



Guide to the Wilkins Media Company Records, 1967-1998 and undated

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

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

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Summary

Collection Title:

Wilkins Media Company records, 1967-1998 and undated

Creator:

Wilkins Media Company (Atlanta, Ga.)

Source:

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

Abstract:

Wilkins Media Company is an outdoor advertising company based in Atlanta, Georgia. Founded in 1965 as Southern Outdoor Markets, the company changed its name in 1974 to Associates of the Bell Company. In 1987 Bill Wilkins purchased the company, changing the name to Wilkins Outdoor Network. The name changed again in 1999 to Wilkins Media Company. The Wilkins Media Company Records span the years 1967-1998 and include slides, photographs, presentation scripts, audio and video cassettes, brochures, pamphlets and publications related to Wilkins Media Company's activities as well as to the outdoor advertising industry in general. Represented are materials from the Institute of Outdoor Advertising, Outdoor Advertising Association of America, Patrick Media Group, Traffic Audit Bureau, Metromedia Technologies and Naegele Advertising Companies. Companies represented include Dole, Ford, Pacific Gas and Electric (PG&E) and Toyota. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

13.5 Linear Feet
13400 Items

Language:

Material in English

Collection ID:

RL.01384

Permalink:

<https://idn.duke.edu/ark:/87924/m1rt58>

Preferred Citation

[Identification of item], Wilkins Media Company Records, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The Wilkins Media Company Records span the years 1967-1998 and include slides, photographs, presentation scripts, audio and video cassettes, brochures, pamphlets and publications related to the company's activities as well as to the outdoor advertising industry in general. Represented are materials from the Institute of Outdoor Advertising, Outdoor Advertising Association of America, Patrick Media Group, Traffic Audit Bureau, Metromedia Technologies and Naegele Advertising Companies. Companies represented include Dole, Ford, Pacific Gas and Electric (PG&E) and Toyota.

Biographical/Historical

Founded in 1965 as Southern Outdoor Markets, the company changed its name in 1974 to Associates of the Bell Company. In 1987 Bill Wilkins purchased the company, changing the name to Wilkins Outdoor Network. The name changed again in 1999 to Wilkins Media Company.

Source: Wilkins Media website.

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Arrangement

The Collection is arranged into five series: **Slides**; **Photographs**; **Printed Material**; **Audiovisual Materials**; and **Oversized Materials**. **Slides** is comprised of color slides of billboards and other outdoor advertising in a variety of locations, predominantly in the United States. **Photographs** contain color print photographs of billboards and other outdoor advertising. **Printed Material** contains brochures, pamphlets, posters, industry publications, price guides, presentation scripts, and other printed material from a variety of sources. **Audiovisual Materials** contains video cassettes and one audio cassette, from a variety of producers. Most items are related to advertising and outdoor advertising. **Oversized Materials** contains large format materials removed from previous series.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

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Access Restrictions

Collection is open for research.

Researchers must register and agree to copyright and privacy laws before using this collection.

In addition, original audiovisual materials are closed to patron use. Research Services staff need to produce use copies before contents can be accessed.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48 hours to retrieve these materials for research use.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Wilkins Media Company Records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from 2002-2005.

Processing Information

Processed by Neale Stokes, March 2011

Encoded by Neale Stokes and Richard Collier, June 2011

Accessions 2002-0062, 2005-0054, and 2003-0223 were merged into one collection, described in this finding aid.

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Related Materials

Related Material

Related materials may be found the following Hartman Center collections:

<http://library.duke.edu/rubenstein/findingaids/duplex/>

<http://library.duke.edu/rubenstein/findingaids/gaessoutdoor/>

<http://library.duke.edu/rubenstein/findingaids/orrgarrett/>

<http://library.duke.edu/rubenstein/findingaids/scotthoward/>

<http://library.duke.edu/rubenstein/findingaids/ohiooutdoor/>

<http://library.duke.edu/rubenstein/findingaids/oaac/>

<http://library.duke.edu/rubenstein/findingaids/aaaaarchives/>

<http://library.duke.edu/rubenstein/findingaids/aaaaslidelibrary/>

<http://library.duke.edu/rubenstein/findingaids/porteradvertising/>

<http://library.duke.edu/rubenstein/findingaids/rcmaxwellco/>

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Names and Subjects

- Atlanta (Ga.) -- Commerce

- Billboards
- Slides (photographs)
- Advertising, Outdoor -- United States -- History -- 20th century
- Audiocassettes
- Videocassettes
- Photographic prints
- Atlanta (Ga.)
- Metromedia, Inc.
- Naegele Advertising Companies (Minneapolis, Minn.)
- Outdoor Advertising Association of America
- Pacific Gas and Electric Company
- Toyota Motor Sales, U.S.A., Inc.
- Wilkins, William N.
- Wilkins Media Company (Atlanta, Ga.)
- Dole Food Company
- Ford Motor Company
- Institute of Outdoor Advertising
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Slides, 1960-1996 and undated

