

41/92/3

Student Affairs

ATO Administrative Staff and Services

Communications and Publications Subject File, 1902-2006

Includes: Communications Director, Palm Editor, Publications Director, and Palm subject file

Materials on digital media are being copied to the Archives' Electronic Records Repository.  
Those that have been copied are identified by a four-digit number.

Box 1:

Communications, Director, Board Briefings, 1992-94

Communications, Director, John Gorman E-mail correspondence

ATO Online, 1998-99

Archives, 1998-99

General, 1998-99 (3 folders)

Newsletter Publishing Service, 1998-99

Palm, 1998-99 (2 folders)

True Merit, 1998-99

Palm Editors--Paul T. Cherington, H.P. Simpson, Claude Reno, 1902-10

Frank Scott, 1916-24

Palm Business League, 1919-21

1925-26

1931-32

Bird, Harry, 1944-55 (11 folders)

Robert Simonds Correspondence, 1955-92

1955-66, 1969 (12 folders)

William D. Krahling, 1961, 1978-79 (includes correspondence as Associate Editor)

Publications, Director--William D. Krahling (1970-85), 1979-80

Alumni Associations, 1979-80

Annual Report, Original Forms, 1978-83

Box 2:

"ATO: The Positive Experience" (1985 ed. of membership manual, 1984-85 (2 folders)

ATO Vision, 1984

Chapter Budget and Accounting System Instructions, 1981

Chapter Finances Manual, ca. 1983-85?

Appendix, ca. 1983-85

Chapter Command Manual, 1981

Chapter Minimum Standards

Chapter Publications Clipart, ca. 1980-85

Christmas Cards 1943-78

Clip Art, 1980-88  
 CSC Flyer and Recruitment, 1973-92  
 Compolith, 1981-83  
 Drafts, Markups and Printer Mechanicals, Annual Report -- Original Forms,  
 1978-3  
 Expansion Folders, 1972-92  
 Expansion Manual, ca. 1983-85  
 Founders Day--Planning Kits, 1966-71, 1973-81 (2 folders)  
 Worthy Grand Chief Messages, Invocations, Suggested Talks, 1967-92  
 Guide for Anniversary Celebrations  
 Leadershape, ca. 1985  
 Membership Education Manual, ca. 1983-85  
 Membership Records: M-Card, "The Form," 1985-91  
 Membership Recruitment Manual, ca. 1983-85  
 Modules for Membership Education, ca. 1983-85  
 National Interfraternity Council Scholarship Rankings  
 National Officer Job Descriptions  
 Office Forms, 1988  
 Officers' Guide, 1981-86  
 Postcard, 1983  
 Province Chief Conclave Samples, 1963-88, annotated ca. 1983-85 for adaptation  
 to Province Chief Manuals  
 Province Chief Manuals, ca. 1974-79, 1982, ca. 1983  
 Rush Brochure, 1958-88  
 Supplies/Materials Listings, 1971-90

Box 3:

Wynn Smiley (1991-98)  
 "ATO: The Positive Experience," 5th ed., 1991-92  
 Photos  
 Christmas Cards, 1996-  
 Communications Plan, 1995  
 Correspondence, 1991-94 (2 folders), 1999  
 Correspondence and memos, 1993-95, 1997-2000 (4 folders)  
 Also see box 23 for additional correspondence  
 Compuserve, 1994-96  
 Foundation/Alumni Mailings, 1991-92, 1996  
 National Student Leadership Forum, 2002  
 News Releases, 1991-95  
 Publications Notebook, Pre-1991--Alumni/Volunteers  
 Letterhead/General, 1990-91  
 Risk Management, 1980-82  
 Rush, 1960-91  
 Publications Notebook, 1991-92--Letterhead/General, 1991-92

Newsletter Publishing Service, 1991-92  
Palm, 1991-92  
 Rush, 1991-92  
 Publications Notebooks, 1992-93, 1993-94, 1995 (3 folders)  
 Rush, 1991-92  
 Risk Management Brochures, 1989-94  
 Banta Publishing, 1951-69, 1970-74 (21 folders) Consists primarily of corrections to mailing lists, ATO news for publication in Banta's Greek Exchange, and requests for reprinting rights.  
 Bechtold Co., Bindery, 1958-59, 1962-69, 1970-72, 1974-75 (11 folders)

Box 4:

