Allen Neuharth Papers
A Finding Aid to the Collection in the Library of Congress

Manuscript Division, Library of Congress
Washington, D.C.
2018

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

Catalog Record: https://lccn.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.
Gialanelia, Philip T.
Gibbons, Sheila Jean, 1951-
Graham, Katharine, 1917-2001--Correspondence.
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-
Neuharth, Allen.
Neuharth, Allen. Plain talk.
Overby, Charles L.
Paulson, Ken.
Prichard, Peter.
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
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

<table>
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<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1924, Mar. 22</td>
<td>Born, Eureka, S. Dak.</td>
</tr>
<tr>
<td>1942-1946</td>
<td>U.S. Army, 86th infantry division</td>
</tr>
<tr>
<td>1946</td>
<td>Married Loretta Helgeland (divorced, 1972)</td>
</tr>
<tr>
<td>1949-1950</td>
<td>Editor, The Volante, University of South Dakota, Vermillion, S. Dak.</td>
</tr>
<tr>
<td>1950</td>
<td>B.A., University of South Dakota, Vermillion, S. Dak.</td>
</tr>
<tr>
<td>1954-1960</td>
<td>Reporter, city editor, assistant managing editor, Miami Herald, Miami, Fla.</td>
</tr>
</tbody>
</table>
1963-1966  General manager, Gannett Rochester Newspapers, Rochester, N.Y.
1966      Founded Today, 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 USA Today
1985-1981 Chairman, Gannett Foundation
1987      BusCapade tour of the United States
1988      JetCapade tour of the world
1988-2013 Columnist, "Plain Talk." USA Today
1989      Published Confessions of an S.O.B. 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 Giallanella, Sheila Jean Gibbons, Jack Heselden, Madelyn Jennings, William J. Keating, Jack Marsh, David Mazzarella, 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

