

Series 15: Audio/Visual Series, 1973-1991; bulk 1974-1984

27.559375 cubic feet consisting of 156 cassette tapes, 22 reel-to-reel tapes and 44 video tapes.

The Audio/Visual Series consists of audio cassette tapes, reel-to-reel audio tapes and video tapes.

Materials in this series cover the period 1973-1991. The bulk of the materials dates from 1974 to 1984 and contain audio and visual materials that pertain to Steorts' career, especially the periods when she was the Special Assistant to the U.S. Secretary of Agriculture for Consumer Affairs (1973-1977) and Chairman of the U.S. Consumer Product Safety Commission (1981-1984).

The series consists of two sub-series: **Audio Materials** and **Visual Materials**. **Audio Materials** are arranged alphabetically by the titles. **Visual Materials** are arranged both chronologically and alphabetically because some of the video tapes have more than one subject on them.

The **Audio Materials** (Sub-series 15.1, 9 boxes, .559375 cubic feet) contain audio tapes which mainly relate to Steorts' work as the Special Assistant to the U.S. Secretary of Agriculture for Consumer Affairs (1973-1977). Many of the tapes were made by Steorts and her staff, as well as other individuals attending the events. Steorts and other individuals, e.g., U.S. Secretary of Agriculture Earl L. Butz, make comments on the audio tapes. The audio tapes cover such topics as looking at the consumer through history, the changing role of women in the workplace, consumer choices are the driving force of a market economy, management perspectives and politics, re-pricing in supermarkets, and food prices. Other topics include Steorts' testimony on home canning lids and an interview with her regarding portion choices. In addition, there are cassette tapes related to conferences like the Food Editors' Conference, the Mid-America Red Meat Marketing Conference and the White House Conference on Consumer Representation. Furthermore, there are audio tapes related to the women's marketing firm, Successful, Inc., which was founded by Susan A. Davis and Nancy Harvey Steorts in Washington, D.C. in 1979. Topics of those audio tapes include success in communications, success in entrepreneurship and success in management.

The **Video Materials** (Sub-series 15.2, 6 boxes, 27 cubic feet) contain video tapes which pertain to Steorts' work as the Chairman of the U.S. Consumer Product Safety Commission (1981-1984). Many of the video tapes were made by monitoring/media companies, as well as Steorts' staff at the Consumer Product Safety Commission. Steorts and other individuals appear in the video tapes. The video tapes cover such topics as kerosene heaters, elderly consumers safety project, toy safety, Johnson & Johnson's Tylenol crisis, formaldehyde, as well as fire protection and smoke detectors. Also included is a video tape of the press conference regarding Steorts' resignation as Chairman of the U.S. Consumer Product Safety in November 1984. However, it should be noted that a few video tapes relate to the Dallas Citizens Council, the 1985 Trade Mission Trip to Europe (England, Germany and Spain), and the Malcolm Baldrige National Quality Award.

This series is indexed under the following terms in the University Libraries' online catalog. Researchers desiring materials about related topics, persons or places should search the catalog using these headings.

Subjects:

Acetaminopben [Tylenol]
Butz, Earl L. (Earl Lauer), 1909-
Canning and preserving—Equipment and supplies
Consumer Participation—United States
Consumer protection—United States—Citizen participation
Consumers—history
Drugs—Packaging—Safety measures
Drug adulteration—Prevention
Fire detectors—United States
Fire prevention—United States
Food portions
Food prices—United States
Formaldehyde
Glass container industry—United States
International Women's Year, 1975—United States
Johnson & Johnson
Kerosene heaters
Malcolm Baldrige National Quality Award
Management—Political aspects
Nancy Harvey Steorts International
National Association of Women Business Owners (U.S.)
Supermarkets—United States
Total quality management—United States
Toys—Safety regulations—United States
United States. Dept. of Agriculture
United States. Dept. of Agriculture. Special Assistant to the Secretary for Consumer Affairs—
 Officials and employees
U.S. Consumer Product Safety Commission
U.S. Consumer Product Safety Commission—Officials and employees

