



## **Guide to the Paul F. Keye papers, 1929-2014**

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## Summary

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**Collection Title:**

Paul F. Keye papers, 1929-2014

**Creator:**

Keye, Paul (Paul Failor), 1929-

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

Paul Keye is an advertising executive based in California, a specialist in public service and advocacy advertising. Collection includes audio tapes, clippings, correspondence, financial statements, journal articles, musical scores, Photographs, research reports, scripts, storyboards, travel notes, video tapes and other materials that document Keye's career in advertising and especially his work on advocacy, political and public service campaigns. Entities represented in the collection include Adela Rogers St. Johns, California departments of Commerce and Health Services, Century Council, Chuck Blore, Del Taco, Duke University, Hawaii Department of Health, Hoof 'n' Horn music theater, Jacob Javits, Lone Star beer, New York Herald Tribune, Ogilvy Benson & Mather, Pacific Mutual, Partnership for a Drug-Free America, Peace Corps, Richard M. Nixon, Suzuki, and UCLA. Topics addressed include alcohol education, drunk driving, obesity prevention, secondhand smoke (passive smoking), tobacco control and education, tourism and travel, and underage consumption of alcoholic beverages. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

12.5 Linear Feet

**Language:**

Materials in English.

**Collection ID:**

RL.11997

**Permalink:**

<https://idn.duke.edu/ark:/87924/m10b2g>

**Preferred Citation**

[Identification of item], Paul F. Keye papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## **Background**

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### **Scope and Content**

Collection includes audio tapes, clippings, correspondence, financial statements, journal articles, musical scores, Photographs, research reports, scripts, storyboards, travel notes, video tapes and other materials that document Keye's career in advertising and especially his work on advocacy, political and public service campaigns. Entities represented in the collection include Adela Rogers St. Johns, California departments of Commerce and Health Services, Century Council, Chuck Blore, Del Taco, Duke University, Hawaii Department of Health, Hoof 'n' Horn music theater, Jacob Javits, Lone Star beer, New York Herald Tribune, Ogilvy Benson & Mather, Pacific Mutual, Partnership for a Drug-Free America, Peace Corps, Richard M. Nixon, Suzuki, and UCLA. Topics addressed include alcohol education, drunk driving, obesity prevention, secondhand smoke (passive smoking), tobacco control and education, tourism and travel, and underage consumption of alcoholic beverages.

### **Biographical/Historical**

Paul Keye is an advertising executive based in California, a specialist in public service and advocacy advertising.

Paul Failor Keye was born 23 July, 1929 in San Diego. He attended Duke University (BA, 1951) and served in the U.S. Marine Corps. Keye worked as a copywriter, account executive and creative director for a number of agencies (Hixson & Jorgenson 1953-1960; Oglivy Benson & Mather 1961; Papert Koenig Lois 1961-1964) before becoming a principle executive at Faust/Day. Beginning in 1968, Keye formed a number of partnerships (keye/donna/pearlstein; Livingson & Keye; Paul Keye & Partners). In addition to commercial advertising, Keye worked on the election campaigns for Richard M. Nixon and Jacob Javits. In the late 1980s, Keye specialized in public service and advocacy advertising, working on campaigns for the California departments of Commerce and Health Services, the Century Council, and Hawaii Department of Health.

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## Arrangement

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Organized into the following series: Personal and General Files; California Department of Health Services; Faust/Day; Hixson & Jorgenson; Keye/Donna/Pearlstein; Livingston & Keye; Ogilvy Benson & Mather; Papert Koenig Lois; Paul Keye & Partners; Richard M. Nixon Campaign; and Audiovisual Materials.

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## Administrative Information

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### Publication Statement

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411 Chapel Drive

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[askRL@duke.edu](mailto:askRL@duke.edu)

URL: <https://library.duke.edu/rubenstein/>

### Access Restrictions

Access restricted. Collection contains fragile audiovisual/photographic formats that may need to be reformatted before use. Contact Research Services for access.

### Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

### Acquisition Information

The Paul F. Keye papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2021 from the family of Paul Keye.

## Processing Information

Processed by Richard Collier, Feb. 2023; Accessions described in this collection guide: 2021-0158.

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## Related Materials

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### Related Material

Related materials may be found in the following Hartman Center collections:

Bates Worldwide, Inc. records; Cause Marketing Forum. Halo Awards Records; Consumer Reports. Editorial Department records; Jean Kilbourne papers; John O'Toole papers; Outdoor Advertising Association of America Slide Library; Richard Pollay. Tobacco industry promotion (TIPS) collection; Thomas F. Garbett papers.

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## Names and Subjects

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- Consumer advocacy
- Advertising -- United States -- History
- Advertising agencies -- California
- Advertising agencies -- United States -- History
- Advertising executives -- United States
- Advertising, Public service -- United States
- College students -- Alcohol use
- Smoking -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History
- University of California, Los Angeles
- Duke University
- Nixon, Richard M. (Richard Milhous), 1913-1994
- Ogilvy, Benson & Mather
- Lone Star Brewing Company
- Peace Corps (U.S.)
- Partnership for a Drug-Free America

## Collection Inventory

### Personal and General Files, 1929-2014

#### General Files, 1929-2014

Advertising portfolio, 1960-1998 Oversize-folder 1

**Scope and Contents**

Includes: Brentwood Savings "Willpower" (1969); Century Council alcohol poster (c. 1998); Democrats for Nixon (1960); Peace Corps (1970); The Reading Game (c. 1974)

Advertising portfolio, 1960s-1998 Box 1

Advertising portfolio, 1968-2008 Box 6

**Scope and Contents**

Includes: California anti-tobacco "Crocodile" campaign; California tourism; Century Council; Green Power Foundation; JBL Audio; self-promotion; The Reading Game; UCLA

