Frank Stanton Papers
A Finding Aid to the Collection in the Library of Congress

Manuscript Division, Library of Congress
Washington, D.C.
2010

Contact information: http://hdl.loc.gov/loc.mss/mss.contact

Catalog Record: https://lccn.loc.gov/mm2008085394

Additional search options available at: https://hdl.loc.gov/loc.mss/eadmss.ms01139

Prepared by Michael McElderry with the assistance of Chanté Wilson-Flowers

Finding aid encoded by Library of Congress Manuscript Division, 2011
Collection Summary

Title: Frank Stanton Papers
Span Dates: 1908-2006
Bulk Dates: (bulk 1926-1979)
ID No.: MSS85394
Creator: Stanton, Frank, 1908-2006
Extent: 14,200 items
Extent: 41 containers plus 1 classified and 1 oversize
Extent: 16.4 linear feet
Language: Collection material in English
Location: Manuscript Division, Library of Congress, Washington, D.C.
LC Catalog record: https://lccn.loc.gov/mm2008085394

Summary: Broadcast executive. Correspondence, memoranda, subject files, speeches and writings, minutes of meetings, drafts, testimony, typescripts, reports and studies, interviews, transcripts, awards and citations, press clippings and releases, printed matter, and miscellaneous items relating primarily to Stanton's career as president and vice chairman of the board of directors of the Columbia Broadcasting System, Inc.

Selected Search Terms

The following terms have been used to index the description of this collection in the LC Catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically.

People
Buckley, William F., Jr., 1925-2008.
Burtt, Harold E. (Harold Ernest), 1890- --Correspondence.
Cantril, Hadley, 1906-1969--Correspondence.
Eisenhower, Dwight D. (Dwight David), 1890-1969--Correspondence.
Ford, Gerald R., 1913-2006--Correspondence.
Godfrey, Arthur, 1903-1983--Correspondence.
Johnson, Lyndon B. (Lyndon Baines), 1908-1973--Correspondence.
Kennedy, John F. (John Fitzgerald), 1917-1963--Correspondence.
Lazarsfeld, Paul F., 1901-1976.
Stanton, Frank, 1908-2006.
Truman, Harry S., 1884-1972--Correspondence.

Organizations
American National Red Cross.
Business Committee for the Arts.
Business Council (U.S.)
Carnegie Institution of Washington.
CBS Building (New York, N.Y.)
Columbia Broadcasting System, inc.
Harvard University.
United States. Advisory Commission on Information.
United States. Constitution. 1st Amendment.

Subjects
Advertising.
Broadcast journalism.
Broadcasting policy--United States.
Campaign debates--United States.
Freedom of the press.
Logos (Symbols)--Design.
Mass media.
Political science.
Presidents--United States--Election.
Propaganda, American.
Radio advertising.
Radio broadcasting.
Radio journalism.
Television advertising.
Television broadcasting.

Places
Europe--Description and travel.
United States--Foreign relations.
United States--Politics and government.

Occupations
Broadcast executives.

Provenance
The papers of Frank Stanton, broadcast executive, were given to the Library of Congress by the inheritor and co-executor of his estate, Elisabeth Allison, and by Andrew H. Weiss, estate co-executor and trustee of the Frank and Ruth Stanton Fund, 2007-2008.

Transfers
Items have been transferred from the Manuscript Division to other custodial divisions of the Library. Some photographs and drawings have been transferred to the Prints and Photographs Division. Audiotapes, videotapes, phonograph records, film reels, and compact disks have been transferred to the Motion Picture, Broadcasting, and Recorded Sound Division. All transfers are identified in these divisions as part of the Frank Stanton Papers.

Copyright Status
Copyright in the unpublished writings of Frank Stanton in these papers and in other collections in the custody of the Library of Congress is reserved. Consult reference staff in the Manuscript Division for further information.

Access and Restrictions
The papers of Frank Stanton are open to research. Researchers are advised to contact the Manuscript Reading Room prior to visiting. Many collections are stored off-site and advance notice is needed to retrieve these items for research use.

Security Classified Documents
Government regulations control the use of security classified items in this collection. Manuscript Division staff can furnish information concerning access to and use of classified material.
Preferred Citation

Researchers wishing to cite this collection should include the following information: Container number, Frank Stanton Papers, Manuscript Division, Library of Congress, Washington, D.C.

