**Language of Material:** English

**Contributing Institution:** Pepperdine University. Special Collections and University Archives.

**Title:** Pepperdine University Great Issues Records

**Identifier/Call Number:** 0124

**Physical Description:** 1.68 Linear Feet (4 boxes plus 1 oversize item)

**Date (inclusive):** 1970-1987

**Abstract:** The collection contains printed materials, photographs, negatives, and audiocassettes from the Great Issues Series at Pepperdine from 1970 through 1987. Themes addressed in speaker presentations focused on pressing issues of the time, primarily in the areas of policy and economics. Speakers included individuals known in their fields, many of which later went on to play important roles in government or policy.

**Conditions Governing Access**
Advance notice required for access.

**Conditions Governing Use**
Permission to publish, quote, or reproduce must be secured from the repository and the copyright holder.

**Preferred Citation**
[Box/folder# or item name], Pepperdine University Great Issues Records, Collection no. 0124, Special Collections and University Archives, University Libraries, Pepperdine University.

**Immediate Source of Acquisition**
Materials were gathered from the University Archives files.

**Historical note**
The Great Issues Series was a community service program at Pepperdine University. This series was an outgrowth of the successful Forum, begun in 1958. Delivered by prominent experts in fields such as economics, public policy and history, topics addressed pressing problems such as inflation, international relations, and business. The goal of the series was to provide a means by which Los Angeles residents and Pepperdine affiliates could remain abreast of issues important to the times. Running from 1970 through 1987, the series brought numerous experts known on both a national and international level to Los Angeles, including Secretary of Agriculture Earl L. Butz, Pierre Andre Rinfret, economic advisor to President Nixon, and historian Russell Kirk.

**Scope and Content**
The materials in the collection include textual items, photographs, negatives, and audiocassettes created for Great Issues events sponsored by Pepperdine University. Covering 1970 through 1987, a majority of the materials are textual, which were printed for lectures, lunches, seminars and other events. Additional printed materials include speech transcripts, speaker schedules, and series announcements advertising prominent speakers. The photographs and negatives document specific Great Issues events, and the audiocassettes are of select speeches.

**Arrangement**
The collection is organized into the following series: 1. Printed Materials; 2. Photographs and Negatives; and 3. Audiovisual Materials. Series are arranged chronologically by date.

**Related Archival Materials**
- M. Norvel and Helen Young Papers, Collection no. 0014, Special Collections and University Archives, University Libraries, Pepperdine University.
- Pepperdine College Freedom Forum Records, Collection no. 0088, Special Collections and University Archives, University Libraries, Pepperdine University.
- Pepperdine University Office of Public Affairs Records, Collection no. 0065, Special Collections and University Archives, University Libraries, Pepperdine University.
- Pepperdine University Speeches Collection, Collection no. 0040, Special Collections and University Archives, University Libraries, Pepperdine University.
- The Roots of American Order Television Adaptation Proposal, Collection no. 0038, Special Collections and University Archives, University Libraries, Pepperdine University.
- William S. Banowsky Papers, Collection no. 0002, Special Collections and University Archives, University Libraries, Pepperdine University.

**Processing Information note**
The collection was arranged and described by Lindsey Sommer under the supervision of Katie Richardson in February, 2014. It was updated by Kelsey Knox in June, 2015.

**Subjects and Indexing Terms**
Photographs  
Programs  
Audiocassettes  
Universities and colleges -- California -- History  
United States -- Politics and government  
United States -- Foreign relations  
Los Angeles (Calif.) -- History  
Malibu (Calif.) -- History  
Speeches, addresses, etc., American -- 20th century  
Education, Higher -- California  
Articles  
Clippings  
Photography -- Negatives  
Advertisements  
Public policy  
Economics -- 20th century  
Transcripts  
International relations -- 20th century  
Lectures and lecturing -- California, Southern  
Pamphlets  
Young, M. Norvel (Matt Norvel)  
Rumsfeld, Donald  
Butz, Earl L. (Earl Lauer)  
Kirk, Russell  
Banowsky, William Slater  
Pepperdine College  
Pepperdine University

| oversize 1, box 1, folder 1-28 | Series 1: **Printed Materials 1970-1987**  
Scope and Content  
The Printed Materials series is arranged chronologically by month and year, inclusive of 1970 through 1987. Items included in this series were created for specific speaker events sponsored by Great Issues, and include pamphlets, programs, clippings, and speaker schedules. Additionally, a select number of series include accompanying speech transcripts.  

| box 1, folder 1 | Great Issues Series- Speaker Schedule 1970-1971  
| oversize 1, box 1, folder 2 | Great Issues Series- "The Basis for Lasting Prosperity" Speaker: Arthur F. Burns 1970 December 7  
| box 1, folder 3 | Great Issues Series- "What Next for the American Economy?" Speaker: Herbert Stein 1971 November 1  
| box 1, folder 4 | Great Issues Series- Speaker Schedule 1972  
| box 1, folder 5 | Great Issues Series- "Phase Two: Harnessing Inflation" Speaker: Donald Rumsfeld 1972 May 25  
| box 1, folder 7 | Great Issues Series- "A British Look at the U.S.A." Speaker: C. Northcote Parkinson 1972 October 20  

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The Finding Aid of the  
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Great Issues Series- "Can America Feed You and the World?" Speaker: Earl L. Butz 1973 October 29


Great Issues Series- "Federal Dollars and New Federalism" Speaker: Frederick V. Malek 1974 May 13

Great Issues Seminar- "The Strategy of Detente" Frank R. Barnett; "The Economics of Detente" Yuan Li Wu; and "Military Aspects of Detente" George S. Brown 1974 September 26


