

Public Affairs Research Guide

NAR Archives Research Guide

The National Association of REALTORS® Archives produces Research Guides with the goal of helping members, scholars, and staff locate information held in the Archives. Each Guide covers one series of records, providing historical background and context on how the materials relate to NAR as a whole. In addition, the Guides contain content lists, brief notes about the materials, and box locations within the Archives. Researchers can use these Guides to gain a better understanding of the materials and quickly decide which records may be most relevant to their research.

Public Affairs

Series B7

<https://realtor.soutrnglobal.net/Portal/Members/en-US/RecordView/Index/5761>

Throughout its storied history, NAR issued press releases about their events, advocacy, and general policy statements, starting in the post-war housing boom of the 1940s, NAR became much more visible to American homeowners. NAR's Public Affairs division worked to promote and provide public relations for the Association, but also to provide resources for REALTORS® to promote their value to the boom of potential homebuyers. Through pamphlets, press kits, mailings, news releases and strategic campaigns NAR educated the public on what sets REALTORS® apart and how to utilize a REALTOR®'s expertise to achieve the American dream.

Starting in 1956, the REALTOR® Week campaign encouraged REALTORS® to become involved in their communities, as real estate champions. In the 1970s these campaigns became consumer focused and evolved into Private Property Week and American Home Week. These weeks were set aside for REALTORS® to educate consumers on how to achieve homeownership and why owning property was the American Dream. By the 1990s, the consumer focus shifted towards REALTORS® and NAR created the Public Awareness Campaign. The Public Awareness Campaign bolstered NAR's efforts to show REALTORS® as the sought after experts in home buying and selling. Today the Public Awareness Campaign is called the Consumer Ad Campaign, and it has the same purpose: to help consumers understand the value of a REALTOR®.

The Public Affairs series encompasses materials from NAR's Public Affairs Division, all of NAR's press releases, as well as materials from the REALTOR® Week/Private Property Week/American Home Week campaigns, the Public Awareness/Consumer Ad Campaign, the REALTOR® Public Relations and Communications Committees, and NAR's contests and awards program including the HOPE Awards, Good Neighbor Awards, REALTOR® of the Year, and the Distinguished Service Award.

Collection:

B7:01 Box 1

- **Studies and Surveys**

- REALTORS® in Public Affairs pamphlet, 1958
- Grey Advertising Inc. reports on NAR advertising, 1968-1972
- An Advertising Penetration Study, March 1972
- Observations and Recommendations: Advertising and Public Relations of NAREB, May 1972
- Advertising and Public Relations Survey, 1972
- Public Relations Proposal for NAR, 1973
- Unicom Study of NAR advertising, 1973

B7:01 Box 2

- Membership Segmentation Study, 1973
- Research Inc. Communications Study Interim Report of Phases I and II, 1975
- The Gallup Study of Communications Credibility, 1976, 1988, and 1993
- Analysis of Press Coverage, 1977-1978
- An Analysis of the News of the National Association of REALTORS®, July 1977
- NAR Attitude Audit 1979

B7:01 Box 2-4

- News Summary, 1980-1982

B7:01 Box 5

- Advisory Panel Program materials, 1986
- HCM reports on communications effectiveness, 1986
- Welcome Tour Program materials, 1987
- A Study of Communications Coordination for NAR March 1989
- Professional Media Services Needs Assessment, 1989
 - To determine the image needs of NAR
- Communications Research Presentation, 1990

B7:01 Box 6

- Report for the Board of Directors regarding a National Advertising Campaign, 1991
- Member Segmentation Study, 1989
- September newspaper clips report, 1989
- Communications Focus Group, 1989-1990
- "An Analysis of the National Association of REALTORS® Advertising Opportunities," 1990
- REALTOR® Image Research, 1990
- NAR Membership Need/Benefit Segmentation Study, 1990
- Self-Image: A Study of REALTOR® Values and Attitudes, 1990
- Media Coverage Reports, 1990-1991
- Communications Research Department correspondence and research into NAR advertising/PR programs, 1990-1991
- Real Estate Agent Image Among the General Public: Major Findings, 1991
- Image Update: A Report on the Study of the Image of REALTORS®, 1991

- A Shandwick Public Affairs Presentation to NAR, 1999
- "Home Stories: An Ethnography of Current Trends in Home Buying and Selling," 2001

B7:01 Box 6-7

- **Public Affairs/Public Relations Department materials, 1976-1999**
 - Memos about department projects, workshop agendas, recommendations, newspaper clippings, television story transcripts and memos, and public affairs daily reports.
 - Includes proposals and correspondence for public relations services from several PR firms.