Physical Description: 11 boxes

Scope and Contents note

Contains color slides of billboards and other outdoor advertising in a variety of locations, predominantly in the United States. Slides are arranged as received. Some have been removed from original containers; folder titles reflect original labeling.

030920 extra set, circa 1980s-1990s	Box 1
Auto slides, circa late 1960s-early 1970s	Box 1
Auto slides, 1968 Aug.-1972 Apr.	Box 1
Auto slides and miscellaneous, 1972 July	Box 1
Bill's creative slides 1/96, circa 1984-1996	Box 1
Bill's slide files "Categories," circa 1980s	Box 1
Bill's slide files "Creative," circa 1980s	Box 1

Guide to the Wilkins Media Company Records, 1967-1998 and undated

Bill's slide files "MMT," circa 1989	Box 1
Bill's slide files "Presentation," circa late 1970s-1988	Box 1
Bill's slide files "Won Acct.," circa 1980s	Box 1
Bill's slide files "Won Basic," 1983-1989	Box 2
Cars--Coming & Going, 1968 July	Box 2
Creative slides, circa 1970s-early 1990s	Box 2
Creative slides, circa 1980s-1990s	Box 2
Creative surge-duplicates, 1988 Sept.	Box 2
Dole, circa late 1980s-early 1990s	Box 2
FDAF slide presentation plus spares, miscellaneous billboards, circa 1979	Box 2
Ford slides (Texas), 1972 July	Box 2
Ford Slides--Texas, circa 1972	Box 2
Hastings slides, 1977-1986	Box 2
It Pays To Be Creative tray #1, circa 1960s-1970s	Box 2
It Pays To Be Creative tray #2, circa 1960s-1970s	Box 2
J. W. Robinson complete set ABC, 1986 Sept.	Box 3
Miliken slides, undated	Box 3
Miscellaneous and copies, 1974 May	Box 3
MMT slide presentation, 1989 June	Box 3
Naegele/Lamar Dean/Standish-Johnson miscellaneous, circa 1970s	Box 3
Omaha, circa 1980s	Box 3

Omaha Ad Club 1989 creative presentation, circa 1972-1989	Box 3
Other media, circa 1984-1990	Box 3
Outdoor: A Creative Renaissance, circa 1980s	Box 3
Outdoor: The Retailers' Media Revolution, circa 1970s	Box 3
Outdoor advertising, circa 1980s-1990s	Box 3
Outdoor advertising--Dole, 1991	Box 3
Outdoor advertising--various companies and miscellaneous, circa 1980s-1990s	Box 3
Outdoor for Life Insurance, circa 1970s	Box 4
Outdoor promotional slides--miscellaneous, undated	Box 4
Out-of-Home media and lotteries--New Orleans, 1995 Jan. 1	Box 4
Partial FDAF presentation--Nestl�'s creative savings--soft drink, circa late 1960s-1970s	Box 4
PG&E slides--Foster & Kleiser 1979, circa 1978-1979	Box 4
Phoenix, circa 1970s-1980s	Box 4
Physical Description: 2 folders	
Publix stretch vinyls (#1914, #54345), circa 1980s	Box 4
Sights & Sounds, circa 1970s-1980s	Box 4
Slide show, circa 1986-1989	Box 4
Slides for bew'l file, 1974-1988	Box 5
The Media's Medium-Phoenix Ad Club, circa 1970s-1980s	Box 5
Toyota designs & cars, circa 1970s	Box 5

