

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. Krahlung, 1961, 1978-79 (includes correspondence as Associate Editor)

Publications, Director--William D. Krahlung (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, 125th anniversary, 1990
 Results, unknown

Box 6:

Risk Management Brochures, 2000, n.d.
 Palm Photos
 2003-2004 Editions, 2002-2004
 Fall, 2003
 Spring, 2004
 Background Photos, 2000, n.d.
 Palm Floppy Disk, Spring 2003
 Distinct Advantage and Senior Brochure Photos, 1996-98, 2000-04
 True Merit Press Packet, 1996-97
 The Positive Experience (oversized located in Room 106F, Map Case 3-3
 Appendix, n.d.
 Chapter One, 1989, n.d.
 Chapter Two, 1995-97, 1999, 2003
 Chapter Three, 1985, n.d.
 Chapter Four, 1958, 1996, n.d.
 Chapter Five, 1985, 1999-2000, n.d.
 Chapter Six, 1999-2000
 Chapter Seven and Eight, n.d.
 Unlabeled Materials, n.d.
 Publication Documents, 1991-92, 1994
 Floppy Disks, 1996
 Grand Seal, n.d.
 uGreek.com CD, n.d.