



## Robert W. Sarnoff papers 2464.04

---

This finding aid was produced using ArchivesSpace on September 14, 2021.

Description is written in: English.

Describing Archives: A Content Standard

### Audiovisual Collections

PO Box 3630

Wilmington, Delaware 19807

[askhagley@hagley.org](mailto:askhagley@hagley.org)

URL: <http://www.hagley.org/library>

---

## Table of Contents

---

Summary Information .....	3
Biographical Note .....	3
Scope and Content .....	4
Arrangement .....	5
Administrative Information .....	5
Related Materials .....	6
Controlled Access Headings .....	7
Collection Inventory .....	8
Events .....	8
Meetings .....	15
Press and media coverage .....	16
Speeches .....	20
Travel .....	35
General .....	36

---

## Summary Information

---

<b>Repository:</b>	Audiovisual Collections
<b>Creator:</b>	Sarnoff, Robert W.
<b>Title:</b>	Robert W. Sarnoff papers
<b>ID:</b>	2464.04
<b>Date [inclusive]:</b>	1944-1979
<b>Physical Description:</b>	15 Linear Foot
<b>General Physical Description (AVD portion only):</b>	(AVD portion only) 2 photographic prints : color ; 16 x 20 in. 1 photographic print : color ; 16 x 16 in. 1 photographic print : color ; 11 x 14 in. 172 sound tape reels. 3 sound cassettes : analog. 20 sound discs : analog, 33 rpm. 16 items. 70 reels : sd., col. ; 16mm. 12 reels: si., col. ; 16mm. 8 reels : sd., b&w ; 16mm. 2 2" video reel.
<b>Language of the Material:</b>	English .
<b>Abstract:</b>	Robert W. Sarnoff (1918-1997), son of RCA founder David Sarnoff, became president of NBC in 1956 and succeeded his father as president of RCA in 1965. This collection consists of films, videos and sound recordings dating from 1953 to 1979 documenting the life and career of Robert W. Sarnoff. The collection has been organized into six series: Events, Meetings, Press and media coverage, Speeches, Travel, and General.

[^ Return to Table of Contents](#)

---

## Biographical Note

---

Robert W. Sarnoff (1918-1997), son of RCA founder David Sarnoff, became president of NBC in 1956 and succeeded his father as president of RCA in 1965. Sarnoff began his career in journalism with a brief stint in the broadcasting section of the Office of Strategic Services in Washington, D.C. but soon enlisted in the U.S. Navy, where he saw active duty in the South Pacific during World War II.

Following the war, Sarnoff worked in the front office of *The Des Moines Register* and *Tribune* and later, *Look* magazine. In 1948, he accepted a position at RCA as an account executive in the sales division of the National Broadcasting Company (NBC). Less than a decade later, Sarnoff was president of NBC and succeeded his father as president of RCA in 1965. He became chief executive only two years later and was elected chairman of the board in 1970.

Under the guidance of Robert Sarnoff, RCA became diversified with interests in car rentals, carpet manufacturing, publishing, frozen foods, and the poultry industry. The company was overextended, thus unable to stabilize a faltering electronics business, and as a result, board members ousted Sarnoff in 1975.

[^ Return to Table of Contents](#)

---

## Scope and Content

---

This collection consists of films, videos and sound recordings dating from 1953 to 1979 documenting the life and career of Robert W. Sarnoff. The collection has been organized into six series: Events, Meetings, Press and media coverage, Speeches, Travel, and General.

The Events series is made up of various events occurring in the life of Robert Sarnoff. This contains films depicting the dedications of new buildings for RCA, charity events and Sarnoff greeting dignitaries for RCA. Also included here are documents of the many awards received by Sarnoff from organizations such as the Imperial College of Science & Technology, Navy Distinguished Public Service Award and Liege University. The audio includes many dedications and dinners attended by Sarnoff. Of note are recordings of a dinner given in honor of the composer Sammy Cahn, at which Robert Sarnoff made an introduction and the opening of Space Mountain at Disneyworld, where Sarnoff addressed the crowd.

The Meetings series contains sound tape reels documenting various meetings, including several RCA affiliated department gatherings and a shareholders meeting.

The Press and media coverage series consists of audio and films created for and by the media. The films in this series include a press conference and dedications for new RCA buildings, an interview and news pieces about Sarnoff and several other press conferences. Of note is a silent film of Sarnoff sitting down with Harry Truman. The audio contains many press conferences and excerpts from news programs that include Robert Sarnoff.

The Speeches series consists of the many speeches given by Robert Sarnoff throughout his career. There are videos, film and audio recordings of several speeches that were conducted at colleges and universities such as Franklin and Marshall College, Florida Atlantic University, Imperial College, Loyola Marymount University, University of Alaska and John Hopkins University. There are also films documenting Sarnoff's addresses at events for various organizations such as the IBEW, NBC affiliates, Red Cross, Armed Forces Communications & Electronics Association and the Harvard Business School. Sound recordings include speeches given at the London Chamber of Commerce, Executive Club of Chicago, and for organizations RCA was involved with such as United Way and the Red Cross. Of interest is a sound recording of a speech given by Sarnoff at the opening ceremonies of Telecom 75', the second World Telecommunication Exhibition which took place in Geneva, Switzerland.

The Travel series contains material relating to Sarnoff's trips, particularly to Japan, as well as home movie footage of a fishing trip with Robert Sarnoff, depicting the group he's with catching a large fish

and departing on a small plane. Also included in this series are several short films of Sarnoff arriving and departing on airplanes.

[^ Return to Table of Contents](#)

---

## Arrangement

---

The collection is arranged in six series:

I. Events

II. Meetings

III. Press and media coverage

IV. Speeches

V. Travel

VI. General

Files are arranged chronologically.

[^ Return to Table of Contents](#)

---

## Administrative Information

---

### Publication Statement

Audiovisual Collections

PO Box 3630

Wilmington, Delaware 19807

[askhagley@hagley.org](mailto:askhagley@hagley.org)

URL: <http://www.hagley.org/library>

### Access Restrictions

This collection is open for research.

This collection contains material from the Manuscripts and Archives Department (M&A) and the Audiovisual Collections and Digital Initiatives Department (AVD). Box prefixes indicate which department holds an individual file or item.

Film materials are housed in cold storage and must reacclimate prior to viewing (Film Cans 1-66). Please contact the Audiovisual Collections and Digital Initiatives Department at least 48 hours in advance of research visit.

## Provenance

Donated to the David Sarnoff Library by Anna Moffo Sarnoff in 1997 and 1999. In 2009, along with the rest of the archival collections of the David Sarnoff Library, the Robert W. Sarnoff papers were donated to the Hagley Museum and Library.

[^ Return to Table of Contents](#)

---

## Related Materials

---

### Related Material

The Robert W. Sarnoff papers are part of the David Sarnoff Library collection (Accession 2464). The collection includes nineteen other finding aids:

Consumer electronics history collection ([Accession 2464.79](#)), Manuscripts and Archives Department, Hagley Museum and Library.

