Speaker's Network," 1993 [2 folders]

Speakers Network, 1991-94

Speaking Up & Speaking Out Preconference, 1994

Suave Kids Connect @ The Library, 1996-97

Write for America's Libraries, 1993

"Writers Who Love Libraries," 1991-92

Write 2 Know - Venture, 1991-92

Year of the Lifetime Reader Photo Contest, 1991 [3 folders]

Box 14:

ABC, Inc.

About Books

A&E

Adopt a Book

Advocacy Assembly

@your library Advisory Committee

ALA

Annual Report 1997-98

Images

Goal 2000

Booth

Brochures

Communication Strategies

Copy

Dues Increase

Endorsements

Letters

Logo

Mailings

Media

Notes

Originals

Other List

Samples

Transparencies

Long Range Communications Plan

Speeches

Testimony  
Video  
America's Links Up  
America Online  
Apple  
Arthur Curley Subcommittee  
Barney  
Benton - Connect for Kids  
Benton Foundation  
Between the Lions [2 folders]  
Beyond Words Contest  
Billion Books  
Bringing in Business  
California Raisins  
    Tours  
    TV Spot  
    Survey

Box 15:

California Raisins (continued)  
Campbell's Soup  
Celebrities  
Champions  
Check It Out  
Children's Partnership  
Coalition for Literacy  
Communications Audit  
    [2 folders]  
    PLA  
    Wheatland  
Communications Planning  
    Annual Plans  
    Calendar  
    Decade of the Librarian  
    Family Friendly Libraries  
    Meeting Notes  
    Planning  
    Program Enhancements  
Compliments  
Corporate Pitches/Promotions  
Crayola  
Cyberquilt  
Dana Awards  
Debate America  
DimeLine

Dimming the Lights  
Disney Productions  
Dollar General Grant  
Dr. Laura  
Emmy  
Environmental Protection Agency  
Equity on the Information Highway  
Family Education Network  
Fan Mail  
Freedom of Information Day  
Fund for America's Libraries  
Gable Group  
Gallup Poll

Box 16:

Gates Library Foundation  
Bill & Melinda Gates Foundation  
Get NetWise  
Golden Books  
Great Sites  
    Budget  
    Comments  
    Correspondence  
    Criteria  
    Disclaimer  
    Editorial Procedures  
    Media  
    Meeting Outline, 1998  
    Notes/Background  
    Samples  
    2<sup>nd</sup> Edition  
    Traffic  
Heritage, Civilization and the Jews  
Highlights  
Home Box Office (HBO)  
Internet Online Summit  
Jumpstart  
    Background  
    Comments  
    Contract  
    Development  
    Evaluation  
    Samples  
Kids Can't Wait  
Captain/Kidsnet

## Kids Connect Contest

- Contest
- Entries
- Winners, 1997

## Lassie

## Libraries Change Lives

- Brochures
- Contest Finalist
- Exhibit Correspondence
- National Library Week Reception
- Letters
- Reports

## Librarians in the Media Contest

- General, 1989
- Entries, 1989-1990 [3 folders]

## Librarians and the Internet

- Packets
- Proposal

## Librarians Guide to Cyberspace

Box 17:

## Library Advocacy Now (LAN)

- Action Pack
- Action Pack Updates, 1996
- Advocacy
  - Breakfast, 1999
  - Faxable Information 1998
  - Now Presenters, 1998
  - Training Requests
  - Transparencies
- Advocate Alert
- Agendas
  - LAN 102, 1997
  - LAN Training
  - 2001
- Agreement Form, 1996
- Annual Training, 1995
- Canada
- Clip Report
- Committee Acceptance Forms
- Correspondence
  - 1994-1995
  - 1996-1999
- Customer Service Tipsheet, 1996
- Developments

Evaluation  
Evaluation Responses, 1997  
Fact Sheets/Press Releases  
Flyer Announcing More Training  
Flyers  
General LAN II  
    Notes  
    RFP  
    Vdieo  
Global Advocacy, 1998  
Handouts  
Highlights, 1995  
Inaugural Address, 1995  
Intellectual Freedom Advocacy, 1998  
Materials Request - LAN 101  
Materials Request - LAN 102  
Letters and Memos  
    1994-1995  
    1996  
Library Advocacy Network and Assembly  
Library Advocacy Now  
    2000  
    2000-2001  
Local Programs  
Logo  
Mailings  
Media Coverage  
Meeting Notes, 2000  
Midwinter Training, 1999  
Midwinter Training Flyers, 1996  
Minutes, 2000  
Network  
Planning, 1998  
PowerPoint  
Presenters  
    1998-1999  
    Agreement, 1998  
    Guide - LAN 102  
    Training  
Proposal, 1998  
Proposal/Background  
Proposal - World Book  
Recruitment Brochures, 1999  
Reports  
Rosters

1993-1995  
1996  
1998-1999  
1999-2001

Box 18:

Library Advocacy Now (continued)

Sent Advocacy Kit  
Speakers Bios  
Suggestions  
Testimonials  
Training  
    (General)  
    Material  
    Rosters  
    Task Force