B7:01 Box 7

- **Public Relations materials for local and state boards**
 - One Great National Campaign advertising proposal, 1930
 - REALTOR® advertising promotions, 1953
 - "Public Relations Objectives" outline, 1956
 - "Radio REALTORS®" sample radio scripts, 1960s
 - Membership decal public relations materials, 1960s
 - "How to Build a Community Meeting: A Check List of Essential Details for NAREB's President" poster, 1960s
 - "The House Hunters" film order brochure, 1960
 - Letters to Board Presidents from the REALTOR®-Public Relations Committee that include sample press releases, public relations materials, and pamphlets, 1961
 - "Public Relations of the Real Estate Board" pamphlet, 1962
 - NAREB National Consumer Advertising, 1967-1971
 - Reports, correspondence, and plans for NAREB's consumer advertising from 1967 to 1971
 - REALTOR® Advertising Exchange, 1973-1974
 - "How to Relate to Your Various Publics" National Institute of Real Estate Brokers public relations guide, 1974
 - "Reasons for the Consumer to Use a Real Estate Professional" advertising script, 1976
 - Bicentennial Program development plan, 1976

B7:01 Box 8

- NAR Insights Public Relations and Advertising newsletter issues, 1976-1980
- "America's Real Estate...The Soil of America's Economy" campaign to increase understanding of the American economic system, 1977
- REALTORS® Film Festival (PR films created by NAR) promotional flyer, 1977
- Public Relations Idea Center newsletter issue "Conducting a Public Relations Workshop at a State Meeting," 1978
- "Working for America's property owners" advertisements, 1979
- "Buy Now" advertising campaign materials, 1980
- Communications Division newsletter "Network," 1980-1981
- Radio Public Service Announcements samples, 1981
- "How You Can Capture the Eyes and Ears of America's Property Owners in 1981" advertising campaign materials, 1981
- Radio advertising campaign materials, 1982
- "What Happens When REALTORS® All Over America Join Forces and Speak Out?" national advertising program materials, 1982

- Local board publication mastheads, subhead, articles, and graphics for local newsletters, 1982
- “Safety Through Songs Public Relations Program,” 1982-1984
- “Bring Your Message Home” national advertising program materials, 1983
- Ad slicks, 1985-1999

B7:01 Box 9

- National Advertising Program materials, 1986
- “Why a REALTOR®?” cassette tape, 1988
- “Sold on Service” advertising campaign materials, 1990s
- “Homelessness...Seeking a Solution” resources to promote local board homelessness programs, 1990
- “The Helpline” brochures, 1990
- Public relations brochures and information kits about NAR, 1990-1995
- 3 Public Relations packets, 1990
 - Includes stickers, brochures, buttons, and a radio advertising tape and transcript.
- “Image and the Success Factor” newsletter issues, 1991
- PR Profile Planner calendars, 1991-1992
- Clip Art Library, 1990-1992

B7:01 Box 10-11

- “The 12-Month Profile: Public Relations Programs for States and Boards” 1992
 - for boards to develop public relations specific to their members and community needs. Includes introduction, “Get Out and Vote” campaign, promoting careers in real estate, anniversary celebrations, “Wise Buyers Are Buying Now” campaign, and seminars.

B7:01 Box 11

- State and Board Communications Staff directory, 1992
- Public Affairs Media Resources and Services pamphlet, 1998
- Sample Convention news release, 1999
- REALTOR® Pride Campaign brochures and communications kit, 2003
- “Get REALTOR®” advertisements, n.d.

B7:01 Box 12-16 (and two bound volumes of minutes)

- **Public Affairs/Public Relations/REALTOR-Public Relations/Communications Committee**
 - Communications Committee “advises and recommends to the Board of Directors, through the Executive Committee, broad public relations, advertising, editorial, and media policies, positions and guidelines to be followed by the National Association on its matters of internal and external communication, and in its promotion, protection, and maintenance of the term REALTOR®”¹
 - Collection contains committee minutes:
 - Advertising Committee, 1923-1928
 - Public Relations Committee, 1951-1957

¹ PR Committee History, 1980.