Great Issues Series- "Does Capitalism Have a Future?" Speaker: Irving Kristol 1975 April 7

Great Issues Series- "Labor, the People and the Nation" Speaker: Victor Riesel 1975 May 21

Great Issues Luncheon- Earl L. Butz Luncheon Guest List 1975 June 30


Great Issues Series- "Albion Agonistes" Speaker: Malcom Muggeridge 1975 October 30

Great Issues Series- "Value Vacuum Crisis" Speaker: Malcom Muggeridge 1978 February 9


Great Issues Luncheon- "Salt II and the Crisis in Iran and Afghanistan: Is there a Connection?" Speaker: Frank R. Barnett 1980 January 15


Great Issues Luncheon- "Knowledge and Decisions" Speaker: Thomas Sowell 1982 February 9


Great Issues Series- "Economic Issues: Domestic and International" Speaker: Beryl Wayne Sprinkel 1987 March 31

Series 2: Photographs and Negatives 1974-1987

Scope and Content

Items included in the series were created during specific Great Issues events, showing keynote speakers, location, and guests. Covering 1972 through 1987, the series is arranged chronologically by event date.

Great Issues Series- Paul McCracken and President's Board 1971 April 19

Physical Description: (1 photograph, 2 proofsheets)

Great Issues Series- Patrick Gray 1972 June 16

Physical Description: (8 photographs)

Great Issues Series- Dr. C. Nothcote Parkinson 1972 October 20

Physical Description: (Folder 3: 9 photographs) (Folder 4: 44 photographs)
<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Event</th>
<th>Date</th>
<th>Physical Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>5</td>
<td>Great Issues Luncheon- Pierre Renfret</td>
<td>1972 October 20</td>
<td>(24 photographs, 185 negatives)</td>
</tr>
<tr>
<td>2</td>
<td>7</td>
<td>Great Issues Dinner 1972</td>
<td></td>
<td>(28 photographs)</td>
</tr>
<tr>
<td>2</td>
<td>8</td>
<td>Great Issues Dinner- General Alexander Haid</td>
<td>1973 June 30</td>
<td>(51 photographs, 89 photographs)</td>
</tr>
<tr>
<td>2</td>
<td>9</td>
<td>Great Issues Luncheon- Dr. Earl Butz, Secretary of Agriculture</td>
<td>1973 October 29</td>
<td>(99 negatives, 1 photograph)</td>
</tr>
<tr>
<td>2</td>
<td>10</td>
<td>Great Issues Series- Anne Armstrong</td>
<td>1974 January 21</td>
<td>(1 proofsheet)</td>
</tr>
<tr>
<td>2</td>
<td>11</td>
<td>Great Issues Series- Frederic V. Malek</td>
<td>1974 May 13</td>
<td>(3 proofsheets)</td>
</tr>
<tr>
<td>2</td>
<td>12,13</td>
<td>Great Issues Dinner Honoring Russell Kirk, Speaker: Robert Speaight</td>
<td>1974 November 7</td>
<td>(Folder 12: 3 proofsheets) (Folder 13: 24 photographs, 41 negatives)</td>
</tr>
<tr>
<td>2</td>
<td>14</td>
<td>Great Issues Series- Victor Riesel</td>
<td>1975 May 21</td>
<td>(65 photographs, 70 negatives)</td>
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<tr>
<td>3</td>
<td>1</td>
<td>Great Issues Event- Dinner Honoring Will and Ariel Durant</td>
<td>1977 November 8</td>
<td>(110 photographs, 157 negatives)</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>Great Issues Luncheon- Malcom Muggeridge</td>
<td>1978 February 9</td>
<td>(61 photographs, 76 negatives)</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Great Issues Luncheon- Frank Barnett</td>
<td>1980 January 15</td>
<td>(45 photographs, 69 negatives)</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>Great Issues- Russell Kirk</td>
<td>1980 November 13</td>
<td>(52 photographs, 58 negatives)</td>
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<tr>
<td>3</td>
<td>5</td>
<td>Great Issues Luncheon 1982</td>
<td>1982 February 9</td>
<td>(11 photographs, 25 negatives)</td>
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<tr>
<td>3</td>
<td>6</td>
<td>Great Issues Luncheon- Birgit Breuel</td>
<td>1983 October 13</td>
<td>(3 photographs)</td>
</tr>
<tr>
<td>3</td>
<td>7,8</td>
<td>Great Issues Luncheon 1983</td>
<td>1983 October 13</td>
<td>(Folder 7: 25 photographs, 29 negatives) (Folder 8: 43 negatives)</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>Great Issues Series- Beryl Wayne Sprinkel</td>
<td>1987 March 31</td>
<td>(3 photographs)</td>
</tr>
</tbody>
</table>
box 4, folder 2  
**Great Issues Luncheon 1987 April**  
Physical Description: (3 proofsheets, 58 negatives)

box 4, folder 3  
**Great Issues Luncheon- Center for International Business 1987**  
Physical Description: (60 negatives, 9 photographs)

box 4, folder 4  
**Great Issues Luncheon: David McClellan 1990 March 3**  
Physical Description: (90 negatives, 30 photographs)

box 4, folder 5  
**Great Issues- Various Photographs undated**  
Physical Description: (21 photographs, 23 negatives)

box 4, folder 6  
**Series 3: Audiovisual Materials 1978-1983**  
Physical Description: (5 audiocassettes)  
Scope and Content  
The series includes audiocassettes recorded during Great Issue events from 1978 through 1983. Recordings include select keynote speakers as well as introductions by former Pepperdine University Presidents William Banowsky and M. Norvel Young.