Unlabeled slide show, circa 1960s	Box 5
Unlabeled slide show, circa 1970s	Box 5
Why Outdoor in the South, 1969 Nov.	Box 5
Wilkins Outdoor--miscellaneous, circa 1988	Box 5
Unsorted slides, 1960s-1990s Physical Description: 1-2 of 40 folders	Box 5
Unsorted slides, 1960s-1990s (continued) Physical Description: 3-8 of 40 folders	Box 6
Unsorted slides, 1960s-1990s (continued) Physical Description: 9-14 of 40 folders	Box 7
Unsorted slides, 1960s-1990s (continued) Physical Description: 15-20 of 40 folders	Box 8
Unsorted slides, 1960s-1990s (continued) Physical Description: 21-26 of 40 folders	Box 9
Unsorted slides, 1960s-1990s (continued) Physical Description: 27-32 of 40 folders	Box 10
Unsorted slides, 1960s-1990s (continued) Physical Description: 33-40 of 40 folders	Box 11

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Photographs, 1986-1991

Physical Description: 4 boxes

Scope and Contents note

Contains color photographs of billboards and other outdoor advertisements. Folder titles reflect original labeling.

Buses, circa late 1980s-early 1990s	Box 12
Creative contest, 1986-1989 Physical Description: 1-6 of 16 folders	Box 12

Creative contest, 1986-1989 (continued) Physical Description: 7-12 of 16 folders	Box 13
Creative contest, 1986-1989 (continued) Physical Description: 13-16 of 16 folders	Box 14
Photograph album--WON outdoor, circa 1989 Physical Description: 2 folders	Box 14
Photograph album--third annual Knoxville meeting, circa 1989 Dec.	Box 14
Unsorted photographs, circa 1990	Box 14
Photographs and forms, 1988-1991	Box 15
Photographs from ABC photograph and slide file, 1988 July	Box 15
Unsorted photographs, 1970s-circa 1990 Physical Description: 2 folders	Box 15

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Printed Material, 1967-1988 and undated

Physical Description: 5 boxes

Scope and Contents note

Includes brochures, pamphlets, posters, industry publications, price guides, presentation scripts, and other printed material from a variety of sources. Publishers include the Institute of Outdoor Advertising, Metromedia Technologies, the Outdoor Advertising Association of America, Outdoor Network USA, Patrick Media Group and Traffic Audit Bureau. Grouped by publisher and organized alphabetically by title.

Christmas cards, undated	Box 16
Clippings, 1987-1989 and undated	Box 16
Correspondence, 1987 Aug.-1990 July	Box 16
Creative contest materials, 1987 Sept.-1987 Nov. and undated	Box 16
Demographic profiles, circa 1990s	

Activity drinks	Box 16
Auto dealers	Box 16
Bottled water	Box 16
Breakfast foods	Box 16
Building supplies	Box 16
Cable television	Box 16
Commercial and savings banks	Box 16
Cruise vacations	Box 16
Dairy	Box 16
Department stores	Box 16
Fast food restaurants	Box 16
Hair care	Box 16
Men 18-34	Box 16
Restaurants	Box 17
Supermarkets	Box 17
Travel	Box 17
Institute of Outdoor Advertising, 1967-1988 and undated	
Brochures and reports, 1967-1988 and undated	
All Roads Leading to Palm Springs..., undated	Box 17
All Sales Are As Local As..., undated	Box 17
An Important Announcement from Bill Wersell of Toledo, Ohio, undated	Box 17
Before Outdoor We Sold 91 CB Radios, circa 1970s	Box 17
Best of Outdoor--Book II, circa 1980s	Box 17

Big Outdoor, undated	Box 17
Bring Out Your Best, undated	Box 17
Can You Outdo This Outdoor, 1987 Dec. 14	Box 17
Clark Dared to Be Different, circa 1980s	Box 17
Creative Guide to Outdoor Advertising, undated	Box 17
Enjoy the Great Outdoors, undated	Box 17
Every Student Places Our Outdoor..., 1976 Sept.	Box 17
First Medium, 1975	Box 17
For Its Merchandising Value, 1977 Mar.	Box 17
Furs by Weiss, undated	Box 17
Grain Belt Has Had Sales Increases..., undated	Box 17
Help Wanted, undated	Box 17
How Does HBO Spell, "Local Marketing Success," undated	Box 17
If You'd Like to Give Your Advertising a Lift..., undated	Box 17
Institute of Outdoor Advertising Cordially Invites You..., 1988	Box 17
10A Regional Reference 1982/1983, circa 1982-1983	Box 17
Just the Right Size: Canon, undated	Box 17
Make Your Advertising A Show Stopper, undated	Box 17
Market Efficiency, circa 1975-1976	Box 17
Market Reach, undated	Box 17