David Sarnoff Library records ([Accession 2464.73](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

David Sarnoff Research Center records ([Accession 2464.09](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

Charles B. Jennings photographs, scrapbook boards, and other materials ([Accession 2464.21](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

Alexander Magoun advertising collection ([Accession 2464.81](#)), Manuscripts and Archives Department, Hagley Museum and Library.

Marconi Wireless Telegraph Company of America engineering drawings ([Accession 2464.83](#)), Manuscripts and Archives Department, Hagley Museum and Library.

RCA Astro-Electronics Division records ([Accession 2464.70](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA Camden records ([Accession 2464.76](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA Corporation collection of television and company history photographs and audiovisual material ([Accession 2464.78](#)), Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA Harrison records ([Accession 2464.71](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA Missile and Surface Radar Division photographs ([Accession 2464.31](#)), Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA News and Information Department photographs ([Accession 2464.68](#)), Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA product information ([Accession 2464.77](#)), Manuscripts and Archives Department, Hagley Museum and Library.

RCA publications ([Accession 2464.82](#)), Manuscripts and Archives Department, Hagley Museum and Library.

RCA Solid State Division records ([Accession 2464.75](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA technical reports ([Accession 2464.69](#)), Manuscripts and Archives Department, Hagley Museum and Library.

RCA/Thomson Lancaster records ([Accession 2464.74](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

Records of other RCA divisions ([Accession 2464.80](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

David Sarnoff papers ([Accession 2464.55](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

[^ Return to Table of Contents](#)

---

## Controlled Access Headings

---

- Electronic industries
- Television
- Speeches

- RCA Corporation

## Collection Inventory

### Events, 1953-1979

#### Scope and Contents

The Events series is made up of various events occurring in the life of Robert Sarnoff. This contains films depicting the dedications of new buildings for RCA, charity events and Sarnoff greeting dignitaries for RCA. Also included here are documents of the many awards received by Sarnoff from organizations such as the Imperial College of Science & Technology, Navy Distinguished Public Service Award and Liege University. The audio includes many dedications and dinners attended by Sarnoff. Of note are recordings of a dinner given in honor of the composer Sammy Cahn, at which Robert Sarnoff made an introduction and the opening of Space Mountain at Disneyworld, where Sarnoff addressed the crowd.

Title/Description	Instances	
Robert W. Sarnoff receives Navy Distinguished Public Service Award, 1953 January 15	film Can 6	
<b>Scope and Contents note</b>		
Navy Distinguished Public Service award for "Victory at Sea" on NBC. Also includes Henry Salomon (writer) & Richard Rogers (musical score) receiving awards.		
RCA 35th Anniversary Program, 1954 June 25	box AVD3	
<b>Scope and Contents note</b>		
Written, Produced & Directed by Ward Byron.		
Proceedings of the Twenty-Third Annual Dinner, Hundred Year Association of New York, 1955 September 29	box M&A 1144	folder 26
NBC 30th Anniversary, vol. 1: convention agenda and press coverage, 1956 December	box M&A 1173	
NBC 30th Anniversary, vol. 2: special press coverage, 1956 December	box M&A 1173	
NBC 30th Anniversary, vol. 3: speeches, scripts, and photographs, 1956 December	box M&A 1173	
Sarnoff's attendance at reception for William Randolph Hearst, Jr., Walters Art Gallery, Baltimore (includes photographs), 1957 May 1	box M&A 1144	folder 30
<b>Scope and Contents</b>		
includes photo and thank you note		

First Annual NBC Broadcast News Conference, 1959 February 20



	box M&A 1144	folder 31
Urban League - Robert W. Sarnoff - NBC, 1966 May 9	film Can 8	
<b>Scope and Contents note</b>		
Document of NY Urban League event.		
Robert W. Sarnoff Award Lunch, 1966 May 16	film Can 52, 66	
<b>Scope and Contents note</b>		
NBC International. Magnetic and picture tracks.		
U.S. Treasury Bond Award Luncheon, 1966 June 27	box AVD3	
<b>Scope and Contents note</b>		
R.W.S. Cherry Hill, NJ.		
Chamber of Commerce Luncheon, 1966 October 14	box AVD3	
<b>Scope and Contents note</b>		
RWS. Memphis, Tennessee.		
25 Year Club Dinner, 1967 January 17	box AVD3	
<b>Scope and Contents note</b>		
R.W. Sarnoff. Beverly Hills, CA.		
Dedication Program RCA Scranton Plant, 1967 April 14	box AVD3	
<b>Scope and Contents note</b>		
Robert W. Sarnoff.		
Honorary degree from Florida Atlantic University, 1967 April	box M&A 1216	folder 6
Sammy Cahn Testimonial Dinner, 1968 April 28	box AVD3	
<b>Scope and Contents note</b>		
Given at Henry Street Settlement. Robert Sarnoff made one of the introductions. Many speakers and performers.		
Security Analyst Luncheon, 1968 June 25	box AVD3	
<b>Scope and Contents note</b>		
21 Club. Rm. 5005.		
50th Year Luncheon_Robert W. Sarnoff , 1968 July 1	box AVD3	
Robert W. Sarnoff 50th Birthday Luncheon, 1968 July 1	box AVD8	

## Scope and Contents note

21 Club, New York City. See transcript for complete text.

---

Robert W. Sarnoff 50th Birthday Luncheon, 1968 July 1                      box AVD9                      folder 4

## Scope and Contents note

See sound disc for recorded audio.

---

Robert W. Sarnoff 50th Birthday Luncheon, 1968 July 1                      box AVD8

## Scope and Contents note

21 Club, New York City. One sided.

---

50 Year Luncheon, 1968 July 1    box AVD3

## Scope and Contents note

Bob Sarnoff-21 Club.

---

Memo regarding RCA 35th Anniversary Program, 1968                      box AVD9                      folder 3  
September 17

## Scope and Contents note

From producer of RCA 35th Anniv. Program to VP  
Alexander Rylander regarding creation of 50th anniversary  
program.

---

Robert W. Sarnoff-Dedication of New RCA Plant, 1969                      box AVD3  
September 8

## Scope and Contents note

Marlborough, Massachusetts.

---

Arrival of President Mobutu at RCA Building -Film Release, 1970                      box AVD9                      folder 1  
August 11

## Scope and Contents note

President Mobutu greeted by Robert Sarnoff. See  
corresponding film "Arrival of President Mobutu at RCA  
Building in New York".

---

Arrival of President Mobutu at RCA Building in New York, 1970                      film Can 1  
August 11

## Scope and Contents note

President Mobutu greeted by Robert Sarnoff. See  
corresponding film release.

---

President Mobutu-Robert W. Sarnoff Welcome Luncheon, 1970                      box AVD3  
August 11

## Scope and Contents note

RCA Building.

---

Dedication of Sarnoff Building at Educational Alliance, 1970 November 21 film Can 30

## Scope and Contents note

Robert Sarnoff & Mayor John Lindsay.

---

Sheraton O'Hare Luncheon, 1971 March 9 box AVD3

## Scope and Contents note

Chicago.

---

Dedication RCA Plant, 1971 April 20 box AVD3

## Scope and Contents note

Circleville, Ohio.