Biographical Note

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>1908, Mar. 20</td>
<td>Born, Muskegon, Mich.</td>
</tr>
<tr>
<td>1930</td>
<td>B.A., Ohio Wesleyan University, Delaware, Ohio</td>
</tr>
<tr>
<td>1931</td>
<td>Married Ruth Stephenson (died 1992)</td>
</tr>
<tr>
<td>1935</td>
<td>Ph.D. in psychology, Ohio State University, Columbus, Ohio</td>
</tr>
<tr>
<td>1935-1938</td>
<td>Staff member, Research Department, Columbia Broadcasting System, Inc. (CBS Inc.)</td>
</tr>
<tr>
<td>1937</td>
<td>Developed with Paul Felix Lazarsfeld the program analyzer, a machine used to measure radio audience reaction to program content</td>
</tr>
<tr>
<td>1937-1940</td>
<td>Founder and associate director with Hadley Cantril of the Office of Radio Research, Princeton University, Princeton, N.J.</td>
</tr>
<tr>
<td>1938-1946</td>
<td>Appointed director of research, CBS Inc., and rapidly promoted through a series of corporate management positions including director of advertising, vice president and general executive, and vice president and general manager</td>
</tr>
<tr>
<td>1941-1945</td>
<td>Government consultant, Office of Fact and Figures, Office of War Information, Secretary of War, and Department of the Navy</td>
</tr>
<tr>
<td>1946-1971</td>
<td>President and chief operating officer, CBS Inc.</td>
</tr>
<tr>
<td>1948</td>
<td>Led effort to develop and establish standards for color television</td>
</tr>
<tr>
<td>1951</td>
<td>Reorganized CBS Inc., creating separate corporate divisions for radio, television, and research laboratories</td>
</tr>
<tr>
<td></td>
<td>Directed the creation of CBS's eye logo</td>
</tr>
<tr>
<td>1952</td>
<td>Campaigned to repeal the “equal time” provision of section 315 of the Federal Communications Act</td>
</tr>
<tr>
<td>1953-1960</td>
<td>Founding chairman, Center for Advanced Study in the Behavioral Sciences, Stanford, Calif.</td>
</tr>
<tr>
<td>1957</td>
<td>Paul White Memorial Award (also awarded in 1971)</td>
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<tr>
<td>1959</td>
<td>George Foster Peabody Award (also awarded in 1960, 1961, 1964, and 1972)</td>
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<tr>
<td></td>
<td>Emmy Award (also awarded in 1972)</td>
</tr>
<tr>
<td>1960</td>
<td>Initiated the first televised presidential debates between candidates John F. Kennedy and Richard M. Nixon</td>
</tr>
<tr>
<td>1961</td>
<td>Vice chairman, National Fund Committee of the American National Red Cross</td>
</tr>
<tr>
<td>1961-1967</td>
<td>Chairman, Rand Corp.</td>
</tr>
<tr>
<td>1962</td>
<td>Directed the development and design of network headquarters (“Black Rock”), New York, N.Y.</td>
</tr>
<tr>
<td>1964-1973</td>
<td>Chairman, United States Advisory Commission on Information</td>
</tr>
<tr>
<td>1967</td>
<td>Special Honor Award, American Institute of Architects</td>
</tr>
<tr>
<td>1969</td>
<td>Defended network news in response to Vice President Spiro Agnew's criticism of broadcast journalism</td>
</tr>
<tr>
<td>1970</td>
<td>Tiffany Design Award</td>
</tr>
<tr>
<td>1971</td>
<td>Defended freedom of the press against government prosecution relating to the CBS television documentary The Selling of the Pentagon</td>
</tr>
<tr>
<td>1971-1973</td>
<td>Vice chairman of the board, CBS Inc.</td>
</tr>
<tr>
<td>1972</td>
<td>Freedom of Press Award</td>
</tr>
<tr>
<td>1972-1974</td>
<td>Chairman, Business Committee for the Arts</td>
</tr>
</tbody>
</table>
1973  Four Freedoms Award
       Retired from CBS Inc.
1973-1979  Chairman and principal officer, American National Red Cross
1983-1990  Member, President's Committee on the Arts and Humanities
1986  Elected to the Hall of Fame of the Academy of Television Arts and Sciences
1993  First Amendment Award, Radio-Television News Directors Association