Mileage Manager, undated	Box 17
Mixed Media Marriages II, undated	Box 17
My Broker Is Paul Garnett..., undated	Box 17
New Creative Guide to Outdoor Advertising, undated	Box 17
"...None Has the Impact of Outdoor," undated	Box 17
Obie 85, circa 1985-1986	Box 17
"Our Agency's Creative Thinking Starts with Outdoor," undated	Box 17
"Our Outdoor Advertising Pays Off for Us," undated	Box 17
"Our Outdoor Introduction Has Made Us Instant Believers," undated	Box 17
"Our Revenue Doubled In Six Months," undated	Box 17
Outdoor Advertising, undated	Box 17
Outdoor Advertising for Political Candidates, undated	Box 17
Outdoor And Cooperative Advertising, undated	Box 17
Outdoor Energizes Gatorade, undated	Box 17
"Outdoor Is Dynamite," undated	Box 17
"Outdoor Has Been Our #1 Medium for 16 Years Because It Sells," 1976 Jan.	Box 17
"Outdoor Is Like a Giant Calling Card for Our Agency," undated	Box 17
"Outdoor! No Other Medium Has Created Such Dealer Response," undated	Box 17

Outdoor's Finest: The Collection of 1982 Obie Award Winners, circa 1982-1983	Box 17
"Outdoor... Sells Our Prospects," undated	Box 17
Outdoor Spoken Here..., undated	Box 17
Outdoor: Showcase of Selectivity, undated	Box 17
Outdoor: The Media's Medium	Box 17
Peace, Happiness, Joy, undated	Box 17
Perfect Fit: Levi's, Outdoor & TV, undated	Box 17
Presenting the 1986 Obie Awards, 1986	Box 17
Presenting the 1987 Obie Awards, 1987	Box 17
Reason for Participating, undated	Box 17
Sales Effectiveness Test..., undated	Box 17
Selling More Indoors: Outdoors, undated	Box 17
She was Crowned Miss America 1975, circa 1976	Box 17
Take A Step In the Right Direction..., undated	Box 17
Tempt Taste Buds, undated	Box 17
They Called Outdoor An Eyesore Until..., undated	Box 17
Tools of the Trade, 1987 May	Box 17
"Using Only Outdoor," 1977 Mar.	Box 17
Warning: Classified Information Contained Inside, undated	Box 17
We Create Lots of Interest, undated	Box 17
We Deliver the Good for Packaged Goods, undated	Box 17
"We're #1 in the Sun Market," 1974 Sept.	Box 17

"We've Increased Our Outdoor," 1977 Oct.	Box 17
What Do You Get for Your Money in Outdoor, circa 1982	Box 17
What Do You Get for Your Money in Outdoor, circa 1988	Box 17
"When Our Outdoor Goes Up, Our Sales Go Up. Every Time," 1977 June	Box 17
"When Our Outdoor Posters Go Up, Orders Start to Jump," 1977 Dec.	Box 17
When People Go Buy, Outdoor Sells, undated	Box 17
When You Need A Strong Pitch..., undated	Box 17
Why Has the Airline..., undated	Box 17
"With Outdoor... Insurance In Force Has Doubled," undated	Box 17
"With Outdoor Our Number One Medium," 1977 Dec.	Box 17
"With Outdoor Our Only Medium," 1976 June	Box 17
"With Outdoor...Our Sales And profits Are Now At All-time Highs," 1977 Feb.	Box 17
"With Outdoor's Great Impact, We're Gaining Share of Market," 1977 Dec.	Box 17
"With Outdoor We Broke All Our Previous Attendance Records," 1977 Apr.	Box 17
"With Outdoor, We Had Sales Increases of 33% and 35%," 1976 Nov.	Box 17
35th National Competition of Outdoor Advertising Art, circa 1967	Box 17
36th Outdoor Advertising Competition, circa 1968	Box 17

9th Outdoor Advertising Competition, circa 1971	Box 17
IOA press reproductions, circa 1984	Box 17
IOA promotional material (notebook), undated Physical Description: 1 of 2 folders	Box 17
IOA promotional material (notebook), undated (continued) Physical Description: 2 of 2 folders	Box 18
Metromedia Technologies, 1988-1990 and undated Physical Description: 5 folders Scope and Contents note [Contains memos, sales meeting files, client lists, slides and a photograph album.]	
Booklet, Visual Excellence, undated	Box 18
National Sales Meeting binder, 1988	Box 18
National Sales Meeting binder, 1989 Physical Description: 2 folders	Box 18
National Sales Meeting binder, 1990	Box 18
Photograph album, 1989-1990	Box 18
Miscellaneous Printed Material, 1985-1988 and undated	
ABC--Representing Out-of-Home Media Nationwide, 1988 Feb. 22	Box 19
A. C. Nielson Outdoor Advertising Research Highlights, undated	Box 19
Business Products, undated	Box 19
Compass Data Selection File, 1988 Oct. 20, undated	Box 19
Co-Op Alert!, undated	Box 19

