



441 Freedom Parkway NE
Atlanta, GA 30307

<https://www.jimmycarterlibrary.gov>

Gerald Rafshoon: A Guide to His Papers at the Jimmy Carter Library

Collection Summary

Creator: Rafshoon, Gerald M.

Title: Gerald Rafshoon Papers

Dates: 1970-1980 | Accretion: 1968-1999

Quantity: 44.2008 cubic feet, (Audiovisual Materials); 10.584 cubic feet (Textual Materials)

Identification:

Accession Number: 87-05

National Archives Identifier: 1095

Scope and Content:

This collection contains materials maintained by Gerald Rafshoon's Atlanta-based advertising agency from 1970 to 1980. Types of material include correspondence, notes, budget material, production data, itineraries, telephone messages, invitations, speeches, statements, release forms, brochures, and other miscellaneous advertising material. In addition, the collection also contains a large audio visual file of photographs, slides, video tapes, interview transcripts, sound recordings, campaign commercial films, and brochures. The material relates to Jimmy Carter's overall political career as he was one of Rafshoon's most important clients during this period. Rafshoon advised Carter on his successful 1970 gubernatorial campaign, his 1976 presidential campaign, and his 1980 bid for re-election. This collection does not contain Rafshoon's White House files as Assistant to the President for Communications from May 1978 to August 1979. Researchers interested in such materials should examine Rafshoon's files that are included within the Carter Library's White House Staff collections.

Creator Information: Rafshoon, Gerald M.

Gerald M. Rafshoon, founder and president of Gerald Rafshoon Advertising Inc., advised Jimmy Carter in his 1966 and 1970 bids for the governorship of Georgia. He also served as Media Director and Adviser for Carter's 1976 Presidential campaign. In May of 1978, he was appointed to President Carter's White House Staff as Assistant to the President for Communications. He was the first professional advertising executive to join a White House staff. He served in this role until September 1979. Rafshoon also served as media advisor for President Carter's 1980 re-election campaign. After leaving the White House, he became a successful producer and executive producer of motion pictures for television and cable, specializing in international co-production.

Restrictions:

Restrictions on Access: These papers contain documents restricted in accordance with applicable executive order(s), which governs National Security policies, applicable statutes/agency restrictions, and material which has been closed in accordance with the donor's deed of gift.

Terms Governing Use and Reproduction: Copyright interest in these papers has been donated to the United States Government. Some of the records may be subject to copyright restrictions (i.e. newspapers, publications, etc.). Researchers should contact the publisher for further information.

Related Material:

Related materials in this repository: Office of the Assistant to the President for Communications - Gerald Rafshoon, 1978-1979

Separated material: 60 slides, 26 cassette tapes, 27 2" videotapes, 250 ¾" videotapes, 400 audiotapes, and 200 16mm films.

Index Terms:

Limited to major topics under each category
Persons: Rafshoon, Gerald M.; Carter Jimmy

Organizations: National Captioning Institute, Democratic National Committee (DNC), United Auto Workers, Massachusetts Institute of Technology (MIT)

Subjects: Gubernatorial Campaigns, Presidential Campaigns, advertising, media

Places: Atlanta, Georgia, Plains, Georgia, Washington, D.C.

Types of Material: Correspondence, notes, budget material, production data, itineraries, telephone messages, invitations, speeches, statements, release forms, photographs, slides, video tapes, interview transcripts, sound recordings, film, and campaign commercials

Administrative Information:

Preferred citation: [Type of Document], [Names of Sender and Recipient or Title of Document], [Date], [Collection Title], [Series Title], [Folder Title], [Box Number], Jimmy Carter Presidential Library.

Acquisition information: These donated historical materials were received under provisions of the instrument of gift that Gerald M. Rafshoon signed on January 26, 1987.

Processing information: The first series of the collection was opened in February 1988. Subsequent series in the collection were opened in February 1988. The open dates are indicated in the series descriptions.

System of Arrangement:

Arrangement Note: Researchers should note that Carter Library Staff found no discernible order to the audio and video tape and film from the 1970 and 1976 campaigns and for this reason inventoried and arranged it chronologically. Following standard archival procedures, archivists transferred all of these audiovisual items to the Carter Library's audiovisual collection. Researchers interested in these materials should contact the Audio-Visual Archivist. [See Appendix A for Inventory List of Materials.](#)

The records of the Gerald M. Rafshoon Papers are divided into 4 series:

Series Title	National Archives Identifier
Gerald Rafshoon's Audio-Visual Files	145696
Gerald M. Rafshoon's Personal Files	145739
Gerald M. Rafshoon's 1976 Campaign State Files	145744
Gerald M. Rafshoon's 1976 Campaign Subject Files	145793
Gerald M. Rafshoon's Campaign Files	133876201
Gerald Rafshoon's Subject Files	133876420
Gerald Rafshoon's Post-Presidential Files	133876421

Detailed Description of the Collection

[Audio-Visual Files](#)

Scope and Content: Containers 1-4. This series was opened in 1988. The series consist of printed lists of film rolls and videos, and interview transcripts. The material relates to Rafshoon's role in the production of campaign commercials and brochures for Carter's 1970 gubernatorial campaign, 1976 presidential campaign, and 1980 re-election campaign. Arranged chronologically.

