Guide to the Caroline R. Jones Papers

NMAH.AC.0552
Mimi Minnick, et al
1999, 2006, 2017
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Caroline R. Jones Papers
Identifier: NMAH.AC.0552
Date: 1942 - 1996
Extent: 15 Sound tape reels
4 motion picture films
54 Cubic feet (127 boxes; one oversize folder)
129 video recordings
70 cassette tapes
Creator: Jones, Caroline Robinson, 1942-2001 (advertising executive)
Language: English
Collection is in English.
Summary: Caroline R. Jones (1942-2001), an African-American advertising executive, worked for a number of prominent New York ad agencies and founded her own firm in 1986. She is best known for her work in assisting clients in marketing to minority consumers. The collection includes client files, print advertisements, and radio and television commercials created for a wide range of commercial and public service campaigns.

Administrative Information

Acquisition Information
The collection was donated to the Archives Center, National Museum of American History in September 1996 by Caroline Marie Robinson Jones.

Materials in the Archives Center, National Museum of American History
An oral history interview with Caroline Jones is found in Archives Center Collection (AC0367), The Campbell Soup Advertising Oral History and Documentation Project.

Processing Information
Processed by Mimi Minnick (archivist) with assistance from Maxine Brennan, Matt Sokoloski, Jennifer Snyder and Julie Hoskin (October 1997 - May 1999) and by Jessica Wagner (July-August, 2006) supervised by John Fleckner (archivist), Wendy Shaw (audio-visual archivist), and John Fleckner (2017).

Restrictions
Collection is open for research.
Biographical / Historical

Caroline Robinson Jones (1942-2001) was a highly regarded American advertising and public relations executive. Her work recognized the rising economic power and cultural influence of the black middle class after World War II and contributed to a fundamental shift in American advertising, as mainstream national advertisers sought to reach a consumer market that was increasingly recognized as both economically significant and racially and ethnically diverse. The corporate and public service advertising she created to reach minority audiences stands as a record of our nation’s continuing dialogue with race and ethnicity, viewed through the dual lenses of consumption and mass culture.

Caroline Marie Robinson was born in Benton Harbor, Michigan, the third of nine children. In 1963, she graduated from the University of Michigan, where she was active in Alpha Kappa Alpha sorority, with a bachelor's degree in English and a minor in Science. She married Edward Jones, a loan officer with the Small Business Administration in 1965, and had a son, Anthony. After college, she was hired by the New York offices of J. Walter Thompson, one of the country's oldest, largest and most respected advertising agencies. Like most women hired by the agency at that time, she began working in the secretarial pool, but she was invited to attend the agency's copywriting school, becoming the first African-American person ever to do so. She remained at Thompson for five years as a junior copywriter on accounts including Ponds, Chun King, Scott Paper, and the American Gas Association.

In 1969, she joined Zebra Associates as Vice President and Creative Director. Zebra, a black owned agency with a racially integrated staff, was among a pioneer group of advertising agencies that specialized in tailoring national ad campaigns to the needs and desires of an urban, black consumer market. She was named one of the Foremost Women in Communications in 1970, and won her first advertising awards in 1971, including one for work on the Southern Voter Registration Drive.

In 1972, Jones went to work as Senior Copywriter at Kenyon & Eckhardt. She later became a partner and Creative Director. While at K&E, she met Kelvin Wall, who recruited her as a senior consultant at Kabon Consulting, another black-owned agency with which she was associated from about 1970 until about 1974. From there she went on to co-found the Black Creative Group. In 1975, she achieved another first by becoming the first woman Vice President of a major agency, Batten, Barton, Durstine and Osborn (BBDO).

Jones remained at BBDO until 1977, when she joined Frank Mingo and Richard Guilmenot as principals in a new agency affiliated with Interpublic. That arrangement offered the firm the financial backing of an international advertising and marketing communications giant. Mingo-Jones specialized in tailoring general market campaigns to a black audience, in creating new campaigns for the black market, and, in some cases, repositioning the product or introducing new products to increase market share. Jones played minor roles advising the Carter-Mondale presidential campaign in 1984 (box 31/folder 13), the Mondale-Ferraro campaign (box 34/folder4), and the David Dinkins New York City mayoral campaigns. She also advised the Jesse Jackson presidential campaign and the PLP party of the Bahamas as part of her public relations work for the country (see, for example, notebooks for September, 1984, box 79).

In 1986 Caroline Jones left Mingo-Jones to form her own agency, Caroline Jones Advertising, which she restructured in 1994 as Caroline Jones, Inc. and operated until her death in 2001. Her major clients included the Bahamas Ministry of Tourism, McDonalds, and Anheuser-Busch. Jones also created public service advertising for the United Negro College Fund, Healthy Start (pre-natal care), and the Partnership
for a Drug Free America. Caroline Jones received many awards including "Woman of the Year" by the Advertising Women of New York in 1990. She served on the boards of the Advertising Council, Long Island University, the Women's Bank of New York, and on the New York State Banking Board. Beginning in the late 1980s, she produced and moderated "Focus on the Black Woman" for WNYC Radio and hosted "In the Black: Keys to Success" for WOR-TV.

Sources


Scope and Contents

The collection contains creative presentations, business correspondence, internal memoranda, market research, focus group interviews, production documents, print advertisements, and other documentation for numerous clients at J. Walter Thompson, Kabon Consultants, Zebra Associates, Kenyon & Eckhardt, the Black Creative Group, BBDO, Mingo-Jones Advertising, and Caroline Jones Advertising. The collection has very little documentation of Caroline Jones, Incorporated (1996-2001), but some material exists regarding the shift from Caroline Jones Advertising to Caroline Jones, Incorporated during 1995 and 1996.

Also included are articles and speeches by Jones, including many on the subject of targeted marketing to minority consumers; photographs, awards and publicity; and a small body of personal papers from her childhood in Benton Harbor, Michigan and her experiences at the University of Michigan. The years at Caroline Jones Advertising (1986-1995) are most thoroughly documented and include extensive client files on minority consumer market development for major clients.

The audiovisual materials portion of the collection is substantial and includes radio and television ads created by the agencies at which Jones worked and television programs in which she appeared as a guest and a host.

Arrangement

The collection is arranged in seven series.

**Series 1: Personal Papers, 1953-1986**

**Series 2: Business papers, 1965-1995**


Subseries 2.2: Articles, 1970-1993
Subseries 2.3: Subject Files, 1967-1995
Subseries 2.4: Publicity, 1965-1995
Subseries 2.5: Business Journals and Datebooks, 1969-1995
Subseries 2.6: Business, Civic, and Political Organizations and Activities, 1968-1993
Subseries 2.7: Awards, Committees, Judgeships, Invitations, 1971-1993
Subseries 2.8: Conferences, 1968-1992

Subseries 3.1: J. Walter Thompson, 1963-1969
Subseries 3.3: Kenyon & Eckhardt, 1971-1974
Subseries 3.4: Kabon Consultants, 1969-1975
Subseries 3.5: Black Creative Group, 1969-1975
Subseries 3.6: BBDO, 1975-1977
Subseries 3.7: Mingo, Jones, Guilmenot and Mingo-Jones, 1977-1987
Subseries 3.8: Freelance Work and Miscellaneous, 1964-1985

Subseries 4.1: Client Files and Related Research, 1987-1995
Subseries 4.4: Correspondence, 1990-1995
Subseries 4.5: Office Materials, 1990-1995

Series 5: Print Ads, 1964-1996

Subseries 6.1: Slides, undated
Subseries 6.2: Photographs, 1950s-1995

Subseries 7.1: Audio cassettes, 1984-1994
Subseries 7.2: Open Reel Audio Tapes, 1970-1984
Subseries 7.3: Videotapes, 1987-1997
Subseries 7.3.1: Agency Reels and Compilations, 1989-1994
Subseries 7.3.2: Television Commercials (Brand/Client specific), 1987-1997

Subseries 7.3.3: Director's Show Reels, 1989-1996

Subseries 7.3.4: Television Programs, 1985-1994

Subseries 7.4: Motion Picture Films, 1970s

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Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:
- Advertising agencies -- 1950-2000
- African American women executives -- 1950-2000
- African Americans in mass media -- 1950-2000
- Beer -- 1950-2000
- Liquors -- advertising -- 1950-2000
- Minority consumers
  advertising -- 1950-2000
- advertising -- Beer -- 1950-2000

Names:
- Bahamas Ministry of Tourism
- Campaign for a Drug Free America
- Denny's (restaurants)
- Healthy Start
- Kentucky Fried Chicken (restaurants)
- McDonald's Corporation.
- Mingo-Jones Advertising.
- Thompson, J. Walter (advertising agency).
- United Negro College Fund
- Zebra Associates (advertising agency).
Series 1: Personal Papers, 1953-1986

Includes high school memorabilia and photos, news clippings and information about Caroline Jones' hometown, Benton Harbor, Michigan, and family-related material. Three folders document her role as co-chairman of a 1968 benefit event sponsored by her sorority, Alpha Kappa Alpha, in New York City honoring Ella Fitzgerald and supported by many prominent local and national figures.