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<td><strong>Correspondence, 1960-2013</strong></td>
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<tr>
<td></td>
<td>Correspondence and memoranda.</td>
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<tr>
<td></td>
<td>Arranged alphabetically and chronologically.</td>
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<td>BOX 83-135</td>
<td><strong>Gannett Company, 1963-2013</strong></td>
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<tr>
<td></td>
<td>Working files, reports, correspondence, memoranda, meeting files, and planning files.</td>
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<td>Arranged alphabetically by type of material.</td>
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<tr>
<td>BOX 135-160</td>
<td><strong>Media File, 1949-2013</strong></td>
</tr>
<tr>
<td></td>
<td>Working files and memoranda regarding various newspapers, publishing companies, and other media companies.</td>
</tr>
<tr>
<td></td>
<td>Arranged alphabetically by name of newspaper or media company.</td>
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<tr>
<td>BOX 160-177</td>
<td><strong>Organizations, 1967-2013</strong></td>
</tr>
<tr>
<td></td>
<td>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.</td>
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<td>Arranged alphabetically by name of organization.</td>
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<td>BOX 177-217</td>
<td><strong>Speeches and Writings, 1955-2013</strong></td>
</tr>
<tr>
<td></td>
<td>Speeches, books, and articles.</td>
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<td>Arranged alphabetically by name or type of material.</td>
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<td>BOX 217-249</td>
<td><strong>Subject File, 1958-2013</strong></td>
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<td>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.</td>
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<td>BOX OV 1-OV 3</td>
<td><strong>Oversize, 1961-2013</strong></td>
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<td></td>
<td>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.</td>
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<td>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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<tr>
<th>Container</th>
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<tr>
<td>BOX 1-83</td>
<td>Correspondence, 1960-2013</td>
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<td>Correspondence and memoranda.</td>
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<td>Arranged alphabetically and chronologically.</td>
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<td>Alphabetical</td>
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<td>Aadland, Gordon, 1975-2010</td>
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<td>Abbott, James W. See Containers 176-177, University of South Dakota Foundation</td>
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<td>Aisenberry, Andrew, 1979-1994</td>
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<td>Anderson, Harold See Container 150, Omaha World Herald</td>
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<td></td>
<td>Anderson, Walter See Container 150, Parade Publications</td>
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<td>Annenberg, Walter H., 1985-1993</td>
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<td>Armstrong, Joe, 1987-1998</td>
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<td></td>
<td>Atwood, Robert See Container 135, Anchorage Times</td>
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<td>Aw Sian, Sally See Container 153, Sing Tao Newspapers, Ltd.</td>
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<td>(4 folders)</td>
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<td>Baker, Buddy, 1983-1991 See also Containers 156-157, Today</td>
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<td>Bassett, Edward P. See Container 247, Northwestern University</td>
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<td>Beebe, George, 1966, 1976, 1987-1988 See also Container 148, Miami Herald; See also Containers 145-146, Knight-Ridder Newspapers</td>
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<td>Bingham, Barry See Container 147, Louisville Times</td>
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<td>Birmingham, Martin, 1984-2006 See also Container 175, Marine Midland Bank</td>
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<tr>
<td></td>
<td>(4 folders)</td>
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<td>Bradlee, Benjamin C, See Container 159, Washington Post</td>
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<td>Brokaw, Meredith, 1981-1989</td>
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<tr>
<td></td>
<td>Brokaw, Tom, 1976-1994, 2006 See also Containers 146-147, National Broadcasting Company</td>
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<td></td>
<td>Bronson, Howard See Container 153, Shreveport Times</td>
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<td></td>
<td>Brown, Wishard See Container 152, San Rafael Independent-Journal</td>
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<td></td>
<td>Brumback, Charles T. See Container 138, Chicago Tribune</td>
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<td>Budig, Gene A., 1996-2010</td>
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<td>Bulkley, Christy C., 1980, 1987-1992, 2009 See also Containers 138-139, Commercial News</td>
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            (2 folders)  
            Bush, George and Barbara, 1982-1995  
            "B" miscellaneous, circa 1970-2011  
            (7 folders)  
| BOX 5     | Carter, Jimmy, 1974-1991  
            Carter, Rosalynn, 1983-1997  
            Case, John, 1979-1987  
            Chalk, O. Roy See Container 141, *El Diario-La Prensa*  
            Chapman, Alvah, 1982-1988, 2008 See also Containers 147-148, Knight-Ridder Newspapers  
|           | Chapple, Thomas, 1984-1988  
            Clark, David B., 1994-2009  
            Clark, Peter B., 1983-1988  
            Coffey, Shelby See Container 147, *Los Angeles Times*  
            Cook, Stanton See Container 138, *Chicago Tribune*  
            Couric, Katie See Container 138, Columbia Broadcasting System  
| BOX 6     | Cowles, John, 1985-1987  
            Cronkite, Walter See Container 138, Columbia Broadcasting System  
            Cunningham, Mary, 1981-1984  
            Curley, John, 1980-1992 See also Oversize  
            (2 folders)  
| BOX 7     | (8 folders)  
            (3 folders)  
            Curtis, J. Montgomery See Containers 147-148, Knight-Ridder Newspapers  
            Curtis, Richard, 1985-1993  
            "C" miscellaneous, circa 1970-2011  
            (5 folders)  
| BOX 9     | (1 folder)  
            Daschle, Thomas and Linda Hall, 1990-2010  
            Davidson, Jeff, 1983-1985  
            Davidson, Ralph P. See Containers 155-156, Time Inc.  
            DeLorenzo, Anthony, 1983-1986  
            Dix, Chris See Container 135, *Bellingham Herald*  
            Dorsey, Eugene See Containers 143-144, Gannett Rochester Newspapers  
            Dubow, Craig, 2006-2008  
            "D" miscellaneous, circa 1970-2011  
            (4 folders)  
            Eller, Karl and Laura, 1979-1987, 1995  
            Erburu, Robert See Container 147, *Los Angeles Times*  

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| **BOX 10** | Erhart, Werner, 1983-1990  
          "E" miscellaneous, circa 1970-2011  
          (2 folders)  
          Fallon, Walter, 1983-1986  
          Feller, Mimi, 1986-1989  
          (5 folders)  
| **BOX 11** | Fey, Katherine (Kay) *See Container 135, Anchorage Daily News*  
          Fichter, Thomas, 1988-1990  
          Fischer, Lynn *See Container 222, National Women's Health Awareness Forum*  
          Fischer, Rusty *See Container 218, Bernard's Surf*  
          Flanagan, Alvin, 1979-1990  
          Flynn, Paul, 1978-1987 *See also Container 143, Fort Meyers News-Press; See also Container 150, Pensacola News-Journal*  
          Forbes, Malcolm S. *See Container 143, Forbes (magazine)*  
          Forbes, Steve *See Container 143, Forbes (magazine)*  
          Ford, Henry, II *See Container 219, Ford Motor Co.*  
          Frank, Morton *See Container 142, Family Weekly*  
          Freeman, Henry, 1982-1988  
          Fuller, Keith, 1984-1992 *See also Container 136, Associated Press*  
          Fuller, Larry, 1985-1997 *See also Containers 135-136, Argus Leader*  
          "F" miscellaneous, circa 1970-2011  
          (1 folder)  
| **BOX 12** | Gage, Michael *See Container 144, Green Bay Press-Gazette*  
          Galloway-Tabb, Pam, 1989-2011  
          Gartner, Michael, 1987-2004 *See also Containers 148-149, National Broadcasting Company*  
          Gaulke, Ramon G. (Ray), 1983-1991  
          Giago, Tim A., 1985-2013 *See also Container 146, Lakota Times*  
          (2 folders)  
| **BOX 13** | Gialanella, Philip, 1980-1990, undated *See also Container 144, Honolulu Star Bulletin*  
          (4 folders)  
          (3 folders)  
          Giles, Robert H., 1987-1995 *See Containers 140-141, Detroit News*  
          Gill, George *See Container 147, Louisville Times*  
          Goodman, Julian, 1982-1988  
          (1 folder)  
| **BOX 14** | Graham, Donald E. *See Container 159, Washington Post*  
          Graham, Katharine, *See Container 159, Washington Post*  
          Greaney, Dan, 1987-1991  
          Griscom, Thomas C., 1984-1988  
          (1 folder)  