Aspen conference, 1960 Box 1

Awards, 1960-1996 Box 1

Awards, 1960-1967 Box 5

Biographical materials, 1959-2014 Box 1

Brasserie restaurant promotion/menu, 1960s Box 1

Chuck Blore--God and the Other Kids,  
approximately 2010 Box 1

Chuck Blore--Okay, Okay, I Wrote the Book,  
2012 Box 1

Chuck Blore--The Day Santa Claus Quit,  
approximately 2010 Box 1

Clippings, 1970-1990 Box 1

**Physical Description:** 2 folders

Correspondence, 1957-1999	Box 1
<b>Physical Description:</b> 3 folders	
Creative portfolio, 1975-1998	Box 1
Duke University--Alpha Tau Omega spring dinner/dance invitation, approximately 1950	Box 1
Duke University--Diploma, 1951	Box 1
Duke University--Joe College, Hoof 'n' Horn productions, 1950-1951	Box 5
<b>Scope and Contents</b>	
Includes musical scores for Belles & Ballots, Flap 'Er Sails	
Duke University--Music scores, songs, approximately 1949-1951	Box 5
<b>Scope and Contents</b>	
Includes musical scores for Belles & Ballots, Flap 'Er Sails	
Duke University--Rave 51, Duke Alumni Half-Century Club, 2011	Box 1
Duke University--Sigma Tau Epsilon, clippings on theft of Leo the mascot, 1950	Box 1
Edward H. Meyer--How to Choose an Advertising Agency, 1960s	Box 1
Harold Norse, "Smog" (poem); Ron Cobb, First Amendment cartoon, 1970	Box 5
Harry's Bar and American Grill--Hemingway contest, 1979-1996	Box 5
Honolulu Star Bulletin--Dec. 7 1941 issue, 1941	Box 6
Interview at Nixon Library, 2014	Box 1
James Bragg (Fighting Chance)--New car pricing, 2012	Box 1

Jane Bryant Quinn--Two for the Money, approximately 1980	Box 1
John D. Keye, 1966-1967	Box 1
Lance Morrow--Gods and Demigods in an Expanding Universe, approximately 2002	Box 5
Los Angeles Daily Times--Reproduction of first issue, 1881, approximately 1981	Box 6
Lucas Keye scholarship, 2007-2010	Box 1
New York Times--Front page, July 23 1929, 1929	Box 6
Photographs, 1940s-1990s	Box 1
Posters, articles, 1961-1996	Box 6
Pure Politics Agency--Stationery, 1980s	Box 1
Rainer Ale stand-up card, 1960s	Box 1
Scientific American--Facsimile of first edition, 1845, approximately 1969	Box 6
Time--Aug. 6, 1945 issue, 1945	Box 1
Time--Facsimile of first issue, 1950	Box 1
Travel, 1997-2011	Box 1
Travel--Bhutan--Cliff Notes from a Mountain Kingdom, 2009	Box 1
Travel--Dorothy Lenning (Keye) travel journal, 1960	Box 1
Travel--Libya, 2004	Box 1
Travel--Mexico, 1968	Box 1
Travel--Nepal, 1999	Box 1
University Club application, 1967	Box 1

World's Greatest News Events 1931-1957  
(Richfield Reporter), 1957 Box 1

### **Tobacco Control and Education Materials, 1990-2008**

Bruce Samuels, Stanton A. Glantz--Prop 99  
case studies, 1991 Box 1

Campaign for Tobacco-Free Kids, 1996 Box 1

Clippings, 1990-2008 Box 1

**Physical Description:** 5 folders

Michael Evans Begay, Stanton A. Glantz--  
Undoing Proposition 99: Political Expenditures  
by the Tobacco Industry in California, 1991,  
1992 Box 1

Paul Keye pro bono work, 1992-2000 Box 1

Pro-tobacco groups, 1990-1998 Box 1

R.J. Reynolds--Tobacco and Kids,  
approximately 2000 Box 1

Smokers' Helpline creative development,  
approximately 2004 Box 5

Stanton A. Glantz--Changes in cigarette  
consumption, prices, and tobacco industry  
revenues associated with Proposition 99, 1993 Box 1

Stanton A. Glantz--Public attitudes toward  
tobacco control in California, 1992 Box 1

### **Writings, 1939-1993**

Essays, drafts, notes, etc., 1970-1985 Box 1

Fitzgerald and the Twenties, Archive, Duke  
University, 1951 Box 1

Nightingale (lyric), approximately 1950 Box 1

No Craven Images, 1966 Box 1

Song of the Incas (music score), 1939 Box 1

The Trouble with Copywriters, 1985	Box 1
What Don't We Know and When Haven't We Known It?, 1993	Box 1

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## California Department of Health Services, 1990-2013

### Obesity Prevention, 1991-2011

General material, 2005-2007	Box 1
Articles, report, 1991-2011	Box 1
Center for Consumer Freedom, 2005	Box 1
Clippings, 2005-2007	Box 1
Clippings, 2007-2010	Box 6
Obesity presentation, 2004	Box 1
Obesity project, 2005	Box 1
White paper, 2011	Box 1

### Tobacco Control and Education, 1990-2013

A Model for Change: The California Experience in Tobacco Control, 1998	Box 1
Articles, etc., 1995-1996	Box 1
California anti-tobacco campaign, 1990-1992	Box 1
Clippings, 1997-2001	Box 1
<b>Physical Description:</b> 2 folders	
Clippings, advertising, etc., 1991-2009	Box 6
<b>Physical Description:</b> 2 folders	
Creative development, 1991-1992	Box 1
"Crocodile Tears" television (second-hand smoke), 2001-2002	Box 2

"Crocodile Tears" television (second-hand smoke), 2001-2002	Box 5
Memos, reports, etc., 1998-2002	Box 2
Notes, reports, strategy, etc., 1990-2013	Box 2
<b>Physical Description:</b> 2 folders	
Research, presentations, 1991-2001	Box 2
Response to RFP2, 1991	Box 2
Scripts, 1990	Box 2
Second-hand smoke, 1992	Box 2
Social smoking--Scripts, etc., 2002	Box 2
Tobacco campaign materials, 1990-1993	Box 2
Tobacco education program, 1992	Box 2
Tobacco education program--Creative development, 1998-2001	Box 2
<b>Physical Description:</b> 2 folders	
Tobacco education program--Request for Proposal presentation materials, 1991	Box 2
Tobacco litigation, 2003	Box 2

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### **Faust/Day, 1962-1968**

Article, 1967	Box 2
Correspondence, 1966-1968	Box 2
<b>Physical Description:</b> 2 folders	
Creative work, 1964-1967	Box 2
Financial and administration, 1962-1968	Box 2
<b>Physical Description:</b> 2 folders	

Jacob Javits campaign--Correspondence, speech draft, 1967-1968	Box 2
Personnel list, 1967-1968	Box 2
Santa Barbara Savings--Notes, 1965	Box 2
Santa Barbara Savings--Print advertising, 1965	Box 6

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### **Hixson & Jorgenson, 1950-1964**

Big Brothers of Greater Los Angeles--Print advertising, 1958	Box 2
Community Chest--Concept development, approximately 1958	Box 5
Consolidated Electrodynamics--Print advertising, approximately 1959	Box 2
Jetglas water heater--Print advertising, 1950s	Box 2
Pacific Mutual Life Insurance--"Life Insurance Companies Buy TV Policies", 1964	Box 2
Pacific Mutual Life Insurance--Print advertising, approximately 1958-1960	Box 6
Self-promotion advertisement, approximately 1960	Box 2

