

Tony Schwartz Collection



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Washington, D.C.**

2012

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Contact information:

<http://hdl.loc.gov/loc.mbrsrs/mbrsrs.contact>

Additional search options available at:

<http://hdl.loc.gov/loc.mbrsrs/eadmbrs.rs011002>

LC Online Catalog record:

<http://lcn.loc.gov/2012618550>

Authors: Carla Arton, Harrison Behl, Callie Holmes, David Jackson, Maya Lerman, Marsha Maguire,
Adam Thaxter, Celeste Welch

Collection Summary

Title: Tony Schwartz collection

Inclusive Dates: 1912-2008

Bulk Dates: 1950-2008

Creator: Schwartz, Tony

Textual materials: 90.5 linear feet (230 boxes, 1 map case folder, approximately 76,345 items)

Language: Collection materials are in English

Location: Recorded Sound Reference Center, Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress, Washington, D.C.

Summary: The Tony Schwartz Collection consists of multiple formats of material documenting Schwartz's work as a media consultant, audio documentarian, author, radio producer, media theorist, and educator.

Location: RPA 00856-01055 (boxes 1-200); RPB 00112-00122 (oversize boxes 213-223); RPC 00084-00087 (oversize boxes 224-227); RPD 00038-00040 (oversize boxes 228-230); RPU 00002 (box 201), RPU 00021-00023 (boxes 202-204), RPU 00024 (box OSU 1), RPU 00025-00032 (boxes 205-212)

Map case: RPM 00013 (map folder 1)

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

People

Bemporad, Jack.

Bleviss, Alan.

Bredesen, Phil, 1943-

Carey, John, 1946-

Carter, Jimmy, 1924-

Cherner, Joe.

Clinton, Bill, 1946-

Dainard, Michael, 1944-

Dukakis, Michael S. (Michael Stanley), 1933-

Foley, Thomas S.

Gravel, Mike, 1930-

Hardin, Louis.

Hoffman, David (David Michael), 1941-

Humphrey, Hubert H. (Hubert Horatio), 1911-1978.

Jamieson, Kathleen Hall.

Johnson, Lyndon B. (Lyndon Baines), 1908-1973.

Kennedy, Edward M. (Edward Moore), 1932-2009.

Kennedy, Robert F., 1925-1968.

Landers, Bob (Radio announcer)

McFeeley, Ken.

McGovern, George S. (George Stanley), 1922-2012.

McLuhan, Marshall, 1911-1980.

Mezvinsky, Edward M.

Mondale, Walter F., 1928-

Moyers, Bill D.

Moynihan, Daniel P. (Daniel Patrick), 1927-2003.

Napolitan, Joseph, 1929-2013.

Pell, Claiborne, 1918-2009.

Pertschuk, Michael, 1933-

Reid, Harry, 1939-

Reynolds, Patrick.

Ribicoff, Abraham, 1910-1998.
Rockefeller, John D., IV (John Davison), 1937-
Rudman, Warren B.
Schwartz, Anton, 1967-
Schwartz, Kayla.
Schwartz, Reenah.
Schwartz, Tony--Archives.
Schwartz, Tony--Correspondence.
Schwartz, Tony--Photographs.
Schwartz, Tony.
Schwartz, Tony. Media, the second God.
Schwartz, Tony. Responsive chord.
Seith, Alex.
Shahn, Ben, 1898-1969.
Skelton, Ike, 1931-2013.
Vrdolyak, Ed, 1937-
Weiss, Ann.
Young, Andrew, 1932-

Organizations

American Cancer Society.
American Federation of Television and Radio Artists.
American Heart Association.
American Lung Association.
Center for Media in the Public Interest, Inc.
City University of New York.
Doctors Ought to Care (Organization)
Emerson College.
Folkways Records.
Foundation for a Smokefree America.
Harvard School of Public Health.
John Jay College of Criminal Justice.
Martin Himmel Health Foundation.
New Sounds, Inc.
Non-Smokers' Rights Association.
Patrolmen's Benevolent Association of the City of New York.
People for a Smoke-Free Indoors.
Tisch School of the Arts.
United States Information Agency.
Varied Directions, inc.
WNYC (Radio station : New York, N.Y.)

Subjects

Advertising agencies--New York (State)--New York.
Advertising, Political--United States.
Advertising, Public service--United States.
Advertising--Psychological aspects.
Agoraphobia.
Antismoking movement--United States.
Broadcast advertising--United States.
City sounds--New York (State)--New York.
Communication and technology.
Communication in marketing.
Communication--Social aspects.
Documentary radio programs--New York (State)--New York.

Folk music--New York (State)--New York.
Folk music.
Human sounds--New York (State)--New York.
Magnetic recorders and recording.
Marketing research--United States.
Mass media.
Media consultants--New York (State)--New York--Archives.
Media consultants--United States.
Media literacy.
Political campaigns--United States.
Political candidates--United States.
Political consultants--New York (State)--New York--Archives.
Political consultants--United States.
Public relations firms--New York (State)--New York.
Radio personalities--New York (State)--New York--Archives.
Radio producers and directors--New York (State)--New York--Archives.
Sound engineers--New York (State)--New York--Archives.
Sound recordings--Collectors and collecting.
Sound recordings.
Sound--Recording and reproducing--United States.
Sounds.
Tobacco use--Health aspects.
Voice actors and actresses--United States.

Places

Hell's Kitchen (New York, N.Y.)
New York (N.Y.)--Social life and customs.
West Side (New York, N.Y.)

Titles

Guerrilla media.
Media industry newsletter.

Form/Genre

Address books.
Appointment books.
Articles.
Audio equipment.
Awards.
Awards.
Camera-ready copy.
Clippings (information artifacts)
Commercials.
Contracts.
Correspondence.
Group portraits.
Handbills.
Interviews.
Memorabilia.
Negatives (photographic)
Photographs.
Portraits.
Posters.
Promotional materials.
Publicity photographs.

Radio programs.
Scripts (documents)
Snapshots.
Sound recordings.
Surveys (documents)

Administrative Information

Collection Acquisition

The bulk of the collection was purchased from Tony Schwartz in 2007; two additional installments were donated by Tony Schwartz's family in 2010.

Additions

No further additions to the collection are expected.

Processing Information

The collection was processed by Carla Arton, Harrison Behl, Sheryl Fowler, Callie Holmes, Jonathan Horrocks, David Jackson, Maya Lerman, Marsha Maguire, Adam Thaxter, Tricia Van Ryn, and Celeste Welch, with the assistance of Nicholas Moore and Greg Surber, 2008-2011.

Use Restrictions

Restrictions may exist on copying, quoting, or publishing materials included in the collection. For additional information, contact a reference librarian in the [Recorded Sound Reference Center](#), Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress, Washington, DC, 20540-4690; (202) 707-7833.

Access Restrictions

Textual and graphic materials in the Tony Schwartz Collection are open for research. Advance notice is required; contact a reference librarian in the Recorded Sound Reference Center.

The films, videocassettes, and many of the sound recordings that are included in the collection are not yet available to researchers. For information concerning availability, contact a reference librarian in the Recorded Sound Reference Center.

Digital Format

Some of the audiotapes in the collection are available in digital form in the Recorded Sound Reference Center.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [Container number, eg., Box 3], or [Audio tape number, eg., RYB 2480], Tony Schwartz Collection, Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress.

Biographical Note

Tony Schwartz, 1923-2008, was a media consultant, radio host and producer, educator, author, folk music documentarian and collector, and sound designer whose work has influenced many different aspects of the audiovisual landscape of the late 20th and early 21st centuries. He is most commonly associated with the "Daisy ad" he helped develop for Lyndon Baines Johnson's 1964 presidential campaign against Barry Goldwater, a spot that aired only once but that nevertheless had a game-changing effect on political advertising. In the promotion of public health and civic issues, too, Schwartz applied innovative advertising and marketing techniques, most notably with a sustained series of campaigns against smoking and tobacco companies. So powerful was his first anti-smoking ad -- the first such ad ever produced -- that the tobacco industry voluntarily stopped advertising on radio and television.

Less widely known but hardly less significant than his work in advertising was Schwartz's inventive use of audio technology. Over the length of his career, Tony Schwartz pioneered many techniques and approaches to working with sound. He embraced recording technologies developed during World War II, not only adopting the reel-to-reel tape recorder as early as 1945, but also adapting it: he modified an early commercial tape recorder for portability by adding a shoulder strap and an internal power source. With the recorder slung over his shoulder, he ventured onto the streets of New York to record what he heard, from the sounds of nature to the unpredictable and rich variety of sounds produced by people.

Born August 19, 1923, Tony Schwartz was educated at Peekskill High School and the Pratt Institute. After a stint in the Navy during World War II, he began his advertising career as an art director. Schwartz's spur-of-the-moment purchase of a Webster wire recorder soon pointed him in a new direction, however. Deeply interested in folk music, he recorded radio programs such as *Oscar Brand's Folksong Festival* and invited performers like Pete Seeger, Harry Belafonte, Jean Ritchie, and Woody Guthrie to record in the studio he built in his home on W. 56th Street. His tape exchange program, in which Schwartz swapped music with folklorists and collectors around the world, resulted in a collection of well over 30,000 songs and tunes from 46 countries. The folk music recordings he made in his home studio, acquired from other enthusiasts, and discussed as a guest on a WNYC radio program attracted the attention of artist and Sears-Roebuck heir William Rosenwald, whose financial support led to Schwartz's next endeavor: recording the sounds and music of New York City, or rather, one part of that city.

Tony Schwartz lived with a pronounced agoraphobia that prevented him from traveling beyond a small section of Manhattan, specifically the area known for much of his life as Postal Zone 19. His ability to discover and capture the stories, songs, games, and everyday sounds of work and play in that lively New York neighborhood, combined with the sheer size and wealth of his folk music collection, led, nevertheless, to a productive relationship with both Folkways and Columbia Records. Schwartz's first two releases on Folkways, *1, 2, 3 and a Zing Zing Zing* (Folkways FW07003, 1953) and *New York 19* (Folkways FW 05558, 1954), were followed by titles like *Nueva York: A Documentary of Puerto Rican New Yorkers* (Folkways FW 05559, 1955), *An Actual Story in Sound of a Dog's Life* (Folkways FW05580, 1958), and *The New York Taxi Driver* (Columbia ML5309, 1959). The sounds of his neighborhood, as well as audio experiments he created (such as Jimmy Giuffre's clarinet playing juxtaposed against high heel clicks on a marble-floored lobby), were incorporated into his series of brief radio programs for WNYC and WBAI, *Adventures in Sound* (also known as *Around New York*) and *Communications Journal*. The series ran from the 1950s until 1976.

Schwartz's Folkways records received widespread attention, and he reentered advertising with a focus on sound as the primary means of communicating with an audience. He produced effective radio and television commercials for national brands such as Coca Cola, AT&T, Betty Crocker, and many more. Following the success and controversy of the "Daisy" political ad, Schwartz recorded thousands of spots for local, state, and national candidates, including Lyndon Johnson, Jimmy Carter, Edward Kennedy, Hubert Humphrey, Tom Foley, and Daniel Moynihan. Warren Rudman, a former Republican senator from New Hampshire, noted that "Tony Schwartz, as much as any person, laid the foundation for modern political advertising."

Later in his career, Schwartz consulted for various interest groups and organizations. He used the skills he developed in commercial and political advertising to focus attention on issues of public health and safety that were of personal interest to him, such as gun control, environmental protection, and combating tobacco use. Schwartz created anti-smoking campaigns for clients such as the American Cancer Society, Citizens for a Tobacco-Free Society, and the Non-smoker's Rights Association. He also took on issues in his neighborhood and city, vigorously defending John Jay College for Criminal Justice from closure and supporting the New York City Patrolmen's Benevolent Association (PBA).

Schwartz also worked as an educator. He shared the Schweizer Chair at Fordham University with Marshall McLuhan and taught courses in media theory for the Harvard University School of Public Health and Social Behavior, Emerson College, New York University's Tisch School of the Arts, and the John Jay College of Criminal Justice. Focusing on his theories about communication and the use of audiovisual media in social and political discourse, Schwartz taught from his home office, communicating with his students via the telephone and incorporating sound and visual elements to illustrate his lectures.

Tony Schwartz made little distinction between his professional and personal activities; he worked almost exclusively from his home for much of his career and the voices of his wife, Reenah, and his children, Kayla and Anton, may be heard on many his recordings. Schwartz's business activities grew and developed from interests that he explored first as hobbies, such as recording sound and collecting folk music. His curiosity about communication through electronic media introduced

him to Marshall McLuhan and resulted in his reputation as a published media theorist. His innovative advertising work led to influential political consulting, and he later used these skills to support causes and social issues that mattered to him personally. As a result, the rich collection of material he left behind defies easy classification.

Scope and Content Note

The Tony Schwartz Collection consists of multiple formats of material containing the products of his work as a media consultant, audio documentarian, author, radio producer, media theorist, and educator, as well as the research, consultation, preparation and editing, testing, and revision that led to his published textual and media-based works. Also included are published writings and videos about Schwartz, correspondence with colleagues and clients, and extensive files about people, organizations, and topics that interested Schwartz during his long and productive career.

The Biographical and Personal Materials series contains folders of material on Schwartz's early life, although these materials are not extensive. There are also photographs, biographical materials, and artifacts relating to colleagues and members of his family; publications and documentation relating to his health; family and other personal correspondence; awards and honorary degrees; publications and publicity materials concerned with Schwartz; and extensive documentation on the collection itself created by Schwartz and various interns and employees. Extremely useful, these collection lists, catalogs, and databases describe much but not all of the collection.

Series 2, Business and Professional Materials, forms the core of the Tony Schwartz Collection. There are boxes of general business materials such as address and appointment books; contact and client lists; business correspondence; documents relating to his company, New Sounds, Inc.; and some of the actual equipment he used, such as a timer, a teleprompter, and two patch bays with VU meters. His collaborations with other media consultants and advertising experts, notably Joseph Napolitan, are included as well.

Scripts, photographs, correspondence, and research materials that document work for specific people and organizations are divided into three client groups: political, public service, and commercial. Political candidates who hired Schwartz to work on their campaigns (at the local, state, and national levels) included Phil Bredesen, Jimmy Carter, Bill Clinton, Michael Dukakis, Tom Foley, Mike Gravel, Hubert Humphrey, Lyndon Johnson, Robert and Edward Kennedy, George McGovern, Ed Mezvinsky, Walter Mondale, Daniel Patrick Moynihan, Claiborne Pell, Harry Reid, Abraham Ribicoff, Jay Rockefeller, Warren Rudman, Alex Seith, Isaac Newton Skelton, Ed Vrdolyak, Andrew Young, and many more.

Schwartz produced public service announcements for a wide variety of organizations, anti-smoking groups in particular (for example, the American Cancer Society, Patrick Reynolds Foundation for a Smokefree America, the American Lung Association, the American Heart Association, People for a Smoke-Free Indoors, and Doctors Ought to Care). Other issues represented in his public service work were AIDS awareness (AIDS Medical Foundation, Families Concerned about AIDS), public health (Minnesota Moms for Healthy Babies, New York City Department of Health), education (John Jay College of Criminal Justice, Action Committee for Higher Education), crime prevention (Patrolmen's Benevolent Association, Crimestoppers), fire safety (New York City Fire Department), handgun control (Handgun Control, Inc., Center to Prevent Handgun Violence), the environment (Florence and John Schumann Foundation, Forum for Environmental Stewardship), organized labor (Fraternal Order of Police, Lodge 5, International Association of Firefighters, Local 22), civil rights (NAACP, Anti-Defamation League of the B'nai B'rith), and local concerns (Coalition to Save Naumburg Bandshell, Arson on W. 56th Street).

Commercial/for-profit clients and products for which Schwartz produced ads included Apple computers, Excedrin, Bamberger's Department Store, Fortunoff Department Stores, General Electric, Hoffman-LaRoche, Inc., Kavanagh's Furniture Store, various radio and television networks and stations, Merck, Mobil Corporation, Pepsi-Cola, St. Lukes/Roosevelt Medical Center, Upjohn Rogaine, and Zenith.

The remainder of the Business and Professional series is concerned with Schwartz's broadcasting and recorded work (such as a press release and program guide relating to his long-running WNYC radio program); program proposals and courses he taught at Harvard University School of Public Health, Fordham University, John Jay College of Criminal Justice, New York University, Tisch School of the Arts, and elsewhere; speaking and media appearances (such as his appearances on the *David Frost* and *Phil Donahue* TV shows, and his talks at New York bistro Chez Beauvais); and various exhibitions.

Works and publications by Tony Schwartz are the focus of series 3. Included are production materials, scripts, correspondence, publicity materials, and reviews of published sound recordings such as his Folkways and Columbia Records releases (*New York 19*, *Nueva York*, *Children at Play*, and more). There are also materials documenting the development and release of Schwartz video recordings produced by David Hoffman and his company, Varied Directions, including *Guerrilla Media*, *If You Know Someone Who Smokes*, and *Secrets of Effective Radio Advertising*.

Materials on Schwartz's published books, *The Responsive Chord* (1973) and *Media, the Second God* (1981, 1983), his many *Media Industry Newsletter* columns (1967-2004), and various other published articles and unpublished drafts and outlines may be found in the Writings grouping in series 3.

Series 4 consists of files on people, organizations, and topics of interest to Schwartz. Two subjects are documented extensively: Schwartz's transcribed interviews with Marshall McLuhan and published materials about smoking.

Several thousand sound recordings and hundreds of films and videocassettes, most of them relating to topics documented in the paper and graphic materials, are being digitally preserved by the Library of Congress for future public access. These audio and moving image materials will form series 5 and 6 in the collection and will be described in more detail in an upcoming version of this finding aid. For details on recordings that are available for research purposes, contact the Recorded Sound Reference Center.

Collection Arrangement

The collection is arranged in 4 series:

- Series 1: Biographical and Personal Materials, 1931-2008
- Series 2: Business and Professional Materials, 1940-2005
- Series 3: Works and Publications, 1950-2004
- Series 4: Subject Files, 1912-2005

Description of Series

Container

Series

Series 1. Biographical and Personal Materials, 1931-2008

Biographical information about Tony Schwartz and his family, including correspondence, awards, and publications about Schwartz.

Biographical information, 1931-02-2003-11

Documents from Schwartz's childhood and military service, such as school reports, government documents, student assignments, and medical documents, and a variety of material related to his family.

Personal and family correspondence, 1941-1997

Personal correspondence to and from Tony Schwartz and his family and friends. The bulk of the material is arranged alphabetically by sender's last name (when available), although files made by Schwartz were maintained in original order whenever possible.

Awards, honorary degrees, 1960-2001

Awards, certificates, photographs, and correspondence pertaining to awards and honors given to Tony Schwartz.

Publications about Tony Schwartz, 1951-2008

Magazines, clippings, and photocopies of articles about Tony Schwartz, as well as photographs and publicity material. The bulk of material was arranged alphabetically by publication title (when known).

Publicity and press files, 1978-1988

Files of articles about and references to Tony Schwartz, created by Schwartz. Arranged by year.

Tony Schwartz Collection documentation, 1966-1993 and undated

Catalogs, inventories, databases, and reports that document the contents of the Tony Schwartz collection, including recorded sound, moving image, and textual materials. This subseries includes printed records from databases created by Schwartz as well as reports on his collection created by other individuals or institutions.

Audio and video catalogs and databases, 1944-2004

Prepared by Tony Schwartz and various employees, family members, and interns associated with him, these materials consist of lists and databases chiefly of audio and video recordings included in the collection, but also of his major clients and of awards he received.

Tony Schwartz material held in other archives, 1961-1997

Miscellaneous personal material, 1975-1997

This subseries consists of material for which the context in Schwartz's collection could not be clearly determined. Photographs and other visual materials are also described in this subseries when they were of a generally personal nature but lacked sufficient context to describe elsewhere with confidence. Several of Schwartz's calendars are included as they

document both personal and professional events and information that cannot be readily disentangled.

Series 2. Business and Professional Materials, 1940-2005

The Business and Professional Materials series contains files that relate to Schwartz's core business ventures. This includes general administrative documents such as appointment books, business cards, financial papers, and correspondence. These are followed by Schwartz's client files, consisting of correspondence, research materials, scripts, and other advertising ephemera; these clients include individuals and organizations of both political and commercial concerns, as well as numerous public awareness campaigns for causes that Schwartz took personal interest in. Following the client files is material related to Schwartz's business ventures beyond his core work as a media consultant; this includes his art and design work, radio programming, and his educational and lecture work.

General business, 1950-2005

Includes documentation of Schwartz's daily business activities, such as appointment books, business cards, guest books, invoices, and client lists. Also includes contracts, release forms, faxes, and other business documents from Schwartz's production company, New Sounds, Inc.

Business appointments, 1967-2002

New Sounds, Inc., 1968-1997, and undated

Tony Schwartz production company.

Business correspondence, 1940-2005

Includes correspondence to and from Schwartz on a range of topics, such as Schwartz's speaking engagements, seminars, interviews, awards, and participation in committees and conferences. Notable correspondents include Bob Landers, Marshall McLuhan, the Kitchen Sisters, Center for Media in the Public Interest (CMPI), and Michael Pertschuk.

Miscellaneous business correspondence, 1940-2005, undated

Arranged chronologically.

Client projects: advertising and marketing agencies, 1973-1999

Contains files related to Schwartz's work with other media consultants and advertising experts. The most consistent and important of these collaborators was Joseph Napolitan, with whom Schwartz joined in with numerous special projects over a three decade period.

Client projects: political campaigns, 1956-1997

Contains files related to Schwartz's work with politicians and other political clients. Types of material found include correspondence, radio and television advertisement scripts (including drafts), contracts, financial and legal documents, photographs, political campaign fliers, and surveys and other research conducted by outside media consultants. Arranged by last name of client.

Client projects: public service announcements (PSAs), circa 1940s-2002, undated

Business materials, arranged by client, for public service announcements and non-profit radio and television advertisements produced by Tony Schwartz. The clients range from single issue campaigns, such as the Rent Stabilization Association, to national

movements, such as anti-smoking (Doctors Ought to Care, Patrick Reynolds Foundation for a Smokefree America, American Cancer Society, etc.), fire safety (New York Fire Department, First Alert), AIDS awareness, and crime prevention (Patrolmen's Benevolent Association, Crimestoppers, etc.). The bulk of the material consists of scripts, correspondence, and research materials, such as newspaper clippings, surveys, and brochures. Other material includes photographs, posters, American Federation of Television and Radio Artists HR reports, receipts, and contracts.

Please note that some PSA clients might also be found in other series.

Anti-smoking materials may be found throughout the collection under names of specific clients, but there are also more general anti-smoking files. In the alphabetical listing of clients and topics below, look under entries beginning with "Anti-smoking ..." for interview transcripts; photographs, postcards, posters, and drawings; research materials; and PSA scripts. In Series 4, see the [*anti-smoking subject files*](#) for a variety of published materials on the topic.

Client projects: commercial/for-profit work, 1958-2004, undated

Business materials, arranged by client, for commercial/for-profit radio and television advertisements produced by Tony Schwartz. The clients range from local New York businesses (Bamberger's Department Store, Kavanagh's Furniture Store, TV Shopper, etc.) to international companies (Apple, CBS, Excedrin, Pepsi-Cola, etc.). The bulk of the material consists of scripts, correspondence, and research materials, such as newspaper clippings, surveys and brochures. Other material includes photographs, posters, storyboards, American Federation of Television and Radio Artists HR reports, receipts and contracts.

Please note some commercial clients might also be found in other series.

Art and design work, 1999, undated

Contains visual art comprised of graphics, dust jacket, brochure, and animations. Art work includes: *Christmas Carol* by Robert Gwathmey, unidentified pencil and paint sketch, a drawing by John Kaizer, and materials related to *Karate Kids*, an AIDS comic book for street children. Arranged in chronological order, then alphabetical by title.

Broadcast and recorded work, 1959-1999

Contains files relating to theatrical sound design, film, sound recordings, and radio projects produced by Schwartz. Items include correspondence, playbills, reviews, liner notes, and promotional materials. Arranged in chronological order, then alphabetical by program/production title.

Transcripts, 1956-1992

Primarily transcripts of interviews and speaking engagements conducted by Schwartz.

Materials include outline and notes of presentations, television transcripts, and correspondence. Arranged in chronological order, then alphabetical by title or radio station.

Please note some transcripts might also be found in other series.

Teaching, 1955-2002

Files contain correspondence, curricula, memoranda, course work, clippings, and other material relating to Schwartz activities as an instructor. Arranged alphabetically by institution name, then chronologically.

Speaking and media appearances, 1957-2000

Materials relating to public appearances made by Schwartz. Arranged in chronological order, then alphabetical by institution or topic.

Exhibitions, 1983-1993

Correspondence and programs related to exhibitions. Arranged in chronological order, then alphabetical by title.

Series 3. Works and Publications, 1950-2004

Series 3 consists of various materials concerning audiovisual projects, books, and articles produced and written by Tony Schwartz. The materials include research, correspondence, drafts of scripts and articles, published final drafts, publicity, hard and soft bound books, contracts, reviews, and interviews.

This series is divided into two subseries: audiovisual and written works. Each subseries is arranged by project title.

Audiovisual works, 1950-2004, undated

This subseries of published audiovisual works by Tony Schwartz includes material on such projects as *Guerrilla Media*, *Children and God*, *If You Know Someone Who Smokes*, and various albums published by the Folkways label. The material includes correspondence, research, and promotional material, information on royalties, scripts, interviews and reviews.

See also *Varied Directions* and related files.

Writings, 1953-2004, undated

This subseries of published written works by Tony Schwartz includes material on his books (*Media the Second God* and *The Responsive Chord*), his work for the Center for Media in the Public Interest, Inc., the *Media Industry Newsletter* (MIN), and a wide variety of articles and columns. Forms of material include business and fan correspondence, research, promotional materials, reviews, drafts, and final publications.

Series 4. Subject Files, 1912-2005

Arranged in three groupings: General subject files, files on Marshall McLuhan, and files on smoking-related topics.

General subject files, 1912-2005

Consists of published material, correspondence, and other material concerning people, organizations, and topics of interest to Tony Schwartz.

Arranged alphabetically by name of individual, organization, and topic.

Marshall McLuhan, circa 1960-2005

Consists of published and unpublished materials relating to Marshall McLuhan, including typescripts of McLuhan publications and transcripts of taped recordings related to McLuhan that are in the Schwartz collection.

Arranged alphabetically by topic.

See also the *McLuhan correspondence file*, *McLuhan symposium content*, and *McLuhan book material used in teaching*.

Smoking, circa 1960-2005

Primarily consists of clippings and photocopies of published materials related to smoking and anti-smoking movements in the 1980s and 1990s, including material on proposed

tobacco advertising bans, the Cipollone tobacco liability case, and various smoking ordinances in New York City.

Arranged alphabetically by name of individual, organization, and topic.

Additional anti-smoking materials may be found throughout the collection, particularly in Series 2, *Client projects: public service announcements (PSAs)*. Look under names of specific clients as well as under entries beginning with "Anti-smoking ...". The general anti-smoking files in Series 2 contain interview transcripts; photographs, postcards, posters, and drawings; research materials; and PSA scripts.

Container List

Container

Contents

Series 1. Biographical and Personal Materials, 1931-2008

10.2 linear feet, 1 map case folder

RPA 00856-00877 (boxes 1-22); RPB 00112-00116 (oversize boxes 213-217); RPC 00084-00085 (oversize boxes 224-225); RPD 00039 (oversize box 229); RPU 00002 (box 201), RPU 00023 (box 204), RPU 00025 (box 205)

Map case: RPM 00013 (map folder 1)

Biographical information about Tony Schwartz and his family, including correspondence, awards, and publications about Schwartz.

Biographical information, 1931-02-2003-11

Documents from Schwartz's childhood and military service, such as school reports, government documents, student assignments, and medical documents, and a variety of material related to his family.

- BOX-FOLDER 1/1** Material from Tony Schwartz's early life, 1931-02-24-1972-11-30
Arranged chronologically.
- BOX-FOLDER 1/2** Material related to military service, personal life, and early career, 1943-1972
Includes Schwartz's first marriage certificate, war ration cards, selective service documents, and personal financial documents.
- BOX-FOLDER 1/3** Peekskill High School yearbook, 1976-1980-02-08
1976 edition of "The Searchlight," the Peekskill High School yearbook for the class of 1941; includes signed note from Marye A. Camp (Gallucci).
- BOX-FOLDER 1/4** Material relating to Tony Schwartz's family, undated
- BOX-FOLDER 1/4** Material from or about Tony Schwartz's family, undated
Photocopies of a recipe for chocolate cake attributed to Esther Schwartz, Tony Schwartz's mother, and an obituary for John Zarach Levy.
- BOX 213** "REENAH" clock, undated
Handmade rectangular 11x14x1 1/4 inch clock illustrated with a black-and-white photographic image of Charlie Chaplin; the letters "R E E N A H" replace numbers on the clock face.
"REENAH" refers to Reenah Schwartz, Tony Schwartz's wife.
- BOX-FOLDER 1/5** Material about Michaela (Kayla) Schwartz, undated
Resume for Tony Schwartz's daughter, Kayla Schwartz; an article on her "Hand Holding and More" business; Smith College commencement announcement; and other material.
- BOX-FOLDER 1/6** Material about Anton Schwartz, 1980-1998
Includes low-resolution photographs of Tony Schwartz's son, Anton Schwartz, and a young woman. Originals may be printed by thermal printer; enlarged photocopies included. Advertisement/biography of Anton Schwartz in *Intercom* newsletter.
Three photocopies of a one-page biography of Anton; color printout of photo; black and white photo of Anton turned into a Father's Day card.
- BOX-FOLDER 1/7** Material about Connie Lukeian, 1989-02-07
Brief biography and obituary for Connie Lukeian, Reenah Schwartz's sister. Also includes three copies of programs from a memorial held at the San Jose Unified

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- School District; remarks from a memorial; an article from the *San Jose Mercury News*; and a copy of *On Stage* magazine from 1989-01.
- Photocopies.
- BOX 201** Color photographs of Tony Schwartz family members and friends, circa 1980s-1990s
- Thirty-three miscellaneous color photographs of Tony Schwartz, his wife Reenah Schwartz, and his daughter Kayla and son Anton Schwartz, with various friends and possibly relatives. Also included are color snapshots of two [family?] dogs and a series of images that appear to have been reproduced through a color [inkjet?] printer. Two prints show Schwartz with an unidentified man [at the FBI Academy in Quantico, Virginia?]. Some of the photographic prints match color negatives of Schwartz family members and friends in box 204, folders 1-3.
- BOX-FOLDER 204/1-3** Color negatives of Tony Schwartz family members and friends, circa 1980s-1990s
- Eighteen strips of 35 mm color negative images of Tony Schwartz, his wife Reenah Schwartz, and his daughter Kayla and son Anton Schwartz, with various friends and possibly relatives. One negative strip shows Schwartz with an unidentified man [at the FBI Academy in Quantico, Virginia?], and there are also shots of Schwartz and others in his home recording studio, an anti-smoking poster, and family members packing up a car. Some of the negative images match color photographic prints of Schwartz family members and friends in box 201.
- BOX-FOLDER 225/1** Color photographs of Tony Schwartz with family members, [1980s?]
- Two color photographic prints (possibly printed on a color [inkjet?] printer); several copies of each. One image shows Tony and wife Reenah Schwartz looking at a black-and-white image of son Anton Schwartz displayed on a monitor or television screen. The other shows Tony Schwartz on the telephone. Both appear to have been taken in Schwartz's home studio.
- FOLDER map folder 1** Schwartz, Foltechesen, Barash, and Diamant family tree charts, undated
- ID:** RS 12620 G1-G2
- Map case:** RPM 00013 (map folder 1)
- Photocopies of two typed charts, with typed and handwritten comments, on members of the four families and their relationships. Dates are not included.
- Health-related documents
- Includes writings on various health topics, such as agoraphobia and tremor disorders, and Tony Schwartz health-related documentation.
- BOX-FOLDER 1/8** Articles on agoraphobia, anxiety, undated
- "Psychoanalysis and Contextual Analysis of Phobias," written by Dr. Manuel D. Zane; "Excerpts from the Patient's Manual for the Treatment of Agoraphobia Used by the Oxford University Department of Psychiatry;" "PANIC," by Joan Friedman, *Columbia Magazine*; handwritten list of common phobias for adults and children.
- BOX-FOLDER 1/9** Miscellaneous health information, 1976-11-17-1998-01-24
- Includes a prescription for glasses, a letter from Dr. Manuel Zane on panic disorder, a hearing aid user's guide, a Health Resource packet on "Benign Essential Tremor" for Martin Edelston, and a prescription from Dr. Robert Jaffe.
- BOX-FOLDER 1/10** Parkinson's information and Continental Health Evaluation Center articles, documents, 1981-10-26-1985-06
- Includes a photocopy of "Parkinson's Disease: the Facts" by Gerald Stern, two *Parkinson's Educational Program* newsletters, articles on the Continental Health Evaluation Center, and an application to the Center.
- Original folder labeled "Melcher, Dr. George/HANDS 564-6032."
- BOX-FOLDER 1/11** Anxiety Disorders Association of America documents, 1987-05-08-1991-04-04
- BOX-FOLDER 2/1** Medical documentation, 1991-04-23

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- BOX-FOLDER 2/2** Articles and letters on agoraphobia, 1988-10-15-1995-05-19
Articles on agoraphobia sent to Tony Schwartz, and several stories on David Zettles. Includes a letter from Dr. Manuel D. Zane, founder of the Phobia Clinic at White Plains Hospital Center.
- BOX-FOLDER 2/3** International Tremor Foundation documents and related articles, 1991-05-1994-02
Includes newsletters from the International Tremor Foundation; originals and photocopies of articles on tremors.
Original magazine and newspaper articles housed in acid-free paper insert within folder.
- BOX-FOLDER 2/4** Guggenheim fellowship application, 1963-10-12-1964-03-10
Includes draft of Schwartz's application for a Guggenheim fellowship; autobiographical essay (two copies); brochures about the fellowship program; rejection letter from Guggenheim Foundation.
- BOX-FOLDER 2/5** Art appraisal documents, 1972-03-09-1983-04-23
Appraisal reports prepared for Tony Schwartz from ACA Galleries, Forum Gallery, ZOMA Gallery.
- BOX-FOLDER 2/6** The Workmen's Circle membership documents, circa 1986-circa 1989
Membership information, promotional materials, etc. from Jewish fraternal organization The Workmen's Circle/Arbetter Ring.
- BOX-FOLDER 2/7-11** Contact information, circa 1992-circa 1998
Miscellaneous personal and business contacts in lists and on index cards.
- BOX-FOLDER 2/12** Material from New Sounds website, 1999-08-12-2000-02-11
Includes promotional content for *Media, the Second God* and a Tony Schwartz biography page.
The website is no longer accessible.
- BOX-FOLDER 2/13** Material from Tony Schwartz's personal website, 2003-11-03
Printout of Tony Schwartz's personal web page. Includes biography, list of publications, price list of sound and video recordings for purchase.
Website URL: <http://www.tonyschwartz.org>
- BOX-FOLDER 2/14** Tony Schwartz material on Kitchen Sisters' website, 2003-11-03
Description of program and images from online gallery.
- BOX-FOLDER 3/1** Miscellaneous personal business materials, 1982-07-16-1996-06-23
Home repairs, invoices, etc.
- BOX-FOLDER 3/2** Civil lawsuit, Milton Goldin v. Tony Schwartz, 1996-10-25
Documentation from lawsuit against Tony Schwartz entered by Milton Goldin; decided in Tony Schwartz's favor.

Personal and family correspondence, 1941-1997

Personal correspondence to and from Tony Schwartz and his family and friends. The bulk of the material is arranged alphabetically by sender's last name (when available), although files made by Schwartz were maintained in original order whenever possible.

- BOX-FOLDER 3/3-4** Personal correspondence A-M, undated
Filed alphabetically.
- BOX-FOLDER 3/5-6** Personal correspondence N-Z
Filed alphabetically.
- BOX-FOLDER 3/7** Benjamin A. Botkin to Tony Schwartz, 1953-02-11
Letter to Tony Schwartz signed "Ben." Based on context, the correspondent is folklorist Benjamin A. Botkin. Letter includes brief article on Tony Schwartz.

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- BOX-FOLDER 4/1** Marshall McLuhan to Tony Schwartz, 1973-08-30
Letter from Marshall McLuhan to Tony Schwartz about the effect of the microphone on the Catholic liturgy.
Three photocopies.
- BOX-FOLDER 4/2** Tony Schwartz correspondence with Dan Streible of *Velvet Light Trap*, 1992-08-24-1992-09-02
Correspondence between Tony Schwartz and Dan Streible, and a copy of *Velvet Light Trap*, a cinema review journal from the University of Texas.
- BOX-FOLDER 4/3** Correspondence copied to Tony Schwartz, 1983-02-17-1983-03-28
Ann E. Shanahan to Barbara Rubin; Larry Sabato to Tom Shales.
- BOX-FOLDER 4/4** Mary, Anastasia, and Alba Somoza correspondence, 1994-11-30-1997-04-10
Copies of letters from President Bill Clinton to Mary, Anastasia, and Alba Somoza. The Somozas were neighbors of Tony Schwartz, and Anastasia and Alba were twins with a physical disability requiring motorized wheelchairs. Tony Schwartz also collected articles pertaining to the Somozas.
- BOX-FOLDER 4/5** Personal correspondence, cards, undated
Various greeting cards, birthday cards, miscellaneous other cards. Some dated, some signed.
- BOX-FOLDER 4/6** Outgoing correspondence, 1941-01-01-circa 1990
Copies of correspondence drafted by Tony Schwartz; not all were necessarily sent.
- BOX-FOLDER 4/7** Tony Schwartz correspondence with the New York City Sanitation Department, 1986-10-19-1986-12-16
Correspondence, photographs related to sanitation violation.
- BOX-FOLDER 225/2** Tony Schwartz charcoal drawing of Louise Villetto Smith (copy), 1941
Copy of a charcoal sketch made by Tony Schwartz in 1941. Sent to Schwartz by Louise Villetto Smith in recognition of his induction into the Peekskill High School Alumni Hall of Honor.
- BOX-FOLDER 4/8** Personal correspondence, hate mail, 1983-12-16-1987-12-30
Letters criticizing Schwartz.
- BOX-FOLDER 4/9** A. Joseph Albert to Tony Schwartz, correspondence and insurance publications, 1984-09-25
Includes letter from A. Joseph Albert, literature promoting C.N.A Insurance, articles on A. Joseph Albert.
- BOX-FOLDER 4/10** Tony Schwartz letter of support for Ricardo Maestracci and related material, 1986-06-15-1986-06-19
Letter in support of Ricardo Maestracci, a student of Tony Schwartz, in relation to an arrest for alleged fare-jumping.
Includes copies of Tony Schwartz's letter; copies of police summons for Maestracci; original and copies of Maestracci's narrative of the event; copies of unattributed advice for Maestracci and his lawyer.
- BOX-FOLDER 4/11** Tony Schwartz correspondence with NAGRA, Audio Services, 1988-06-30-1989-03-13
Includes letters from Tony Schwartz to representatives of NAGRA (audio equipment manufacturer) and Audio Services (authorized NAGRA servicer/retailer) regarding misconduct on the part of Audio Services; also includes photocopies of receipts and copies of a check.
- BOX-FOLDER 4/12** Reenah Schwartz to Harry M. Muheim, 1991-01-08-1992-02-10
Includes copy of article by Muheim on Leonard Bernstein with note from Muheim; letter from Reenah Schwartz to Muheim, reply from Muheim to Reenah Schwartz.
Two copies of article and letters.