MSS 123, NANCY HARVEY STEORTS PAPERS, AUDIO-VISUAL MATERIALS,
SERIES 15 (1973-1991), CONTAINER LIST

Audio Materials

<u>Box</u>	<u>Folder</u>	<u>Title</u>
1		Second Testimony on Home Canning Lids – July 22, 1975 A Look at the Consumer through History About Women Davis/Steorts – September 19, 1979 Agriculture’s Public Appearance Animal Agriculture Press Conference – January 1975 ASCS Speech – September 11, 1973 Atlanta Conference – January 19, 1976 Benjamin Britten – January 1, 1976 Boston Regional Consumer Conference – January 16, 1976 Careers UNLTD – March 14, 1978 Changing Role of Women in the Workplace Clayton Yeuther, 50 th Annual Conference FLB – June 19, 1973 Consumer Choice: The Driving Force of a Market Economy – January 1, 1976 Consumers Attitudes toward Agriculture Conversations with Consumers – December 18, 1977 Demonstration Cassette Dictating Tips for Dictator/Transcribing Tip For Secretary Dynamic Communication: Conflict resolution, Negotiation, Decision- Making Excerpts Form Nancy Steorts' Talk – October 21, 1974 Exploration Farm Appreciation week – September 14, 1973
2		Finance Fiske Show – September 14, 1979 Food Editors Conference – October 13, 1974 Food Growers Luncheon – April 10, 1974 Food Production, Processing Food Productivity and Cost Conference – October 31, 1974 Food Ingredients Conference GE Consumers Career GE Consumers Institute Gen. Fed. Of Women’s Clubs – October 15, 1973 General Session Grocery Manufacturers of Washington – February 20, 1975 Heib Meeting: United Nations Building – February 4, 1975 Holbrook Showcase Home Canning Hearings: Testimony of Con. Advisor to President – June 24, 1975 Home Canning Press Conference – March 10, 1975 Home Economics Seminar, Produce Marketing Association – 1974

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<u>Box</u>	<u>Folder</u>	<u>Title</u>
2		International Platform Association – August 2, 1977 Keys to Managing Stress Management
3		Management Perspectives/Management Politics Maximizing Your Career Strengths Mexico City Radio Interview – December 3, 1975 Mid-America Dairymen – March 9, 1977 Mid-America Red Meat Marketing Conference – January 16-17, 1975 National Convention of Communication – June 2, 1975 NBC/WRC Interview: Overall Activities – September 10, 1975 Nancy Harvey Steorts' Testimony, Home Canning Hearings – June 24, 1975 Nutrition Hearings – September 27, 1977 New York State Home Economics Association – May 14, 1975 Other Agencies Agriculture – January 30, 1976 Outlook Conference – 1975 OZARK – March 1977 PAARLBERG – September 6, 1973 Pacesetter Dinner Panel Discussion on Consumerism (Snaxpo) – 1977 Panel – Image of Women Lobbyist PMA-17 Third General Session – 1974 Portion Interview – December 8, 1975
4		Presentation of Arents Medal for Excellence in Government – May 22, 1976 President's Consumer Advisory Council – December 12, 1975 Press Interviews: National Restaurant Association – May 14, 1975 "Product Safety: A New Era" Radio Interview, KDEN Radio, Denver, Colorado – February 18, 1975 Re-pricing in Supermarkets – January 1975 Richmond Report – August 26, 1979 Ron Eisenberg Show – April 26, 1982 Sales and Marketing South Carolina Home Economics Association – February 21, 1975 Secretary of Agriculture Earl Butz – Consumer Interview So Now You're on Board – 1977 Southern Grass Belt Beef Marketing Conference – December 18, 1974 Southern Grass Belt Beef Marketing Conference Remarks – December 18, 1974 Steorts Testimony on Dietary Guidelines before U.S. Senate – February 20, 1980

