



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Advertising Council 1990 Census Advertising Collection

NMAH.AC.0372

Mimi L. Minnick and Miles Lawlor

2019

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Advertising Council 1990 Census Advertising Collection
<b>Date:</b>	1990
<b>Identifier:</b>	NMAH.AC.0372
<b>Creator:</b>	Ad Council
<b>Extent:</b>	2 Cubic feet (3 boxes)
<b>Language:</b>	Collection primarily in English, but also contains materials in Cambodian, Chinese, Japanese, Korean, Laotian, Spanish and Vietnamese.
<b>Summary:</b>	This collection documents the multilingual advertising campaigns created by the Advertising Council to promote the 1990 Census.

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## Administrative Information

### Acquisition Information

Collection donated by Census Promotion Office, Bureau of the Census, 1990.

### Ownership and Custodial History

These materials were donated to the Center for Advertising history by the Census Promotion Office of the Bureau of the Census.

### Related Materials

#### **National Museum of American History**

*Division of Political and Military History (now Division of Political and Military History)*

The Division of Political and Military History holds posters, pins, and three-dimensional objects promoting the 1990 Census.

### Processing Information

This collection was processed by Mimi L. Minnick, archivist, 1990. Additional processing completed by Miles Lawlor; supervised by Alison Oswald, archivist, August 2019.

### Preferred Citation

Advertising Council 1990 Census Advertising Collection, 1990, Archives Center, National Museum of American History.

### Restrictions

Collection is open for research.

## Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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## Biographical Note

Since 1790, the Department of Commerce has conducted a decennial Census to document the demographic characteristics of the American population, and to establish the proportional distribution of political representation. For the 1990 Census, advertising agencies under the aegis of the Advertising Council volunteered their creative efforts to promote the United States Census through public service announcements in newspapers, magazines, and the business press, and on radio and television.

The full campaign was designed to run from February 1 through April 7, 1990. The "blitz run" period ran from March 4 through April 7, 1990. The collection consists of proof sheets, storyboards, video tapes, audio reels and an introductory letter from Secretary of Commerce Robert Mosbacher. The volunteer agencies were The Mingo Group, Castor GS & B, Muse Cordero Chin, and Ogilvy & Mather. Slogans for the campaign included "Answer the Census. It Counts for More Than You Think", "Stand Right Up. Answer the Census", "Any Way We Add It - It Makes Good Sense to Answer the Census", and "Esta Es La Nuestra! Participe En El Censo". To reach the broadest audience possible, ads were created in English, Spanish (including dialects in Puerto Rican, Mexican, Cuban and Nortera), Cambodian, Chinese, Japanese, Korean, Laotian and Vietnamese.

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## Scope and Contents

This collection consists of advertising materials produced to promote the 1990 census. It contains proof sheets, correspondence, three quarter inch videotapes, and storyboards.

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## Arrangement

Materials in this collection have been arranged alphabetically by the title of the advertising campaign.

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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

Types of Materials:

Advertisements -- 1950-2000  
Audiotapes  
Tear sheets  
Videotapes

Names:

Ad Council

Castor GS & B  
Mingo Group.  
Muse Cordero Chin.  
Ogilvy & Mather.

## Container Listing

Box 1, Folder 1	"Answer the Census." Magazine Kit, 1990 Language: Contains materials in Cambodian, Chinese, Japanese, Korean, Laotian and Vietnamese.
Box 1, Folder 2	"Answer the Census." TV Kit, 1990 1 Videocassettes (U-matic) Language: Contains materials in Cambodian, Chinese, Japanese, Korean, Laotian and Vietnamese.
Box 1, Folder 3	"Answer the Census. It Counts More Than You Think." Business Press Kit, 1990
Box 1, Folder 4	"Answer the Census. It Counts More Than You Think." Magazine Kit, 1990
Box 1, Folder 5	"Answer the Census. It Counts More Than You Think." Plastic Bag, 1990
Box 1, Folder 6	"Answer the Census. It Counts More Than You Think." Radio Kit, 1990
Box 1, Folder 7	"Answer the Census. It Counts More Than You Think." TV Kit, 1990 1 Videocassettes (U-matic)
Box 2, Folder 1	"¡Esta Es La Nuestra! Participe En El Censo." Magazine Kit, 1990 Language: Contains materials in Spanish.
Box 2, Folder 2	"¡Esta Es La Nuestra! Participe En El Censo." Newspaper Kit, 1990 Language: Contains materials in Spanish.
Box 2, Folder 3	"¡Esta Es La Nuestra! Participe En El Censo." Radio Kit, 1990 Language: Contains materials in Spanish.
Box 2, Folder 4	"¡Esta Es La Nuestra! Participe En El Censo." TV Kit, 1990 1 Videocassettes (U-matic) Language: Contains materials in Spanish.
Box 2, Folder 5	"Stand Up for Who You Are. Answer the Census." Radio Kit, 1990
Box 2, Folder 6	"Stand Up for Who You Are. Answer the Census." TV Kit, 1990 1 Videocassettes (U-matic)
Box 3, Folder 1	"Answer the Census." Newspaper Kit, 1990
Box 3, Folder 2	"Answer the Census. It Counts More Than You Think." Newspaper Kit, 1990