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<table>
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<tr>
<th>Container</th>
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| BOX 15    | Guittar, Lee, 1984-1986  See also Container 139, Denver Post  
"G" miscellaneous, circa 1970-2011  
(6 folders)  
Haley, Tom,  See also Container 139, Denver Post  
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(4 folders)  
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 See also Container 139, Detroit News  
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(1 folder)  
(1 folder)  
BOX 16    | Hilton, William Barron  See Container 220, Hilton Hotels  
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Honeysett, William  See Container 152, San Bernadino Sun  
Hoxie, Gordon  See Container 167, Center for the Study of the Presidency  
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"H" miscellaneous, circa 1970-2011  
(5 folders)  
(3 folders)  
BOX 17    | Iacocca, Lee A.  See Container 218, Chrysler Corp.  
Ingersoll, Ralph  See Container 145, Ingersoll Publications Co.  
"I" miscellaneous, circa 1970-2011  
Jennings, Madelyn, 1979-2013, undated  
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BOX 18    | (6 folders)  
BOX 19    | (3 folders)  
BOX 20    | Johnson, Tom  See Container 147, Los Angeles Times  
Junod, Joe, 1987-1988  
"J" miscellaneous, circa 1970-2011  
(3 folders)  
Karelis, Suzette, 1987-1988  
Keating, William J., 1980-1988, undated  See also Container 138, Cincinnati Enquirer  
(2 folders)  
(1 folder)  
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|
"K" miscellaneous, circa 1970-2011
(5 folders)
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"L" miscellaneous, circa 1970-2011
(5 folders)
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Mankiller, Wilma, 1994-1998
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Mazzarella, David, 1984-1989
(3 folders)
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(6 folders)
BOX 24
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McKinney, Robert  See Container 149, New Mexican
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Melton, Rollan, 1983-2002  See also Container 151, Reno Gazette Journal; See also Container 154, Spiedel Newspapers
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(1 folder)
BOX 25
Miller, Robert B.  See Container 142, Enquirer News
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Mulroney, Brian, 1988-2011
<table>
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<th>Container</th>
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| BOX 26    | Munford, Dillard, 1982-1993  
Munro, J. Richard See Containers 155-156, Time Inc.  
"M" miscellaneous, circa 1970-2011  
(6 folders) |
| BOX 27    | Napier, Robert, 1975, 1982-1986  
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Neuharth, Janet Ann, 1977-1989  
Neuharth family, 1975-2001  
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(2 folders)  
Opel, John R,  See Container 220, International Business Machines |
| BOX 28    | Orr, Kay, 1989-1993  
Overby, Charles, 1983-2011  
(7 folders) |
| BOX 29    | (7 folders) |
| BOX 30    | (9 folders) |
| BOX 31    | "O" miscellaneous, circa 1970-2011  
(2 folders)  
Park, Roy H.,  See Container 150, Park Broadcasting / Park Newspapers Inc.  
Paulson, Ken, 1986-2009  
(3 folders) |
| BOX 32    | (3 folders)  
Peek, Linda, 1982-1983, undated  
Policinski, Gene, 1994-2007  
Pressler, Larry, 1977-1994  
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<td>BOX 63</td>
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| BOX 68    | Sept.-Dec. (5 folders) 1986  
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|           | (3 folders)                      |
| BOX 128   | Communications/Operations, 1980, February-May |
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|           | Final report, 1980               |
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| BOX 129   | Gannett research reports, 1980   |
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|           | GANSAT (Hickey), 1980-1981      |
|           | General research, 1980-1981     |
|           | (2 folders)                      |
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|           | Miscellaneous data, 1980        |
|           | Readership research, 1980       |
|           | Research, 1980                   |
| BOX 131   | Study summaries, 1980            |
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| BOX 133   | Prototypes                       |
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| BOX 134   | Miscellany, 1981-1982           |
|           | Responses, 1981-1982             |
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| BOX 135   | Reports and presentations, 1981-1984 |
|           | Research                         |
|           | Communications study, 1983      |
|           | (2 folders)                      |
| BOX 136   | Focus groups, 1982              |
|           | Image survey, 1983               |
|           | Louis Harris & Associates, 1981-1983 |
|           | Marketing survey, 1985          |
|           | (3 folders)                      |
|           | Young & Rubicam, Inc. 1981-1983  |
|           | Rosslyn, Va. office, 1981       |
|           | Sales, 1982-1984                 |
|           | Sports, 1984-1991                |
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USA Weekend, 1985-1986