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4		Steorts Mid-America Red Meat/ Bill Vasetine – January 16, 1975 Steorts Press Conference, Nashville, Tennessee – January 9, 1975 Success in Communications Success in Entrepreneurship
5		Success in Government Success in Management Summary, Mid-America Conference – January 16, 1975 Teddy Bart Show – January 9, 1975 Teddy Bart Show 2:30-3:00 – January 9, 1975 Third General Session Thomas B. Burke Tom Merrill: Testimony before Senate – July 12, 1977 Transportation W1. Third General Session W6. Extension Service Wanamaker's – January 14, 1975 What's Happening to Food Prices? White House Consumer Representation Conference – January 19, 1976 White House Conference on Consumer Representation #1 #2 Women's Day in Agriculture – June 13, 1975 #1 #2
6		Women's Forum on Security – February 24, 1975 WTOP Call for Action – September 9, 1979 WXLW Radio Indianapolis, Indiana – October 15, 1978 Your Consumer Interest and Federal Government 6A Legislation Update 6B Legislation Update 8A Government Activities 8B Government Activities 9A Industry Update 9B Industry Update 10A Nutrition and Legislation 11A Esther Peterson
7		Consumer Comments, Consumers and Beef Prices, Net Weight Proposal Consumer Affairs Conference – March 14, 1974 Tape # 1 Tape # 2

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7		Consumer Affairs Conference – March 14, 1974 Tape # 3 Conversation for Consumers – November 3, 1977 Labeling – August 7, 1974 Nancy Steorts Consumer Plans – February 27, 1976 Nancy Steorts KOMO-TV – August 29, 1973 “Pop Top” Special Report – November 16-17, 1974 “Your Community in Action” U.S. Department of Agriculture Consumer Comments Consumers and Beef Prices U.S. Department of Agriculture Net Weight Proposal
8		NO TITLES (21 Tapes)
9		NO TITLES (5 Tapes, 10 Mini Tapes)

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Video Materials

<u>Box</u>	<u>Folder</u>	<u>Title</u>
1		A Better Way – November 4, 1976 #1 #2 American Showcase Theatre Dream (Revised) – January 24, 1990 Christmas Toy Safety – December 5, 1983 Conversations with Joan Baillon CPSC Releases Report on Kerosene Heater Safety – January 9, 1983 Dallas Citizens Council
2		Edleman Productions 1988 Annual Report – February 13, 1989 #1 #2 Elderly Consumers Safety Project – September 17, 1984 Enterprise Ride/ Toy Safety – December 12, 1983 #1 #2 Expanding Small Business Opportunities for Small Bankers
3		TMA [Toy Manufacturing Association]: Toy Safety – Christmas 1983 – December 1983 J&J Tylenol Crisis (20/20 ABC-TV) – February 20, 1986 #1 #2 Malcolm Baldrige National Quality Award – February 1991 New England Afternoon/Kerosene Heaters – February 10, 1984 Panorama Segment – January 27, 1980
4		"Portrait of Success" Better Business Bureau Postscripts – June 14, 1983 Public Service Announcement (Smoke Detector) Quality or Else Quest for Excellence – 1991 Senior Citizens Information: Interview with Senator [John] Heinz [of Pennsylvania] – 9/17/84 The Animal Testing Option: A question of values The Dollars and Sense of Exporting #1 #2
5		The Fight to Breathe Free: The Northern New England Coalition on Air Quality Today at MCP [Medical College of Pennsylvania] – Fall 1985 Women's Issues Panorama – November 1, 1983 1985 Trade Mission [Trip]