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### **Keye/Donna/Pearlstein, 1968-2006**

Balance sheet, 1978	Box 2
California Department of Commerce--"The Californias", 1985-1986	Box 2
California Department of Commerce--"The Californias" portfolio, 1985-1986	Box 5

California Department of Commerce--"The Californias" storyboard, 1985	Box 2
Clippings, 1970-1994	Box 2
Clippings, 1970-1985	Box 6
Memos, 1976-1990	Box 2
New business, 1989-1991	Box 2
Peace Corps--Africa trip, 1970	Box 2
Project job book, 1968-2006	Box 4
Self-promotion advertisement, 1970-1990	Box 2
Self-promotion advertisement, 1975-1985	Box 5
Slides, 1970-1986	Box 2
Stock certificates, 1974	Box 2
Suzuki outdoor slides, 1989	Box 2

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### **Livingston & Keye, 1992-1993**

Correspondence, etc., 1992-1993	Box 2
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### **Ogilvy, Benson & Mather, 1961**

Maxwell House--Scripts, 1961	Box 2
Maxwell House--Storyboards, 1961	Box 2
Notes on drug advertising, 1961	Box 2

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### **Papert Koenig Lois, 1961-1964**

Annual report, 1963	Box 2
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Church of the Good Shepherd, 1964	Box 5
Clippings, 1962	Box 6
<b>Scope and Contents</b>	
Includes articles "How to Get Ahead in Advertising"; "Advertising: Function of Agency is Debated"	
Employee list, 1963	Box 2
Jacob Javits campaign--Correspondence, booklet, etc., 1962-1966	Box 2
New York Herald Tribune--Clippings, 1962	Box 2
New York Herald Tribune--Print advertising, 1961-1962	Box 6
<b>Physical Description:</b> 2 folders	
New York Herald Tribune--Recommendations, 1962	Box 2

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### **Paul Keye & Partners, 1997-2012**

California State University Sacramento (CSUSF)--Business Service Group consulting/training, 1999	Box 2
Century Council--Alcohol 101, 1997-1998	Box 5
Century Council--Creative development, approximately 2000	Box 2
Century Council--Slides, 1995-2000	Box 2
Century Council/Boys and Girls Clubs of America--Ready or Not: Talking with Kids About Alcohol, approximately 1995	Box 2
Hawaii Department of Health--Obesity prevention and education projects, 2003-2011	Box 2
<b>Physical Description:</b> 4 folders	

Hawaii Department of Health--Obesity prevention and education projects, 2010-2011	Box 6
Morongo--Creative development, 2005	Box 2
Notes, etc., 1999-2000	Box 2
Promotional card, 2012	Box 2
Telling the Story of Today's California Indians, approximately 2005	Box 2
Tobacco Education Research and Oversight Committee for California--Toward a Tobacco-Free California 2009-2011, 2008	Box 3
UCLA promotion--Printed materials, 2006-2008	Box 3
Wells Fargo/Brentwood Savings--Willpower campaign, 2000-2002	Box 3

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### **Richard M. Nixon Campaign, 1960-1974**

Adele Rogers St. Johns, 1960-1973	Box 3
Clippings, advertising, etc., 1960, 1974	Box 6
Correspondence, events, etc., 1960-1972	Box 3
<b>Physical Description:</b> 2 folders	

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### **Audiovisual Materials, 1978-2013**

#### **Access Restrictions:**

Access note. Collection contains fragile audiovisual/photographic formats that may need to be reformatted before use. Contact Research Services for access.

Ad Age presentation reel, 1983	Box 7 Audio-reel RL11997-RR-0001
Anti-smoking file xcfs1965.cap, 2003	Box 7 Disk RL11997-FL3-0001

Anti-tobacco commercials; PBS Newshour with  
Jim Lehrer, 2003

Box 10  
Video-cassette RL11997-  
VHS-0001

---

Beringer Wine--Autumn, 1978

Box 7  
Audio-reel RL11997-RR-0002

---

Bhutan SFX, 1994

Box 9  
Optical-disc RL11997-OP-0001

---

Bhutan SFX, 1994

Box 9  
Optical-disc RL11997-OP-0002

---

Branson Mo.: The Branson Effect, 1997

Box 7  
Audio-cassette RL11997-  
CS-0001

**Scope and Contents**

Includes: Pied Piper Pull; Mindless Fling; Upwardly Mobile

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Branson Mo.: The Branson Effect, 1997

Box 7  
Audio-cassette RL11997-  
DAT-0005

**Scope and Contents**

Includes: Pied Piper Pull; Mindless Fling; Upwardly Mobile

---

Branson Mo.: The Branson Effect, 1997

Box 7  
Audio-cassette RL11997-  
DAT-0006

---

California Department of Commerce--The  
Californias, approximately 1986

Box 10  
Video-cassette RL11997-  
VHS-0003

---

California Department of Commerce--The  
Californias, approximately 1986

Box 10  
Video-cassette RL11997-  
VHS-0004

---

California Department of Commerce--Tourism,  
approximately 1985

Box 10  
Video-cassette RL11997-  
VHS-0002

**Scope and Contents**

Includes: State; Frontier; How Many Vacations

---

California Department of Commerce--Tourism  
"North Coast", approximately 1985

Box 7  
Audio-cassette RL11997-  
CS-0002

---

California Department of Commerce--Tourism  
"North Coast", approximately 1985

Box 7  
Audio-cassette RL11997-  
CS-0003

---

California Department of Health Services, 1990

Box 10  
Video-cassette RL11997-  
VHS-0005

---

**Scope and Contents**

Includes: Vending Machine; Couple More Good Years; Testifiers

---

California Department of Health Services, 1990

Box 10  
Video-cassette RL11997-  
VHS-0006

---

**Scope and Contents**

Includes: Industry Spokesman; Secondary Smoke; Personals; In Your Mouth;  
Subliminal Advertising; Rappers

---

California Department of Health Services, 1991

Box 11  
Video-reel RL11997-Vid1-0003

---

**Scope and Contents**

Includes: Secondary Smoke; Personals; Industry Spokesman; Subliminal  
Advertising; In Your Mouth; Rappers; Ashtray; A Couple More Good Years;  
Testifiers; Smart Kids; Vending Machine; Quitting Takes Practice

---

California Department of Health Services, 1995

Box 7  
Audio-reel RL11997-RR-0005

---

**Scope and Contents**

Includes: Greatest Hits 1,2,3; Secondary Smoke; Invasion of the Tobacco  
People 1,2