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Arranged alphabetically by name of newspaper or media company. |

*Adweek*, 1980-1986  
Affiliated Publications, 1983  
*Anchorage Times* (Anchorage, Alaska), 1977-1986  
*Argus Leader* (Sioux Falls, S. Dak.), 1967, 1976-2010  
(4 folders) |

| BOX 136 | (1 folder)  
*Arizona Republic* (Phoenix, Ariz.), 1977-1984  
*Arkansas Gazette* (Little Rock, Ark.), 1977-1987  
*Associated Press*  
Employment file, 1949-1951, 1963  
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(3 folders)  
"A" miscellaneous, 1975-1986 |

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*Barron's Weekly*, 1972-1984  
*Bellingham Herald* (Bellingham, Wash.), 1975-1985  
*Bend Bulletin* (Bend, Ore.), 1975-1979  
Bob Wold Co., 1979-1980  
*Broadcasting Magazine*, 1979-1985  
*Burlington Free Press* (Burlington, Vt.), 1975-1986  
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Cape Publishing Co. See Containers 156-157, *Today*  
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*Chicago Tribune* (Chicago, Ill.), 1979-1999  
*Chico Enterprise-Record* (Chico, Calif.), 1977-1982-1983  
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*Chronicle-Tribune* (Marion, Ind.), 1975-1984 |
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<td><strong>Cincinnati Enquirer</strong> (Cincinnati, Ohio), 1977-1985</td>
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<td><strong>Clarion Ledger</strong> (Jackson, Miss.), 1978-1984</td>
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<td><strong>Cocoa Today</strong> See Containers 156-157, Today</td>
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<td><strong>Coffeyville Journal</strong> (Coffeyville, Kans.), 1980-1984</td>
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<td><strong>Coloradoan</strong> (Fort Collins, Colo.), 1977-1984</td>
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<td><strong>Columbia Broadcasting System</strong>, 1977-2010</td>
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<td><strong>Commercial News</strong> (Danville, Ill.), 1975-1984</td>
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<td>Continental Cablevision, 1979-1981</td>
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<td><strong>Courier News</strong> (Bridgewater, N.J.), 1974-1984</td>
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<td><strong>Courier Journal</strong> See Container 147, Louisville Times</td>
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<td><strong>Courier-Post</strong> (Camden, N.J.), 1975-1983</td>
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<td>&quot;C&quot; miscellaneous, 1979-1999</td>
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<td><strong>Daily Olympian</strong> (Olympia, Wash.), 1975-1985</td>
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<td><strong>Democrat and Chronicle</strong> (Rochester, N.Y.) See Containers 143-144, Gannett Rochester Newspapers</td>
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<td><strong>Denver Post</strong> (Denver, Colo.), 1980-1983</td>
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<td><strong>Detroit News</strong> (Detroit, Mich.) 1975-1985</td>
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<td>Acquisition, 1985-1986</td>
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<td>Correspondence and memoranda, 1970-1972, 1983-2002</td>
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<td>Joint Operating Agreement, 1985-1988</td>
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<td>Press releases and news clippings, 1985-1988</td>
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<td><strong>Duncan Banner</strong> (Duncan, Okla.) 1976-1978</td>
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<td>East/West Network, 1975-1979</td>
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<td><strong>Easton Express</strong> (Easton, Pa.), 1976-1981</td>
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<td><strong>Editor &amp; Publisher</strong>, 1983-1985, 1995</td>
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<td><strong>El Diario-La Prensa</strong>, 1981-1984</td>
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<td><strong>El Paso Times</strong> (El Paso, Tex.), 1975-1984</td>
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<td><strong>Elkhart Times</strong> (Elkhart, Ind.), 1977-1982</td>
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<td><strong>Enquirer News</strong> (Battle Creek, Mich.), 1975-1984</td>
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<td><strong>Escanaba Times-Advocate</strong> (Escanaba, Calif.), 1976-1977</td>
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<td><strong>Esquire</strong> (magazine), 1979</td>
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<td><em>Everett Herald</em> (Everett, Wash.), 1977-1982</td>
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<td><em>Family Weekly</em>, 1971-1985</td>
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<td><em>Financial World</em> (magazine), 1978-1983</td>
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<td>Florida Times Union <em>See Container 142, Florida Publishing Co.</em></td>
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<td><em>Florida Today</em> <em>See Containers 156-157, Today</em></td>
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<td><em>Forbes</em> (magazine), 1972-1995</td>
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<td><em>Fort Wayne News Sentinel</em> (Fort Wayne, Ind.), 1976-1981</td>
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<td><em>Fremont News-Messenger</em> (Fremont, Ohio), 1975-1980</td>
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<td><em>Fremont Tribune</em> (Fremont, Neb.), 1977-1984</td>
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<td>&quot;F&quot; miscellaneous, 1971-1984</td>
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<td>Gannett Rochester Newspapers (Rochester, N.Y.), 1972-1986, undated <em>See also Oversize</em></td>
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<td>(2 folders)</td>
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<td><em>Green Bay Press-Gazette</em> (Green Bay, Wisc.), 1980-1983</td>
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<td>&quot;G&quot; miscellaneous, 1973-1995</td>
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<td><em>Hartford Courant</em> (Hartford, Conn.), 1977-1979</td>
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<td>Hawaii Newspaper Agency <em>See Container 144, Honolulu Star-Bulletin</em></td>
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<td><em>Herald Dispatch</em> (Huntington, W. Va.), 1974-1982</td>
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<td>Honolulu Advertiser <em>See Container 144, Honolulu Star-Bulletin</em></td>
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<td>Honolulu Star-Bulletin (Honolulu, Hawaii), 1974-1986, 1992</td>
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<td><em>Houston Chronicle</em> (Houston, Tex.), 1978-1984</td>
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<td>Huntington Publishing Co. <em>See Container 144, Herald Dispatch</em></td>
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<td><em>Huron Daily Plainsman</em> (Huron, S. Dak.), 1979-1983</td>
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<td><em>Indianapolis Star</em> (Indianapolis, Ind.) <em>See Container 145, Indianapolis Newspapers</em></td>
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<td><em>Iowa City Press-Citizen</em> (Iowa City, Iowa), 1980-1983</td>
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<td>&quot;I&quot; miscellaneous, 1979-2003</td>
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<td><em>Jackson Sun</em> (Jackson, Tenn.), 1983-1985</td>
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<td>Jefferson-Pilot Publications, 1984</td>
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<td><em>Journal &amp; Courier</em> (Lafayette, Ind.), 1977-1986</td>
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<td>&quot;J&quot; miscellaneous, 1984-1986</td>
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</table>
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      Correspondence and memoranda, 1957, 1960-1963
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      (2 folders)