Double Your Ad Budget with Outdoor Co-Op!, undated	Box 19
Gannett Outdoor Group, undated	Box 19
[Gannett Outdoor Network USA Guide to Out- of-Home, 1993; item located with Oversized Material]	Box 19
Foglio Base, 1985 Oct. 4, undated	Box 19
Glossary, undated	Box 19
How to Advertise Financial Products & Services, undated	Box 19
How to Advertise Food, undated	Box 19
How to Market & Advertise Travel & tourism, undated	Box 19
Innovative Solutions Through Out-of-home Communications, undated	Box 19
Inside Outdoor: Back to the Basics, undated	Box 19
[Kraft--Picture of Freshness, 1979; item located with Oversized Material]	Box 19
Life's a Little Fresher with Dole, undated	Box 19
A Look at Outdoor Production, undated	Box 19
The Morris Communicator, undated	Box 19
Naegele Outdoor Advertising, undated	Box 19
Nike Sportswear, undated	Box 19
No Other Medium Pinpoints Your Market More Accurately, undated	Box 19
Not Just a Lot of Hot Air, undated	Box 19
Outdoor Advertising Market Guide, undated	Box 19
Planning for Out-of-home Media, undated	Box 19

Pocket Distance Finder--Painted Bulletin, undated	Box 19
Pocket Distance Finder--20 Sheet Poster, undated	Box 19
Pocket Distance Finder--30 Sheet Poster, undated	Box 19
Touchdown for Health--Milk, undated	Box 19
[The Unbreakables, undated; item located with Oversized Material]	Box 19
What Do More Than 350 Advertising Agencies..., undated	Box 19
When People Go Buy, Outdoor Sells, undated	Box 19
Who, What, When, and Where?, undated	Box 19
Outdoor Advertising Association of America, 1988-1998 and undated	
OAAA Centennial Convention, 1991	Box 20
OAAA Marketing Division -- Idea Bank Map, undated	Box 20
OAAA membership roster, 1996-1998	Box 20
Outdoor America, undated	Box 20
Outdoor case studies, undated	Box 20
Outdoor, It's Not a Medium, It's a Large, undated	Box 20
Outdoor, It's Not a Medium, It's a Large: Automotive presentation script, undated	Box 20
Outdoor, It's Not a Medium, It's a Large: Grocery store presentation script, undated	Box 20
Outdoor, It's Not a Medium, It's a Large: Presentation manual, undated	Box 20

Outdoor, It's Not a Medium, It's a Large: Presentation script, undated	Box 20
1988 Obie Awards, undated	Box 20
1989 Obie Awards, undated	Box 20
1989 Obie book--letter and order form, undated	Box 20
1994 Obie Awards, undated	Box 20
1994 Obie Awards--official call for entries, undated	Box 20
1994 Obie awards--program, undated	Box 20
Outdoor Network USA, 1988-1998 and undated	
Another American Revolution, undated	Box 20
Black Outdoor--The Inside Solution, undated	Box 20
Heat Up Your Advertising, undated	Box 20
Get Them While They're Hot, undated	Box 20
How to Create a Masterpiece, undated	Box 20
Knock 'Em Out, undated	Box 20
The Sweet Smell of Success, undated	Box 20
Well Connected, undated	Box 20
1987 Rate Card, circa 1987	Box 20
1988 Rate Card, circa 1988	Box 20
1989 Rate Card, circa 1989	Box 20
Patrick Media Group, 1987-1988 and undated	
Impressions, 1988	Box 20
Impressions, 1987	Box 20
Legibility guide, undated	Box 20

Pacific Bell Smart Yellow Pages Just Got Smarter, undated	Box 20
<hr/>	
Traffic Audit Bureau, 1987-1998 and undated Planning for Out-of-Home Media, 1987	Box 20
<hr/>	
1993 annual conference attendees, circa 1993	Box 20
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1994 TAB Conference, circa 1994	Box 20
<hr/>	
'95 TAB Conference, circa 1995	Box 20

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Audiovisual Materials, 1984-1998

Physical Description: 3 Boxes

Scope and Contents note

Contains audio-visual materials, mostly video cassettes, from a variety of producers. Most items are related to advertising and outdoor advertising. Organized alphabetically by producer and title.