Box 1, Folder 1  Junior High School, 1954-1956

Box 1, Folder 1A  Robert Fleming, *The Success of Caroline Jones Advertising, Inc.: An Advertising Success Story* (Walker Publishing Company), 1996

Box 1, Folder 2  Benton Harbor High School, 1957-1959 (1)

Box 1, Folder 3  Benton Harbor High School, 1957-1959 (2)

Box 126, Folder 1A  Benton Harbor High School Marching Band, 1958-1959, Bernie Kuschel, Director, "Stadium Echoes", 1958-1959

1 sound discs (lacquer)

Pressed by RCA Custom Records, 33 1/3 RPM

Box 1, Folder 4  University of Michigan, 1959-1963

Box 1, Folder 5  Benton Harbor News Palladium, 1962-1963

Box 1, Folder 6  Scrapbook: Benton Harbor, University of Michigan, 1953-1985

Box 1, Folder 7  AKA sorority, 1965-1966

*Image(s)*

Box 1, Folder 8  AKA sorority, 1960-1964

Box 1, Folder 9  AKA sorority, 1968

Box 1, Folder 10  AKA Martin Luther King Foundation benefit, "Ella's Night" (with Ella Fitzgerald) program and photos, 1968

Box 1, Folder 11  AKA Martin Luther King Foundation, "Ella's Night" (with Ella Fitzgerald), correspondence, 1968

Box 1, Folder 12  AKA Martin Luther King foundation benefit, "Ella's Night" (with Ella Fitzgerald), publicity, 1968

Box 1, Folder 13  Greeting cards and Invitations

Box 1, Folder 14  Correspondence and Greeting Cards

Box 2, Folder 15  Correspondence, 1968
| Box 2, Folder 16 | Business cards, undated |
| Box 2, Folder 17 | Get Well Card for Caroline Jones, undated |
| Box 2, Folder 18 | Family Deaths, 1985, undated |
| Box 2, Folder 19 | Anthony (Tony) R. Jones, 1978-1982 |
| Box 2, Folder 20 | Anthony R. Jones, Columbia Prep School, 1974-1975 |
| Box 2, Folder 21 | Anthony R. Jones, University of Michigan, 1980-1982 |
| Box 2, Folder 21A | Nathaniel (Nate) Robinson, 1976-1977 |
| Box 2, Folder 22 | Tax Materials, 1962 |
| Box 2, Folder 23 | Life Insurance, 1973 |
| Box 2, Folder 24-27 | The Group, 1978-1980 |
| Box 2, Folder 28 | Personal Miscellaneous, 1965-1986 |
| Box 2, Folder 29 | Miscellaneous Personal Papers, 1964-1982 |
| Box 2, Folder 30 | Biographical statements, resumes, 1963-1977 |
Series 2: Business Papers, 1965-1995

Business papers is divided into eight subseries:


Subseries 2.3: Subject Files, 1967-1995.


Subseries 2.5: Business Journals and Datebooks, 1969-1995

Subseries 2.6: Business, Civic, and Political Organizations and Activities, 1968-1993

Subseries 2.7: Awards, Committees, Judgeships, Invitations, 1971-1993

Subseries 2.8: Conferences, 1968-1992


Speeches and other presentations mainly on advertising topics to business audiences. The speeches frequently drew on Jones's experiences in the industry and often dealt with issues of race. Includes speeches given as an honoree and as a panel member. Also includes reference and statistical material complied or produced for speeches.

Box 2, Folder 31  Speeches and reference materials, undated
Box 2, Folder 32  Speeches, undated
Box 3, Folder 1  Sample listing of published speeches and Articles, undated
Box 3, Folder 2  "How To Get the Best From Your Ad Agency,", 1983
Box 3, Folder 4  "Springfield Gardens Junior High," , 1989
Box 3, Folder 5  "How to Communicate to 2/3 of the Population,", 1989
Box 3, Folder 6  "What Is An Entrepreneur?,", 1989
Box 3, Folder 7  "The Cable Industry and Targeted Marketing," , 1989
Box 3, Folder 9  "Money, a Four Letter Word to Minority Business," , 1990
Box 3, Folder 10  "Advertising and the Black Consumer," , 1990
Box 3, Folder 11  "Rebuilding African-American Community Through Entrepreneurship," , 1990
Box 3, Folder 12  "1990 Ad Woman of the Year," , 1990
Box 3, Folder 14  "African-American Issues: Agenda for the '90s," , 1991
Box 3, Folder 15  "Coalition of 100 Black Women," , 1991
Box 3, Folder 16  African-American Market "Economic Data," , 1992
Box 3, Folder 17  "Advertising At Its Best," , 1992
Box 3, Folder 18  "Financial Women's Association," , 1992
Box 3, Folder 19  "Black Business Association," , 1992
Box 3, Folder 20  "Minorities in Advertising," , 1992
Box 3, Folder 21  "Targeted Marketing: Racist or Right?", 1990
Box 3, Folder 22  "Small Business Enterprise Award," , 1993
Box 3, Folder 25  "Being Black in Business," , undated
Box 3, Folder 26  "How To Interface with Fortune 500 Companies," , undated
Box 3, Folder 27  "Images and Stereotypes of Women," , undated
Box 3, Folder 28  "My Personal Best," , undated
Box 3, Folder 29  "Opportunities for Blacks and Females in the Advertising Industry," , undated
Box 3, Folder 30  "Targeted Marketing, or Why Did Uptown Go Down in Flames," , undated
Box 3, Folder 31  "Targeted Marketing: Racist or Right?" , undated
Box 3, Folder 32  "Why and How to Reach the Black Consumer Market," , undated
Box 2, Folder 33  Miscellaneous Speeches, undated
Box 2, Folder 34  Caroline Jones Scholarship, University of Michigan, 1972 - 1972
Box 2, Folder 35  Illustrations for presentations

Subseries 2.2: Articles, 1970-1993

Articles submitted for publication or submitted to conferences where no other materials on that conference are available. Further conference material is filed in subseries 2.8: Conferences.
Box 4, Folder 1  "Relocating: Treat or Trauma?", 1971
Box 4, Folder 2  "Diary of Long Distance Runner Byron Dyce," 1972
Box 4, Folder 3  Letter Regarding Article, 1978
Box 4, Folder 4  "Advertising in Black and White," 1979
Box 4, Folder 5  "Opportunities for Blacks and Women, Not Enough But More Than Ever," 1987
Box 4, Folder 6  "Cigarette Advertising editorial," 1990
Box 4, Folder 7  "Targeted Advertising, Racist Outright?," 1990
Box 4, Folder 8  "How To Select an Ad Agency," 1991
Box 4, Folder 9  "Minority Consumers Can Think for Themselves," 1991
Box 4, Folder 10  "Ross Perot editorial," 1992
Box 4, Folder 11  "I Wish I'd Done That Ad," 1993
Box 4, Folder 12  "New York Is a Funny Place," undated
Box 4, Folder 13  Barriers Facing Women in Business, undated
Box 4, Folder 14  Small Business Situation Analysis, undated
Box 4, Folder 15  Trends 1990 and Beyond, undated
Box 4, Folder 16  What Advertising Can Do For You, undated
Box 4, Folder 17  New Frontier, undated
Box 4, Folder 18  Miscellaneous Articles written by Caroline Jones, 1991-1992

Subseries 2.3: Subject Files, 1967-1995

Articles and reports in areas of interest to Jones, including African-American spending habits, earning power, and self-image. Other topics include business, economics, the advertising industry, and consumer issues. Sources include New York City newspapers, business publications, and nationally circulated general interest magazines. Articles directly related to a particular client or project may be filed with that client or project.