---

California Department of Health Services, 2001

Box 7

---

Audio-cassette RL11997-  
DAT-0002

---

California Department of Health Services, 2001

Box 9  
Optical-disc RL11997-OP-0003

**Scope and Contents**

Includes: Amazing New Product; \$\$\$ for Your Name

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California Department of Health Services,  
approximately 2001

Box 8  
Video-cassette RL11997-  
UM-0015

**Scope and Contents**

Includes: Crocodile Tears; He's Back

---

California Department of Health Services, 2003

Box 8  
Video-cassette RL11997-  
UM-0016

**Scope and Contents**

Includes: In Their Own Words; Admit It

---

California Department of Health Services, 2003

Box 9  
Video-cassette RL11997-  
UM-0017

**Scope and Contents**

Includes: In Their Own Words; Admit It

---

California Department of Health Services, 2004

Box 9  
Optical-disc RL11997-OP-0007

**Scope and Contents**

Includes: Crocodile Tears; He's Back; It's Business

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California Department of Health Services, 2004

Box 9  
Optical-disc RL11997-OP-0008

**Scope and Contents**

Includes: Crocodile Tears; He's Back; It's Business

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California Department of Health Services, 2004

Box 10

Video-cassette RL11997-  
VHS-0009

**Scope and Contents**

Includes: Crocodile Tears; He's Back; It's Business

---

California Department of Health Services, 2008 Box 9  
Optical-disc RL11997-OP-0011

**Scope and Contents**

Includes: Crocodile Tears; He's Back; It's Business

---

California Department of Health Services, 2011 Box 9  
Optical-disc RL11997-OP-0012

**Scope and Contents**

Includes: Ashtray; Crocodile Tears; He's Back; I Know, I Know; Industry  
Spokesman; It's Business; Kitchen; Quitting Takes Practice; Subliminal  
Advertising; Testifiers; Vending Machine

---

California Department of Health  
Services--"Amazing New Product", 2001 Box 7  
Audio-cassette RL11997-  
CS-0004

California Department of Health Services--"Help  
Line", approximately 1995 Box 7  
Audio-cassette RL11997-  
CS-0007

California Department of Health  
Services--"invasion of the Tobacco People" part  
1,2, 1994 Box 7  
Audio-cassette RL11997-  
CS-0008

California Department of Health  
Services--"invasion of the Tobacco People" part  
1,3, 1994 Box 7  
Audio-cassette RL11997-  
CS-0009

California Department of Health  
Services--"Secondary Smoke", approximately  
1994 Box 7

Audio-cassette RL11997-  
CS-0011

---

California Department of Health  
Services--"Secondary Smoke", approximately  
1994

Box 7  
Audio-cassette RL11997-  
CS-0012

---

California Department of Health Services--1 800  
No Butts, 2006

Box 9  
Optical-disc RL11997-OP-0009

---

**Scope and Contents**

Includes: Quitting Takes Practice; Smoker's Helpline; I Know, I Know

---

California Department of Health Services--1 800  
No Butts, 2006

Box 9  
Optical-disc RL11997-OP-0010

---

**Scope and Contents**

Includes: Quitting Takes Practice; Smoker's Helpline; I Know, I Know

---

California Department of Health Services--14  
spots, 1991

Box 8  
Video-cassette RL11997-  
UM-0004

---

**Scope and Contents**

Includes: Industry Spokesman, Smart Kids, Ashtray, Rappers, Worried  
Children, Subliminal Advertising, Personals, Secondary Smoke, Vending  
Machine, In Your Mouth, Delivery Room, Quitting Takes Practice, Testifiers, A  
Couple More Good Years

---

California Department of Health Services--14  
spots, 1993

Box 8  
Video-cassette RL11997-  
UM-0010

---

**Scope and Contents**

Includes: Industry Spokesman, Rappers, Vending Machine, Smart Kids,  
Subliminal Advertising, Secondary Smoke, Quitting Takes Practice, Ashtray, A  
Couple More Good Years, Testifiers, Fashion Show, Silence, Smokers Beauty  
Kit, Lonely People

California Department of Health Services--15  
spots, 1995

Box 7  
Audio-cassette RL11997-  
DAT-0004

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California Department of Health Services--16  
spots, approximately 1991

Box 8  
Video-cassette RL11997-  
UM-0003

---

**Scope and Contents**

Includes: Industry Spokesman, Secondary Smoke, Rappers, In Your Mouth, Personals, Subliminal Advertising

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California Department of Health Services--31  
spots, 1995

Box 9  
Video-cassette RL11997-  
D2-0002

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**Scope and Contents**

Includes: Ashtray/Friend; Testifiers; A Couple More Good Years; Delivery Room; Quitting Takes Practice; Vending Machine; Smart Kids; Rappers; Subliminal Advertising; Industry Spokesman; Secondary Smoke; Smokers Beauty Kit; Old Girlfriend; Dog Breath; Janitor; Factory; Groundskeeper; Woodshop; Lonely People; Fashion Show; Network; Numbers; Vanishing Man

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California Department of Health Services--  
Amazing New Product, 2001

Box 7  
Audio-cassette RL11997-  
DAT-0003

---

California Department of Health Services--  
Crocodile Tears, 2001

Box 10  
Video-cassette RL11997-  
VHS-0007

---

California Department of Health Services--  
Crocodile Tears, 2001

Box 10  
Video-cassette RL11997-  
VHS-0008

---

California Department of Health Services--In  
Their Own Words, 2003

Box 10  
Video-cassette RL11997-  
VHS-0010

---

California Department of Health Services--It's  
Business, 2001

Box 10  
Video-cassette RL11997-  
VHS-0011

---

California Department of Health Services--It's  
Business, 2001

Box 10  
Video-cassette RL11997-  
VHS-0012

---

California Department of Health Services--It's  
Business, 2001

Box 10  
Video-cassette RL11997-  
VHS-0013

---

California Department of Health Services--  
Radio, 1994

Box 7  
Audio-cassette RL11997-  
CS-0005

---

**Scope and Contents**

Includes: Invasion of the Tobacco People; Secondary Smoke; Greatest Hits #1

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California Department of Health Services--  
Radio, 1994

Box 7  
Audio-cassette RL11997-  
CS-0006

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**Scope and Contents**

Includes: Invasion of the Tobacco People; Secondary Smoke; Greatest Hits #2

---

California Department of Health Services--  
Smoker's Helpline, 2005

Box 9  
Optical-disc RL11997-OP-0004

---

California Department of Health Services--  
Smoker's Helpline, 2005

Box 10  
Video-cassette RL11997-  
VHS-0014

---

California Department of Health Services--Stop  
smoking radio, 2000

Box 7  
Audio-cassette RL11997-  
CS-0010

**Scope and Contents**

Includes: How I Quit; Adults Must Quit

---

California Department of Health Services--The  
Business, 2001

Box 9  
Video-cassette RL11997-  
UM-0018

---

California Department of Health Services--  
Tobacco education campaign, approximately  
1995