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- BOX-FOLDER 4/13** Tony Schwartz transcribed conversation with Dr. Shintani, 1992-06-05
Shintani talks about Tony Schwartz's influence on his work on indigenous Hawaiian health issues.
- BOX-FOLDER 4/14** Norman M. Kropf to Tony Schwartz, 1995-02-01
Includes obituary, funeral service materials from the service of Norman A. Kropf, his father and Tony Schwartz's high school art teacher.
- BOX-FOLDER 4/15** Frank and Caroline Mouris to Tony and Reenah Schwartz
Letters, cards, and collages from Frank and Caroline Mouris.

Awards, honorary degrees, 1960-2001

Awards, certificates, photographs, and correspondence pertaining to awards and honors given to Tony Schwartz.

- BOX-FOLDER 5/1** Tony Schwartz awards, honors, 1959-10-05-2001-02-09
Includes a fax from Steve Cohn to Tony Schwartz with *Media Industry Newsletter* mention of Schwartz being honored by the American Association of Political Consultants; program for "A Salute to Tony Schwartz" seminar at the Museum of Television and Radio, 1998-04-07, with remarks by Bill Moyers (*see box 201* for color photographs of the event); material on the *NYMRAD (New York Market Radio Broadcasters Association) awards, 1986*; and items from the National Academy of Recording Artists, 1959.
- BOX 214** International Advertising Association silver medal to New Sounds, Inc., for "Linda B.," 1992
Framed 10x13x1 1/2 inch IAA award, given under the auspices of the 1992 New York Festivals, to Tony Schwartz's New Sounds, Inc. "... in recognition of an outstanding achievement in the creation and production of public service advertising."
- BOX 215** National ALS Foundation plaques awarded to Tony Schwartz, 1980, 1982
Two framed "thank you for caring" plaques: 1980 award, 7x5x 3/4 inches; 1982 award, 10x8x7/8 inches.
- BOX 216** United Nations Department of Public Information finalist award to New Sounds, Inc., for "Linda B.," 1992
Framed 10x13x1 1/2 inch UN DPI award "... presented in conjunction with the International Advertising Association and the New York Festivals for outstanding achievement in Public Service Advertising which best exemplifies the ideals and goals of the United Nations."
- BOX 224** CLIO awards for Vick's Formula 44 cough syrup radio commercials, 1970
Two framed 16 1/2x9 1/4x1 1/2 inch awards presented to Benton & Bowles (advertising agency) and New Sounds, Inc. (Tony Schwartz's production company), at the American Television and Radio Commercials Festival, 1970 CLIO Awards, New York City. One award was for the cough syrup ad "Close Places," the other for "Elevator 1." Both were originally aired in 1969.
- BOX-FOLDER 225/3** Kentucky Colonel commission for Tony Schwartz, 1979-02-09
Two copies (each 17x11 inches) of a Kentucky Colonel commission for Schwartz from commonwealth of Kentucky Governor Julian M. Carroll.
- BOX 201** "A Salute to Tony Schwartz" color photographs, 1998-04-07
Eighty-seven color, 5x7 inch photographic prints taken of participants and family members at "A Salute to Tony Schwartz," a seminar held in 1998 at the Museum of Television and Radio. Included are images of Tony Schwartz; his wife Reenah Schwartz; his colleague and friend Ann Weiss; seminar moderator Jennifer Lewis; and seminar participants David Hoffman, Kathleen Hall Jamieson, Charles Osgood, Burt Manning, Joe Napolitan, and Mike Pertschuk.

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- See [box 5/1](#) for the program describing the event.*
- BOX-FOLDER 5/3** Pratt Institute honorary degree forms, 1964-11-25-2000-11-20
Pratt Institute honorary degree recommendation form; letter of recommendation from Bill Moyers; letter of recommendation from Kevin Gatta to Thomas F. Schutte; *Pratt Alumnus* profile on Tony Schwartz.
- BOX-FOLDER 5/4** Awards of merit from *Communication Arts*, circa 1969-circa 1970
Certificates for awards of merit for 1969 and 1970 from *Communication Arts* magazine.
- BOX-FOLDER 5/5** Materials relating to an honorary doctorate from Stonehill College, 1986-05-18-1986-05-20
Commencement programs, announcement, thank-you letter from Tony Schwartz, all related to Schwartz's honorary doctorate from Stonehill College.
- BOX 217** Tony Schwartz's honorary doctorate in communication arts from Stonehill College, 1986-05-18
Leather-bound 11x11 inch honorary doctor of communication arts degree. Features a color photograph of Schwartz receiving the degree during the college's May 18, 1986, commencement ceremony on the inside left of the folder and a typed tribute to Schwartz signed by Stonehill College president Rev. Bartley MacPháidín on the right.
- BOX 201** Color photographs of Tony Schwartz and officials at Stonehill College commencement ceremony, 1986-05-18
Two color 8x10 inch photographic prints of Tony Schwartz, Stonehill College president Rev. Bartley MacPháidín, and an unidentified college official taken at the 1986 Stonehill College commencement ceremony during which Schwartz was awarded an honorary doctorate in communication arts.
- BOX-FOLDER 5/6** Resolution honoring Tony Schwartz from AICUM, 1985-06-08
Resolution recognizing Tony Schwartz from Frank A. Tredinnick, Jr., for the Association of Independent Colleges and Universities in Massachusetts (AICUM).
Two photocopies.
- BOX-FOLDER 5/7** List of awards presented to Tony Schwartz, circa 1960-circa 1992
Two lists of awards presented to Tony Schwartz.
- BOX-FOLDER 5/8** Tony Schwartz letter regarding an award from the Gleitsman Foundation, 1998-06-24
Letter from Alan L. Gleitsman regarding Citizen Activist award. Enclosure (certificate) not in folder.
See also [Gleitsman Foundation file](#).
- BOX-FOLDER 5/9** Material related to NYMRAD (New York Market Radio Association) awards, 1983-03-16-1983-03-28
Programs, photographs from NYMRAD awards ceremony; articles and press about Tony Schwartz winning awards for local new advertiser and local public service.
See also [box 5/1](#) for general awards materials, [New York City Fire Department](#), and [Patrolmen's Benevolent Association](#).

Publications about Tony Schwartz, 1951-2008

Magazines, clippings, and photocopies of articles about Tony Schwartz, as well as photographs and publicity material. The bulk of material was arranged alphabetically by publication title (when known).

Tony Schwartz biographies, 1979-1994

Drafts of biographies, including stand-alone works and brief biographical publicity materials.

BOX-FOLDER 5/10 Tony Schwartz biographical introduction manuscript

BOX-FOLDER 5/11 Tony Schwartz biographical articles, press releases, 1979-1988-10-99

Includes a Tony Schwartz biography from *Who's Who in Writers, Editors and Poets*; a statement of purpose written by Schwartz; "Tony Schwartz, Genius," by Mill

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- Roseman, *Communication Arts*; press releases for *Guerrilla Media* and the "Schwartz Project" with David Hoffman; and a brief biography in *PAC Manager* newsletter.
- BOX-FOLDER 225/4** Tony Schwartz brief biography in *PAC Manager* newsletter, 1979
Three copies, each 15x11 inches. From the National Association of Manufacturers.
- BOX-FOLDER 5/12** Tony Schwartz resume material, circa 1990
Includes biographical texts and computer-rendered portraits of Tony Schwartz; also includes promotional material for Bell Labs remote lecturer equipment.
- BOX-FOLDER 5/13** Tony Schwartz brief biography, circa 1990
The original typewritten copy is included. Photocopies of four brief biographies of Tony Schwartz; a biography by Kathleen Jamieson (1992-04-27).
- BOX-FOLDER 6/1** Tony Schwartz biographical pieces, 1991-04-26-1993-10-04
Includes a fax, with a six-page biography, from Tony Schwartz to Loretta Barrett and a fax from Michael Dainard Associates to Loretta Barrett with a chapter list and names.
Note on Dainard fax: "F.Y.I.: You never saw this T.O.C. - Tony had me delete it. He said 'This book is supposed to be about me, not them.' I have to explain that it is him as seen and glorified by other people. Best, Michael."
- BOX-FOLDER 6/2-5** Tony Schwartz biography drafts from Michael Rowan, 1992-07-09-1992-08-05
Includes three copies of a biographical narrative sketch by Michael Rowan; memo to Tony Schwartz and Loretta Barrett about the structure of Schwartz's biography.
- BOX-FOLDER 6/6** Partial draft of untitled book by Michael Rowan, 1989-04
Includes a chapter on Tony Schwartz.
- BOX 6-7** Drafts of a Tony Schwartz biography by Michael Dainard, circa 1994-circa 1996
- BOX 6** (4 folders)
- BOX 7** (4 folders)
Photocopy of *Evoked Recall*, an unpublished biography of Tony Schwartz; three photocopies of "Tony Schwartz (an Overview)," a brief biography of Schwartz; notes on the biography by "Lisa"; multiple drafts of the body of the biography; and an "overview" document labeled "seeking publisher."
- BOX-FOLDER 219/1** Photographs relating to *Evoked Recall* by Michael Dainard, 1993-06
Six color images (each in several copies), produced by a laser printer, of Tony Schwartz posing or working in his home studio; two of the images include [Michael Dainard?]. Prints are 8 1/2x11 inches or smaller, and some are stapled or pasted together. The pictures were probably intended for inclusion in Dainard's Tony Schwartz biography, *Evoked Recall*.
- BOX-FOLDER 7/5** David Hoffman interview with Father John Culking, undated
Interview about Tony Schwartz and Marshall McLuhan.
- BOX-FOLDER 7/6** Ann Weiss interview about internship with Tony Schwartz, 1994-06-05
Interview with Ann Weiss about her experiences as Tony Schwartz's intern. Recorded by phone; interviewer not identified.
- BOX-FOLDER 7/7** CBS interview with Senator Warren Rudman about Tony Schwartz, 1988-07-06
Interview with Senator Warren Rudman about Tony Schwartz.
- BOX-FOLDER 7/8** Egalton Inst. [Eagleton Institute of Politics?] student report, undated
Article about a student's experience working for Tony Schwartz. Consists of both typed pages and hand written journal entries as well as two *Doonesbury* cartoons.
- BOX-FOLDER 7/9** *Campaigns & Elections* interview with Tony Schwartz and correspondence, 1980-06-08-1981-07-06
Correspondence between Tony Schwartz and Stanley Foster Reed concerning an interview in *Campaigns & Elections*, spring 1981. File includes a copy of the publication.

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- BOX-FOLDER 7/10** Luisa Kreisberg essay on Tony Schwartz, undated
Luisa Kreisberg essay titled "Daisy: Twenty Years Later."
- BOX-FOLDER 7/11** Raymond Dasher closing remarks on the New York World's Fair, 1964-1965
A printout of Dasher's remarks and a program from the New York World's Fair.
- BOX-FOLDER 7/12** Gossip column about Tony Schwartz, 1961-09-18
Photocopy of a clipped gossip column; publication title unknown.
- BOX-FOLDER 8/1-3** Published articles about Tony Schwartz, A-M, 1951-2008
- BOX-FOLDER 219/2** "Selling the Product Named Hubert Humphrey" by Thomas J. Fleming, *New York Times Magazine*, 1968-10-13
An article on Joe Napolitan that prominently featured Tony Schwartz. One copy of the article was taken from the newsprint magazine, the other is a photocopy.
- BOX-FOLDER 225/5** "Personal Crusade to Help Charities Use the Media," by Holly Hall, in *Chronicle of Philanthropy*, v.3, no. 10, 1991-03-12
File includes various copies of the article in published original newsprint (clipping), 17x11 inch photocopy, and 8 1/2x11 inch photocopy versions. Also includes a 14x11 inch color photographic print (possibly printed on an inkjet printer) of the photo of Schwartz used in the article.
- BOX 8-9** Published articles about Tony Schwartz, N-Z, 1951-2008
- BOX 8/4** (1 folder)
- BOX 9/1-2** (2 folders)
- BOX-FOLDER 225/6** "Media Expert Tony Schwartz: A Potent Ally of the PBA," by Miguel Ongay, in *New York's Finest*, [1980s?]
An encapsulated copy of the unidentified issue of *New York's Finest* that contains Ongay's article on Schwartz.
See also [client files on the Patrolmen's Benevolent Association](#) (PBA).
Articles by Tom Shales and related material
Includes articles about Tony Schwartz written by Tom Shales, a booklet compilation of several Shales articles, correspondence pertaining to Shales's articles, and correspondence between Shales and Schwartz.
- BOX-FOLDER 9/3** Original art pages and related material for a Tom Shales booklet on Tony Schwartz, circa 1980s
Artwork pages are adhered to one another with deteriorating masking tape.
- BOX-FOLDER 9/4** Articles and correspondence by Tom Shales, 1983-02-18-1988-04-11
- BOX-FOLDER 9/5** Viewer's guide for a video documentary on political advertising, 1986
Viewer's guide for *Classics of Political Television Advertising*, a video documentary produced by *Campaigns & Elections* magazine.
- BOX-FOLDER 9/6** Articles from *Communication Arts*, 1968-1988-09
Articles about Tony Schwartz.
- BOX-FOLDER 9/7** Excerpt from *The Duping of the American Voter*, 1980
Excerpt from Robert Spero's *The Duping of the American Voter*, in which Tony Schwartz is mentioned.
- BOX-FOLDER 9/8** Article on Tony Schwartz in *Harper's*, 1992-03
An essay titled "Playing the Primary Chords."
- BOX-FOLDER 9/9** *National Observer* booklet, undated
"Involvement and Political TV" booklet from the *National Observer*.
- BOX-FOLDER 9/10** Article on Tony Schwartz in a [Japanese?] newspaper, 2000
One original and one photocopy.
- BOX-FOLDER 10/1-2** Bill Moyers, "The 30 Second President" and related materials, circa 1984
Correspondence, advertisements, clipped articles, etc. related to Bill Moyers and his production, "The 30 Second President."

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- See also [Bill Moyers business correspondence](#) and [Bill Moyers subject file](#).*
- BOX-FOLDER 10/3-4** Center for Media Literacy, 1988-08-25-1992-08-25
Includes correspondence to Schwartz from the center as well as copies of center publications, some of which contain articles about or referencing Schwartz.
The organization was previously named the [Center for Media and Values](#).
See also [Citizens for Media Literacy file](#) in Series 2.
- BOX-FOLDER 10/5** Interview with Tony Schwartz for *Personal Selling Power* magazine, 1985-04-15
Draft of the interview and a letter from Laura B. Geschwandtner, editor-in-chief of the magazine. Two originals, clippings, and photocopies.
- BOX-FOLDER 10/6** Excerpt from *Packaging the Presidency* by Kathleen Jamieson, 1996
Excerpt from Jamieson's book concerning Joe Napolitan, Tony Schwartz, and the Hubert Humphrey campaign.
- BOX-FOLDER 11/1** Article on Tony Schwartz in *People* magazine, 1999-10-04
Article on Tony Schwartz titled "Ears Wide Open."
Three copies of the original and several photocopies.
See also ["Ears Wide Open" proposal](#).
- BOX-FOLDER 11/2** Material from *Sponsor* magazine, 1961-01-09-1964-06-08
- BOX-FOLDER 219/3** "Tony Schwartz: Snaring Votes Means Hitting Emotions, Says 'King of Sound,'" *Washington Post Magazine*, 1979-02-25
A three-column piece on Tony Schwartz by "Front Page People" column writer Rudy Maxa. Includes two complete copies of the February 25, 1979, issue of the *Washington Post Magazine* (the newspaper's weekly magazine), two clippings of the piece removed from the magazine (pages 4-5), a photocopy of the column, and a February 21 letter to Tony Schwartz from Rudy Maxa.

Publicity and press files, 1978-1988

Files of articles about and references to Tony Schwartz, created by Schwartz.
Arranged by year.

- BOX-FOLDER 11/3** 1978
- BOX-FOLDER 11/4** 1980
- BOX-FOLDER 11/5** 1982
- BOX-FOLDER 11/6** 1983
- BOX-FOLDER 11/7** 1984
- BOX-FOLDER 11/8** 1985
- BOX-FOLDER 11/9** 1986-1987
- BOX-FOLDER 11/10** 1988

Tony Schwartz Collection documentation, 1966-1993 and undated

Catalogs, inventories, databases, and reports that document the contents of the Tony Schwartz collection, including recorded sound, moving image, and textual materials.
This subseries includes printed records from databases created by Schwartz as well as reports on his collection created by other individuals or institutions.

- BOX-FOLDER 12/1** Miscellaneous tape summary lists, 1966-02-06, 1989-05-05-1990-03-30
Summaries of recorded phone conversations, interviews, radio program content, voice talent, and health-related content.

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- BOX-FOLDER 12/2-4** Original audio tape catalogs, undated
Typed and handwritten lists and catalogs, some with overlapping sections, of audio tapes included in the collection. Includes descriptions of folk music recordings, radio recordings, and "V" series recordings ("various" material).
- BOX-FOLDER 12/5** Documentation from original audio tape boxes, undated
Photocopies of tape labels, enclosures from tape boxes, and similar material.
- BOX-FOLDER 12/6-9** Collection documentation prepared for the Library of Congress, 1993-01-15
Correspondence, lists of political clients, and other collection documentation.
- BOX-FOLDER 13/1** Documentation of David Hoffman tapes, 1987-02-03-1987-05-18
Includes time codes and descriptions of tape contents.
- BOX-FOLDER 13/2** Partial subject guide, undated
Photocopied lists of tape timings, apparently organized by subject or topic discussed.
- BOX-FOLDER 13/3** Miscellaneous collection documentation, undated
Partial preliminary surveys, a hand-drawn map showing the locations of papers and media-based materials in Schwartz's home, and other material.
- BOX-FOLDER 13/4** Compilation lists, 1989-05-05-1990-07-26

Audio and video catalogs and databases, 1944-2004

Prepared by Tony Schwartz and various employees, family members, and interns associated with him, these materials consist of lists and databases chiefly of audio and video recordings included in the collection, but also of his major clients and of awards he received.

- BOX-FOLDER 13/5** Numerous formats, 1948-07-25-1997-10-27
Includes descriptions of Schwartz sound recording series A-R, wire recordings, audio cassettes, films, "basement videos," paper documents, and awards received, as well as lists of clients relating to public health and safety issues, commercial products, and political campaigns.
- BOX-FOLDER 13/6** B/Biography series sound recordings, 1962-12-17-1969-12
- BOX 13-14** C/Commercial client series, binder 1, sound recordings, 1961-01-20-1996-10-09
- BOX 13** (2 folders)
- BOX 14** (1 folder)
- BOX-FOLDER 14/2-5** C/Commercial client series, binder 2, sound recordings, 1957-1993-03
- BOX-FOLDER 15/1-4** C/Commercial client series, binder 3, sound recordings, 1960-1992-08-10
- BOX-FOLDER 15/5-6** C/Commercial client series, binder 4, sound recordings, 1959-07-29-1998-06-09
- BOX-FOLDER 16/1-3** S/Sounds series, binder 1, sound recordings, 1956-1989-10-19
- BOX-FOLDER 16/4-6** S/Sounds series, binder 2, sound recordings, 1944-1990-07-23
- BOX-FOLDER 17/1** M/Music series sound recordings, 1951-01-04-1963-11
- BOX-FOLDER 17/2** MM/Marshall McLuhan series sound recordings, 1966-04-28-1997-03-17
- BOX-FOLDER 17/3** RP/Radio program series sound recordings, 1960-02-25-1976-07-27
- BOX-FOLDER 17/4-6** V/Voice series sound recordings, 1951-11-14-1990-01-23
- BOX-FOLDER 17/7** T 3-inch tape reel series, 1950-1951-04-10
- BOX-FOLDER 18/1-3** TV, 1-inch and 2-inch tape reels, 1970-10-20-1994-09-21
- BOX 18-19** VHS videocassettes, 1965-08-13-2001-01-24
- BOX 18** (2 folders)
- BOX 19** (1 folder)
- BOX-FOLDER 19/2** Beta and U-Matic videocassettes, 1973-02-26-1997-09-29
- BOX-FOLDER 19/3** Sound recording databases, 2004-06-29
A CD-R and a zip disc containing databases that document Tony Schwartz's recordings.

Series 1. Biographical and Personal Materials, 1931-2008

Container

Contents

- BOX-FOLDER 19/4-5** Catalog of WNYC radio programs, binder 1, sound recordings, 1963-02-09-1970-12-15
- BOX-FOLDER 19/6-7** Catalog of WNYC radio programs, binder 2, sound recordings, 1962-04-03-1976-03-30
- BOX-FOLDER 20/1** Catalog of WNYC radio programs, binder 3, sound recordings, 1961-05-03-1976-06-08
- BOX-FOLDER 20/2** List of WNYC radio program sound recordings, 1961-05-03-1976-06-08
Compiled list of WNYC programs by Schwartz; includes his RP series numbers.
Overlaps with descriptions from the original binders.
See also [WNYC business correspondence](#); [radio scripts, correspondence, and research material in Schwartz's public service clients material](#); [program guide, transcripts, and other publications-related material](#); and the [WNYC subject file](#).
- BOX-FOLDER 20/3-6** Preservation and historical assessment of the Tony Schwartz collection, 2004-02-08
Report prepared by audio archivist Leslie C. Waffan for Tony and Reenah Schwartz.
- BOX-FOLDER 20/7** Collection appraisal by Steve Johnson, 2004-11-15
Financial appraisal prepared by Dr. Steven Johnson, including correspondence with Ann Weiss and a letter between Reenah Schwartz and "Mr. Stanhope."

Tony Schwartz material held in other archives, 1961-1997

- BOX-FOLDER 21/1** Julian Kanter, Political Commercial Archives, 1980-07-12-1988-07-29
Correspondence and articles related to the archive and its director, Julian Kanter.
- BOX-FOLDER 21/2** Correspondence, inventory of material at Unitel Video, 1989-04-11-1989-01-28
See also [Martin Himmel Health Foundation](#) material.
- BOX-FOLDER 21/3** Museum Tinguely, 1961-01-01-1997-06-03
Articles and correspondence on Jean Tinguely and the museum holding his works, as well as on the acquisition of Schwartz material.

Miscellaneous personal material, 1975-1997

This subseries consists of material for which the context in Schwartz's collection could not be clearly determined. Photographs and other visual materials are also described in this subseries when they were of a generally personal nature but lacked sufficient context to describe elsewhere with confidence. Several of Schwartz's calendars are included as they document both personal and professional events and information that cannot be readily disentangled.

- BOX-FOLDER 21/4** Articles and letters concerning the Ann Weiss photograph exhibition, "Eyes from the Ashes," 1989-04-30-1995-07-27
Programs; Ann Weiss notes; articles from the *Durham Morning Herald*, the *Raleigh News & Observer*, and *Philadelphia* magazine; and letters from Weiss to Rabbi Jack Bemporad, from David Friend to Ann Weiss, and from Josephine Stamm (a general endorsement of the exhibition).
See also [Holocaust subject file](#) and the [Ann Weiss subject file](#).
- BOX 201** Color photographs from the Ann Weiss exhibition, "Eyes from the Ashes," between 1989 and 1995
Six 4x6 inch color photographs, some of which show Ann Weiss, taken at an installment of the exhibition.
- BOX-FOLDER 204/4** Color negatives of people in Tony Schwartz's home recording studio, and car and property damage, [circa 1980s?]
Eight 35 mm color negative strips showing two people [working?] in Schwartz's home recording studio, and damage to a car and property.
- BOX-FOLDER 204/5** Negative images of a [New York City?] street taken through a fisheye lens, 1978
One 35 mm black and white negative strip containing fisheye views of a city street (buildings and cars).

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<i>Container</i>	<i>Contents</i>
BOX-FOLDER 21/5-8	Documentation of surveillance on 56th Street, 1980-07-15-1980-07-19 Surveillance instructions, written notes and observation logs, and photocopies of photographs.
BOX-FOLDER 21/9	Contact sheets of surveillance on 56th Street, 1980-07 ID: RS 12620 PC1-PC10 Ten black and white contact sheets. Contact sheets correspond to negatives in box 204/6-59 (item ID RS 12620 PN1-PN59).
BOX-FOLDER 204/6-59	Negatives of surveillance on 56th Street, 1980-07 ID: RS 12620 PN1-PN59 Fifty-four 35 mm black and white negative strips. Negatives correspond to the contact sheets in box 21/9 (item ID RS 12620 PC1-PC10).
BOX-FOLDER 21/10	Miscellaneous publicity-related material and photograph list, undated Also includes a "Tony Schwartz" nameplate or sign.
BOX-FOLDER 21/11	Labeled, hand-drawn maps of New York City streets, undated Drawn in pen and crayon.
BOX-FOLDER 21/12	Maps of the New York City and vicinity, 1975-1983 Three maps: New York City and vicinity, greater New York, and Riverside Park (with guide).
FOLDER map folder 1	Hagstrom map of the United States, undated ID: RS 12620 G3 Map case: RPM 00013 (map folder 1) The map includes, by state, markers indicating the political campaigns in which Tony Schwartz was involved.
BOX-FOLDER 21/13	Miscellaneous black and white photographs of Tony Schwartz, various family members, and unidentified persons, undated Fourteen black and white photographs, 8x10 inches and smaller, including promotional portraits of Tony Schwartz, posed photos and snapshots of Schwartz with family members and with unidentified people, a photo and photocopy of Schwartz recording the sound of an excavating machine or crane (Joseph Foldes, photographer), and photographs and a contact sheet of unidentified subjects and places. Photographers of the various promotional photographs include Michael Germana and "Constantine."
BOX 205	Framed photograph of Anton Schwartz on a picture phone, circa mid or late 1980s The image of Anton Schwartz appears on the screen of a Mitsubishi [VisiTel LU-500?] picture phone from the mid 1980s.
BOX-FOLDER 219/4	"Tony Schwartz at Work," original print by Don [F.?], [circa 1980s?] Black and white original print, 15x11 inches, of Tony Schwartz editing a reel of tape in his home studio, with snarls of tape at his feet and a dog on the floor behind him. Artist's initials "D.F." signed on lower right corner of print. Handwritten in blue pencil along bottom edge: "Tony Schwartz at Work." Inscription: "With high regards. Fondly, Don."
BOX-FOLDER 219/5	Photograph of Tony Schwartz at work at a tape recorder, 1983-10 Black and white photographic print, 13 1/2x9 1/2 inches, of Tony Schwartz editing a reel of tape. Photographer unidentified. From the markings on the reverse of the photograph, it appears that the image was intended for publication.
BOX-FOLDER 219/6	Photograph of Tony Schwartz in his home studio, circa 1998 Three copies of a color portrait photograph by Jeanne Strongin. The picture, 11x8 1/2 inches, appears to have been printed on a laser printer.

Series 1. Biographical and Personal Materials, 1931-2008

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- BOX-FOLDER 219/7** Signed photograph to Tony and Reenah Schwartz, 1997-01-27
Photograph of a woman and two men holding a commemorative plate for the "John Edgar Hoover Memorial Award, Distinguished Public Service."
Handwritten on the photograph: "Tony & Reenah, with love from [Carl?] & Larry."
- BOX-FOLDER 219/8** Photograph of Tony Schwartz and Kathleen Jamieson, circa late 1990s
Color photograph, 8 1/2x11 inches, that appears to have been printed on a laser printer.
Photographer unidentified.
- BOX-FOLDER 219/9** Unidentified photograph by David Gahr, undated
Black and white 9x13 inch photographic print showing a group of people looking at an ornately framed portrait.
- BOX-FOLDER 219/10** Photograph of a parade of circus elephants, undated
Color 8 1/2x11 inch photograph that appears to have been printed on a laser printer.
- BOX-FOLDER 229/1** Unidentified poster of Tony Schwartz, undated
Unidentified black-and-white poster, 20x15 1/2 inches, of Tony Schwartz's face, which consists of multiple hand-drawn images of Schwartz and others listening to and recording sound.
- BOX-FOLDER 22/1-6** Calendars, 1985-12-01-1987-12-31
Three yearly calendars housed in six folders. Calendars include personal and business appointments, phone numbers, business cards, notes, and reminders for the years 1985 through 1987.

Series 2. Business and Professional Materials, 1940-2005

54 linear feet

RPA 00878-01007 (boxes 23-152); RPB 00117 (oversize box 218), RPB 00119-00121 (oversize boxes 220-222); RPC 00085 (oversize box 225); RPD 00038-00040 (oversize boxes 228-230); RPU 00002 (box 201), RPU 00021-00023 (boxes 202-204), RPU 00024 (box OSU 1), RPU 00025-00031 (boxes 205-211)

The Business and Professional Materials series contains files that relate to Schwartz's core business ventures. This includes general administrative documents such as appointment books, business cards, financial papers, and correspondence. These are followed by Schwartz's client files, consisting of correspondence, research materials, scripts, and other advertising ephemera; these clients include individuals and organizations of both political and commercial concerns, as well as numerous public awareness campaigns for causes that Schwartz took personal interest in. Following the client files is material related to Schwartz's business ventures beyond his core work as a media consultant; this includes his art and design work, radio programming, and his educational and lecture work.

General business, 1950-2005

RPA 00878-00901

Includes documentation of Schwartz's daily business activities, such as appointment books, business cards, guest books, invoices, and client lists. Also includes contracts, release forms, faxes, and other business documents from Schwartz's production company, New Sounds, Inc.

- BOX-FOLDER 23/1** Address book, undated
- BOX-FOLDER 23/2** Address books, 1951-1952
- BOX-FOLDER 23/3** Agreement for proposed Schwartz memoir, 1992
- BOX-FOLDER 23/4** Agreements, 1962-1998
Includes an agreement with Publishing Industry Development Corp. (PIDC).
- BOX-FOLDER 23/5-7** Appointment books, 1956-1968
- BOX-FOLDER 23/8** Awards, 1992

Series 2. Business and Professional Materials, 1940-2005

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Contents

BOX-FOLDER 23/9 Bell South Annual Report Project, 1992
BOX-FOLDER 23/10 Burlington Audio/Video Tapes, Inc., undated

Business appointments, 1967-2002

BOX-FOLDER 24/1-4 1967-1969
BOX-FOLDER 25/1-3 1969-1970
BOX 25-26 1971
BOX 25 (2 folders)
BOX 26 (2 folders)
BOX-FOLDER 26/3-6 1972-1973
BOX-FOLDER 27/1-6 1974-1975
BOX-FOLDER 28/1-6 1976-1978
BOX-FOLDER 29/1-5 1978-1980
BOX-FOLDER 30/1-6 1981-1984
BOX-FOLDER 31/1-6 1986-1989
BOX-FOLDER 32/1-6 1989-1992
BOX-FOLDER 33/1-6 1992-1994
BOX-FOLDER 34/1-6 1994-1996
BOX-FOLDER 35/1-6 1997-2000
BOX-FOLDER 36/1 2002
BOX-FOLDER 36/2-6 Business cards, undated
BOX-FOLDER 37/1-2 Business cards, books 2 and 3, undated
BOX-FOLDER 37/3 Business papers, 1984
TV releases, Cinetel Productions, Inc.
BOX-FOLDER 37/4-6 Center for Media in the Public Interest (CMPI), 1989-1990
Contains documents from attorney Irving M. Wall and Milton Goldin Company (fund raising consultants).
See also [CMPI business correspondence](#) and [CMPI publications](#).
BOX-FOLDER 229/2 Center for Media in the Public Interest (CMPI) brochure paste-ups, [1992-03-31?]
Three paste-ups (mechanicals), each 15x20 inches, containing black-and-white photographic images and text for a CMPI brochure. Each paste-up is overlaid with tissue on which layout instructions are written. Also in the file are several 8 1/2 x 11 inch proof sheets showing just the text of the brochure. Handwritten on the original envelope containing the materials (which was discarded due to preservation concerns) was the date "3-31-92."
Contacts, 1969-1998 and undated
Includes contact information arranged originally by year, by name, and by type of contact (personal, political).
BOX-FOLDER 37/7 1971
BOX-FOLDER 38/1 1980
BOX-FOLDER 38/2 1983
BOX-FOLDER 38/3-4 1996-1998
BOX-FOLDER 38/5 undated
BOX 38-39 A-L, undated
BOX 38 (1 folder)
BOX 39 (1 folder)
BOX-FOLDER 39/2-3 M-Z, undated

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BOX-FOLDER 39/4	Clients, undated
BOX 39-40	People, undated
BOX 39	(1 folder)
BOX 40	(2 folders)
BOX-FOLDER 40/3	Political, undated
BOX-FOLDER 40/4	Contract fees, undated
BOX-FOLDER 40/5	Contracts-Bell South, 1992 The contact person was Harry Vardis.
BOX-FOLDER 40/6	Reverend John M. Culkin, 1969, and undated Daily calls, 1998-2002 Arranged chronologically.
BOX-FOLDER 40/7-8	1998-1999
BOX-FOLDER 41/1-5	1999-2002
BOX-FOLDER 41/6	Date book, 2002-2004
BOX-FOLDER 41/7	Document lists, 1994
BOX-FOLDER 41/8	"Ears Wide Open," 1999-2000 A proposed documentary project about Tony Schwartz. <i>See also "Ears Wide Open" article in People magazine.</i>
BOX-FOLDER 41/9	East West Electronic Media Center, undated
BOX-FOLDER 41/10	The Effect of the Microphone, undated A journal with tabs made by Schwartz, but pages are mostly empty.
BOX-FOLDER 41/11	Employees, applications to work with Schwartz, 1986-1989 Includes materials about David Haviland.
BOX-FOLDER 41/12	Equipment diagrams, 1960-1969 Includes diagrams drawn by Tony Schwartz.
BOX-FOLDER 42/1	Equipment documentation, undated Equipment used or researched by Schwartz, 1991-1997 and undated
BOX-FOLDER 42/2	Equipment used or researched by Schwartz, 1991-1997 Includes materials about Edward Canby Audio.
BOX 206-207	Patch bays with VU meters, undated
BOX 208	Teleprompter with handwritten script, undated Simple electric teleprompter containing handwritten script on a paper scroll. Some of the script is visible: "... the middle class in New York. They don't. [Word crossed out, illegible.] That's the kid of New York I want. Isn't that the kind of New York ..."
BOX 209	Sixty-second timer, undated Sixty-second timer with remote power switch.
BOX-FOLDER 42/3	Finances, undated
BOX-FOLDER 42/4	Guest Book #1, 1968-2004
BOX-FOLDER 42/5	Guest Book #2, 1982-2005
BOX-FOLDER 42/6	Guest book (blank), undated
BOX-FOLDER 43/1	Humphrey for President Committee, 1968
BOX-FOLDER 43/2	International Film & TV Festival of New York entry forms, 1988
BOX-FOLDER 43/3	International Radio Festival of New York entry forms, 1987
BOX-FOLDER 43/4	Invitations, 1989-1997
BOX-FOLDER 43/5	Invoices, 1976-1998
BOX-FOLDER 43/6	Jury service, 1981
BOX-FOLDER 43/7	Marshall McLuhan estate, 1969-1996

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BOX-FOLDER 43/8	Media Peace Corp business, 1990
BOX-FOLDER 43/9	Messenger, Federal Express, etc., 1989-1993
BOX-FOLDER 43/10	Minutes from Legend Recordings, Inc. meeting, 1954
New Sounds, Inc., 1968-1997, and undated	
Tony Schwartz production company.	
BOX-FOLDER 43/11	Company profile, 1987
BOX-FOLDER 43/12	Contact sheets, undated
BOX-FOLDER 43/13	Contracts, 1968-1993
BOX-FOLDER 43/14	Faxes sent, 1994-1997
BOX-FOLDER 43/15	Floor plans, undated
BOX-FOLDER 43/16	General, 1995
BOX-FOLDER 43/17	IAR permission requests, 1997
BOX-FOLDER 43/18	Label masters, undated
BOX-FOLDER 43/19	Release forms, 1994
BOX-FOLDER 43/20	Stationery, undated
BOX-FOLDER 43/21	Stationery, lettering, fonts, undated
BOX-FOLDER 229/3	Blank synchronizing sheets, undated A pad, 7x21 inches, of blank, printed sound synchronizing sheets, with Schwartz's name and "New Sounds, Inc.," followed by the company address and phone number, printed at the top of each sheet. The sheets are intended for synchronizing time of recorded content (in seconds) with number of feet on an audio tape.
BOX-FOLDER 44/1	Notes about sound, preparing for clients, 1970-1972
BOX-FOLDER 44/2	New York D.A. Detectives PBA, 1985
BOX-FOLDER 44/3	Permission forms (Joseph Meehan), 1988
BOX-FOLDER 44/4-5	Phone numbers, undated
BOX-FOLDER 44/6	Planned Reactions, Inc., 1955, 1970, 1995 <i>See also Media Lobbying, Inc.</i>
BOX-FOLDER 220/1	Planned Reactions, Inc., lettering, fonts, business card draft, circa 1970-1980s
BOX-FOLDER 44/7	Proposal on antisemitism, 1993
BOX-FOLDER 44/8	Publicity, undated
BOX-FOLDER 44/9	Radio, 1977-1994
BOX-FOLDER 44/10	The Radio Foundation, 1981
BOX-FOLDER 44/11	Miscellaneous receipts, 1986-1995
BOX-FOLDER 44/12	Landco Labs, Inc. receipts, 1989-1991
BOX-FOLDER 44/13	Movielab, Inc. receipts, 1987
BOX-FOLDER 44/14	Resumes and letters of recommendation, 1982-1999 Includes letter of recommendation for Schwartz's long-time assistant, John Carey.
BOX-FOLDER 44/15	Paul Robeson collection, 1995-1999
BOX-FOLDER 44/16	Royalties and release forms, 1975-1997
BOX-FOLDER 45/1	Business cards for various services, undated
BOX-FOLDER 45/2-3	Stationery, undated
BOX-FOLDER 45/4	Stationery, lettering, fonts, undated
BOX-FOLDER 220/2	Stationery, lettering, fonts for Cable Radio, undated
BOX-FOLDER 220/3	Stationery, lettering, fonts for EMC (Environmental Media Consultants), undated
BOX-FOLDER 220/4	Lettering, fonts for Sound by Tony Schwartz, undated

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BOX 221	Rubber and metal stamps and plates for business and promotional use, undated Artifact storage box containing eight stamps, made of rubber on wood, rubber on metal, or plastic; measuring 3 inches highx3 inches wide or smaller; most bearing Tony Schwartz's name. Also contains a metal address [stamper?], a bracket of unknown use, a 3x3 inch wooden stamping block promoting Schwartz's limited edition LP, <i>Standing Here at the Present Time</i> , and a 3x4 inch copper-on-wood printing plate showing Tony Schwartz at work at a tape console.
BOX-FOLDER 45/5	Stock certificates, 1955, and undated
BOX-FOLDER 45/6	Stocks, 1964-1975
BOX-FOLDER 45/7	Talent, undated
BOX-FOLDER 45/8	Numbers and addresses relating to talent, undated
BOX-FOLDER 46/1	"Talking Back" project, 1994-1995 Mike Pertschuk, Frank Luntz memo.
BOX-FOLDER 46/2	Tax, gifts, 1980-1983
BOX-FOLDER 46/3	Telephone and talent book, 1950-2000
BOX-FOLDER 46/4	WATS Marketing of America, Inc., 1989

Business correspondence, 1940-2005

Includes correspondence to and from Schwartz on a range of topics, such as Schwartz's speaking engagements, seminars, interviews, awards, and participation in committees and conferences. Notable correspondents include Bob Landers, Marshall McLuhan, the Kitchen Sisters, Center for Media in the Public Interest (CMPI), and Michael Pertschuk.