---

Dedication of RCA Plant, 1971 July 5 box AVD3

## Scope and Contents note

Liege, Belgium.

---

American Bar Association Luncheon, 1971 July 14 box AVD3

## Scope and Contents note

Inn on the Park, London.

---

Andy Conrad Dinner, 1971 September 8 box AVD3

## Scope and Contents note

21 Club.

---

Robert W. Sarnoff receives Silver Medal from Liege University, 1971 October 18 film Can 7

## Scope and Contents note

Robert Sarnoff awarded silver medal for services to world communications. Liege, Belgium. See accompanying memo for more description.

---

70 Years of Recorded Music, 1971 October 20 box AVD8

## Scope and Contents note

Presented on the occasion of the luncheon given in honor of Robert W. Sarnoff Chairman of RCA Corporation by the

London Chamber of Commerce and Industry at The Draper's  
Hall, London.

---

Robert W. Sarnoff receives Silver Medal from Liege University-  
memo/shot list, 1971 October 21                      box AVD9                      folder 5

**Scope and Contents note**

Robert Sarnoff awarded silver medal for services to world  
communications. Liege, Belgium. See accompanying memo  
for more description.

---

RCA 25 Year Luncheon, 1971 December 9                      box AVD3

**Scope and Contents note**

Park Lane, NY.

---

Poor Richard Day, 1971                      film Can 50

**Scope and Contents note**

Receiving award in Philadelphia. Two smaller reels are  
silent.

---

Dedication of New RCA Design Center, 1972 April 19                      film Can 3

**Scope and Contents note**

Indianapolis, Indiana. Al Renick - cameraman, Philadelphia,  
PA.

---

Dedication: RCA Design Center, 1972 April 20                      box AVD3

**Scope and Contents note**

Indianapolis, Indiana.

---

25th Anniversary, 1973 February 28                      box AVD3

**Scope and Contents note**

Reel 1 & 2. Robert W. Sarnoff 25th Anniversary Dinner  
Dance. Rainbow Room-Rockefeller Center. Robert W.  
Sarnoff, Anthony L. Conrad, George Fuchs, Bob Hopr.

---

Gold Medal Award, 1973 March 15                      film Can 31

**Scope and Contents note**

Special citation from International Radio and Television  
Society. Waldorf-Astoria, New York City. Note on can  
claims inherent buzz in sound system. Mag. stripe sound.  
See transcript.

---

Commemoration Day Ceremony, 1973 October 25                      film Can 29

## Scope and Contents note

Imperial College of Science and Technology - London  
England. Awarded Honorary Fellow. I roll positive, one roll  
magnetic soundtrack.

---

Commemoration Day Ceremony, 1973 October 25 film Can 63

## Scope and Contents note

Imperial College of Science and Technology. Royal Albert  
Hall. London, England.

---

Jack Benny Dinner, 1973 December 19 box AVD3

## Scope and Contents note

Crystal Room, Beverly Hills Hotel, Beverly Hills, CA,  
Robert Sarnoff & others. Parts 1 & 2.

---

Robert W. Sarnoff -Austrian Gold Medal, 1974 February 21 film Can 32

## Scope and Contents note

Washington D.C. "B" Wind Original.

---

Charity Event in Tokyo, Japan, 1974 April 18 film Can 2

## Scope and Contents note

RCA Event in Tokyo includes opera singer Anna Moffo,  
Japanese Princess Chichibu and Chairman Sarnoff. See  
folder for more description. Mag. Sound.

---

Charity Event in Tokyo, Japan Caption Sheet, 1974 April 18 box AVD9 folder 2

## Scope and Contents note

Detailed description of shots.

---

RCA Einstein College Luncheon Awards, 1974 April 30 film Can 64

AFCEA Luncheon, 1974 June 11 box AVD3

## Scope and Contents note

Robert Sarnoff, Sheraton Hotel, Washington D.C.

---

Communications Award Dinner, 1974 October 8 box AVD3

## Scope and Contents note

Speech and Hearing Institute. Waldorf Astoria.

---

Twenty Five Year Service Annual Citations, 1974 December 9 box AVD3

## Scope and Contents note

Park Plaza Hotel.

---

Space Mountain Dedication, 1975 January 15 box AVD3

## Scope and Contents note

Disneyworld. Donn Tatum-Introduction of guests. Sarnoff-Speech. Donn Tatum-Closing.

---

Dedication of Center for Creative Studies, 1975 February 19 box AVD3

## Scope and Contents note

Robert W. Sarnoff. Detroit, Michigan.

---

Dan Seymour Dinner, 1975 March 12 box AVD3

## Scope and Contents note

The Pierre. Professional Children's School-"Guys & Dolls".

---

Dan Seymour Dinner, 1975 March 12 box AVD3

## Scope and Contents note

The Pierre. Entertainment-Tony Sadler & Ralph Young.

---

Dan Seymour Dinner, 1975 March 12 box AVD3

## Scope and Contents note

The Pierre. Award Presentation-Hugh Downs, Robert W. Sarnoff, Dan Seymour & others.

---

Robert W. Sarnoff Gold Medal Dinner, 1979 film Can 53

## Scope and Contents note

Cameraman: Cy Aunet.

---

Al Jolson Tribute, undated box AVD3

Dedication of RCA Building -Los Angeles, undated film Can 4

## Scope and Contents note

Mag. stripe sound.

---

Robert W. Sarnoff Achievement Luncheon, undated film Can 51,  
65

## Scope and Contents note

NBC News. Part 2. Negative and magnetic soundtrack.

---

Robert W. Sarnoff in Mexico City, undated film Can 5

**Scope and Contents note**

Film showing Mr. Sarnoff sitting in the audience at the inauguration of President Luis Echeverria Alvarez in Mexico.

---

Truman and Robert W. Sarnoff , undated

film Can 33

**Scope and Contents note**

Robert Sarnoff sits and talks with an elderly Harry Truman at an unidentified event.

[^ Return to Table of Contents](#)

**Meetings, 1966-1972****Scope and Contents**

The Meetings series contains sound tape reels documenting various meetings, including several RCA affiliated department gatherings and a shareholders meeting.

Title/Description	Instances
RCA Electronics and Components Sales Meeting, 1966 December 13	box AVD4
<b>Scope and Contents note</b>	
Diplomat Hotel, Hollywood, FL. Remarks by John B. Fares, W.W. Watts & Robert W. Sarnoff.	
RCA Service Co. Managers Meeting, 1968 January 19	box AVD4
<b>Scope and Contents note</b>	
Carillon Hotel, Miami Beach, Florida. RWS.	
Distributors Meeting, 1968 May 23	box AVD3
<b>Scope and Contents note</b>	
RWS.	
RCA Buckhill Falls Personnel Meeting, 1968 June 13	box AVD3
RCA Corporate Engineers Meeting/Dedication-RCA Information Systems Center, 1968 September 17	box AVD3
<b>Scope and Contents note</b>	
1-Indianapolis, Indiana. 2-Los Angeles, CA.	
Complete Meeting, 1968 September 19	box AVD3

**Scope and Contents note**

Los Angeles, CA.