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Minneapolis Star (Minneapolis, Minn.), 1977-1984
Monroe News-Star-World (Monroe, La.), 1980-1982
Muskogee Daily Phoenix / Times-Democrat (Muskogee, Okla.), 1974-1985
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   (2 folders)
Nashville Banner (Nashville, Tenn.), 1972-1986
   (2 folders)
   (1 folder)
   (1 folder)

BOX 149
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New Mexican (Santa Fe, N. Mex.), 1977-1987
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   (2 folders)
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Niagara Gazette (Niagara Falls, N.Y.), 1971-1983
Norwich Bulletin (Norwich, Conn.), 1981-1983
"N" miscellaneous, 1976-2001
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Press & Dakotan (Yankton, S. Dak.), 1977-1978
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(2 folders)
"Q" miscellaneous, 1980-1983
Reno Evening Gazette See Container 151, Reno Gazette Journal
Reno Gazette Journal (Reno, Nev.), 1977-1986 See also Container 154, Spiedel Newspapers
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Reno Newspapers, Inc. See Container 151, Reno Gazette Journal
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San Bernardino Sun (San Bernardino, Calif.), 1974-1986
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Sarasota Herald-Tribune (Sarasota, Fla.), 1979-1982
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Schurz Desert Newspapers (Indio, Calif.), 1979
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(S 3 folders)
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Small Newspaper Group, 1975-1988 See also Oversize
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Southeastern Newspapers, 1970-1972
Sparks Newspapers, 1983-1984
Spartanburg Herald-Journal (Spartanburg, S.C.) See Container 151, Public Welfare
Foundation
Spiedel Newspapers, 1975-1977
(3 folders)
Springfield Daily News (Springfield, Mo.), 1975-1984
St. Cloud Daily Times (St. Cloud, Minn.), 1977-1984
Star-Gazette / Sunday Telegram (Elmira, N.Y.), 1975-1984
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Tennessean (Nashville, Tenn.), 1979-1987
Time Inc., 1978-1986
(1 folder)
(1 folder)
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Today (Cocoa Beach, Fla.), 1964-2013
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(4 folders)
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(2 folders)
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Valley News Dispatch (Tarentum, Pa.), 1975-1985
Virgin Island Daily News (St. Thomas, V.I.), 1980-1986