Miscellaneous business correspondence, 1940-2005, undated

Arranged chronologically.

BOX-FOLDER 46/5	1940, 1952-1965 Written on original folder: "Important letters to Schwartz."
BOX-FOLDER 46/6-8	1966-1969
BOX-FOLDER 47/1-7	1970-1985
BOX-FOLDER 48/1-6	1986-1997
BOX-FOLDER 49/1-5	1998-2005, and undated
BOX-FOLDER 49/6	Correspondence concerning proposed projects, 2000
BOX-FOLDER 49/7	Letters from Tony Schwartz, 1973-1999
BOX-FOLDER 49/8	Correspondence from out-of-town agencies, 1967-1970
BOX-FOLDER 49/9	ABC, 1988-1999
BOX-FOLDER 49/10	Academy of Motion Picture Arts and Sciences, 1999 Includes a letter from Sheila Schwartz.
BOX-FOLDER 49/11	American Cancer Society, 1969-1989
BOX-FOLDER 49/12	Association of Independent Colleges and Universities in Massachusetts (AICUM), 1983
BOX-FOLDER 49/13	BBC Production, 1991-2002
BOX-FOLDER 49/14	Kenneth Berkowitz, 1996
BOX-FOLDER 49/15	Jim Boynton, 1979
BOX-FOLDER 49/16	Ave Butensky, 1995
BOX-FOLDER 49/17	CBS, 1968-1994
BOX-FOLDER 49/18	William Cahan, 1992-1997
BOX-FOLDER 49/19	Center for Media in the Public Interest (CMPI), 1992-1993 <i>See also CMPI business materials and CMPI publications.</i>

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BOX-FOLDER 49/20	Childcraft/Scholastic Magazine, Inc., 1969-1970
BOX-FOLDER 50/1	Christmas record responses, 1960-1961
BOX-FOLDER 50/2	City of New York Fire Department, 1994
BOX-FOLDER 50/3	Vincent Ciulla and Allon Schoener, 1993, 1998
BOX-FOLDER 50/4	Ronald D. Cohen, 1996
BOX-FOLDER 50/5	Fred Collier and Becton Dickinson, 1987
BOX-FOLDER 50/6	Steven Cranford, 1983
BOX-FOLDER 50/7	Reverend John M. Culkin, 1966-1997
BOX-FOLDER 50/8	Democratic National Committee, 1973
BOX-FOLDER 50/9	Dresner, Sykes, Jordan & Townsend, Inc., 1988 <i>See also Dresner-Sykes and Associates.</i>
BOX-FOLDER 50/10	Dynamic Corporation (Peter Woodman), 1990
BOX-FOLDER 50/11	Martin Edelston, 1986-1994 Regarding boardroom publications, marketing.
BOX-FOLDER 50/12	Educational institutions, 1964-1974
BOX-FOLDER 50/13	John Chapman Flack, 1990 About the controversial Detroit incinerator.
BOX-FOLDER 50/14	Frackman & Robins, 1963-1968
BOX-FOLDER 50/15	Sam Gejdenson, 1992
BOX-FOLDER 50/16	HSUS Wildlife Land Trust, 1995
BOX-FOLDER 50/17	Martin Haley & Associates, Inc., 1971
BOX-FOLDER 50/18	Harvard University, School of Public Health, 1991-1999 <i>See also Harvard University, School of Public Health, course and curriculum materials.</i>
BOX-FOLDER 50/19	Peggy Hazard, 1992
BOX-FOLDER 50/20	Himmel Health Foundation, 1996 <i>See also Martin Himmel Health Foundation files in Tony Schwartz client materials.</i>
BOX-FOLDER 50/21	Hospitals and Medical Centers, 1983-1990
BOX-FOLDER 50/22	Alex Jackinson, 1995-1996
BOX-FOLDER 50/23	Barry Jagoda, 1975
BOX-FOLDER 50/24	John Jay College of Criminal Justice, 1977-1994
BOX-FOLDER 50/25	<i>Journal of Political Action</i> , 1985
BOX-FOLDER 50/26	Kitchen Sisters, 2000
BOX-FOLDER 50/27	C. Everett Koop Institute, 1993
BOX-FOLDER 50/28	Richard Kostelanetz, 1983
BOX-FOLDER 50/29	Bob Landers, 1980-1994 <i>See also the Bob Landers file and photographs in Schwartz's commercial, for-profit clients material.</i>
BOX-FOLDER 50/30	Liberal Party of New York State, 1986
BOX-FOLDER 50/31	Library of Congress, 1988-1993
BOX-FOLDER 50/32	Lowenstein Associates, Inc., 1990
BOX-FOLDER 50/33	MPO Productions, 1960
BOX-FOLDER 51/1	MacArthur Foundation, 1997
BOX-FOLDER 51/2	McGraw-Hill Publications, 1969-1970
BOX-FOLDER 51/3	Marshall McLuhan, 1970-1996 Includes correspondence from his wife, Corinne McLuhan. <i>See also McLuhan material used in a symposium on McLuhan, McLuhan book material used in teaching, and the extensive McLuhan subject files.</i>

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<i>Container</i>	<i>Contents</i>
BOX-FOLDER 51/4	The Manocherian Foundation, 1992-1993
BOX-FOLDER 51/5	Harold Mantell, 1989
BOX-FOLDER 51/6	Moondog, 1999 <i>See also the Moondog recording project file and the Moondog subject file .</i>
BOX-FOLDER 51/7	Frank Mouris, 1973-1976
BOX-FOLDER 51/8	Bill Moyers, 1984-1998 <i>See also Bill Moyers, "The 30 Second President," and Bill Moyers subject file .</i>
BOX-FOLDER 51/9	Joe Napolitan, 1982-1999 <i>See also Joe Napolitan in advertising and marketing consultants and consultants and the Joe Napolitan subject file .</i>
BOX-FOLDER 51/10	Barrington Nevitt, Marshall McLuhan, 1988-1993
BOX-FOLDER 51/11	New York City water supply, 1993
BOX-FOLDER 51/12	New York Media, Inc., 1994
BOX-FOLDER 51/13	Walter Newman, 1983
BOX-FOLDER 51/14	Daniel Oran, 1991
BOX-FOLDER 51/15	Michael Pertschuk, 1984 <i>See also Pertschuk's Federal Trade Commission testimony and remarks , public service announcement files , and subject files .</i>
BOX-FOLDER 51/16	John Phillips, 1987 <i>See also John Phillips campaign .</i>
BOX-FOLDER 51/17	Police departments, crime, 1982-1990
BOX-FOLDER 51/18	Victor Politis, 1975-1979
BOX-FOLDER 51/19	Public Affairs Analysts, 1976-1984
BOX-FOLDER 51/20	Publishing houses, 1967-1969
BOX-FOLDER 51/21	Radio Advertising Bureau, 1987
BOX-FOLDER 51/22	Reardon Media Service, 1987
BOX-FOLDER 51/23	W. Lee Richardson, 1990
BOX-FOLDER 51/24	Dean Robb, 1988-1998 Connected with Trial Lawyers for Public Justice (TLPJ).
BOX-FOLDER 51/25	Rockefeller Foundation, 1999
BOX-FOLDER 51/26	Anthony Rotonde (The Inn on 57th), 1996
BOX-FOLDER 51/27	Rowan Group Inc., 1977 <i>See also Michael Rowan Group .</i>
BOX-FOLDER 51/28	Ruth Rubin & Bobbs-Merrill Company, Inc., 1959-1960
BOX-FOLDER 51/29	Sid Savan, 1990
BOX-FOLDER 51/30	Edward Schiappa, 1991
BOX-FOLDER 51/31	Allon Schoener, 1980-1995
BOX-FOLDER 52/1	Pete Seeger, 1998
BOX-FOLDER 52/2	Ben Shahn, 1954-1958 <i>See also the Ben Shahn subject file .</i>
BOX-FOLDER 52/3	Sierra Club, 1998
BOX-FOLDER 52/4	Ike Skelton, 1998 U.S. representative (Democrat) from Missouri's 4th District, 1977-2010. <i>See also the Ike Skelton campaign .</i>
BOX-FOLDER 52/5-6	E.A.W. Smith, 1968-2000
BOX-FOLDER 52/7	Smith College, 1983
BOX-FOLDER 52/8	Smithsonian Institution (Ralph Rinzler), 1988

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BOX-FOLDER 52/9	George Soros, 1996
BOX-FOLDER 52/10	Sound Management, 1988
BOX-FOLDER 52/11	Gary South, 1991 President of Earworks, Inc.
BOX-FOLDER 52/12	Bob Spero, 1978
BOX-FOLDER 52/13	Scott Suhr, 1988
BOX-FOLDER 52/14	Michael Tannen & Associates, 1988
BOX-FOLDER 52/15	Bill Tatum, 1988
BOX-FOLDER 52/16	<i>Time</i> magazine, 1976
BOX-FOLDER 52/17	T.V. Stations, Inc., 1967-1968
BOX-FOLDER 52/18	United States Information Agency, 1992-1994
BOX-FOLDER 52/19	Universities and education, 1968-1999
BOX-FOLDER 52/20	VCA Teletronics Inc. (Gail Jeffee), 1988
BOX-FOLDER 52/21	Varied Directions, 1979-1996 The production company of Schwartz's friend and colleague David Hoffman. <i>See also Varied Directions files in Series 3 and links to works produced by Varied Directions, advertising for the company's videos relating to Tony Schwartz, and the Varied Directions subject file.</i>
BOX-FOLDER 52/22	Video Monitoring Services of America, 1988
BOX-FOLDER 52/23	WBUR, Boston, 1996
BOX-FOLDER 52/24	WNYC, New York, 1968-2004 <i>See also recordings of Schwartz's WNYC radio programs in the Schwartz Collection; radio scripts, correspondence, and research material in Schwartz's public service clients material; program guide, transcripts, and other publications-related material; and the WNYC subject file.</i>
BOX-FOLDER 52/25	Tom Weinberg, 1986
BOX-FOLDER 52/26	Peter Welch, 1987
BOX-FOLDER 52/27	Harry Wilmer, 1990

Client projects: advertising and marketing agencies, 1973-1999

Contains files related to Schwartz's work with other media consultants and advertising experts. The most consistent and important of these collaborators was Joseph Napolitan, with whom Schwartz joined in with numerous special projects over a three decade period.

BOX-FOLDER 53/1	Correspondence, clippings and other materials concerning the Bynum Consulting Group, 1989-1990, undated Principal correspondent is Peter Bynum.
BOX-FOLDER 53/2	Correspondence, interviews and other materials concerning Dresner-Sykes and Associates, 1983-1984, undated Contains an interview of Tony Schwartz by the <i>Initiative News Report</i> from June 7, 1983. <i>See also Dresner, Sykes, Jordan and Townsend.</i>
BOX-FOLDER 53/3	J. Walter Thompson Company, 1982-1983
BOX-FOLDER 53/4	John Marttila, 1979-1980, undated Includes proposal papers for the National Political Archives, as well as print ads for campaigns worked on by Marttila including those for Delaware Senator Joseph Biden and Detroit, Michigan, Mayor Coleman Young.

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- Joe Napolitan, 1973-1999
Material in this section consists of various business papers related in particular to Schwartz's frequent collaborator, Joe Napolitan.
See also [Joe Napolitan correspondence](#) and the [Joe Napolitan subject file](#).
- BOX 53-54** General files, 1975-1995
- BOX 53** (5 folders)
- BOX 54** (3 folders)
- BOX-FOLDER 54/4-9** Memos, 1975-1980
- BOX 55-56** Journals, 1979-1986
- BOX 55** (4 folders)
- BOX 56** (1 folder)
Copies of Joe Napolitan's personal journals for 1979, 1982-1984, and 1986.
- Subjects, 1973-1999
Arranged alphabetically by subject or person.
- BOX-FOLDER 56/2** "100 Things I Have Learned in 30 Years as a Political Consultant," 1986
Contains typewritten manuscripts and a published copy of Napolitan's pamphlet.
- BOX-FOLDER 56/3-4** "1912 and 1916," circa 1996
Contains typewritten manuscripts and research material for an article by Napolitan comparing the 1912 and 1916 presidential elections to the 1996 election.
- BOX-FOLDER 56/5** Casinos for Atlantic City campaign plan, 1976
- BOX-FOLDER 56/6** Citizens for Economy in Government, 1973-1974
See also the [Citizens for Economy in Government campaign](#).
- BOX-FOLDER 56/7** *Daily News*, 1979, undated
- BOX-FOLDER 56/8** Democratic Consortium, 1977-1987
- BOX-FOLDER 57/1** Memo summarizing the Michael Dukakis presidential campaign, 1988
See also [Michael Dukakis 1988 presidential election campaign](#) materials and a [subject file about the campaign](#).
- BOX-FOLDER 57/2** Department of Health, Education, and Welfare, 1976-1979, undated
- BOX-FOLDER 57/3** Memo to Dr. Ralph Hirschhorn, 1985-03-05
- BOX-FOLDER 57/4** Correspondence with Michel Bongrand about the International Association of Political Consultants (I.A.P.C.), 1985
In French and English.
- BOX-FOLDER 57/5** Local Initiatives Support Corporation, 1999
Police recruitment file.
- BOX-FOLDER 57/6-7** Memos concerning the Walter Mondale presidential campaign, 1984
See also [Walter Mondale campaign](#).
- BOX-FOLDER 57/8** National health, 1977-07-06-1977-08-04
- BOX-FOLDER 57/9** New York, 1975
- BOX-FOLDER 57/10** Correspondence with police Chief Dennis Nowicki concerning communications, 1995-04-08-1995-04-25
Original folder labeled "Charlotte-Mecklenburg correspondence."
- BOX-FOLDER 57/11** Correspondence with Dan Overmeyer, 1979-04-08-1979-05-09
- BOX-FOLDER 57/12** *Memoranda to Valerie Giscard d'Estaing, President of France, During 1974 Presidential Election*, 1974-04-18-1979-05-09
Typewritten manuscript and bound report by Napolitan.
- BOX-FOLDER 220/5** Photograph of Joe Napolitan and Tony Schwartz at work in Schwartz's studio, 1981
Black and white photograph by Harvey Shaman, 10 3/4x7 1/2 inches.
- BOX-FOLDER 58/1** Media Lobbying, Inc., 1980-1982
See also [Planned Reactions, Inc.](#)

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- BOX-FOLDER 58/2-5** Michael Rowan Group, 1988-1994
See also [Rowan Group correspondence](#).
- BOX-FOLDER 58/6** SFM Media Services, 1975-undated

Client projects: political campaigns, 1956-1997

Contains files related to Schwartz's work with politicians and other political clients. Types of material found include correspondence, radio and television advertisement scripts (including drafts), contracts, financial and legal documents, photographs, political campaign fliers, and surveys and other research conducted by outside media consultants. Arranged by last name of client.

- BOX-FOLDER 59/1** List of clients, 1956-1965, undated
Material consists of several lists of Tony Schwartz clients, political and commercial. Includes a set of index cards listing clients and fees between 1956 and 1965.
- BOX-FOLDER 59/2** Correspondence and scripts for the Robert Abrams campaign, 1976-undated
Material for an unspecified Robert Abrams campaign for New York State attorney general.
- BOX-FOLDER 59/3** Correspondence and client papers for the Joe Anastasi campaign, 1972, undated
Material for Joe Anastasi's 1972 campaign for U.S. representative from Maryland, including a survey of political attitudes and a separate survey of radio listenership in Montgomery County.
- BOX-FOLDER 59/4** Correspondence, scripts, press releases, clippings, and client papers for the John B. Anderson campaign, 1980, undated
Material for Stewart Mott's independent campaign supporting Congressman John B. Anderson's bid to secure the 1980 Republican Party nomination for president.
- BOX-FOLDER 59/5** Scripts and client papers for the Daniel Angiolillo campaign, 1993-1994, undated
Material for Daniel D. Angiolillo's 1993 campaign for judge of the court of Westchester, New York, including radio and TV scripts and an invitation for Angiolillo's induction ceremony.
- BOX-FOLDER 59/6** Scripts and client papers for the Jose Arraras campaign, 1972, undated
Material for Jose Enrique Arraras's 1972 campaign for mayor of San Juan, Puerto Rico, primarily scripts for radio ads in manuscript form.
Most of the material is written in Spanish, with some English translation.
- BOX-FOLDER 59/7-8** Correspondence, scripts, press releases, clippings, and client papers for the George K. Arthur campaign, 1985, undated
Material for George K. Arthur's 1985 campaign for mayor of Buffalo, New York, including a polling report for the election and a bound set of position papers by Arthur.
- BOX-FOLDER 59/9** Correspondence, scripts, and client papers for the Sondra Bachety campaign, 1985, undated
Material for Sondra Bachety's 1985 campaign for the Suffolk County legislature, including campaign literature for opponent Paul Aniboli.
- BOX-FOLDER 59/10** Correspondence, scripts, and client papers for the Max Bacon campaign, 1988, undated
Material for Max E. Bacon's 1988 campaign for U.S. representative from the state of Missouri.
- BOX-FOLDER 59/11** Scripts, clippings, and client papers for the Don Bailey campaign, 1986, undated
Material for Donald A. Bailey's 1986 campaign for U.S. senator from the commonwealth of Pennsylvania.
- BOX 59-60** Correspondence, scripts, and client papers for the Stewart Bainum campaign, 1986, undated
- BOX 59** (1 folder)
- BOX 60** (1 folder)

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- Material for Stewart Bainum's 1986 campaign for U.S. representative from the commonwealth of Pennsylvania, including an analysis of opponent Connie Morella's political vulnerabilities prepared by firm Scott Wolf & Associates.
- BOX-FOLDER 60/2** Scripts and client papers for the Juane Baker campaign, circa 1970s-undated
- Material for Juane A. Baker's campaign for Michigan State House of Representatives, including the transcript of an interview with Baker from which quotations were extracted for the radio scripts.
- BOX-FOLDER 60/3-5** Correspondence, scripts, clippings, and client papers for the Bill Baxley campaign, 1986, undated
- Material for William J. Baxley's 1986 campaign for governor of the State of Alabama, including a copy of a U.S. Department of Agriculture investigation into the conduct of Baxley's opponent Harold G. Hunt while Hunt was an official with the Agricultural Stabilization and Conservation Service.
- BOX-FOLDER 60/6** Scripts and other materials for the Birch Bayh campaign, 1973-1974, undated
- Material for an unspecified campaign by Birch E. Bayh, consisting of a press release from Bayh's U.S. senate office, and an analysis of political attitudes in the state of Indiana.
- BOX-FOLDER 60/7** Scripts and client papers for the Jerome Becker campaign, 1982, undated
- Material for Jerome M. Becker's 1982 campaign for judge of New York's Surrogate Court for Manhattan.
- BOX-FOLDER 61/1-2** Correspondence, scripts, clippings, and client papers for the Jeff Bingaman campaign, 1982, undated
- Material for Jeff Bingaman's 1982 campaign for U.S. senator from New Mexico, including the script for a telephone survey.
- BOX-FOLDER 61/3-4** Correspondence, scripts, clippings, and client papers for the Al Blumenthal campaign, 1973, undated
- Material for Albert H. Blumental's 1973 campaigns for the Democratic mayoral primary and for mayor of New York City, New York.
- BOX 61-63** Correspondence, scripts, clippings, and client papers for the Phil Bredesen campaign, 1987, undated
- BOX 61** (6 folders)
- BOX 62** (7 folders)
- BOX 63** (2 folders)
- Material for Phil Bredesen's 1987 campaign for mayor of Nashville, Tennessee, including at least one script for Bredesen's campaign to replace victor Bill Boner's vacant seat in the U.S. House of Representatives. Includes surveys of political attitudes in Nashville and a confidential report on running a negative campaign against Boner.
- BOX-FOLDER 229/4** Advertisement paste-ups for the Phil Bredesen campaign, 1987
- Three different ad [poster?] paste-ups, each black and white and approximately 23 1/2x14 1/2 inches, for Phil Bredesen's 1987 campaign for mayor of Nashville, Tennessee. Text and photographic images are pasted onto medium-weight illustration boards, each with an attached tissue overlay.
- BOX-FOLDER 63/3-7** Correspondence, scripts, clippings, and client papers for the Phil Bredesen campaign, 1994, undated
- Material for Phil Bredesen's 1994 campaign for governor of Tennessee, including a script for a telephone public opinion poll, storyboards for television ads, and a travel schedule for political consultant Joseph Napolitan.
- BOX 201** Digital color prints of Joseph Napolitan and Phil Bredesen, -1994
- Two color still-frame images, probably captured from an advertising video for Bredesen's 1994 campaign.
- Note appended to Bredesen image: "Bredesen still frame. Try take 13 at 09:31. Take 12, 8:36."

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<i>Container</i>	<i>Contents</i>
BOX-FOLDER 64/1	Correspondence, scripts, and client papers for the Jack Brown campaign, 1972, undated Material for Jack Brown's 1972 campaign for U.S. representative for Arizona's 4th Congressional District.
BOX-FOLDER 64/2	Correspondence, scripts, and client papers for the Bill Burlison campaign, 1980, undated Material for Bill Burlison's 1980 reelection campaign for U.S. representative for Missouri's 10th Congressional District.
BOX-FOLDER 64/3	Correspondence and other materials for the Campaign for New Priorities, 1992, undated
BOX-FOLDER 64/4	Correspondence, scripts, and client papers for the David Carley campaign, 1977-1978, undated Material for David Carley's 1978 Democratic primary campaign for governor of Wisconsin.
BOX-FOLDER 64/5	Scripts for the Bob Carr campaign, 1974, undated Material for Bob Carr's 1974 campaign for U.S. representative from Michigan.
BOX-FOLDER 64/6	Press releases, clippings, and client papers for the Bob Carr campaign, 1976-1980, undated Material for Bob Carr's 1976 reelection campaign for U.S. representative from Michigan, including newspaper articles referencing Tony Schwartz's suit against Carr for nonpayment of fees.
BOX-FOLDER 64/7	Correspondence and client papers for the Larry Carr campaign, 1970 Material for Larry Carr's 1970 Alaskan gubernatorial campaign, including two reports analysing why the campaign failed. Original folder titled "Lessons from Alaska - Carr campaign - 1970."
BOX 64-65	Clippings, itineraries, and client papers for the Jimmy Carter campaign, 1976
BOX 64	(6 folders)
BOX 65	(7 folders) Material from Jimmy Carter's 1976 presidential election campaign, including calendars, itineraries, briefing sheets and two copies of the December 1976 issue of <i>More</i> magazine. <i>See also the Jimmy Carter subject file and the Gerald Rafshoon subject file.</i>
BOX-FOLDER 65/8	Scripts for the Jerome P. Cavanagh campaign, undated Material for Jerry Cavanagh's 1974 primary campaign for the Democratic Party nomination for U.S. senator from Michigan.
BOX 65-67	Correspondence, scripts, clippings and client papers for the Marguerite Chandler campaign, 1990
BOX 65	(1 folder)
BOX 66	(7 folders)
BOX 67	(2 folders) Material for Marguerite Chandler's 1990 campaign for U.S. representative from New Jersey.
BOX-FOLDER 67/3	Correspondence and scripts for the Choice for Alaskans campaign, 1982 Material for the political action committee's campaign to defeat Alaska ballot Measure 6 which sought to prohibit state funding of abortion services.
BOX-FOLDER 67/4-5	Correspondence, scripts, and other materials for the Citizens for Economy in Government campaign, 1973-1974, undated Material for the political action committee's campaign to reform the commonwealth of Massachusetts' administration. <i>See also the Joe Napolitan's Citizens for Economy in Government file and the Joe Napolitan subject file.</i>
BOX-FOLDER 67/6	Scripts for the Bill Clinton campaign, 1980 Material for Bill Clinton's 1980 Arkansas gubernatorial primary campaign, including an itinerary with accompanying map.

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- BOX-FOLDER 67/7** Correspondence, scripts, clippings, and client papers for the Bill Clinton campaign, 1982
Material for Bill Clinton's 1982 Arkansas gubernatorial primary campaign, including an itinerary with accompanying map.
- BOX-FOLDER 67/8** Correspondence, scripts, clippings, and client papers for the Bill Clinton campaign, 1992
Material for Bill Clinton's 1992 U.S. presidential primary campaign.
See also the [Bill Clinton subject file](#).
- BOX-FOLDER 67/9-10** Correspondence for the Rafael Hernandez Colon campaign, 1972-02-07
Material for Rafael Hernandez Colon's 1972 Puerto Rican gubernatorial campaign.
- BOX-FOLDER 68/1** Scripts and report for the Bert T. Combs campaign, 1971-undated
Material for Bert T. Combs' 1971 Kentucky gubernatorial reelection campaign.
- BOX-FOLDER 68/2** Correspondence for the Jack Daniels campaign, 1972
Material consists of letters of contract engaging Tony Schwartz's services for Jack Daniel's 1972 primary and general election campaigns for U.S. senator from New Mexico.
- BOX-FOLDER 68/3** Scripts and contracts for the Democratic Party of Illinois campaign, 1996
Contracting body was the United Democrats of Illinois, a committee of the Democratic Party of Illinois.
- BOX-FOLDER 68/4-5** Correspondence, scripts, and other materials for Democrats for the 80's, 1988
Political Action Committee organized by Pamela Harriman.
See also [Democrats for the 90's](#).
- BOX-FOLDER 68/6-7** Correspondence, scripts, and other materials for Democrats for the 90's, 1989-1990
Political Action Committee organized by Pamela Harriman. Second folder contains material to an anti-nuclear campaign that included Dr. Carl Sagan's participation.
See also [Democrats for the 80's](#).
- BOX-FOLDER 68/8** Correspondence and scripts for Vincent DiMonaco's campaign, 1989
Material for Vincent DiMonaco's 1989 campaign for mayor of Springfield, Massachusetts.
- BOX-FOLDER 68/9** Scripts, clippings, and client papers for the Pat Dodd campaign, 1981
Material for Pat Dodd's 1981 New Jersey gubernatorial campaign.
- BOX-FOLDER 68/10** Correspondence, scripts, and other materials for the Don't Bankrupt Washington campaign, 1981-1982
Material for the political action committee's campaign for the passage of Washington state Initiative 394.
- BOX-FOLDER 68/11** Scripts for John Dow's campaign, undated
Material for John Dow's 1974 reelection campaign for U.S. representative from New York.
- BOX-FOLDER 68/12-14** Scripts, clippings, and client papers for the Michael Dukakis campaign, 1988
Material for Michael Dukakis's 1988 presidential election campaign.
Includes one script hand written on a paper napkin.
See also [memo about the Dukakis campaign](#) and a [subject file about the campaign](#).
- BOX-FOLDER 69/1** Scripts for Clive Duval's campaign, undated
Material for Clive Duval's 1970 campaign for U.S. senator from Virginia, including a voice talent record for radio spots.
Includes two handwritten scripts.
- BOX-FOLDER 69/2** Correspondence, scripts, and client papers for Rufus Edmisten's campaign, 1983
Material for Rufus Edmisten's 1983-1984 North Carolina gubernatorial campaign, including *Survey of Political Attitudes in North Carolina* prepared by Joseph Napolitan.

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<i>Container</i>	<i>Contents</i>
BOX-FOLDER 69/3	Correspondence and client papers for Dave Evans's campaign, 1980 Material for Dave Evans's 1980 campaign for U.S. representative from Indiana's 6th Congressional District, including a Survey of Voter Attitudes and Opinions prepared by David A. Cooper Associates.
BOX-FOLDER 69/4	Correspondence and scripts for Stanley Fink's campaign, 1980, undated Material for Stanley Fink's 1980 campaign for New York state Assemblyman.
BOX-FOLDER 69/5	Correspondence, scripts, clippings, client papers, and court documents for David Finnegan's campaign, 1983-1985, undated Material for David Finnegan's 1983 campaign for mayor of Boston, Massachusetts, including correspondence and legal papers for a civil suit against the Finnegan for Boston Committee by New sounds, Inc.
BOX-FOLDER 69/6-9	Clippings and client papers for the Tom Foley campaign, 1978, undated Material for Tom Foley's 1978 campaign for U.S. representative from Washington's 5th Congressional District, including a survey of voter attitudes and opinions prepared by David Cooper.
BOX 69-70	Correspondence and client papers for the Tom Foley campaign, 1980, undated
BOX 69	(1 folder)
BOX 70	(1 folder) Material for Tom Foley's 1980 campaign for U.S. representative from Washington's 5th Congressional District, including a survey of voter attitudes prepared by Dresner, Morris & Tortorello Research.
BOX-FOLDER 70/2-5	Correspondence, clippings, and client papers for the Tom Foley campaign, 1992, undated Material for Tom Foley's 1992 campaign for U.S. representative from Washington's 5th Congressional District, including a survey of voter attitudes prepared by Mellman & Lazarus, Inc.
BOX 203	Color slides of Eastern Washington locations for the Tom Foley campaign, 1992 Forty-four 35 mm color slides taken for Tom Foley's 1992 campaign for U.S. representative from Washington's 5th Congressional District in Eastern Washington. The slides are labeled and include images of road construction on Rt. 395; a wheat combine at work in a field; the Clarkston, Washington, senior center; Southway Bridge on the Snake River near Clarkston; Main Street, the Touchet River, and the courthouse in Dayton, Washington; fish ladders at the Little Goose Dam on the Snake River; the Veterans Affairs (VA) hospital and Tom Foley's office in Walla Walla, Washington; and the Port of Wilma on the Snake River.
BOX-FOLDER 71/1	Correspondence for the Sanford Garelik campaign, 1972-10-30-1973-01-17 Material for Sanford Garelik's 1972 campaign for mayor of New York City.
BOX-FOLDER 71/2-4	Correspondence, scripts, clippings, and client papers for the John Joseph Garrahy campaign, 1976, undated Material for John Joseph Garrahy's 1976 Rhode Island gubernatorial campaign, including a survey of voter attitudes prepared by Hart Research Associates.
BOX-FOLDER 71/5-6	Correspondence, scripts, clippings, and client papers for the Jay Goldin campaign, 1981, undated Material for Jay Goldin's 1981 campaign for comptroller of New York City.
BOX-FOLDER 225/7	Lettering for Jay Goldin campaign messages, circa 1981 White lettering on black paper for use in unspecified promotional material, for Jay Goldin's 1981 campaign for comptroller of New York City (running against John C. Dearie).
BOX-FOLDER 71/7	Correspondence, scripts, clippings, and client papers for the Jay Goldin campaign, 1985, undated Material for Jay Goldin's 1985 campaign for comptroller of New York City.

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BOX 71-73	Correspondence, scripts, and other materials for the Jay Goldin campaign, 1989, undated
BOX 71	(1 folder)
BOX 72	(9 folders)
BOX 73	(10 folders)
	Material for Jay Goldin's 1988 campaign for mayor of New York City. <i>See also the subject file on this campaign.</i>
BOX-FOLDER 74/1	Correspondence and scripts for the Mike Gravel campaign, 1970-1974, undated Material for Mike Gravel's 1974 reelection campaign for U.S. senator from Alaska.
BOX-FOLDER 74/2	Correspondence, scripts, and other materials for the Mark Green campaign, 1980, undated Material for Mark Green's 1980 campaign for U.S. representative from New York.
BOX-FOLDER 74/3	Correspondence, scripts, and other materials for the Mark Green campaign, 1993, undated Material for Mark Green's 1993 campaign for New York City public advocate.
BOX-FOLDER 74/4	Contract for the Gene Guess campaign, 1972 Material consists of an unsigned contract for Tony Schwartz's work on Gene Guess's 1972 campaign for U.S. senator from Alaska.
BOX-FOLDER 74/5	Correspondence, scripts, and client papers for the Vance Hartke campaign, 1970, undated Material for Vance Hartke's 1970 campaign for U.S. senator from Indiana.
BOX-FOLDER 74/6	Correspondence, scripts, and client papers for the Paula Hawkins campaign, 1980, undated Material for Paula Hawkins's 1980 campaign for U.S. senator from Florida.
BOX-FOLDER 74/7	Correspondence and client papers for the Paula Hawkins campaign, 1986, undated Material for Paula Hawkins's 1986 campaign for U.S. senator from Florida.
BOX-FOLDER 74/8-9	Correspondence, scripts, and clippings for the Luther Hodges campaign, 1977-1978, undated Material for Luther Hodges Jr.'s 1978 primary and runoff campaigns for the Democratic candidacy for U.S. senator from North Carolina
BOX-FOLDER 74/10	Correspondence, scripts, and other materials for the Ted Hughes campaign, 1986, undated Material for Ted Hughes's 1986 campaign for probate judge of Ingham County, Michigan.
BOX-FOLDER 74/11	Scripts, photographs, and other materials for the Hubert Humphrey campaign, 1968-1977 Material for Hubert Humphrey's 1968 U.S. presidential campaign. Includes a bank check made out to Tony Schwartz from the Humphrey for President Committee. Preservation note: The check is mounted and encapsulated in Mylar.
BOX-FOLDER OSU 1/1	Hubert Humphrey color portrait negative, circa 1968 RPU 00024 One 8x5 inch color negative.
BOX-FOLDER 74/12	Correspondence and other material for the Israel Labour Party campaign, 1987-11-1988-08-01 Material concerning Tony Schwartz's consulting activity for the Israel Labour Party.
BOX-FOLDER 74/13	Correspondence for the Lyndon Baines Johnson campaign, 1984-06-07 Letter from the Lyndon Baines Johnson Library indicating that the television spots produced by advertising agency Doyle, Dane and Bernbach for the Lyndon Johnson campaign were donated to that library.
BOX-FOLDER 74/14	Scripts and client papers for the Robert F. Kennedy campaign, 1972, undated Material for Robert F. Kennedy's 1972 primary campaign for U.S. representative from Massachusetts.
BOX-FOLDER 74/15	Scripts for the Edward M. Kennedy campaign, 1976-undated Material for Ted Kennedy's 1976 campaign for U.S. senator from Massachusetts.
BOX 74-75	Correspondence, scripts, and other materials for the Edward M. Kennedy campaign, 1979-1980, undated
BOX 74	(2 folders)
BOX 75	(6 folders)

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- BOX-FOLDER 75/7** Material for Ted Kennedy's 1980 United States presidential primary campaign.
Script and member report for the Frank Keough campaign, 1988-10-31-1988-11-03
- BOX-FOLDER 75/8** Material for Frank Keough's campaign for Massachusetts State senator.
Correspondence, scripts, and client papers for the Robert Killian campaign, 1978, undated
Material for Robert K. Killian's 1978 primary campaign for the Democratic candidacy for governor of Connecticut.
- BOX 75-76** Scripts, clippings, photographs, and client papers for the Edward J. King campaign, 1982, undated
- BOX 75** (1 folder)
- BOX 76** (3 folders)
- BOX 203** Material for Ed King's 1982 Massachusetts gubernatorial reelection campaign.
Slides of Ed King, 1982
Thirty-one 35 mm color slides taken for Ed King's 1982 campaign for governor of Massachusetts. Images include portrait shots of King with a U.S. flag in the background, as well as images of King at work at his desk, greeting and speaking with an unidentified man, and participating in a meeting.
- BOX-FOLDER 76/4** Correspondence, scripts, and client papers for the Ann Klein campaign, 1981, undated
Material for Ann Klein's 1981 New Jersey gubernatorial primary campaign, including a survey of voter attitudes prepared by Peter D. Hart Research Associates.
- BOX-FOLDER 76/5** Correspondence and scripts for the Robert Lagomarsino campaign, 1988
Material for Bob Lagomarsino's 1988 reelection campaign for U.S. representative from California.
- BOX-FOLDER 76/6-7** Correspondence, scripts, and client papers for the Tom Lantos campaign, 1982, undated
Material for Tom Lantos's 1982 campaign for U.S. representative from California.
- BOX-FOLDER 76/8** Correspondence, scripts, clippings, and client papers for the Blair Lee campaign, 1977-1978, undated
Material for Blair Lee's campaign for governor of Connecticut.
- BOX-FOLDER 77/1** Scripts and client papers for the Catherine Lessard campaign, undated
Material for Catherine Lessard's campaign for the Michigan House of Representatives.
- BOX-FOLDER 77/2** Scripts and other material for the Liberal Party campaign, 1986, undated
- BOX-FOLDER 77/3-6** Correspondence, scripts, and other materials for the Frank Licht campaign, 1970, undated
Material for Frank Licht's 1970 Rhode Island gubernatorial reelection campaign.
- BOX-FOLDER 77/7** Correspondence, scripts, photographs, clippings, and client papers for the Richard Licht campaign, 1986, undated
Material for Richard Licht's 1986 reelection campaign for lieutenant governor of Rhode Island, including a focus group study prepared by Peter Hart Research Associates.
- BOX-FOLDER 77/8** Scripts, photographs, drawings, and client papers for the Jaime Lusinchi campaign, 1982-07-05-1982-07-09, undated
Material for the announcement of Jaime Lusinchi's candidacy for president of Venezuela.
- BOX-FOLDER 77/9** Correspondence and client papers for the Paul McCloskey campaign, 1971, undated
Material for Paul "Pete" McCloskey's campaign to secure the Republican Party nomination as presidential candidate in the 1972 general election.
- BOX-FOLDER 77/10** Correspondence, scripts, and client papers for the Joseph McGahn campaign, 1981, undated
Material for Joseph McGahn's 1981 campaign for New Jersey State senator.
- BOX-FOLDER 77/11-12** Scripts and client papers for the George McGovern campaign, 1974, undated
Material for George McGovern's 1974 reelection campaign for U.S. senator from South Dakota.
- BOX-FOLDER 77/13** Correspondence, photographs, clippings, and client papers for the Frank McGuire campaign, 1978-1979, undated
Material for Frank McGuire's campaign for county executive of Erie County, New York.