---

Distributors Meeting, 1969 August 11

box AVD3

**Scope and Contents note**

R. Sarnoff-Hilton Hotel. Chicago.

---

DEP Management Program, 1969 September 18

box AVD3

**Scope and Contents note**

RWS (videotape).

---

Financial Executives Meeting, 1970 April 7

box AVD3

**Scope and Contents note**

Mr. Robert Sarnoff, Boca Raton Club, Florida. RCA.

---

RCA Shareholders Meeting, 1972 May 2

box AVD4

**Scope and Contents note**

NBC Burbank, CA. First 30 minutes including annual report by Robert W. Sarnoff.

[^ Return to Table of Contents](#)

**Press and media coverage, 1957-1975****Scope and Contents**

The Press and media coverage series consists of audio and films created for and by the media. The films in this series include a press conference and dedications for new RCA buildings, an interview and news pieces about Sarnoff and several other press conferences. Of note is a silent film of Sarnoff sitting down with Harry Truman. The audio contains many press conferences and excerpts from news programs that include Robert Sarnoff.

Title/Description	Instances	
<i>Atlanta Constitution</i> article on NBC's quiz shows, 1957 March 19	box M&A 1144	folder 29
Robert W. Sarnoff Press Conference, 1966 August 8	box AVD4	
<b>Scope and Contents note</b>		
Lancaster Room Savoy Hotel. Statements by Denny, Sarnoff, Robinson, Heightman. London, England. Reel 2 Questions and Answers.		
Robert W. Sarnoff-United Way/Mile High, 1966 October 5	box AVD4	



## Scope and Contents note

Press Conference. United Fund Kick-Off Dinner. Denver, Colorado, Brown Palace Hotel.

---

United Way/Mile High United Fund Kick-Off Dinner, 1966 October 5 film Can 53

## Scope and Contents note

Robert Sarnoff with other executives at Airport terminal. Then at press conference discussing domestic satellites. Denver, CO. 1 splice in film.

---

Chamber of Commerce Luncheon, 1966 October 14 box AVD4

## Scope and Contents note

Press conference. Memphis, Tennessee.

---

Robert W. Sarnoff-Press Conference, 1966 November 15 box AVD4

## Scope and Contents note

RCA-Plant Visit, Marion , Ind.

---

Robert W. Sarnoff , 1967 March 13 film Can 9, 10, 36

## Scope and Contents note

Sarnoff and other executives speak at press conference. NBC News. Mag. stripe sound.

---

RCA Plant Dedication Scranton, PA, 1967 April 14 box AVD4

## Scope and Contents note

1-Clifford T. Jones, Sec'y of Commerce of PA, 2-Frank E. Hemebright, President, Greater Chamber of Commerce of Scranton, 3-Mr. Sarnoff. Tape by WSCR-NBC Radio Affiliate.

---

Robert W. Sarnoff-Red Cross Award, 1967 May 17 box AVD4

## Scope and Contents note

Press Conference-Pittsburgh Hilton Hotel.

---

Robert W. Sarnoff-Red Cross Press Conference, 1967 May 17 box AVD4

## Scope and Contents note

At Pittsburgh Hilton Hotel.

---

Air Checks of RCA Profit and Earning, 1968 February 29 box AVD4

## Scope and Contents note

Reports on RCA profits and news.

---

News Hour, 1968 March 5

box AVD4

## Scope and Contents note

KABC-TV, Los Angeles, CA. Seq. Re Public Utilities Commission Hearing on Air Metropolitan-Van Nuys Application & RCA official's testimony. See transcript.

---

News Hour, 1968 March 5

box AVD9

folder 6

## Scope and Contents note

Excerpt from Public Utilities Commission Hearing on Air Metropolitan-Van Nuys Application & RCA official's testimony. See audio recording.

---

News Items, 1968 March 15-1968 March 19

box AVD4

## Scope and Contents note

1-Alex Dreier News (3/15/68), 10:00 PM, KTT-TV, LA.  
2-11th Hour News, (3/19/68), 11:00PM, KNBC-TV, LA.3-  
Big News, (3/19/68), 6:00 PM, KNXT-TV, LA.

---

Robert W. Sarnoff-Press Conference on Education, 1968 March 25

box AVD4

---

RCA Dedication, 1969 September 8

box AVD8

## Scope and Contents note

WSRO Marlboro, Massachusetts.

---

Selectavision Press Conference, 1969 September 30

box AVD4

## Scope and Contents note

Morning Press Conference. Afternoon Presentation to RCA-R. Sarnoff. Presentation at David Sarnoff Research Center.

---

RCA Selectavision press coverage, 1969 September 30-October 5

box M&A  
1144

folder 39

---

Robert W. Sarnoff for News, TWT, 1970 February 12

box AVD4

## Scope and Contents note

Paris, France.

---

RCA President Robert W. Sarnoff Paris Speech Item, 1970 February 13

box AVD4

## Scope and Contents note

News, 11:34 PM, KFWB.

---

Robert W. Sarnoff's arrival by plane in Mexico City, 1970  
December 2 film Can 53

## Scope and Contents note

NBC Today Show.

---

RCA Design Center Dedication, 1972 April 20 film Can 53

## Scope and Contents note

Includes dedication from Robert Sarnoff. WISH Television  
News. Reporter: Bill Crafton.

---

New Building\_Press Conference, 1974 January 16 film Can 34

## Scope and Contents note

Last 400 ft. is Mag. stripe sound.

---

Press Conference, 1974 January 16 film Can 54

## Scope and Contents note

RCA Headquarters to remain in New York City on  
expanded basis; Conference center to be built on 12th floor  
roof garden of RCA building in Rockefeller Center. Reel 2.  
Mag. stripe sound.

---

Robert W. Sarnoff RCA Press Conference, 1974 January 16 box AVD4

## Scope and Contents note

R.C.I. Press Conference. Rainbow Room, NY, NY. Robert  
Sarnoff, Nelson Rockefeller, Abe Beame & others.

---

Robert W. Sarnoff w/ Chas McCord, 1974 January 16 box AVD4

## Scope and Contents note

2 PM News, WNBC.

---

Robert W. Sarnoff at Economy Inflation Conference, 1974  
September 16-17 film Can 56

## Scope and Contents note

William Penn Hotel, Pittsburgh, PA. Part of film used on  
WIIC-TV during their 6pm and 11pm news broadcasts.

---

Robert W. Sarnoff's Sidewalk Interview at Washington Hilton,  
1974 September 27 film Can 35

## Scope and Contents note

Sarnoff answers question from reporter but question is unidentifiable. Sarnoff attending President Ford's Inflation Conference, Washington D.C.

---

Cut of Robert W. Sarnoff used by Commerce Broadcast Service, 1974 September 28 box AVD4

## Scope and Contents note

Full Track. Labeled "For Charles Smith".

---

Anna Moffo, 1975 January 21 box AVD4

## Scope and Contents note

Press Conference with Anna Moffo at Hilton Hotel, Hartford, Connecticut.