Transparencies, 1994-1995

Trustees, 1996

Workbook

Youth Advocacy

Library Card Sign-Up

Celebration, 1987

Communications Work Plan, 1988

Correspondence, 1987-1988

Evaluations, 1988

Highlights - Midwinter Meeting, 1988

Joint Resolution, 1988

“Library Card Campaign Launched in the Year of the Reader,” by Linda K. Wallace

Mailing List and Template Letter

News Clippings, 1988-1990

Photographs and Negatives

Press Memos, 1987

Press Releases, 1989-1990

Promotional Materials, 1988

Proposal to Reader’s Digest Foundation, April 1988

Public Service Announcement, 1987

Publicity, 1988

Sign Me Up Contest

    1990

    1992

    Correspondence, 1994

    Media Coverage/Press Release, 1994

    Other Entries, 1994

    Winners, 1994

    World Book Correspondence, 1994

Sign Up Campaign  
     1990  
     1991  
 Garfield Contest Correspondence and Press Releases, 1988  
 Wee Pals Correspondence and Press Releases, 1989  
 Libraries Change Lives Essay Winners and Photos, Traveling Exhibit  
     Support Kit  
     Site Support Kit with Exhibit Film  
     Exhibit Reports, 1994  
     Exhibit Reports, 1995  
     Letters, Photos from Celebrities, 1992-93  
 Libraries Online  
     Photos  
     Press Release and Memorandum, 1996  
 Library Logo National Library Symbol Newspaper Clippings and Dekalb Library System Report,  
     1982-83

Box 19:

Library Public Relations Council Membership Directory, 1993-94  
 Library Stamp Correspondence, Press Clippings, and Press Releases, 1982  
 Log On Day  
     Correspondence, 1996  
     Sign-Up Sheet Reports, 1996  
         Misc Libraries  
         Public Libraries  
         School Libraries

Media Training  
     Public Speaking and Media Relations Workshop Guides, 1997  
     Division Leaders Correspondence and Press Releases, 1993  
     President Memoranda, 1987, 1992, 1994, 1996  
     Question Examples Lists, 1996

A Nation Connected Cyber Quilt Proposal Memo, 1997  
 National Information Infrastructure Correspondence, 1996  
 National Issues Forum Publications, 1984-85  
 Nation of Readers Photo Contest Promotion Kit, 1985  
 National Library Week  
     Reports  
         1973-79  
         1980-81, 1983-85, 1987  
     Press Releases  
         1989  
         1990  
         1991  
         1992  
         1993

1996  
 1997  
 Committee Meeting Minutes, 1987-2001  
 Staff Photographs  
     1993  
     1996  
 Staff Party  
     1997  
     2002  
     April 8, 2003  
 Workshop  
     Charge Up, Midwinter 1988  
     Selling the Librarian, Annual 1988  
     Partnership in Action, Midwinter 1989  
     Promote, Annual 1990  
     Making the Most of Media, Annual 1992  
     Persuading the Policy-maker: Libraries Change Lives, Midwinter 1993  
     Changing Lives: Changing Services for Changing Needs, Annual 1993  
     Telling the Story, Annual 1994  
     Find out why Americans can't wait..., Annual 1995  
     Advocating Equity, Midwinter 1996  
 Night of a Thousand Stars  
     Correspondence and Memoranda, 1990-91 [2 folders]  
     Photographs, 1990-91 [3 folders]

Box 20:

Children's Internet Protection Act (CIPA) Press Strategy Reports and Press Releases, 2001-03  
 Holiday Cards, 1976, 1988-90, 1997-99, 2003, 2005, 2008, 2011-12 (some undated)  
 Johnny Carson on the "Tonight" Show, ALA Questions Used, March 1981  
 Nation of Readers Photo Contest  
     Promotional Kit, 1984-85  
     Correspondence and Press Releases, 1984-86  
     Photo Exhibition, 1985 [includes 31 negatives and 20 photographs]  
 National Library Week  
     Partners Program  
         *Partnership Exchange*, Vol.s 1-8, 1984-91  
         National Partners for Libraries and Literacy, 1987-90  
         General Federation of Women's Clubs Press Releases, 1988-90  
         Celebrity Publicity Photographs and Permission Releases Copies, 1996  
         Unknown and Rainbow Push Coalition, 2009 [7 original photographs, 12 copies]  
 Nickelodeon Public Service Announcement Correspondence, 1983, 1985  
 Parentech Project Promotional Kit and Proposal, 1998 (includes 1 Zip drive)  
 President Inauguration Addresses [*Includes the following*]  
     Peggy Sullivan, 1980  
     E.J. Josey, 1984

Patricia Wilson Berger, 1989  
 Richard M. Dougherty, 1990  
 Patricia Glass Schuman, 1991  
 Marilyn L. Miller, 1992  
 Hardy R. Franklin, 1993  
 Arthur Curley, 1994  
 Betty J. Turock, 1995  
 Press Release and Publicity Workshops  
     "Publicity & Promotion 101," October 21, 1993  
     "Getting the Word Out," 1997  
     PIO, c. 1997  
     "Libraries & Filtering," 1998  
     Staff Training, September 12, 2006  
 Public Awareness Committee (PAC)  
     Correspondence, 1996-98 [2 folders]  
     Minutes and Rosters, 1991-2001 [2 folders]  
     New Committee Member Packets  
         1992  
         1995  
         1997  
         1998  
         1999  
         2000  
         2001  
         January 2002  
         June 2002  
         2003  
 PIO Communications Audit, 1988  
 PR/Public Relations Activity Reports, 1978-88 [2 folders]

Box 21:

2007 Golden Trumpet Awards Entry, "Intrepid Librarians Help New Orleans Recover," Feb. 2007  
 ALA Celebrities on ALA Posters List, 1999, 2001  
 Annual Reports, 1983-89, 1992-93, 1995-2002  
 Between the Lions Event, PIO Staff (Unidentified) Photographs, c. 1998  
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