- REALTOR®-Public Relations Committee, 1958-1979
- Communications Committee, 1980-1997
 - Report for the Board of Directors regarding a National Advertising Campaign prepared by the Communications Committee, 1991

B7:02: Consumer Promotions and Public Advocacy Campaign

Write a bit about the development of these!

B7:02 Box 1-3

- REALTOR® Week Kits, 1956-1975
 - Kits distributed to local boards to promote REALTOR® week. Includes brochures, sample speeches, flyers, distribution materials, and promotional materials.

B7:02 Box 4-8

- Private Property Week Kits, 1976-1985
 - Kits sent to state & local associations for to promote Private Property Week events. Includes decals, sample letters, posters, promotional materials, news releases, planning materials, pamphlets, fact sheets, etc. for REALTORS® and local associations.

B7:02 Box 9-12

- American Home Week Kits, 1986-2002
 - Promotional kits sent to state & local associations for American Home Week. Includes promotional materials, press releases, sample letters, fact sheets, resource lists, planning materials, etc. for REALTORS® and local associations.

B7:02 Box 13

- National Homeownership Month materials, 2003-2004
 - Material promoting National Homeownership Month, a celebration of home ownership each June, created by presidential proclamation in 2003. National Homeownership Month ended in 2008.
 - 2003 materials include booklet with suggested activities and resources, keychain, Real Estate Facts columns, fact sheets, sample press releases, message from Cathy Whatley & Terry McDermott, poster.
 - 2004 materials include a message from Walt McDonald, fact sheets, cut-out house display, wall calendar, bookmarks w/ raspberry iced tea packet.

B7:02 Box 14

- REALTOR® Week/Private Property Week/American Home Week materials, 1937-2000
 - History and background information
 - Materials from REALTOR® week predecessors: Indianapolis Real Estate Week events, newspaper clippings, Illinois Real Estate Week Brochure, and Miami Real Estate Week banner.
 - “REALTOR® Week—Golden PR Opportunity” manuscript
 - Proclamation by Ronald Reagan of Private Property Week (1984)
 - Newspaper clippings of local association REALTOR® Week activities

B7:02 Box 15

- Correspondence, study results, and working group materials about the planning of an NAR Public Awareness Campaign, 1997

- NAR decided to create a Public Awareness Campaign to elevate the REALTOR® image and to help consumers understand what sets REALTORS® apart from real estate agents.
- 1998 Public Awareness Campaign
 - Kit for the first NAR Public Awareness Campaign (1998) contains: - CD-ROM of campaign advertising materials - Audiocassette w/ radio ads - VHS videocassette w/ television ads - Folder containing intro letter for AEs; order form; ad slicks; brochure; Public Awareness Campaign Update flyer

B7:02 Box 16

- History of the Public Awareness Campaign, 2000
 - 3 VHS tapes from the 2000 Public Awareness Campaign
- 2002 Public Awareness Campaign
 - Public Awareness Campaign ads for various media (radio, print, and TV spots) in 2002, as well as full- and half-page print ad slicks

B7:02 Box 17

- 2003 Public Awareness Campaign
 - VHS videocassette containing two 30-second and two 60-second TV spots for the NAR 2003 Public Awareness Campaign. These ads tell the stories of two winners of the 2002 REALTOR Magazine Good Neighbor Awards. One spot highlights Linda Norton of Fort Collins, Colorado, who recently led a renovation that created housing for low-income seniors and at the same time, saved a historic building. The other spot features John Green of Franklin, Tennessee, who for over fifty years has served his community as a Scoutmaster and mentor to young men.
- 2004 Public Awareness Campaign
 - VHS videocassette containing two 30-second TV spots for the NAR 2004 Public Awareness Campaign: "Homes with Character" and "Not this Owner"
- 2005 Public Awareness Campaign
 - DVD compilation of the Public Awareness Campaign television ads for 2005

B7:02 Box 18

- 2006 Public Awareness Campaign
 - DVD compilation of the National Association's television ads to promote the Realtor brand in 2006
- 2007 Public Awareness Campaign
 - DVD compilations of the Public Awareness Campaign television and radio ads for 2007: "Good Time to Buy" and "Know How to Sell"
- 2008 Surround Sound Advertising Campaign
 - Talking points, sample articles, and other information for the Surround Sound advertising campaign to promote home ownership, "a nationwide program to support members and move potential buyers off the fence and into the real estate market."