Box 4, Folder 19  Hispanic Markets: CJA fact sheets, circa 1990-1995
Box 4, Folder 20  Hispanic Markets: Bureau of the Census, 1990
Box 4, Folder 21  Hispanic Markets: Donnelley Marketing Information Services: Hispanic Portraits, undated
Box 4, Folder 22  Hispanic Markets: Hispanic Association of Colleges and Universities: Directory, 1988
Box 4, Folder 23  Hispanic Markets: Kiwanis Club of Little Havana, Carnaval Miami Marketing material, undated
Box 4, Folder 25  Ice Cream Fragrance Idea, 1985
Box 5, Folder 1  Hispanic Markets: Strategy Research Corp., "US Hispanic Omnibus", 1986
Box 5, Folder 2  Hispanic Markets: Telemundo, "Hispanic USA Market Study", 1988
Box 5, Folder 3  Hispanic Markets: USA Network, "Marketing Cable TV to Hispanic Americans", undated
Box 5, Folder 4  Hispanic Markets: Clippings, 1987
Box 5, Folder 5  Hispanic Markets: Clippings, 1989
Box 5, Folder 6  Hispanic Markets: Clippings, 1990
Box 5, Folder 7  Hispanic Markets: Clippings, 1991
Box 5, Folder 8  Hispanic Markets: Clippings, 1992
Box 5, Folder 9  Hispanic Markets: Clippings, 1993
Box 5, Folder 10-12  Asian-American Interest Articles, 1988-1993
Box 6, Folder 1  Blacks in Business Press Release, circa 1970
Box 6, Folder 2  National Black Omnibus Black Consumer market research, 1972
Box 6, Folder 3  News Article: Black Media Efficiency Dispute, 1972
Box 6, Folder 4  University of Michigan News: black consumer market, 1974-1975
Box 6, Folder 5  Black Consumer Market/Liquor Market Surveys, 1974-1975
Box 6, Folder 6  Black Media Expenditures, 1975
Box 6, Folder 7  Advertising News of New York, "Black Agencies: Their Quiet Demise", 1976
Box 6, Folder 8  "Mingo-Jones responds: Ethnic Study Too Broad, Self-Serving", 1983
Box 6, Folder 9  Conference: "Ethnic Images in Mass Marketing," 1984
| Box 6, Folder 10 | "New World Africans: Nineteenth Century Images of Blacks in South America and the Caribbean", 1985 |
| Box 6, Folder 11 | "That Curious Phenomenon, Star Quality.", 1986 |
| Box 6, Folder 12 | "The Origins of the Underclass," Atlantic Monthly, June-July 1986 |
| Box 6, Folder 13 | New York Times, "Black Child's Self-View is Still Low, Study Finds", 1987 |
| Box 6, Folder 14 | Fast Track Transcripts: The Best Business Books Summarized on Tape, 1988-1989 (1) |
| Box 6, Folder 15 | Fast Track Transcripts: The Best Business Books Summarized on Tape, 1988-1989 (2) |
| Box 6, Folder 17 | Article: Race, Advertising and Accountability, 1991 |
| Box 6, Folder 18 | Ad Week, "Challenging Myths About Black Consumers", 1991 |
| Box 6, Folder 20 | Symposium: Marketing to African-Americans, 1991 |
| Box 6, Folder 21 | Diversity Studies by the Executive Leadership Council, 1991-1993 |
| Box 6, Folder 22 | American Advertising Foundation,"Bringing Cultural Diversity to the Advertising Industry", 1994 |
| Box 6, Folder 23 | Thorne Creative Research Services, "A Summary of Focus Groups Among African-Americans....", 1994 |
| Box 7, Folder 1 | Caroline Jones Advertising, Inc., "Ethnic Market Overview and Recommendations", undated |
| Box 7, Folder 2 | J. A. Ball, "Ethnic Marketing: A Recommendation Focused Against Segmented Opportunities", 1990 |
| Box 7, Folder 3 | "Facts About the Black Consumer", circa 1986 |
Box 7, Folder 10  Caroline Jones Advertising, Inc., "Reaching the Hip-Hop Generation", 1993
Box 7, Folder 12  "Hispanic Marketing Plan", 1994
Box 7, Folder 13  "Facts About Blacks", 1987-1989
Box 7, Folder 15  France, undated
Box 7, Folder 16  Bahamas Mentions, 1990-1992
Box 7, Folder 17  "Frohlingers Marketing Report", 1994 - 1994
Box 8, Folder 1  Women's Interest Articles, 1991
Box 8, Folder 2  African-American Interest Articles-- Business, Politics, Progress, 1990-1992
Box 8, Folder 3  Helen Davis Thompson, "Let's Celebrate Kwanza", 1992
Box 3, Folder 4-8  Clippings, 1990-1995
Box 9, Folder 1-9  Clippings, 1989-1993
Box 10, Folder 1-9  Clippings, 1973-1993
Box 11, Folder 1-4  Clippings: Primarily African-American Topics, Many With Instructions From Caroline Jones to Circulate to Staff, 1990-1993
Box 12, Folder 1-5  Clippings, 1988-1993
Box 12, Folder 6  Notes on Black Ad Agencies, 1971-1989
Box 12, Folder 7  Minority Economic Development, 1971-1989
Box 13, Folder 1  Virginia Slims womens opinion poll, 1974
Box 13, Folder 2  Advertising Industry , 1968-1973
Box 13, Folder 3  "Ebony Market for Home Telephones in Major Urban Centers: A Study of Ebony Readers", undated
Box 13, Folder 4  Alpha Kappa Alpha, "Women in medicine", 1971
Box 13, Folder 5  American Association of Advertising Agencies,"Career opportunities in advertising", 1967
Box 13, Folder 6  "Women's voices", 1992
Box 13, Folder 7  Youth markets, 1975, 1992
Box 13, Folder 8  Women in business, 1991-1993
Box 13, Folder 9  "A profile of dawn newspaper carriers", 1975
Box 13, Folder 10  "Report on the survey of the campus and career board's home sewing crafts", 1974
Box 13, Folder 11  African Americans in the ad industry, 1986-1992
Box 13, Folder 12-13  Miscellaneous Publications, 1977-1990
Box 13, Folder 14  Clippings, 1985-1994
Box 15, Folder 1  Ebony, 40th anniversary, 1985 - 1985
Box 15, Folder 2  The Black Collegian, 1991 - 1991
Box 15, Folder 3  Asia-related pamphlets, undated

Subseries 2.4: Publicity, 1965-1995
Clippings mainly from the advertising trade press about Caroline Jones and the Caroline Jones Agency. Publicity focusing on Caroline Jones in the context of other agencies at which she worked are also found with files for that agency.

Box 14, Folder 1  Black Enterprise, 1978
Box 14, Folder 2  Newsweek, 1977
Box 14, Folder 3  Communications Excellence to Black Audiences (CEBA) Exhibit, 1978
Box 14, Folder 4  Ebony, 1985
Box 14, Folder 5  Communications Excellence to Black Audiences (CEBA) Exhibit, 1980
Box 14, Folder 6  Metropolitan Washington, 1982
Box 14, Folder 7  University of Michigan, LSA Honor Roll, 1982 - 1983
Box 14, Folder 8  Dollars and Sense, 1983
Box 14, Folder 9  Ad Week, 1984
Box 14, Folder 10  National Urban League Seventy Fifth Anniversary, 1985
Box 14, Folder 11  Communications Excellence to Black Audiences (CEBA) Exhibit, 1985
Box 15, Folder 4  
Publicity, 1965

Box 15, Folder 5  
Image(s)

Box 15, Folder 6  
Publicity, 1977

Box 15, Folder 7  
Publicity, 1981

Box 15, Folder 8  
Publicity, 1982

Box 15, Folder 9  
Publicity, 1983

Box 15, Folder 10  
Publicity, 1984

Box 15, Folder 11  
Publicity, 1985

Box 15, Folder 12  
Publicity, 1986

Box 15, Folder 13  
"In the Black" (Television Program), 1986

Box 15, Folder 14  
"In the Black" (Television Program), 1985 - 1986

Box 16, Folder 1  
Publicity, 1989

Box 16, Folder 2  
Publicity, 1990

Box 16, Folder 3  
Publicity, 1991

Box 16, Folder 4  
Publicity, 1992

Box 16, Folder 5  
Publicity, 1993

Box 16, Folder 6  
Publicity, 1994

Box 16, Folder 7  
Publicity, 1995

Box 16, Folder 8  
Who's Who in America, 1994, undated

Box 16, Folder 9  
Publicity, 1991

Box 16, Folder 10  
Publicity, 1993

Box 16, Folder 11  
Clippings, 1993

Box 16, Folder 12  
Newsweek, "A Long Way from Aunt Jemima", 1989

Box 16, Folder 13  
Publicity for Caroline Jones, 1977-1992
Subseries 2.5: Business Journals and Datebooks, 1969-1995

Primarily notes on advertising work, including ideas for slogans and jingles and notes on campaign strategies and execution. Notes on clients may include analyses of client products and their competitors. Occasionally the notes include names and addresses, drafts of letters and memoranda, information on potential clients. There are also notes on meetings of agency staff and meetings with clients, outlines for client presentations, and reminders of tasks to be done. Notes vary from short phrases to near-drafts for more formal reports, letters, and memoranda. Some notes appear to be out of date order, many notes are undated, and notes seem to be missing for 1973-1976 and 1985. The notes are very legible, handwritten in pen, pencil, and marker on three hole punched, lined paper, approximately four by eight inches.

An undated draft memo from Caroline Jones – probably written in 1970 – objected to "the policy of not 'allowing' white staff members to work openly on the Clairol account…." (box 72). Extensive notes on a trip to Taipei end of May, 1989 (box 83). February and March, 1990 (box 84) – and at many other times -- extensive notes on publicity and publications for Trump City, a Westside Manhattan real estate development and, briefly, a Jones client.

Subseries 2.6: Business, Civic, and Political Organizations and Activities, 1968-1993

Business, Civic, and Political Organizations and Activities, 1968-1993. Political and community activities not related to advertising clients, including paid and pro bono work.

Box 16, Folder 20 4As Panel Discussion on Minorities in Advertising, 1968
Box 16, Folder 21  4As Group for Advertising Progress, 1969
Box 16, Folder 23  Congressional Black Caucus, remarks by Osie Davis, 1971
Box 16, Folder 24  Black Executive Exchange Program, 1972-1973
Box 17, Folder 1  Carl McCall for NY State Senate, 1974
Box 17, Folder 2  Riverside Church, Martin Luther King memorial service, 1974
Box 17, Folder 3  Harlem Philharmonic Orchestra, 1974
Box 17, Folder 4  Interracial Council for Business Opportunity, 1974-1975
Box 17, Folder 5  Council of Concerned Black Executives, undated
Box 17, Folder 6  Black Retail Action Group, "Bizarre Bazaar,", 1974
Box 17, Folder 7  Black Retail Action Group, "Buyers Ball," 1975
Box 17, Folder 8  Edwin Gould Services for Children, 1977
Box 17, Folder 9  Marschalk Company- The One Club, 1978
Box 17, Folder 10  Alaba Peters [Nigerian investor], 1982-1984
Box 17, Folder 11  Yashuro Nakosone [Japanese Prime Minister] --response from African-American community, 1985
Box 17, Folder 12  Martin Luther King, Jr. Commission Appointment, 1985

**New York Urban League, Douglass Award Dinner, 1986**

*Box 17, Folder 13*
Box 17, Folder 14  Jan Douglas for Congress [Atlanta, Georgia], 1986
Box 17, Folder 15  Long Island University, 1988
Box 17, Folder 16  Black Expo USA ‘93
Box 17, Folder 17  YWCA Women First For 135 Years, 1858-1993, 1993
Box 17, Folder 18  AEF ambassador Program speeches, 1987 - 1987
Box 17, Folder 19  YWCA, 1976 - 1978
Box 104, Folder 6  Democratic National Committee Meeting, 1989-02 - 1989-02
Americans for Democratic Action, 1985

Box 104, Folder 6

Subseries 2.7: Awards, Committees, Judgeships, and Invitations, 1971-1993

Awards Caroline Jones received, committees and judgeships in which she participated, and invitations to professional and social engagements.