---

Red Cross - RCA "Robert W. Sarnoff", undated film Can 55

## Scope and Contents note

One reel marked "Shown on NBC, March 16, 1967", "End of the Trail".

---

Robert W. Sarnoff at Washington Hilton, undated film Can 33

## Scope and Contents note

R. Sarnoff talks to reporter and enters Washington Hilton and various other people. A group of three unidentified women look on. Sarnoff attending President Ford's Inflation Conference, Washington D.C. Mag. stripe sound.

---

Robert W. Sarnoff in Japan, undated film Can 11

## Scope and Contents note

Film of Mr. and Mrs. Robert Sarnoff during his visit to Japan. Includes press conference.

[^ Return to Table of Contents](#)

## Speeches, 1944-1975

### Scope and Contents

The Speeches series consists of the many speeches given by Robert Sarnoff throughout his career. There are videos, film and audio recordings of several speeches that were conducted at colleges and universities such as Franklin and Marshall College, Florida Atlantic University, Imperial College, Loyola Marymount University, University of Alaska and John Hopkins University. There are also films documenting Sarnoff's addresses at events for various organizations such as the IBEW, NBC affiliates, Red Cross, Armed Forces Communications & Electronics Association and the Harvard Business School. Sound recordings include speeches given at the London Chamber of

Commerce, Executive Club of Chicago, and for organizations RCA was involved with such as United Way and the Red Cross. Of interest is a sound recording of a speech given by Sarnoff at the opening ceremonies of Telecom 75', the second World Telecommunication Exhibition which took place in Geneva, Switzerland.

Title/Description	Instances	
Remarks by Lt. Robert W. Sarnoff, U.S.N.R. broadcast from the Pacific on NBC (includes photos), 1944 December 2	box M&A 1144	folder 16
<b>General</b>		
<p>An address by Lt. Sarnoff by radio from the Pacific Islands on the occasion of the Twenty-fifth Anniversary of RCA. The speech outlines the part radio was playing in the war. The communication necessary to move vast numbers of men and supplies; to transmit vital orders and reports; and the movement of large task forces of battleships, carriers and other naval vessels; has been facilitated by radio through the research and science of RCA.</p>		
Testimony before the Committee on Interstate and Foreign Commerce of the United States Senate (includes photos), 1956 June 14	box M&A 1144	folder 27
<b>General</b>		
<p>concerning principal policy issues on networks; includes news clippings</p>		
Robert W. Sarnoff_Florida, 1956 October 10	box AVD6	
NBC 30th Anniversary address by Robert W. Sarnoff, 1956 December 11	box M&A 1144	folder 28
Robert W. Sarnoff-Urban League, 1966 May 2	box AVD5	
Robert W. Sarnoff Address before RCA distributors, 1966 May 24	box AVD5	
<b>Scope and Contents note</b>		
<p>San Juan, Puerto Rico.</p>		
Personnel Conference, 1966 September 19	box AVD5	
<b>Scope and Contents note</b>		
<p>RWS remarks. Skytop Club, Skytop, PA.</p>		
Red Cross - Robert W. Sarnoff , 1966 September 20	film Can 16	
<b>Scope and Contents note</b>		
<p>Robert Sarnoff in Toledo, OH. See audio recording of speech. Mag. stripe sound.</p>		
Robert W. Sarnoff Speech, 1966 September 20	box AVD6	

## Scope and Contents note

Toledo. For United App.

---

Speech by Robert W.Sarnoff before the RCA/DEP Mgmt. Review Mtg., 1966 September 28 box AVD6

## Scope and Contents note

Introduction and Closing by A.K. Weber. Speakers include I.K. Kessler, B. Kreuzer, S.N. Lev, J. Sidebottom. Cherry Hill, NJ.

---

Robert W. Sarnoff Speech-United Way/Mile High, 1966 October 5 box AVD6

## Scope and Contents note

United Fund Kick-off Dinner. Clyde Davis, KOA Annr. Frank H. Ricketson Jr. Program Chairman. Denver, Colorado.

---

Red Cross-Robert W. Sarnoff, Memo re:, 1966 October 20 box AVD9 folder 9

## Scope and Contents note

From Mort Fleischmann to Al Rylander, refers to where footage was obtained.

---

Robert W. Sarnoff-Dinner Remarks, 1966 November 15 box AVD6

## Scope and Contents note

RCA-Plant Visit, Marion , Ind.

---

Robert W. Sarnoff Speech-Indianapolis, 1966 November 15 box AVD5

Red Cross Publishers Luncheon, 1966 December 1 box AVD6

## Scope and Contents note

Mr. Robert Sarnoff-River Club. Sarnoff Speech at 10 min. mark.

---

Robert W. Sarnoff at Franklin and Marshall College, 1966 December 9 film Can 37

## Scope and Contents note

Used on the News Program Service, Monday June 1, 1968. Not on core. Mag. stripe sound. See shot list, memo and introduction. Also see shorter version.

---

Robert W. Sarnoff at Franklin and Marshall College Transcript/ Press Release, 1966 December 9 box AVD9 folder 11

### **Scope and Contents note**

Shot list and Press Release from event at Franklin and Marshall College announcing Robert Sarnoff as Chairman of the Board of Trustees at Franklin and Marshall College.

---

Robert W. Sarnoff at Franklin and Marshall College-shorter version, 1966 December 9 film Can 17

### **Scope and Contents note**

1 reel picture and 1 reel magnetic sound. Neither on core.

---

Robert W. Sarnoff London Speech, 1967 February 7 film Can 62

---

Wildtrack-Robert W. Sarnoff , 1967 March 3 box AVD7

### **Scope and Contents note**

Outside the RCA building in Palo Alto. Demonstration of computer teaching method.

---

Robert W. Sarnoff , 1967 March 13 box AVD6

### **Scope and Contents note**

Robert Sarnoff gives speech at the announcement of the inauguration of a new venture for RCA in education-computer based instruction\_CBI. Palo Alto, CA. Double Length-2400'

---

Remarks by Robert W. Sarnoff at Meeting of RCA Financial Executives, 1967 April 14 box AVD6

### **Scope and Contents note**

Mr. Sarnoff is introduced by Mr. Howard Letts.

---

Robert W. Sarnoff-Intro & Speech-Penn. Delv. Auth., 1967 April 14 film Can 44

### **Scope and Contents note**

RCA's New Plant-Scranton, PA. Mag. stripe sound.

---

Special Convocation of Florida Atlantic University, 1967 April 17 box AVD6

### **Scope and Contents note**

Honorary Degree of Doctor of Human Letters is conferred upon Robert W. Sarnoff.

---

Robert W. Sarnoff-Acceptance Speech-Florida Atlantic University, 1967 April film Can 43

## Scope and Contents note

Mag. stripe sound.

---

"ICA" Convention, 1967 May 1 box AVD5

## Scope and Contents note

Radison Hotel, Robert Sarnoff-RCA Inc. Minneapolis, Minn.

---

Red Cross Dinner-Robert W. Sarnoff Address, 1967 May 17 box AVD6

---

Robert W. Sarnoff Speech, 1967 June 6 box AVD6

## Scope and Contents note

Las Vegas, Nev.

