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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

Quantity: 198 linear feet, (Audio Visual); 3 linear feet, 11 linear inches (Textual, 9 containers)

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

Detailed Description of the Collection

[Audio-Visual Files](#)

Scope and Content: Containers 1-4. This series was opened in 1988. This series contains 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. This series contains 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. This series contains 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. This series contains 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.

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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

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

DNC [Democratic National Committee] #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]

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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

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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]

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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

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Appendix A

Last modified: 04/18/2014