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- BOX 203** Color slides relating to the Frank McGuire campaign, 1979
Robert L. Smith, photographer
Five 35 mm color slides showing group portrait images of family members sitting in and standing behind a tree hammock.
- BOX-FOLDER 77/14** Campaign plan for the Marvin Mandel campaign, 1970-04-27
Campaign plan for Marvin Mandel's 1970 Maryland gubernatorial reelection campaign.
- BOX-FOLDER 78/1** Correspondence, scripts, clippings, and client papers for the Marjorie Margolies-Mezvinsky campaign, 1992, undated
Material for Marjorie Margolies-Mezvinsky's 1992 campaign for U.S. representative for Pennsylvania's 13th district
- BOX-FOLDER 78/2** Correspondence and scripts for the Ruth Messinger campaigns, 1988-1995, undated
Material for various Ruth Messinger campaigns for office in New York City.
- BOX-FOLDER 78/3** Correspondence and client papers for Howard Metzenbaum's campaign, 1970s-undated
Material for Howard Metzenbaum's campaign for U.S. senator from Ohio.
- BOX-FOLDER 78/4** Survey results from the Bess Meyerson campaign, circa 1980-undated
Material consists of an excerpt from a political survey of a New York City district; probably relates to Bess Meyerson's 1980 campaign for the Democratic Party nomination for U.S. senator from New York.
- BOX-FOLDER 78/5** Correspondence, scripts, clippings, and client papers for the Edward Mezvinsky campaign, 1968-1974, undated
Material for Edward Mezvinsky's 1968, 1970, 1972, and 1976 campaigns for U.S. representative from Iowa.
- BOX 210** Framed Charlie Chaplin photograph with attached Edward Mezvinsky campaign button, between circa 1968 and 1976
Photograph signed: "I vote for Tony Schwartz! Edward Mezvinsky, [M.C.?] Iowa."
- BOX-FOLDER 78/6** Correspondence, photographs, and other materials for the Edward Mezvinsky campaign, 1979-1980, undated
Material for Edward Mezvinsky's 1980 campaign for U.S. senator from Pennsylvania.
- BOX-FOLDER 78/7** Scripts, photographs, clippings, and client papers for the Edward Mezvinsky campaign, 1988, undated
Material for Ed Mezvinsky's 1988 campaign for Pennsylvania Attorney General, including a voting machine ballot.
- BOX-FOLDER 78/8-9** Correspondence, scripts, and clippings for the Walter Mondale campaign, 1984, undated
Material for Walter Mondale's 1984 presidential election campaign, including a series of unsolicited memos by Joe Napolitan suggesting strategies for the Mondale campaign.
See also [Joe Napolitan memos concerning the Mondale campaign](#).
- BOX-FOLDER 78/10** Correspondence and client papers for the Brian Moss campaign, 1988, undated
Material for Brian Moss's 1988 campaign for U.S. senator from Utah, including an analysis of opponent Orrin Hatch's voting record.
- BOX 78-79** Correspondence, scripts, clippings, and client papers for the Daniel Patrick Moynihan campaign, 1976, undated
- BOX 78** (1 folder)
- BOX 79** (2 folders)
Material for Daniel Patrick Moynihan's 1976 campaign for U.S. senator from New York, including a survey of political attitudes in New York.
- BOX-FOLDER 79/3** Correspondence, scripts, clippings, and client papers for the Daniel Patrick Moynihan campaign, 1981-1982, undated
Material for Daniel Patrick Moynihan's 1982 campaign for U.S. senator from New York.

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<i>Container</i>	<i>Contents</i>
BOX-FOLDER 79/4-5	Correspondence, scripts, clippings, and client papers for the Daniel Patrick Moynihan campaign, 1988, undated Material for Daniel Patrick Moynihan's 1988 campaign for U.S. senator from New York.
BOX-FOLDER 79/6	Correspondence, scripts, photographs, and client papers for the Tom Murray campaign, 1988, undated Material for Tom Murray's 1988 campaign for U.S. representative from Ohio.
BOX-FOLDER 80/1	Correspondence, scripts, photographs, clippings, and client papers for the Edmund Muskie campaign, 1972, undated Material for Edmund Muskie's 1972 campaign for the Democratic Party presidential nomination, including campaign volunteer letters from Tony Schwartz associates.
BOX-FOLDER 80/2	Scripts for the Richard Neal campaign, 1987 Material for Richard Neal's 1987 campaign for mayor of Springfield, Massachusetts.
BOX-FOLDER 80/3	Correspondence, scripts, and client papers for the Richard Neal campaign, 1990, undated Material for Richard Neal's 1990 campaign for U.S. representative from Massachusetts.
BOX-FOLDER 80/4	Scripts for the Miriam Nelen campaign, 1981, undated Material for Miriam Nelen's 1981 campaign for the Springfield, Massachusetts school committee.
BOX-FOLDER 80/5-6	Scripts and other material for the Gaylord Nelson campaign, 1974, undated Material for Gaylord Nelson's 1974 reelection campaign for U.S. senator from Wisconsin.
BOX-FOLDER 80/7	Correspondence and other materials for the New Jersey Democratic State Committee campaign, 1993, undated
BOX-FOLDER 80/8	Correspondence, script, and other materials for the New York Democratic State Committee campaign, 1983, undated Material for the committee's September 1983 presidential Candidates' Forums.
BOX-FOLDER 80/9	Scripts for the New York State Republican Family Committee campaign, 1991-05
BOX-FOLDER 80/10	Correspondence and scripts for the Philip Noel campaign, 1972-09-08-undated Material for Philip Noel's 1972 Rhode Island gubernatorial campaign.
BOX-FOLDER 80/11	Scripts, photographs, clippings, and client papers for the Peter O'Connell campaign, 1989, undated Material for Peter O'Connell's 1989 campaign for mayor of Quincy, Massachusetts.
BOX-FOLDER 81/1	Scripts for the Ralph Ostling campaign, undated Material for Ralph Ostling's campaign for the Michigan State Legislature. M.E.P.A.C. client.
BOX-FOLDER 81/2	Photographs, clippings, and client papers for the Claiborne Pell campaign, 1972, undated Material for Claiborne Pell's 1972 campaign for U.S. senator from Rhode Island.
BOX-FOLDER 81/3	Correspondence for the Joseph Perrini campaign, 1973-05-04 Letter from WNBC-TV discussing the form for sponsor identification on ads produced for Joseph Perrini's campaign for Deputy Comptroller of New York City.
BOX-FOLDER 81/4	Scripts and transcripts for the Vince Petiprin campaign, undated Material for Vince Petiprin's campaign for the Michigan State Legislature. M.E.P.A.C. client.
BOX-FOLDER 81/5	Correspondence, clippings, and client papers for the John Phillips campaign, 1980, undated Material for John Aristotle Phillips 1980 campaign for U.S. representative from Connecticut. <i>See also John Phillips correspondence from 1987 in business correspondence.</i>
BOX-FOLDER 81/6	Scripts and transcripts for the Dean Pridgeon campaign, undated Material for Dean Pridgeon's campaign for the Michigan State Legislature. M.E.P.A.C. client.

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BOX-FOLDER 81/7	Scripts for the Tom Reddin campaign, undated- Material for Tom Reddin's 1973 primary campaign for the Democratic Party candidacy for mayor of Los Angeles, California.
BOX-FOLDER 81/8-9	Correspondence, scripts, and other materials for the Harry Reid campaign, 1984, undated Material for Harry Reid's 1984 campaign for U.S. representative from Nevada's 1st District.
BOX-FOLDER 81/10	Correspondence, scripts, clippings, and client papers for the Ogden Reid campaign, 1971-1972, undated Material for Ogden Reid's 1972 campaign for U.S. representative from New York, including a survey of the political climate in the 24th District.
BOX-FOLDER 81/11-12	Correspondence and client papers for the Ogden Reid campaign, 1973, undated Material for Ogden Reid's 1974 campaign for U.S. representative from New York, including a survey of political attitudes in the state of New York.
BOX-FOLDER 81/13	Scripts for an Abraham Ribicoff campaign, undated Material for Abe Ribicoff's 1968 and/or 1974 reelection campaigns for U.S. senator from Connecticut.
BOX-FOLDER 81/14	Correspondence, scripts, and client papers for the Dean Robb campaign, 1986, undated Material for Dean Robb's 1986 campaign for Michigan Supreme Court, including a report issued by the Citizens' Commission to Improve Michigan Courts entitled How Michigan Citizens View the Courts and Legal System.
BOX-FOLDER 82/1-4	Correspondence and client papers for the Jay Rockefeller campaign, 1976-1977, undated Material for Jay Rockefeller's 1976 West Virginia gubernatorial campaign.
BOX-FOLDER 82/5	Correspondence, scripts, and other materials for the Robert Roe campaign, 1977, undated Material for Bob Roe's 1977 primary campaign for the Democratic Party nomination for governor of New Jersey. <i>See also the Percy Sutton 1977 New York City mayoral campaign.</i>
BOX-FOLDER 82/6	Correspondence, scripts, clippings, and client papers for the Jim Roosevelt campaign, 1986, undated Material for Jim Roosevelt's 1986 campaign for U.S. representative from Massachusetts.
BOX-FOLDER 82/7	Correspondence, scripts, and other materials for the Warren Rudman campaign, 1980-1988, undated Material for Warren Rudman's 1980 campaign for U.S. senator from New Hampshire. Includes a transcription of a 1988 interview with Rudman by CBS news concerning Rudman's experience working with Tony Schwartz.
BOX-FOLDER 82/8	Correspondence, scripts, and client papers for the George Russell campaign, 1971, undated Material for George Russell's 1971 campaign for mayor of Baltimore, Maryland.
BOX-FOLDER 82/9	Correspondence, scripts, transcripts, and client papers for the Matthew Ryan campaign, 1986, undated Material for Matthew Ryan's 1986 campaign for Hampden County, Massachusetts, district attorney.
BOX-FOLDER 82/10	Correspondence, scripts, and other materials for the SANE/FREEZE campaign, 1983, undated Material for the SANE/FREEZE political action committee's anti-nuclear campaign against Wisconsin congressman Les Aspin.
BOX-FOLDER 83/1-2	Scripts and other materials for the Clyde See campaign, 1984, undated Material for Clyde See's 1984 West Virginia gubernatorial campaign.
BOX-FOLDER 83/3-6	Correspondence, scripts, and client papers for the Alex Seith campaign, 1978, undated Material for Alex Seith's 1978 campaign for U.S. senator from Illinois.
BOX-FOLDER 84/1	Garry South post-election analysis of the Alex Seith campaign, 1978-1981, undated

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<i>Container</i>	<i>Contents</i>
BOX-FOLDER 84/2-3	Correspondence, scripts, and other materials for the Alex Seith campaign, 1983-1984, undated Material for Alex Seith's 1984 campaign for U.S. senator from Illinois.
BOX-FOLDER 84/4	Correspondence, scripts, photographs, clippings, and client papers for the Phil Sharp campaign, 1982, undated Material for Philip Sharp's reelection campaign for U.S. representative from Indiana.
BOX-FOLDER 84/5	Correspondence, scripts, clippings, and client papers for the Bob Short campaign, 1978, undated Material for Bob Short's campaign for U.S. senator from Minnesota.
BOX-FOLDER 84/6-7	Correspondence, scripts, and other materials for Isaac Newton Skelton's campaign, 1976, undated Material for Isaac Newton "Ike" Skelton's 1976 campaign for U.S. representative from Missouri. <i>See also Ike Skelton correspondence.</i>
BOX-FOLDER 84/8	Correspondence, scripts, and other materials for Isaac Newton Skelton's campaign, 1978, undated Material for Isaac Newton "Ike" Skelton's 1978 reelection campaign for U.S. representative from Missouri.
BOX-FOLDER 84/9	Scripts, photographs, and other materials for Isaac Newton Skelton's campaign, 1980, undated Material for Isaac Newton "Ike" Skelton's 1980 reelection campaign for U.S. representative from Missouri.
BOX-FOLDER 85/1-2	Correspondence, scripts, and other materials for Isaac Newton Skelton's campaign, 1982, undated Material for Isaac Newton "Ike" Skelton's 1982 reelection campaign for U.S. representative from Missouri.
BOX-FOLDER 85/3	Correspondence, scripts, and other materials for Isaac Newton Skelton's campaign, 1985-1986, undated Material for Isaac Newton "Ike" Skelton's 1986 reelection campaign for U.S. representative from Missouri.
BOX-FOLDER 85/4	Correspondence and scripts for Isaac Newton Skelton's campaign, 1988, undated Material for Isaac Newton "Ike" Skelton's 1988 reelection campaign for U.S. representative from Missouri.
BOX-FOLDER 85/5	Scripts for Isaac Newton Skelton's campaign, 1990 Material for Isaac Newton "Ike" Skelton's 1990 reelection campaign for U.S. representative from Missouri.
BOX-FOLDER 85/6	Correspondence, scripts, and other materials for Isaac Newton Skelton's campaign, 1992, undated Material for Isaac Newton "Ike" Skelton's 1992 reelection campaign for U.S. representative from Missouri.
BOX-FOLDER 85/7	Correspondence and other materials for Isaac Newton Skelton's campaign, 1994, undated Material for Isaac Newton "Ike" Skelton's 1994 reelection campaign for U.S. representative from Missouri.
BOX-FOLDER 85/8-9	Correspondence, scripts, clippings, and client papers for the Jim Spainhower campaign, 1980, undated Material for Jim Spainhower's 1980 primary campaign for the Democratic candidacy for governor of Missouri.
BOX-FOLDER 85/10-11	Scripts and client papers for the Percy Sutton campaign, 1977, undated Material for Percy Sutton's primary campaign for the Democratic candidacy for mayor of New York City, including what appears to be a paper-based teleprompter scroll.

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- See also [Robert Roe New Jersey governor's campaign, 1977](#).*
- BOX-FOLDER 86/1-4** Research material for the Jim Symington campaign, 1975-08-1976-05, undated
Material consists of two surveys of the political climate in Missouri conducted by Hart Research Associates in August 1975 and May 1976, and an undated analysis that is missing its title page but was placed in a binder with a copy of the August 1975 survey.
- BOX-FOLDER 86/5-6** Correspondence, scripts, photographs, clippings, and client papers for the Charles Touhey campaign, 1981, undated
Material for Charles Touhey's 1981 campaign for mayor of Albany, New York.
- BOX-FOLDER 86/7** Contract for the William vanden Heuvel campaign, 1973-03-07
Material for William vanden Heuvel's primary campaign for district attorney of New York City.
- BOX-FOLDER 86/8** Correspondence, scripts, clippings, and client papers for the Anthony Veteran campaign, 1983, undated
Material for Anthony Veteran's 1983 campaign for Westchester County executive.
- BOX 86-87** Correspondence, scripts, clippings, and client papers for the Ed Vrdolyak campaign, 1987, undated
- BOX 86** (1 folder)
- BOX 87** (2 folders)
Material for Ed Vrdolyak's 1987 campaign as the Solidarity Party candidate for mayor of Chicago.
- BOX-FOLDER 87/3** Correspondence, photographs, clippings, and client papers for the "Ed 010" campaign, 1988, undated
Material for Ed Vrdolyak's 1988 campaign as the Republican Party candidate for clerk of Cook County Circuit Court.
- BOX-FOLDER 87/4** Correspondence, transcripts, depositions, and other legal documents for the New Sounds Inc. v. Edward R. Vrdolyak and Citizens for Vrdolyak lawsuit, 1989-1993, undated
Material for a lawsuit filed by Tony Schwartz against Ed Vrdolyak for nonpayment of bills stemming from the 1988 Vrdolyak campaign, including phone transcripts of conversations between Schwartz, Vrdolyak and Vrdolyak's assistant Terry Durkin, dated November 3, 1989 through November 10, 1989.
- BOX-FOLDER 87/5** Scripts and transcript for the Lloyd Walker campaign, undated
Material for Lloyd Walker's 1972 campaign for the Michigan State Legislature in the 99th district. A M.E.P.A.C. client.
- BOX-FOLDER 87/6** Scripts, clippings, and client papers for the Dennis Waterman campaign, 1980, undated
Material for Dennis Waterman's 1980 primary campaign for the Democratic candidacy for Pennsylvania's 3rd Congressional District.
- BOX-FOLDER 87/7** Correspondence, scripts, clippings, and client papers for the Ted Weiss campaign, 1984, undated
Material for Theodore Weiss's 1984 primary campaign for the Democratic candidacy for New York's 17th Congressional District.
- BOX-FOLDER 87/8** Scripts, transcript, and client papers for the Ted Weiss campaign, 1986, undated
Material for Theodore Weiss's 1986 primary campaign for the Democratic candidacy for New York's 17th Congressional District.
- BOX-FOLDER 87/9** Robert Whelan campaign papers, 1981-undated
Material for Robert E. Whelan's campaign for judge of the Surrogate's Court of Erie County, New York.
- BOX-FOLDER 87/10** Scripts and client papers for the Kevin White campaign, 1970, undated
Material for Kevin White's 1970 Massachusetts gubernatorial campaign.

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BOX-FOLDER 87/11	Scripts, photograph, and client papers for the Mark White campaign, 1982, undated Material for Mark White's 1982 Texas gubernatorial campaign.
BOX-FOLDER 87/12	Scripts and contract for the Joe Yeldell campaign, [1972?] Material for Joseph Yeldell's campaign for congressional delegate from Washington D.C., possibly from 1972.
BOX-FOLDER 87/13	Correspondence, scripts, clippings, and client papers for the Andrew Young campaign, 1970, undated Material for Andrew Young's 1970 campaign for U.S. representative from Georgia.
BOX 87-88	Correspondence, scripts, clippings, and client papers for the Tom Young campaign, 1984-1985, undated
BOX 87	(4 folders)
BOX 88	(3 folders) Material for Thomas Young's 1985 campaign for mayor of Syracuse. Grouped per original order by three ads: "Anti-Bernardi," "Chameleon," and "Fair."
BOX-FOLDER 88/4	Miscellaneous political client correspondence, 1972-1986, undated
BOX-FOLDER 88/5	Miscellaneous political scripts, 1980-1997, undated
BOX 222	Lever voting machine model, undated Instructional model, 13x10x1 inches, of a metal, lever-style voting machine made by AVM (Automatic Voting Machine) Corporation of Jamestown, New York.

Client projects: public service announcements (PSAs), circa 1940s-2002, undated

Business materials, arranged by client, for public service announcements and non-profit radio and television advertisements produced by Tony Schwartz. The clients range from single issue campaigns, such as the Rent Stabilization Association, to national movements, such as anti-smoking (Doctors Ought to Care, Patrick Reynolds Foundation for a Smokefree America, American Cancer Society, etc.), fire safety (New York Fire Department, First Alert), AIDS awareness, and crime prevention (Patrolmen's Benevolent Association, Crimestoppers, etc.). The bulk of the material consists of scripts, correspondence, and research materials, such as newspaper clippings, surveys, and brochures. Other material includes photographs, posters, American Federation of Television and Radio Artists HR reports, receipts, and contracts.

Please note that some PSA clients might also be found in other series.

Anti-smoking materials may be found throughout the collection under names of specific clients, but there are also more general anti-smoking files. In the alphabetical listing of clients and topics below, look under entries beginning with "Anti-smoking ..." for interview transcripts; photographs, postcards, posters, and drawings; research materials; and PSA scripts. In Series 4, see the [anti-smoking subject files](#) for a variety of published materials on the topic.

BOX-FOLDER 89/1	911 scripts, correspondence, and research, 1979-04-1981-01-05
BOX-FOLDER 89/2	1010 WINS radio scripts and correspondence, 1992-12-21-2001-09-21 Relates to "World Trade Center heroes." <i>See also Patrolmen's Benevolent Association and New Sounds, Inc.</i>
BOX-FOLDER 89/3	ABC Radio Network scripts, correspondence, and research, 2000-09-26-2000-12-05 Includes material on distracted driving. Action Committee for Higher Education, 1982-1983
BOX-FOLDER 89/4	Correspondence and research, 1982-06-15-circa 1982
BOX-FOLDER 89/5	Scripts, correspondence, and research, 1982-03-18-1983-01-10 Advocacy Institute anti-smoking materials, 1984-1990

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BOX-FOLDER 89/6	Smoking Control Advocacy Resource Center, 1987-06-1989-05-03 <i>See also Kids Against Public Smoking.</i>
BOX-FOLDER 89/7	Research, 1986-09-1987-05-01
BOX-FOLDER 89/8	Correspondence and research, 1984-12-21-1987-12-28
BOX-FOLDER 89/9	Research, 1989-02-17-1990-09-20
BOX-FOLDER 90/1	AIDS book scripts, 1992-04-16-1992-04-17 Intended voice actor: Bob Landers. <i>See also Children's Defense Fund.</i>
BOX-FOLDER 90/2	AIDS Medical Foundation scripts, correspondence, and research, 1985-01-08-1986-11-03
BOX-FOLDER 90/3	AIDS, Proposition 102 scripts, correspondence, and research, 1988-09-16-1988-11-01
BOX-FOLDER 90/4	Alliance for Consumer Rights scripts, 1985-11-05-1985-11-15
BOX-FOLDER 90/5	Alliance for Quality Education scripts, correspondence, and report, 1993-04-20-1993-05-17 Includes an American Federation of Television and Radio Artists HR report. American Cancer Society anti-smoking materials, 1983-1995 <i>See also Roswell Park Cancer Institute, David Goerlitz PSA file, Doctors Ought to Care scripts, and City University of New York anti-smoking initiative in Schwartz's teaching materials.</i>
BOX-FOLDER 90/6	Scripts, correspondence, and research, 1983-01-25-1991-10-15 Includes interviews and contacts.
BOX-FOLDER 90/7	Scripts and correspondence, 1985-08-27-1995-06-19 Includes contracts and child abuse campaign.
BOX-FOLDER 90/8	American Marketing Association, 1996-05-31 Protest correspondence concerning the Marlboro Man advertising campaign's induction into the Marketing Hall of Fame. Includes DOC "barf bags." <i>See also Doctors Ought to Care scripts.</i>
BOX-FOLDER 229/5-6	American Cancer Society posters, 1985, undated Folder 5 contains multiple copies of a 1985 color poster, 23 1/2x17 inches, of a cigarette, the end of which looks like the muzzle of a gun. The cigarette is bent back on itself so that the smoking "gun" is pointing at the smoker. The posters are buckled and stuck to one another, possibly due to water damage. Folder 6 contains three copies of a poster, 22x17 inches, showing the belly and hands of a pregnant woman holding a lit cigarette. The primary text reads, "Some people commit child abuse before their child is even born." American Civil Liberties Union, 1987-1997 Acronym is ACLU. Intended for voice actor: Bob Landers.
BOX-FOLDER 90/9	Scripts, correspondence, and research, 1989-03-21-1997-06-03 Abortion rights.
BOX-FOLDER 90/10	Scripts and research, 1987-1989-07-06 Abortion rights.
BOX-FOLDER 91/1	American College of Emergency Physicians scripts, 1989-09-15-1991-09-15 Intended voice actor: Bob Landers.
BOX-FOLDER 91/2-3	American Committee on East West Accord scripts, research, and correspondence, 1982-12-23-1984-01-25
BOX-FOLDER 91/4	American Council on Education scripts, research, and correspondence, 1985-01-06-1985-08-30
BOX-FOLDER 91/5	American Council on Science and Health research and newsletters, 1986-03-1987-03-06 Anti-smoking.

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- BOX-FOLDER 91/6** American Federation of Labor and Congress of Industrial Organizations scripts and correspondence, 1981-06-01-1981-07-09
- BOX-FOLDER 91/7** American Federation of Teachers correspondence, 1988-12-19
- BOX-FOLDER 91/8** American Foundation for AIDS Research scripts and research, certificate of appreciation, 1987-02-05-1990-05-13
Includes a certificate of appreciation.
- BOX-FOLDER 91/9** American Heart Association anti-smoking script, 1989-02-20-1989-02-24
See also [Martin Himmel Health Foundation](#).
- BOX-FOLDER 91/10** American Hospital Association scripts and research, 1987-06-05-1988-06-14
- BOX-FOLDER 91/11** American Lung Association contract, 1998-08-21-1998-08-24
Anti-smoking.
- BOX-FOLDER 91/12** Americans for Nonsmokers' Rights scripts and research, 1984-08-15-1987-12-02
Includes material relating to Massachusetts governor Michael Dukakis.
- BOX-FOLDER 91/13** American Society for the Prevention of Cruelty to Animals, 1982-08-23-1985-12-03
The acronym for the society is ASPCA.
- BOX-FOLDER 91/14** Animals in Research research and correspondence, 1989-06-23-1989-06-30
- BOX-FOLDER 91/15** Anti-Defamation League of the B'nai B'rith scripts, 1979-10-03
- BOX-FOLDER 92/1** Anti-smoking interview transcripts, 1986-05-22-1991-11-21
Transcripts of interviews with Ken McFeeley, New York City mayor Ed Koch, Chou Wen-Chung, Hugh Wyatt of the *New York Daily News*, Robert Oxnam, Logan, Bruce, Bill Taylor, Herbert Marshall McLuhan, Dr. Josephs, various firemen, George Bernard Shaw, Reverend Calvin D. Butts, Victor Crawford, Lynn Schwartz, Sandy Stewart, Mark Porterfield, Bill Ellett, Frank Veteran, Dr. C. Everett Koop, and Bob Landers.
- BOX 201** Anti-smoking color photographs, circa 1980s
Seventeen 4x6 inch and smaller color photographs showing a Marlboro "cowboy" bus billboard with graffiti, "Hi ho cancer;" convenience store window ads for Ritz, Winston, Salem, and other cigarette brands; store shelves filled with cigarette cartons; a boy selling cigarettes behind a convenience store counter; Tony Schwartz being interviewed at a smoking and health event; a Salem cigarettes ad offering a "free T-shirt with 1 pack purchase;" and a receptacle filled with cigarette butts and displaying sign, "Please deposit cigarette butts in the receptacles."
- BOX-FOLDER 220/6** Anti-smoking postcards, posters, and photographs, circa 1980s-1990s
Three copies of a postcard (6x4 inches) and two copies of a small poster (12x9 inches) linking smoking with impotence; two photographs of Tom Funk anti-smoking cartoons (approximately 8 1/2x11 inches); a photograph of a Marlboro ad showing a cowboy with horses (9x12 inches); a contact sheet of images showing a large Marlboro sign placed above the entrance to a grocery store (and other unidentified shots); a contact sheet containing fisheye lens images of a large "Marlboro Country Music" banner and a photographic print (14x 11 inches) made from one of those images; and a "Smoking Prohibited" sign (torn along upper edge).
See also the [Lincoln Center scripts and research file](#) concerning the Marlboro Country Music event.
- BOX-FOLDER 225/8-10** Anti-smoking artwork, [1980s?]
Copies of anti-smoking drawings (and one printed item), possibly to be used in posters.
- BOX-FOLDER 225/11** Anti-smoking posters and greeting card, 1982, undated
One color poster (13 1/2x9 inches) and one color greeting card (7x10 inches, open) featuring a *Far Side* drawing by Gary Larson of three dinosaurs smoking, with the caption, "The real reason dinosaurs became extinct." The file also contains a color poster (11x17 inches) showing a color photographic image of an unhappy man sitting at a desk, with the captions, "Cigarettes are killing me, and I don't even smoke" and "Rich Croland: he's too young to die" (additional text also included).

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- BOX-FOLDER 92/2** Anti-smoking research materials, 1960s-1993-09-08
Vintage TV and radio smoking ads in script form, interviews with smoking victims, and an essay by Rachel Lynn, "The Effects of Secondhand Smoke on the Non-smoker."
Anti-smoking scripts, 1985-1993
- BOX-FOLDER 92/3** No sponsor, 1988-01-25-1993-08-30
General scripts without a sponsor.
- BOX-FOLDER 92/4** Sponsors, 1985-08-27-1986-12-03
Scripts from the following sponsors: American Cancer Society, R.J. Reynolds, WMCA, American Lung Association, American Heart Association, People for a Smoke-Free Indoors, Doctors Ought to Care, Bantron, Bowery Savings Bank, CUNY (City University of New York), and Empire Blue Cross and Blue Shield. This group of scripts was purposefully kept together by Tony Schwartz.
Copies of the scripts may also be found in their related client folders.
- BOX-FOLDER 92/5** Arlington County, Virginia, Police Department letters, 1981-02-27-1987-04-07
Two letters.
- BOX-FOLDER 92/6** Arson on W. 56th Street scripts and correspondence, 1984-10-27-1984-11-14
Concerns an arsonist who set a fire that killed a three-year-old girl.
Association of Independent Colleges and Universities of Massachusetts, 1980-1986
The association's acronym is AICUM.
- BOX-FOLDER 92/7** Scripts, correspondence, and research, 1982-02-07-1986-07-21
- BOX-FOLDER 92/8** Correspondence and research, 1980-09-18-1985-11-12
- BOX-FOLDER 92/9** Bantron scripts and correspondence, 1983-12-31-1986-11-03
See also [Compoz](#) in Schwartz's commercial clients material.
- BOX-FOLDER 93/1** Rabbi Jack Bemporad correspondence, 1992-04-1992-02-19
Bemporad was rabbi of Temple Israel in Lawrence, New York.
- BOX-FOLDER 93/2** Biotechnology Industry Organization scripts, 1993-05-25-1993-05-28
- BOX-FOLDER 93/3** Bowery Savings Bank anti-smoking scripts, 1986-04-28
- BOX-FOLDER 93/4** Bread for the World Educational Fund scripts, 1983-08-02
- BOX-FOLDER 93/5** Brooklyn College Students scripts, 1992-10-30
- BOX-FOLDER 93/6** Reverend Calvin Butts scripts regarding a Phillip Morris billboard, 1990-06-16-1990-06-19
- BOX-FOLDER 93/7** Center for Auto Safety scripts and research, 1980-07-10-1980-08-26
- BOX-FOLDER 93/8** Center for Science in the Public Interest script, research, and correspondence, 1982-02-12-1995-04-12
- BOX-FOLDER 93/9** Center to Prevent Handgun Violence scripts and report, 1987-08-27-1990-06-12
Scripts and an American Federation of Television and Radio Artists HR report.
Intended for voice actors: Dan Ingram, Bob Landers, and Maureen Donnelly.
See also [Handgun Control, Inc.](#)
- Children's Defense Fund, 1990-1992
- BOX-FOLDER 93/10** Scripts, 1991-12-12-1992-10-02
See also [AIDS book](#).
- BOX-FOLDER 93/11** Correspondence and research, 1991-03-14-1992-10-02
- BOX-FOLDER 93/12** Research, 1990-03-19-1990-07-28
- BOX-FOLDER 93/13** Citizens Against Casino Gambling scripts, 1994-10-21
Directed by Joe Napolitan; voice actor: Bob Landers.
Citizens Against Tobacco Smoke
See [Citizens for a Tobacco Free Society](#).
- BOX-FOLDER 93/14** Citizens for a Nuclear Freeze, and Sane script, 1983-05-10
"Brought to you by Citizens for a Nuclear Freeze, and Sane."

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- BOX-FOLDER 93/15** Citizens for a Safer New York scripts, 1990-09-12-1990-09-14
Intended for voice actor: Bob Landers.
See also the [Media Peace Corps](#).
- BOX-FOLDER 93/16-17** Citizens for a Tobacco-Free Society correspondence and research, 1985-04-14-1995-12-13
The organization's acronym is CATS.
Also called Citizens Against Tobacco Smoke.
- BOX-FOLDER 93/18** Citizens for Media Literacy correspondence, 1993-03-12
See also [Center for Media Literacy](#) in Series 1 and [Center for Media and Values](#) in Series 4.
- BOX-FOLDER 94/1** Citizens for Socially Responsible Government scripts and research, 1987-09-19
- BOX-FOLDER 94/2** Citizens for Sunday Shopping scripts, undated
- BOX-FOLDER 94/3** Citizens Who Want to Walk the Streets, Visit the Parks, and Go to Work in Safety scripts, undated
- BOX-FOLDER 94/4** City of New York Parks & Recreation correspondence, 1984-06-11
- BOX-FOLDER 94/5** City Police Department scripts, 1990-04-06-1990-04-07
Intended for voice actor: Bob Landers.
- BOX-FOLDER 94/6** Clean Air Act correspondence and research, 1989-04-18-1989-09-15
- BOX-FOLDER 94/7** Clearwater / Indian Point Project scripts, 1980-03-11-1997-08-06
Intended for voice actor: Michaela Schwartz.
- BOX-FOLDER 94/8** Coalition for a Healthy New Jersey scripts, 1992-10-30
Intended for voice actor: Michaela Schwartz.
- BOX-FOLDER 94/9** Coalition for a Smoke-Free City scripts, 1997-08-21-1997-08-22
Intended for voice actor: Dan Ingram. Anti-smoking.
- BOX-FOLDER 229/7** Coalition for a Smoke-Free City posters, circa 1987, 1994, and undated
Posters sponsored, at least in part, by the Coalition for a Smoke-Free City. The first, 22x19 inches, was designed by "B. Hair, 12th grade finalist, SmokeFree America Ad Contest," and shows a woman with damaged teeth and red eyes holding a cigarette; text: "Virginia Slime. You've come the wrong way, baby!" The second, 22x19 inches (two copies), is a watercolor of a skeleton in cowboy clothing lighting a cigarette for a black child as both stand in a graveyard; text: "They used to make us pick it. Now they want us to smoke it." At lower right: "Herschberger '94." The third, 22x19 1/2 inches, is a chart showing that "Tobacco kills more Americans each year than alcohol, cocaine, crack, heroin, car accidents, homicide, suicide, fires, and AIDS *combined*."
- BOX-FOLDER 94/10** Coalition for Soviet Jewry scripts, 1990-03
- BOX-FOLDER 94/11** Coalition for Zoning Law Enforcement scripts, 1989-03-24-1989-03-27
Intended for voice actor: Alan Bleviss.
- BOX-FOLDER 94/12** Coalition of Uniformed Services scripts, 1980-06-17-1980-06-18
- BOX-FOLDER 94/13** Coalition to Save Naumburg Bandshell scripts, correspondence, and research, 1992-01-13-1993-07-12
Intended for voice actor: Alan Bleviss.
- BOX-FOLDER 94/14** Committee for Accuracy in Middle East Reporting research and correspondence, 1991-08-1992-04-29
The group's acronym is CAMERA.
- BOX-FOLDER 94/15** Commission for a Healthy New York research, 1995-05-15
- BOX-FOLDER 94/16** Committee for National Health Insurance contract, 1990-08-22
- BOX-FOLDER 94/17** Committee for Socially Responsible Investment scripts, research, and correspondence, 1992-01-28-1992-02-11
Includes an American Federation of Television and Radio Artists HR report.
Intended for voice actor: Bob Landers.