---

Robert W. Sarnoff , 1967 August 2 box AVD5

## Scope and Contents note

London Speech. Included envelope addressed to Mr. Al Rylander, V.P. RCA.

---

Robert W. Sarnoff-Chamber of Commerce, 1967 October 10 box AVD4

## Scope and Contents note

Ambassador Hotel.

---

Robert W. Sarnoff-Chamber of Commerce, 1967 October 10 box AVD4

## Scope and Contents note

Entire Chamber Program-Coconut Grove. Ambassador Hotel.

---

Robert W. Sarnoff Speech, 1967 October 10 film Can 41

## Scope and Contents note

Mag. stripe sound.

---

Hong Kong\_Robert W. Sarnoff , 1967 October 17 box AVD5

## Scope and Contents note

Report from Hong King by Robert Sarnoff about Color Television.

---

Robert W. Sarnoff Address-St. Regis Hotel, 1967 October 20 box AVD6

---

Robert W. Sarnoff-St. Regis, 1967 October 20 box AVD6



## Scope and Contents note

European Investments.

---

Production Club (Corning Glass), 1967 November 14                      box AVD5

## Scope and Contents note

Mr. R. Sarnoff.

---

University of Pennsylvania, 1967 November 21                      box AVD7

## Scope and Contents note

RWS.

---

RCA EC&D Annual Banquet, 1967 December 12                      box AVD6

## Scope and Contents note

Diplomat Hotel, Hollywood, Florida. Mr. Sarnoff.

---

Address by Robert W. Sarnoff Stanford University, 1968 January 22                      box AVD4

## Scope and Contents note

Student association, Graduate School of Business Stanford University Stanford, California.

---

Address by Robert W. Sarnoff at RCA-EDP Quote Club Banquet, 1968 March 29                      box AVD4

## Scope and Contents note

Miami Beach, Florida.

---

Address by Robert W. Sarnoff at RCA financial Executives Conference, 1968 April 10                      box AVD4

## Scope and Contents note

Boca Raton, Florida.

---

Robert W. Sarnoff at Franklin and Marshall College memo/introduction, 1968 June 11                      box AVD9                      folder 10

## Scope and Contents note

Memo from George Kreisberg to Frank Zuzelo regarding commencement speech film. See "Robert Sarnoff at Franklin and Marshall College & Robert Sarnoff at Franklin and Marshall College-shorter version".

---

Robert W. Sarnoff at Birthday Luncheon, 1968 July 1                      box AVD8

## Scope and Contents note

NBC Audio Recording Service.

---

Opening Convocation, 1968 September 12 box AVD5

## Scope and Contents note

R.W. Sarnoff. F&M.

---

Art Directors Club of Philadelphia, 1968 September 28 box AVD4

## Scope and Contents note

RWS. Bellevue Stratford, Philadelphia, PA.

---

RCA Victor International Luncheon, 1968 October 4 box AVD6

## Scope and Contents note

21 Club. R.W. Sarnoff.

---

Harvard Business Club, 1968 October 7 box AVD5

---

Robert W. Sarnoff Speech-Harvard Business School, 1968  
October 7 film Can 53

## Scope and Contents note

Mag. stripe Sound. David Marlin-Boston.

---

DEP Dinner, 1968 October 9 box AVD4

## Scope and Contents note

Sarnoff at Cherry Hill.

---

National Urban League, 1968 November 19 box AVD5

## Scope and Contents note

Hilton Hotel, New York.

---

Bonds Robert W. Sarnoff , 1968 November 26 box AVD4

## Scope and Contents note

21 Club.

---

Robert W. Sarnoff/Commencement Address, 1969 January 24 box AVD6

## Scope and Contents note

University of Miami.

---

Radio Free Europe Luncheon, 1969 April 8 box AVD6

## Scope and Contents note

Sarnoff-21 Club.

---

NBC Affiliates Luncheon, 1969 May 12 box AVD5

## Scope and Contents note

Don Mercer-Intro, Robert W. Sarnoff, Walter Scott. Century Plaza Hotel, Los Angeles, California.

---

Franklin and Marshall Graduation, 1969 June 8 box AVD5

## Scope and Contents note

R.W.S.

---

Sales Executive Club, 1969 September 5 box AVD6

## Scope and Contents note

Robert W. Sarnoff-"Applause Award". Hilton Hotel.

---

Franklin and Marshall Convocation, 1969 September 19 box AVD5

---

Robert W. Sarnoff-Commonwealth Club of California Luncheon, 1969 September 26 box AVD5

## Scope and Contents note

Hotel Sheraton Palace. San Francisco, CA.

---

NY Society Security Analysts, 1969 October 23 box AVD5

---

The New York Society of Security Analysts, 1969 October 23 box AVD6

---

RCA Mobile Communications, 1969 November 2 box AVD6

## Scope and Contents note

Atlantic City.

---

Robert W. Sarnoff Speech/Palm Beach, 1969 November 14 box AVD5

## Scope and Contents note

RCA Personnel Managers.

---

The National Industrial Conference Board, 1969 November 20 box AVD6

## Scope and Contents note

Waldorf Astoria. Reel 1, Side 1: Palmmer/Sarnoff-Palmer/Linowitz-Palmer/Hennessy. Side 2: Hennessy-Palmer/Heilbronner-Palmer (Break). Reel 2-Side 1: Palmer-Michael Q&A.

---

NBC Executive Dinner, 1970 January 7 box AVD5

---

American Club of Paris, France, 1970 February 12	box AVD4
<b>Scope and Contents note</b>	
R. Sarnoff Paris Excerpts.	

---

Robert W. Sarnoff Speech, 1970 February 12	box AVD5
<b>Scope and Contents note</b>	
Paris. 1 track.	

---

RCA_ISD Marketing Achievement Club, 1970 April 20	box AVD6
<b>Scope and Contents note</b>	
Mr. R. Sarnoff at Computer Convention, Masonic Temple, San Francisco.	

---

Art Directors Club Award, 1970 April 22	box AVD4
<b>Scope and Contents note</b>	
Mr. R. Sarnoff, Americana Hotel, N.Y.C.	

---

Robert W. Sarnoff-Franklin and Marshall Convocation, 1970 June 7	box AVD6
--	----------

---

Robert W. Sarnoff Speech, 1970 September 15	box AVD6
<b>Scope and Contents note</b>	
Marlboro, Mass. Also includes complete Q&A. New Computer Announcement.	

---

Educational Alliance, 1970 November 16	box AVD4
--	----------

---

Poor Richard Award, 1971 January 16	box AVD5
<b>Scope and Contents note</b>	
Presentation and RWS acceptance speech.	

---

Poor Richard Club Luncheon, 1971 January 16	box AVD5
<b>Scope and Contents note</b>	
Entire Proceedings.	

---

Robert W. Sarnoff at Beverly Hills UCLA, 1971 January 27	box AVD5
--	----------

---

Broadmoor Hotel, 1971 March 11	box AVD4
<b>Scope and Contents note</b>	
Colorado Springs.	

