

Allen Neuharth Papers
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Manuscript Division, Library of Congress
Washington, D.C.
2018

Contact information: <https://hdl.loc.gov/loc.mss/mss.contact>

Catalog Record: <https://lcn.loc.gov/mm2005085259>

Additional search options available at: <https://hdl.loc.gov/loc.mss/eadmss.ms018028>

Prepared by Manuscript Division Staff

Finding aid encoded by Library of Congress Manuscript Division, 2018
Revised 2021 November

Collection Summary

Title: Allen Neuharth Papers

Inclusive Dates: 1949-2013

ID No.: MSS85259

Creator: Neuharth, Allen

Extent: 87,500 items

Extent: 249 containers plus 3 oversize

Extent: 100 linear feet

Extent: 395 digital files (48.17 GB)

Language: Collection material in English

Location: Manuscript Division, Library of Congress, Washington, D.C.

LC Catalog record: <https://lccn.loc.gov/mm2005085259>

Summary: Businessman, publisher, and author. Correspondence, memoranda, speeches, digital files, writings, news clippings, articles, interviews, subject files, media files, and workings files relating to Neuharth's chairmanship of Gannett Company, the Gannett Foundation, Freedom Forum, the American Newspaper Publishers Association, and his creation of *USA Today*.

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

Black, Cathie.

Boccardi, Louis D.--Correspondence.

Brokaw, Tom--Correspondence.

Burger, Warren E., 1907-1995--Correspondence.

Carter, Jimmy, 1924- --Correspondence.

Carter, Rosalynn--Correspondence.

Cronkite, Walter--Correspondence.

Curley, John, 1938-

Feller, Mimi.

Forbes, Malcolm S.--Correspondence.

Gialanella, Philip T.

Gibbons, Sheila Jean, 1951-

Graham, Katharine, 1917-2001--Correspondence.

Heselden, Jack, 1920-2009.

Hilton, Barron, 1927- --Correspondence.

Iacocca, Lee A.--Correspondence.

Jennings, Madelyn.

Keating, William J. (William John), 1927-

King, Larry, 1933-2021--Correspondence.

Marsh, Jack, 1949-

Mazzarella, David, 1938-

McCorkindale, Doug, 1939-

Miller, Paul, 1906-1991.

Neuharth, Allen.

Neuharth, Allen. Confessions of an S.O.B. 1989.

Neuharth, Allen. Plain talk.

Overby, Charles L.

Paulson, Ken.

Prichard, Peter.

Quinn, John C. (John Collins), 1925-2017.

Rowan, Carl T. (Carl Thomas), 1925-2000--Correspondence.
Spezzano, Vince.
Steinbrenner, George M. (George Michael), 1930-2010--Correspondence.
Sulzberger, Arthur Ochs, 1926-2012--Correspondence.
Turner, Ted--Correspondence.

Organizations

American Newspaper Publishers Association.
Associated Press.
Crazy Horse Memorial Foundation.
Freedom Forum.
Gannett Company.
Gannett Foundation.
Hilton Hotels Corporation.
Knight-Ridder Newspapers, Inc.
Mount Rushmore National Memorial Society of the Black Hills.
New York Yankees (Baseball team)
Project NN.
United States. Constitution. 1st Amendment.
University of South Dakota Foundation.

Subjects

American newspapers.
Freedom of the press.
Journalism--United States.
Newspaper publishing--United States.
Newspapers.
Publishers and publishing--Societies, etc.
Publishers and publishing--United States.
Voyages and travels.

Places

United States--Description and travel.

Titles

Des Moines register.
Detroit news.
Honolulu star bulletin.
Louisville courier journal.
Oakland tribune.
Reno gazette-journal.
Rochester Democrat and chronicle.
Today.
USA today (Arlington, Va.).

Occupations

Authors.
Businessmen.
Newspaper publishers.

Acquisition Information

The papers of Allen Neuharth, President of Gannett Company and founder of *USA Today*, were given to the Library of Congress by Allen Neuharth in 2005 and 2006. Additional material was given to the Library by the estate of Allen Neuharth in 2014.

Processing History

The papers of Allen Neuharth were processed by Michael Folkerts with the assistance of Thomas Bigley, Jake Bozza, Maria Farmer, and Tammi Taylor in 2018.