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- BOX-FOLDER 94/18** Committee to Keep Martin Luther King Way script, 1987-10-27
- BOX-FOLDER 94/19** Community Service Society scripts and research, 1991-05-31-1991-06-27
- BOX-FOLDER 94/20** Competitive Long Distance Coalition script and reports, 1995-04-03-1995-11-02
Includes American Federation of Television and Radio Artists HR reports.
- BOX-FOLDER 94/21** Concerned American Families for Democratic Values script ideas, 1995
Script ideas from Brian O'Shaughnesey.
- BOX-FOLDER 94/22** Concerned Friends of Physical Education scripts, correspondence, and reports, 1993-03-31-1993-04-23
Includes American Federation of Television and Radio Artists HR reports.
Intended for voice actor: Kayla Schwartz.
See also [City University of New York \(CUNY\) Health](#).
- BOX-FOLDER 94/23** Concerned Students and Teachers of John Jay College script, undated
Intended for voice actor: Bob Landers.
See also [John Jay College of Criminal Justice](#) in the PSA clients series, [John Jay College teaching-related materials](#), and the [John Jay College subject file](#).
- BOX-FOLDER 94/24** Covenant House Nineline scripts, correspondence, and research, 1999-05-01-1999-05-14
- BOX-FOLDER 94/25** Creating a University Smoke-Free Environment correspondence, 1986-06-17-1986-11-05
The group's acronym is CAUSE.
- BOX-FOLDER 94/26** Crimestoppers scripts, report, and contracts, 1990-06-05-1990-10-15
Includes an American Federation of Television and Radio Artists HR report.
Intended for voice actors: Bob Landers, Alan Bleviss.
- BOX-FOLDER 94/27** Cultural Institutions Group scripts, correspondence, and research, 1991-06-18-1992-03-04
- BOX-FOLDER 94/28** City University of New York (CUNY) anti-smoking scripts, 1986-04-28
- BOX-FOLDER 94/29** David's Island research and correspondence, 1989-10-29-1990-02-11
- BOX-FOLDER 94/30** Department of Buildings, City of New York scripts and correspondence, 1986-04-01-1986-04-02
- BOX-FOLDER 94/31** Department of Environmental Protection, City of New York scripts, correspondence, and research, 1985-08-14-1985-11-14
- BOX-FOLDER 94/32** Department of Investigation scripts and research, 1983-03-23-1989-03-10
Intended for voice actors: Alan Bleviss, Commissioner Kevin Frawley.
Doctors Ought to Care, 1977-1994
The organization's acronym is DOC. Anti-smoking material.
See also [Martin Himmel Health Foundation scripts](#), [KLB radio](#),
- BOX-FOLDER 95/1** Scripts, 1988-12-12-1994-09-12
Scripts and an American Federation of Television and Radio Artists HR reports.
Intended for voice actors: David Goerlitz and Bob Landers.
See also [David Goerlitz materials](#), [Michigan Billboards](#), [American Cancer Society](#), and [American Marketing Association](#).
- BOX-FOLDER 95/2** Anti-smoking research, 1977-09-06-1987-07
- BOX-FOLDER 95/3** Anti-smoking correspondence and research, 1981-04-1992-08
- BOX-FOLDER 95/4** Anti-smoking scripts, correspondence, and research, 1985-11-05-1993-08-31
Dr. Alan Blum. Includes interview transcripts.
- BOX-FOLDER 220/7** Anti-smoking poster, circa 1977-circa 1987
Black and white poster, 14x11 inches, mounted on a foam board.
- BOX-FOLDER 229/8** Anti-smoking posters, circa mid 1970s, 1992
Two anti-smoking posters, both color, from Doctors Ought to Care. The first, 22x14 inches, shows a young man, wearing a partially unbuttoned shirt, with a cigarette stuck in his nose; text: "I smoke for smell." The second, 24x13 inches, shows the Disney animated cartoon character, the Little Mermaid, on a tennis court attempting

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- to bat away two sharks with a tennis racquet; text: "Doc presents Emphysema Slims ... You've coughed up long enough, baby! Kick the tobacco companies out of sports" (D. Minkler, 1992).
- BOX-FOLDER 95/5** Dog Owners scripts, undated
- BOX-FOLDER 95/6** EMT's and Paramedics of Local 2507 scripts and reports, 1992-10-19-1996-01-12
Includes American Federation of Television and Radio Artists HR reports.
Intended for voice actor: Dan Ingram.
- BOX-FOLDER 95/7** Energy Conservation Coalition scripts, 1988-03-31
- BOX-FOLDER 95/8** Environmental Action's PAC scripts and research, 1986-10-28-1988-08-18
- BOX-FOLDER 95/9** ERAmerica correspondence, undated
Federal Trade Commission, 1972-1979
- BOX-FOLDER 95/10-12** Scripts, correspondence, and research, 1972-07-06-1979-02-05
- BOX-FOLDER 96/1** Reports, 1975-11-1978-03-20
- BOX-FOLDER 96/2** Remarks and testimonies of Michael Pertschuk and Tony Schwartz, 1978-01-19-1978-04-07
See also Pertschuk's [*correspondence*](#), [*public service announcement files*](#), and [*subject files*](#).
- BOX-FOLDER 96/3** Frank Field scripts, correspondence and research, 1987-10-01-1994-06-29
Materials are concerned with fire safety.
First Alert, 1973-1995
- BOX-FOLDER 96/4** Invoices, report, contract, 1993-06-30-1994-08-03
Scripts, an American Federation of Television and Radio Artists HR report, and a contract.
Intended for voice actor: Alan Bleviss.
- BOX-FOLDER 96/5** Literature on Carbon Monoxide Poisoning materials, 1973-1993
Large bound book of articles.
- BOX-FOLDER 96/6** Scripts and research, 1993-01-13-1995-02-17
See also [*SmokeFree Educational Services*](#), [*Patrolmen's Benevolent Association*](#), and [*City University of New York \(CUNY\) Health*](#).
- BOX-FOLDER 96/7** Research articles and statistics, 1994-02-07-1995-01-26
- BOX 96-97** Research materials, 1993-04-27-1995-09-30
- BOX 96** (1 folder)
- BOX 97** (1 folder)
Radio transcripts from various stations.
- BOX-FOLDER 97/2** Florence and John Schumann Foundation scripts, correspondence, and research relating to water conservation, 1991-04-1992-10-05
Groups involved include: Hudson River Sloop, Clearwater Inc., Westchester Land Trust, Citizens Campaign for the Environment, Open Space Institute, Sterling Forest Preservation, Tip of the Mitt Watershed Council, Hudson River NERR, New Jersey Sierra Club, Appalachian Mountain Club, Passaic River Coalition, Ramapo River Committee, Tuxedo, Skylands Clean, New York New Jersey Trail Conference, and Long Island Soundkeeper Fund, Inc.
- BOX-FOLDER 97/3** Food and Drug Administration materials, 1994-03-25-1996-08-28
- BOX-FOLDER 97/4** Food and Hunger Hotline research, 1988-02-21-1993-09-20
Includes an interview with homeless Korean veteran John Harrington.
Food and Water, Inc., 1975-1996
Also known as MDI, Inc.

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- BOX-FOLDER 97/5** Scripts, correspondence, and research, 1988-11-30-1996-03-13
Includes newspaper articles and American Federation of TV and Radio Artists HR reports.
Intended for voice actor: Bob Landers.
See also [Landco Labs, Inc. receipts](#)
- BOX-FOLDER 97/6** Correspondence and research, 1975-02-1988-05-19
MJI Broadcasting, Inc. correspondence.
- BOX-FOLDER 97/7** Forum for Environmental Stewardship scripts, 1990-04-06-1990-04-07
Intended for voice actor: Bob Landers.
- BOX-FOLDER 97/8** Fund for New Priorities scripts, correspondence, and research, 1991-01-08-1991-01-11
Intended for voice actor: Alan Bleiviss.
Funded by Military Families Support Network.
- BOX-FOLDER 97/9** The Fund for Secure Energy materials, 1980-02-06-1983-11-09
The fund's acronym is FUSE.
- BOX-FOLDER 97/10** Garbage scripts, 1990-03-09
Intended for voice actor: Bob Landers.
- BOX-FOLDER 97/11** Gay Men's Health Crisis scripts, research, and correspondence, 1990-12-21-1992-02-14
Includes American Federation of Television and Radio Artists HR reports.
Intended for voice actors: Hattie Winston, Carol Emshoff, Alan Bleiviss, Cookie Ruffino.
Funded by Families Concerned about AIDS.
- BOX-FOLDER 97/12** Rudolph Giuliani's drug campaign scripts, correspondence, and research, 1985-02-01-1986-12-08
See also Patrolmen's Benevolent Association, Kaiser Medical Foundation, United Bank of Austin, and 1-800-COCAINE.
- BOX-FOLDER 98/1** David Goerlitz articles, transcripts, and scripts, 1988-12-05-1990-04-14
Anti-smoking materials relating to the former "Winston Man."
See also [American Cancer Society](#) and [Doctors Ought to Care, Goerlitz scripts](#).
- BOX-FOLDER 98/2-3** Greater New York Hospital Association scripts, correspondence, and other material, 1984-11-07-1986-04-23
Includes research materials and information about St. Vincent's Hospital.
- BOX-FOLDER 98/4** Materials relating to the Greater Philadelphia Urban Affairs Coalition Program on Crime and Criminal Justice, 1991-04-19-1991-09-17
- BOX-FOLDER 98/5** Greenmarket scripts, correspondence, and other materials, 1987-08-01-1998-08-27
Includes research and billing items.
Materials relating to the Group Against Smoking Pollution, 1986-1989
The group's acronym is GASP.
See also [People for a Smoke-Free Indoors](#).
- BOX-FOLDER 98/6** Massachusetts correspondence and research, 1986-05-08-1987-09-20
- BOX-FOLDER 98/7** New Jersey correspondence and research, 1986-10-14-1989-06-21
- BOX-FOLDER 98/8** Virginia correspondence and research, 1986-04-1989-07
- BOX-FOLDER 98/9** Guiding Eyes for the Blind scripts, correspondence, and research, 1992-04-26-1993-05-21
Handgun Control, Inc., 1987-1992
See also [Center to Prevent Handgun Violence](#).
- BOX-FOLDER 98/10** Scripts and correspondence, 1989-02-09-1992-10-23
Includes American Federation of Television and Radio Artists HR reports.
Intended for voice actors: Bob Landers, Dan Ingram, Alan Bleiviss.
- BOX-FOLDER 99/1** Scripts, correspondence, and research materials, 1990-04-09-1992-10-21
Includes a color magazine ad.
- BOX-FOLDER 99/2** Scripts and correspondence, 1991-05-17-1991-11-07

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BOX-FOLDER 99/3	Research materials, 1987-04-02f-1988-08-29
BOX-FOLDER 99/4	Scripts and research materials, 1987-06-05-1988-03-14
BOX-FOLDER 99/5	Scripts, correspondence, and research materials, 1988-11-16-1990-01-29
BOX-FOLDER 99/6	Handgun Violence Prevention Program report, 1986-08
BOX-FOLDER 99/7	Harvard School of Public Health research materials, scripts, and correspondence, 1985-01-1988-04 Seat belt safety material.
BOX-FOLDER 99/8	Healthcare Crisis Taskforce scripts, 1990-03-23 Intended for voice actor: Terry Beirn.
BOX-FOLDER 99/9	Holocaust Memorial Museum of Jewish Heritage scripts and correspondence, 1988-01-18-1988-02-03
BOX-FOLDER 100/1	Holyoke Energy Recovery Company scripts, research, and correspondence, 1985-07-19-1985-10-18
BOX-FOLDER 100/2	Home Port Information Task Force scripts, research, and correspondence, 1984-12-03-1985-10-25
BOX-FOLDER 100/3	Home Recording Rights Coalition correspondence, bill, and notes, 1990-03-22 Concerns H.R. 4096.
BOX-FOLDER 100/4	Housing Control of New York scripts and research materials, 1983-06-22-1983-07-13
BOX-FOLDER 100/5	Hudson River Sloop Clearwater research materials, 1992-05-21-1992-06-21
BOX-FOLDER 100/6	The Human Society of the U.S. Wildlife Land Trust scripts, correspondence, and reports, 1995-02-16-1997-11-26 Includes American Federation of Television and Radio Artists HR reports.
BOX-FOLDER 100/7	Indiana State Board of Health scripts and correspondence, 1989-11-14-1992-01-03 Patrick Reynolds, anti-smoking material.
BOX-FOLDER 100/8	Insurance Information Institute scripts and correspondence, 1986-09-08-1990-11-16
BOX-FOLDER 100/9	International Ladies Garment Workers Union scripts and correspondence, 1981-05-02-1981-11-01
BOX-FOLDER 100/10	International Safeblood Foundation research, 1987-04-07-1998-08-20
BOX-FOLDER 100/11	Ariana Jaffee anti-smoking script, undated John Jay College of Criminal Justice, 1976-1995 <i>See also Concerned Students and Teachers of John Jay College , Schwartz's John Jay College teaching-related materials , and the John Jay College subject file .</i>
BOX-FOLDER 100/12	Scripts and research regarding building for rent, 1988-07-22-1988-09-28
BOX-FOLDER 100/13	Scripts and correspondence regarding federal grants, 1976-11-01-1990-05-25
BOX-FOLDER 100/14	Enrollment-related scripts, correspondence, and research, 1977-05-04-1995-02-01
BOX-FOLDER 100/15	Interview materials, 1978-08-1979-04-26 Includes drafts of the interview questions, as well as maps showing crime percentages in the John Jay College neighborhood. Interviews conducted by Ronald McVey.
BOX 202	Color photographs of John Jay College buildings and neighborhood, circa 1970s or 1980s Twenty-four 3 1/2x5 inch color photographs showing children playing with broken chunks of concrete outside a college building, building entrances and windows, and graffiti on brick walls. Photographic prints correspond to negatives in box 204/60-66.
BOX-FOLDER 204/60-66	Color negatives of John Jay College buildings and neighborhood, circa 1970s or 1980s Seven 35 mm color negative strips showing children playing with broken chunks of concrete outside a college building, building entrances and windows, and graffiti on brick walls. Negatives correspond to photographic prints in box 202.

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- BOX-FOLDER 101/1** Joint Center for Political Studies correspondence, 1981-05-07
- BOX-FOLDER 101/2** Kaiser Family Fund proposal from Tony Schwartz, 1985-05-20
- BOX-FOLDER 101/3** Kids Against Public Smoking script, 1989-02-16-1989-02-22
Intended for voice actor: Bob Landers. Anti-smoking.
See also [Smoking Control Advocacy Resource Center](#) .
- BOX-FOLDER 101/4** KKAR-AM correspondence, 1992-11-06
- BOX-FOLDER 101/5** KLBK-AM correspondence and interview transcript, 1983-03-11-1991-01-23
Correspondence and transcript of an interview with Ted Smith on *The Secrets of Effective Radio Advertising*.
- BOX-FOLDER 101/6** Lee Korobkin contract, 1992-02-14-1992-01-24
Concerns organ donation.
- BOX-FOLDER 101/7** KVET-Kase Broadcasting scripts and correspondence, 1993-11-18-1994-02-03
- BOX-FOLDER 101/8** Lake Minnewaska scripts, correspondence, and research regarding property rights, 1986-01-1986-04-22
- BOX-FOLDER 101/9** League of Women Voters research material, 1991-01-1991-04
- BOX-FOLDER 101/10** League of Voluntary Hospital and Homes of New York scripts, correspondence, and research, 1984-07-19-1984-08-08
- BOX-FOLDER 101/11** Lincoln Center scripts and research, 1986-07-14-1987-02-09
Anti-smoking material in response to a Marlboro Country Music event.
See also a [photographic print of the Marlboro Country Music event banner](#) in box 220/6.
- BOX-FOLDER 101/12** Local 144 scripts and report, 1996-07-22-1996-07-23
Includes an American Federation of Television and Radio Artists HR report.
- BOX-FOLDER 101/13** Local 802 Musicians' Union scripts, 2000-06-22-2000-07-13
- BOX-FOLDER 101/14** Scripts, correspondence, and other materials relating to Alison Gertz and the Love Heals campaign, 1989-03-11-1989-07-28
Contains scripts, correspondence, interview transcripts, and research.
Love Heals is a campaign to educate the public about AIDS; Alison (Ali) Gertz was its spokesperson.
See also [Martin Himmel Health Foundation](#) .
- BOX-FOLDER 101/15** Maine Nuclear Referendum Committee scripts, correspondence, and research, 1982-07-21-1982-09-09
- BOX-FOLDER 101/16** Massachusetts Anti-Tobacco Project correspondence and research material, 1993-07-09-1993-08-11
- BOX-FOLDER 101/17** Massachusetts Saving Lives Program scripts concerning designated drivers, 1988-08-26-1988-12-30
Also known as Massachusetts Safe Driving Program.
Intended for voice actor: Bob Landers.
- BOX-FOLDER 101/18** Ken McFeeley obituaries, articles, and other material, 1986-05-20-1989-05-10
Obituaries, articles, scripts, transcripts, and agreements concerning Ken McFeeley, a New York City policeman (and friend of Tony Schwartz) who died of smoking-related lung cancer in October 1986.
See also the [New York City Police Department materials relating to Ken McFeeley](#) , the [Martin Himmel Health Foundation](#) , and the [Patrolmen's Benevolent Association McFeeley file](#) .
- BOX-FOLDER 101/19** Media Insights scripts, 1994-01-17
- BOX-FOLDER 101/20** Michigan Ballot Initiative scripts, correspondence, and research, 1989-12-08-1994-02-28
Anti-smoking effort; includes research material for Alcoholics Anonymous.
- BOX-FOLDER 101/21** Michigan Billboards, Doctors Ought to Care script, 1998-09-01
Intended for voice actor: Bob Landers.

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- See also [Doctors Ought to Care](#) .*
- BOX-FOLDER 101/22** Michigan Education Association script, undated
- BOX-FOLDER 101/23** Minnesota Moms for Healthy Babies correspondence, 1990-10-25-1990-10-26
- BOX-FOLDER 101/24** Missing Person, Cathlene Fannin script, 1989-12-27
- BOX-FOLDER 102/1** MQN Productions anti-smoking research and correspondence, 1993-06-24-1993-10-04
Includes lists of cigarette radio campaigns.
- BOX-FOLDER 102/2** NAACP Special Contribution Fund correspondence, photos, and scripts, 1967-01-04
Includes 20 photos of impoverished families.
- BOX-FOLDER 102/3** NARAL Foundation Education Project correspondence, research, and script relating to abortion rights education., 1980-01-19-1980-10-07
- BOX-FOLDER 102/4** National AIDS Hotline scripts for the PTAAA (People Taking Action Against AIDS) Ads Against AIDS campaign, 1992-06-18
- BOX-FOLDER 102/5** National ALS Foundation scripts and research, 1979-04-1982-08-11
- BOX-FOLDER 102/6** National Endowment for the Arts script, 1989-08-07
- BOX-FOLDER 102/7** National Health Lung Study correspondence, research, and scripts, 1987-02-16-1988-04-11
Contact: Ted Klein.
- BOX-FOLDER 102/8** National Highway Traffic Safety Administration script, 2000-11-17-2000-12-11
See also ABC radio network.
- BOX-FOLDER 102/9** National Hospital Workers Union, 1199 scripts, 1981-07-02
- BOX-FOLDER 102/10** National Law Enforcement Officers Memorial Fund, Inc. letter, 1990-03-13
- BOX-FOLDER 102/11** National Victim Center correspondence, 1997-09-12-1997-09-25
- BOX-FOLDER 102/12** Newington Children's Hospital scripts, correspondence, and other material, 1988-1990-04-27
Scripts, correspondence, research, and contracts.
Intended for voice actors: Bob Landers, Emilio Del Pozo, Toby Tarnow.
- BOX-FOLDER 102/13** New Jersey Environmental Federation interview transcript, 1988-05-06
- BOX-FOLDER 102/14** New Jersey Group Against Smoking Pollution scripts, 1991-02-21
Intended for voice actor: Bob Landers.
- BOX 102-103** New York City Board of Education health education reports, 1969-1983
New York City Department of Health, 1985-2002
- BOX-FOLDER 103/2** Scripts, 1985-06-17-1987-11-02
- BOX-FOLDER 103/3** Clean Indoor Air Act material, 1988-03-17-2002-12-02
Anti-smoking scripts, correspondence, and research.
- BOX-FOLDER 225/12** Smoking-related signs, [1980s?]
Two copies (each) of two glossy smoking-related signs, each 10 1/2x10 1/2 inches. File also includes a bookmark-sized (2 1/2x6 1/2 inches) card with the text, "Please do not smoke in bed. The ashes on the sheet may be your own."
New York City Fire Department, 1982-1993
See also [NYMRAD awards](#) .
- BOX-FOLDER 103/4** Scripts, correspondence, and research, 1982-07-26-1993-03-09
- BOX-FOLDER 103/5-6** Fire prevention radio spots, 1982-11-11-1983-08-10
Letters from other fire stations around the U.S. and Canada requesting copies of public service radio spots made by Schwartz for the New York City Fire Department.
Includes a flier advertising the spots.
- BOX-FOLDER 103/7** New York City Police Department materials relating to Ken McFeeley, 1986-08-12-1990-10-18
Anti-smoking materials, including scripts and correspondence.
New York City policeman Ken McFeeley died of smoking-related lung cancer in October 1986.

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- See also [Ken McFeeley](#), the [Martin Himmel Health Foundation](#), and the [Patrolmen's Benevolent Association material on McFeeley](#).*
- BOX-FOLDER 103/8** New York City Police Foundation, Inc. letter, 1977-12-06
- BOX-FOLDER 103/9** New York City Public Development Corporation materials, 1988-05-09-1988-06-08
- BOX-FOLDER 103/10** New York City Water Department scripts, 1993-06-25
- BOX-FOLDER 103/11** New York Commission Against Crime materials, 1982-06-1982-10-21
- BOX-FOLDER 103/12** New York Fire Safety Foundation materials, 1986-07-28
- BOX-FOLDER 104/1** New York Health Care Crisis Association scripts, correspondence, and research, 1985-05-17-1985-06-24
- New York Medical Liability Reform Coalition, 1976-1985
- BOX-FOLDER 104/2-3** Scripts, correspondence, and research materials, 1976-01-1985-06-05
- BOX-FOLDER 104/4** Research materials, 1984-03-02-1985-05-13
- BOX-FOLDER 104/5** Scripts and research materials, 1983-04-14-1985-02-04
- BOX-FOLDER 104/6** New York's Finest Foundation scripts and correspondence, 1983-10-06
- BOX-FOLDER 104/7** New York State Martin Luther King, Jr, Commission scripts and correspondence, 1982-10-15-1985-12-16
- BOX-FOLDER 104/8** New York Women Against Rape materials, 1984-09-07-1984-09-13
- Non-Smokers' Rights Association, 1983-1989
- BOX-FOLDER 104/9** Scripts, correspondence, and research materials, 1987-05-21-1987-12-02
- BOX-FOLDER 105/1** Correspondence and research materials, 1983-11-1989-01-13
- BOX-FOLDER 229/9** Poster of two newspaper anti-smoking ads, 1986-09-17
- Black and white poster, 23x13 inches, showing two ads that appeared in Canadian newspapers on September 17, 1986. One side of the poster, with text in French, features an ad that appeared in the Montreal newspaper *Le Devoir*; the other, in English, displays a different ad that appeared the *Montreal Gazette*.
- BOX-FOLDER 105/2** Letters concerning a National Public Radio interview about smoking, 1988-03-02-1988-03-23
- Letters in response to the NPR interview, including a large distribution letter from Philip Morris. Anti-smoking.
- BOX-FOLDER 105/3** Office of Smoking and Health, Texas, contract correspondence, 1993-06-11
- Anti-smoking.
- BOX-FOLDER 105/4** Ogilvy and Mather television script for gun control, 1990-10-24
- Advertising agency based in New York City.
- BOX-FOLDER 105/5** Organ Donor Awareness scripts and reports, 1992-02-18-1992-04-17
- Scripts and American Federation of Television and Radio Artists HR reports. Includes materials relating to: New York Regional Transplant Program, New England Organ Bank, Organ Donor Group, Association of Organ Procurement Organizations, Association of Organ Transplant Organizations, United Network for Organ Sharing, and Coalition on Donation.
- Intended for voice actors: Alan Bleiviss, Bob Landers.
- BOX-FOLDER 105/6** Patrick Reynolds Foundation for a Smokefree America scripts, promotional items, and other material, 1988-11-04-1989-08-29
- Also includes transcripts, correspondence regarding an award for a Patrick Reynolds commercial from the International Film and Television Festival of New York, 1988, and eight portrait photos of Reynolds.
- See also the [R.J. Reynolds family](#).*
- Patrolmen's Benevolent Association of the City of New York, 1981-1994
- The association's acronym is PBA.

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- See also [NYMRAD \(New York Market Radio Association\) awards](#), [1010 WINS radio scripts](#), an [article about Tony Schwartz](#) by Miguel Ongay in *New York's Finest*, and the [PBA subject file](#).*
- BOX-FOLDER 105/7** New Concepts of Communication, 1984-03-08-1984-06
Two drafts dated March 8 and June, 1984.
See also [Ken McFeeley](#), the [New York City Police Dept. material on McFeeley](#), and the [Martin Himmel Health Foundation](#).
- BOX-FOLDER 105/8** Scripts and AFTRA reports, 1989-02-16-1994-07-19
- BOX-FOLDER 106/1** Research materials, 1989-03-27-1993-08-01
Some correspondence and notes.
- BOX-FOLDER 106/2** Scripts and research materials, 1983-06-20-1986-06-20
Includes *New York's Finest* magazines from 1987.
- BOX-FOLDER 106/3** Scripts and research materials, 1980-08-1983-07-25
- BOX-FOLDER 106/4** Scripts and research materials, 1984-11-29-1988-05-19
Includes scripts and other materials relating to the Eleanor Bumpers controversy.
- BOX-FOLDER 220/8** Photographs of police officers rescuing people, circa mid 1980s
Thirteen black and white photographic prints, 13x9 inches and smaller, relating to spots addressing the 1984 Eleanor Bumpers controversy.
- BOX-FOLDER 225/13** Photographs of police officers in the line of duty, circa 1980s
Six black and white photographic prints, 14x11 inches and smaller, probably relating to spots addressing the 1984 Eleanor Bumpers controversy. Also includes a photocopy (17 x11 inches, in two pieces taped together) of an advertisement for the PBA that includes several of the photographs, and two copies (not identical) of a color poster or sign for the PBA (15x11 1/2 inches) that shows a police officer with blood on his shirt sprawled across a sidewalk.
- BOX-FOLDER 106/5** Scripts, correspondence, and research materials, 1980-08-27-1983-06-29
Includes a list of PBA tapes made by Schwartz and letters from listeners agreeing about a certain campaign.
- BOX-FOLDER 106/6** International Radio Festival of New York awards, 1984-07-1994-09-13
Articles on awards Schwartz received for his Patrolmen's Benevolent Association radio commercials, including "Two Cops" (aka "Two Officers"), 1984.
See also [SmokeFree Educational Services](#) and "Two Cops" photographs (below).
- BOX-FOLDER 225/14** Photographs taken from "Two Cops" PBA spot produced by Tony Schwartz, circa 1984
Two 8x10 inch and four 11x14 inch black and white photographic prints taken from a Tony Schwartz PBA spot that garnered him an International Radio Festival of New York award in 1984. The spot was also known as "Two Officers."
See also International Radio Festival of New York award file, above.
- BOX-FOLDER 106/7** Scripts, 1981-1984
- BOX 228** Boxing Team jacket, undated
A purple satin jacket that presumably was given to Tony Schwartz. The front is embroidered "Champions of Cops, Ken McFeeley & Tony Schwartz." The back shows an image of a police badge and the text "The Fighting Finest, City of New York Police, PBA, Boxing Team."
See also [Ken McFeeley](#) files.
- BOX-FOLDER 106/8** Peace Corps scripts and research, 1985-09-04-1985-10-14
- BOX-FOLDER 107/1** Pennsylvanians for the Right to Choose Life scripts, correspondence, and research, 1981-06-18-1981-07-01
People for a Smoke-Free Indoors, 1986-1989
See also the [Group Against Smoking Pollution \(GASP\)](#).

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<i>Container</i>	<i>Contents</i>
BOX-FOLDER 107/2	Scripts, correspondence, and interviews, 1987-10-29-1989-10-20 Includes materials relating to the group's chairman, Dr. William G. Cahan. Scripts include a message for Kansas Senator Robert Dole and Massachusetts Governor Michael Dukakis.
BOX-FOLDER 107/3	Scripts, correspondence, and research materials, 1986-03-04-1988-08-05 Two anti-smoking buttons are included.
BOX 202	Color photographs of People for a Smoke-Free Indoors members at Tony Schwartz's home studio, circa 1986 Six 4x6 inch color photographs of group members meeting in Tony Schwartz's home studio.
BOX-FOLDER 107/4	Scripts and correspondence, 1987-11-18-1988-12
BOX-FOLDER 107/5	Scripts, correspondence, and research materials, 1986-06-03-1988-07-03 Material on Joe Cherner and New York City Mayor Ed Koch.
BOX-FOLDER 107/6	Correspondence and research materials, 1986-10-16-1987-03-19
BOX-FOLDER 107/7	Scripts, articles, and correspondence relating to Mayor Ed Koch, 1986-03-22-1986-07-02
BOX-FOLDER 107/8	Anti-smoking contest, 1988-01-20-1988-04-22
BOX 202	Color photographs of posters exhibited for anti-smoking contest, circa 1988 Twenty-three 4x6 inch color photographs of anti-smoking posters.
	People for the American Way, 1980-1990
BOX-FOLDER 108/1-2	Scripts and research materials, 1981-1987-09-15 Includes a large packet on the Peace Corps from 1981 celebrating its 20th anniversary.
BOX-FOLDER 108/3	Scripts, correspondence, and research materials, 1986-05-13-1990-06-14
BOX-FOLDER 108/4	Scripts, correspondence, and research materials, 1980-08-22-1980-11-09
BOX-FOLDER 108/5	People for the Ethical Treatment of Animals brochures and correspondence, 1986-1988-05-05 The organization's acronym is PETA.
BOX-FOLDER 108/6	People of Westpride, Inc. scripts, correspondence, and research materials, 1988-04-1988-05-17
BOX-FOLDER 109/1	Two script drafts for People Who Care about Preserving Williamstown as a Special Place for Living the Good Life, undated Contact: Hal Zeiger.
BOX-FOLDER 109/2	Philadelphia unions script and report, 1990-11-08-1990-12-17 Includes material on the Fraternal Order of Police, Lodge 5, and the International Association of Firefighters, Local 22. Also includes an American Federation of TV and Radio Artists HR report. Intended for voice actor: Dan Ingram. <i>See also Fraternal Order of Police, Lodge 5.</i>
BOX-FOLDER 109/3	Phobia Society of America scripts, correspondence, and research materials, 1985-07-16-1986-05-14
BOX-FOLDER 109/4	Physicians for a Smoke Free Canada material, 1987-06-10-1987-11-26 Anti-smoking.
BOX-FOLDER 109/5	Physicians for Social Responsibility scripts, correspondence, and research materials, 1983-10-21-1984-04-11
BOX-FOLDER 109/6	Attitudes survey for the Police Foundation of New York City, 1990-11 <i>A Survey of Attitudes Toward Crime in New York City</i> conducted by Napolitan Associates.
BOX-FOLDER 109/7	Police Superior Officer's Association of Newburgh materials, 1993-10-18 Intended for voice actor: Alan Bleviss.
BOX-FOLDER 109/8	Poor Americans for Fair Taxation scripts and research materials, 1985-05-31-1985-11-18

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BOX-FOLDER 109/9	Processed Apples Institute script and report, 1989-02-23-1989-03-08 Includes an American Federation of Television and Radio Artists HR report.
BOX-FOLDER 109/10	Proposition 2 1/2 scripts and correspondence, 1980-10-01-1980-11-04 Intended for voice actor: Bob Landers. Prudential Insurance Company of America, 1986-1990
BOX-FOLDER 109/11-12	Scripts, correspondence, research, survey, and contracts, 1986-02-18-1990-10-30
BOX-FOLDER 110/1	Surveys, 1990-09-25-1990-10-09 Two surveys on peoples' attitudes toward insurance companies.
BOX-FOLDER 110/2	Tony Schwartz public service announcements client list, undated Compiled lists of clients for whom Tony Schwartz created public service announcements as well as political and commercial campaigns. The lists were compiled for the Library of Congress by Schwartz. <i>See also Commercial clients list.</i>
BOX-FOLDER 110/3	The Public Agenda Foundation correspondence and research, 1978-02-06-1978-05-09
BOX-FOLDER 110/4	Public Citizen correspondence and reports, 1994-06-13-1995-05-02 Includes American Federation of Television and Radio Artists HR reports. Intended for voice actors: Alan Bleiviss, Michaela Schwartz.
BOX-FOLDER 110/5	Rainforest Alliance research and correspondence, 1986-11-04-1988-07-20
BOX-FOLDER 110/6	Rent Stabilization Association script and report, circa 1983 Includes an association survey report.
BOX-FOLDER 110/7	R.J. Reynolds family scripts, correspondence, and other material, 1986-10-1987-11-22 Anti-smoking scripts, correspondence, research materials, and photos. Intended for voice actor: Bob Landers. <i>See also the Patrick Reynolds Foundation for a Smokefree America and WMCA.</i>
BOX 203	Slides of Patrick Reynolds and Reynolds family members, 1987 and undated Thirty-eight 35 mm color slides, taken on various dates, of Reynolds family members and related locations, as well as portrait shots of Patrick Reynolds.
BOX-FOLDER 110/8	Robert Wood Johnson Foundation anti-smoking material, 1992-1997 Correspondence and research, 1992-08-27-1992-11-16 <i>See also Center for Media in the Public Interest (CMPI) publication work.</i>
BOX-FOLDER 110/9	Scripts, correspondence, and research, 1992-07-17-1997-08-08 See also CMPI.
BOX-FOLDER 110/10	Radio surveys, 1994-10-27
BOX-FOLDER 111/1	Roswell Park Cancer Institute anti-smoking scripts and correspondence, 1992-10-09-1992-10-13 Other sponsors include: Country Health Department and American Cancer Society . Intended for voice actor: Bob Landers.
BOX-FOLDER 111/2	Janet Sackman anti-smoking scripts and interview, 1991-11-20-1998-05-08 Lucky Strike model Janet Sackman suffered throat and lung cancer. <i>See also Task Force for Tobacco-Free Women and Girls.</i>
BOX-FOLDER 111/3	SAFE Coalition scripts regarding the Michigan tobacco law, 1994-10-20-1994-10-21 Intended for voice actor: Bob Landers.
BOX-FOLDER 111/4	Safeblood Foundation of America script, undated
BOX-FOLDER 111/5	Shoplifting script, undated
BOX-FOLDER 111/6	"Sidewalk to Salvation," <i>Los Angeles Times</i> anti-smoking article, 1993-06-11
BOX-FOLDER 111/7	Sierra Club scripts and contract, 1998-06-24-1998-08-11 Intended for voice actor: Bob Landers.
BOX-FOLDER 111/8	Smoke Free America interview and correspondence, 1988-07-25

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- Smokefree Educational Services, Inc., 1991-1997
Also known as Anti-Smoking Educational Services.
Joe Cherner, president.
See also [First Alert](#), [Patrolmen's Benevolent Association PSA awards](#), and [City University of New York \(CUNY\) Health](#).
- BOX-FOLDER 111/9** Scripts and reports, 1991-07-17-1994-03-08
Includes an American Federation of Television and Radio Artists HR report.
Intended for voice actor: Bob Landers.
- BOX-FOLDER 111/10** Promotional materials and correspondence, 1993-01-1993-03-30
- BOX-FOLDER 111/11** Scripts and correspondence, 1992-09-24-1997-07-02
- BOX-FOLDER 111/12** Smoking Policy Institute correspondence and research, 1988-01-27-1988-08-01
Correspondence and research materials documenting Tony Schwartz's involvement on the board.
- BOX-FOLDER 111/13** Solomon, Relihan, Blake reports, 1993-12-02-1994-02-24
American Federation of Television and Radio Artists HR reports.
Provider of legal services, Phoenix, Arizona.
Intended for voice actor: Alan Bleviss.
- BOX-FOLDER 111/14** Star Foundation scripts, correspondence, and research materials, 1999-04-27-1999-05-05
- BOX-FOLDER 111/15** St. John's Hospital anti-smoking scripts, 1986-03-27-1986-04-14
- BOX-FOLDER 111/16** Stop Cancer Program anti-smoking script, 1989-01-10-1989-01-11
Intended for voice actor: Bob Landers.
- BOX-FOLDER 111/17** Stop Teenage Addiction to Tobacco correspondence and research, 1979-1988-08
The organization's acronym is STAT.
- BOX-FOLDER 111/18** The Taft Institute script and report, 1994-10-10-1994-10-14
Includes an American Federation of Television and Radio Artists HR report.
Intended for voice actor: Alan Bleviss.
See also WQXR.
- BOX-FOLDER 111/19** Task Force for Tobacco-Free Women and Girls scripts, 1996-12-26-2000-01-05
Anti-smoking scripts for one-time Lucky Strike model Janet Sackman.
See also [Janet Sackman](#).
- BOX-FOLDER 111/20** Telecom Bill scripts, 1995-08-28
- BOX-FOLDER 111/21** Texas Department of Health invoices, script, and report, 1993-08-26-1993-09-03
Includes an American Federation of Television and Radio Artists HR report.
Intended for voice actor: Reenah Lurie Schwartz.
- BOX-FOLDER 111/22** Laurence Tisch anti-smoking scripts and research materials, 1989-06-15-1989-07-12
- BOX-FOLDER 111/23** Tobacco Control Resource Group contract correspondence, 1993-07-15
- BOX-FOLDER 111/24** Tobacco Free Coalition of Lancaster County scripts, 1986-03-17-1987-10-28
- BOX-FOLDER 111/25** United Bank of Austin scripts, 1985-03-15-1985-07-25
- BOX-FOLDER 111/26** United Jewish Appeal correspondence, 1986-04-29
- BOX-FOLDER 112/1** U.S. Catholic Conference research material, photographs, and correspondence, 1984-02-03-1984-11-21
- BOX-FOLDER 112/2** Voice Foundation scripts, correspondence, and other material, 1979-07-1986-12-16
Scripts, correspondence, project proposal, photos, and brochures.
- BOX 203** Voice Foundation slides, circa 1981
Nine 35 mm color slides showing normal and damaged larynges.
- BOX-FOLDER 112/3** Voting script, 1992-09-30
- BOX-FOLDER 112/4** War and Peace Foundation research material, 1988-03-28-1997-10-06
See also [Women's International League for Peace and Freedom](#).

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- BOX-FOLDER 112/5** War No More Foundation script, undated
- BOX-FOLDER 112/6** Windsoki Tapes scripts, 1992-04-27
Intended for voice actor: Bob Landers.
WMCA, 1985-1988
See also [R.J. Reynolds family](#).
- BOX-FOLDER 112/7** Correspondence and research materials, 1986-01-30-1988-05-11
Includes material on the Patricia McCann Program.
- BOX-FOLDER 112/8** Scripts, 1985-09-1986-06-25
- BOX-FOLDER 112/9** WNYC radio scripts, correspondence, and research material, 1966-08-12-1994-12-19
See also [New York State Council on the Arts](#).
Additionally, *see [recordings of Schwartz's WNYC radio programs in the Schwartz Collection](#); [WNYC business correspondence](#); [program guide, transcripts, and other publications-related material](#); and the [WNYC subject file](#).*
- BOX-FOLDER 112/10** Women's International League for Peace and Freedom correspondence, research materials, and scripts, 1999-12-2000-03-15
Includes material relating to the Global Resource Action Center for the Environment (GRACE) and the NGO Committee on Disarmament, Inc.
See also [War and Peace Foundation](#).
- Client projects: commercial/for-profit work, 1958-2004, undated**
Business materials, arranged by client, for commercial/for-profit radio and television advertisements produced by Tony Schwartz. The clients range from local New York businesses (Bamberger's Department Store, Kavanagh's Furniture Store, TV Shopper, etc.) to international companies (Apple, CBS, Excedrin, Pepsi-Cola, etc.). The bulk of the material consists of scripts, correspondence, and research materials, such as newspaper clippings, surveys and brochures. Other material includes photographs, posters, storyboards, American Federation of Television and Radio Artists HR reports, receipts and contracts.
Please note some commercial clients might also be found in other series.
- BOX-FOLDER 113/1** The 800 Marketing Group scripts, contracts, correspondence, and work orders, 1997-04-30-1997-10-29
Radio and television scripts, contracts, correspondence, and work orders for 1-800-ACCIDENT, 1-800-BANKRUPT, and 1-800-LAWYERS radio spots.
Possibly 1-800-COCAINE.
- BOX-FOLDER 113/2** AAUP, Adelphi University scripts, correspondence, and other material, 1985-09-09-1990-12-19
Includes scripts, correspondence, contracts, research, and an American Federation of Television and Radio Artists HR report.
Chapter of the American Association of University Professors.
- BOX-FOLDER 113/3** AAUP, Rutgers University scripts, correspondence, and report, 1990-08-07-1996-01-31
Includes an American Federation of Television and Radio Artists HR report.
Chapter of the American Association of University Professors.
- BOX-FOLDER 113/4** AAUP, University of Rhode Island scripts, correspondence, and research materials, 1984-09-21-1986-12-24
Chapter of the American Association of University Professors.
- BOX-FOLDER 113/5** Jim S Adler, attorney, scripts, correspondence, and other material, 1994-03-30-1994-05-19
Also includes research materials and contracts.