[Gerald M. Rafshoon's Personal Files](#)

Scope and Content: Container 5. This series was opened in 1988. The series consists of an insignificant amount of Rafshoon's personal correspondence to and from friends and clients between December 1971 and April 1976. Arranged chronologically.

[Gerald M. Rafshoon's 1976 Campaign State Files](#)

Scope and Content: Containers 5-6. This series was opened in 1988. The series consists of a sampling of the state-by-state media plans for the 1976 campaign including schedules, pricing rates for commercial spots, and advertising budgets. Arranged alphabetically by state.

[Gerald M. Rafshoon's 1976 Campaign Subject Files](#)

Scope and Content: Containers 7-9. This series was opened in 1988. The series consists of a wide variety of material, including oversized advertising materials such as layouts and mock-ups for campaign brochures. This series also contains samples of bumper stickers and campaign buttons; convention and inaugural literature; and miscellaneous notes, schedules, clippings, and correspondence related to the day-to-day conduct of the campaign. Arranged alphabetically by folder title.

Gerald Rafshoon's Campaign Files

Scope and Content: Containers 10-11. This series was opened in April 2019. The series consists of materials related to Gerald Rafshoon's role in the advertising, marketing, and public relations for President Carter's 1976 and 1980 campaigns, including advertising and network agreements, communications strategies, and media plans. Arranged alphabetically by subject.

Gerald Rafshoon's Subject Files

Scope and Content: Containers 12-20. This series was opened in April 2019. This series consists of materials related to Gerald Rafshoon's role as White House Communications Director, including interviews, memos, press, speeches, and trips. Oversized memorabilia and periodicals can be found in container 20. Arranged alphabetically by subject.

Gerald Rafshoon's Post-Presidential Files

Scope and Content: Containers 21. This series was opened in April 2019. The series consists of material related to Gerald Rafshoon's post-presidential work as an international producer, including film, stage, and television projects, as well as memorabilia. Arranged alphabetically by subject.

[Return to series list](#)

Container List

Gerald M. Rafshoon's Audio-Visual Files

Container 1

Art and Titles

[Audio-Visual and Textual Materials - Lists]

[Audio-Visual Materials - Miscellaneous Lists 1]

[Audio-Visual Materials - Miscellaneous Lists 2] [1]

[Audio-Visual Materials - Miscellaneous Lists 2] [2]

[Audio-Visual Materials - Miscellaneous Lists 2] [3]

[Ballots]

Carter Acceptance Speech, 8/14/80

Carter Campaign '80 - Post Production [1]

Carter Campaign '80 - Post Production [2]

Container 2

[Democratic National Committee (DNC)] #675 - Post Production [1]

[Democratic National Committee (DNC)] #675 - Post Production [2]

[Interview Transcripts - Akron, Ohio, 9/80]

[Interview Transcripts - Alabama, 9/80]

[Interview Transcripts - Angell, California, 9/80] [File 1]

[Interview Transcripts - Angell, California, 9/80] [File 2]

[Interview Transcripts - Angell, California, 9/80] [File 3]

[Interview Transcripts - Atlanta, Georgia, 9/80]

Container 3

[Interview Transcripts - Austin, Texas, 9/80]

[Interview Transcripts - Camp David, Maryland, 8/19/80]

[Interview Transcripts - Chicago, Illinois, 9/80]

[Interview Transcripts - DNC #675] [1]

[Interview Transcripts - DNC #675] [2]

[Interview Transcripts - Iowa, 9/80]

[Interview Transcripts - Maine, 9/80]

[Interview Transcripts - New York, New York, 9/80]

[Interview Transcripts - San Francisco, California, 9/80]

[Interview Transcripts - Tuscombia and Corinth, Mississippi, 9/80]

Container 4

[Interview Transcripts - Washington, D.C., 8/80]

[Interview Transcripts - Washington, D.C., 9/80] [File 1]

[Interview Transcripts - Washington, D.C., 9/80] [File 2]

[Interview Transcripts - Washington, D.C., 9/80] [File 3]

[Interview Transcripts - Washington, D.C., 10/2/80]

[Interview Transcripts - West Coast, 9/80]