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<u>Box</u>	<u>Folder</u>	<u>Title</u>
5		<u>Tape 1:</u> V-1 Customers at Risk – June 1981 V-2 National Holiday Toy Safety Press Conference – December 4, 1981 V-3 Holiday Safety – December 17, 1981 V-4 Interview with the Chairman – January 26, 1982 V-5 CPSC Testing Houston Fire Materials – April 4, 1982 V-6 Aluminum Wiring – May 13, 1982 V-7 CPSC Recognition Day – May 12, 1982 V-8 Fireworks, 1982 – June 28, 1982 <u>Tape 2:</u> V-9 “Dollars and Sense” – August 12, 1982 V-10 “Formaldehyde” – October 12, 1982 V-11 Halloween Costumes – October 26, 1982 V-12 Wood Heating – November 1, 1982 V-13 Kerosene Heaters – November 19, 1982 V-14 ADA Today Survey – December 1, 1982 V-15 Chairman Interview – December 17, 1982 V-16 Toy Safety – December 1982 V-17 CPSC Citizens Alert – December 1982 V-18 CPSC Hearing on Wood Stoves – January 11, 1983
6		<u>Tape 2 Duplicate</u> <u>Tape 3:</u> V-19 CPSC Hearing on Wood Stoves – January 11, 1983 V-20 CPSC Hearing on Wood Stoves – January 11, 1983 V-21 Safe Toys – January 14, 1983 V-22 CPSC Tape: President Proclaiming Poison Prevention Week – February 14, 1983 V-23 Crib Safety with Chairman – April 9, 1983 V-24 “Ask Washington” with Chairman – April 10, 1983 <u>Tape 4:</u> V-25 CPSC Tape: Engineering Test for Media – May 9, 1983 V-26 CPSC Investigate Playpen – May 12, 1983 V-27 Interview with Chairman Steorts – May 24, 1983 V-28 Honeywell Smoke Detectors – May 24, 1983 V-29 Overland Park, Kansas Cable Interview – May 1983 V-30 Bob Brown Show: Interview with Chairman Steorts – June 10, 1983 V-31 Chairman Steorts Interview on Guard Rails – August 5, 1983 V-32 CPSC Export Policy – September 14, 1983

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Video Materials

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6		<u>Tape 4:</u> V-33 Comments on Violence in the Family – September 19, 1983 V-34 Chairman’s Report on fire protection/Smoke Detectors – October 9, 1983 V-35 Chairman Proclaims Fire Prevention Week – October 11, 1983 V-36 Dallas Fair Accident – October 24, 1983 V-37 Kerosene Heaters by John Stoessel – October 27, 1983 V-38 Halloween Safety with Chairman Steorts – October 28, 1983 V-39 Chairman Steorts on Toys, Space Heaters, Toxicity – November 7, 1983 V-40 Hotel Fires – November 15, 1983 V-41 Holiday Toy Safety Press Conference – November 30, 1983 <u>Tape 5:</u> V-42 Chairman Tape for William Norris Agency – January 1, 1984 V-43 Home Heating Press Conference – January 19, 1984 V-44 Report on Causes of Vent Fires – March 7, 1984 V-45 Amusement Park Safety – May 14, 1984 V-46 CPSC Fireworks Program – June 15, 1984 V-47 Chairman on NBC Today Show – June 20, 1984 V-48 Chairman on Fireworks – July 2, 1984 V-49 Report on Toy Age Labeling – July 19, 1984 V-50 Chairman [Steorts] on Swimming Pool Accidents – August 6, 1984 V-51a: Asbestos Report – October 12, 1984 V-51b: Chainsaw Safety – October 16, 1984 V-52a: Chairman on Halloween Safety – October 19, 1984 V-52b: John Stoessel on Chainsaws – October 24, 1984 V-52c: Sheila Cast – October 24, 1984 V-53 Chairman Steorts’ Resignation Press Conference and Remarks – October 30, 1984 <u>Tape 6:</u> V-54 Chairman on Toy Safety – December 3, 1984 V-55 Fireworks; Baby Dynamite – December 3, 1984 V-56 Smoke Detector PSA’s Local Samples – December 3, 1984 V-57 Sheraton Dallas Tape “In Case of Fire” – December 3, 1984 V-58 CPSC Smoke Detector PSA – December 3, 1984 V-59 President Regan Private Sector Initiatives – December 3, 1984 V-60 UFAC PSA – December 3, 1984