Box 10  
Video-cassette RL11997-  
VHS-0015

---

**Scope and Contents**

These messages covering tobacco industry conduct--particularly target  
marketing--and health issues were produced from 1991 through 1995

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California Department of Health Services--  
Tobacco education campaign, approximately  
1995

Box 10  
Video-cassette RL11997-  
VHS-0016

---

**Scope and Contents**

These messages covering tobacco industry conduct--particularly target  
marketing--and health issues were produced from 1991 through 1995

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California Department of Health Services--  
Tobacco education campaign, approximately  
1995

Box 10  
Video-cassette RL11997-  
VHS-0017

---

**Scope and Contents**

These messages covering tobacco industry conduct--particularly target  
marketing--and health issues were produced from 1991 through 1995

---

California Department of Health Services--  
Tobacco education campaign, approximately  
1995

Box 10  
Video-cassette RL11997-  
VHS-0018

**Scope and Contents**

These messages covering tobacco industry conduct--particularly target marketing--and health issues were produced from 1991 through 1995

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California Department of Health Services--  
Vanishing Man, 2012 Box 9  
Optical-disc RL11997-OP-0013

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California Department of Health Services--  
Vanishing Man, 2012 Box 9  
Optical-disc RL11997-OP-0014

---

California Department of Health Services--  
Vanishing Man, 2012 Box 9  
Optical-disc RL11997-OP-0015

---

Century Council new business reel, 1994 Box 10  
Video-cassette RL11997-  
VHS-0019

---

**Scope and Contents**

Includes: War Stories; ALS Massachusetts; Industry Spokesman; Vanishing Man; Lonely People; Invasion of the Tobacco People; Secondary Smoke; I've Heard Everything

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Century Council--Alcohol 101, 1997 Box 9  
Optical-disc RL11997-OP-0016

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Century Council--Alcohol 101, 1997 Box 9  
Optical-disc RL11997-OP-0017

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Century Council--Cops in Shops Ohio, 1995 Box 7  
Audio-cassette RL11997-  
CS-0013

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Century Council--Designated Driver Amarillo,  
approximately 1997 Box 7  
Audio-cassette RL11997-  
CS-0014

---

Century Council--Designated Driver Eugene,  
approximately 1997 Box 7  
Audio-cassette RL11997-  
CS-0015

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Century Council--First Call, approximately 1997 Box 7

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	Audio-cassette RL11997- CS-0016
Century Council--Florida Underage ALR, 1998	Box 7 Audio-cassette RL11997- CS-0017
Century Council--Home Free no. 2,3,4,5, approximately 1998	Box 7 Audio-cassette RL11997- CS-0018
Century Council--I've Heard Everything, approximately 1997	Box 7 Audio-cassette RL11997- CS-0019
Century Council--I've Heard Everything, approximately 1997	Box 7 Audio-cassette RL11997- CS-0020
Century Council--Ready or Not, 1995	Box 7 Audio-cassette RL11997- CS-0026
Century Council--Sacramento DUI, 1996	Box 7 Audio-cassette RL11997- CS-0021
Century Council--Sacramento DUI, 1996	Box 7 Audio-cassette RL11997- CS-0022
Century Council--Sacramento DUI, 1996	Box 7 Audio-cassette RL11997- CS-0023
Century Council--Sacramento DUI, 1996	Box 7 Audio-cassette RL11997- CS-0024
Century Council--Sacramento DUI, 1996	Box 7 Audio-cassette RL11997- CS-0025
Century Council--Sacto DUI, 1997	Box 10

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Video-cassette RL11997-  
VHS-0021

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Compilation, 1987

Box 11  
Video-reel RL11997-Vid1-0014

**Scope and Contents**

Includes: Lone Star (First Blood; Road Block; Here's Lookin' at You); California tourism (Laguna II, Shasta II, Desert II); Del Taco (Office); Suzuki (History; Off-Road/City No Price Tag; Test Track; Dull Barrier; What It's Like; Born 2B Wild; Trail Crossing; Winslow Radio

---

Cranky Smoker, 2013

Box 9  
Optical-disc RL11997-OP-0005

---

Cranky Smoker, 2013

Box 9  
Optical-disc RL11997-OP-0006

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Fontana Candida--Three Minute Lunch New  
York version, 1980

Box 7  
Audio-reel RL11997-RR-0007

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Fontana Candida--Two Things, 1980

Box 7  
Audio-reel RL11997-RR-0006

---

Italy 2007 photos for printing, 2007

Box 9  
Optical-disc RL11997-OP-0018

---

Italy 2007 photos for printing, 2007

Box 9  
Optical-disc RL11997-OP-0019

---

Keye/Donna/Pearlstein, 1988

Box 7  
Audio-reel RL11997-RR-0004

**Scope and Contents**

Includes: Del Taco (Summer radio 800 number; 800 number recorded message1); Reubens (Orson Welles/Dinner); Lone Star Beer (Experimentin'; Forgettin'; Showin' Off)

---

Keye/Donna/Pearlstein agency reel, 1984

Box 11  
Video-reel RL11997-Vid1-0001

**Scope and Contents**

Includes: Lone Star Beer (First Blood, Roadblock, Lookin' at You); Del Taco (Elevator, Office); AMD (The Wave, Fast Track); Goldener Oktober

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(Shopkeeper); Peace Corps (Hands/Baby); Laura Scudders (Potato Chip); Hitachi (Still Ours); Today Sponge (The Sixties)

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Keye/Donna/Pearlstein agency reel, 1989 Box 11  
Video-reel RL11997-Vid1-0006

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Keye/Donna/Pearlstein agency reel, 1992 Box 8  
Video-cassette RL11997-UM-0001

---

**Scope and Contents**

Includes: k/d/p logo; California Department of Health Services (Industry Spokesman, In Your Mouth, Subliminal Advertising); Del Taco (Office); Suzuki (History, Engine); Partnership for a Drug-Free America (Any Questions); Jerseymaid (Board of Directors); California tourism (Laguna, Shasta); Aramis (Home on the Range)

---

Keye/Donna/Pearlstein agency reel, 1992 Box 8  
Video-cassette RL11997-UM-0002

---

**Scope and Contents**

Includes: k/d/p logo; California Department of Health Services (Secondary Smoke-Kitchen, Quitting Takes Practice, Ashtray, Personals, In Your Mouth, Rappers, Subliminal Advertising, Industry Spokesman)