Transfers

Video and audio cassettes featuring interviews, speeches, and meetings have been transferred to the Motion Picture, Broadcasting, and Recorded Sound Division where they are identified as part of the Allen Neuharth Papers.

Prototypes of the original *USA Today*, a prototype of *Baseball Weekly*, an autographed first edition of *USA Today*, volume I issue 1 and volume II issue 11 of *SoDak Sports*, and other items from *USA Today*, *Florida Today*, and Gannett News Service have been transferred to the Serials and Government Publications Division where they are identified as part of the Allen Neuharth papers.

Copyright Status

The status of copyright in the unpublished writings of Allen Neuharth is governed by the Copyright Law of the United States (Title 17, U.S.C.).

Access and Restrictions

The papers of Allen Neuharth 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.

Digital Format

Digital files were received as part of the papers of Allen Neuharth on a variety of storage media, each of which was assigned a unique digital ID number. Access to digital content is available on-site only in the Manuscript Reading Room and requires advance notice. Use the digital ID number to request access copies of the files. Consult reference staff in the Manuscript Division for more information.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Container or digital ID number, Allen Neuharth Papers, Manuscript Division, Library of Congress, Washington, D.C.

Biographical Note

Date	Event
1924, Mar. 22	Born, Eureka, S. Dak.
1942-1946	U.S. Army, 86th infantry division
1946	Married Loretta Helgeland (divorced, 1972)
1949-1950	Editor, <i>The Volante</i> , University of South Dakota, Vermillion, S. Dak.
1950	B.A., University of South Dakota, Vermillion, S. Dak.
1950-1951	Reporter, <i>Associated Press</i> , Sioux Falls, S. Dak.
1952-1954	Founder, <i>SoDak Sports</i> , Sioux Falls, S. Dak.
1954-1960	Reporter, city editor, assistant managing editor, <i>Miami Herald</i> , Miami, Fla.
1960-1963	Assistant executive editor, <i>Detroit Free Press</i> , Detroit, Mich.

1963-1966	General manager, Gannett Rochester Newspapers, Rochester, N.Y.
1966	Founded <i>Today</i> , Brevard county, Fla.
1966-1970	Executive vice president, Gannett Company
1970-1973	President and chief operating officer, Gannett Company
1973	Married Lori Wilson (divorced, 1982)
1973-1979	President and chief executive officer, Gannett Company
1978-1980	Chairman, American Newspaper Publishers Association
1979-1989	Chairman, president, and chief executive officer, Gannett Company
1982	Founded <i>USA Today</i>
1986-1991	Chairman, Gannett Foundation
1987	BusCapade tour of the United States
1988	JetCapade tour of the world
1988-2013	Columnist, "Plain Talk." <i>USA Today</i>
1989	Published <i>Confessions of an S.O.B.</i> New York : Doubleday
1991-1997	Chairman, Freedom Forum
1993	Married Rachel Fornes
2013, Apr. 19	Died. Cocoa Beach, Fla.

Scope and Content Note

The papers of Allen Neuharth (1924-2013) span from 1949 to 2013. Neuharth's papers document his career in news media and are arranged in seven series: [Correspondence](#), [Gannett Company](#), [Media File](#), [Organizations](#), [Speeches and Writings](#), [Subject File](#), and [Oversize](#).

The [Correspondence](#) series, arranged both chronologically and alphabetically, contains primarily correspondence and memoranda covering the breadth of Neuharth's personal and professional life. Memoranda concerning Gannett and *USA Today* cover the majority of the series, via notable Gannett employees including: Cathie Black, John Curley, Mimi Feller, Phillip Gialanella, Sheila Jean Gibbons, Jack Heselden, Madelyn Jennings, William J. Keating, Jack Marsh, David Mazarella, Doug McCorkindale, Paul Miller, Charles Overby, Ken Paulson, Peter Prichard, John C. Quinn, and Vince Spezzano. Neuharth's position as head of a major news corporation offered him many other friendships, acquaintances, and professional relationships; some of these correspondents include Louis D. Boccardi, Tom Brokaw, Warren E. Burger, Jimmy and Rosalynn Carter, Walter Cronkite, Malcolm S. Forbes, Katharine Graham, Barron Hilton, Lee A. Iacocca, Larry King, Carl Rowan, George M. Steinbrenner, Arthur Ochs Sulzberger, and Ted Turner. Other correspondence includes various solicitations, invitations, responses to Neuharth's "Plain Talk" column, and love letters, the term Neuharth used for charitable requests in his book, *Confessions of an S.O.B.*