Box 18, Folder 1 Hollywood Radio and TV Society 11th Annual Broadcasting Awards Judge, 1971

Box 18, Folder 2 Kizzy Award, 1979

Box 18, Folder 3 CEBA, 1979-1983

Box 18, Folder 4 Big Apple Radio, 1979-1982

Box 18, Folder 5 Women in Communications Matrix Award, 1982

Box 18, Folder 6 Lillian Award to Outstanding Media Women, 1985

Box 18, Folder 7 Awards and Certificates, 1978-1991

Box 18, Folder 8 Awards, 1984

Box 18, Folder 9 Ad Council Awards Dinner and Pamphlets, 1984-1985

Image(s)

Box 18, Folder 10 MLK Holiday Commission, 1985

Box 18, Folder 11 Entrepreneurial Women Awards, 1985

Box 18, Folder 12 Programs from Speaking Engagements, 1987-1989

Box 18, Folder 13 Committees, Boards (Advertising Industry), 1987-1989

Box 18, Folder 14 Programs from Various Events, 1989

Box 19, Folder 1 Advertising Award Judgeships, 1984-1993

Box 19, Folder 2 Awards Judgeships, 1976-1993

Box 19, Folder 3 Awards and Boards, 1987

Box 19, Folder 4 Awards and Boards, 1976-1987

Box 19, Folder 5-7 Completed Events, 1991

Box 19, Folder 8-9 Invitations, 1976-1993

Box 19, Folder 10 Letters of Congratulation, 1983-1993
Box 19, Folder 11  
Awards, 1984-1987

Box 124, Folder 27  
The One Show Merit Award, 1975
Image(s)

Box 124, Folder 27  
International Broadcasting Award honoring the World's Best Broadcast Advertisements: "Wanted," Call for Volunteers, Kenyon and Eckhardt, 1973

Box 124, Folder 27  

Box 124, Folder 27  
Clio Award for Advertising Excellence Worldwide, "What you Want," Burger King, BBDO, 1976

Box 124, Folder 27  
Clio Award for Advertising Excellence Worldwide, "Mother" Camp-bell's Soup, BBDO, 1976

Box 124, Folder 27  
David Dinkins Letter, Advertising Woman of the Year Awards Luncheon, 1990

Box 124, Folder 27  
Coalition of 100 Black Women, Inc., 1975

Subseries 2.8: Conferences, 1968-1992
Files from conferences Jones attended, including those in which she participated as a panel member. This subseries also includes papers she submitted to conferences when these papers were kept with the conference files. Also included are files on "The Bridge to Black America: Japanese/African-American Business Symposium," which she organized and promoted.

Box 20, Folder 1  
"Closing the Gap: Minority Groups in Advertising Agencies,", 1968

Box 20, Folder 2  
Ad Council Conference on Narcotics, 1985

Box 20, Folder 3  
National Coalition of 100 Black Women, "Inheriting the Legacy of Leadership", 1986 (1)

Box 20, Folder 4  
National Coalition of 100 Black Women, "Inheriting the Legacy of Leadership", 1986 (2)

Box 20, Folder 5  
Secrets to Success for Entrepreneurial Women, 1988

Box 20, Folder 6  
Kwanzaa Expo '91

Box 20, Folder 7  
The Bridge to Black America planning session, 1991

Box 20, Folder 8  
The Bridge to Black America: A Brief History, 1991

Box 20, Folder 9-11  

Box 21, Folder 1  
The Bridge: Economic Development Committee, NYC Partnership, 1991

Box 21, Folder 2  
Box 21, Folder 3  The Bridge: Japan Society, 1991
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Box 36, Folder 3  Freelance Invoice, 1971
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Box 36, Folder 5  Vlasic Pickles, 1974
Box 36, Folder 6  DeCuirs Restaurant, circa 1974-5
Box 36, Folder 7  Mstique magazine, 1975
Box 36, Folder 8  40 Carrots Restaurant, 1980
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Box 36, Folder 10  Merck, 1982
Box 36, Folder 11  Life Magazine editorial presentation, undated
Box 36, Folder 12  Resumes submitted by others, undated
Box 36, Folder 13  Sy Mondschein Custom Shirts, undated
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Materials created by Caroline Jones as an employee at various advertising agencies and consisting primarily of files on individual clients but also correspondence files and agency credentials describing company capabilities and listing clients. Clients include some non-profit organizations and Democratic Party campaigns. In addition to advertising assignments, Jones did "community relations" work for clients including Miller Brewing Company. The most extensive and information-rich client files are found in subseries 7: Mingo-Jones, Guilmenot. For example, the Kentucky Fried Chicken materials include strategy documents, campaign proposals, advertisement mock-ups, consumer surveys and analyses, budget materials, and correspondence.

Subseries 3.1: J. Walter Thompson, 1963 - 1969

Box 22, Folder 5  CRJ resume and four page autobiographical statement, 1968
Box 22, Folder 6  Correspondence, 1964-1968
Box 22, Folder 7  JWT publications, 1963-1967
Box 22, Folder 8  Research about the Negro market, 1965
Box 22, Folder 9  Cosmetics and the Negro market, 1965
Box 22, Folder 10 Research reports, 1965
Box 22, Folder 11 JWT library/information center newsletter, 1967-1969
Box 22, Folder 12 Copywriters workshop, assignments personal, 1963
Box 22, Folder 13 Copywriters workshop, 1963-1964
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Subseries 4.1: Client Files and Related Research, 1987-1995

Files may include correspondence, internal agency memoranda, print advertisements and radio ad scripts, planning materials, and publicity. The extensive files for Anheuser-Busch include an analysis of African American consumers for a corporate affairs advertising campaign. Jones's work as a public relations advisor to the government of the Bahamas included advertising campaign development and advice on handling publicity surrounding drug activities in the country. Non-commercial clients included Healthy Start, an organization promoting newborn health. There are extensive files on Jones's work for the Washington Lawyer's Committee's in its suit against the Denny's restaurant chain.

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Subseries 4.2: Agency Credentials, 1985-1995
Often developed to submit with new business proposals, these documents include a brief agency history, staff biographies, client lists, copies of magazine and newspaper articles about the agency, descriptions of the agency's approach to advertising, case histories of advertising campaigns, and client recommendations.

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Box 60, Folder 1-6
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Box 62, Folder 1-2 Agency scrapbook, 1985-1991

Correspondence with and notes about potential clients; internal memoranda about planning and results of meetings and presentations to clients; reports on the status of client solicitations.

Box 62, Folder 3 New business correspondence, 1987 July-1987 December


Box 62, Folder 4 Notes about and correspondence with potential clients; internal memoranda about the planning and results of meetings with and presentations to clients; and reports on the status of client solicitations.
Box 62, Folder 4  New business, 1987
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Box 63, Folder 1-2  New business-outgoing, 1991
Box 63, Folder 3  New business-outgoing, 1992
Box 63, Folder 4  New business-outgoing, 1993 April-1993 July
Box 63, Folder 5  New business, 1993 - 1994

Subseries 4.4: Correspondence, 1990-1995
Incoming and outgoing letters and memoranda with a wide range of correspondents, including many overseas clients. Much of the correspondence is with or about clients. Also, copies of newspaper and magazine articles. Similar materials also are found in subseries 4.5.

Box 63, Folder 6  Correspondence, 1990 - 1994
Box 63, Folder 7  New York Connections Magazine, 1993
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Box 65, Folder 3  Faxes (incoming), 1993 - 1994
Box 65, Folder 4  Faxes (outgoing), 1993 - 1994
Box 65, Folder 5  Caroline R. Jones handwritten notes, undated
Includes notes for a speech with reflections on being female and Black; "to do" lists; draft of a statement of her agency's strengths.

Box 65, Folder 6  Internal memoranda, 1993 - 1995
Box 65, Folder 7  Outgoing correspondence, 1992
Box 65, Folder 8  Incoming correspondence, 1993
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Box 67, Folder 5  Letters sent, 1994 September-1995 March
Box 67, Folder 6  Fax memo, 1995 March
Box 67, Folder 7  Incoming correspondence, 1995
Box 67, Folder 8  Outgoing correspondence, 1995
Box 67, Folder 9  Correspondence, 1995 January-1995 February

Subseries 4.5: Office Materials, circa 1990-1995

Label lists and logs include names, addresses, and phone numbers for National African groups and individuals and for individuals and organizations in communications and New York City politics. Office paperwork consists of incoming and outgoing letters and memoranda similar to those found in subseries 4.4.

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Includes a typescript of a talk, perhaps given to students, "Opportunities for Woman [sic] and Blacks in Advertising: Not Enough But More Than Ever," (8 pages)

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Includes legal correspondence and advice regarding the bankruptcy of the Caroline Jones Agency and the creation of Caroline Jones, Inc. |
| Box 70, Folder 11 | Caroline Jones incorporated, correspondence, 1995 |

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Series 5: Print Ads, 1964-1996

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Proofs for print advertisements, clipped ads from magazines, and brochures and other marketing materials. Includes original art work, some mounted on boards, and a few storyboards for television commercials. Box 104, folder 5, contains publicity about Caroline Jones in her early career, including published interviews.