---

Keye/Donna/Pearlstein compilation, 1987 Box 11  
Video-reel RL11997-Vid1-0007

---

**Scope and Contents**

Includes: IBM Vignette; Miller Lite; Perdue Chicken; Bank of America; Minnesota Federal; Nestles; Alpha Romeo; VW "Snowplow", "Funeral"

---

Keye/Donna/Pearlstein house reel, 1986 Box 11  
Video-reel RL11997-Vid1-0008

---

**Scope and Contents**

Includes: The Californias "San Diego", "San Francisco"; Del Taco "Office"; Suzuki "History", "Princess"; Laura Scudders "Shipboard. Construction. Cowboy and Beach"; Tomy "Monster Machine"; Today Sponge "Sixties"

---

Keye/Donna/Pearlstein presentation reel, 1982 Box 7  
Audio-reel RL11997-RR-0009

---

**Scope and Contents**

Includes: Lone Star Beer (Wake Up; Proctor Price); Beringer (Summer); Vivitar (Pocket Full of Miracles); Continental Airlines (Official Summer-Cap Fares)

---

Keye/Donna/Pearlstein presentation reel, 1984

Box 7

Audio-reel RL11997-RR-0008

**Scope and Contents**

Includes: Lone Star Beer (Proctor Price; Clay Baker; Experimentin'; Forgettin'; Showin' Off); Reubens (Orson Wells/Dinner; Vincent Price/Lunch); Del Taco (Summer Radio; 800 Recorded Message); Vivitar (Pocket Full of Miracles)

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Keye/Donna/Pearlstein presentation reel, 1985

Box 11

Video-reel RL11997-Vid1-0009

**Scope and Contents**

Includes: People's Bank (Buckstopper, Calculator Premium); Beau Val (Toulouse); Microma (Father Time); Hitachi (I'm a Technical Knockout); Lone Star Beer (Sonny, Poker, First Blood, Road Block, Convoy, Looking at You, 14 Miles West of Hondo, Hoarders, Didy Diapers); Fontana Candida (Surprise); Vivitar (Park); AMD (Wave); Catalina (Breakout); Los Hermanos (Snob); Goldener Oktober (Shopkeeper)

---

Keye/Donna/Pearlstein presentation reel, 1986

Box 11

Video-reel RL11997-Vid1-0011

**Scope and Contents**

Includes: Lone Star (First Blood, Road Block, Here's Lookin' at You); Wrinkle Free (What Makes a Wrinkle?); Laura Scudders (Ocean Liner, Hard Hats, Wild West, Beach); Del Taco (Office, Over and Over Girl Hero); Suzuki (History, Test Track, Off Road/City; Today Sponge (The Sixties)

---

Keye/Donna/Pearlstein presentation reel, 1987

Box 11

Video-reel RL11997-Vid1-0005

**Scope and Contents**

Includes: logo; Suzuki "History"; Pomp & Circumstance; First Blood; Shasta II; The Sixties Contraceptive; Board of Directors; Winslow radio Samurai; Gold Country II; 14 Miles West of Hondo; Trail Crossing; Vegetable; Employee of the Month; Family; Laguna II; Office

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Keye/Donna/Pearlstein presentation reel, 1987

Box 11

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Video-reel RL11997-Vid1-0010

**Scope and Contents**

Includes: IBM Vignette; Miller Lite; Lone Star; Perdue Chicken; California tourism; Bank of America; Minnesota Federal; Del Taco; Nestles; Suzuki; Alpha Romeo; VW "Snowplow", "Funeral"

---

Keye/Donna/Pearlstein presentation reel, 1987

Box 11

Video-reel RL11997-Vid1-0016

**Scope and Contents**

Includes: logo; Suzuki "History"; Pomp & Circumstance; First Blood; Shasta II; The Sixties Contraceptive; Board of Directors; Winslow radio Samurai; Gold Country II; 14 Miles West of Hondo; Trail Crossing; Vegetable; Employee of the Month; Family; Laguna II; Office

---

Keye/Donna/Pearlstein presentation reel, 2003

Box 8

Video-cassette RL11997-UM-0007

**Scope and Contents**

Includes: Tomy Robots (Wrong Place); Catalina (Breakout); Los Hermanos (Wine Snob); Peace Corps (Hands/Baby, Tractor); Hitachi (Still Ours); Laura Scudders (Potato Chip); Kaepa Shoes (Two Left Feet); Goldener Oktober (Shopkeeper); Tomy Toys (Undercover Bears); AMD (Catch the Wave); California tourism (San Francisco, San Diego); Lone Star Beer (First Blood, Road Block, Convoy, 14 Miles, Lookin' at You); Today Sponge (Sixties Contraception); Del Taco (Office)

---

Keye/Donna/Pearlstein state RFP agency reel, 1989

Box 11

Video-reel RL11997-Vid1-0012

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Keye/Donna/Pearlstein--60 Years in 60 Seconds, 1989

Box 11

Video-reel RL11997-Vid1-0002

---

Livingston & Company--20 spots, 1993

Box 8

Video-cassette RL11997-UM-0008

**Scope and Contents**

Includes: Any Questions; Frying Pan; Industry Spokesman; Rappers; Vending Machine; Smart Kids; Subliminal Advertising; Secondary Smoke; Quitting Takes Practice; Ashtray; A Couple More Good Years; Testifiers; Silence;

---

Smokers Beauty Kit; Lonely People; Network; Greatest Hits 1,2,3; War Stories

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Livingston & Company--20 spots, 1993

Box 8  
Video-cassette RL11997-  
UM-0009

**Scope and Contents**

Includes: Any Questions; Frying Pan; Industry Spokesman; Rappers; Vending Machine; Smart Kids; Subliminal Advertising; Secondary Smoke; Quitting Takes Practice; Ashtray; A Couple More Good Years; Testifiers; Silence; Smokers Beauty Kit; Lonely People; Network

---

Lone Star Beer, 1980

Box 11  
Video-reel RL11997-Vid2-0001

**Scope and Contents**

Includes: Honky Tonk; War Room; Looking at You

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Lone Star Beer, 1985

Box 7  
Audio-reel RL11997-RR-0011

Lone Star Beer, 1987

Box 11  
Video-reel RL11997-Vid1-0013

**Scope and Contents**

Includes: First Blood; Road Block; Convoy; 14 Miles; Lookin' at You

---

Lone Star Beer--3 spots, 1983

Box 7  
Audio-reel RL11997-RR-0010

**Scope and Contents**

Includes: Experimentin'; Forgettin'; Showin' Off

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Lone Star Beer--3 spots, approximately 1988