**Scope and Content Note**

The papers of Frank Nicholas Stanton (1908-2006) span the years 1908-2006, with the bulk of the material dating from his matriculation at Ohio Wesleyan University in 1926 to his departure as chairman of the American National Red Cross in 1979. Following the completion of his doctoral research into the habits of radio listeners in 1935 for the psychology department at Ohio State University, the Columbia Broadcasting System, Inc. (CBS Inc.) offered Stanton a position in its research department. Stanton was promoted to vice president in 1942 and selected president of the network in 1946 at the age of thirty-eight. Upon his retirement from CBS Inc. in 1973, Stanton was appointed chairman of the American National Red Cross by President Richard M. Nixon, serving in that capacity until 1979. While the collection explores Stanton's legacy as the broadcast executive who, along with colleague Chairman William S. Paley, is credited with molding CBS Inc. into a national network empire, the documentation is often uneven, containing a limited number of fully developed files and few references to his personal life. The papers contain correspondence, memoranda, speeches and writings, subject files, reports and studies, transcripts, testimony, drafts and typescripts, press clippings and releases, printed matter, and miscellaneous material and are organized into the following series: Executive Files, Subject File, Speeches and Writings, Miscellany, Classified, and Oversize.

In 1973, Stanton left CBS Inc. at the mandatory retirement age of sixty-five and became chairman of the American National Red Cross. The Executive Files consist largely of papers and records created and received by Stanton as corporate executive during this transition, primarily for the years from 1970 to 1973. In addition to the American National Red Cross, Stanton pursued multiple opportunities in business, education, government, and the arts upon his retirement and served on the boards and advisory councils of a variety of private corporations, foundations, and nonprofit organizations. The Executive Files pertain chiefly to these organizations, the most prominent of which include the American National Red Cross, Business Committee for the Arts, Business Council, Carnegie Institution of Washington, and Harvard University. The series sheds light on the operations and policy decisions of these and other organizations and the role played by Stanton as director and advocate. Typescripts and transcripts from speaking engagements and congressional testimony supplement similar material arranged in the Speeches and Writings series.

The United States Advisory Commission on Information, established in 1948, is composed of five representatives from business, public service, and the communications media appointed by the president for three-year terms. It functions as an advisory body and recommends policies and programs to the United States Information Agency for broadcasting information about the United States to foreign countries. Stanton served as chairman of the commission, 1964-1973, and the Executive Files contain material relevant to both organizations. In addition, the series also includes a file regarding William F. Buckley (1925-2008), Stanton's colleague and fellow board member on the commission. A staunch proponent of broadcast journalism and defender of First Amendment rights, Stanton testified often before Congress on freedom of the press issues and sought, on behalf of the broadcast industry, protections equal to that of the printed press. Subject headings located in the Executive Files address these concerns.

While the Subject File is largely devoted to Stanton's corporate career with CBS Inc., papers relating to his research projects are also of interest. In 1937, Stanton began a collaboration with Paul Felix Lazarsfeld resulting in the invention of the program analyzer, an audience measuring device that could determine the probability of a radio program's public appeal and advertising potential that was later expanded for television and used by CBS Inc. for several decades. As network president, Stanton focused on organizational and policy issues, leaving entertainment programming to Chairman William S. Paley. As early as 1948, he fought for the right of broadcasters to present editorials and to be accorded the same rights as print journalists. An advocate for technological improvements, he championed the development of color television. Stanton reorganized the company in 1951 and directed CBS Inc. through a period of diversification and corporate expansion by
decentralizing its administration and acquiring new business investments, including the New York Yankees in 1964, to create a media conglomerate. While all of these topics are touched on in the Subject File, none are covered in great depth. Limited correspondence exchanged with popular show host Arthur Godfrey and with William S. Paley is also contained in the network's files.

In 1960, Stanton aided in initiating the first televised presidential debate between candidates John F. Kennedy and Richard M. Nixon by persuading Congress to suspend the “equal time” provision of section 315 of the Federal Communications Act, which requires networks to grant equal time to all political candidates. Material concerning the 1960 telecast, for which Stanton won the second of his three personal George Foster Peabody Awards, and subsequent unsuccessful efforts to televise debates in the 1964, 1968, and 1972 presidential campaigns is arranged within the CBS Inc. files.

Stanton's primary interest was centered on promoting and protecting the network's news division. In the late 1960s he withstood pressure from the Johnson administration for allowing CBS News to air critical reports on the Vietnam War. In 1971, Stanton risked the threat of jail defending the CBS documentary The Selling of the Pentagon, which exposed the use of public funds by the Defense Department to promote a public relations campaign in support of the Vietnam War. Stanton challenged a federal suit brought by Congress and refused a subpoena from the House Commerce Committee demanding the news sources used in the documentary, successfully arguing that the information was protected under the freedom of the press provision as guaranteed by the First Amendment. The controversy is fully documented in the Subject File, including the proceedings and testimony from the congressional hearings.