B7:02 Box 19

- Promotional Brochures
 - Va a comprar o vender su casa? Vale la pena trabajar con un REALTOR®, 2007
 - Selling a home or buying...It pays to work with a REALTOR®, 1981, 1992

- Home Sweet Investment, 1986, 1990, 1994
- Supporting the Heart of Your Community: Your Home, 1993
- Selling/buying your home? Here's what a REALTOR® does for you!, 1977-1979
- Selling your home? Work with a REALTOR®, 1986, 1989
- Buying a home? Work with a REALTOR®, 1986, 1989
- Buying or selling a home? It pays to work with a REALTOR®, 2006
- How to make a good investment in real estate, 1971
- How to finance the purchase of a home, 1971
- How to sell your house faster...at the right price, 1971
- 7 ways we can sell your house, 1971
- How to make the best sale of your house, 1969
- REALTORS: Those Pledged to an Established Code of Ethics, 1955-1962
- Before Buying a Home, 1931
- The REALTOR® and what he means to you, 1931
- The One Fixed Point, 1931
- Minute Analysis, 1931
- Privacy, 1931
- Contentment, 1931
- How to Buy the Most Home for your Money, 1971
- Planning on Buying or Selling a Home? We're REALTORS® and we'd like to help you, 1978
- Sold! The Guide to a Faster, More Profitable Sale, 1985
- Superior Equipment of The REALTOR®, 1960s
- House Beautiful Building Manual, "How to sell your house at the right time and price," 1971-1972

B7:02 Box 20-21

- Tournament of Roses Parade Materials, 2009
 - Collection of items given to NAR leadership and volunteers who participated in the Association's float at the 2009 Tournament of Roses Parade in Pasadena, CA, January 1, 2009.

B7:02 Box 22

- Centennial Poster, 2008
 - Poster from the NAR Centennial "The Face of Real Estate for 100 Years"
- Cubs Yearbook with NAR Ad & All-Star Game Program with NAR Ad, 2016 and 2017
 - Two baseball ads
- Get REALTOR® Campaign, 2017
 - A desk calendar and "The REALTOR® Field Guide by Phil Dunphy" from NAR's "Get REALTOR®" consumer ad campaign
- That's Who We R Consumer Ad Campaign, 2018-2022
 - Materials from the "That's Who We R" ad campaign.
 - Includes pamphlets about the campaign and the digital assets, a hat, a license plate cover, a notebook, "Good Neighbor News" announcing the 2021 Good Neighbor Award winners, and the associated materials with the "That's Who We R" fair housing campaign.

B7:03 Talking Points & Spokesperson Training Material

B7:03 Box 1-3

- Talking Points/For the Record, 1989-2010
 - Booklet distributed to “NAR officers and senior staff, affiliate presidents and state association executive officers...designed to help NAR officers and senior staff, as well as members of the association spokesperson network in your dealings with the news media. Also, they may be used as background for speeches and other presentations conducted by NAR representatives.”
 - For 1992 and 1993 NAR included the “Current Conditions” booklet as a reference “for the economic data and housing statistics used most often by NAR senior staff, officers, and the Spokesperson network.” (Box 3)

B7:03 Box 3

- Speakers Kits, 1957-1965
 - A kit for spokespersons of the association. Includes 10 cards with speeches on specific subjects, both external and internal.
- Spokesperson Training materials, 1995
- Spokesperson Training: Strategies for Today’s Public Communications VHS, 1992
- Veterans’ Home Loan Mortgage Indemnity Act talking points, 1988
- REALTOR® Talking Points: President Clinton’s Deficit Reduction Package, 1993
- “How to Give a Speech,” 1977
- Talking points and sample news releases about market conditions, 1994
- Suggested speeches, 1961
- Stump speech, 1993

B7:04 Public Relations Guidelines and Manuals

B7:04 Box 1

- Preparation of Copy for Newspapers manual, 1925
- Real Estate Advertising, 1929
 - Chapters 1-10: “Selling Yourself to Your Community,” “Advertising Your Firm as an Institution,” “Planning Classified Advertising,” “Preparing Classified Advertising,” “Displaying the Classified Advertisement,” “The Value and Use of Display Advertising,” “Preparing Display Advertising,” “Advertising Real Estate by Direct Mail,” “How to Get Results from Direct Mail,” and “Coordinating the Sales and Advertising Activities”
- Real Estate Board Publicity and Advertising, 1939
- Public Relations and the Board of REALTORS®, 1968
- REALTORS® Guide to Public Relations outline, 1975-1976
- A Guide to Effective Public Relations, 1977
- A How-To Public Relations Manual, 1987
- A Guide for Effective Public Relations, 1989