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<tr>
<th>Box 124, Folder 16</th>
<th>Mahalia Jackson's Turnip Greens, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 124, Folder 17</td>
<td>McDonald's, 1993-1994</td>
</tr>
<tr>
<td>Box 124, Folder 18</td>
<td>National Center for Voluntary Action (Ad Council), undated</td>
</tr>
<tr>
<td>Box 124, Folder 19</td>
<td>New York State Savings Bank, undated</td>
</tr>
<tr>
<td>Box 124, Folder 20</td>
<td>Prudential, 1990-1993</td>
</tr>
<tr>
<td>Box 124, Folder 21</td>
<td>Scott Confidets, undated</td>
</tr>
<tr>
<td>Box 124, Folder 22</td>
<td>Postal Money Orders, 1996</td>
</tr>
<tr>
<td>Box 124, Folder 23</td>
<td>Virgin Islands/Virgin Rum, undated</td>
</tr>
<tr>
<td>Box 124, Folder 24</td>
<td>Kenyon and Eckhardt presentation, undated</td>
</tr>
<tr>
<td>Box 124, Folder 26</td>
<td>Disney/Ryder/Denny's (settlement)/Kentucky Fried Chicken, undated</td>
</tr>
<tr>
<td>Box 125, Folder 1</td>
<td>Lincoln Continental, 1971-1972</td>
</tr>
<tr>
<td>Box 125, Folder 2</td>
<td>Rums of Puerto Rico, 1974-1976</td>
</tr>
<tr>
<td>Box 125, Folder 3-5</td>
<td>The Bahamas, 1988-1991</td>
</tr>
<tr>
<td>Box 125, Folder 6</td>
<td>Washington Lawyers Committee (Denny's settlement), 1994</td>
</tr>
<tr>
<td>Box 125, Folder 7</td>
<td>A Corporate Line: A Musical Event (Advertising Women of New York), with photograph of cast, including Caroline Jones, in chorus line, 1984</td>
</tr>
<tr>
<td>Box 125, Folder 8</td>
<td>The National Conference, &quot;Together for America&quot;, 1994</td>
</tr>
<tr>
<td>Box 125, Folder 9</td>
<td>Partnership for a Drug Free America (storyboard), undated</td>
</tr>
<tr>
<td>Box 125, Folder 10</td>
<td>New Jersey Transit, undated</td>
</tr>
</tbody>
</table>
| Box 104, Folder 1 | Nabisco Brands, "Black American Generals and admirals" and "Famous Black American Leaders"
Publicity, 1967-1975
Democratic National Committee meeting, 1989
Series 6: Photographs and Slides, 1950s-1995

Primarily images of Caroline Jones and professional associates, including portraits and travel and events documentation. There are a few childhood and early adult images of Jones. Predominately professionally taken eight by ten black and white prints but also color photographs, including snapshots.

Subseries 6.1: Slides, undated

Primarily images of print advertisements, occasionally with other client products including invitations and publicity materials. Also, images used in ads and talking points for presentations to clients. Most slides are unlabeled and undated and many of the images are found elsewhere in the collection.

Box 94      Addidas-American Express
Box 94      Amex-Bahamas
Box 94      Bahamas
Box 94      Bankers Trust-Bowery
Box 94      Bridge-Campbell's
Box 94      Coca-Cola to Converse
Box 95      Donnies to Greyhound
Box 95      Gulf Oil to L'Oreal
Box 95      L'Oreal to the National Urban League
Box 95      New Jersey Transit to Pacific Bell
Box 95      Pepsi to Polaroid
Box 95      Prudential
Box 95      Puma to Westinghouse
Box 96      African historical: reproductions of paintings of pre-colonial African figures with captions
Box 96      Images of blacks: primarily stereotypical images from old advertisements
Box 96      Formal portrait of Caroline Jones with man in a suit
Box 96      Zebra/BCG
Box 96      Miscellaneous: primarily print advertisements and art work
Box 97-98   Unsorted: various clients
Box 99      American delegation visiting Africa with "Friends of Isayaki" title slide
Box 100

New American Hero campaign (for Miller beer?)

Subseries 6.2: Photographs, 1950s-1995

Primarily images of Caroline Jones and professional associates, including portraits and travel and events documentation. There are a few childhood and early adult images of Jones. Predominately professionally taken eight by ten black and white prints but also color photographs, including snapshots.

Box 101, Folder 1
Publicity, 1979 - 1982
Image(s)

Box 101, Folder 2
Portrait photographs, circa 1975
Image(s)

Box 101, Folder 3
Publicity and personal, undated

Box 101, Folder 4
Publicity, undated

Box 101, Folder 5
Personal, family, and college, 1950s-1980s

Box 101, Folder 6
Caroline Jones with political figures, 1979-1995

Box 101, Folder 7
Caroline Jones with clients, undated
Image(s)

Box 101, Folder 8
Mingo, Jones, Guilemenot, others, 1977, 1979, undated

Box 101, Folder 9
Commercial shoots, undated
Image(s)

Box 101, Folder 10
Family and friends, undated

Box 101, Folder 11
Recording sessions, undated

Box 101, Folder 12
Professional models, undated

Box 101, Folder 13
Memorial of the Overseas Construction Association of Korea goodwill trip to the United States, 1989

Box 101, Folder 14
China trip album "With Compliments of the Ministry of Foreign Affairs, Republic of China", undated

Box 124, Folder 25
Mingo, Jones, Guilemenot (oversized portrait), 1977

Box 102, Folder 1
L'oreal Party, 1978

Box 102, Folder 2
UNCA party, 1981

Box 102, Folder 3
Matrix Award Party, 1982

Box 102, Folder 4
Ad Council Party, 1984
Box 102, Folder 5-6  Anheuser Busch Kwanza Party, 1987
Box 102, Folder 7  Ad Woman of the Year, 1990
Box 102, Folder 8  Back to School New York City, undated
Awards ceremonies, 1982, 1991, undated
Events, 1979-1991
Events, 1981, undated
Caroline Jones Advertising Fourth Annual Summer Cruise, Thursday, August 29
Unknown party scene, undated
Zapata Yorktown oil rig with President Jimmy Carter, undated
Drawings of Caroline Jones, 1978, undated
Caroline Jones in office setting (photographic negatives), undated

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Subseries 7.1: Audio Cassettes, 1984-1994

Radio commercials for a wide range of commercial clients. Also includes public service commercials and compilation reels of commercials done by the Zebra Associates and Mingo-Jones advertising agencies.

Box 105, Item AC0552-OC0001  Zebra Associates radio reel, undated
1 cassette tape
Radio commercials produced for Andrew Young, Polaroid, Voter Registration, Clairol, Wonder Bread, Bowery Savings Banks, the Virgin Islands, and Schaeffer

Box 105, Item AC0552-OC0002  Mingo-Jones Agency Reel, undated
1 cassette tape
Radio commercials produced for the State Department, L'Oreal, Miller Lite, Miller High Life, Goodyear, Gino's and Kentucky Fried Chicken

Box 105, Item AC0552-OC0003 and OC0004  Mingo-Jones Agency Reel, undated
1 cassette tape
Radio commercials for Kentucky Fried Chicken, the State Department, Miller, Gino's, Hanes, Cherry Kijafa, Mountain Dew and Disney

Box 105, Item AC0552-OC0005  Anheuser-Busch: The Opportunity Line, 1991
1 cassette tape

Box 105, Item AC0552-OC0006  Anheuser-Busch: The Opportunity Line, 1991
1 cassette tape

Box 105, Item AC0552-OC0007  Anheuser Busch, 1992
1 cassette tape
Need Money boy/girl rap audition tracks

Box 105, Item AC0552-OC0008  Anheuser-Busch: The Opportunity Line, 1992
1 cassette tape

Box 105, Item AC0552-OC0009  Anheuser-Busch: Opportunity Line, 1992
1 cassette tape
Need Money

Box 105, Item AC0552-OC0010  Aunt Jemima, undated
1 cassette tape
Alive and Cookin with Gladys Knight

Box 105, Item AC0552-OC0011  Bahamas Ministry of Tourism, 1989 April 24
1 cassette tape
Six radio spots for the Pride and Joy Campaign, Bernie Drayton arrangement.

Box 105, Item AC0552-OC0012  Bahamas Ministry of Tourism: Pride & Joy Campaign, 1991
1 cassette tape
Box 105, Item AC0552-OC0013  
Bahamas Ministry of Tourism: Pride & Joy Radio Campaign, 1992  
1 cassette tape

Box 105, Item AC0552-OC0014  
Bahamas Ministry of Tourism: Black Consumer Radio, 1992  
1 cassette tape

Box 105, Item AC0552-OC0015  
Bahamas Promotional  
1 cassette tape

Box 105, Item AC0552-OC0016  
Bahamas: P&J Radio  
1 cassette tape

Box 105, Item AC0552-OC0017  
Bahamas: Never Seen  
1 cassette tape

Box 105, Item AC0552-OC0018  
Bahamas: Pride and Joy, 1989 March 8  
1 cassette tape

Box 106, Item AC0879-OC0019  
1 cassette tape

Box 106, Item AC0552-OC0020  
Chicken George Restaurants  
1 cassette tape  
Nine radio commercials

Box 106, Item AC0552-OC0021  
Girls, Inc., 1994 May 13  
1 cassette tape

Box 106, Item AC0552-OC0022  
GMC Agency Presentation, 1994  
1 cassette tape  
Two radio spots for the GMC Jimmy Truck

Box 106, Item AC0552-OC0023  
L'oreal: Look of Radiance, undated  
1 cassette tape

Box 106, Item AC0552-OC0024  
1 cassette tape

Box 106, Item AC0552-OC0025  
McDonald's: Black Consumer Market, 1993 March 30  
1 cassette tape

Box 106, Item AC0552-OC0026  
McDonald's: April FSI Promotional, 1993 April 8  
1 cassette tape

Box 106, Item AC0552-OC0027  
McDonald's Black Consumer Market, 1993  
1 cassette tape

Box 106, Item AC0552-OC0028  
McDonald's: January Promotion, 1993 December 22  
1 cassette tape
Box 106, Item AC0552-OC0029  McDonald's: Quarterbacks for Quarterpounders, 1993 September 2
1 cassette tape

Box 106, Item AC0552-OC0031  McDonald's, 1994 February 17

Box 106, Item AC0552-OC0030  McDonald's: Double Cheeburger Extra Value Meal, 1994 January 27

Box 106, Item AC0552-OC0032  Miller Beer, 1986 March 7
Four spots for Lite Beer

Box 106, Item AC0552-OC0033  National Carnival Commission of Trinidad and Tobago, four radio spots for Carnival '94, 1994 February 17

Box 106, Item AC0552-OC0034-AC0552-OC0035  National Urban League: Think Before You Do
2 Sound cassettes

