

United Community Services Communications Department Records

8 linear feet (8 SB)
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Finding aid written by Dallas Pillen on February 21, 2014

Accession Number: UR002493

Creator: United Community Services of Metropolitan Detroit

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Language: Material entirely in English.

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Related Material: Reuther collections: United Community Services and United Way collections.

PLEASE NOTE: Folders in this collection are not necessarily arranged in any particular order. The box folder listing provides an inventory based on their original order. Subjects may be dispersed throughout the collection.

Abstract

The United Community Services of Metropolitan Detroit has its origins in the establishment of the Detroit Community Union in 1917. The Union was reorganized into the Council of Social Agencies of Metropolitan Detroit in 1932, and merged with the Detroit Community Chest in 1951 to become the United Community Services (UCS). UCS operated alongside the United Way for Southeastern Michigan (United Foundation until 1989), which was primarily a fundraising organization. They merged to form the United Way Community Services in 1995, which merged with the United Way for Oakland County to become the United Way for Southeastern Michigan in 2005. UCS was an umbrella organization for a wide range of social welfare agencies in the Metropolitan Detroit area, and sought to promote social services (including child care, family, health, recreation, and community planning) through the centralized planning, coordinating, and budgeting of those agencies. The Communications Department, previously known as the Public Relations Department, was responsible for promoting UCS and member agency activities to the public, through press releases, newspaper, radio, and television advertisements, promotional brochures, and other advertising campaigns. The department also counseled other UCS departments and member agencies on their promotional campaigns.

The United Community Services Communications Department Records consist of correspondence, reports, press releases, promotional brochures, and newspaper clippings related to the publicity efforts of UCS. The collection documents the promotional strategies used by UCS to promote its activities, seek volunteers, solicit funds, and increase public knowledge of UCS and its member agencies. The collection also contains information pertaining to internal UCS administrative functions, including the UCS Assembly nominating committee and the organization's annual meetings.

Important Subjects:

Community-based social services
Detroit (Mich.)
Mass media and social service
Public relations
Public welfare
Social service--Michigan--Detroit.
United Community Services of Metropolitan Detroit
United Foundation (Detroit, Mich.)
Volunteer workers in social service

Important Names:

Derdarian, Mae M.
Guiney, Mary K.
Huegli, Richard
Norton, James H.

Arrangement

Folders are listed by their location within each box. They are not necessarily arranged, so any given subject may be dispersed throughout the entire collection.

Box 1

- 1 Volunteer Action Center (VAC), Detroit Free Press Articles
- 2 Tribute Fund Publicity and Information, 1973
- 3 National Volunteer Week, 1974
- 4 General Releases, 1973
- 5 General Releases, 1974
- 6 VAC Annual Meeting, 1972
- 7 General Releases, 1972
- 8 General Releases, 1971
- 9 General Releases, 1970
- 10 Assembly Press Releases, 1970
- 11 Blacks in Voluntary Agencies Releases, 1970
- 12 Old Newspaper Clippings
- 13 General Releases, 1975
- 14 Institutions' Survey Press Conference
- 15 Greenleigh Report Releases, 1965
- 16 Memos, 1972
- 17 Memos, 1971
- 18 Memos, 1970
- 19 Memos, 1969
- 20 Memos, 1968
- 21 Memos, 1967
- 22 General Correspondence, 1973
- 23 General Correspondence, 1972
- 24 Torch Drive Speakers
- 25 Detroit Riot Clippings, 1967
- 26 Strike Clippings, 1969
- 27 Resolutions, 1974
- 28 UCS Program Year Report, 1970-1971
- 29 UCS Annual Report, 1969
- 30 UCS Program Year Report, 1968-1969
- 31 President's Report, 1968
- 32 Sex Education Report, Letters, Clippings
- 33 Mae Derdarian's Nominating Letters
- 34 VAC Breakfast, November 18, 1970
- 35 UCS Presentation to United Foundation, 1968
- 36 UCS Mailing Categories
- 37 Economic Crisis, 1975
- 38 Community Information Service
- 39 UCS Assembly Meetings, 1974
- 40 National Federation for the Blind, Greater Detroit Society for the Blind
- 41 Board Action, 1975
- 42 Administrative Reports, 1968-1970
- 43 Participation of Blacks and Other Minorities in Voluntary Agencies, 1976
- 44 Unemployment Brochure, 1975
- 45 "Our Metropolitan Community" Distribution
- 46 Women's Committee 50th Anniversary Celebration, 1967
- 47 50th Anniversary Memos