The [Gannett Company](#) series includes meeting files, working files, and memoranda regarding the management of Gannett Company, such as board meetings, shareholders meetings, and publisher reports. Notable in the Gannett Company files are the files concerning the creation of *USA Today*. Beginning in 1980, Neuharth formed Project NN with a handpicked selection of young Gannett employees to create the country's first daily national newspaper. Covered in the *USA Today* section of the Gannett Company series are the study summaries, reports, and research used by Project NN members in the creation of *USA Today*. Other material prominently featured in this series concern the BusCapade and JetCapade, Neuharth's promotion tour which saw him traveling the United States and later, countries around the world.

The [Media File](#) includes working files and memoranda from different newspapers and media companies, originally maintained by Neuharth's office. Some files include research and acquisition possibilities by Gannett, while some concern the general management of Gannett-owned newspapers, while others still are professional correspondence between Neuharth and publishers, presidents, or other employees of media companies. Major files of Gannett-owned papers include the *Honolulu Star Bulletin*, *Oakland Tribune*, *Detroit News*, *Reno Gazette Journal*, *Louisville Courier Journal*, *Today*, *Des Moines Register*, and the *Rochester Democrat and Chronicle*. Also represented in the Media File series are papers related to Neuharth's employment prior to Gannett Company, with Knight-Ridder and the *Associated Press*.

The [Organizations](#) series covers the various boards and memberships that Allen Neuharth participated in outside of Gannett Company. In 1986, Neuharth was named chairman of the Gannett Foundation, and in 1991, he sold its name and assets

back to Gannett Company in order to create the Freedom Forum, whose primary mission was to advocate for first amendment rights. Other material in the Organizations series includes Neuharth's membership and chairmanship of the American Newspaper Publishers of America, as well as foundations he supported in his home state of South Dakota, including the University of South Dakota Foundation, the Mount Rushmore National Memorial Society, and the Crazy Horse Memorial Foundation.

The [Speeches and Writings](#) series contains the speeches and writings of Neuharth, and span his professional career and retirement. Neuharth wrote several books, but featured most prominently are the files related to his memoir, *Confessions of an S.O.B.* Included are interviews with family and colleagues, and oral history interviews which he called his BookCapade. Also included in the Speeches and Writings series are articles written by Neuharth beginning while he was a reporter with the *Miami Herald*, and his "Plain Talk" column which ran in *USA Today* weekly from 1988 until his death in 2013.

The [Subject File](#) series contains primarily memoranda and correspondence with various companies and institutions in which Neuharth was not a member, but had frequent contact with, such as the New York Yankees or Hilton Hotels. Other institutions are related to charity or speaking engagements, such as the University of Florida and Northwestern University. Other material featured includes Neuharth's interviews, schedules, and news clippings.

Arrangement of the Papers

This collection is arranged in seven series:

- [Correspondence, 1960-2013](#)
- [Gannett Company, 1963-2013](#)
- [Media File, 1949-2013](#)
- [Organizations, 1967-2013](#)
- [Speeches and Writings, 1955-2013](#)
- [Subject File, 1958-2013](#)
- [Oversize, 1961-2013, undated](#)

Description of Series

Container	Series
BOX 1-83	<p><u>Correspondence, 1960-2013</u></p> <p>Correspondence and memoranda. Arranged alphabetically and chronologically.</p>
BOX 83-135	<p><u>Gannett Company, 1963-2013</u></p> <p>Working files, reports, correspondence, memoranda, meeting files, and planning files. Arranged alphabetically by type of material.</p>
BOX 135-160	<p><u>Media File, 1949-2013</u></p> <p>Working files and memoranda regarding various newspapers, publishing companies, and other media companies. Arranged alphabetically by name of newspaper or media company.</p>
BOX 160-177	<p><u>Organizations, 1967-2013</u></p> <p>Working files, planning files, correspondence, and memoranda regarding various organizations in which Neuharth was a member. Includes digital files copied from a variety of storage media. Each storage media was assigned a unique digital ID number. Access to digital content is available on-site only in the Manuscript Reading Room and requires advance notice. Use the digital ID number to request access copies of the files. Arranged alphabetically by name of organization.</p>
BOX 177-217	<p><u>Speeches and Writings, 1955-2013</u></p> <p>Speeches, books, and articles. Arranged alphabetically by name or type of material.</p>
BOX 217-249	<p><u>Subject File, 1958-2013</u></p> <p>Correspondence, memoranda, interviews, photographs, news clippings, schedules, digital files and other assorted files. Includes digital files copied from a variety of storage media. Each storage media was assigned a unique digital ID number. Access to digital content is available on-site only in the Manuscript Reading Room and requires advance notice. Use the digital ID number to request access copies of the files Arranged alphabetically by name or type of material.</p>
BOX OV 1-OV 3	<p><u>Oversize, 1961-2013</u></p> <p>Various items from Neuharth's management of Gannett Company and other engagements including newsprint, maps, posters, and architectural drawings; and programs from the annual Gridiron Club dinner. Arranged and described according to the series, containers, and folders from which the items were removed.</p>