Box 106, Item AC0552-OC0036  New York City: Back to School Campaign (music only), 1990 July 17
1 cassette tape

Box 106, Item AC0552-OC0037  Partnership for a Drug-Free America, 1992 October 2

Box 107, Item AC0552-OC0038  Partnership for a Drug Free America, Real Kids on the Block, undated
1 cassette tape

Box 107, Item AC0552-OC0039  Pepsi-Cola: Black Consumer Market, 1984 November 15
1 cassette tape
eight spots

Box 107, Item AC0552-OC0040  QVC Network Jingle, undated
1 cassette tape

Box 107  Washington Lawyer's Committee, 1994 June 9

22 Sound cassettes

1 cassette tape
11 spots for Newsweek, drunk driving, sports channel, Pantene, Hardees, malt liquor, Bell Atlantic, Texaco and Black & Decker

Box 108, Item AC0552-OC0064  Joey Levine Presentation Reel, undated
1 cassette tape

Box 108, Item AC0552-OC0065  Tisherman Agency: Master Hispanic, undated
1 cassette tape
Tape featuring 11 actors and 14 actresses
Box 108, Item AC0552-OC0066  
Radio Philadelphia: A Sample of Some of the Best Radio Commercials in the Modern Free World, undated  
1 cassette tape

Box 108, Item AC0552-OC0067  
KBLA: Money Talks, undated  
1 cassette tape

Box 108, Item AC0552-OC0068  
Radioscope: The Entertainment Magazine of the Air, undated  
1 cassette tape

Box 108, Item AC0552-OC0069  
Caroline Jones/Lorimar Press Conference, 1987 February 4  
1 cassette tape

**Subseries 7.2: Open Reel Audio Tapes, 1970-1984**

Radio commercial for individual clients and compilation reels of commercials done by the Zebra Associates, Mingo-Jones, and McCann-Erickson advertising agencies.

Box 109, Item AC0552-OR0001  
Zebra Associates Radio Compilation Reel, about 1970  
1 sound recording  
Featuring radio commercials for Andrew Young, Reservations World, Polaroid, Voter Registraton, Clairol, Wonder Bread, Bowery Savings Bank, the Virgin Islands and Schaeffer

Box 109, Item AC0552-RT0002  
Mingo-Jones Agency Presentation Reel, 1984 June 5  
1 sound recording  
Featuring radio commercials for KFC, State Department, Miller High Life, Gino's, Hanes, Cherry Kijafa, Mountain Dew and Disney

Box 109, Item AC0552-RT0003  
McCann-Erickson Radio Compilation Reel, 1974 November 7  
1 sound recording  
Featuring 8 radio commercials for Coca-Cola, GW Bridge, Clairol and others

Box 109, Item AC0552-OR0004  
Bowery Savings Bank, 1970 July 14  
1 sound recording  
"Cut 1" Education Loan Plan

Box 109, Item AC0552-RT0005  
BBDO: Burger King Black Consumer Radio, undated  
1 sound recording  
What You Want, Take 5, That's Love

Box 109, Item AC0552-RT0006  
Burger King Black Radio, 1975 September 15  
1 sound recording  
What You Want/Hustle

Box 109, Item AC0552-OR0007  
Campbell's Soup, undated  
Woman/Supper, Weekends/Family, Kids/Lunchtime, Week-end/man
Box 109, Item AC0552-OR0008  
Campbell's Soup, undated  
1 sound recording  
Mixes with announcer and vocals: Swimming and Sunning, Summer-time Lunches, Summer Visit, Swimming and Sunning, Summertime Lunches  

Box 109, Item AC0552-OR0009  
Campbell's Soup, undated  
1 sound recording  
Saturday Shopper, Mother-in Law, Touch Football, Teenager  

Box 109, Item AC0552-OR0010  
Campbell's Soup Black Radio, undated  
1 sound recording  
Husband, Mother, Grandma, Children  

Box 109, Item AC0552-OR0011  
Joseph Schlitz Bewing Co., 1974 July 19  
1 sound recording  
Mom's Party, Mom's Party alternate, Mom's Barbeque, Mom's Poker  

Box 109, Item AC0552-OR0012  
Schlitz Community Service Radio  
1 sound recording  

Box 109, Item AC0552-OR0013  
Ad Age Workshop: Radio  
1 sound recording  
Good Life, Got to Get Better, Polaroid  

Box 109, Item AC0552-OR0014  
Black Creative Group: Clifford Alexander, 1974 August 22  
1 sound recording  
60 second radio spot and campaign song  

Box 109, Item AC0552-OR0015  
Mingo-Jones: Voter Registration/Vernon Jordan, 1980 October 3  
1 sound recording  
PSA for voter registration  

Subseries 7.3: Videotapes, 1987-1997  

Subseries 7.3.1: Agency Reels and Compilations, 1989-1994  

Box 110, Item AC0552-OV0001  
Mingo-Jones Advertising Agency Reel, undated  
1 videocassettes (vhs)  

Box 110, Item AC0552-OV0002  
Caroline Jones Advertising Agency Sample Reel, 1989 July 26  
1 videocassettes (u-matic)  
Eight commercials for: Anheuser-Busch Kentucky Fried Chicken Bahama's Ministry of Tourism Mountain Dew Goodyear Miller High Life Partnership for a Drug-Free America  

Box 110, Item AC0552-OV0003  
Carl Junior's New Business Presentation Reel, 1991 February 22  
1 videocassettes (u-matic)  
Ten commercials for the following clients: KFC Ore-Ida Brown Egg Council of New England Stroh's Beer Seafood Council Binaca
Box 110, Item AC0552-OV0004
Carl Junior's New Business Presentation Reel, 1991
1 videocassettes (u-matic)
Includes commercials produced for Kentucky Fried Chicken, Ore-Ida, the Brown Egg Council, Stroh's Beer, the Seafood Council and Binaca

Box 110, Item AC0552-OV0004.5
November 23

Box 110, Item AC0552-OV0005
Caroline Jones Advertising, Inc. summary presentation covering print, PR, radio, TV, 1993 July 8
1 videocassettes (u-matic)

Box 110, Item AC0552-OV0006
Caroline Jones Advertising, Inc. Agency Reel, 1994 August 12
1 videocassettes (u-matic)
Demonstrates the agency's primary mission: to sell products through advertising and promotions that accurately reflect the ethnic and cultural diversity of consumers. Includes print, television, radio, and public relations for special events. Clients include: Trump, Disney, Hanes, Western Union, Pepsi, Greyhound, Goodyear, Prudential, Binaca, Ryder, Seagram's, Miller, Stroh's, Canon, L'Oreal, Ore-Ida, Westinghouse, DeKuyper, Bankers Trust, Bahamas Ministry of Tourism, Minolta Yuki Kobayashi, Entre Marketing and Sales, Associated Black Charities, National Urban League, Kentucky Fried Chicken, Mountain Dew, Isuzu, United Negro College Fund, Anheuser-Busch, Minority Affairs, New York City Public Schools, Partners for a Drug-Free America, and the Brown Egg Council of New England, Perrier, Dakkar Noir, and a community service announcement from Andrew Young concerning Denny's Restaurant chain.

Box 111, Item AC0552-OV0007
Caroline Jones Advertising, Inc. Agency Reel - Revised, 1994 September 29
1 videocassettes (vhs)

Box 111, Item AC0552-OV0009
New Business - Car Reel, undated
1 videocassettes (u-matic)

Box 111, Item AC0552-OV0010
Agency Reel with radio/without Ray Johnson's Spots
1 videocassettes (u-matic)

Box 111, Item AC0552-OV0008
New Business - Car Reel, undated
1 videocassettes (vhs)
Commercials for Isuzu, Volkswagen, Goodyear, and Hyundai.