[Interview Transcripts - Williamsburg, Virginia, 9/80]

[Miscellaneous]
National Captioning Institute
[The President]
Release Form Log
Release Forms, Bank
Release Forms, Signed - Carter Campaign [1980] [1]
Release Forms, Signed - Carter Campaign [1980] [2]

[Return to series list](#)

Gerald M. Rafshoon's Personal Files

Container 5

[Correspondence] 12/20/71-12/8/72
[Correspondence] 1/2/73-12/18/73
[Correspondence] 1/2/74-10/31/74
[Correspondence] 1/13/75-4/30/76

[Return to series list](#)

Gerald M. Rafshoon's 1976 Campaign State Files

Container 5

Alabama
Alaska [Empty]
Arizona
Arkansas
California
Colorado [Empty]
Connecticut
Delaware
District of Columbia
Florida, 3/9/76
Hawaii [Empty]
Idaho [Empty]
Illinois, 3/23/76
Indiana
Iowa, 1/19/76
Kansas [Empty]
Kentucky
Louisiana
Maine [Empty]
Maryland
Massachusetts, 3/2/76
Michigan

Container 6

Minnesota [Empty]
Mississippi, 1/24/76
Missouri [Empty]
Montana [Empty]
Nebraska
New Jersey, 6/8/76
New Mexico
New York
North Carolina
North Dakota [Empty]
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota [Empty]
Tennessee
Texas
Utah
Vermont [Empty]
Virginia [Empty]
Washington [Empty]
West Virginia [Empty]
Wisconsin
Wyoming [Empty]

[Return to series list](#)

Gerald M. Rafshoon's 1976 Campaign Subject Files

Container 7

Ad - Proof Sheets
[Advertising Materials - Miscellaneous]
Announcers/Tapes - Radio/TV
Atlanta Broadcasting Executives Club
Bayh, Senator Birch
Billboard Ideas
Brochures and Samples - Miscellaneous
[Brochures and Samples - Miscellaneous] [File 1]
[Brochures and Samples - Miscellaneous] [File 2]
[Brochures and Samples - Miscellaneous] [File 3]
[Brochures and Samples - Miscellaneous] [File 4]
[Brochures and Samples - Miscellaneous] [File 5]
[Bumper Stickers]

Busbee, Governor George - Remarks on signing H.R. Freeport Legislation, 4/76
Campaign Billings
[Campaign Buttons]
Campaign Volunteers
Carter Convention Brochure by Bill Schemmel
Carter, Jimmy - Schedules, 6/6/75-5/25/76
[Carter/Mondale on the Issues]
Clippings, 1970
Clippings, 4/74-2/75
Consultants [File 1]
Consultants [File 2]
Contribution Report by States

Container 8

Convention Planning [File 1]
Convention Planning [File 2]
Convention Planning [File 3]
Copy [for] Newspaper Ads
Delegate Selection Calendar, 1976
[Dinner Invitations, 3/24/76]
Direct Mail
Direct Mail Results
[Envelopes]
Ethnic Purity
"Everybody for President" Brochure
Film Companies
Gross, Milton - Correspondence Draft, n.d.
Harris [Empty]
[Inaugural File]
Jackson, [Senator Henry]
Kennedy, [Senator Edward]
Luncheon Invitation, 7/24/76
Massachusetts Institute of Technology (MIT)
McGovern, [Senator George]
News from UAW (United Auto Workers) News Release, 5/7/76
Nixon Inaugural
Opinion Survey - Daily U.S. Newspaper Editors File [1]
Opinion Survey - Daily U.S. Newspaper Editors File [2]
"The Pardon," by Dr. H.F. Dobson
Petition for Hearing - WALB-TV, Albany, Georgia
Polls
Position Papers
Production Data
Shapp, [Governor Meltin] [Empty]
Speeches - Carter, Jimmy - "Saturday Night Speech", and University of Georgia "Law Day Speech", 7/4/74

Statements from Carter, [Jimmy], ca. 1975-1976
[Stationary]

Container 9

Telethon [File 1]
Telethon [File 2]
Telethon - Production
TV and Radio Copy - Miscellaneous
Transcript - Face the Nation, 11/30/75
Udall, Senator Morris
Wallace, Governor George
"Why I Am For Carter," by K. Dun Gifford
Winston Development Corporation - Herb W. Jacobs, President
Young, Andrew - Correspondence, 1976

[Return to series list](#)