Action Ads. VHS. TRT: about 5:00 minutes. undated	Box 21
<hr/>	
Advertisers. Scrolling Mobile Billboards from Advertisers. VHS. TRT: about 3:00. undated	Box 21
<hr/>	
DETV, Diversity Entertainment Television. Marketing demo. VHS. TRT: 2:40. undated	Box 21
<hr/>	
Scope and Contents note [3 copies]	
<hr/>	
Donrey Media Group. Donrey Basics. VHS. TRT: 11:30. undated	Box 21
<hr/>	
John Evans Co./The Orton Group. The Great Outdoors. VHS. TRT: 11:00. undated	Box 21
<hr/>	
Federal Sign. The Federal Sign Advantage. VHS. TRT: 6:13. 1989 May 23	Box 21
<hr/>	
Federal Sign. Value Added Leasing. VHS. TRT: 7:00. 1990 Sept. 11	Box 21

Gannett Outdoor Group. Masterwork. Umatic. TRT: 19:16. undated	Box 21
Gannett Outdoor Group. Superflex--A new Dimension in Creative Outdoor. VHS. TRT: 8:00. undated	Box 21
Greyhound Lines, Inc. Bus wrap Program. VHS. TRT: 6:30. 1997 Aug. 8	Box 21
Greyhound Lines, Inc. Bus wrap Program. VHS. TRT: 6:30. 1997 Oct. 17	Box 21
Human Performance Training, Inc. A Revolution in Learning: Go for Baroque. VHS. TRT: about 30:00. undated	Box 21
Integrated Systems Engineering. Innovator and Product Leader. VHS. TRT: about 5:00. undated	Box 21
Institute for Outdoor Advertising. But Nobody Knew Her Name. VHS. TRT: about 5:00. undated	Box 21
IOA. Obie Awards 1994 finalists--multi-image transfer. VHS. TRT: 5:30. undated	Box 21
IOA. 1987 Obie Awards. VHS. TRT: 14:00. circa 1987.	Box 21
Scope and Contents note [2 copies]	
IOA. 1987 Obie Awards. Umatic. TRT: 14:00. circa 1987.	Box 21
IOA. 1992 Obies. VHS. TRT: about 10:00. circa 1992.	Box 21
Legend Productions. TDI Corporate Sales Video. VHS. TRT: 5:02. 1990 Feb. 5.	Box 21
MacNeil/Lehrer News Hour. Billboards. VHS. TRT: 16:00. 1985 July 31.	Box 21
Media Enterprises, Inc./Adweek. Out-of-Home: What's Next. VHS. TRT: 6:25. 1993 Apr. 6.	Box 21

Scope and Contents note

[2 copies]

Metromedia Technologies. Bringing Outdoor Advertising to Life. Umatic. TRT: 5:21. 1989 Dec. 29.	Box 21
Metromedia Technologies. Details, Details. VHS. TRT: 8:10. 1993 Oct. 1.	Box 21
Metromedia Technologies. Faces That Stand Out in a Crowd. VHS. TRT: 7:00. 1991 May 13.	Box 21
Metromedia Technologies. Metromedia Technologies. VHS. TRT: 16:00. undated	Box 21
Metromedia Technologies. One Name Says It All. VHS. TRT: 7:25. 1997 June 19.	Box 21
Metromedia Technologies. MMT slide presentation. Audio Cassette. TRT: about 30:00. undated	Box 21
Metromedia Technologies. Street Smart. VHS. TRT: 22:30. undated	Box 22
Metrovision of North America, Inc. computer channel demo. VHS. TRT: 7:45. 1992 Apr.	Box 22
Multimedia Technologies, Inc. Atlanta Spectacular. VHS. TRT: about 3:00. undated	Box 22
Naegele. The New Messenger. VHS. TRT: unknown. undated	Box 22
Naegele. Windows. VHS. TRT: unknown. undated	Box 22
Nevada Bell. Billboard story from news from Nevada Bell. VHS. TRT: 1:10. undated	Box 22
OAAA. Building Brands Beautifully. VHS. TRT: 3:00. 1997 Nov.	Box 22
OAAA. Outdoor: It's Not a Medium, It's a Large. VHS. TRT: 10:00. 1993.	Box 22