Displaying a wide range of interests and possessing broad artistic and conceptual abilities, Stanton was known for his sense of corporate style and often became involved in the creation and development of the company's imagery from the construction of network headquarters in New York ("Black Rock") to the design of the company's iconic eye logo. "Black Rock," designed by Eero Saarinen, was opened to acclaim in 1964 and received several architectural awards that are referenced in the Subject File along with Stanton's drawings for the building's interior design.

Due to his position as a broadcasting executive and his many appearances before Congress, Stanton was known to major political figures, and the Subject File contains letters to him from presidents Harry S. Truman, Dwight D. Eisenhower, John F. Kennedy, Lyndon B. Johnson, Richard M. Nixon, and Gerald R. Ford. Papers relating to Lyndon B. Johnson, who shared a long, and at times adversarial, relationship with Stanton, are the largest of the presidential files. Copies of transcripts of Stanton's interviews recorded as part of the oral history program conducted under the auspices of the Lyndon Baines Johnson Library are included here and provide insight into their personal association and the interplay between the media and the White House. In addition, material concerning a controversial three-year contract between Johnson and CBS Inc. that gave the company the exclusive rights to a series of interviews with the former president is also located in the Subject File.

Stanton lectured widely on freedom of the press issues and the First Amendment, government and the media, television journalism, and politics and kept a full schedule of speaking engagements and radio and television appearances as well as appearing as a participant on numerous discussion panels and in seminars. Because Stanton was recognized as a major spokesperson for the broadcasting industry, his opinions were often sought, his speeches frequently quoted, and his testimony in many appearances before Congress part of the public record. The Speeches and Writings series is the largest and most comprehensive in the collection consisting largely of the drafts, typescripts, and printed copies of his speeches, statements, and testimony before Congress and the Federal Communications Commission.

Stanton was recognized with awards and tributes from many organizations and received honorary degrees from various colleges and universities as listed in the Miscellany series. The series also contains juvenile memorabilia and school records as well as journals, scrapbooks, and photographs composed as travelogues from two trips to Europe taken by Stanton as a young man. Occasional letters exchanged with Harold E. Burt and Hadley Cantril, early mentors of Stanton, and with Thomas E. Dewey are contained in the Miscellany series as well.

**Arrangement of the Papers**

The collection is arranged in six series:

- Executive Files, 1960-2001
- Subject File, 1930-2004
- Speeches and Writings, 1933-2004

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Frank Stanton Papers 6
• Miscellany, 1908-2006
• Classified, 1957-1971
• Oversize, 1962-1979
**Description of Series**

<table>
<thead>
<tr>
<th>Container</th>
<th>Series</th>
<th>Notes</th>
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<tbody>
<tr>
<td>BOX 1-11</td>
<td><strong>Executive Files, 1960-2001</strong></td>
<td>Correspondence, memoranda, agenda and minutes of meetings, telegrams, drafts, typescripts, reports and studies, financial records, testimony, speeches and statements, notes, printed matter, and miscellaneous items maintained by Stanton relating primarily to his service on the boards and advisory councils of various private corporations, foundations, and nonprofit organizations, and as chairman of the American National Red Cross. Arranged alphabetically by name of organization, person, or subject.</td>
</tr>
<tr>
<td>BOX 11-20</td>
<td><strong>Subject File, 1930-2004</strong></td>
<td>Correspondence, memoranda, transcripts, statements and remarks, testimony, reports and studies, financial and legal records, press clippings and releases, newsletters, diagrams, notes, printed matter, and miscellaneous items. Arranged alphabetically by subject or topic.</td>
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<td>BOX 20-33</td>
<td><strong>Speeches and Writings, 1933-2004</strong></td>
<td>Correspondence, drafts, typescripts, printed copies, notes, transcripts, printed matter, and miscellaneous items relating to Stanton's articles, interviews, radio and television broadcasts and editorials, speeches and statements, and speeches and writings by others. Arranged alphabetically by subject or type of material and therein chronologically.</td>
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<td>BOX 33-41</td>
<td><strong>Miscellany, 1908-2006</strong></td>
<td>Correspondence, family papers, journals and scrapbooks, appointment books, awards and citations, biographical material, school records, cards and invitations, press clippings and releases, government service records, printed matter, and other items. Arranged alphabetically by subject or type of material.</td>
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<td>BOX CL 1</td>
<td><strong>Classified, 1957-1971</strong></td>
<td>Memoranda of conversations, correspondence, governmental memoranda, background and policy papers, testimony, and reports. Arranged and described according to the series, containers, and folders from which the items were removed.</td>
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<td>BOX OV 1</td>
<td><strong>Oversize, 1962-1979</strong></td>
<td>Certificates of awards and honorary degrees. Arranged and described according to the series, containers, and folders from which the items were removed.</td>
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Container List