Allen Neuharth Papers
Visalia Times-Delta (Visalia, Calif.), 1977-1986
"V" miscellaneous, 1978-1986

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Wall Street Transcript (New York, N.Y.), 1979-1988
Warren Tribune Chronicle (Warren, Ohio), 1979-1985
Wausau Daily Herald (Wausau, Wisc.), 1980-1986
Westchester Rockland Newspapers, 1975-1985
Wilmington News-Journal (Wilmington, Del.), 1980-1985

BOX 160
Winter Haven Daily News-Chief (Winter Haven, Fla.), 1978-1979
Worrell Newspapers, 1982
(2 folders)

BOX 160-177 Organizations, 1967-2013
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.

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American Institute for Public Service, 1982-1992
American Newspaper Publishers Association (ANPA)
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Action groups 1980
Awards and recognitions, 1978
Dues and fees, 1978
Publications, 1978
Sites, facilities, and operations, 1978-1979
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Committees
Circulation, 1979
Convention arrangements, 1976-1980
Executive, 1976-1981
(2 folders)
Organizations, 1967-2013

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Miscellany, 1976-1980  
(2 folders)  
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Nominating, 1976-1981  
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Professional relations, 1976-1978  
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Technical coordinating, 1976-1978  
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| BOX 163   | 92nd annual convention (Atlanta, Ga.), 1978  
93rd annual convention (Las Vegas, Nev.), 1979  
94th annual convention (Honolulu, Hawaii), 1980  
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(3 folders)  
Fitcher, Thomas C., 1979-1983 |
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(9 folders) |
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| BOX 166   | Miscellany, 1971-1980  
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Referrals, 1975  
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Broadcast and CATV ownership, 1976-1979  
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Study, 1978-1979  
Tax law, 1978-1979  
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Beijing, China, 1980  
Moscow and Leningrad, USSR, 1979  
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American Press Institute, 1970-1993  
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| Conference Board, 1974-1984 |
| Congressional Award, 1983-1985 |
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| Crazy Horse Memorial Foundation, 1987-2009 (1 folder) (2 folders) |

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| Florida Council of 100, 1979, 1985-1987 |
| Florida National Banks of Florida, 1975-1977 |
| Freedom Forum Al Neuharth Media Center, 1995-2011 See also Oversize (3 folders) |
| Allen H. Neuharth Award for Excellence in Media, 1989-1999, 2006-2012 (2 folders) In addition to the paper files, the folder included digital files on five (5) DVDs. Digital files copied from this media are described below. |
| "Al Neuharth Award for Excellence in the Media 2009 honoring Charles L. Overby," 2009 Digital ID: mss85259_158_003 |
| "Al Neuharth Award for Excellence in the Media 2010 honoring Cathie Black and Frank Vega" 2010 Digital ID: mss85259_158_004 |
| "Al Neuharth Award for Excellence in the Media 2011 honoring Brian P. Lamb," 2011 Digital ID: mss85259_158_005 |
| Free Spirit award, conference, and scholarship, 1992-2013 (2 folders) (5 folders) In addition to the paper files, the folder included digital files on one (1) DVD. Digital files copied from this media are described below. |
| "Free Spirit Reunion, 10/20/2012," 2012 Digital ID: mss85259_158_006 |
| Hong Kong handover ceremony, 1997-1998 |
| Interviews de Gortari, Carlos Salinas, 1993 Lee, Kuan Yew, 1994 |
Menem, Carlos Saul, 1994
Miscellany, 1990-1992, 2005

In addition to the paper files, the folder included digital files on one (1) DVD. Digital files
copied from this media are described below.

**Digital ID:** mss85259_158_012

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News clippings, 1993-1995
NewsCapade, 1999-2002 [See also Oversize](#)

(2 folders)

News

Newseum

Annual report, 2008
Building concept presentation, 1993

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Dennis, Everette, 1991-1997
Friedham, Jerry, W., 1991-1997
Maclay, Scott, 1992-2001
McMasters, Paul, 1992-2001 [See also Container 24, McMasters, Paul](#)
Quinn, Tracy, 1991-1994
Rhodes, Frank H.T., 1989-1993
Sass, Jerry, 1989-1999
Simons, Dolph C. 1989-1999 [See also Container 38, Simons, Dolph C.](#)