Subseries 7.3.2: Television Commercials (Brand/Client specific), 1987-1997

Box 112, Item AC0552-OV0011
1 videocassettes (u-matic)
<table>
<thead>
<tr>
<th>Box 112, Item AC0552-OV0012</th>
<th>Vote '84: American Citizenship Campaign, 1988 March 29</th>
<th>1 videocassettes (vhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 112, Item AC0552-OV0012.5</td>
<td>Anheuser-Busch: People Who Make Things Happen, 1990 October 16</td>
<td>1 videocassettes (vhs)</td>
</tr>
<tr>
<td></td>
<td>This tape contains a one minute commercial for Anheuser-Busch entitled &quot;People Who Make Things Happen&quot;. It features the company's black employees and Anheuser-Busch's commitment to serving the community through the arts and education. A thirty second version of the commercial follows.</td>
<td></td>
</tr>
<tr>
<td>Box 112, Item AC0552-OV0013</td>
<td>Anheuser-Busch: Current Commercials, 1995</td>
<td>1 videocassettes (vhs)</td>
</tr>
<tr>
<td></td>
<td>Features commercials produced for Budweiser, Bud Light, Bud Ice, O'Douls, Michelob, Red Wolf and Busch.</td>
<td></td>
</tr>
<tr>
<td>Box 112, Item AC0552-OV0014</td>
<td>New York City Back to School Campaign with Mrs. Joyce Dinkins, English and Spanish, 1990 August 24</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 112, Item AC0552-OV0014.25</td>
<td>Bahamas video and music, undated</td>
<td></td>
</tr>
<tr>
<td>Box 112, Item AC0552-OV0014.5</td>
<td>Bahamas &quot;Attitude Program&quot;, 1987 December 30</td>
<td></td>
</tr>
<tr>
<td>Box 112, Item AC0552-OV0015</td>
<td>Bahamas Ministry of Tourism: Pride and Joy, 1992</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td></td>
<td>This film consists of seven programs, six commercials, and four teasers that highlight the culture and diversity of the Bahamas as narrated and hosted by Lera Archer.</td>
<td></td>
</tr>
<tr>
<td>Box 113, Item AC0552-OV0016</td>
<td>Bahamas Beat Sample Footage, 1992 June 29</td>
<td>1 videocassettes (vhs)</td>
</tr>
<tr>
<td>Box 113, Item AC0552-OV0016.5</td>
<td>The Boys Choir of Harlem</td>
<td>1 videocassettes (vhs)</td>
</tr>
<tr>
<td></td>
<td>Pepsi Cola, Levi's 501, Burger King, Broadway Show News coverage</td>
<td></td>
</tr>
<tr>
<td>Box 113, Item AC0552-OV0017</td>
<td>Chicken George, 1989 January 27</td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td>Box 113, Item AC0552-OV0018</td>
<td>Clinton/Gore '96 Compilation, undated</td>
<td>1 videocassettes (vhs)</td>
</tr>
<tr>
<td>Box 113, Item AC0552-OV0019</td>
<td>Democratic National Committee Compilation, 1996</td>
<td>1 videocassettes (vhs)</td>
</tr>
<tr>
<td>Box 113, Item AC0552-OV0020</td>
<td>Girls Incorporated, undated</td>
<td>1 videocassettes (vhs)</td>
</tr>
<tr>
<td>Box</td>
<td>Item</td>
<td>Title</td>
</tr>
<tr>
<td>------</td>
<td>------</td>
<td>-------</td>
</tr>
</tbody>
</table>
| 113  | AC0552-OV0020.5 | Girls Incorporated: Strong, Smart, and Bold | undated
1 videocassettes (vhs) |
| 113  | AC0552-OV0021 | Ad Council: Don't Let Another Baby's Start Be On the Line | 1997
1 videocassettes (u-matic) |
| 113  | AC0552-OV0021.5 | Wells Rich Greene African American | 1995 December 6
1 videocassettes (vhs) |
| 113  | AC0552-OV0022 | Home Shopping Club | 1990 April 7
1 videocassettes (u-matic) |
| 114  | AC0552-OV0023 | KFC focus group selects (master) | 1 videocassettes (u-matic) |
| 114  | AC0552-OV0024 | Mingo-Jones Advertising Inc., Lift Every Voice and Sing: Lite Beer from Miller | 1985 February 8
1 videocassettes (u-matic) |
| 114  | AC0552-OV0025 | Partnership for a Drug-Free America | 1988 March 17
1 videocassettes (u-matic) |
|      |      | Anti-drug commercials: Pool Party, Preteen Grave Words, Parents Like Father, Parents Final Lesson, Parents Nose, Adults Circles, Adults Housewife, Adults Untitled, adults Lab Rat, Adult Glamorous World, Adult Catching Up to Her, Teen Girl and Dealer, Teen Tricks of the Trade, Teen Nothing Happens, Teen Experiment, Teen Girl and Dealer, Teen Tricks of the Trade, Teen Nothing Happens, Teen Experiment, Teen |
| 114  | AC0552-OV0026 | Partnership for a Drug-Free America: African American Campaign | 1989 October
1 videocassettes (u-matic) |
| 114  | AC0552-OV0027 | Partnership for a Drug-Free America: 20 Spots | 1991 January 23
1 videocassettes (u-matic) |
|      |      | Commercials targeting specific ethnic and age groups: Like Father, Grave Words, Final Lesson, Cronkite, Faces, Pusher's Plea, Funeral Home, Warnings, My Boy (Spanish), My Boy, Friends (Spanish), Rolling (Spanish), Knew So Little (Spanish), Temper (Spanish), Lost It, The Burbs, The Message, Price of Crack, Final Lessons with Offer, Warnings with Offer |
| 114  | AC0552-OV0028 | Drug Free America: master | 1991 February 20
1 videocassettes (u-matic) |
1 videocassettes (u-matic) |
<table>
<thead>
<tr>
<th>Box 115, Item AC0552-OV0030</th>
<th>Drug Free in '92, 1992 September 14</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td></td>
<td>Boyfriend # 1, Brothers #1, Brothers #2, Drug Dealer #1, When You Grow Up #1, When You Grow Up #2, When You Grow Up #3, Fire Escape/Advice #4, Fire Escape/Advice #5, What Would I Lose (Girls)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 115, Item AC0552-OV0031</th>
<th>Partnership for a Drug Free America: Inner City Program, 1993 March 11</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Box 115, Item AC0552-OV0032</th>
<th>Partnership for a Drug Free America: Target Preteen &amp; Teen</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td></td>
<td>Anti-drug commercials for both radio and television. They are grouped by age demographics. Straight up (TV), Crack Lewan (radio), Sucka (radio), Nobody (TV), Hype (radio), Dope (radio), New Slavery (TV), Point Blank (radio), Warning (TV), In Crowd (TV), Pushers (TV), Funeral Home (TV)</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Box 115, Item AC0552-OV0033</th>
<th>Partnership for a Drug Free America: Warnings, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 115, Item AC0552-OV0034</th>
<th>Pizza Hut: The Video (Caroline Jones Advertising Inc.), undated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 115, Item AC0552-OV0035</th>
<th>QVC Presentation, 1991 June 20</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 116, Item AC0552-OV0036</th>
<th>QVC Master, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Box 116, Item AC0552-OV0036.5</th>
<th>QVC Sample Tape #14</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 videocassettes (vhs)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 116, Item AC0552-OV0037</th>
<th>QVC Promotional Spots/Cross Channel Promotions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 videocassettes (vhs)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 116, Item AC0552-OV0038</th>
<th>QVC Works for Me Jingle (three versions)</th>
</tr>
</thead>
<tbody>
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<td>1 videocassettes (vhs)</td>
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<tr>
<th>Box 116, Item AC0552-OV0039</th>
<th>Revlon Presentation, 1994 September 29</th>
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<td>1 videocassettes (u-matic)</td>
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<tr>
<th>Box 116, Item AC0552-OV0040</th>
<th>Diahann Carroll for Seagram, 1986 June 19</th>
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<tr>
<th>Box 116, Item AC0552-OV0041</th>
<th>Toys &quot;R&quot; Us Presentation, 1991 September 4</th>
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<tr>
<th>Box 116, Item AC0552-OV0041.5</th>
<th>BET Productions: Notice, 1994</th>
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<td>1 videocassettes (vhs)</td>
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<tr>
<th>Box 117, Item AC0522-OV0042</th>
<th>United Negro College Fund: Lou Rawls Parade of Stars, 1994 February 15</th>
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<td>Box Number</td>
<td>Description</td>
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<tr>
<td>Box 117, Item AC0552-OV0043</td>
<td>United Negro College Fund: Ladders of Hope Campaign 2000, 1993</td>
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<tr>
<td>Box 117, Item AC0552-OV0044</td>
<td>USA Network African-American station promo: Really Good T.V. (Caroline Jones Advertising), 1993 September 7</td>
</tr>
<tr>
<td>Box 117, Item AC0552-OV0045</td>
<td>USA Today/Gannett Outdoor Network: Black Outdoor, 1988 August 25</td>
</tr>
<tr>
<td>Box 117, Item AC0552-OV0046</td>
<td>Washington Lawyers Committee: A Notice to the Black Community (Caroline Jones Advertising)</td>
</tr>
<tr>
<td>Box 117, Item AC0552-OV0047</td>
<td>Washington Lawyers Committee: A Notice to the Black Community (Caroline Jones Advertising), 1994 May 27</td>
</tr>
<tr>
<td>Box 117, Item AC0552-OV0048</td>
<td>Western Union Cause Marketing, 1993 January 7</td>
</tr>
<tr>
<td>Box 118, Item AC0552-OV48.25</td>
<td>WNJU 47 New York (Channel 47) sales presentation, 1990</td>
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**Subseries 7.3.3: Director's Show Reels, 1989-1996**

<table>
<thead>
<tr>
<th>Box Number</th>
<th>Description</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Box 118, Item AC0552-OV0048.5</td>
<td>Baraff/Lawrence Reel, 1989</td>
<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 118, Item AC0552-OV0049</td>
<td>Stephen Ashley Blake, 1996</td>
<td>1 videocassettes (u-matic)</td>
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<tr>
<td></td>
<td>Features music videos produced for Tupac, Trifli'n Pac, Immature, King Tee, No Face, and Krashman.</td>
<td></td>
</tr>
<tr>
<td>Box 118, Item AC0552-OV0050</td>
<td>Lionel Ray Johnson, undated</td>
<td>1 videocassettes (u-matic)</td>
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<tr>
<td></td>
<td>Features commercials produced for Alka-Seltzer, Coca Cola, Kodak, Lite beer, L'oreal, Lowenbrau, Micatin, Sony, and Tab.</td>
<td></td>
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<tr>
<td>Box 118, Item AC0552-OV0051</td>
<td>Lionel Martin, 1996</td>
<td>1 videocassettes (u-matic)</td>
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<tr>
<td></td>
<td>Features music videos produced for Toni Braxton, Pure Soul, Boyz II Men, and commercials produced for Mountain Dew, Starter, and Karl Kani shoes.</td>
<td></td>
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<tr>
<td>Box 118, Item AC0552-OV0052</td>
<td>RSA USA, Inc. corporate reel, undated</td>
<td>1 videocassettes (u-matic)</td>
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<tr>
<td></td>
<td>Features commercials produced for Nike, Lee Jeans, Nikon, Verino, Clairol, Holiday Inn, IBM, MTV, Coke, Budweiser, Woolmark, Fuji, Footaction, the Utah Symphony, Digial and Kodak.</td>
<td></td>
</tr>
</tbody>
</table>
Box 118, Item AC0552-OV0053  Peter Wallach General Reel II, 1996
1 videocassettes (u-matic)
Features commercials produced for Budweiser, Ciba Geigy, Composite, Hersehys, lazy Boy, Michigan Lottery, Mop'n'Glo, Payday and Sears, and an award-winning music video produced for Peter Gabriel.