Bell, Ovid, 1951-72 (20 folders) Bell printed Palm and Propylon. File includes text revisions, printing and shipping instructions and records.  
Palm Committee, 1993  
 Packet Sent, 1993  
Palm Costs, 1993, 1995-96  
Palm History, 1979-94  
Palm Photos, nd, 1993  
Palm 75th Anniversary Greetings, 1954  
 Publications - Assessments and Surveys, 1991-94  
 Communications Director, Jon Gorman, Correspondence, 1998-99 (2 folders)  
 Communications Director, Wynn Smiley, sample pamphlets, ca. 1990-ca. 1996  
 Communications Plan, 1991, 1997, 1999 (2 folders)  
 Communications Plan, 1999-2000  
 Wynn Smiley  
 Communications Organizational Strategy, 1995  
 Director of Communicattions, Questions, 1990  
Palm/Communications Plan, 1984  
Palm Readership Survey, 1987  
 The Committee (TC)/Undergraduate Communications Committee, 1991-93  
 Board of Communications, 2002

Box 5:

Palm Editor's Receipt Book, 1907-08  
Palm  
 Articles Printed in Palm, 1981  
 Chapter to Chapter forms, 1998  
Palm/Alumni Relations Photos, Life Loyal Tau Card, 1985, 2000  
Palm Covers, 1880, 1950-66, 1982, 1983 (oversized located in Room 106F, Map Case 3-5), 1984, 1987

Posed Photos for Palm, 1986 (oversized located in Room 106F, Map Case 3-5)  
 ATOs in Major League Baseball, article, 2001  
 Life Loyal Tau Ad (CD-R, 0001), 2004  
 Life Loyal Tau Campaign, 2005-06  
 ATO Promotional Pamphlet, no date  
 ATO.org Weekly Feature Stories, 2005-08 (5 folders)  
 The Positive Experience Guide, 2004  
     A Breakdown of "The Positive Experience," 2004  
 Leadership Consultant Training Manual, nd  
 The Dynamic Student Development Matatheodel, 2012  
 Education App, nd  
 True Merit Character Pilot Program, 2012  
 Alpha Tau Omega Info Sheets, nd  
 Promotional Pamphlets, nd  
 Annual Loyalty Fund Campaign Case Statement, nd

#### ARTWORK/PHOTOGRAPHS FOR ATO PUBLICATIONS

ATO Awards (Folder includes: Joseph R. Anderson Publication Award, artwork, 1989; Worthy Grand Chief Award Plaque, photo, 1947-48; Thomas Arkle Clark Award Key, photo/artwork, nd; ATO True Merit Bowl, photos, c. 1984; Artwork for ATO Community Awareness Award, 1974 (oversized located in Room 106F, Map Case 3-5); Palm article award for "Investigations from a small planet", 1989 (oversized located in Room 106F, Map Case 3-11))  
 ATO Badges/Pins (Folder includes: Members, artwork, 1985; Jeweled, photos, nd; Glazebrook/FirstBadge, photos, nd; Pledge, artwork, nd; Colony, photo, devised in 1973)  
 ATO Symbols/Logos (Folder includes: Grand Seal, print/artwork, nd (2 copies), 1973 (oversized located in Room 106F, Map Case 3-5); Reproduction of Grand Seal, 1920 (oversized located in Room 106F, Map Case 3-5); Coat of Arms, print/artwork, nd; Flag, artwork, nd; Flower-White Tea Rose, artwork, nd; ATO Logos, artwork, 1982, 1986, 1992; Foundation 50th Anniversary, artwork, 1985)  
 ATO Leadership, photographs, 1985, 1994-95 (oversized in Room 106F, Map Case 3-5)  
 Big Brother-Little Brother Artwork, 1916, 1930-31, 1977  
 Miscellaneous Artwork for ATO Publications, 1947, '50, '76, '77, 1980s, '81, '84, '89, 1990-91, '98 (oversized located in Room 106F, Map Case 3-5)  
 Miscellaneous Photographs for ATO Publications, 1970, 1974, ca 1982, 1984-85 (oversized in Room 106F, Map Case 3-5)  
 Communications Plan, Palm, Video, and Certificates, 1984, 1991-94  
Palm, Editorial Board and Palm Production Notes, 1987-93  
 ATO Story Photos, 1962, 1966  
 Brochures, G.R. Grubb, 1967  
 Lenore Gray Digital Files, Palm Designer (CDs) (2 folders), 1997, 1999-2006  
 Letterhead, line negative, 1966  
Palm Photos

Buildings, 1967  
Coca Cola Ad, 1956  
Grand Hotel, 1966  
Heisman Trophy, cover, 1967  
Letters for Logo, 1966  
People, 1967  
Record Album and Song Book, 1960  
Portraits, Bill Krahling, 1986  
Layout for article on ATO, 1984 (oversized located in Room 106F, Map Case 3-5)  
Palm Cover-signed by Senator Mansfield, 1961 (oversized located in Room 106F,  
Map Case 3-5)  
Friendship, Leadership, Service, 125<sup>th</sup> anniversary, 1990  
Results, unknown