B7:04 Box 2

- PR Strategies for the 90s, 1990
- Real Estate and the Environment: A Public Relations Guide, 1991
- Graphic Standards Manual, 1991
- Graphic Standards & Style Guidelines Manual, 1998
- Working with the News Media CD, 2004
- Social media profiles and presences: NAR Staff Guidelines, 2010
- Handling a Media Call, Booking a Media Tour, Making Negative News Positive, and How to Communicate in a Crisis: Guidelines for State Associations and Local Boards, n.d.
- Social Media for REALTORS® series, 2010
 - Social media for REALTORS® guides: “101. Does and Don’ts,” “e-Marketing,” and “Blogging”

B7:05 Press Releases

UNBOXED ON SHELF

- News Releases, 1922-1982 in bound volumes
- “Looking Into Real Estate” NAREB Weekly News Syndicate, 1928-1932 in bound volumes
- “National Notes: A Weekly Comment Service by Herbert U. Nelson,” 1936-1942 in bound volumes
 - for local boards to “to make available to your newspaper a weekly column of news and comment on real estate matters from the national point of view”

B7:05 Box 1

- News Releases, 1983-June 1984

B7:05 Box 2

- News Releases, July 1984-May 1985

B7:05 Box 3

- News Releases, June 1985-1988

B7:05 Box 4

- News Releases, 1989

B7:05 Box 5

- News Releases, 1990-1994

B7:05 Box 6

- News Releases, 1995- 1999

B7:05 Box 7

- News Releases, 1999-2000

B7:07 Contests and Awards

B7:07 Box 1

- HOPE (Home Ownership for Everyone) Awards, 2001-2011
 - “A national industry awards program that was created in 2001 to recognize individuals and organizations that have made outstanding contributions to increasing minority homeownership, revitalizing communities and expanding affordable housing opportunities.”²
 - HOPE Awards introduction, sponsorship guides, and nomination forms
 - 2001: Opening Video, 7 Award Winners Videos (2 VHS), plaque, and program
 - 2003: Opening Video (1 VHS), HOPE Awards recording (2 CDs), and program
 - 2004: HOPE Awards Radio Tour Compilation (1 CD)
 - 2005: Promo Videos and Final Version of the HOPE Awards (3 VHS); two awards programs and promotional pamphlets

B7:01 Box 2

- 2007: Promo Video, Photos, and Award Files (minutes, artwork, winner lists) (3 CDs); an invitation and two awards programs
- 2009: Promo Video, Video of Awards Ceremony, Radio Media Tour, Video about the HOPE Awards (NAR intro), and the Videos/Graphics shown during the gala (6 CDs); call for entries, promotional pamphlets, an invitation, and two awards programs
- 2011: HOPE Awards winner videos and HOPE Awards photos (2 CDs); two event admission tickets
- HOPE Award Lapel Pins (2 small boxes)

B7:07 Box 3-5

- REALTOR® of the Year
 - Since 1956, each state has recognized a REALTOR® of the Year (ROTY) who has “served not only the real estate profession, but also their community.” Each ROTY is honored at the Annual Conference. Qualifications are based on “REALTOR® Spirit, participation in civic activities, notable business accomplishments, and state, local, and/or national association activity at national conventions, participation in leadership, or work with societies, institutes, or councils.”³

B7:07 Box 6

- Distinguished Service Award (DSA), 1979-1997
 - “In 1979, the National Association of REALTORS® established the Distinguished Service Award to honor REALTORS® who have provided outstanding contributions and service to the real estate industry and their local communities.”
 - DSA criteria for nomination, selection guidelines, and nominating forms.
 - Bios of DSA recipients, 1979-1989
 - Distinguished Service Award Committee meeting minutes, 1989-1997

² The HOPE Awards booklet, 2009

³ ROTY Manual for Selection, 1975

- REALTOR® Magazine's Good Neighbor Awards, 2002-2004
 - An annual program that provides recognition and grant money for REALTORS® who are dedicated advocates and volunteers in their communities.
 - Trademark materials to trademark the term REALTOR® Magazine's Good Neighbor Awards.
 - REALTOR® Magazine Good Neighbor Award profile issues, 2000, 2001, 2008, and 2012.