Box 119, Item AC0552-OV0054  Marcus Zurinaga (director/cameraman), 1995
1 videocassettes (u-matic)
Features commercials produced for Banco Popular, Johnnie Walker, Johnson & Johnson, Puerto Rico Tourism, and Ray Ban.

Subseries 7.3.4: Television Programs, 1985-1994
Includes recordings broadcast by national networks and New York City television stations, many of them featuring appearances by Caroline Jones. Also, reels of "In the Black" a nationally televised financial affairs series hosted by Caroline Jones and several other programs produced by In the Black Productions.

Box 119, Item AC0552-OV0055  Donahue Show, 1985
1 videocassettes (vhs)

Box 119, Item AC0552-OV0055.5  Drug trafficking in the Bahamas (NBC and CBS News), 1988 May 12 and 13
1 videocassettes (vhs)

Box 119, Item AC0552-OV0056  CBS This Morning's Business, 1989
1 videocassettes (vhs)

Box 119, Item AC0552-OV0057  CBS This Morning's Business: Caroline Jones - The Black Middle Class, 1989 April 10
1 videocassettes (vhs)

Box 119, Item AC0552-OV0058  Sunday Today: Noriega, 1988 February 21
1 videocassettes (vhs)

Box 119, Item AC0552-OV0059  This Morning's Business: "Radio Comedy in Commercial Production", 1989 April 6
1 videocassettes (vhs)

Box 119, Item AC0552-OV0059.5  Clio Awards Top Spot, 1988
1 videocassettes (vhs)

Box 119, Item AC0552-OV0060  Positively Black (WNBC), 1990 May 13
1 videocassettes (vhs)

1 videocassettes (vhs)

Box 119, Item AC0552-OV0062  Prime Minister's message, 1991 January 8
1 videocassettes (vhs)
<table>
<thead>
<tr>
<th>Box 120, Item AC0552-OV0063</th>
<th>The Today Show: &quot;The Politics of Racism&quot;, 1991 November 13</th>
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<tbody>
<tr>
<td></td>
<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 120, Item AC0552-OV0064</td>
<td>Business Day: &quot;Caroline Jones of Caroline Jones Advertising&quot;, 1992 November 13</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 120, Item AC0552-OV0065</td>
<td>Marketwrap: segment with Caroline Jones, 1992 December 24</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 120, Item AC0552-OV0066</td>
<td>NBC Nightly News: Bahamas, 1988 September 7</td>
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<td></td>
<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 120, Item AC0552-OV0067</td>
<td>NBC Nightly News: drug indictments - Paul Adderly, 1989 March 22</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 120, Item AC0552-OV0068</td>
<td>Nightline: &quot;The RICO Statute&quot;, 1989 April 12</td>
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<td>1 videocassettes (vhs)</td>
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<td>Box 120, Item AC0552-OV0069</td>
<td>C-SPAN: Senator Kerry vote on Bahamas, 1989 May 10</td>
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<td>1 videocassettes (vhs)</td>
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<td>Box 120, Item AC0552-OV0070</td>
<td>C-SPAN: Senator Kerry vote on Bahamas, 1989 May 10</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 120, Item AC0552-OV0071</td>
<td>PBS: Bahamas drug connection, 1989</td>
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<td>1 videocassettes (vhs)</td>
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<td>Box 120, Item AC0552-OV0071.5</td>
<td>WNYW News: Caroline Jones, 1992 March 16</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 121, Item AC0552-OV0072</td>
<td>Live at Five: Caroline Jones, undated</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 121, Item AC0552-OV0073</td>
<td>WABC-TV: &quot;Making It, A Message to African American Youth&quot;, 1991</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 121, Item AC0552-OV0074</td>
<td>CNN: Sonya Live: Caroline Jones advertising executive, undated</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 121, Item AC0552-OV0074.5</td>
<td>This Morning's Business: Caroline Jones on tobacco advertising, undated</td>
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<td>1 videocassettes (vhs)</td>
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<td>Box 121, Item AC0552-OV0075</td>
<td>In the Black, 1986 July 6</td>
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<td>Box 121, Item AC0552-OV0076</td>
<td>In the Black, 1986 December 28</td>
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<td>Box 121, Item AC0552-OV0077</td>
<td>In the Black: Master, 1988 June 20</td>
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<td>1 videocassettes (vhs)</td>
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<td>Box 121, Item AC0552-OV0078</td>
<td>Washington Post national advertising presentation: &quot;Washington The Powerbelt&quot;, 1989</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 121, Item AC0552-OV0079</td>
<td>Business in Action: marketing for a minority business</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 121, Item AC0552-OV0080</td>
<td>Henderson Industries: &quot;Growing a Business&quot;, 1989</td>
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<td>1 videocassettes (vhs)</td>
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<td>Box 121, Item AC0552-OV0081</td>
<td>Henderson Industries: &quot;Capabilities&quot;, 1990</td>
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<td>1 videocassettes (vhs)</td>
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<td>Box 121, Item AC0552-OV0082</td>
<td>Center for Communications Inc., &quot;Doing the Right Thing: Minorities in the Communications Industries&quot;, 1990 April 18-19</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 122, Item AC0552-OV0084</td>
<td>The Bridge to Black America, 1991 May 29</td>
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<td>1 videocassettes (u-matic)</td>
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<tr>
<td>Box 122, Item AC0552-OV0085</td>
<td>The Bridge to Japan, 1991 May 29</td>
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<td>1 videocassettes (u-matic)</td>
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<tr>
<td>Box 122, Item AC0552-OV0086</td>
<td>In the Black: &quot;Keys to Success&quot;, 1992</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 122, Item AC0552-OV0087</td>
<td>&quot;In the Black: Keys to Success&quot;, 1992 June</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 122, Item AC0552-OV0088</td>
<td>In the Black: Keys to Success, 1993 April</td>
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<td>1 videocassettes (vhs)</td>
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<td>Box 122, Item AC0552-OV0089</td>
<td>In the Black: Keys to Success, 1993 June</td>
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<tr>
<td>Box 122, Item AC0552-OV0090</td>
<td>How to Find Employment in the 90s (from the producers of &quot;In the Black&quot;), 1993</td>
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<td>1 videocassettes (vhs)</td>
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<td>Box 122, Item AC0552-OV0091</td>
<td>Positive Images: Demo Tape, 1995</td>
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<td>Box 122, Item AC0552-OV0092</td>
<td>In the Black: &quot;Carolyn Jones&quot;, undated</td>
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<td>1 videocassettes (vhs)</td>
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<tr>
<td>Box 122, Item AC0552-OV0093</td>
<td>In the Black Productions: &quot;Your Personal Financial Guide to Success, Power, and Security&quot; (Volume 1), undated</td>
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1 videocassettes (vhs)

Box 123, Item AC0552-OV0094
In the Black Productions: "How to Start Your Own Successful Business", undated
1 videocassettes (vhs)

Box 123, Item Ac0552-OV0095
Caroline 50th Birthday, 1992 February 15
1 videocassettes (vhs)

Reference video available

Box 123, Item AC0552.OV0096
CBS This Morning, undated
1 videocassettes (vhs)

Box 123, Item AC0552-OV0097
Fashion Reel: Perrier and L'oreal, undated
1 videocassettes (vhs)

Box 123, Item AC0552-OV0098
Power Rangers: Share the Power
1 videocassettes (vhs)

Box 123, Item AC0552-OV0099
Product of Benton Harbor - Caroline Jones
1 videocassettes (u-matic)

Box 123, Item AC0552-OV0100
Product of Benton Harbor - Caroline Jones, 1984 June 12
1 videocassettes (vhs)

Box 123, Item AC0552-OV0101
Raymond Horn Syndications, "America Salutes Rosa Parks" (five minute demo)
1 videocassettes (vhs)

Box 123, Item AC0552-OV0102
1 videocassettes (vhs)

Reference video available.

Box 123, Item AC0552-OV00103
Geechee Girls Film and Video, "Daughters of the Dust: Preview Trailer", 1990 October 22
1 videocassettes (vhs)

Box 127, Item AC0552-OV0104
Dionne and Friends, 1988 October 17
1 videocassettes (vhs)

Box 127, Item AC0552-OV0105
Dollars and Sense Magazine's Salute to America's Top 100 Black Business and Professional Women, 1985
1 videocassettes (vhs)

Box 127, Item AC0552-OV0106
Eyes on the Prize I: Toyota Special Edition Presentation
1 videocassettes (vhs)

Box 127, Item AC0552-OV0107
Luckyhitz Productions, "Jammin' Jelly Roll Morton on Broadway"
1 videocassettes (vhs)
Box 127, Item AC0552-OV0108  Miss Collegiate African American Woman Pageant, Inc., 1987 March
1 videocassettes (vhs)

Box 127, Item AC0552-OV0109  4th Annual Miss Collegiate African American Pageant
1 videocassettes (vhs)

Box 127, Item AC0552-OV0110  Mo' Funny: Black Comedy in America, 1992
1 videocassettes (vhs)

Box 127, Item AC0552-OV0111  Rappin' Roots: Promo
1 videocassettes (vhs)

Box 127, Item AC0552-OV0112  Rappin' Roots, 1988
1 videocassettes (vhs)

Box 127, Item AC0552-OV0113  The Set: Demo Tape, 1991
1 videocassettes (vhs)

Subseries 7.4: Motion Picture Film

Reel OF 552.1  TV Commercials: National Guard, circa 1970s
1 motion picture film

Reel OF 552.2  TV Commercials: National Center for Volunteer Action, circa 1970s
1 motion picture film

Reel OF 552.3  TV Commercials: American Gas/Housing and Urban Development/United Nations, circa 1970s
1 motion picture film

Reel OF 552.4  TV Commercials: Sears, circa 1970s
1 motion picture film

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