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BOX 1-83	Correspondence, 1960-2013 Correspondence and memoranda. Arranged alphabetically and chronologically.
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BOX 2	Black, Cathie, 1983-1989, 1995, 2006-2010 (7 folders)
BOX 3	(4 folders) Boccardi, Louis D. <u>See Container 136, Associated Press</u> Bradlee, Benjamin C. <u>See Container 159, Washington Post</u> Brimmer, Andrew F., 1983-1987, 2013 Brody, Bernard B., 1980-1987, 2007 Brokaw, Meredith, 1981-1989 Brokaw, Tom, 1976-1994, 2006 <u>See also Containers 146-147, National Broadcasting Company</u> Bronson, Howard <u>See Container 153, Shreveport Times</u> Brown, Wishard <u>See Container 152, San Rafael Independent-Journal</u> Brumback, Charles T. <u>See Container 138, Chicago Tribune</u> Budig, Gene A., 1996-2010 Buffett, Warren, 1987-2007 Bulkeley, Christy C., 1980, 1987-1992, 2009 <u>See also Containers 138-139, Commercial News</u>

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Correspondence, 1960-2013

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	<i>Warren Tribune Chronicle</i> (Warren, Ohio), 1979-1985
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"Al Neuharth Award for Excellence in the Media 2009 honoring Charles L. Overby," 2009
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"Al Neuharth Award for Excellence in the Media 2010 honoring Cathie Black and Frank Vega" 2010
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Correspondence, memoranda, interviews, photographs, news clippings, schedules, digital files and other assorted files. Includes digital files copied from a variety of storage media. Each storage media was assigned a unique digital ID number. Access to digital content is available on-site only in the Manuscript Reading Room and requires advance notice. Use the digital ID number to request access copies of the files
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	"AHN - South Dakota 11/14/08." Allen Neuharth interview about South Dakota, 2008
	Digital ID: mss85259_158_011
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	"SD Sports Hall of Fame 2009 Inductee Presentation," 2009
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Container	Contents
	"W" miscellaneous, 1975-2000, 2008-2011 "X-Y" miscellaneous, 1979-1982, 1991, 2002
BOX OV 1-OV 3	Oversize, 1961-2013 Various items from Neuharth's management of Gannett Company and other engagements including newsprint, maps, posters, and architectural drawings; and programs from the annual Gridiron Club dinner. Arranged and described according to the series, containers, and folders from which the items were removed. Correspondence Alphabetical BOX OV 1 Curley, John, July-Dec. 1987 (Container 7) BOX OV 1 Prichard, Peter, Feb.-Dec. 1987 (Container 33) BOX OV 1 Gannett Company Regions BOX OV 3 Regionalization study, 1971-1973 (Container 112) BOX OV 1 Shareholders meeting, 1984 (Container 115) Media file BOX OV 3 Gannett Rochester Newspapers, 1972-1986, undated (Container 144) BOX OV 1 Small Newspaper Group, 1975-1988 (Container 153) Organizations Freedom Forum BOX OV 3 Al Neuharth Media Center, 1995-2002 (Container 168) BOX OV 3 NewsCapade, 1999-2002 (Container 170) Speeches and Writings Speeches BOX OV 1 Feb. 27, 1985 (Container 205) Subject file BOX OV 1 Adcraft Club of Detroit, 1979-1989, 1998, undated (Container 217) BOX OV 2 Gridiron Club, 1961, 1977, 1983-1985, 1995-2007, 2011-2013 (Container 220) BOX OV 1 Souvenir papers, 1963, 1970, 1979-1983 (Container 243)