Gerald Rafshoon's Campaign Files

Container 10

Campaign 1976 - Bumper Stickers and Pamphlets, 1976-1980
Campaign 1976 - Rafshoon Advertising, 1974-1980
Campaign 1976 - Television Network Ad, 9/76-10/76
Campaign 1980 - Advertising Agreement, n. d.
Campaign 1980 - Black Media Plan Proposal, 8/8/80
Campaign 1980 - Campaign Audit, 1979
Campaign 1980 - Campaign Contract and Marketing, 1979-1980
Campaign 1980 - Election Committee Media Plan, n. d. [1]
Campaign 1980 - Election Committee Media Plan, n. d. [2]
Campaign 1980 - General Election Handbook, n. d.
Campaign 1980 - Media Planning Menu, n. d.
Campaign 1980 - Memo to President, 1/19/79

Container 11

Campaign 1980 - Memo to President, 7/3/80
Campaign 1980 - Memo to President, Communications Strategy, n. d.
Campaign 1980 - Report, Cambridge Survey Election Strategy, 6/25/80

[Return to series list](#)

Gerald Rafshoon's Subject Files

Container 12

Appointment Book, 1978
Appointment Book, 1979-1980
Cambridge Research, 10/11/77

Camp David Luncheon, 7/79
Cards, Invitations, and Memorabilia, n.d.
Grid Iron Club, 1979
Inauguration, 1976
Interviews - President Carter, 1978-1979
Interviews - President Carter, John F. Kennedy Library, 10/20/79
Lance, Bert, 1975-1978

Container 13

Letter - Vanderbilt, Gloria, 5/8/79
Meeting - Network Executives, 9/11/79
Memos, n.d. - 1977
Memos, 1978
Memos, 1979-1983
Memos - Communications, 6/30/78
Memos - Hospital Cost Containment, 1978
Memos - Public Activity Plans, 7/78
Memos - Reelection and Selling of Jimmy Carter
Mideast Peace Treaty Signing, 3/26/79

Container 14

Personal [1]
Personal [2]
Photos - Copies of Carter White House
Press [1]
Press [2]
Press [3]
Press [4]
Press [5]

Container 15

Press [6]
Press - Inaugural Clippings [1]
Press - Inaugural Clippings [2]
Press - Inaugural Clippings [3]
Press - New York
Press Release - Inaugural Gala, 11/14/77
Publications, 1976 [1]
Publications, 1976 [2]
Publications, 1977-1980

Container 16

SALT (Strategic Arms Limitation Talk) Summit, 6/14/79-6/18/79
Schedules, 1978
Script - Re-election Outline, n.d.
Speech - Anti-Inflation, 10/78

Speech - Crisis of Confidence, 7/79 [1]
Speech - Crisis of Confidence, 7/79 [2]
Speech - Cuba, Speech to the Nation, 10/1/79
Speech - Energy, 3/79-4/79
Speech - Energy, 7/3/79-7/5/79

Container 17

Speech - Energy, 9/79
Speech - Farewell Speech, 1/14/81
Speech - Jefferson-Jackson Day Dinner, Indiana, 5/79-6/79
Speech - Joint Session on the Mideast, 9/18/78
Speech - Nomination Acceptance, 8/80 [1]
Speech - Nomination Acceptance, 8/80 [2]
Speech - Nomination Acceptance, 8/80 [3]
Speech - Opening of Peace Conference, 10/12/78
Speech - State of the Union Address, 12/78-1/79
Statements for Questions and Answers, 8/78

Container 18

Trips - Atlanta (Martin Luther King), President Carter, 1/14
Trips - Bonn Summit, 7/13/78-7/18/78
Trips - Camp David Summit, 8/78-9/78
Trips - Detroit and Kansas City, 7/13/79-7/16/79
Trips - Germany, President Carter, 7/13/78-7/17/78
Trips - Itineraries, Israel and Egypt, 3/79
Trips - Itineraries, Japan, 6/79
Trips - Itineraries, Korea, 1979
Trips - Itineraries, Texas and Germany, 6/78-7/78
Trips - Japan and Korea, President Carter, 6/79-7/79
Trips - Japan and Korea, President Carter, Background Reports, 6/79-7/79

Container 19

Trips - Japan Summit, 6/23/79-7/1/79
Trips - Mexico, 2/79
Trips - Middle East, 1979
Trips - Visit to Germany [Carter] - Background Papers, 7/13/78-7/19/78

Container 20

Clippings, 1976-1981 [Oversized Materials]
Memorabilia, n.d. [Oversized Materials]
Publications, 1968-1980 [Oversized Materials]

[Return to series list](#)

Gerald Rafshoon's Post-Presidential Files

Container 21

“Americus - Clarence Jordan,” 1998

Appointment Book, 1988

“Italian Lessons,” 1999

Memorabilia, 1978-1999

“Random Acts of Kindness,” 1997-1998

“Slate” Television Series, 1999

“Winesberg, Ohio,” 1999

[Return to series list](#)

[Return to collection summary](#)

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