Box 7  
Audio-cassette RL11997-  
CS-0027

**Scope and Contents**

Includes: Experimentin'; Forgettin'; Showin' Off

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Lone Star Beer--3 spots, approximately 1988

Box 7  
Audio-cassette RL11997-  
CS-0028

**Scope and Contents**

Includes: Experimentin'; Forgettin'; Showin' Off

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Lone Star Beer--3 spots, approximately 1988 Box 7  
Audio-cassette RL11997-  
CS-0029

**Scope and Contents**

Includes: Experimentin'; Forgettin'; Showin' Off

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Lone Star Beer--3 spots, approximately 1988 Box 7  
Audio-cassette RL11997-  
CS-0030

**Scope and Contents**

Includes: Experimentin'; Forgettin'; Showin' Off

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Lone Star Beer--3 spots, approximately 1988 Box 7  
Audio-cassette RL11997-  
CS-0031

**Scope and Contents**

Includes: Experimentin'; Forgettin'; Showin' Off

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Lone Star Beer--The Hoarders, 1980 Box 7  
Audio-reel RL11997-RR-0012

Lone Star Light, approximately 1987 Box 11  
Video-reel RL11997-Vid2-0003

**Scope and Contents**

Includes: Dance; Sonny; Cowboys; Poker; Road Block; First Blood; Open Bar;  
Thirsty; Convoy

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Lucas Keye, 2009 Box 9  
Optical-disc RL11997-OP-0020

Lucas Keye, 2009 Box 9  
Optical-disc RL11997-OP-0021

Merabank spots, 1989 Box 7  
Audio-reel RL11997-RR-0013

**Scope and Contents**

Includes: Hale; Billie Joe; Jorge

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Merabank spots, 1989 Box 11  
Video-reel RL11997-Vid1-0015

**Scope and Contents**

Includes: New montage; Mildred; Ken; Nathan

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Merabank spots, 1989 Box 11  
Video-reel RL11997-Vid1-0018

**Scope and Contents**

Includes: Southwest Voices; Lois; Hale; Delsa; Billie Joe

---

Merabank spots, 2003 Box 8  
Video-cassette RL11997-  
UM-0005

**Scope and Contents**

Includes: Southwest Voices Lois, Hale, Delsa, Billie Joe

---

Morengo Project, 2005 Box 7  
Audio-cassette RL11997-  
CS-0032

**Scope and Contents**

Includes: Rich Indian Tribes; Voices

---

Morengo Project--Rich Indian Tribes; Voices,  
2005 Box 9  
Optical-disc RL11997-OP-0022

Obesity project, 2007 Box 9  
Optical-disc RL11997-OP-0023

Patagonia, 2007 Box 9  
Optical-disc RL11997-OP-0024

Paul Keye & Partners, 1996 Box 8  
Video-cassette RL11997-  
UM-0013

**Scope and Contents**

Includes: Industry Spokesman; Subliminal Advertising; Network; A Couple More Good Years; Rappers; Vending Machine; Smart Kids; ; Quitting Takes Practice; Ashtray; Secondary Smoke; Century Council; Cops in Shops; Ready or Not

---

Paul Keye & Partners, 1996 Box 8  
Video-cassette RL11997-UM-0014

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Paul Keye & Partners, 2002 Box 10  
Video-cassette RL11997-VHS-0020

---

**Scope and Contents**

Cassette box mislabeled Century Council

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Paul Keye & Partners agency reel, 1995 Box 7  
Audio-cassette RL11997-CS-0033

---

**Scope and Contents**

Includes: Greatest Hits 1,2,3; Secondary Smoke; Invasion of the Tobacco People 1,2; Cops in Shops; ALR Texas; I've Heard Everything; Experimentin'; Forgettin'; Showin' Off; Beringer Summer

---

Paul Keye & Partners agency reel, 1995 Box 7  
Audio-cassette RL11997-CS-0034

---

**Scope and Contents**

Includes: Greatest Hits 1,2,3; Secondary Smoke; Invasion of the Tobacco People 1,2; Cops in Shops; ALR Texas; I've Heard Everything; Experimentin'; Forgettin'; Showin' Off; Beringer Summer

---

Paul Keye & Partners agency reel, 1995 Box 7  
Audio-cassette RL11997-CS-0035

---

**Scope and Contents**

Includes: Greatest Hits 1,2,3; Secondary Smoke; Invasion of the Tobacco People 1,2; Cops in Shops; ALR Texas; I've Heard Everything; Experimentin'; Forgettin'; Showin' Off; Beringer Summer

Paul Keye & Partners agency reel,  
approximately 1995

Box 7  
Audio-cassette RL11997-  
CS-0036

**Scope and Contents**

Includes: Ready or Not Sandy Kellerman; Greatest Hits 1,2; Secondary Smoke; Invasion of the Tobacco People 1,2

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Paul Keye & Partners agency reel, 2001

Box 7  
Audio-cassette RL11997-  
DAT-0001

**Scope and Contents**

Includes: Greatest Hits 1,2,3; Secondary Smoke; Invasion of the Tobacco People 1,2; Cops in Shops; ALR Texas; I've Heard Everything; Experimentin'; Forgettin'; Showin' Off; Summer

---

Paul Keye & Partners fun reel, 1995

Box 9  
Video-cassette RL11997-  
D2-0001

**Scope and Contents**

Includes: Jerseymaid (Pomp and Circumstance, Employee of the Month); California tourism (Shasta Cascade, Laguna); Lone Star Beer (First Blood, Roadblock, Here's Looking at You); Sea World (Overview); Los Hermanos (Wine Snob); Del Taco (Office, Faucet)

---

Paul Keye & Partners--12 spots, 1995

Box 8  
Video-cassette RL11997-  
UM-0012

**Scope and Contents**

Includes: Any Questions; Industry Spokesman; Testifiers; Rappers; Vending Machine; Vanishing Man; Secondary Smoke-Kitchen; Network; Quitting Takes Practice; Lonely People

---

Paul Keye & Partners--19 spots, 1999

Box 10  
Video-cassette RL11997-  
VHS-0022

**Scope and Contents**

Includes: BAC Educator; Sacto/DUI; Hispanic DWI; Cops in Shops; Alcohol 101; Ready or Not; Texas ALR; Arkansas ALS; New York PLS; Florida ALR; Kentucky ALR; Texas Underage Zero Tolerance; New York ALR

Paul Keye & Partners--19 spots, 1999

Box 11

Video-reel RL11997-Vid1-0004

**Scope and Contents**

Includes: BAC Educator; Sacto/DUI; Hispanic DWI; Cops in Shops; Alcohol 101; Ready or Not; Texas ALR; Arkansas ALS; New York PLS; Florida ALR; Kentucky ALR; Texas Underage Zero Tolerance; New York ALR

