

Finding Aid for the Children In Advertising Collection (Coll. 5) MSS.005

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April 04, 2014

Describing Archives: A Content Standard

Manuscripts Collection
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Summary Information

Repository	Manuscripts Collection
Creator	Georgetown University. Law Center.
Title	Children In Advertising Collection
Date [bulk]	Bulk, 1977-1978
Date [inclusive]	1969-1979
Extent	3.4 Linear feet (4 archival storage boxes)
Language	English

Preferred Citation note

Children in Advertising Collection. Georgetown University Law Library Manuscripts Collection.

Description

From 1976 to 1978 the Georgetown Law Center held the Children and Advertising Seminar to discuss the effects of advertising on children. This collection contains varied sources discussing television broadcasting and advertising, focusing on children's television issues related to, the First Amendment, nutrition, violence, minorities, women, sex, and child abuse.

There are also numerous Government related materials including Senate subcommittee hearing documents; legislative materials; FTC & FCC regulatory codes, and Congressional transcripts and reports. The collection also contains Industry related materials including commercial storyboards and industry reports that focus on advertising and children's nutrition. The collection has multimedia as well, in the form of commercials clips, such as Uncle Ben's Rice Treasure Hunt 1976 and Post Grape Nuts Rookies 1974.

Arrangement

Collection retains the original order.

Administrative Information

Publication Information

Manuscripts Collection

Rights

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Processing

Special Collections processed these materials: i.e. removing acidic folders and replacing with acid-free folders, removing staples and recording each folder contents on inventory list.

Controlled Access Headings

Subject(s)

- Children in advertising

Collection Inventory

	Box	Folder
Self Regulation, 1969-1978 3.0 Items	1	1
Economics of Broadcasting, 1972-1976 3.0 Items	1	2
Senate Communications Subcommittee Hearings on Broadcast Oversight, May 1977 10.0 Items	1	3
Senate Communications Subcommittee Hearings on Broadcast Oversight, May 1977 7.0 Items	1	3.1
Legislative materials, July 1975-May 1977 5.0 Items	1	4
Regulation Codes and Cases (FTC, FCC, FDA), 1975-1977 15.0 Items	1	5
First Amendment, 1977 3.0 Items	1	6
Federal Regulation, 1977-1978 5.0 Items	1	7
FCC, 1974-1979 8.0 Items	1	8
FCC, 1974-1979 16.0 Items	1	8.1
Suggested Guidelines for Consumer Education, 1970 1.0 item	1	9

Television and Economics, 1977 35.0 spiritmasters	1	10
Primetime School TV, Chicago, 1977-1978 11.0 Items	1	11
Telecommunications Policy Research Conference, 1977 17.0 Items	1	12
General Research-Industry and Consumer, 1977 2.0 Items	1	13
Consumer Education, 1977 5.0 Items	1	14
Nutrition, 1976-1978 13.0 Items	1	15
Violence, 1977 5.0 Items	1	16
Minorities, 1977 3.0 Items	1	17
Hazardous Substances, 1974-1978 6.0 Items	1	18
Academic Research, 1977 9.0 Items	1	19
Petitions by Consumers, 1978 4.0 Items	1	20
Consumer Groups, 1976-1978 10.0 Items	1	21
Women, 1975-1976 4.0 Items	1	22

Biographical Information on Speakers (including 1 photograph), 1977-1978 39.0 Items	1	23
Commercial Storyboards, 1972-1977 10.0 Items	1	24
Commercial Storyboards, 1975-1977 18.0 Items	1	24.1
Audio/Video Supplement, 1977-1978 2.0 Items	1	25
Advertising Regulation Law Review Articles, 1977 4.0 Items	1	26
Advertising Regulation Law Review Articles, 1977 4.0 Items	1	26.1
Advertising Regulation Law Review Articles, 1976 1.0 item	1	26.2
Bibliography and Summaries of Articles, 1975-1977 6.0 Items	1	27
Final Report, 1974-1978 18.0 Items	1	28
Final Report, 1977 12.0 Items	1	28.1
Final Report, 1977-1978 3.0 Items	1	28.2
Chapter IX Consumer Education (including 1 newspaper clipping), 1977-1978 13.0 Items	2	1
Studies on effectiveness of consumer education programs, 1978 2.0 Items	2	2