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| BOX 1-11  | **Executive Files, 1960-2001**  
Correspondence, memoranda, agenda and minutes of meetings, telegrams, drafts, typescripts, reports and studies, financial records, testimony, speeches and statements, notes, printed matter, and miscellaneous items maintained by Stanton relating primarily to his service on the boards and advisory councils of various private corporations, foundations, and nonprofit organizations, and as chairman of the American National Red Cross.  
Arranged alphabetically by name of organization, person, or subject. |
| BOX 1     | Advertising Council, 1970-1973  
(2 folders)  
Air Force Academy Foundation, 1973-1974  
American Association for the Advancement of Science, 1973  
American Board of Professional Psychology, 1970  
American Council on Education, 1970  
American Crafts Council, 1970-1973  
(2 folders)  
American Enterprise Institute for Public Policy Research, 1972  
American National Red Cross  
Conferences and meetings  
Board of governors, 1972-1976  
International Conference, Teheran, Iran, 1973  
National convention, New Orleans, La., 1973 |
| BOX 2     | Twenty-fifth anniversary of the blood program in the Piedmont-Carolinas region,  
“Outlook for Blood Service in America,” Charlotte, N.C., 1973  
Correspondence, 1972-1978  
Harriman, E. Roland, 1972-1973  
Miscellany, 1971-1979  
(3 folders)  
“A” miscellaneous, 1970-1973  
Bank of New York, 1970  
Bassett, Florence, 1970 |
| BOX 3     | Books, 1970-1973  
(2 folders)  
Boy Scouts of America, 1970  
Brentano Foundation, 1972-1973  
Broadcast Pioneers, 1970-1973  
Business Committee for the Arts  
Business in the Arts Awards, 1973  
Conferences and meetings  
Annual meetings  
Fifth meeting, 1972 |
Sixth meeting, 1973
Seventh meeting, 1974
Corporate Advisory Group, John F. Kennedy Center for the Performing Arts, Washington, D.C., 1973
State conferences, 1972
Indiana
Louisiana
Wisconsin

BOX 4
Contributions, 1973
General, 1970-1973
(2 folders)
Speeches and statements, 1972
Business Council
General, 1962, 1970-1973
(2 folders)
Meetings, 1970-1973
(2 folders)

BOX 5
“B” miscellaneous, 1970-1973
Carnegie Institution of Washington
General, 1970-1973
Meetings, 1973
Center for Advanced Study in the Behavioral Sciences, 1970-1973
China
China-American Relations Society, 1972-1973
General, 1972-1973
Columbia University, New York, N.Y., 1970-1973
“C” miscellaneous, 1970-1973
Denver Post, 1970
European Broadcasting Union, 1970
Experiments in Art and Technology, 1970-1972
First amendment rights and freedom of the press
Congressional hearings, Senate Committee on the Judiciary, Subcommittee on Constitutional Rights, 1971

