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)
  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)

  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
Guide for Anniversary Celebrations
Leadershape, ca. 1985
Membership Education Manual, ca. 1983-85
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
Rush Brochure, 1958-88
Supplies/Materials Listings, 1971-90

Box 3:
   Wynn Smiley (1991-98)
   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
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
Palm, 1991-92
Rush, 1991-92
Rush, 1991-92
Risk Management Brochures, 1989-94

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, 1999-2000
Wynn Smiley
Communications Organizational Strategy, 1995
Director of Communications, 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
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


*Palm*, Editorial Board and *Palm* Production Notes, 1987-93

*Palm*, Editorial Board and *Palm* Production Notes, 1987-93

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