OAAA. Simpler Age; Smaller Business; Survey; New Standards. VHS. TRT: about 2:30. undated	Box 22
Outdoor Network, USA. Superflex: A New Dimension in Creative Outdoor. VHS. TRT: 10:00. 1987 June.	Box 22
Powervision. We've Got the Power. VHS. TRT: 3:00. 1998 Jan. 14.	Box 22
Profile Systems. Problems... Solutions. VHS. TRT: 6:21. 1995.	Box 22
Profile Systems. A Sign of the Future in Outdoor communications Solutions. VHS. TRT: 8:30. undated	Box 22
Scope and Contents note [2 copies]	
R. C. Maxwell Company. A Visual History of the R. C. Maxwell Company. VHS. TRT: about 5:00. circa 1994.	Box 22
Skyway Ads. VHS. TRT: about 2:00. undated	Box 22
Streetblimps. The Traveling Billboard... An Advertising Medium Whose Time Has come. VHS. TRT: about 2:00. undated	Box 22
Traffic Audit Bureau. TAB Perspectives video--7 interviews. VHS. TRT: about 2:00:00. undated	Box 22
Traffic Audit Bureau. OVRs. VHS. TRT: 8:13. 1989 Sept.	Box 22
Target Markets Concepts. VHS. TRT: about 2:00. undated	Box 22
Scope and Contents note [3 copies]	
Technique Mirage. Demo reel--version III. VHS. TRT: about 5:00. undated	Box 22

Telecom Research Inc. Umatic. TRT: 10:00. undated	Box 22
Tri-State Systems. BD #956 Cordele MP 102.76; BD #104 Cordele MP 102.50. VHS. TRT: about 2:00:00. 1995 Dec. 7.	Box 22
USA Today. Gannett Outdoor: The Effect. VHS. TRT: 16:32. 1986 Apr. 18.	Box 22
USA Today. Gannett Outdoor: Larger Than Life. VHS. TRT: 14:45. 1986 Apr. 18.	Box 22
USA Today. Signs of the Times. VHS. TRT: 14:55. 1986 Apr. 18.	Box 22
USA Today. Gannett Outdoor: Masterwork. VHS. TRT: 20:00. 1986 Apr. 18.	Box 22
USA Today. A Passion for Excellence. VHS. TRT: about 60:00. undated	Box 22
U.S. Surfing Tour. Promo 98. VHS. TRT: about 1:00. circa 1998.	Box 22
Van Wagner Communications. Times Square, USA. VHS. TRT: 20:00min. undated	Box 22
WNEP-TV 16. Wheels America. VHS. TRT: 10:00. 1996 June. [2 copies]	Box 22
Wilkins Outdoor Network. Building Brands Beautifully. VHS. TRT: 20:00. undated	Box 22
Scope and Contents note [2 copies]	
Producer unknown. 21st Century Marketing Tech, Inc. Real-time Creative Testing. VHS. TRT: 30:00. 1998	Box 23
Producer unknown. Be It Ever So Humble. VHS. TRT: 2:00:00. undated	Box 23
Producer unknown. Eye on L.A. VHS. TRT: 30:00. undated	Box 23

Producer unknown. The Greatest Show on Earth (Miss America). VHS. TRT: 20:00. undated	Box 23
Producer unknown. Lintas President & Creative Director interviews; TAB Perspectives--7 interviews on outdoor. VHS. TRT: 2:00:00. 1989 Apr.	Box 23
Producer unknown. L. Weaver--Ga. Lottery Market Ride; Columbus, Albany, I-75, Macon, I-85. VHS. TRT: 2:00:00. undated	Box 23
Producer unknown. PM Magazine Car Billboard/ IMO. VHS. TRT: 2:00:00. undated	Box 23
Producer unknown. Think Biggest. VHS. TRT: 2:00:00. undated	Box 23
Producer unknown. Vehicle Art Robo v7. VHS. TRT: 10:00. undated	Box 23

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Oversized Material, 1979-1993 and undated

Physical Description: 1 box

Printed Material, 1979-1993 and undated

Oversize-box OV1

Gannett Outdoor Network USA Guide to Out-of-Home, 1993	Oversize-box OV1
Kraft--picture of Freshness, 1979	Oversize-box OV1
The Unbreakables, undated	Oversize-box OV1

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