



Rockefeller Family Public Relations Department papers

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Summary Information

Repository:	Rockefeller Archive Center
Creator - aut:	Rockefeller, David
Creator - aut:	Rockefeller, Nelson A. (Nelson Aldrich)
Creator - aut:	Mauze, Abby Rockefeller
Creator - aut:	Rockefeller, Laurance Spelman
Creator - aut:	Rockefeller, John D., III (John Davison), 1906-1978
Creator - aut:	Rockefeller, John D., Jr. (John Davison), 1874-1960
Creator - aut:	Rockefeller, Winthrop
Title:	Rockefeller Family Public Relations Department papers
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Date [inclusive]:	1900-1989, Bulk: 1946-1961
Date [bulk]:	1946-1961
Physical Description:	62.95 Cubic Feet
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Biographical / Historical

After World War II the Rockefeller family office grew rapidly as John D. Rockefeller Jr.'s sons began actively working in the office. One new department established in 1946 was that of Public Relations.

Under the direction of Francis A. Jamieson the Public Relations department initially spent most of its efforts on Nelson A. Rockefeller's Latin American activities. The department also prepared press releases and offered public relations advice to the other brothers and occasionally for JDR Jr.

In many ways the department also became the eyes and ears of the office. Two newspaper clipping services were engaged as well as a radio monitoring service. The clippings and reports were circulated among the five brothers and clipping scrapbooks -- which appear in the collection as series 2 and 3 -- were made.

As the activities of the brothers grew during the 1950s and 1960s the Public Relations department was given increasing responsibilities in the preparation of family and office policy toward a great variety of social, economic and cultural activities. To provide sufficient background on this expanding universe the department established research files which were maintained by staff.

The department also collected periodical literature containing articles about or of interest to the Rockefellers. This literature was not systematically collected or compiled. The PR department also inherited a backlog of magazine articles from the files of various administrative assistants. One important source of back periodicals that are now included in this collection are the files kept by Robert W. Gumbel, once private secretary to JDR Jr. and later office manager.

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Scope and Contents

The Public Relations Department papers document the general activities and public opinion of the Rockefeller family most notably during the years 1946-1961.

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Arrangement

Rockefeller Family Public Relations Department papers, Series 1-9 (FA789A). Rockefeller Family Public Relations Department papers, Series 10-12 (FA789). Rockefeller Family Public Relations Department papers, Series 13 (FA1193).

The papers are arranged in 13 series as follows: Series 1: American International Association for Economic and Social Development (AIA) Series 2: International Basic Economy Corporation (IBEC) Series 3: Administration and Staff Series 4: General – United States Series 5: General – Foreign Series 6: Politics Series 7: Family Members and Interests Series 8: Articles and Books Correspondence Series 9:

Ivy Lee Correspondence and Clippings Series 10: Printed Materials Series 11: Press Releases Series 12: Press Clippings – Scrapbooks Series 13: Rockefeller Family Public Relations Department papers

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Administrative Information

Publication Statement

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