---

Franklin and Marshall Commencement, 1971 June 6	box AVD5
---	----------

## Scope and Contents note

Remarks. President Keith Spalding. Robert W. Sarnoff.

---

London Chamber of Commerce, 1971 October 20 box AVD5

## Scope and Contents note

Robert W. Sarnoff, Draper's Hall. Complete Text, Actual Speech.

---

Newsreel Special Coverage, 1971 October 20 box AVD5

## Scope and Contents note

London Chamber of Commerce. Full tracks.

---

Robert W. Sarnoff London Speech, 1971 October 20 film Can 18

## Scope and Contents note

RCA Chief Exec. Robert Sarnoff calls for new world monetary system and new efforts to seek balanced trade between nations. See Shot description and speech excerpt.

---

Robert W. Sarnoff London Speech Transcript, 1971 October 20 box AVD9 folder 12

## Scope and Contents note

Includes description of event and excerpt of text from speech.

---

N.F.T.C. Convention, 1971 November 16 box AVD5

## Scope and Contents note

Waldorf Astoria.

---

MIT Faculty Club, 1972 October 5 box AVD5

## Scope and Contents note

General Sarnoff Professorships Presentation Luncheon. MIT Faculty Club Cambridge, Mass. Robert W. Sarnoff.

---

Presentation of General Sarnoff, 1972 October 5 box AVD5

## Scope and Contents note

MIT-Harvard. Luncheon, MIT Faculty Club.

---

RCA 25 Year Club Luncheon, 1972 December 5 box AVD6

## Scope and Contents note

Robert W. Sarnoff. Penn Lane Hotel. New York, NY.

---

Executive Club of Chicago, 1973 February 9

**Scope and Contents note**

box AVD4

LaSalle Hotel, Chicago, Illinois. Robert W. Sarnoff. Parts I & II.

---

Executive Club of Chicago, 1973 February 9

box AVD4

**Scope and Contents note**

Unedited Entire Speech.

---

Executive Club of Chicago, 1973 February 9

box AVD4

---

IRTS at Waldorf, 1973 March 15

box AVD5

**Scope and Contents note**

IRTS Gold Medal Dinner. Waldorf-Astoria New York, NY.  
Robert W. Sarnoff.

---

Robert W. Sarnoff-Texas Bank Luncheon, 1973 April 30

box AVD6

**Scope and Contents note**

Half Track. Dallas.

---

Intro & Robert W. Sarnoff Speech-NBC Affiliates, 1973 May 7

box AVD5

**Scope and Contents note**

Affiliates. NBC Affiliates Luncheon, Century Plaza Hotel.  
Los Angeles, CA. Robert W. Sarnoff.

---

Robert W. Sarnoff-NBC Affiliates, 1973 May 7

film Can 35

**Scope and Contents note**

R. Sarnoff giving speech for NBC Affiliates about tv news reporting. Speech is only partially recorded.

---

Robert W. Sarnoff-NBC Affiliate Convention, 1973 May 7

film Can 60

**Scope and Contents note**

Los Angeles, CA.

---

RCA Industrial Relations, 1973 June 21

box AVD6

**Scope and Contents note**

The Cloisters, Sea Island, Georgia. Address by Robert W. Sarnoff.

---

RCA Alascom Dinner, 1973 September 12

box AVD1

**Scope and Contents note**

Anchorage, Alaska. Sarnoff speech from Westward ballroom.

---

Robert W. Sarnoff/Anchorage, Alaska, 1973 September 12	box AVD6
--	----------

---

National Council of the Arts, 1973 October 11	box AVD5
---	----------

**Scope and Contents note**

Business Committee, Paley Intro-Sarnoff. Washington, D.C. Tape #1.

---

Gold Medal Award - from USO, 1973 October 18	film Can 35
--	-------------

**Scope and Contents note**

R.W. Sarnoff receives medal and gives speech.

---

Gold Medal Award Transcript, 1973 October 18	box AVD9	folder 8
--	----------	----------

**Scope and Contents note**

Transcript for event. Includes short remarks from Robert Sarnoff. See film "Gold Medal Award-from USO".

---

Imperial College, University of London, 1973 October 25	box AVD5
---	----------

---

RCA Solid State Banquet, 1974 January 14	box AVD6
--	----------

**Scope and Contents note**

Diplomat Hotel-Hollywood, FL. Robert W. Sarnoff.

---

U.S. Foundation for International Scouting, 1974 February 1	box AVD7
---	----------

**Scope and Contents note**

Hunt Room, 21 Club, New York, NY. Robert W. Sarnoff and others.

---

Robert W. Sarnoff - Doctor of Law Presentation, 1974 February 22	box AVD6
--	----------

**Scope and Contents note**

John Hopkins University-Baltimore, MD. Original halftrack.

---

Robert W. Sarnoff-John Hopkins Address, 1974 February 22	film Can 58
--	-------------

**Scope and Contents note**

The Johns Hopkins University. Baltimore, MD. Mag. stripe sound.

---

NBC-RCA Luncheon, 1974 April 8	box AVD5
--------------------------------	----------

## Scope and Contents note

Hunt Room, 21 Club. Remarks by Robert W. Sarnoff.

---

Commencement Address by Robert W. Sarnoff, 1974 May 19      box AVD9      folder 7

## Scope and Contents note

Transcript from address given at the University of Alaska Commencement. See film "Sarnoff at Graduation".

---

University of Alaska, 1974 May 19      box AVD7

## Scope and Contents note

Commencement Ceremony. Sarnoff Talk on reel 1.  
Citations on reel 2.

---

NY S.E.C. Luncheon, 1974 June 10      box AVD5

## Scope and Contents note

Remarks by Robert Sarnoff. Ny Stock Exchange, Marketing Seminar Luncheon.

---

Robert W. Sarnoff-Address before Armed Forces Communications & Electronics Association, 1974 June 11      film Can 57

## Scope and Contents note

Washington D.C. Mag. stripe sound.

---

Robert W. Sarnoff-IBEW Convention, 1974 September 10      box AVD6

## Scope and Contents note

Kansas City Municipal Auditorium, Kansas City, MO.

---

Robert W. Sarnoff IBEW '74 Convention, 1974 September 10      film Can 20

---

Robert W. Sarnoff IBEW '74 Convention, undated      film Can 45,  
46

## Scope and Contents note

One reel picture, other reel magnetic soundtrack.

---

Robert W. Sarnoff at Loyola Marymount University, 1974 October 18      film Can 59

## Scope and Contents note

Mag. stripe sound.

---

Robert W. Sarnoff-Loyola Marymount University, 1974 October 18      box AVD6



## Scope and Contents note

Los Angeles, CA.

---

Indiana University School of Business-Robert W. Sarnoff Intro & Close, 1975 March 20 box AVD5

## Scope and Contents note

Annual Business Conference Luncheon. Indianapolis, Indiana.

---

Business Committee for the Arts-Robert W. Sarnoff & Others, 1975 April 9 box AVD4

## Scope and Contents note

Whitney Museum.