BOX 6
Foreign assistance committees, 1968-1973
“G” miscellaneous, 1973
Harvard University, Cambridge, Mass.
Committee on the Visual and Performing Arts, 1970-1971
Committee to Visit the Department of Visual and Environmental Studies, 1972-1973
Graduate School of Design, 1970-1973
Harvard University-Massachusetts Institute of Technology, Program in Health Sciences and Technology, 1971-1973
Institute for Architecture and Urban Studies, 1970-1973
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<td>BOX 7</td>
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<td>Tour by American broadcasting executives, 1972</td>
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<td>Kaufman and Broad, Inc., 1973</td>
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<td>Lutfkin, Dan W., 1971</td>
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<td>Multiple television units, 1971</td>
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<td>Murrow, Edward R., 1970-1971</td>
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<td>“M” miscellaneous, 1971</td>
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<td>National Academy of Television Arts and Sciences, 1970-1972</td>
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<td>National Association of Broadcasters, 1972</td>
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<td>National Foundation on the Arts and Humanities, 1970</td>
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<td>National Institute of Social Sciences, 1972</td>
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<td>New York Academy of Sciences, New York, N.Y., 1972</td>
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<td>New York Studio School of Drawing, Painting and Sculpture, New York, N.Y., 1972</td>
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<td>New York University, New York, N.Y., Hall of Fame for Great Americans, 1973</td>
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<td>New Yorker, 1973</td>
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<td>“N” miscellaneous, 1970-1972</td>
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<td>Ohio State University, Columbus, Ohio, 1972</td>
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<td>Radio Free Europe, 1970-1971 See also Classified</td>
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<td>BOX 8</td>
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<td>Radio Television News Directors Association, 1971</td>
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<td>“R” miscellaneous, 1970-1971</td>
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<td>Sculpture in the Environment, 1970-1971</td>
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<td>Shakespeare, Frank J., honorary dinner, 1972-1973</td>
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<td>“S” miscellaneous, 1970-1971</td>
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<td>Terry, Hugh B., 1973</td>
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<td>United States Advisory Commission on Information</td>
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<td>Annual reports and meetings, 1967-1973</td>
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<td>Arthur D. Little, Inc., report, 1970</td>
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<td>Congressional hearings</td>
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<td>House Committee on Foreign Affairs, Subcommittee on State Department Organization and Foreign Operations, 1971</td>
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<td>Miscellaneous, 1967-1968</td>
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<td>Senate Committee on Foreign Relations, 1970-1971 See also Classified</td>
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<td>General, 1964, 1970-1975</td>
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| BOX 10    | 1970 Jan.-June  
           | 1971 July-Dec.  
           | Soviet Union, 1970, 1977 *See also Classified*  
           | United States government  
           | Federal Design Assembly Task Force, 1973  
           | Miscellaneous, 1973-1976  
           | Senate, 1973  
           | United States Information Agency  
           | General, 1970-1973 *See also Classified*  
           | (2 folders)  
           | Japan World Exposition, U.S. Pavilion, 1970-1971  
           | United States Information Service, 1970-1971  
           | BOX 11    | United States-Japan Joint Committee on Cultural and Educational Cooperation, 1971  
           | West, Donald V., 1973  
           | Woodrow Wilson International Center for Scholars, 1971-1972  
           | “W” miscellaneous, 1970-1973  
           | Yugoslavia, federal secretary for information luncheon, 1971 *See also Classified*  
           | BOX 11-20 | **Subject File, 1930-2004**  
           | Correspondence, memoranda, transcripts, statements and remarks, testimony, reports and studies, financial and legal records, press clippings and releases, newsletters, diagrams, notes, printed matter, and miscellaneous items.  
           | Arranged alphabetically by subject or topic.  
           | BOX 11    | Access Press, 1985  
           | Columbia Broadcasting System, Inc.  
           | Administrative policy and procedures  
           | Editorial policy manual, 1963  
           | General, 1959, 1965-1972  
           | Color television, 1946-1954  
           | Columbia Broadcasting System v. American Society of Composers Authors and Publishers *et al.*, 1973  
           | Correspondence  
           | Miscellaneous, 1930-1973  
           | (2 folders)  
           | BOX 12    | “Equal time” legislation (section 315 of Federal Communications Act)  
           | Press clippings, 1959, 1965  
           | (2 folders)  
           | Headquarters building (“Black Rock”)  

*Frank Stanton Papers*
Awards, 1965-1966
Drawings, 1965
Newsletters, 1961-1965

**BOX 13**
New York Yankees acquisition, 1965
Presidential telecasts
Campaign debates
1960 campaign
  Election survey, prepared by Elmo Roper and Associates, 1960
  (2 folders)
  1964 campaign, 1963-1964
  1968 campaign
  1972 campaign
Johnson, Lyndon B., interviews, 1969-1973
  (2 folders)
Kennedy, John F., assassination, 1963
Prime time appearances, 1954, 1970

**BOX 14**
Press
  (5 folders)
Releases, 1941-1973
Publications *See also Oversize*
1936-1941

**BOX 15**
  (3 folders)
Reference library scrapbooks, nos. 2-7, 1954-1958
  (3 folders)
Reports and statements
Annual, 1957-1965

**BOX 16**
President's reports to shareholders, 1957-1973
  (3 folders)
Television network affiliates
  1955-1964
  (2 folders)

**BOX 17**
1965-1973
Republican Party Platform Committee, 1972
Research Department
General, 1934-1942
Studies and procedures, 1940-1944
  (2 folders)
Retirement, 1971-1974
* Selling of the Pentagon
Congressional hearings and subpoenaed material, House Committee on Interstate and Foreign Commerce, Special Subcommittee on Investigations, 1971
Editorials and comments