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BOX-FOLDER 113/6	Aetna Insurance Company scripts, correspondence, and research materials, 1988-04-03-1988-09-01 Relates to an Aetna study of public attitudes toward the insurance crisis.
BOX-FOLDER 113/7	AHSC (Architecture for Health Science & Commerce) scripts, 1988-05-13-1988-06-24
BOX-FOLDER 113/8	Alexander's scripts, correspondence, and research, 1990-11-18-1991-03-18
BOX-FOLDER 113/9	American Assurance Underwriters Group scripts and correspondence, 1987-08-07-1987-11-09
BOX-FOLDER 113/10	America's Industrial Heritage Project correspondence, 1992-08-14-1992-08-19
BOX-FOLDER 113/11	American Security Systems scripts, 1983-02-07-1983-11-22
BOX-FOLDER 114/1	Amsterdam News scripts, contract, and research materials, 1988-12-01-1989-07-24 Intended voice actor: Bill Tatum.
	Apple Computer, 1989-1992
BOX-FOLDER 114/2, 7	Scripts, 1989-07-28-1989-11-28
BOX-FOLDER 114/3	Research materials, 1992-07-08-1992-07-14
BOX-FOLDER 114/4	"Love letters from people who are changing the world" report, 1989 Fan letters from Apple clients.
BOX-FOLDER 114/5	Business correspondence, 1989-06-12-1989-10 Contracts and letters.
BOX-FOLDER 114/6	Interviews, 1989-01-12-1989-11
BOX-FOLDER 114/2, 7	Scripts, 1989-07-26-1992-07-17
BOX-FOLDER 114/8	Archer/Malmo advertising agency, 1996-03-04-1997-03-13
BOX-FOLDER 114/9	Asia Society research, interview, and correspondence, 1981-03-06-1986-07-31 Includes an interview with Chinese-American composer Chou Wen-chung.
BOX-FOLDER 115/1	Associated Builders and Owners of New York correspondence, 1983-04-29-1983-05-03 AT&T, 1985-1995 <i>See also Landco Labs, Inc. receipts.</i>
BOX-FOLDER 115/2	Articles and correspondence, 1995-08-14-1995-11-03
BOX-FOLDER 115/3	Scripts and correspondence, 1985-10-29-1986-02-14 Includes original artwork of puppet master dangling various media.
BOX-FOLDER 115/4	Scripts and contracts, 1991-01-23-1991-09-09 Includes an American Federation of Television and Radio Artists HR report.
BOX-FOLDER 115/5	Research, 1990-12-31-1991-02-21
BOX-FOLDER 115/6-7	Language line scripts, research, and correspondence, 1990-1992
BOX-FOLDER 115/8	B Smith's Restaurant scripts and research materials, 1987-02-05-197-06-15 Bamberger's Department Store, 1976-1984
BOX-FOLDER 115/9	Sunday shopping, 1980-10-03
BOX-FOLDER 115/10-11	Scripts, 1982-11-30-1983-09-23
BOX-FOLDER 116/1-2	Scripts, 1982-01-11-1982-11-29
BOX-FOLDER 116/3-5	Scripts, 1984
BOX-FOLDER 116/6	Scripts, 1983-10-10-1984-02-11
BOX-FOLDER 116/7-9	Scripts, 1976-10-25-1979-03-08 Scripts in order by date recorded. Includes materials for an anti-shoplifting campaign.
BOX-FOLDER 117/1-3	Scripts, 1980-01-01-1981-12-28 Scripts in order by date recorded.
BOX-FOLDER 117/4	Bayer aspirin scripts, undated Two scripts for extra strength aspirin.

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- BOX-FOLDER 117/5** Baystate Medical Center correspondence and scripts, 1986-07-01
- BOX-FOLDER 117/6** Beep Masters scripts for various television commercials, 1959-11-02-1961-01-06, undated
Clients/products include: General Electric, Post Sugar Crisp cereal (with story board), Vic Tanny Silver Anniversary, Bazooka Bubble Gum, Manager Hotels Coffee, Old Gold Spin Filters, Jell-O, La Rosa Spaghetti, and Procter & Gamble. Most scripts are undated. Grey Advertising, Inc. appears to have been involved with most of the projects.
It is not known what Beep Masters signifies in the context of Tony Schwartz's work. It is possible that beeps were signified by the red pencil dots after each line of dialog in the script. They could have been markers used for editing purposes in audio or film.
- BOX-FOLDER 117/7** Bell Telephone correspondence, 1990-07-19-1990-12-28
See also [Landco Labs, Inc. receipts](#).
- BOX-FOLDER 117/8** Beth Israel Medical Center scripts, contracts, and research materials, 1992-01-1993-03-02
Includes an American Federation of Television and Radio Artists HR report.
- BOX-FOLDER 117/9** Alan Bleiviss, voice actor, scripts, 1988-12-29-1998-08-06
Advertising scripts intended for voice actor Alan Bleiviss, who frequently worked with Tony Schwartz. Included are scripts representing the following clients: Greenmarkets, League of Voluntary Hospitals, Emergency Medical Services, Competitive Long Distance Coalition, Friends of Ruth Messinger, TAFT, WQXR, Bredesen for Governor, Bose, ULTRALIFE, 1010 WINS, Patrolmen's Benevolent Association, Journey of the Heart, Cricket, Senator Jay Rockefeller, Public Citizen, West Virginia Citizen Action Group, Society of Orthopedic Surgeons, Inc., New York City Fire Department, Solomon Relihan & Blake, Green '93, New York Power Authority, Alliance for Quality Education, Naumburg Bandshell, Organ Donor Awareness, New York City Police Foundation, Handgun Control, AT&T, Crimestoppers, Rutgers AAUP, Kavanagh, Families Concerned About AIDS, Military Families Support Network, Congregation B'nai Jeshurun, Adelphi AAUP, Coalition for Zoning Law Enforcement, and Department of Investigation.
There is one 8x10 inch photograph of Tony Schwartz and Alan Bleiviss recording together, signed by Alan Bleiviss.
- BOX-FOLDER 117/10** Blue Cross & Blue Shield, 1985-1986
Access America scripts and correspondence, 1985-08-31-1986-02-13
Access America is also Blue Cross Blue Shield.
- BOX-FOLDER 117/11** Empire Blue Cross & Blue Shield scripts and correspondence, 1985-08-12-1986-01-14
Includes Greater New York Safety Council public service announcements.
Brouillard Communications.
- BOX-FOLDER 117/12** Spanish spot scripts, 1985-08-19-1985-09-23
Boardroom Reports, 1987-1992
See also [Landco Labs, Inc. receipts](#), "[How to Use Radio Advertising Most Effectively](#)," and "[Puncturing Advertising Myths](#)."
- BOX-FOLDER 117/13** I-Power scripts, correspondence, and research materials, 1991-11-18-1992-06-24
- BOX-FOLDER 117/14** Scripts and research materials, 1987-07-20-1991-02-25
Intended for: Bob Landers voice actor.
- BOX-FOLDER 118/1-2** Bottom line scripts, correspondence, ad mats, and research materials, 1990-09-26-1991-06-14
Includes an American Federation of Television and Radio Artists HR report.
See also [New York City Police Foundation](#).
- BOX-FOLDER 118/3** Bristol Myers correspondence, 1976-03-13-1991-10-03
Regarding a breast cancer project and an oil industry project.
Business Week, 1973-1985

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- BOX-FOLDER 118/4** Scripts and research materials, 1973-07-1985-10-21
Magazine and scripts. Two reports titled "Report on a Cassette Program for Business Week" and "Continuing Report on Audio-cassettes for Business Week."
"Trout and Ries" written on original folder.
- BOX-FOLDER 118/5** Research materials, 1973-04
One report titled "A Study of Advertising Decision-makers."
Cablevision, 1993-1994
- BOX-FOLDER 118/6** Scripts, 1993-07-02-1993-10-01
- BOX-FOLDER 118/7** Contracts, correspondence, and research materials, 1993-04-1994-01-21
Includes an American Federation of Television and Radio Artists HR report and three photographs of antennas.
- BOX-FOLDER 118/8** Café 43 scripts and correspondence, 1988-05-11
CBS Radio, 1974-1992
- BOX-FOLDER 118/9** Scripts and contracts, 1991-09-1992-12-07
Includes an American Federation of Television and Radio Artists HR report.
See also [Landco Labs, Inc. receipts](#).
- BOX-FOLDER 118/10** Research and correspondence, 1974-04-03-1993-07-19
- BOX-FOLDER 119/1** CBS Television Network script, 1959-08
"Through a Glass, Darkly" script from the religious program *Lamp Unto My Feet*.
Tony Schwartz was documentary recordist.
- BOX-FOLDER 119/2** Center for Science in the Public Interest correspondence and scripts, 1985-03-22-1991-01-02
Includes Martin Himmel Health scripts.
See also [Martin Himmel Health Foundation](#).
- BOX-FOLDER 119/3** Clicquot Champagne scripts, correspondence, and research, 1988-06-1996-10-04
Intended for voice actor: Mireille Guiliano.
Coliseum Books, 1990-2001
- BOX-FOLDER 119/4** Correspondence, 1994-11-26-2001-04-09
- BOX-FOLDER 119/5** Scripts, 1990-12-03-1996-12-23
Intended for voice actor: Bob Sevrá.
- BOX-FOLDER 119/6** Tony Schwartz client list, undated
Compiled lists of Tony Schwartz's commercial clients. It is unknown who compiled the older lists, but Tony Schwartz compiled the newer list for the Library of Congress.
One list each of political, public service, and commercial clients.
See also [PSA client list](#).
- BOX-FOLDER 119/7** Committee for National Health Insurance material, 1989-1990-08-22
- BOX-FOLDER 119/8** Committee Opposed to State-Tech scripts and research, 1974-09-18-1976-12-01
- BOX-FOLDER 119/9** Compoz correspondence and scripts, 1986-05-15-1986-12-16
See also [Bantron](#) in Schwartz's PSA clients.
- BOX-FOLDER 119/10** Cooper Square Bookstore scripts, 1990-04-13-1990-04-14
See also [Landco Labs, Inc. receipts](#).
- BOX-FOLDER 119/11** Cosmosol material, 1991-03-27-1991-11-25
- BOX-FOLDER 119/12** Cricket scripts, correspondence, and research materials, 1994-06-16-1994-06-28
Includes an American Federation of Television and Radio Artists HR report.
- BOX-FOLDER 120/1** Critical Intelligence scripts, correspondence, and research, 1994-06-09-1994-07-20
- BOX-FOLDER 120/2** Cultural Institutions Group contracts and correspondence, 1992-01-01-1992-06-30

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- BOX-FOLDER 120/3** CUNY (City University of New York) scripts and research materials, 1990-03-15-1993-05-08
See also [Concerned Friends of Physical Education](#), [First Alert](#), [SmokeFree Educational Services](#), and [Patrolmen's Benevolent Association scripts](#).
- BOX-FOLDER 120/4** C.W. Post Center, Long Island University, 1979-12-17-1981-08-04
BOX 203 Slides of the C.W. Post Center, Long Island University, 1980-1981 and undated
Five 35 mm color slides of C.W. Post buildings.
New York Daily News, 1978-1990
See also [Landco Labs, Inc. receipts](#).
- BOX-FOLDER 120/5-6** Scripts, correspondence and research materials, 1990-01-24-1990-12-13
Includes contracts and an American Federation of TV and Radio Artists HR report.
Intended for voice actor: Bob Landers.
- BOX-FOLDER 120/7** Scripts and research, 1978-08-21-1978-08-22
- BOX-FOLDER 120/8** Research, transcripts, and brochures, 1986-10-01-1990-11-17
- BOX-FOLDER 120/9** Dasa Furs scripts and notes, undated
- BOX-FOLDER 120/10** Data General scripts and correspondence, 1980-12-17-1987-09-02
The items associated with Rick Bennett Agency, Inc. do not appear to be linked to Data General but they were all filed into the same Rick Bennet folder.
- BOX-FOLDER 121/1** Dexatrim scripts, correspondence, and other material, 1982-11-23-1984-02-10
Scripts, correspondence, a survey, notes, and research materials. Other companies represented in the file include Thompson Medical and the National Council for Weight Control.
- BOX-FOLDER 121/2** Dromedary Dates scripts, undated
- BOX-FOLDER 121/3** Equitable Merchandising scripts and correspondence, 1982-04-23-1983-07-15
- BOX-FOLDER 121/4** Excedrin aspirin scripts and correspondence, 1983-09-22-1983-09-28
- BOX-FOLDER 121/5** Feathered Nest scripts and correspondence, 1987-11-20
- BOX-FOLDER 121/6** Fiberall Laxative meeting notes, 1990-11-27
- BOX-FOLDER 121/7** Fleischmann's Margarine scripts and correspondence, 1981-03-17-1981-09-16
- BOX-FOLDER 121/8** *Floor Covering Weekly* scripts and correspondence, 1986-07-23-1987-03-03
- BOX-FOLDER 121/9** Flowers with Care correspondence, 1989-11-08-1989-11-30
- BOX-FOLDER 121/10** Dr. Peter Fodor scripts and correspondence, 1989-02-06-1989-03-06
Intended for voice actor: Bob Landers.
Fortunoff Department Stores, 1990-1996
See also [Landco Labs, Inc. receipts](#).
- BOX-FOLDER 121/11** Old scripts and research materials, 1991-10-11-1991-10-16
- BOX-FOLDER 121/12** Luggage scripts and research materials, 1991-10-04-2004-11-02
- BOX-FOLDER 121/13** Jewelry scripts and research materials, 1991-11-08-1995-10-02
- BOX-FOLDER 121/14** Watches scripts, correspondence, and research materials, 1990-08-28-1994-12-01
- BOX-FOLDER 121/15** General scripts, 1990-08-10-1994-04-28
- BOX-FOLDER 122/1** Scripts, 1990-04-20-1996-10-23
- BOX-FOLDER 122/2** Radio spot schedules, 1995-11-04-1996-11-13
Scripts, correspondence, and schedules for radio spots on various stations. Includes references to Samsonite, watches, and jewelry ads.
- BOX-FOLDER 122/3** American Federation of Television and Radio Artists, 1991-11-21-1996-12-02
HR reports.
- BOX-FOLDER 122/4** Fostex scripts, correspondence, and research, 1980-03-20-1983-06-02
- BOX-FOLDER 122/5** Franco-American Spaghetti scripts and correspondence, 1981-10-26-1981-11-30

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- BOX-FOLDER 122/6** Fraternal Order of Police, Lodge 5 scripts, 1990-12-17
See also [International Association of Firefighters, Local 22](#) .
General Electric, 1970-1991
See also [Roy R. Solaski subject file](#) .
- BOX-FOLDER 122/7-8** Scripts, research materials, and correspondence, 1970-06-02-1991-06-19
- BOX-FOLDER 122/9-10** Jet Engine Division scripts, correspondence, and research materials,
1980-02-05-1980-12-03
- BOX 211** Model NASA satellite, undated
Model satellite, approximately 7 1/4 inches high, with "NASA Earth Resources
Technology Satellite" labeled on one side of the base and "General Electric" on the
other.
- BOX-FOLDER 123/1** Gold Bond scripts and correspondence, 1990-02-07-1990-06-21
See also [Martin Himmel Health Foundation](#) .
- BOX-FOLDER 123/2** Health Learning Systems Inc. correspondence and research, 1985-06-1985-09-24
- BOX-FOLDER 123/3** Hearst-Fallback correspondence and research, 1982-08-17-1982-06-10
- BOX-FOLDER 123/4** Helmsley-Spear scripts, 1985-08-05-1985-08-07
- BOX-FOLDER 123/5-6** Hill and Knowlton scripts, correspondence, and research materials, 1985-1987
Hoffman Beverage Company, 1959-1961
- BOX-FOLDER 123/7** Used and aired scripts and correspondence, Grey Advertising Agency, Inc.,
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- BOX-FOLDER 123/8** Unused and rejected scripts, Grey Advertising Agency, Inc., 1959-12-15-1960-09-15
Hoffman-LaRoche, Inc., 1984-1994
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- BOX-FOLDER 123/9** Limbitrol correspondence and research materials, 1984-10-15-1985-04-24
- BOX-FOLDER 123/10** Pro-brand vs. generic, 1984-12-14-1985-08-12
Correspondence and research for Valium and pro-brand campaigns.
- BOX-FOLDER 123/11** Pro-brand vs. generic research materials, 1984-10-05-1985-08-01
- BOX-FOLDER 124/1** Valium correspondence and research materials, 1984-01-10-1985-12-05
- BOX-FOLDER 124/2** Scripts and correspondence, 1984-06-27-1986-06-13
- BOX-FOLDER 124/3** Scripts, correspondence, and research materials, 1986-06-13-1995-05-01
- BOX-FOLDER 124/4** Holiday Inn scripts, correspondence, and research materials, circa 1980-1980-09-15
- BOX-FOLDER 124/5** Home Recording Rights Coalition scripts, correspondence, and research materials,
1987-02-16-1987-08-04
- BOX-FOLDER 124/6** Home Show, ABC TV, scripts, correspondence, and research materials,
1987-06-30-1987-12-21
- BOX-FOLDER 124/7** Hot Springs SPA scripts, correspondence, and research materials, 1991-07-15-1991-09-22
Includes an American Federation of Television and Radio Artists HR report.
- BOX-FOLDER 125/1** How to raise a dog in the city script, undated
- BOX-FOLDER 125/2** IC Refreshment Co. correspondence and research, 1997-03-16-1997-03-17
- BOX-FOLDER 125/3** ImagiNation! letter, 1995-02-13
- BOX-FOLDER 125/4** In Detail correspondence and research materials, 1989-07-21
- BOX-FOLDER 125/5** Intelligent Choice scripts, 1997-03-17-1997-03-25
- BOX-FOLDER 125/6** International Council of Shopping Centers scripts, 1988-05-09-1988-05-11
- BOX-FOLDER 125/7** Interep scripts, 1994-01-13
- BOX-FOLDER 125/8** In Touch scripts, correspondence, and research materials, 1983-10-01-1985-05-10
Braille news.
- BOX-FOLDER 125/9** Investment Partnership Association scripts, 1985-08-05-1985-08-09
- BOX-FOLDER 125/10** I Power scripts, 1992-05-28-1992-06-30

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BOX-FOLDER 125/12	Jewish Forward scripts, 1999-02-25
BOX-FOLDER 125/13	Johnson & Johnson scripts, storyboards, and correspondence, 1958-02-24-1962-10-11 Kavanagh's Furniture Store, 1983-1994
BOX-FOLDER 125/14	Scripts, correspondence, and research materials, 1983-06-01-1985-02-09
BOX 203	Slides of Kavanagh's sofas, circa 1983-1985 Four 35 mm color slides.
BOX-FOLDER 125/15	Scripts, correspondence, and research materials, 1986-05-27-1988-03-22
BOX-FOLDER 125/16	Scripts, correspondence, and research materials, 1988-03-07-1994-08-30 Includes an American Federation of Television and Radio Artists HR report. Intended for voice actor: Bob Landers.
BOX-FOLDER 125/17	Keep It in Your Sneaker script, 1990-07-26-1990-10-03 Intended for voice actor: Dan Ingram. <i>See also Martin Himmel Health Foundation.</i> KLBJ radio station, 1983-1993
BOX-FOLDER 125/18	Scripts, correspondence, and research materials, 1983-06-1986-11-18 <i>See also Landco Labs, Inc. receipts.</i>
BOX-FOLDER 125/19	Scripts, correspondence, and research materials, 1985-12-13-1993-02-19 Includes an American Federation of Television and Radio Artists HR report. Intended for voice actor: Bob Landers. <i>See also Doctors Ought to Care.</i>
BOX-FOLDER 125/20	Ted Klein scripts, correspondence, and research materials, 1986-07-25-1986-10-21
BOX-FOLDER 126/1	KPBS TV-FM faxed script, 1989-08-08 Tony Schwartz's involvement in this work is uncertain.
BOX-FOLDER 126/2	KSLQ radio station correspondence, 1979-02-02-1979-10-24
BOX-FOLDER 126/3	Landco Labs, Inc. letters, 1990-03-21-1990-03-23 <i>See also Martin Himmel Health Foundation, Bob Landers, Landco Labs, Inc. receipts.</i>
BOX-FOLDER 126/4	Bob Landers, voice actor, correspondence and news articles, 1988-02-29-2001-05-08 <i>See also business correspondence with Bob Landers and Landco Labs, Inc. letters.</i>
BOX 202	Bob Landers color photographs, circa 1990s Thirty-eight 3 1/2x5 inch and 4x6 inch color photographic prints (including 15 duplicate prints) of Bob Landers seated in [a recording studio?] and standing outdoors. Photographs correspond with negatives in box 204/67-71.
BOX-FOLDER 204/67-71	Bob Landers negatives, circa 1990s Seven 35 mm color negative strips of Bob Landers seated in [a recording studio?] and standing outdoors. Negatives correspond with photographic prints in box 202.
BOX-FOLDER 126/5	Legal Aid Society of Forsyth County correspondence and research materials, 1969-06-24-1969-09-08
BOX-FOLDER 126/6	Script and correspondence relating to Long Island College Hospital Nurse/Midwife Service, 1984-09-05-1984-09-14
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BOX-FOLDER 126/8	Maganero's Hero Boy scripts, correspondence, and research materials, 1979-02-06-1987-04-03
BOX-FOLDER 126/9	Maine Line Company greeting cards, research, and correspondence, 1986-10-16-1987-01-08 Materials concerning the development of anti-smoking greeting cards.
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- Martin Himmel Health Foundation material, 1986-1996
Himmel Equities, Inc. materials are included.
See also [Himmel Health Foundation business correspondence](#), [Landco Labs, Inc., receipts](#), [Center for Science in the Public Interest](#), [Gold Bond](#), [Keep It in Your Sneaker](#), [Alison Gertz and the Love Heals campaign](#), [Ken McFeeley](#) (and the [New York City Police Dept.](#) and [Patrolmen's Benevolent Association McFeeley files](#)), [Unitel](#), and the [American Heart Association](#).
- BOX-FOLDER 126/12** Scripts, correspondence, and research materials, 1989-02-16-1991-11-11
Includes material for anti-smoking ads and an American Federation of TV and Radio Artists HR report.
- BOX-FOLDER 126/13** Scripts, correspondence, and research materials, 1986-01-16-1990-10-19
Includes material for anti-smoking ads and others titled: Heart Beat, Fast Food, Bad Habits.
- BOX 126, 127/14** Scripts, correspondence, and research materials, 1988-12-13-1996-06-28
Includes scripts for ads on smoking, AIDS, and drunk driving.
- BOX-FOLDER 127/1** Flight attendants and anti-smoking campaign, 1988-07-20-1990-12-02
Scripts, correspondence, and research.
- BOX-FOLDER 127/2** Scripts, correspondence, and research materials, 1989-06-09-1991-09-27
Includes scripts for ads on smoking and Keep It in Your Sneaker.
- BOX-FOLDER 127/3** Ovaltine, 1991-10-02-1996-06-10
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- BOX-FOLDER 127/4** Scripts, 1989-02-24-1990-10-03
Intended for voice actor: Bob Landers.
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- BOX-FOLDER 127/5** Himmel Equities, Inc. correspondence, 1986-06-20-1989-06-19
- BOX-FOLDER 127/6** Scripts and correspondence, 1989-06-15-1989-09-29
- BOX-FOLDER 127/7** Maryknoll scripts, correspondence, and research materials, 1981-02-27-1982-02-15
- BOX-FOLDER 128/1** McGavern Guild Radio correspondence, circa 1980s
- BOX-FOLDER 128/2** McGraw-Hill Publications Company correspondence, scripts, and research materials, 1973-07-06-1978-12-19
See also [McGraw-Hill in Schwartz's speaking and media appearances materials](#).
- BOX-FOLDER 128/3** MCI materials, 1990-12-11-1990-12-26
Media Peace Corps, Inc., 1989-1992
See also [Citizens for a Safer New York](#).
- BOX-FOLDER 128/4** Correspondence and research materials, 1990-10-28-1990-12-22
Correspondence with Joe Napolitan regarding setting up the Media Peace Corps.
- BOX-FOLDER 128/5** Statement of purpose and stationary, 1991-02-19-1992-08-24
Various drafts.
- BOX-FOLDER 128/6** Financial materials, 1990-03-05-1996-07-17
Tax documents, bank transactions, checks, etc.
- BOX-FOLDER 128/7** Client correspondence, 1989-10-10-1991-08-30
- BOX-FOLDER 128/8** Medical Equity scripts, correspondence, and research materials, 1988-07-24-1988-08-23
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- BOX-FOLDER 128/9** Scripts, correspondence, and research materials, 1987-07-14-1989-11-16
Intended for voice actor: Bob Landers.
- BOX-FOLDER 128/10** Correspondence, 1987-05-1988-06-27
- BOX-FOLDER 129/1** Research materials, 1983-1987-04
Annual reports and other company PR materials.

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BOX-FOLDER 129/2	Research materials, 1985-1988-05 Annual reports and other company PR materials.
BOX-FOLDER 129/3	Metlife questionnaire, undated Mobil Corporation, 1971-1985
BOX-FOLDER 129/4	Scripts, 1980-10-15-1980-12-03
BOX-FOLDER 129/5-6	WQXR scripts, 1978-08-02-1979-11-07 Includes script drafts. <i>See also WQXR.</i>
BOX-FOLDER 129/7-8	Correspondence and research materials, 1973-02-07-1978-10-09
BOX-FOLDER 130/1	Scripts and research materials, 1974-02-26-1985-08-15
BOX-FOLDER 130/2-3	Research materials, 1971-01-12-1973 Includes two reports by Tony Schwartz titled "Replacement for Mobil Product Commercials" and "Energy in the Future: A Report on Mobil's Use of Media in Relation to Our Energy Problems."
BOX-FOLDER 130/4	Exhibits, 1978-09-14-1978-10-18 <i>Temple of Dendur, Edvard Munch: Symbols and Images.</i>
BOX-FOLDER 130/5	Television, 1978-03-20-1979-05-04 <i>Between Two Wars; Masterpiece Theater: Mayor of Casterbridge, Edward and Mrs. Simpson, Edward the King.</i>
BOX-FOLDER 130/6	Research materials and correspondence, 1979-07-27-1980-11-03 Herb Schmertz.
BOX-FOLDER 130/7	<i>Masterpiece Theatre</i> , 1978-08-30-1985 <i>Mayor of Casterbridge, The Jewel in the Crown, The Tale of Beatrix Potter, The Irish R. M., By the Sword Divided, Bleak House, Last Place on Earth, Mountbatten: the Last Viceroy.</i>
BOX-FOLDER 131/1	<i>Survey of Gasoline Buying Habits</i> , 1971-10 Bound report.
BOX-FOLDER 131/2	<i>The Mouse That Roared</i> scripts, 1959-10-13
BOX-FOLDER 131/3	Mueller's Spaghetti television scripts and storyboard, undated
BOX-FOLDER 131/4	Municipal Art Society scripts, correspondence, and research materials, 1987-05-31-1990-08-15 Relates to the Coliseum project. Intended for voice actor: Bob Landers. <i>See also Landco Labs, Inc. receipts.</i>
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BOX-FOLDER 131/6	Exhibits, 1984-11-27-1987-08-20 Scripts and correspondence for the Rousseau and Frank Stella projects.
BOX 203	Slide of Frank Stella's 1980 work <i>Talladega</i> , circa 1980s One 35 mm color slide of <i>Talladega</i> , (Circuit series). Slide labeled "The Color Wheel, Inc."
BOX-FOLDER 131/7	National Audubon Society correspondence, 1991-01-30
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Intended for voice actor: Bob Landers.
- BOX-FOLDER 132/3** New Morning cereals scripts, correspondence, and research materials,
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- BOX-FOLDER 132/4** *Newsday* scripts and research materials, 1987-01-30-1987-02-05
- BOX-FOLDER 132/5** New Sounds, Inc. scripts, 1987-10-01-1994-03-23
Scripts promoting New Sounds, Inc., for Tony Schwartz on WQXR. Includes an
American Federation of Television and Radio Artists HR report, New Insights
campaigns.
See also stations [WQXR](#) and [WINS](#).
New York City Fire Department, 1982-1993
- BOX-FOLDER 132/6** Scripts and reports, 1991-11-05-1992-01-09
Includes an American Federation of Television and Radio Artists HR report.
- BOX-FOLDER 132/7** Scripts, correspondence, and reports, 1982-02-30-1993-03-23
Includes an American Federation of Television and Radio Artists HR report.
- BOX-FOLDER 132/8** New York City Police Foundation scripts, correspondence, and research materials,
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- BOX-FOLDER 132/9** New York Health Careers Center, Inc. scripts and research materials, 1989-11-13
New York Power Authority, 1980-1993
- BOX-FOLDER 132/10** Scripts, correspondence, and research materials, 1983-08-30-1992-03-13
Includes an American Federation of Television and Radio Artists HR report.
- BOX-FOLDER 132/11** Correspondence and research materials, 1992-01-03-1993-11-22
Includes an American Federation of Television and Radio Artists HR report.
- BOX-FOLDER 133/1** Scripts and correspondence, 1987-04-06-1993-08-19
- BOX-FOLDER 133/2** Research materials, 1980-03-12
Reports and pamphlets.
- BOX-FOLDER 133/3** New York Public Library scripts, 1991-05-06-1991-06-04
See also [Landco Labs, Inc. receipts](#).
- BOX-FOLDER 133/4** New York State Council on the Arts material, 1968-06-31-1970-05-28
See also [WNYC materials](#).
- BOX-FOLDER 133/5** New York State Department of Commerce scripts and correspondence, undated
- BOX-FOLDER 133/6** New York State Society of Orthopaedic Surgeons, Inc. scripts, 1994-04-08-1994-05-27
Includes an American Federation of Television and Radio Artists HR report.
- BOX-FOLDER 133/7** Nicorette scripts, correspondence, and research materials, 1983-04-11-1987-05
- BOX-FOLDER 133/8** Off Track Betting scripts, correspondence, and research materials, 2001-10-01-2001-10-03
Acronym is OTB.
- BOX-FOLDER 134/1** Olden Camera Store scripts, correspondence, and research, 1979-03-16-1988-05-05
- BOX-FOLDER 134/2** One Bond Street scripts, correspondence, and other material, 1988-02-29-1988-03-15
Consists of scripts, correspondence, research materials, floor plans, maps, and radio
station information booklets.
- BOX-FOLDER 134/3** One Penn Plaza scripts and research materials, 1985-07-11-1985-08-07
- BOX-FOLDER 134/4** Oracle scripts and research materials, undated
- BOX-FOLDER 134/5** Paine Webber, 1984-1986-03-13
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BOX-FOLDER 134/8-9	Michael Pertschuk scripts, correspondence, and research materials, 1982-06-22-1982-07-16 Promotion of his book, <i>Revolt Against Regulation</i> . <i>See also</i> Pertschuk's <i>correspondence file</i> , <i>Federal Trade Commission testimony and remarks</i> , and <i>subject file</i> .
BOX-FOLDER 134/10	Peterson/Benson scripts, 1981-12-16-1981-12-28
BOX-FOLDER 134/11	Pfizer scripts, correspondence, and research materials, 1985-10-09-1985-10-29 Pharmaceutical Manufacturers Association, 1990-1993
BOX-FOLDER 135/1	Correspondence and research, 1990-04-1991-01
BOX-FOLDER 135/2	Scripts, correspondence, and research materials, 1991-1993-06-16 Includes an American Federation of Television and Radio Artists HR report. <i>See also</i> <i>Hoffman-LaRoche, Inc.</i>
BOX-FOLDER 135/3	Philadelphia Colleges of the Arts correspondence, 1983-08-03
BOX-FOLDER 135/4	Philadelphia Inquirer drafts of anti-union scripts, 1985-09-25-1985-10-17
BOX-FOLDER 135/5	The Pigeon that took Rome script, 1962-06-13
BOX-FOLDER 135/6	Polaner scripts, correspondence, and research materials, 1988-06-03-1988-09-07
BOX-FOLDER 135/7	Police Cadet Corps New York Police Department scripts and research materials, 1985-12
BOX-FOLDER 225/15	Police Cadet Corps, City of New York, recruitment poster, [circa 1985?] One 18x14 inch poster on heavy paper stock. Text at top reads: "College students, Join the new Police Cadet Corps."
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BOX-FOLDER 135/9	Purina script, undated
BOX-FOLDER 135/10	Radio Shack scripts, 1979-11-08-1981-02
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BOX-FOLDER 136/2	Jay Rose PR materials, undated
BOX-FOLDER 136/3	Roswell Park Cancer Institute script and correspondence, 1992-10-13-1994-01-24
BOX-FOLDER 136/4	Rothman's scripts, correspondence, and research materials, 1986-06-18-1989-06-06 Intended for Ken Giddon voice actor/owner of Rothman's.
BOX-FOLDER 136/5	Royal Oak Charcoal scripts and research materials, 1987-02-25-1987-03-23
BOX-FOLDER 136/6	Royal Pudding and Gelatin scripts, 1984-04-15-1982-04-30
BOX-FOLDER 136/7	Scholastic correspondence, contracts, and pay stubs, 1968-08-26-1970-05-29
BOX-FOLDER 136/8	Shoe repair scripts with Spanish translation, 1989-02-14-1989-02-15 Intended for voice actor: Emilio Del Pozo.
BOX-FOLDER 136/9	Solomon, Relihan, & Blake scripts, correspondence, and research materials, 1993-07-22-1994-02-16
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BOX-FOLDER 136/15	Scripts and contracts, 1990-06-14-1995-02-15 Includes a communications strategy report. Intended for voice actor: Bob Landers.
BOX-FOLDER 136/16	United Weight Control correspondence and research materials, 1986-07-1987-04-03 Talk on obesity, possibly written by Tony Schwartz.
BOX-FOLDER 137/1-2	Scripts and contracts, 1979-07-02-1991-10-02
BOX-FOLDER 137/3	Strategic proposals, 1985-08-21-1987-03-13
BOX-FOLDER 137/4	Department campaigns, 1987-02-03-1987-08-06 Script titles include Interest for Performing Arts, Dentist Department, Doctor Line, Nursing Recruitment, and Pavilion Four.
BOX-FOLDER 137/5	Research materials, 1986-10-17-1989-09-14 Includes a guide booklet for creating medical PSAs, skyline print mockups.
BOX-FOLDER 138/1	Research report, 1979-12 Research report titled <i>The Perceived Image of and Propensity to Contribute to Roosevelt Hospital.</i>
BOX-FOLDER 138/2	<i>Street News</i> script, undated
BOX-FOLDER 138/3	Swiss Pavilion scripts, undated Symbol Technologies, 1983-1998
BOX-FOLDER 138/4	Scripts, correspondence, and research materials, 1998-03-05-1998-06-16
BOX-FOLDER 138/5	Scripts, correspondence, and research materials, 1987-05-15-1989-02-16
BOX-FOLDER 138/6	Scripts, correspondence, and research materials, 1983-05-27-1987-01-21
BOX-FOLDER 138/7	Temple B'nai Jeshurun scripts, 1990-10-31 Intended for voice actor: Alan Bleiviss. <i>See also the Alan Bleiviss folder.</i>
BOX-FOLDER 138/8	<i>They Came to Cordura</i> script, circa 1959
BOX-FOLDER 138/9	<i>The Trimtab Factor</i> scripts, research materials, and correspondence, 1984-01-31-1984-04-13 For the book <i>The Trimtab Factor: How Business Executives Can Help Solve the Nuclear Weapons Crisis</i> by Harold Willens (New York: William Morrow, 1984).
BOX-FOLDER 138/10	Tulchin Productions correspondence and invoices, 1970-05-11-1970-06-05
BOX-FOLDER 139/1	<i>TV Shopper</i> magazine scripts, articles, and other material, 1979-01-06-1987-02-13 Also includes correspondence and two contact sheets from a cover photo shoot.
BOX-FOLDER 139/2	Tylenol script, 1996-09-08-1996-09-24 Intended for voice actor: Bob Landers. Ultralife, 1991-1994
BOX-FOLDER 139/3	Scripts and research, 1994-02-04-1994-08-08
BOX-FOLDER 139/4	Scripts, correspondence, and research materials, 1991-03-14-1994-03-09
BOX-FOLDER 139/5	Research materials, 1992-08-1994-04
BOX-FOLDER 139/6	Scripts, correspondence, and research materials, 1994-03-16-1994-12-22 Includes an American Federation of Television and Radio Artists HR report.
BOX-FOLDER 139/7	United Neighborhood Houses of New York, Inc. correspondence and research materials, 1991-05-06-1991-05-30
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- Upjohn Rogaine, 1987-1990
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- BOX-FOLDER 140/4** Scripts, 1988-11-15-1989-12-20
- BOX-FOLDER 140/5** *Us* magazine material, 1979-10-11-1979-11-14
- BOX-FOLDER 140/6** Video Base International material, 1983-08-1983-1984-03-15
- BOX-FOLDER 140/7** Village Copier, Inc. scripts, correspondence, and research materials, 1988-02-25-1988-03-29
- BOX-FOLDER 140/8** Water Gap Realty script, 1992-02-26
- BOX-FOLDER 140/9** WCBS Newsradio 88 scripts and notes, 1987-05-20-1987-07-02
- BOX-FOLDER 140/10** Whirl vegetable shortening scripts and correspondence, 1959-04-29-1959-12-02
Benton & Bowles, Inc.
- BOX-FOLDER 140/11** *The World Challenge* scripts, 1981-06-15-1981-06-25
For the book *The World Challenge* by Jean-Jacques Servan-Schreiber (New York: Simon and Schuster, 1981).
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Intended for voice actor: Bob Landers.
See also [Landco Labs, Inc. receipts](#), [New Sounds, Inc.](#), and [Mobil WQXR scripts](#).
- BOX-FOLDER 140/12** Scripts, correspondence, and research materials, 1981-08-05-1991-01-04
- BOX-FOLDER 141/1** Daily news logs, 1974-10-1975-03-28
- BOX-FOLDER 141/2** Zabar's scripts and catalog, 1987-1988-07-18
Zenith, 1971-1995
- BOX-FOLDER 141/3-4** Bose, 1994-03-25-1995-03-24
Scripts and correspondence. Includes an American Federation of TV and Radio Artists HR report.
- BOX-FOLDER 141/5** Scripts, correspondence, and research materials, 1971-09-15-1989-04-03
A letter in the file mentions Schwartz's book *The Responsive Chord*.
- BOX-FOLDER 141/6** Teletext, 1983-1983-07-13
Intended for voice actor: Alan Bleviss.
- BOX-FOLDER 141/7** Advanced Video Imaging scripts and research materials, 1993-1994-02-04
- Art and design work, 1999, undated**
Contains visual art comprised of graphics, dust jacket, brochure, and animations. Art work includes: *Christmas Carol* by Robert Gwathmey, unidentified pencil and paint sketch, a drawing by John Kaizer, and materials related to *Karate Kids*, an AIDS comic book for street children. Arranged in chronological order, then alphabetical by title.
- BOX-FOLDER 142/1** Miscellaneous drawings and cartoon illustrations, undated, 1999-08-10
John Kaizer, Robert Gwathmey, *Karate Kids*.
- BOX-FOLDER 142/2** *The Almost Making of the President 1968: A Narrative History of the Campaign That Almost Won* book jacket, circa 1968
- BOX-FOLDER 142/3** *Children and God* graphics, undated
See also [Children and God in Series 3](#), Audiovisual publications.
- BOX-FOLDER 142/4** *Guerrilla Media* graphics, circa 1967
- BOX-FOLDER 220/9** *Guerrilla Media* graphic, "The Evening News," circa 1967
- BOX-FOLDER 142/5** Pinocchio animation, undated
- BOX-FOLDER 142/6** Wexton Company brochure, undated

Broadcast and recorded work, 1959-1999

Contains files relating to theatrical sound design, film, sound recordings, and radio projects produced by Schwartz. Items include correspondence, playbills, reviews, liner notes, and promotional materials. Arranged in chronological order, then alphabetical by program/production title.