---

United Way of America, 1975 April 24 box AVD7

## Scope and Contents note

Volunteers Leaders Conference. Hotel Doral-Miami Beach, FL. RWS.

---

University of Southern California Commencement, 1975 June 5 box AVD7

## Scope and Contents note

92nd Annual Commencement. USC Campus, Los Angeles, CA. Address by Robert W. Sarnoff.

---

Business Committee for the Arts-Robert W. Sarnoff Luncheon Address, 1975 September 23 box AVD4

## Scope and Contents note

Regional Meeting, Museum of Fine Arts-Contemporary Gallery. Boston, Massachusetts.

---

TELECOM '75, 1975 October 2 box AVD6

## Scope and Contents note

Opening Ceremonies, Geneva, Switzerland. Robert W. Sarnoff.

---

U.P.I. EDICON, 1975 October 7 box AVD7

## Scope and Contents note

Politics and the Economy & Q&A-Robert W. Sarnoff.

---

RCA I.C.A. Minneapolis-Robert W. Sarnoff , undated film Can 12, 13, 14, 15

## Scope and Contents note

Robert Sarnoff and others giving speeches at Radisson Hotel. Includes audience reaction and exterior shots. Mag. stripe sound.

---

Robert W. Sarnoff at Franklin and Marshall College, undated	box AVD2
---	----------

---

Robert W. Sarnoff at Graduation, undated	film Can 22, 23, 24, 47
--	----------------------------

## Scope and Contents note

Robert Sarnoff receiving honorary degree and giving speech from University of Alaska. Can labeled May 19. See transcript "Commencement Address by Robert W. Sarnoff".

---

Robert W. Sarnoff Florence Award, undated	film Can 48, 49
---	--------------------

## Scope and Contents note

Shots of Florence, Italy. Robert Sarnoff receives award and gives acceptance speech.

---

Robert W. Sarnoff/Red Cross 50 Years of Service, undated	film Can 38
--	-------------

## Scope and Contents note

R. Sarnoff giving speech at Red Cross 50 Years of service event, Pittsburgh Allegheny County Chapter. Mag. stripe sound.

---

Robert W. Sarnoff Special Red Cross, undated	film Can 39
--	-------------

## Scope and Contents note

Positive.

---

Robert W. Sarnoff Special Red Cross, undated	film Can 19
--	-------------

## Scope and Contents note

Work Track.

---

Robert W. Sarnoff Special Red Cross, undated	film Can 40
--	-------------

## Scope and Contents note

Original Negative Track.

---

Robert W. Sarnoff Speech, undated	film Can 33
-----------------------------------	-------------

## Scope and Contents note

Robert Sarnoff at RCA Victor New Line Showing event at Riviera hotel in Las Vegas.

---

Robert W. Sarnoff Speech, undated	film Can 42
-----------------------------------	-------------

**Scope and Contents note**

Robert Sarnoff at podium giving speech at unidentified black tie event. Shots of audience at tables. Mag. Stripe sound.

---

Robert W. Sarnoff Speech for Mr. R. Kelley, undated	box AVD6
---	----------

---

Robert W. Sarnoff-U of A Graduation, undated	box AVD6
--	----------

**Scope and Contents note**

Tape roll #1. All rolls synch with 16mm film "Sarnoff at Graduation".

---

Robert W. Sarnoff-USC Commencement Address, undated	film Can 21, 61
---	--------------------

**Scope and Contents note**

One reel 600 ft. and two shorter reels. Shortest reel not cored. Mag. stripe sound.

---

UPI master film, undated	film Can 25, 26
--------------------------	--------------------

**Scope and Contents note**

Mr. Sarnoff's speech during the UCLA Affiliates program. Mag. stripe sound.

[^ Return to Table of Contents](#)

**Travel, 1959-1970****Scope and Contents**

The Travel series contains material relating to Sarnoff's trips, particularly to Japan, as well as home movie footage of a fishing trip with Robert Sarnoff, depicting the group he's with catching a large fish and departing on a small plane. Also included in this series are several short films of Sarnoff arriving and departing on airplanes.

Title/Description	Instances
Trip to Japan (includes photos), 1959 August-1959 September	box M&A 1144 folder 32
Detailed background information for trip to Japan, 1963 September	box M&A 1144 folder 33
Trip to Japan, 1963 October	box M&A 1144 folder 34
1964 Tokyo Olympics: clippings, 1964 October	box M&A 1144 folder 36
1964 Tokyo Olympics: general, 1964 October	

	box M&A 1144	folder 37
1964 Tokyo Olympics: telexes to Sarnoff in Japan from NBC, 1964 October	box M&A 1144	folder 38
Memorandum re: Robert W. Sarnoff's arrival by plane in Mexico City, 1970 December 8	box AVD9	folder 13

### Scope and Contents note

Note to Mr. Rylander from Charles J. Smith about the film.

Home Movie Footage, undated	film Can 27
-----------------------------	-------------

### Scope and Contents note

Fishing trip footage. On boat titled "Jennifer Ann", Robert Sarnoff and several other men catch large fish and go on a small plane.

RCA VIP Visit, undated	film Can 28
------------------------	-------------

### Scope and Contents note

Robert Sarnoff arriving and taking off at Bucholz Army Air Field/Kwajalein Missile Range.

Robert W. Sarnoff , undated	film Can 33
-----------------------------	-------------

### Scope and Contents note

Labeled "Air 1st/Scrap 2nd". Robert Sarnoff exiting plane/entering car. Mag. stripe sound.

[^ Return to Table of Contents](#)

## General, 1945-1973

Title/Description	Instances	
Brochures and clippings on television, 1945-1950	box M&A 1144	folder 17
Cowles Group of newspapers and radio stations (Des Moines and Minneapolis), 1946	box M&A 1144	folder 18
"Television is a Funny Business" - a collection of cartoons assembled by Dr. Allen B. Du Mont and privately printed for his friends, 1946	box M&A 1144	folder 19
RCA-CBS color television dispute, 1946-1950	box M&A 1144	folder 20
Report on <i>Look</i> and soft goods advertising by Robert W. Sarnoff, 1947	box M&A 1144	folder 21

---

Personal correspondence, 1947-1949	box M&A 1144	folder 22
Reports on the growth of television, 1947-1949	box M&A 1144	folder 23
"New York's Television Studio Requirements Appraisal" by V. T. Norton, 1950 March 31	box M&A 1144	folder 24
Report of the NBC Working Group on Rates, 1950 April 19	box M&A 1144	folder 25
Confidential comments about TV ratings and low earnings from radio network from Robert E. Kinter (President, National Broadcasting Company), 1963 October 3-4	box M&A 1144	folder 35
Portrait of Earth as seen from lunar orbit by Apollo 8, 1968-1969	box AVD- DF1012	
Images taken from lunar or earth orbit., circa 1968-1973	box AVD- DF1012	
Tokyo Broadcasting System, Inc. plaque, 1971 November 1	box M&A 1160	folder 4
"RCA Community Affairs Advertising Program 1973" prepared by UniWorld Group, Inc., 1973	box M&A 1160	folder 3

---

[^ Return to Table of Contents](#)