<table>
<thead>
<tr>
<th>BOX 18</th>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(2 folders)</td>
</tr>
<tr>
<td></td>
<td>Proceedings and testimony</td>
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<tr>
<td></td>
<td>General, 1971, 2001</td>
</tr>
<tr>
<td></td>
<td>Press clippings, 1971-1975</td>
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<td></td>
<td>Statements and remarks, 1971</td>
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<td></td>
<td>Committee on World Economic Practices, 1959</td>
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<td></td>
<td>Ford Foundation, Center for Advanced Study in the Behavioral Sciences, 1953</td>
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<td></td>
<td>Office of Civil and Defense Mobilization, 1957-1959, 2004 See also Classified</td>
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<tr>
<td></td>
<td>Panel on International Information, Education, and Cultural Relations, 1975</td>
</tr>
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<td></td>
<td>Presidents and presidential administrations</td>
</tr>
<tr>
<td></td>
<td>Eisenhower, Dwight D., 1957-1959</td>
</tr>
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<td></td>
<td>Ford, Gerald R., 1974-1977</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOX 19</th>
<th>Johnson, Lyndon B.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cards and invitations, 1964-1968</td>
</tr>
<tr>
<td></td>
<td>Correspondence, 1955-1973</td>
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<tr>
<td></td>
<td>Humphrey, Hubert H., 1959-1969</td>
</tr>
<tr>
<td></td>
<td>Johnson, Lady Bird, 1970-1974</td>
</tr>
<tr>
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<td>Lyndon Baines Johnson Library, Austin, Tex.</td>
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<td>Correspondence, 1971-1973</td>
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<td></td>
<td>Miscellany, 1971-1972</td>
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<td></td>
<td>Oral history interviews</td>
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<tr>
<td></td>
<td>Correspondence, 1987</td>
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<td></td>
<td>Transcripts, 1987-1992</td>
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<thead>
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<tbody>
<tr>
<td></td>
<td>Kennedy, John F., 1960-1961</td>
</tr>
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<td></td>
<td>Nixon, Richard M.</td>
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<td>Truman, Harry S., 1945-1949</td>
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<td>Radio research and market studies</td>
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<td></td>
<td>Charts and diagrams, 1932, 1938-1942</td>
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<td></td>
<td>Miscellany, 1933-1945</td>
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<td>Program spotter, 1942</td>
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<td>Stanton-Lazarsfeld program analyzer, 1937-1945</td>
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<tr>
<th>BOX 20-33</th>
<th>Speeches and Writings, 1933-2004</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Correspondence, drafts, typescripts, printed copies, notes, transcripts, printed matter, and miscellaneous items relating to Stanton's articles, interviews, radio and television broadcasts and editorials, speeches and statements, and speeches and writings by others.</td>
</tr>
<tr>
<td></td>
<td>Arranged alphabetically by subject or type of material and therein chronologically.</td>
</tr>
</tbody>
</table>
### Container Contents

| BOX 20 | Articles and miscellaneous writings  
| BOX 21 | 1955-1975  
| | (2 folders)  
| | Bibliographies and calendars, 1939, 1967-1974  
| | Preliminary draft  
| | Chapters 1-6  
| | (2 folders)  
| | Chapters 7-8  
| | Uncorrected draft  
| | Master copy, corrected draft by Arthur B. Tourtellot  
| | Correspondence, 1970-1973, 1985  
| | Interviews  
| | 1961-1977, 1985  
| BOX 22 | 1987-2003  
| | Speeches and statements  
| | Chronological file  
| | Correspondence, 1970  
| | Typescripts and printed copies, 1969  
| | 1970  
| | Mar. 31, dedication of the Studio Center, WWNY Radio and Television, Watertown, N.Y.  
| | May 25, Senior Seminar in Foreign Policy, Foreign Service Institute, Washington, D.C.  
| BOX 23 | Sept. 6, American Board of Professional Psychology, Miami, Fla.  
| BOX 24 | 1971  
| | June 16, Rotary Club of Seattle, Seattle, Wash.  
| | Sept. 15, Sigma Delta Chi (Cleveland Professional Chapter), Cleveland, Ohio  
| 1972 | Jan. 19, Ohio State University, Columbus, Ohio, 1971-1972  
| | Feb. 18, Civic Searchlight, Detroit, Mich., 1971-1972  
| | May 6, Kansas Association of Broadcasters, Topeka, Kans., 1971-1972  
| 1973 | Jan. 24, Georgia Radio/Television Institute, University of Georgia, Athens, Ga., 1972-1973 |
Speeches and Writings, 1933-2004

Container  Contents


Drafts, typescripts, and printed copies
1936-1938, 1946-1949

BOX 25
1950-1959, Aug.
(6 folders)