---

Paul Keye & Partners--20 spots, 1993

Box 8

Video-cassette RL11997-UM-0011

Paul Keye & Partners--Department of Health Services compilation reel, 1994

Box 9

Video-cassette RL11997-UM-0019

**Scope and Contents**

Includes: Industry Spokesman; Rappers; Vending Machine; Smart Kids; Subliminal Advertising; Secondary Smoke; Quitting Takes Practice; Ashtray; A Couple More Good Years; Testifiers; Silence; Lonely People; Network; Vanishing Man; Greatest Hits

---

Paul Keye & Partners--Department of Health Services compilation reel, 1994

Box 9

Video-cassette RL11997-UM-0021

**Scope and Contents**

Includes: Industry Spokesman; Rappers; Vending Machine; Smart Kids; Subliminal Advertising; Secondary Smoke; Quitting Takes Practice; Ashtray; A Couple More Good Years; Testifiers; Silence; Lonely People; Network; Vanishing Man

---

Paul Keye & Partners--Department of Health Services compilation reel, 1994

Box 10

Video-cassette RL11997-VHS-0023

**Scope and Contents**

Includes: Industry Spokesman; Rappers; Vending Machine; Smart Kids; Subliminal Advertising; Secondary Smoke; Quitting Takes Practice; Ashtray; A Couple More Good Years; Testifiers; Silence; Lonely People; Network; Vanishing Man; Greatest Hits 1,2,3

Paul Keye & Partners--Department of Health  
Services compilation reel, 1994

Box 10  
Video-cassette RL11997-  
VHS-0024

**Scope and Contents**

Includes: Industry Spokesman; Rappers; Vending Machine; Smart Kids;  
Subliminal Advertising; Secondary Smoke; Quitting Takes Practice; Ashtray;  
A Couple More Good Years; Testifiers; Silence; Lonely People; Network;  
Vanishing Man; Greatest Hits 1,2,3

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Paul Keye Art Center, 1991

Box 8  
Video-cassette RL11997-  
UM-0006

**Scope and Contents**

Includes: Secondary Smoke; Personals, Industry Spokesman, Subliminal  
Advertising, In Your Mouth, Rappers, Ashtray, A Couple More Good Years,  
Testifiers, Smart Kids, Vending Machine, Quitting Takes Practice

---

Pro Mujer: Giving Women Credit, 2006

Box 9  
Optical-disc RL11997-OP-0025

Prop 29 tv ads from Stan Glantz, 2013

Box 9  
Optical-disc RL11997-OP-0026

R.D. Mercer disc 1, 1994

Box 9  
Optical-disc RL11997-OP-0027

R.D. Mercer disc 2, 1994

Box 9  
Optical-disc RL11997-OP-0028

Session master, 1992

Box 11  
Video-reel RL11997-Vid2-0002

**Scope and Contents**

Includes: Secondary Smoke; North Coast

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Telling the Story of Today's California Indians,  
2006

Box 9  
Optical-disc RL11997-OP-0029

UCLA compilation, 2007

Box 10  
Video-cassette RL11997-  
Bcam-0002

**Scope and Contents**

Includes: Big Moment; Kareem; Beban; Anita; Jose; Montage 1,2; Kareem on Wooden; Kareem on Rafer; Beban USC vs. UCLA

---

UCLA promotion, 2007 Box 9  
Optical-disc RL11997-OP-0033

**Scope and Contents**

Includes: Kareem on Wooden; Kareem on Rafer; Beban USC vs. UCLA

---

UCLA promotion, 2007 Box 9  
Optical-disc RL11997-OP-0034

**Scope and Contents**

Includes: Kareem on Wooden; Kareem on Rafer; Beban USC vs. UCLA

---

UCLA/NCAA, 2005 Box 9  
Optical-disc RL11997-OP-0037

UCLA--Big Moment, 2007 Box 9  
Optical-disc RL11997-OP-0030

UCLA--Big Moment, 2007 Box 9  
Optical-disc RL11997-OP-0031

**Scope and Contents**

Includes: Kareem; Beban; Anita; Jose; Montage 1,2

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UCLA--Big Moment, 2007 Box 9  
Optical-disc RL11997-OP-0032

**Scope and Contents**

Includes: Kareem; Beban; Anita; Jose; Montage 1,2

---

UCLA--Big Moment, 2007 Box 10  
Video-cassette RL11997-  
Bcam-0001

UCLA--My Big UCLA Moment, 2007 Box 9  
Optical-disc RL11997-OP-0035

**Scope and Contents**

Includes: Kareem Abdul-Jabbar; Dot Richardson; Gary Beban; Anita Ortega; Jose Lopez; Montage 1,2

---

UCLA--My Big UCLA Moment, 2007	Box 9 Optical-disc RL11997-OP-0036
<b>Scope and Contents</b>	
Includes: Kareem Abdul-Jabbar; Dot Richardson; Gary Beban; Anita Ortega; Jose Lopez; Montage 1,2	
<hr/>	
UCLA--NCAA promo, approximately 2004	Box 7 Audio-cassette RL11997- CS-0037
<b>Scope and Contents</b>	
Includes: Big; Amazing	
<hr/>	
UCLA--NCAA radio, 2004	Box 7 Audio-cassette RL11997- CS-0038
<b>Scope and Contents</b>	
Includes: Big; Amazing	
<hr/>	
UCLA--Strike Up the Band, 1994	Box 9 Optical-disc RL11997-OP-0038
<hr/>	
UCLA--Strike Up the Band, 1994	Box 9 Optical-disc RL11997-OP-0039
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UCLA--Strike Up the Band music edit, 2004	Box 7 Audio-cassette RL11997- CS-0039
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UCLA--strike Up the Band, Chris and Howard, 2004	Box 7 Audio-cassette RL11997- CS-0040
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Untitled, approximately 1992	Box 7 Film-reel RL11997-F16-0001
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Wine reel, 1995	Box 9 Video-cassette RL11997- UM-0020
<hr/>	
Wine World, 1983	Box 11 Video-reel RL11997-Vid1-0017

**Scope and Contents**

Includes: Snob; Toulouse; Shopkeeper; Surprise; Chenin Blanc

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Wine World--Beringer "Napa Valley"; Los  
Hermanos "Official Investigation", 1983 Box 7  
Audio-reel RL11997-RR-0015

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Wine World--Beringer "Summer", 1983 Box 7  
Audio-reel RL11997-RR-0014

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Wine World--Fontana Candida "Two Things";  
"Three Minute Lunch", 1983 Box 7  
Audio-reel RL11997-RR-0016

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