- 48 James A. Linen, 50th Anniversary Banquet
- 49 50th Anniversary Releases
- 50 Richard Strichartz, 50th Anniversary Seminar
- 51 50th Anniversary Seminar Attendees
- 52 Dr. Dwight L. Dumond, 50th Anniversary Luncheon
- 53 John E. Heart, 50th Anniversary Banquet
- 54 50th Anniversary Materials
- 55 50th Anniversary Panels and Committees
- 56 UCS Position Statement on Agency-Union Dispute, 1969
- 57 Richard F. Huegli's Policy Statement Regarding Unions, 1968-1969
- 58 United Way Newton D. Baker Award, 1964-1970
- 59 UCS Public Hearing Correspondence, 1970
- 60 UCS Public Hearing Summary, 1970
- 61 Letters Regarding Strike, 1969
- 62 UCS Public Hearing, March 17, 1970
- 63 UCS Consumer Conference, June 2, 1970
- 64 Assembly Members, Letters, 1973
- 65 UCS Assembly and Board, 1971-1973
- 66 Annual Meeting, 1973

Box 2

- 1 General Correspondence, 1972-1973
- 2 "History of UCS, 1917-1967," 1967
- 3 VAC Ad Campaign, 1972-1973
- 4 East Detroit Community Chest Fact Sheet, 1971
- 5 UCS Purpose and Structure, 1958
- 6 Nominating Committee, 1971-1972
- 7 Mid America Conference, Saint Paul, Minnesota, 1969
- 8 Newspaper Clipping Information, 1969
- 9 Newspaper Clippings, January-July, 1975
- 10 Newspaper Clippings, August-December, 1975
- 11 Newspaper Clippings, August-December, 1975
- 12 Newspaper Clippings, January-May, 1974
- 13 Newspaper Clippings, June-September, 1974
- 14 Newspaper Clippings, October-December, 1974
- 15 Newspaper Clippings, January-September, 1973
- 16 Newspaper Clippings, September-December, 1973
- 17 Newspaper Clippings, January-May, 1972
- 18 Newspaper Clippings, June-December, 1972
- 19 Newspaper Clippings, January-August, 1971
- 20 Newspaper Clippings, September-December, 1971

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- 1 Newspaper Clippings, January-July, 1970
- 2 Newspaper Clippings, August-December, 1970
- 3 Newspaper Clippings, January-June, 1969
- 4 Newspaper Clippings, August-December, 1969
- 5 "Help for Victims of Domestic Violence," Distribution Plans, Correspondence, 1978

- 6 "Help for Victims of Domestic Violence," Brochure, Media Materials, 1978
- 7 Aging Directories, 1974
- 8 Directory, New Edition, 1969
- 9 Directory Correspondence, 1970
- 10 Geographic Personnel Recommendations Regarding Directory
- 11 Directory Complimentary List, 1966
- 12 Directory Correspondence, 1966
- 13 Directory Questionnaire, 1966
- 14 Community Services Directory, Memos and Plans, 1974
- 15 Handicapped Study
- 16 Citizen Assembly, Nomination Letters and Cards, 1970
- 17 UCS Nominating Committee, 1971
- 18 UCS Assembly Election, 1971
- 19 Detroit Division Nominating Committee
- 20 Assembly and Board Lists, 1971
- 21 UCS Assembly Meeting, Program and Agenda, November 6, 1970
- 22 UCS Nominating Committee, Notices and Memos, 1970
- 23 Board of Directors, Ballots and Terms, 1970
- 24 Assembly Nomination Letters, 1970
- 25 UCS Restructuring, 1970
- 26 Assembly Slate, Letters, 1970
- 27 UCS Assembly, Recommendations, 1970
- 28 Assembly Member Bios, 1970
- 29 Nominating Committee Slates, 1970
- 30 Responses to Nomination Letters, 1970
- 31 Assembly Members, Biographic Questionnaires, 1973
- 32 Board and Assembly Member Lists, 1971
- 33 Nominating Committee Instructions, 1972
- 34 Nominating Committee, 1972
- 35 Council of Social Agencies (CSA), Newspaper Releases, 1949
- 36 CSA, Newspaper Releases, 1950
- 37 News Releases, 1951
- 38 Television Materials, 1947-1948
- 39 Adcraft Advertising Campaign, 1947
- 40 Adcraft Red Feather Committee, 1947

Box 4

- 1 Adcraft Industry Sponsored Ads, 1947
- 2 Adcraft Radio Committee Campaign, 1947
- 3 Retail Committee Minutes and Adcraft Special Publications, 1947
- 4 Adcraft Retail Newspaper Advertising
- 5 Adcraft Transportation, 1947
- 6 Community Chest of Metropolitan Detroit, 1950-1951
- 7 Report to Contributors, 1947-1948
- 8 "Dead End," 1936-1937
- 9 Joe Dorgan Case, 1937
- 10 Movies, 1948-1951
- 11 Movie Material, 1938