- BOX-FOLDER 142/7** *Miracle Worker* playbill, 1959-10-19, undated
Photocopy of *Playbill*.
- BOX-FOLDER 142/8** *Playbill* issue for *Cool World* and reviews, 1960-02-22-1960-02-23
- BOX-FOLDER 142/9** *One More River* review, 1960-03-18
Photocopied 1997-07-09.
- BOX-FOLDER 142/10** *You're Stepping on My Shadow* reviews and Critics' Choice listing, circa 1962-1962-07-15
New York Times and *New York Herald-Tribune* reviews appear to have been photocopied from microfilm negative.
- BOX-FOLDER 142/11** Liner notes for *Standing Here at the Present Time... A Sound Portrait of New York City*, circa 1965-1965-10
For a limited edition recording created for the Gallery of Modern Art photo exhibit marking the fiftieth anniversary of the Women's City Club of New York.
- BOX-FOLDER 142/12** *Sound of the Family of Man* transcript and correspondence, 1967-07-18-1968-03-04
In English and French.
- BOX-FOLDER 142/13** WNYC press release, program guide, and other material, 1968-07-05-1995-01
"WNYC Programs" bibliography, *Adventures in Sound* transcript submission (in English and French) for Prix Italia, *Communication Journal* public announcement transcript, letters from Seymour Siegel and Oscar Brand.
See also [recordings of Schwartz's WNYC radio programs in the Schwartz Collection](#) ; [WNYC business correspondence](#) ; [radio scripts and research items in Schwartz's public service clients material](#) ; and the [WNYC subject file](#) .
- BOX-FOLDER 142/14** *Frank Film* film notes and article, circa 1973-1999-09-24
New York State Writers Institute Classic Film Series (University at Albany, State University of New York).
- BOX-FOLDER 142/15** *All Things Considered* letter of agreement, correspondence, and other material, 1975-09-22-1999-02-26
Transcript, guest commentators schedule, promotional material for *Lost and Found Sound* — "Tony Schwartz: 30,000 Recordings Later," letters from Jim Russell.
- BOX-FOLDER 142/16** Brochure for *My Own Yard to Play In* film screening, 1994-05-07
Eighth Annual City Lore Festival of Film and Video.
- BOX-FOLDER 142/17** New York Percussion Trio notes, undated

Transcripts, 1956-1992

Primarily transcripts of interviews and speaking engagements conducted by Schwartz. Materials include outline and notes of presentations, television transcripts, and correspondence. Arranged in chronological order, then alphabetical by title or radio station.

Please note some transcripts might also be found in other series.

- BOX-FOLDER 142/18** Art Directors Club presentation outline, 1956-03-06-1969-03
- BOX-FOLDER 142/19** "General Presentation" outline, 1966
- BOX-FOLDER 142/20** *Advertising* presentation outline, 1973-09
- BOX-FOLDER 142/21** *Environmental Media* presentation outline, 1974-01

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- BOX-FOLDER 142/22** Anthony Bouza, Lawrence Lief interview and article, 1977-05-04-1983-11-13
New York Times news clipping.
- BOX-FOLDER 142/23** Federal-State Reports Conference materials, 1979-01-04
Letter from Jacqueline Bailey, "Narrowcasting" notes.
- BOX-FOLDER 142/24** *Morning Edition* correspondence and transcripts, 1982-04-13-1982-04-19
Includes a letter from Debra Kirsch.
- BOX-FOLDER 142/25** "Narrowcasting and Shame" presentation outline, 1987-03-10
- BOX-FOLDER 142/26** Miscellaneous transcripts, circa 1989-1992-05-28
Bill Moyers: The Public Mind, Face the Nation, Adam Smith's Money World, CBS Evening News with Dan Rather, Sound of Sight, "Type & Lettering," "What is a Trillion?," Bob Landers 1992-05-21, Marty Edleston 1992-05-28.
- BOX-FOLDER 142/27** *Media Minutes* program scripts, 1990
WQXR radio program.
- BOX-FOLDER 142/28** Interview with Tony Schwartz script, 1991-04-19
Deborah Feyerick.
- BOX-FOLDER 142/29** Terry Shintani phone transcripts, 1992-04-30
Conversations with Ray Brousseau, Dr. Terry Shintani.
- BOX-FOLDER 142/30** CBS research director speech, undated
Handwritten at top of p. 1 of transcript: "Goldmark, CBS research director."
- BOX-FOLDER 143/1** *Currents: Media Salesmanship* program transcript, undated
WNET television program.
- BOX-FOLDER 143/2** "Generation Gap" transcribed notes, undated
- BOX-FOLDER 143/3** "Graphic Design" transcribed notes, undated
- BOX-FOLDER 143/4** *New Dimensions in Sound* reel contents, undated
- BOX-FOLDER 143/5** Recall and transcribed notes, undated
- BOX-FOLDER 143/6** Interview with Sandy Tredinnick, undated
Massachusetts universities presentation for Michael Rowan, "Mike Rowan and Kayla Schwartz re. Education."
- BOX-FOLDER 143/7** "Tony and Jack" transcribed notes, undated
- BOX-FOLDER 143/8** "Six ad interview" notes, undated
Interview with Tony Schwartz.
"Production 7501."
- BOX-FOLDER 143/9** "Woodstock Interviews" transcribed notes, undated
- Teaching, 1955-2002**
Files contain correspondence, curricula, memoranda, course work, clippings, and other material relating to Schwartz activities as an instructor. Arranged alphabetically by institution name, then chronologically.
- BOX-FOLDER 143/10** Center for Media in the Public Interest statement of purpose, correspondence, and other material, 1989-05-17-1997-08-18
Promotional materials, articles, roster of participating organizations, course work, and a letter from John Doorley.
- BOX-FOLDER 143/11** City University of New York (CUNY) anti-smoking initiative materials, circa 1986-1987-01-08
Policy statements, student course work, promotional material, and transcript of anti-smoking hearing testimony.
See also [American Cancer Society](#).

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BOX-FOLDER 143/12	City University of New York, Brooklyn College, Department of Television and Radio Journalism honors project correspondence and course work, 1992-06-25-1992-12-03 TV/Radio 16, TV/Radio 26.8, letters from Sister Camille D'Arienzo.
BOX-FOLDER 143/13	Dalton School correspondence, course work, and other material, 1969-05-1991-11 Drafts of <i>The Dalton Experiment</i> , media usage survey, curriculum proposal, news clippings.
BOX-FOLDER 143/14	Emerson College Division of Communication Studies, Health Communication Program correspondence, course work, and other material, 1993 August-1994-12-07 <i>Emerson Beacon</i> ; Boston Neighborhood Network/Emerson College viewer survey; material relating to CS 471, Cable News Seminar, and CS 571, Media Strategies for the Health Professional courses; and letters from J. Gregory Payne and Philip Amato.
BOX-FOLDER 144/1	Folkways Records bulletin, circa 1955 <i>The Recording as a Teaching Tool: A Bulletin for Parents and Teachers.</i>
BOX-FOLDER 144/2	Fordham University Center for Communications correspondence, project proposal, and other material, 1966-07-06-1968-08-06 News clipping, Young Filmmakers program, photocopy of Shinichi Suzuki's <i>Nurtured by Love</i> , and letters from Rev. Louis Gates, Chaplain (Col.) Wallace Hale, Sister Margaret Flinton, Henry Putsch, Richard Coyne, and Rev. John Culkin.
BOX-FOLDER 144/3	Harvard University Center for Research and Development on Educational Differences materials, circa 1966 <i>A Chance to Grow</i> [samples]. <i>The World Across the Street</i> (Harvard Graduate School of Education Association Bulletin). Harvard University, School of Public Health, course and curriculum materials, 1985-2000 <i>See also Harvard University, School of Public Health, business correspondence.</i>
BOX-FOLDER 144/4	Harvard University School of Public Health, Department of Health and Social Behavior correspondence, curriculum proposal, and other materials, 1985-04-09-1985-06-25 List of handouts, Center for Health Communications concept paper, and letters from Jay Winsten and Harvey Fineberg.
BOX-FOLDER 144/5	Harvard University School of Public Health, Department of Health and Social Behavior correspondence and course material, 1986-11-20-1987-08-13 Material relating to BEH 210c, Mass Communications and Public Health.
BOX-FOLDER 144/6	Harvard University, School of Public Health, Department of Health and Social Behavior correspondence, course work, and other materials, 1987-12-06-1988-07-07 Material relating to BEH 210c, Mass Communications and Public Health, including a "Conference 2000" teleconference manual, notes from Harvard School of Public Health/New Sounds, Inc., and documents concerning the Massachusetts Saving Lives drunk driving campaign and the Smoking: New Findings, New Controversies program.
BOX-FOLDER 145/1	Harvard University School of Public Health, Department of Health and Social Behavior correspondence, course work, and other materials, circa 1989-1989-12-13 Material relating to BEH 211c, Mass Communications and Public Health. Includes a Center for Health Communication special report, "Recommendations for Future Mass Media Campaigns to Prevent Preteen and Adolescent Substance Abuse," and the May-June 1989 issue of <i>Harvard Magazine</i> .
BOX-FOLDER 145/2	Harvard University School of Public Health, Department of Health and Social Behavior course work, 1990-02-09-1990-03-12 Material relating to BEH 211c, Mass Communications and Public Health.
BOX-FOLDER 145/3	Harvard University School of Public Health, Department of Health and Social Behavior correspondence, course work, and other materials, 1991-01-14-1991-12-24 Material relating to BEH 211c, Mass Communications and Public Health. Includes correspondence from William DeJong, materials from Diana Walsh, <i>Guerrilla</i>

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- Media: Health Promotion's Electronic Arsenal* excerpted interview, and "Increasing Organ Donation" background paper.
- BOX-FOLDER 146/1** Harvard University School of Public Health, Department of Health and Social Behavior correspondence, course work, and other material, 1992-01-02-1992-07-27
Material relating to HSB 211c, Mass Communications and Public Health, including letters from Barbara Moeykens, William DeJong, and Diana Walsh, and a Joseph Nelen obituary.
- BOX-FOLDER 146/2** Harvard University, School of Public Health, Department of Health and Social Behavior correspondence, special reports, and other materials, 1992-09-21-1992-12-14
Material relating to HSB 211c, Mass Communications and Public Health, including letters from William DeJong, news clippings, a Harvard School of Public Health photo directory.
- BOX-FOLDER 220/10** Incomplete issue of *USA Weekend*, 1991-12-27
Pages 3-18 of an issue of *USA Weekend*, probably used in HSB 211c, Mass Communications and Public Health, taught by Tony Schwartz in the Harvard University School of Public Health, Department of Health and Social Behavior.
- BOX-FOLDER 146/3** Harvard University, School of Public Health, Department of Health and Social Behavior correspondence, course work, and other materials, 1993-01-06-1993-09-23
Material relating to HSB 211cd, Developing Mass Media Communications. Includes photocopies of "Smoking and Your Health: Fenway Park's Mixed Message for Red Sox Fans," "Social Marketing for Public Health," and a Rowan and Michaels research survey.
- BOX-FOLDER 146/4** Harvard University, School of Public Health, Department of Health and Social Behavior course work, 1994-01-13-1994-05-18
Material relating to HSB 212cd.
- BOX-FOLDER 146/5** Harvard University, School of Public Health, Department of Health and Social Behavior correspondence, 1995-01-24-1996-02-28
A letter from William DeJong and correspondence between Tony Schwartz and Lisa Berkman.
- BOX-FOLDER 146/6** Harvard University, School of Public Health, Department of Health and Social Behavior correspondence, 1997-10-20-2000-05-09
Material relating to HSB 216e, Use of the Media to Work and Fight for Better Health Around the World. Includes letters from Lisa Berkman, email from Beth Townsend.
- BOX-FOLDER 147/1** High School for Environmental Studies curriculum proposal, fliers, and other materials, undated, 1995-10-20
File contains material relating to an environmental citizenship course, including a post card from Tony Wood (dated 1995-01-20); news clippings; miscellaneous papers; a transcript of a WINS public service announcement, "Investigating and Evaluating Environmental Issues and Actions: Skill Development"; and a note ("Money came from Schumann Foundation. John Moyers? To Council on Environment").
- BOX-FOLDER 147/2** John Jay College of Criminal Justice correspondence, special reports, and other materials, 1975-10-07-1988-08-04
Radio public service announcement transcripts and billing receipt; news clippings; memorabilia; "Is Crime Still a Problem?" full page advertisement; SPE 290, Techniques of Persuasion, final grade sheet; project proposal and research survey; Council of the City of New York Committee on Economic Development crime and arrest data; John Jay College Advisory Board roster; promotional material; and material relating to the Committee of Concerned Citizens Who Support John Jay College of Criminal Justice and the Institute for the Study of Media and Social Behavior.
See also [Concerned Students and Teachers of John Jay College](#), [John Jay College of Criminal Justice](#) in the PSA clients series, and the [John Jay College subject file](#).

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- BOX-FOLDER 147/3** John Jay College of Criminal Justice program proposal, 1980-02-29-1983-03-10
Proposal for Project SKILL: Skill in Language Through Law.
- BOX-FOLDER 147/4** John Jay College of Criminal Justice, Police Cadet Program project proposal, special reports, and other materials, 1983-1990-08-14
Dresner, Sykes and Associates educational interest survey; *Captains Endowment Association* news bulletin; Patrolmen's Benevolent Association questionnaire; "Career Planning: An Examination of Occupational Opportunities and Self-Achievement Skills"; Kern & Kochler minutes; NYPD sergeant exam grant proposal; NYPD sergeant exam prep course materials, including a handbill and public service announcement; 6th Annual Police Training Conference certificate of appreciation and other materials; and a soft body armor questionnaire.
- BOX-FOLDER 147/5** John Jay College of Criminal Justice student strike correspondence and other materials, 1989-05-05-1990-05-19
"Student Coalition and College Administration Accord," news clippings, handbill.
- BOX-FOLDER 148/1** University of Maryland Department of Speech and Dramatic Art correspondence, 1974-11-07-1977-01-24
Letters from Kathleen Jamieson.
- BOX-FOLDER 148/2** Media Peace Corp correspondence and promotional materials, 1983-07-26-1991-07-08
- BOX-FOLDER 148/3** New York Institute of Technology School of Media and Arts correspondence and syllabus, 1989-05-05, undated
Material relating to CA 0618, Topics in Communication and Media, and CA 0580, Vocabulary of the Media Critic. Includes letters from Bob Schuessler.
- BOX-FOLDER 229/10** New York Public School 191, "Learning to Listen" photo layout, [circa late 1950s-early 1960s?]
Two sheets, each 14 1/2 by 10 inches, pasted to an illustration board, 15 1/4x20 inches. Each sheet contains images of children in a classroom ; some images show Tony Schwartz at the front of the class with two tape recorders interacting with the children. A block of printed text with the heading "Learning to Listen" explains that the children are first and third graders in New York Public School 191 (Amsterdam School, Manhattan), who were photographed by Mal Wittman while listening to recordings of "the sounds of life around them." They also recorded and listened to their own voices.
- BOX-FOLDER 148/4** New York University, Tisch School of the Arts, Interactive Telecommunications Program correspondence, course work, and other materials, circa 1981-2000-06-01
Material relating to H79.2015.01, New Media and Interpersonal Behavior. Included are letters from George Agudow and Red Burns.
- BOX-FOLDER 148/5** Pratt Institute, Graduate Design Program curriculum proposal and correspondence, 1965-04-1995-05-31
Master/apprenticeship program.
- BOX-FOLDER 148/6** Princeton University, Department of Politics, Woodrow Wilson School of Public and International Affairs correspondence, 1974-04-22-1983-04-19
Letters from Stanley Kelley, Jr.
- BOX-FOLDER 148/7** Miscellaneous correspondence, teaching proposals, and other materials, 1967-11-21-2002-06-11
- BOX-FOLDER 230/1** State University of New York, Albany, lecture promotional poster, undated
Five copies of a circular poster, diameter 19 inches, promoting lecture #2 in L.C. 24, at SUNY Albany. "A live phone and tape presentation of sounds by Tony Schwartz." Credit: Harry Prichett. Also in the folder is a 10x8 inch black and white, three-hole-punched photographic image of the poster.
- BOX-FOLDER 148/8** United States Department of Education correspondence, 1982-12-06-1983-06-06
Relates to the U.S. Presidential Scholars Program.

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- BOX-FOLDER 148/9** University of Rhode Island Department of Speech Communication correspondence, 1983-05-13-1983-07-05
"Political Persuasion in Campaign '84," material relating to Speech 430, Political Communication.
- Speaking and media appearances, 1957-2000**
Materials relating to public appearances made by Schwartz. Arranged in chronological order, then alphabetical by institution or topic.
- BOX-FOLDER 149/1** New York High Fidelity Show correspondence, 1957-09-04
Letter from Joe Dilts.
- BOX 218** Gooseneck desk lamp labeled "Tony Schwartz, *Advertising Age* 9th Annual Creative Workshop," circa 1966
[Commemorative?] metal and plastic gooseneck desk lamp, with an approximately 1 3/4x7x3 3/4 inch base; overall height is approximately 14 1/2 inches. The lamp features two small heads and power switches, and a brown power cord. The label is etched onto a metal plate in the center of the lamp's base.
- BOX-FOLDER 149/2** *Sounds Around Us* memorabilia, correspondence, and review, 1962-11-29-1963-07-25
- BOX-FOLDER 149/3** Paul Pimsleur article and obituary, 1967-02-1976-06
"A Memory Schedule" and "Paul Pimsleur's Memory Schedule."
- BOX-FOLDER 149/4** Spencer memorial church program, 1967-03-19
Schwartz sermon, Seen and Not Heard.
- BOX-FOLDER 149/5** Miscellaneous correspondence, handbills, and other materials, 1967-10-05-1998-09-28
Management Development Forum roster, AIGA/New York biography, and letters from the American Association of Political Consultants, Centre for Culture and Technology.
- BOX-FOLDER 149/6** Presentation notes and outlines, circa 1967-1991-02-19
Vision 67, Fordham Conference, New Dimensions in Sound, Project 86, England, Environmental Media, Art Teachers, End of Line, AAAA, Democratic Senatorial Committee, Clutter, Albany, Bob Squire, Mnemonic Speech, Media and God, Management Horizons, Ultra-Sonics, Narrowcasting, Public Issue Radio Spots, Upjohn, Police, Hill & Knowlton, Narrowcasting and Shame.
- BOX-FOLDER 149/7** Radio Advertising Bureau correspondence, proceedings, and other materials, 1968-05-16-1968-10-16
Radio Workshop 1968, letters from Miles David.
- BOX-FOLDER 149/8** Senior Seminar in Foreign Policy correspondence and photographs, 1968-06-05-1970-05-08
- BOX-FOLDER 149/9** *David Frost Show* correspondence and presentation outline, 1969-10-07-1969-11-03
- BOX-FOLDER 149/10** "Political Presentation" supporting materials and transcript, 1972-10-30-1982-01
- BOX-FOLDER 149/11** U.S. Senate Commerce Committee correspondence, presentation notes, and other materials, 1973-02-05-1973-02-28
U.S. GPO serial 93-9, *Proceedings of the 93rd Congress Consumer Subcommittee's First Session on S.805 to Establish a National Institute of Marketing and Health*.
- BOX-FOLDER 149/12** McGraw-Hill Publications correspondence, 1978-01-16-1978-04-03
Letters from John Tiebout, Barbara Munder, Jerry Ryan.
See also [McGraw-Hill commercial client files](#).
- BOX-FOLDER 149/13** Life Advertisers Association correspondence, 1978-03-15-1978-04-13
Letters from Val Chmel.
- BOX-FOLDER 149/14** United States Information Agency correspondence, visitor biographical data, and other material, 1979-03-27-1989-11-21
Photograph of Bruce Gelb.

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- BOX-FOLDER 149/15** Great Neck Public Schools correspondence, circa 1979
Letters from students.
- BOX-FOLDER 149/16** KLBJ correspondence, 1981-07-06-1984-06-06
Washington Post article, "Merlin of the Media." Letters from E.A.W. "Ted" Smith.
Interview by Tom Shales.
- BOX-FOLDER 150/1** Society of Motion Picture and Television Engineers technical conference correspondence, 1982-03-18-1982-09-27
Letter from Stephen C. Chamberlain.
- BOX-FOLDER 150/2** Parker Ethics in Telecommunications lecture series correspondence, presentation outline, and other materials, 1983-06-1989-10-19
Everett Parker biography, programs, draft concerning the United Church of Christ, news clippings.
- BOX-FOLDER 150/3** Physicians Radio Network correspondence, presentation notes, and other materials, 1984-07-1985-09-24
Radio guide and evaluations concerning a seminar entitled A Demonstration of Sound — Examples and Techniques.
- BOX-FOLDER 150/4** *A Walk Through the 20th Century with Bill Moyers: The 30 Second President* correspondence and handbill, 1984
Letter from Haley, Kiss and Dowd, Inc.
- BOX-FOLDER 150/5** *Phil Donahue Show* resource material, correspondence, and other materials, circa 1984
Photocopies of *Donahue Show* appearance, syndication list, *Washington Post* preview, news clippings.
- BOX 202** Photographs of Tony Schwartz on the *Phil Donahue Show*, circa 1984
Twenty-five color, chiefly 3 1/2x5 inch photographic prints showing television screen images of Tony Schwartz on the program. Schwartz was not interviewed in the television studio but rather from a remote location.
- BOX-FOLDER 225/16** Photograph of Tony Schwartz on the *Phil Donahue Show*, circa 1984
One "matted" photographic image (photocopy) that appears to have been taken from a television screen of Tony Schwartz speaking to host Phil Donahue and his studio guests from a remote location via television monitor. The image is taped to a backing board and "matted" with a sheet of paper that gives instructions on sizing the image for publication.
- BOX-FOLDER 230/2** Harvard University, Carpenter Center for the Visual Arts poster for a Tony Schwartz presentation, undated
Black and white poster, 19x11 1/2 inches, promoting "Media and How They Affect Each Other in 'Post-Literary Society': An Examination and Demonstration in Sound - Through Telecommunication - by Tony Schwartz." Designed by Toshihiro Katayama.
- BOX-FOLDER 150/6** Institute for the Humanities at Salado correspondence and other conference materials, 1987-10-25-circa 1990
The file includes an Understanding Evil symposium program and newsletter, letters from Harry Wilmer and Nancy Lefler, Interregional Society of Jungian Analysts conference material: copies of "Dreams of an AIDS Patient From Diagnosis to Death" and "The Dynamics of Transference and Countertransference: On the Nature of Dialogue."
- BOX-FOLDER 150/7** University of Georgia, Himan Brown Audio Production Center correspondence and information packet, 1989-02-01-1989-02-08
Grady School of Journalism and Mass Communication.
- BOX-FOLDER 150/8** Chez Beauvais presentation reviews, handbills, and cue sheets, 1989-07-29-1989-08-21
Variety and *Christian Science Monitor* reviews of talks given by Tony Schwartz at Chez Beauvais, a New York bistro.

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- BOX-FOLDER 225/17** Poster promoting "Tony Schwartz Presents the Humorous Side of Political Commercials," at Chez Beauvais, New York, New York, 1989-08
Four copies of a poster, 15x11 inches, promoting Schwartz's talk, which was presented "every Tuesday in August (Aug. 1, 8, 15, 22 & 29)."
- BOX-FOLDER 150/9** Virginia Commonwealth University handbills, 1990-03-07-1990-09-21
The Power of Media teleconference.
- BOX-FOLDER 151/1** United States Information Agency correspondence and visitor biographical data, 1990-08-15-1993-02-11
- BOX-FOLDER 151/2** United States Information Agency correspondence and visitor biographical data, 1993-03-03-2000-09-11
- BOX-FOLDER 151/3** *Inside Edition* transcript, 1992-03-30
Interview with Tony Schwartz.
- BOX-FOLDER 151/4** Museum of Television and Radio correspondence, 1992-11-13-1998-04-07
- BOX-FOLDER 151/5** The Legacy of McLuhan: A Symposium correspondence, presentation outline, and other materials, 1997-12-17-1998-03-28
Transcript of Schwartz presentation, "Instant Information"; copy of Edmund Carpenter speech, Conference on McLuhan; letter from Lance Strate.
See also the [McLuhan correspondence file](#), [McLuhan book material used in teaching](#), and the extensive [McLuhan subject files](#).
- BOX-FOLDER 152/1** International Association of Business Communicators correspondence and presentation outline, 1979, undated
Letters from Peter Haas and John Ziegmann.
- BOX-FOLDER 152/2** Charlotte Society of Communicating Arts handbill and photocopies, undated
- BOX-FOLDER 152/3** "Post Literate Society" notes and resource material, undated
- BOX-FOLDER 152/4** Quotations, undated
Selections for Schwartz presentations.
- BOX-FOLDER 152/5** Royal Typographers Gallery invitation, undated
- BOX-FOLDER 152/6** Transcript of an untitled political speech by Tony Schwartz, undated

Exhibitions, 1983-1993

Correspondence and programs related to exhibitions. Arranged in chronological order, then alphabetical by title.

- BOX-FOLDER 152/7** Hely Lima correspondence and promotional material, 1983-04-09-1983-04-18
Letter from Herbert Zohn.
Zoma Gallery private preview.
- BOX-FOLDER 220/11** Promotional flier for Robert Lowe paintings and drawings exhibition, Zoma Gallery, New York, New York, 1982-04-27-1982-05-23
- BOX-FOLDER 152/8** Sigmund Freud Antiquities: Fragments from a Buried Past correspondence, 1989-08-07-1989-09-07
Faxes from Sharon Zane.
- BOX-FOLDER 152/9** Image World: Art and Media Culture correspondence, circa 1989-1990-02-01
Letters from Grai St. Clair Rice.
Whitney Museum of American Art.
- BOX-FOLDER 152/10** Perpetual Campaign: The Making of the People's President correspondence, 1991-12-17-1994
Letter from Jennifer Gruber.
Smithsonian Institution.

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- BOX-FOLDER 152/11** The Living Room Candidate: A History of Presidential Campaigns on TV, 1952-1992 program guide, 1992-07-04-1993-01-24
American Museum of the Moving Image.
- BOX-FOLDER 152/12** Buttons to Broadcasts, Two Centuries of Political Advertising brochure, undated
American Advertising Museum, Portland, Oregon, 1986-2004.

Series 3. Works and Publications, 1950-2004

5 linear feet

RPA 01008-01019 (boxes 153-164); RPB 00119, 00122 (oversize boxes 220, 223); RPC 00086 (oversize box 226); RPD 00040 (oversize box 230); RPU 00021-00023 (boxes 202-204), RPU 00032 (box 212)

Series 3 consists of various materials concerning audiovisual projects, books, and articles produced and written by Tony Schwartz. The materials include research, correspondence, drafts of scripts and articles, published final drafts, publicity, hard and soft bound books, contracts, reviews, and interviews.

This series is divided into two subseries: audiovisual and written works. Each subseries is arranged by project title.

Audiovisual works, 1950-2004, undated

This subseries of published audiovisual works by Tony Schwartz includes material on such projects as *Guerrilla Media*, *Children and God*, *If You Know Someone Who Smokes*, and various albums published by the Folkways label. The material includes correspondence, research, and promotional material, information on royalties, scripts, interviews and reviews.

See also [Varied Directions](#) and related files.

- BOX-FOLDER 153/1** Album lists, undated
Includes one list of Folkways records by Tony Schwartz and one list titled, "Final album count for Tony Schwartz collection."
See also [Folkways files](#).
- BOX-FOLDER 153/2** *Bad Bishops* correspondence and research, 1981-05-17-1983-08-11
See also [Varied Directions production and related files](#).
- BOX-FOLDER 153/3** Chic Chaikin interview, undated
Daily News interview transcript about the International Ladies Garment Workers Union.
- BOX-FOLDER 153/4** *Children and God* publicity materials, circa 1970
- BOX-FOLDER 220/12** *Children and God* promotional package, circa 1970
See also [Children and God in Series 2](#), Art and design work.
- BOX-FOLDER 226/1-2** *The Educated Eye II* and *Children and God* movable record cover, [early 1970s?]
Two copies of a record cover bearing the title *The Educated Eye II* and originally containing Tony Schwartz's vinyl record, *Children and God*. The cover, illustrated with black-and-white photographs taken by Ken Heyman at the Dalton School in New York City, consists of flaps that can be unfolded and reassembled into a three-dimensional "house" or "school" building. Illustrated instructions for assembling the building are provided on the inside of the front cover flap, along with notes about Heyman's photographs and Schwartz's recording by Dalton headmaster Donald Barr.
- BOX-FOLDER 153/5** Contracts and royalties, 1956-1959
Between Legend Recordings, Inc. and the following: Columbia, CBS, NBC, Folkways, RCA, McCall's, Jack Gold Music Co., and others.
See also files relating to [commercial clients of Tony Schwartz](#).
- BOX-FOLDER 153/6** Dick Wade interview, 1975-10-14
Daily News interview transcript about New York City.

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- BOX-FOLDER 153/7 *Dirty Business* correspondence and publicity materials, 1988-03-15-1988-04-13
See also [Varied Directions production and related files](#).
- BOX-FOLDER 153/8 *Dominating Political Media* materials, 1984-09-24-1988-05-03
See also [Varied Directions production and related files](#).
- BOX-FOLDER 153/9 *Fight for Your Life* correspondence and PR materials, 1986-01-12-1987-02-10
See also [Varied Directions production and related files](#).
- Folkways Records, 1951-2000
See also [Folkways album list](#).
- BOX-FOLDER 153/10 Royalty statements, circa 1962-circa 1992
- BOX-FOLDER 153/11 Correspondence, 1953-01-05-2000-12
Reviews, fan mail, and letters asking for copyright permission.
- BOX-FOLDER 154/1 Production materials, 1953-1970
Print materials for published recordings by Tony Schwartz for Folkways. They include:
New York 19, Millions of Musicians, Nueva York, 1, 2, 3 and a Zing Zing Zing, French Folk Songs, A Dog's Life, You're Stepping on My Shadow, If He Asks You Was I Laughing, Sounds of the City, and Children at Play. Also included are materials relating to *Rhythms of Harlem* and *Poems for Children* by Langston Hughes, and ten photos of Schwartz recording taxi drivers.
- BOX-FOLDER 220/13 Joseph Carpini cover art for *If He Asks You Was I Laughing*, undated
Four copies.
- BOX-FOLDER 226/3-4 *French Folk Songs* and *Nueva York* album covers, circa 1954-1955
Reversed print (white illustration and lettering on a black background) of the cover of *French Folk Songs* (Folkways FW06832, 1954), 12 1/4 x 11 1/4 inches, Elie Zmirou, artist; and a black-and-white print of the cover of *Nueva York: A Tape Documentary of Puerto Rican New Yorkers* (Folkways FW05559, 1955), 10x10 inch print pasted to a 14 x14 inch backing board, Tony Schwartz, artist, producer.
- BOX-FOLDER 230/3 *New York 19* album cover artwork, circa 1954
Artwork, 14 1/2x14 inches, for the cover of Folkways FW05558, released in 1954.
- BOX-FOLDER 154/2 Reviews, circa 1951-1998-04-26
Articles and PR on various Folkways projects.
Guerrilla Media, circa 1980s-2004
See also [Varied Directions production and related files](#).
- BOX-FOLDER 154/3 Post production materials, 1988-03-21-2004-01-14
Correspondence, PR, reviews, a letter from Senator J. Robert Kerrey of Nebraska.
Includes overhead projector transparencies, photos, and fliers.
- BOX-FOLDER 154/4 Post production materials, 1987-10-06-1989-02-01
PR, order forms, correspondence, and reviews.
- BOX-FOLDER 154/5 Endorsement scripts, 1988-01-19-1988-09-19
- BOX-FOLDER 154/6 Press release materials, circa 1988
Folders with press release documents.
There is an 8x10 glossy photograph of Tony Schwartz in each folder.
- BOX-FOLDER 154/7 Scripts and production materials, circa 1980s
- BOX-FOLDER 155/1 Scripts, circa 1980s
- BOX-FOLDER 230/4 *Guerrilla Media* video cover paste-up, 1988-02-13
Paste-up, 20x13 inches, of the cover art for *Guerrilla Media*, dated February 13, 1988.
A tissue overlay is attached.
- BOX-FOLDER 155/2 David Hoffman correspondence, 1986-04-16-1989-06-05
See also [David Hoffman materials in box 155/3](#), [file for David Hoffman under Varied Directions](#), and the [David Hoffman subject file](#). Also look under [Varied Directions](#),

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- David Hoffman's production company, and under films produced by Hoffman and Varied Directions.
- BOX-FOLDER 155/3** David Hoffman materials, circa 1980s
Radio spot, correspondence, and a book outline titled, "The ABCs of Electronic Advertising."
See also [David Hoffman correspondence](#), [file for David Hoffman under Varied Directions](#), and the [David Hoffman subject file](#). Also look under [Varied Directions](#), David Hoffman's production company, and under films produced by Hoffman and Varied Directions.
- BOX-FOLDER 155/4** Henry Reed interview, undated
Interview about New York City parks.
- BOX-FOLDER 155/5** Hoffman DVD, undated
A group of 16 black and white photos, mainly of Tony Schwartz, spanning at least three decades. It is unclear if the pictures were used for a film by David Hoffman about Tony Schwartz.
- BOX-FOLDER 155/6** *If You Know Someone Who Smokes* production and publicity materials, 1987-07-22-1994-08-03
See also [Varied Directions production and related files](#).
- BOX 202** Photograph of artwork relating to *If You Know Someone Who Smokes*, 1988-02-02
Four copies of a color, 4x6 inch photograph.
- BOX-FOLDER 204/72** Negatives of artwork relating to *If You Know Someone Who Smokes*, circa 1988
Three 35 mm color negative strips containing images that appear to be related to *If You Know Someone Who Smokes*. Also includes shots of what appears to be bags of trash placed on a street curb.
- BOX-FOLDER 155/7** *I'll Make Me a World*, 1998-12-28
Letter granting copyright for the segment Monitor (broadcast April 12, 1959).
- BOX-FOLDER 155/8** "In the Beginning Was the World..." advertisement, 1992
- BOX-FOLDER 155/9** Judge Stetcher interview, undated
Interview for *Daily News* on advertising regulation.
- BOX-FOLDER 155/10** "Learning in Progress, Media" contract data, 1994-10-15-1994-11-15
Terms of use contract between Tony Schwartz and Dutchess Community College.
- BOX-FOLDER 155/11** *Lost & Found Sound* materials, 1999-12-06-2001-01-09
Brochures, fliers, audiocassette box cover, fan letters.
This is a compilation release. Tony Schwartz's track is called "Tony Schwartz: 30,000 Recordings Later."
- BOX-FOLDER 155/12** *Mnemonic Speech* research and publicity materials, circa 1970s
Intended for voice actor: Bob Landers.
- BOX-FOLDER 230/5** *Mnemonic Speech* cover [proof?], circa 1970s
Two copies, each 15 1/2x18 inches, of the cover lettering.
- BOX-FOLDER 155/13** Moondog project correspondence and research, undated-2004-01-14
See also [Moondog business correspondence](#) and the [Moondog subject file](#).
- BOX-FOLDER 155/14** NPR's *Weekend Edition Sunday*, 2000-03-15
Correspondence from NPR asking Schwartz for spoken word material.
Project 86, 1969-1977, undated
- BOX-FOLDER 155/15** Project materials, 1969, undated
Drafts of the script for *Project 86*, a two-channel radio program by Tony Schwartz and John Carey. Titles: "End of the Line" and "How Auditory and Visual Environments Affect Space."
- BOX-FOLDER 156/1** Project materials, undated
Notes, drafts of articles, correspondence.

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- See also ["How to Grow Grass-Roots in the Global Village."](#)*
- BOX 203** Slides relating to *Project 86*, 1977-08
Thirty-seven 35 mm color slides of New York City [and elsewhere?], some taken in daylight, others at night. Includes some aerial views.
- BOX-FOLDER 156/2** Miscellaneous project proposals, circa 1950s
John Simon Guggenheim Memorial Foundation application, Folklore.
- BOX-FOLDER 156/3** *Science of Sound and Music* script, correspondence, and research, 1959-1963-03-25
- BOX-FOLDER 156/4** *Secrets of Effective Radio Advertising* brochures, scripts, and correspondence, 1987-07-12-1988-10-13
Film by David Hoffman.
See also [Varied Directions production and related files.](#)
- BOX-FOLDER 156/5** *Showdown on Tobacco Road* materials, 1987-09-24-1988-01-28
Film by David Hoffman.
See also [Varied Directions production and related files.](#)
- BOX-FOLDER 156/6** "Sound of Sight" correspondence, 1967-09-circa 1968
Correspondence asking to purchase the "Sound of Sight" disc after the article was printed in *Popular Photography* magazine.
- BOX-FOLDER 156/7** *Sound of the Family of Man* sleeve photocopy, undated
Sleeve photocopy of the Schwartz recording that documented music, games, and other sounds of people from around the world; based on the concept of Edward Steichen's Museum of Modern Art exhibition and companion book, *The Family of Man* (1955-1962).
- BOX 223** *Sound of the Family of Man* printing block, undated
Hard printing block, 10x8 3/4x3/4 inches, with metal wording for the cover of the sleeve.
- BOX-FOLDER 226/5** *Sound of the Family of Man* cover design, undated
Cover lettering pasted to a backing board, 13 1/2x15 1/2 inches, with a tissue overlay taped to the front. Designed by Tom Carnasi and Bob Farber.
- BOX 212** *Standing Here at the Present Time... A Sound Portrait of New York* printing block, circa 1965
Hard printing block with metal text and image for the sleeve of a limited edition recording.
- BOX-FOLDER 230/6** *Standing Here at the Present Time* cover art paste-up, circa 1965
Drawing and text pasted to an illustration board, 14 1/2x16 1/2 inches. In small print: "A limited edition not for sale."
- BOX-FOLDER 230/7** *Standing Here at the Present Time* [back cover?] paste-ups and proofs, 1965
The folder contains a layout, 14x10 1/2 inches, consisting of a printed list of the record's contents and handwritten text by Tony Schwartz; he explains that the recording was part of a Gallery of Modern Art exhibition about New York celebrating the fiftieth anniversary of the Women's City Club. Also in the folder is a negative paste-up on paper, 20x13 inches, of Schwartz's text, now briefer and in printed form, and the contents list. A hand-trimmed, negative display of some Tony Schwartz text about New York that ultimately appeared to the left of the contents list is in the folder, as are two copies of the first proof of the complete back cover, dated October 5, 1965.
Tape exchange material, 1950-1955
- BOX-FOLDER 156/8** "Musical Swap Shop" fliers, 1951-03
Original and reprint fliers for *Audio Record*, volume 7, number 3.
- BOX-FOLDER 156/9** Correspondence, 1950-11-09-1955-06-08
- BOX-FOLDER 220/14** They Became What They Beheld concept draft, undated
Concept book draft for a project with Ken Heyman, Edmund Carpenter, Marshall McLuhan, and Saul Steinberg.