Gannett Foundation

**BOX 171**

Annual report, 1986


Gannett Center for Media Studies, 1983-1991 [See also Container 245, Columbia University](#)

(4 folders)

General file, 1970-1990

(4 folders)

**BOX 172**

(9 folders)

**BOX 173**

(7 folders)

Newspaper carriers scholarship, 1971, 1977
Northwestern University (Evanston, Ill.), 1973, 1983 [See also Container 247, Northwestern](#)

University

**BOX 174**

Oklahoma State University (Stillwater, Okla.), 1970-1990
Rozelle, Carrie, 1989-1990

University of Florida (Gainesville, Fla.), 1973-1976 [See also Container 248, University of](#)

Florida

(2 folders)

Hope for a Drug-Free America, 1987-1989
Horatio Alger Association of Distinguished Americans, 1975-2003

(6 folders)

Organizations, 1967-2013

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In addition to the paper files, the folder included digital files on two (2) optical discs. Digital files copied from this media are described below.
"JA of South Dakota 40th Celebration Event, " 2008
**Digital ID:** mss85259_158_008
"Junior Achievement Show, " 2009
**Digital ID:** mss85259_158_007

**BOX 175**
Mount Rushmore National Memorial Society, 1988-2013
(5 folders)
Newspaper Advertising Bureau, 1978-1986
Sigma Delta Chi, [See Containers 175-176, Society of Professional Journalists](#)
(1 folder)
(1 folder)

**BOX 176**
University of South Dakota Alumni Association, [See Containers 176-177, University of South Dakota Foundation](#)
University of South Dakota Foundation, 1975-2012
(8 folders)
(5 folders)

**BOX 177-217** **Speeches and Writings, 1955-2013**
Speeches, books, and articles.
Arranged alphabetically by name or type of material.

**BOX 177**
Articles by Neuharth
1955-1960
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BookCapade
Alpena, S. Dak., 1988
Beating/Being the Boss, 1988
Columbia Broadcasting System, 1988

**BOX 178**
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Equal Opportunity, 1988
Florida Today, 1988
Fragments, 1988
GTG Entertainment, 1988
Journalism and the media, 1988
Lifestyle, 1988
Miscellany, 1988
S.O.B.s and others, 1988
(1 folder)

**BOX 179**
(1 folder1)
Speeches and Writings, 1955-2013

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<td>'Triple Crown,' 1988</td>
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<td>University of South Dakota and SoDak Sports, 1988</td>
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<td>BOX 216</td>
<td>2004-2008, undated</td>
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Reference file
- Anti-trust, 1963, 1969
- Circulation, 1967-1982
- Correspondence about, 1963-1967
- Editorial, 1963-1973
  (2 folders)
- "How to make a speech," 1963-1966
- Miscellany, 1957-1979
  (3 folders)

BOX 217
- Newspaper statistics, 1963-1966
- Pritchard, Peter, 1978-1980
- Sales, 1964-1967
- Today (newspaper), 1963-1973
  (3 folders)

BOX 217-249
**Subject File, 1958-2013**

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.
<table>
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<tr>
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<th>Contents</th>
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(2 folders)  
Adcraft Club of Detroit, 1979-1989, 1998, undated See also Oversize  
American Bar Association, 1979-1984  
American Marketing Association, 1983-1989  
American Telephone and Telegraph Co., 1980-1986  
Askew, Reubin O'D., 1973-1983 |
"A" miscellaneous, 1974-2005  
(2 folders)  
Biographical material, 1983-1988  
Bohemian Grove, 1990, 1995  
Brevard Symphony Orchestra, 1982-1983  
(2 folders)  
Club memberships, 1973-1984 |
| BOX 219   | Conferences, 1966-1981  
(3 folders)  
"D" miscellaneous, 1975-2002  
Foundation for American Communications, 1979-1989  
Freedom of Expression Foundation, 1984-1988  
"F" miscellaneous, 1975-1996 |
| BOX 220   | General Motors, 1977-1990  
"G" miscellaneous, 1974-2010  
Harris Corp., 1977, 1984-1989  
Hilton Hotels, 1978-1996  
Humphrey, Hubert H. (Hubert Horatio), 1965-1968  
International Association for Newspaper and Media Technology, 1985-1986, 2002-2003  
(2 folders) |
In addition to the paper files, the folder included digital files on one (1) DVD. Digital files
copied from this media are described below.