- 12 Movie Materials, Scripts
- 13 Wayne County Medical Society, Movie Materials, Scripts 1938
- 14 Newspaper Ads, Weekly Papers, 1948
- 15 Public Relations Committee, 1947
- 16 Public Relations Institute
- 17 Public Relations Recruitment, 1947
- 18 Radio General File, 1948
- 19 Radio, 1947
- 20 Radio, WJR, "Adventures of Red Feather Man," 1946-1947
- 21 Public Relations Committee, 1952
- 22 News Releases, 1952-1953
- 23 United Foundation, 1949
- 24 Red Feather Fact Booklets, 1948-1951
- 25 Adventures of the Red Feather Man, 1947
- 26 Red Feather Music Box Scripts, 1948
- 27 Red Feather Promotion
- 28 Red Feather Revue, 1947
- 29 School Radio Programs, 1947-1948
- 30 Red Feather Essay Contest, 1948
- 31 Red Feather Minute Men
- 32 Report of Space Given to Agency Publicity, 1945
- 33 Council of Social Agencies Reorganization, 1944-1946
- 34 Proposed Reorganization of Federation Structure within UCS, 1954
- 35 CSA Salary Standards, 1928-1935
- 36 UCS Scholarship Committee, Agendas, Minutes, Correspondence, 1959
- 37 UCS Scholarship Committee, Agendas, Minutes, Correspondence, 1958
- 38 Public Relations Department, Purpose, Annual Reports, 1949-1950
- 39 Newspaper Weekly Releases, 1952-1953
- 40 Newsletter, 1958-1960
- 41 Women's Committee, Clippings, Brochures, 1963
- 42 President's Day, 1970
- 43 President's Day, 1968
- 44 Health Council Meetings, 1951-1954
- 45 School Program Annual Reports, 1953-1955
- 46 Red Feather Promotion, 1950-1957
- 47 Workshop on Aging, 1952

Box 5

- 1 Friendly Visitors, 1954-1955
- 2 Newspaper Releases, 1952-1955
- 3 Red Feather Campaign Ads, 1950-1953
- 4 TV Shows, 1953-1955
- 5 Red Feather Promotion, 1952-1955
- 6 Volunteer of the Week, 1955-1956
- 7 Volunteer of the Week, 1957
- 8 Newspaper Releases, 1956
- 9 Planned Parenthood, 1957
- 10 School Program on Community Services, 1954

- 11 Board-Staff Institute, 1958
- 12 Franklin Settlement, 1958
- 13 Newspaper Releases, 1958
- 14 UCS Publicity Department, 1958
- 15 UCS School Program Department, 1958
- 16 Central Volunteer Bureau (CVB), Manual of Procedures
- 17 National Association of Social Workers Merit Award, Richard F. Huegli, 1959
- 18 Women's Committee, 1952-1972
- 19 Newspaper Releases, 1959
- 20 UCS Committee Appointments, 1959
- 21 CVB Annual Luncheon, 1959
- 22 UCS Women's Committee, 1958
- 23 Volunteer Bureau, 1956-1957
- 24 Newspaper Releases, 1957
- 25 Detroit and Tri-County League for Nursing, 1960
- 26 Volunteer of the Week, 1960
- 27 Newspaper Releases, 1960
- 28 Staff Biographies, 1960
- 29 25th Anniversary News Releases, 1959-1960
- 30 News Releases, 1965-1967
- 31 Women's Committee 25th Anniversary, 1960
- 32 Volunteer of the Week, 1960
- 33 CVB Booklets
- 34 Executive of the Year Award, 1977
- 35 Executive of the Year Award, 1980
- 36 Executive of the Year Award, 1981
- 37 Executive of the Year Award, 1982
- 38 UCS 50th Anniversary, Banquet Planning, Arrangements, Proceedings, General Publicity, Newspaper Releases, 1967
- 39 UCS 50th Anniversary, Newspaper Poll, Radio and TV, Industrial Publications, Displays, Initial Planning, PR Committee, Opening Program, 1967

Box 6

- 1 UCS 50th Anniversary, Michigan Week, Seminar Planning, Seminar Sub Committees, Seminar Panels, Seminar Arrangement, 1967
- 2 Community Chest and CSA History, 1948
- 3 Mae Derdarian Biography
- 4 Detroit Community Fund, History and Brochures, 1928-1951
- 5 Detroit Community Union and Detroit Patriotic Fund History
- 6 Mary K. Guiney Biographical Information
- 7 Richard F. Huegli Biographic Information
- 8 James H. Norton Biographic Information
- 9 William J. Norton Biographic Information
- 10 UCS and UF Old Newspaper Clippings
- 11 UCS Board of Directors Bios
- 12 Old UCS Structure Charts
- 13 UCS History, 1966
- 14 UCS 35th Anniversary, 1953
- 15 UCS Women's Committee, 1965 and United Foundation Women's Organization, 1963