BOX 26
1959, Sept.-1962
(5 folders)

BOX 27
1963-1965, May
(5 folders)

BOX 28
1965, June-1969
(6 folders)

BOX 29
1970-1973
(6 folders)

BOX 30
(6 folders)

BOX 31
Testimony
Congressional
circa 1943-1947, 1953-1967
(6 folders)

BOX 32
1968-1977
(3 folders)
Federal Communications Commission
1936, 1945-1951, 1958
(3 folders)

BOX 33
1960-1962
Speeches and writings by others, 1973, 1979, 1985, 1997-2004

BOX 33-41
Miscellany, 1908-2006
Correspondence, family papers, journals and scrapbooks, appointment books, awards and citations, biographical material, school records, cards and invitations, press clippings and releases, government service records, printed matter, and other items.
Arranged alphabetically by subject or type of material.

BOX 33
Appointment books
1947-1953
(2 folders)

BOX 34
1954-1962
(3 folders)

BOX 35
Awards, citations, and tributes
Advertising Council Public Service Award, 1969-1970
Advertising Gold Medal Award, 1959-1960
Art Directors Club of Philadelphia Grand Award, 1965
Four Freedoms Award, 1972-1973 See also Oversize
Freedom of the Press Award, 1972
George Foster Peabody Broadcasting Awards, 1960-1964, 1971-1972 See also Oversize
Honorary degrees and awards, colleges and universities
Emerson College, Boston, Mass., 1973
Lewis and Clark College, Portland, Oreg., 1973
Miscellaneous, 1946-1949, 1958-1986, 1998 See also Oversize
A-L
(2 folders)
BOX 36
M-U
(2 folders)
International Emmy Award, 1980
Miscellaneous See also Oversize
1951-1979
(3 folders)
BOX 37
1981-2000
Paul White Memorial Awards, 1957, 1971
Tiffany Design Award, 1970
West Side Association of Commerce National Gold Medal Award, 1974
Biographical material, 1944-1959, 1975-2006, undated
(3 folders)
Cards and invitations, 1946, 1955-1959, 1999
Childhood and school papers
Board of Education, Dayton, Ohio, 1929-1932
BOX 38
College and university papers
Ohio State University, Columbus, Ohio
“Memory for Advertising Copy Presented Visually vs. Orally,” 1933
Ohio Wesleyan University, Delaware, Ohio, 1926-1931, 1942, 1959
Elementary and high school, 1915-1926
Miscellany, 1926, 1932
Correspondence
Burtt, Harold E., 1932-1937, 1990
Cantril, Hadley, 1930, undated
Dewey, Thomas E., 1947-1948
Drawings and diagrams, undated
European trips
1926, journal and photographs
BOX 39
1929, scrapbooks
(2 folders)
Financial and legal records, 1931-1940, 1958
BOX 40
Notes and printed matter, 1944-1949, 1956-1960
Press clippings and releases
1926, 1934-1973
(5 folders)
BOX 41
1974-2006, undated
(2 folders)
World War II service, 1941-1947

**BOX CL 1**

**Classified, 1957-1971**
Memoranda of conversations, correspondence, governmental memoranda, background and policy papers, testimony, and reports.
Arranged and described according to the series, containers, and folders from which the items were removed

**BOX CL 1**

**Executive Files**
Radio Free Europe, 1971 (Container 7)
United States Advisory Commission on Information
   Congressional hearings
      Senate Committee on Foreign Relations, 1971 (Container 9)
   Meetings
      Commission meetings, 1971 (Container 9)
      Director's staff meetings, 1970 (Containers 9-10)
      Soviet Union, 1970 (Container 10)

**BOX CL 1**

**United States Information Agency**
   General, 1971 (Container 10)
   Yugoslavia, federal secretary for information luncheon, 1971 (Container 11)

Subject File
   Office of Civil and Defense Mobilization, 1957-1959 (Container 18)

**BOX OV 1**

**Oversize, 1962-1979**
Certificates of awards and honorary degrees.
Arranged and described according to the series, containers, and folders from which the items were removed.

**BOX OV 1**

**Subject File**
   Columbia Broadcasting System, Inc.
      Publications, 1962 (Container 15)
Miscellany
   Awards, citations, and tributes
      Four Freedoms Award, 1973 (Container 35)
      George Foster Peabody Broadcasting Award, 1971 (Container 35)
Honorary degrees and awards
   Miscellaneous, 1973 (Container 35)
   Miscellaneous, 1972 (Container 36)