- Varied Directions, circa 1981-1992
 Schwartz's friend and colleague David Hoffman's film production company.
 See also [Varied Directions business correspondence](#), [advertising for the company's videos relating to Tony Schwartz](#), and the [Varied Directions subject file](#).
- In addition, see files for individual Varied Directions productions:
- [Bad Bishops](#)
 - [Dirty Business](#)
 - [Dominating Political Media](#)
 - [Fight for Your Life](#)
 - [Guerrilla Media](#)
 - [If You Know Someone Who Smokes](#)
 - [Secrets of Effective Advertising](#)
 - [Showdown on Tobacco Road](#)
- BOX-FOLDER 156/10** Correspondence and sales reports, 1987-12-17-1988-04-06
- BOX-FOLDER 156/11** General material, circa 1981-1992-07-15
- BOX-FOLDER 156/12** Student papers reflecting on Schwartz tapes, undated
- BOX-FOLDER 156/13** David Hoffman, 1983-05-1990-12-10
 Includes *Standing Tall* review.
 See also [David Hoffman correspondence](#), [various David Hoffman materials](#), and the [David Hoffman subject file](#). Also look under [Varied Directions](#), David Hoffman's production company, and under films produced by Hoffman and Varied Directions.
- BOX-FOLDER 157/1** Tony Schwartz video tapes advertisement, circa 1980s-circa 1990s
 Advertisement for four films by Tony Schwartz.
 See also [Varied Directions business correspondence](#), [Varied Directions production files in Series 3](#) and works produced by the company, and the [Varied Directions subject file](#).
- BOX-FOLDER 157/2** Vocational Guidance series, 1956
 Print materials, notes, and selling points.
- BOX-FOLDER 157/3** Tony Schwartz website correspondence, 1997-12-10
- Writings, 1953-2004, undated**
- This subseries of published written works by Tony Schwartz includes material on his books (*Media the Second God* and *The Responsive Chord*), his work for the Center for Media in the Public Interest, Inc., the *Media Industry Newsletter* (MIN), and a wide variety of articles and columns. Forms of material include business and fan correspondence, research, promotional materials, reviews, drafts, and final publications.
- BOX-FOLDER 157/4** Anchor Press/ Doubleday correspondence, 1976-03-02
 Book deal correspondence.
- BOX-FOLDER 157/5** Are television spots effective? question-and-answer fax, 1992-07-11
- BOX-FOLDER 157/6** "Aural Pictures," 1985-04
 Article from *Sound Management*, volume 2, number 3.
- BOX-FOLDER 157/7** Book proposal and chapter drafts, undated
 About the effects of the microphone on human communication.
- BOX-FOLDER 157/8** "ByLine Radio: Narrowcasting to an Audience of One"
 Article from *Madison Ave.* magazine.
 Center for Media in the Public Interest, Inc., 1992-1995
 Acronym: CMPI.
 See also [CMPI business-related materials](#), [CMPI business correspondence](#), and the [Robert Wood Johnson Foundation](#) for CMPI public service announcements.
- BOX-FOLDER 157/9** Fliers and stationery, undated

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BOX-FOLDER 157/10	Correspondence, 1992-02-05-1995-05 Ecovision, Irving M. Wall attorney, and the Milton Goldin Company correspondence; American Federation of Television and Radio Artists HR report.
BOX-FOLDER 157/11	Children's radio materials, 1967-1990s "Positive Signs for Kids Radio?" article by Stephanie Muller, radio facts pocket piece, <i>The Sound of Children</i> pamphlet by Tony Schwartz.
BOX-FOLDER 157/12	"Commercials - New and Improved" draft, undated
BOX-FOLDER 157/13	"Communicating," 1972-11 <i>CMI World</i> article.
BOX-FOLDER 157/14	"Communicating with Tape," undated Article from <i>Hifi/Stereo Review</i> .
BOX-FOLDER 157/15	"The Crystal Ball" partial draft, circa 1980s Two pages from a chapter draft, pages 183-184.
BOX-FOLDER 157/16	"The Destruction of Time" partial draft, undated Four pages.
BOX-FOLDER 157/17	"Do You Really Have a Library?" 1959-04 Article from <i>Hi-Fi Tape Recording</i> .
BOX-FOLDER 157/18	"Electronic Campaigning" draft, undated Fifty-two pages.
BOX-FOLDER 157/19	"The Electronic Museum and Information Distribution" draft and research materials, circa 1953-circa 1967 Research, transcripts of interviews, and a draft of the article.
BOX-FOLDER 157/20	Environmental Media draft and stationery, undated
BOX-FOLDER 157/21	"Ethics in Political Media Communication," 1980-01-14-1980-02-28 Correspondence, article draft, and copyright agreement.
BOX-FOLDER 157/22	"The Exhibition of Sound," undated Article from an unknown magazine.
BOX-FOLDER 157/23	"The Future Is Now" drafts, 1983
BOX-FOLDER 157/24	<i>Guide for Tape Recording</i> draft and correspondence, 1962-03-28-circa 1963 Drafts of a tape recording guide by Tony Schwartz and letters from <i>Art Direction</i> , the magazine of creative advertising. <i>See also "Sound Directions" column.</i>
BOX-FOLDER 157/25	"Hearing's Believing?" 1967-03 Unknown publisher.
BOX-FOLDER 157/26	"How to Change an Image" draft, undated Article draft. Unknown publisher.
BOX-FOLDER 157/27	"How to Grow Grass-Roots in the Global Village" brochures, contracts, and correspondence, 1969-1987-03-05 <i>See also Project 86.</i>
BOX-FOLDER 157/28	"How to Use Radio Advertising Most Effectively," 1979-10-15 Article from <i>Boardroom Reports</i> . <i>See also Boardroom Reports in commercial client files.</i>
BOX-FOLDER 157/29	"How to Watch Debates Today" draft, 1991-02-26
BOX-FOLDER 157/30	"How TV Will Change Government," 1978-02-05 Article from the <i>Daily News</i> .
BOX-FOLDER 157/31	"The Inside of the Outside," 1972-01 Article from <i>Politeia</i> magazine, volume 1, number 3.
BOX-FOLDER 157/32	"Kids and Cats" transcript, undated Transcript from interviews with principals.

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- BOX-FOLDER 157/33** Correspondence relating to "The Language: Thinking, Writing, Communicating," 1980-05-27-1981-01-19
Correspondence from Maryland Center for Public Broadcasting.
- BOX-FOLDER 157/34** "Let's Not Make a Fatal Mistake" column drafts, 1983-03-02-circa 1983
Drafts for a column about instant hesitation in *Electronics Magazine* and correspondence.
- BOX-FOLDER 157/35** Letters to the editor, undated
Titles: "Earsight," (*New York Times*), "Principle or Principal?," (*Advertising Age*).
- BOX-FOLDER 157/36** "Listen", 1978-05-05-1979-03-20
Original article, reprints from *TV Guide*, and letters from readers.
- BOX-FOLDER 157/37** "Mass Communication," 1979-07-11-1980-10
Article for the *American Encyclopedia*. Master copy.
- BOX-FOLDER 157/38** "The Meaning of Video Replay," 1985-01-11
Correspondence with *Video Review* and article.
Media Industry Newsletter, 1967-2004
Acronym: MIN.
See also [Media the Second God](#).
- BOX-FOLDER 158/1** Research, correspondence relating to USPS column, 1978-12-20-1984-12-09
- BOX-FOLDER 158/2** Correspondence, 1980-03-06-2004-07-12
Some newsletters attached to correspondence.
- BOX-FOLDER 158/3** Research, 1980-04-28-1984-04-09
- BOX-FOLDER 158/4** Newsletters, 1984-05-16-1998-03-30
Draft for Planned Reactions, Inc.
- BOX-FOLDER 158/5** Drafts, 1985-08-27-1986-04-10
Some undated article drafts, Planned Reactions, Inc.
- BOX-FOLDER 158/6** Drafts, 1989-01-03-1989-12-18
- BOX-FOLDER 158/7** Columns, 1976-06-14-1983-08-10
Photocopies of columns. Original folder titles were "Radio has yet to be discovered" and "On target."
Pages numbered chronologically by date.
- BOX-FOLDER 158/8** "Uses and Misuses of Advertising" columns, 1975-12-19-1982-03-17
Pages numbered chronologically by date.
- BOX-FOLDER 158/9** Column compilation booklet, 1977
Fifty-four page booklet, with an index of Schwartz's MIN columns from before 1977.
- BOX-FOLDER 158/10** "Social Effects of Media" columns, 1979-03-19-1983-08-24
Pages numbered chronologically by date.
- BOX-FOLDER 158/11** "Political Airwaves" columns, 1976-07-19-1983-05-18
Pages numbered chronologically by date.
- BOX-FOLDER 158/12** "And Now the News!" columns, 1967-04-1982-10-20
Pages numbered chronologically by date.
- BOX-FOLDER 159/1** "Researching the Consumer" columns, 1975-11-14-1982-03-03
Pages numbered chronologically by date.
- BOX-FOLDER 159/2** "Shoes and Ships and Sealing Wax" columns, 1968-01-1983-11-16
Pages numbered chronologically by date.
- BOX-FOLDER 159/3** "Recording" columns, 1963-10-1980-07-23
Also includes "Sound for Photographers" and "Tony Schwartz on Sound" columns.
Pages numbered chronologically by date.
- BOX-FOLDER 159/4** "Media and Education" columns, 1967-07-1982-05-05, undated
Pages numbered chronologically by date: added newsletter, 1977-02-21.

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BOX-FOLDER 159/5	Columns, 1967-03-1993-04-26, undated <i>Mnemonic Speech</i> cover and a compilation booklet of Tony Schwartz's MIN columns with index and introduction. Most drafts are undated.
BOX-FOLDER 159/6	Columns, undated
BOX-FOLDER 159/7	"The FTC's Print and Buggy Romance with Truth," circa 1967
BOX-FOLDER 159/8	"Television and Violence" research and articles, 1969-11-15-1982-05-06
BOX-FOLDER 159/9	"Hear and There," 1992-10-26-1992-11-23 Two columns.
BOX-FOLDER 159/10	Letter concerning a Tony Schwartz MIN column, 1977-08-30 Letter from David Marsh at CBS regarding an interview Tony Schwartz wrote about in MIN; interview transcript included.
BOX-FOLDER 159/11	<i>Media Lobbying</i> flier, undated <i>Media, the Second God</i> , circa 1970s-circa 1990s
BOX-FOLDER 159/12	Post publication materials, 1982-07-16-1987 Includes correspondence regarding the Japanese translation of the book.
BOX-FOLDER 159/13	Book notes, undated
BOX-FOLDER 159/14	Artwork, circa 1980 Artwork by Nurit Karlin.
BOX-FOLDER 230/9-10	Nurit Karlin Statue of Liberty artwork, circa 1980circa 1980 Folder 9 contains a negative print of Karlin's drawing that has been pasted to a backing board, 12x22 inches. Folder 10 contains two paste-up copies of the drawing, one positive and one negative, each with a tissue overlay and each measuring 12x22 inches. Karlin's Statue of Liberty drawing faces p. [3] in the first edition of the book (1981).
BOX-FOLDER 160/1	Fan letters and reviews, 1981-1982
BOX-FOLDER 160/2	Publicity, 1981-1982 Magazines, articles, correspondence, PR drafts, scripts, and invoices.
BOX-FOLDER 160/3	Cover art, first edition, 1981 Correspondence, articles, and cover drafts.
BOX-FOLDER 226/6	Cover lettering and design, 1983 paperback edition, circa 1983 Paste-up of the word "Media," 10 1/2x8 1/2 inches; negative image of the full cover, opened, printed on three-hole-punched plastic, 11x14 inches; and a positive paper print of the full cover, opened, 8x12 1/2 inches.
BOX-FOLDER 230/8	Cover lettering and design, 1983 paperback edition, circa 1983 Four orange sheets of paper, each 12 1/2x16 inches and three-hole-punched, containing paste-up negatives of front and back cover lettering and a Tony Schwartz photograph, for the 1983 paperback edition.
BOX-FOLDER 160/4	Post publication, circa 1980s Invoices, articles, correspondence, and PR.
BOX-FOLDER 160/5	John Jay campaign case study, 1981 A photocopy of the chapter from the book.
BOX-FOLDER 160/6	Review correspondence, 1981-1983
BOX-FOLDER 160/7	Petrov interview, circa 1990s
BOX-FOLDER 160/8-9	Book draft, circa 1980s
BOX-FOLDER 160/10	Correspondence, circa 1980 Correspondence and drafts. There is one 8x10-inch contact sheet of various photos of Tony Schwartz in his office.
BOX-FOLDER 161/1-2	Research, circa 1970s-circa 1980s Magazines, articles, correspondence, drafts.

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BOX-FOLDER 161/3	Correspondence, circa 1980 Rights, colleague feedback.
BOX-FOLDER 161/4	Correspondence, 1985-05-01
BOX-FOLDER 161/5	Book, first edition, 1981 Hardback with note cards inside.
BOX-FOLDER 161/6	Book draft and research, 1977-05-23-1980-02-20 Correspondence and notes on the book draft and research materials. Includes copies of <i>Media Industry Newsletter</i> (MIN) column articles. <i>See also Media Industry Newsletter.</i>
BOX-FOLDER 161/7	The Second God: Media in the Post-Literate Society, undated A draft of the book with one page of notes to accompany the tabs marked throughout the draft.
BOX-FOLDER 161/8	"The Microphone as a Lens," undated Article from the magazine <i>Popular Photography</i> .
BOX-FOLDER 161/9	Letter regarding <i>The Naked Computer</i> , 1983-01-05 Letter regarding an article Schwartz was writing for the book.
BOX-FOLDER 161/10	"Narrowcasting: Tune In Your Listeners with Radio," 1980-02-09 Letter of agreement.
BOX-FOLDER 161/11	"New Voices" column, 1969-01-1969-11 <i>Educational Television</i> magazines and correspondence.
BOX-FOLDER 161/12	"Nynex Impact" biography draft and article, undated Draft of a biography and article on the impact of the telephone in Schwartz's life.
BOX-FOLDER 161/13	<i>On Political Advertising</i> brochure, undated American Advertising Museum brochure.
BOX-FOLDER 161/14	"Perception or Dropouts?" 1968-04 <i>Music Notes</i> magazine.
BOX-FOLDER 161/15	<i>Popular Photography</i> correspondence and articles, 1962-12-17-1965-05
BOX-FOLDER 161/16	"Puncturing Advertising Myths," 1977-06-30 Article from <i>Boardroom Reports</i> . <i>See also Boardroom Reports in commercial client files.</i>
BOX-FOLDER 162/1	Correspondence concerning "Radio: The Forgotten Medium," 1979-11-28-1979-12-17 Correspondence for the magazine <i>Campaigns and Elections</i> .
BOX-FOLDER 162/2	"Radio: Two Creative Methods," 1978-05-29 <i>Advertising Age</i> article.
BOX-FOLDER 162/3	"The RCA Tape Cartridge," 1959-04 <i>Modern Hi-Fi</i> article, number 2. <i>The Responsive Chord</i> , 1960s-1992
BOX-FOLDER 162/4	Chapter drafts, 1960s-1973 Drafts of <i>The Responsive Chord</i> book chapters: "Introduction," "Sound in the Environment," "Education in the Global Village," "Political Communication, or, How to Package Voters," "Women's Discussion," and La Monte Young page "Dream Music."
BOX-FOLDER 162/5	Book draft, 1973 Final print draft.
BOX-FOLDER 162/6	Correspondence, 1977-08-16-1992-02-11 Reprint requests, Doubleday correspondence.
BOX-FOLDER 162/7	Master book draft, circa 1973 Master print draft with corrections.
BOX-FOLDER 162/8	Publicity, circa 1973-circa 1975

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<i>Container</i>	<i>Contents</i>
BOX-FOLDER 162/9	Fan letters and other materials, 1973-11-08-1975-01-14 Correspondence, reviews, PR drafts, radio publicity spot sales reports.
BOX-FOLDER 162/10	Publicity materials, 1957, circa 1971-circa 1980s, 2001 Book cover designs, correspondence, reviews, publicity, radio spot invoices. Included are five photographs of Anton Schwartz for the book.
BOX-FOLDER 162/11	First edition office copy, 1973 Personal office copy of the book with handwritten notes and tabs. The date "1978-09-24" is written on the dust jacket.
BOX-FOLDER 163/1	Paperback copy, 1974
BOX-FOLDER 163/2	"Hard Sell, Soft Sell, Deep Sell" and other materials, 1992 Section of the book used in a communications reader for Simon Fraser University. Also contains a section of Marshal McLuhan's <i>Understanding Media: The Extensions of Man</i> and "Ads: Keeping Upset with the Joneses." <i>See also the McLuhan correspondence file, McLuhan symposium content, and the extensive McLuhan subject files.</i>
BOX-FOLDER 163/3	"Schwartz on Media," 1972-07 <i>Politea</i> article, volume 1, number 4.
BOX-FOLDER 163/4	"60 Minutes" op-ed drafts, 1968-undated "Sound Directions," 1960s <i>Art Direction</i> magazine.
BOX-FOLDER 163/5-7	Column, circa 1960s <i>See also "Guide for Tape Recording."</i>
BOX-FOLDER 163/8	Correspondence relating to "Speed Hearing: Variable Velocity Comprehension," 1971-04-20-1971-05-15 Letters in response to article in <i>BM/E</i> magazine.
BOX-FOLDER 163/9	"Stimuli and Responses" handout, undated A handout made by Schwartz referencing Erich Fromm's <i>The Anatomy of Human Destructiveness</i> .
BOX-FOLDER 163/10	"The Swinging Door to the Mind," undated A column from an unknown publication. The column mentions Schwartz's theory on "earlids."
BOX-FOLDER 163/11	"The Tape Around Us," 1974-08 <i>High Fidelity</i> article by Tony Schwartz and John Carey.
BOX-FOLDER 163/12	"Task Oriented Paid Media to Affect Public Behavior" drafts, undated
BOX-FOLDER 163/13	"The Terminology of Tony Schwartz," undated Quick reference.
BOX-FOLDER 163/14	Drafts and original concept notes relating to "This Won't Take Long, Did It? A Prologue to the Polaroid Revolution," undated
BOX-FOLDER 163/15	"Thoughts on Political Advertising," 1972-12 <i>CLIO</i> article, co-author Michael Rowan.
BOX-FOLDER 163/16	"Tony Schwartz On" flier, undated A one page flier containing remarks from Tony Schwartz on various media topics: radio, television, print, videocassettes, environmental media, and multimedia.
BOX-FOLDER 163/17	"To Replay Is to Know," undated Article from <i>Video Review</i> .
BOX-FOLDER 163/18	"Toward Effective Advertising" draft, 1973
BOX-FOLDER 163/19	"TV... an Auditory Medium," 1979-02-24 <i>TV Guide</i> article.
BOX-FOLDER 163/20	"Using Radio" drafts, undated

Series 3. Works and Publications, 1950-2004

Container

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BOX-FOLDER 163/21	"Using Today's Media to Change Behavior" draft, undated Co-author John Carey.
BOX-FOLDER 164/1	Materials relating to "VCRs Turn Broadcasting into Narrowcasting," 1986-03-1986-04-04 Drafts of article, correspondence with <i>Video Magazine</i> , and <i>Esquire</i> article "The ReDecade."
BOX-FOLDER 164/2	"Voice of the City," 1953-01-12-1996-09-02 90.9 WBUR, Boston University Radio, Adventures in Music.
BOX-FOLDER 164/3	"What Does One of the Most Inventive Minds in Advertising Think about Research?" 1974-06 <i>Writer's Digest</i> article.
BOX-FOLDER 164/4	Drafts and correspondence relating to "What Is a Negative Political Ad?" 1988-11-23 Drafts and correspondence with <i>New York Times</i> for op-ed piece.
BOX-FOLDER 164/5	"What Really Matters, Searching for Wisdom in America," circa 1990s Joke advertisement for a fake book by Schwartz.
BOX-FOLDER 164/6	"What's Water" drafts and research, 1973-1975
BOX-FOLDER 164/7	"When the Unreal Becomes Real" draft and research materials, circa 1973-undated

Series 4. Subject Files, 1912-2005

15.2 linear feet

RPA 01020-01055 (boxes 165-200); RPB 00119 (oversize box 220); RPC 00086-00087 (oversize boxes 226-227); RPD 00040 (oversize box 230); RPU 00021 (box 202), RPU 00024 (box OSU 1)

Arranged in three groupings: General subject files, files on Marshall McLuhan, and files on smoking-related topics.

General subject files, 1912-2005

Consists of published material, correspondence, and other material concerning people, organizations, and topics of interest to Tony Schwartz.

Arranged alphabetically by name of individual, organization, and topic.

BOX-FOLDER 226/7	1976 U.S. senatorial campaign research, circa 1976
BOX-FOLDER 165/1	35 Plus Committee, circa 1980-1995
BOX-FOLDER 165/2	35-64 Marketing, circa 1980-1989
BOX-FOLDER 165/3	ABC coverage of 1982 New York City marathon, 1982
BOX-FOLDER 165/4	Advertising agency executives' attitudes toward radio, circa 1960-2005
BOX-FOLDER 165/5-8	Advertising and marketing, circa 1912-1990
BOX-FOLDER 226/8	Advertising and marketing photocopies, 1978-05 Oversized. Two articles: "Scoring a Perfect Pitch," by Joanne Kelleher, <i>Ad East</i> , May 1978, pages 22-23; and "Two Creative Methods, but Both Sell," <i>Advertising Age</i> , May 29, 1978, page R36.
BOX-FOLDER 165/9	African American topics, circa 1960-2005
BOX-FOLDER 165/10	Aging, circa 1990-1999
BOX-FOLDER 166/1	AIDS, circa 1980-2005
BOX-FOLDER 166/2	Roger Ailes, circa 1985-1995
BOX-FOLDER 166/3	Alcohol, circa 1960-2005
BOX-FOLDER 166/4	Alliance of the Building Community, circa 1990-2005
BOX-FOLDER 166/5	American Council on Science and Health, 1991
BOX-FOLDER 166/6	AMICUS, Inc., circa 1960-2005
BOX-FOLDER 166/7	Animal rights, circa 1960-2005

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BOX-FOLDER 166/11	Architecture, circa 1960-2005
BOX-FOLDER 226/9	Reprint of article on Soviet architecture, 1942-11 Reprint of "Soviet Architecture Today," by Edward Carter, from <i>The Architectural Review</i> , November 1942, pages 107-114.
BOX-FOLDER 166/12	Art, circa 1960-2005
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BOX-FOLDER 167/6	Audio recording and preservation, circa 1960-2005
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BOX-FOLDER 167/17	Anne Burton, 1986-1986
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BOX-FOLDER 168/11	Civil rights, circa 1960-2005

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BOX-FOLDER 170/13	Thomas Edison, circa 1960-2005
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BOX 171	(1 folder)
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BOX-FOLDER 173/16	Historical <i>New York Times</i> articles, 1931
BOX-FOLDER 173/17	David Hoffman, 1994-11 <i>See also David Hoffman correspondence , various David Hoffman materials , and the David Hoffman file under Varied Directions . Also look under Varied Directions , David Hoffman's production company, and under films produced by Hoffman and Varied Directions.</i>

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BOX-FOLDER 176/2	Joe Johnson, 1993
BOX-FOLDER 176/3	Lyndon Johnson, 1964-1975 Includes news articles from "Daisy ad" time period
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BOX-FOLDER 176/8	Bill Kirchner, 1980-1995
BOX-FOLDER 176/9	Edward Koch, 1978-2000
BOX-FOLDER 176/10	C. Everett Koop, 1989-05-30-1989-06-16
BOX-FOLDER 176/11	Kosovo, circa 1997-2000
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BOX-FOLDER 176/19	Legal issues, 1994
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BOX-FOLDER 227/3a	Davey Moore tabloid or magazine article, circa 1963 "He Fought, Talked, Then Died," 2 pages. Possibly taken from <i>Life</i> magazine. The article was removed from the original tape box for Schwartz tape RXF 7691, "Boxing sounds."
BOX-FOLDER OSU 1/2	Davey Moore negatives, circa 1960s RPU 00024 Three 4x5 inch black and white negatives.
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BOX-FOLDER 183/1	News research, 1973 WNYC, WQXR, WINS.
BOX-FOLDER 183/2	Newsletters, 1961-1994
BOX-FOLDER 183/3	Noise, circa 1960-1989
BOX-FOLDER 183/4	Nonprofit organizations, circa 1980-2005 Contains items not related to a specific nonprofit organization or specific nonprofit materials not substantial enough to warrant a separate folder.
BOX-FOLDER 183/5-8	Nuclear energy and arms, circa 1960-2005
BOX-FOLDER 230/11	"Freeze the Nukes and See the Sunrise" poster, 1981 Color poster, 20x15 1/2 inches, showing six images of sunrise over the New York City skyline. Printed at bottom: "New York City, 1981. Publisher Annemarie Levitt. ©1982 design-photo Morris Engel."
BOX-FOLDER 183/9	Rudolf Nureyev, circa 1960-2005
BOX 202	Color photographs of Rudolf Nureyev in performance, undated Three copies (two 8x10 inch and one 7 1/2x5 1/2 inch color photographic prints) of Nureyev poised in mid air, and two 8 x 10 inch images with other cast members, in a production of [<i>Sleeping Beauty?</i>].
BOX-FOLDER 220/16	Color photograph of a cast member performing in the ballet [<i>Sleeping Beauty?</i>], undated Faded color photographic print, 8x10 inches, to which a temporary mat is taped. From the same performance, possibly of <i>Sleeping Beauty</i> , described in box 202.
BOX-FOLDER 183/10	Op-eds, circa 1960-2005
BOX-FOLDER 183/11	Oral history, circa 1970-1979
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BOX-FOLDER 183/13	Robert Miles Parker house drawings, 1991
BOX-FOLDER 183/14	Parliamentarians Global Action, circa 1960-2005
BOX-FOLDER 184/1	Patrolmen's Benevolent Association (PBA), circa 1990-1999 <i>See also Patrolmen's Benevolent Association PSA client and related files.</i>
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BOX-FOLDER 184/6	Michael Pertschuk, 1977-1986 <i>See also Pertschuk's correspondence file, Federal Trade Commission testimony and remarks, and materials relating to his book.</i>
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BOX-FOLDER 184/10	Phonemic restoration, 1968-1970 Includes articles and publications by Richard M. Warren.
BOX-FOLDER 184/11	Photocopiers, circa 1970-1999
BOX-FOLDER 184/12	Photography, circa 1960-2005
BOX-FOLDER 184/13	Planned Parenthood, circa 1990-1999
BOX-FOLDER 184/14	<i>Playboy</i> interviews, 1970-1975 Includes interviews with Germaine Greer, Jules Feiffer, Kurt Vonnegut, Jr., Roman Polanski, and Saul Alinsky.
BOX-FOLDER 184/15	Poiret restaurant, circa 1960-2005
BOX-FOLDER 184/16	Police Corps, circa 1980-2005 Includes many articles about Adam Walinsky.
BOX-FOLDER 184/17-19	Political advertising, circa 1960-2005
BOX-FOLDER 184/20	Political button designs, circa 1980-2005
BOX-FOLDER 184/21	Political campaigns, circa 1960-2005
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BOX-FOLDER 185/5	Presidential election of 1988, circa 1986-1988 <i>See also a memo about the Dukakis campaign and Schwartz's Dukakis campaign files.</i>
BOX-FOLDER 185/6	Product information brochures, circa 1987-1995
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BOX-FOLDER 185/11	Public relations (PR), circa 1960-2005
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BOX-FOLDER 185/13	Public safety, circa 1960-2005
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BOX 186	(1 folder)
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BOX-FOLDER 186/4	Racom, 1992
BOX-FOLDER 186/5-6	Radio, 1986-1993
BOX-FOLDER 186/7	Gerald Rafshoon, circa 1960-2005 Gerald Rafshoon was the White House Communications Director under President Jimmy Carter. <i>See also the Jimmy Carter 1976 presidential election campaign files and the Jimmy Carter subject file.</i>
BOX-FOLDER 186/8	Reader Radio, 1982
BOX-FOLDER 186/9	Ronald Reagan, circa 1980-2005

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BOX-FOLDER 187/2	Janet Reno, circa 1985-2005
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BOX-FOLDER 187/4	Rent-to-Own legislation, circa 1988-1988
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BOX-FOLDER 188/7-9	Rowan Group (general), circa 1960-2005
BOX-FOLDER 189/1	Rowan Group report on television and Puerto Rico, 1975-04
BOX-FOLDER 189/2	Mike Rowan, circa 1960-2005
BOX-FOLDER 189/3	Ruth Rubin, circa 1990-1999
BOX-FOLDER 189/4	Warren Rudman, circa 1980-1989
BOX-FOLDER 189/5	David Anson Russo, 1960-2000
BOX-FOLDER 189/6	Alan Schoener, circa 1960-1969
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BOX-FOLDER 196/7	Yma Sumac, 1987
BOX-FOLDER 196/8	<i>Survey of Insurance Attitudes in Mercer County, New Jersey</i> , 1990 Report prepared by Joseph Napolitan Associates, Inc.
BOX-FOLDER 196/9	<i>Survey of Political Attitudes in Maryland</i> , 1972 Report prepared by Joseph Napolitan Associates, Inc.
BOX-FOLDER 196/10	<i>Survey of Political Attitudes in Maryland</i> , 1977 Report prepared by Joseph Napolitan Associates, Inc.
BOX-FOLDER 196/11	<i>Survey of Political Attitudes in Maryland</i> , 1978 Report prepared by Joseph Napolitan Associates, Inc.

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BOX-FOLDER 197/2	<i>Survey of the Attitudes of Voters in New York City</i> , 1973 Report prepared by Peter D. Hart Research Associates, Inc.
BOX-FOLDER 197/3	<i>Survey of the Political Climate in West Virginia</i> , 1975 Report prepared by Peter D. Hart Research Associates, Inc.
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BOX-FOLDER 199/8	Varied Directions, circa 1960-2005 <i>See also Varied Directions business correspondence, Varied Directions production files in Series 3 and works produced by the company, and advertising for Varied Directions video relating to Tony Schwartz.</i>
BOX-FOLDER 199/9	Video rental catalog, circa 1970-1989
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BOX-FOLDER 199/20	Ann Weiss, 1970-2000 <i>See also the Ann Weiss "Eyes from the Ashes" exhibition file and photographs, and the Holocaust subject file.</i>
BOX-FOLDER 200/1	West Glen public service announcements, circa 1980-1989
BOX-FOLDER 200/2	Theodore White interview, 1984-05-23
BOX-FOLDER 200/3	Harry Wilmer, circa 1980-2005
BOX-FOLDER 200/4	WNYC program guides, 1985 Includes published WNYC radio program guides distributed to listeners via the postal service. <i>See also recordings of Schwartz's WNYC radio programs in the Schwartz Collection; WNYC business correspondence; WNYC radio scripts and research items in Schwartz's public service clients material; and WNYC program guide, transcripts, and other publications-related material.</i>
BOX-FOLDER 200/5	Zabar's, 1981-1984
BOX-FOLDER 200/6	Zenith, circa 1960-2005
BOX-FOLDER 200/7	Zoma Gallery, 1988
BOX-FOLDER 200/8	Zoning, circa 1960-2005
Marshall McLuhan, circa 1960-2005	
Consists of published and unpublished materials relating to Marshall McLuhan, including typescripts of McLuhan publications and transcripts of taped recordings related to McLuhan that are in the Schwartz collection. Arranged alphabetically by topic. <i>See also the McLuhan correspondence file, McLuhan symposium content, and McLuhan book material used in teaching.</i>	
BOX-FOLDER 177/13-15	General, circa 1960-2005
BOX-FOLDER 227/4	McLuhan article clippings, 1968-04, 1968-08 Two article clippings: "All of the Candidates Are Asleep," by Marshall McLuhan, August 10, 1968, pages 34, 36 (torn along three edges); a series of pages on fashion, text, illustrations, and layout by McLuhan and others at Fordham University, photographs by Ken Heyman, <i>Harper's Bazaar</i> , April 1968, pages 149-168.
BOX-FOLDER 178/2-3	<i>Laws of the Media</i> manuscript, 1980
BOX-FOLDER 178/4	Speech transcript, 1973-12
BOX-FOLDER 178/5	<i>They Became What They Beheld</i> manuscript, circa 1960-1980
BOX-FOLDER 178/6	Transcripts (MM 1-10), circa 1960-1980 Includes a table of contents.
BOX-FOLDER 178/7	Transcripts (MM 11-20), circa 1960-1980
BOX-FOLDER 178/8	Transcripts (MM 21-42), circa 1960-1980
BOX-FOLDER 179/1	Transcripts (MM 43-62), circa 1960-1980
BOX-FOLDER 179/2	Transcripts (MM 63-82), circa 1960-1980
BOX-FOLDER 179/3	Transcripts (MM 83-101), circa 1960-1980
BOX-FOLDER 179/4	Transcripts (MM 106-116), circa 1960-1980
BOX-FOLDER 179/5	<i>Understanding New Media</i> , 1960
Smoking, circa 1960-2005	
Primarily consists of clippings and photocopies of published materials related to smoking and anti-smoking movements in the 1980s and 1990s, including material on proposed	

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tobacco advertising bans, the Cipollone tobacco liability case, and various smoking ordinances in New York City.

Arranged alphabetically by name of individual, organization, and topic.

Additional anti-smoking materials may be found throughout the collection, particularly in Series 2, *Client projects: public service announcements (PSAs)*. Look under names of specific clients as well as under entries beginning with "Anti-smoking ..." The general anti-smoking files in Series 2 contain interview transcripts; photographs, postcards, posters, and drawings; research materials; and PSA scripts.

BOX-FOLDER 190/8	Addiction, circa 1960-2005
BOX-FOLDER 190/9	Advertising and marketing, circa 1960-2005
BOX-FOLDER 190/10	Advertising ban, circa 1960-2005
BOX-FOLDER 191/1	African Americans, circa 1960-2005
BOX-FOLDER 191/2	Air travel, circa 1960-2005
BOX-FOLDER 191/3-4	Antismoking campaigns (non-Schwartz), circa 1960-2005
BOX-FOLDER 191/5	Business and career costs, circa 1960-2005
BOX-FOLDER 191/6	Dr. William Cahan, circa 1960-2005
BOX-FOLDER 191/7	Cancer, circa 1960-2005
BOX-FOLDER 191/8	Celebrity illness and death, circa 1960-2005
BOX-FOLDER 191/9	Cigarette ad examples, circa 1960-2005
BOX-FOLDER 191/10	Cipollone tobacco liability case, circa 1990-2005
BOX-FOLDER 192/1	Costs of smoking, circa 1960-2005
BOX-FOLDER 192/2	Demographics, circa 1960-2005
BOX-FOLDER 192/3	Dresner-Sykes survey, circa 1960-2005
BOX-FOLDER 192/4	K.H. Ginzler research, circa 1960-2005
BOX-FOLDER 192/5	Health effects, circa 1960-2005
BOX-FOLDER 192/6	Illustrations, circa 1960-2005
BOX-FOLDER 192/7	Legislation, circa 1960-2005
BOX-FOLDER 192/8	Litigation, circa 1960-2005
BOX-FOLDER 192/9	<i>Merchants of Death</i> , circa 1960-2005
BOX-FOLDER 192/10-11	New York City, circa 1960-2005
BOX-FOLDER 193/1-2	New York City and state smoking restriction proposals, circa 1960-2005
BOX-FOLDER 193/3	Overseas marketing, circa 1960-2005
BOX-FOLDER 193/4	Philip Morris annual report, 1985
BOX-FOLDER 193/5	<i>Philip Morris Magazine</i> , 1986-1989
BOX-FOLDER 230/12	Bill of Rights 200th anniversary brochure from Philip Morris Companies and the National Archives, circa 1991 Brochure, 16x13 1/2 inches, 4 pages, promoting the 200th anniversary of the U.S. Bill of Rights.
BOX-FOLDER 193/6	Politics, circa 1960-2005
BOX-FOLDER 193/7	Public attitudes, circa 1960-2005
BOX-FOLDER 193/8	Quitting smoking, circa 1960-2005
BOX-FOLDER 193/9	Secondhand smoke (passive smoking), circa 1960-2005
BOX-FOLDER 193/10	Smokefree environments, circa 1960-2005
BOX-FOLDER 194/1-2	Smokefree workplace, circa 1960-2005
BOX-FOLDER 194/3	Smokeless cigarettes, circa 1960-2005
BOX-FOLDER 194/4	Smokeless tobacco, circa 1960-2005
BOX-FOLDER 194/5	<i>Smoking and Health Reporter</i> , circa 1960-2005

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BOX-FOLDER 195/7	Tobacco industry executives, circa 1960-2005
BOX-FOLDER 195/8	Tobacco sponsorship of arts, circa 1960-2005
BOX-FOLDER 195/9	Transportation, circa 1960-2005
BOX-FOLDER 195/10	Bonnie Vierthaler, circa 1960-2005
BOX-FOLDER 195/11	World Health Organization, circa 1960-2005
BOX-FOLDER 195/12	Worldwatch Institute, circa 1960-2005
BOX-FOLDER 195/13	Youth, circa 1960-2005

Transferred Materials

The bulk of the films and videotapes included in the collection were transferred to the Moving Image Section of the Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress, in 2007; a second installment was transferred in 2010. For details, see <http://www.loc.gov/rr/mopic/mphours.html>.