"Q&A with Allen Neuharth. C-SPAN." Allen Neuharth interview about USA Today 25th
anniversary. 2007

Digital ID: mss85259_158_012

"I" miscellaneous, 1979-2001
Knight Foundation, 1990-2011
"L" miscellaneous, 1975-2011
Media Institute, 1983, 1991-1993
(2 folders)

BOX 222
National Association of Black Journalists, 1992
National Collegiate Athletic Association, 1992-1993
National Newspaper Council, 1974-1983
National Women's Health Awareness Forum, 1983-1988
Neuharth, Daniel, 1981-1984
New York Yankees (Baseball team), 1983-2010
(3 folders)
News clippings and articles, 1958-2013
(3 folders)
(4 folders)

BOX 223
Newspaper Association of America, 1995-2011
Phone books, undated

BOX 224
Photographs, undated
(2 folders)
Politics
Foreign politicians, 1983-1997
(3 folders)
Judges, 1979-1987, 1993
Mayors, 1981-1987
Miscellany, 1983-2000
Representatives, 1977-2006
(1 folder)

BOX 225
(1 folder)
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Subject File, 1958-2013

- White House, 1975-1997
  (5 folders)
- Pumpkin Center, 1976-1993
  (2 folders)
- Rockwell International, 1982-1984
- Schedules
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| BOX 239   | 2005
          | (4 folders)
          | 2006
          | (4 folders)
| BOX 240   | 2007
          | (4 folders)
          | 2008
          | (2 folders)
| BOX 241   | 2009
          | (4 folders)
          | 2010
          | (2 folders)
| BOX 242   | 2011
          | (4 folders)
          | 2012
          | (4 folders)
          | 2013
          | (2 folders) |

South Dakota
Homecoming, 1983

BOX 243
Minnehaha County Historical Society, 1994-1996
(2 folders)
Miscellany, 1996-2010
  In addition to the paper files, the folder included digital files on two (2) DVDs. Digital files copied from this media are described below.
  "AHN - South Dakota 11/14/08." Allen Neuharth interview about South Dakota. 2008
  **Digital ID:** mss85259_158_011
  "It's All Earth and Sky." Interviews concerning Germans emigrating from Russia, 2010
  **Digital ID:** mss85259_158_010
South Dakota Sports Hall of Fame, 2008-2012
  In addition to the paper files, the folder included digital files on one (1) DVD. Digital files copied from this media are described below.
  "SD Sports Hall of Fame 2009 Inductee Presentation," 2009
  **Digital ID:** mss85259_158_009

"S" miscellaneous, 1970--2006
(2 folders)

BOX 244
Travel
  China, 1998
  Germany, 1991-1993
  Hungary, 1986
Subject File, 1958-2013

Contents

BOX 245

Universities

Columbia University (New York, N.Y.), 1977-1994 See also Container 171, Gannett Center for Media Studies
Cornell University (Ithaca, N.Y.), 1983-1993
Duke University (Durham, N.C.), 1977-1987
Emory University (Atlanta, Ga.), 1992-1999
Florida State University (Tallahassee, Fla.), 1981, 1994-1999
General file, 1975-2012

BOX 246

(3 folders)

BOX 247

(7 folders)

Harvard University (Cambridge, Mass.), 1988-1996
Ithaca College (Ithaca, N.Y.), 1973-1977
Northwestern University (Evanston, Ill.), 1976-2001 See also Container 173, Northwestern University
(2 folders)

Sitting Bull College (Fort Yates, N. Dak.), 2003-2010
South Dakota State University (Brookings, S. Dak.), 1979-1990, 1997

BOX 248

University of Florida (Gainesville, Fla.) 1980-2008 See also Container 174, University of Florida
(4 folders)

University of Hawaii (Honolulu, Hawaii) 1981-1990, 2004
University of Mississippi (University, Ms.), 1982-1985, 1997-2008
University of Missouri (Columbia, Mo.), 1980-1993, 1999

BOX 249

University of North Carolina (Chapel Hill, N.C.), 1990-1996, 2002
Waldorf-Astoria Hotel, See Container 220, Hilton Hotels
World Association of Newspapers, 1997-2005
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| 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. |
| BOX OV 1 | Correspondence  
**Alphabetical**  
Curley, John, July-Dec. 1987 (Container 7)  
Prichard, Peter, Feb.-Dec. 1987 (Container 33)  
Gannett Company  
**Regions**  
Regionalization study, 1971-1973 (Container 112)  
Shareholders meeting, 1984 (Container 115) |
| BOX OV 3 | Media file  
Gannett Rochester Newspapers, 1972-1986, undated (Container 144)  
Small Newspaper Group, 1975-1988 (Container 153) |
| BOX OV 1 | Organizations  
Freedom Forum  
Al Neuharth Media Center, 1995-2002 (Container 168)  
NewsCapade, 1999-2002 (Container 170) |
| BOX OV 1 | Speeches and Writings  
**Speeches**  
Feb. 27, 1985 (Container 205) |
| BOX OV 1 | Subject file  