- 16 UCS Women's Committee 25th Anniversary, 1960
- 17 F.N. Woodbury Bio Info
- 18 Annual Meetings, 1972-1974
- 19 Annual Meetings, 1975-1976
- 20 Annual Meeting, 1977
- 21 Annual Meeting, 1978
- 22 Annual Meeting, 1979
- 23 Annual Meeting, 1980
- 24 Annual Meeting, 1981
- 25 Annual Meeting, 1982
- 26 Annual Meeting and Community Forum, 1983
- 27 Annual Meeting and Executive of the Year, 1984
- 28 UCS Annual Reports, 1980-1992
- 29 UCS Annual Reports, 1971-1979
- 30 UCS, CSA, and Community Chest Annual Reports, 1947-1959
- 31 CSA and War Chest Annual Reports, 1936-1946

Box 7

- 1 School Based Health Clinics (SBHC), 1987
- 2 WDTR-FM Radio Program, 1989
- 3 WDTR-FM Radio Program, 1989
- 4 Citizen Assembly Annual Meetings, 1985 May 23
- 5 Plant Closings
- 6 TF on Hunger
- 7 Multi-Service Center Dedication, Press Material
- 8 Multi-Service Center Dedication, Brochure, Statements, Budget
- 9 Annual Meeting, 1981
- 10 Annual Meeting, Speeches, 1972
- 11 Panel Presentations, 1987
- 12 Annual Meeting, Press Releases, 1984
- 13 Annual Meeting, 1982
- 14 Executive of the Year, 1991
- 15 Annual Meeting, 1989 May 9
- 16 Richard F. Huegli Award, Biographical Notes, 1984
- 17 Richard F. Huegli Award, 1991
- 18 Board Handouts, 1984 February
- 19 Communications Committee, 1991
- 20 Annual Meeting, 1991
- 21 Community Calendar
- 22 Annual Meeting, 1987-1988
- 23 Annual Meeting, 1988 May 18
- 24 Updates, 1972-1982
- 25 Updates, 1979-1981
- 26 Updates, 1983-1993
- 27 Annual Report, 1971
- 28 Annual Report, 1972
- 29 Highlights, 1973-1974
- 30 Biennial Report, 1975-1976

- 31 Biennial Report, 1977-1978
- 32 The First Sixty Years and Into the Eighties, 1978
- 33 Annual Report, 1979
- 34 Annual Report, 1980
- 35 Annual Report, 1981
- 36 Annual Report, 1982-1983
- 37 Annual Report, 1983-1984
- 38 Annual Report, 1984
- 39 Strategic Plan and Annual Report, 1985
- 40 Annual Report, 1986
- 41 Annual Report, 1987
- 42 Annual Report, 1988
- 43 Annual Report, 1989
- 44 Annual Report, 1990
- 45 Annual Report, 1991
- 46 Annual Report, 1992
- 47 Annual Report, 1993

Box 8

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- 2 Volunteer Connect, 1990
- 3 Volunteer Survey Letter, 1990
- 4 "V," 1990
- 5 Wyatt Company, 1989
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- 7 "X, Y, Z," 1989
- 8 Board Orientation, 1989
- 9 Board Retreat, 1989
- 10 E.O.Y. Nomination, 1989
- 11 Budget Presentation, 1990
- 12 Community Trends, 1988-1989
- 13 Copyright Certificate, 1982
- 14 "D," 1989
- 15 Detroit Strategis Plan, 1989
- 16 FACT, 1989
- 17 Center for Volunteerism, 1990
- 18 Legislative Briefing, 1990
- 19 News Release, 1990
- 20 AIDS, 1985
- 21 AIDS and Afraids Symposium, 1986
- 22 Annual Report and Strategic Plan, 1985
- 23 Camping, 1986
- 24 Children and Youth Division, 1986
- 25 Community Foundation of Southeastern Michigan, 1985
- 26 Community Needs Presentation, 1986
- 27 Homeless Press Conference, 1985-1986
- 28 Homeless Press Conference, 1985-1986
- 29 Information Processing, 1985

- 30 Intern Program, 1985
- 31 Needs Assessment, 1986
- 32 Staff Conference, 1985
- 33 Staff Fun Day, 1986
- 34 Strategic Planning, 1986
- 35 Strategic Plan Slide Show, 1986
- 36 Switchboard, 1986
- 37 Volunteer Recognition, 1986
- 38 Young Detroit Health Center, 1986