Report to Ford Foundation, 1978 1.0 item	2	3
Report to Ford Foundation (original), 1978 1.0 item	2	4
Chapter IV The Family, 1971-1978 5.0 Items	2	5
Window Dressing on the Set: An Update, A Report of the U.S. Commission on Civil Rights, 1979 1.0 item	2	6
Research on the Effects of Television Advertising on Children, 1977 1.0 item	2	7
Sex and Violence on TV - Hearings before the Subcommittee on Communications, 1976 1.0 item	2	8
Broadcast Advertising and Children - Hearings before the Subcommittee on Communications, 1975 1.0 item	2	9
Fact Book of Regulations, Cases, and Codes Related to Television Advertising to Children, 1977 2.0 Items	2	10
New York State Assembly [Children and Advertising]: Papers sent to Professor Gerald Thain, 1977 6.0 Items	2	11
FTC Reports, Council on Children, Media and Advertising, 1977 1.0 item	2	12
FTC Reports, Council on Children, Media and Advertising, 1976 1.0 item	2	13

Broadcast Advertising and Children: Hearings before the Subcommittee on Communications, 1975 1.0 item	2	14
Study by the Staff of the U.S. General Accounting Office, National Nutrition Issues, 1977 1.0 item	2	15
Programming Practices for Children's Television, 1977 1.0 item	2	16
GULC Children and Advertising Seminar Series: Report to Ford Foundation, 1976-1978 1.0 Items	2	17
GULC Children and Advertising Seminar Series: List of Participants, 1976-1978 12.0 Items	2	18
GULC Children and Advertising Seminar Series: Transcripts of Sessions; Opening and 2nd Sessions, 1977 4.0 Items	2	19
Children and Advertising Seminar Series: Transcripts of 3rd and 4th Sessions, 1977 4.0 Items	2	20
Children and Advertising Seminar Series: Transcripts of 5th and 6th Sessions, 1977 2.0 Items	2	21
Children and Advertising Seminar Series: Transcripts of 7th and 8th Sessions, 1977-1978 3.0 Items	2	22
Children and Advertising Seminar Series: Transcripts of 10th Session, 1978 1.0 item	2	23

Children and Advertising Seminar Series: Summaries of Sessions, 1977-1978 10.0 Items	2	24
Children and Advertising Seminar Series: Information Releases, 1977-1978 12.0 Items	2	25
Children and Advertising Articles and Scientific Papers on Nutrition, 1968-1975 5.0 Items	2	26
Duplicates, 1976-1979 3.0 Items	2	27
Edible TV: Your Child and Food Commercials, Select Committee on Nutrition and Human Needs, U.S. Senate, 1977 2.0 Items	3	1
Trends in Child Protection Laws, Education Commission of the United States, 1977 1.0 item	3	2
Education for Parenthood: A Primary Prevention Strategy for Child Abuse and Neglect, Education Commission of the States, December 1976 1.0 item	3	3
Food Marketing: What role for Nutrition, Working Paper of James E. Austin, Marketing Science Institute, June 1977 1.0 item	3	4
Ready-To-Eat Cereals: Nutrition and Advertising, Kellogg Company, September 15, 1977 1.0 item	3	5
Family Health in an Era of Stress, General Mills American Family Report, 1978-1979 1.0 item	3	6

Television & Economics: From the medium to the marketplace, Prime Time School Television, 1978 1.0 item	3	7
Hearing before the Federal Trade Commission, Washington DC, April 1977 1.0 item	3	8
Kids, Food and Television: The Compelling case for State Action, New York State Assembly, March 1977 1.0 item	3	9
FTC Staff Report On Television Advertising to Children, February 1978 1.0 item	3	10
Advertising, Management, and Society: A Business Point of View, Francesco M. Nicosia, 1974 1.0 item	3	11
How Children Learn to Buy, Scott Ward et al., 1977 2.0 Items	3	12
Nutrition: A Study of Consumers' Attitudes & Behavior Toward Eating at Home & Out of Home, Yankelovich, Skelly and White, Inc., (Final Report), 1978 1.0 item	3	13
Nutrition: A Study of Consumers' Attitudes & Behavior Toward Eating at Home & Out of Home, Yankelovich, Skelly and White, Inc., (Preliminary Report), 1978 1.0 item	3	14
Breakfast and Nutrition, Kellogg Company, 1976 1.0 item	3	15
Education for Parenthood: A Program, Curriculum, and Evaluation Guide, U.S. Department of Health, Education and Welfare, 1977 1.0 item	3	16

A Study of Messages Received by Children Who Viewed an Episode of 'Fat Albert and the Cosby Kids', CBS/Broadcast Group, February 1974 1.0 item	3	17
Creative Food Experiences for Children, Center for Science in the Public Interest, 1974 1.0 item	3	18
Research on the Effects of Television Advertising on Children: Review and Recommendations, National Science Foundation, 1975 1.0 item	3	19
Raising Children in A Changing Society, General Mills American Family Report, 1976-1977 2.0 Items	3	20