
Guide to the Jean Runyon papers

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Guide to the Jean Runyon papers

Collection number: MS 0018

Center for Sacramento History
Sacramento, CA

Processed by:

John Fiedor

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Encoded by:

Sean Heyliger

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Descriptive Summary

Title: Jean Runyon papers

Dates: 1927-2009

Bulk Dates: 1950-2009

Collection number: MS 0018

Creator: Runyon, Jean

Creator: Runyon, Saltzman & Einhorn

Collection Size: 8.84 linear feet(10 boxes)

Repository: Center for Sacramento History

Sacramento, California 95811-0229

Abstract: The Jean Runyon Papers document the personal, business, and charitable activities of Jean Runyon, one of Sacramento's prominent business leaders. For nearly 60 years, Jean made Sacramento her home, working to improve the community through her involvement in the arts through performances in community theater as well as story times and puppet shows for children on television, and through promoting and contributing to the arts. It was through promoting the arts for the Sacramento Music Circus in the 1950's that Jean found her career as a public relations and advertising professional. Jean's giving and generous spirit was clear from the many charities she was involved with as well as from those around her who were influenced by her encouragement and innate ability to make people feel more confident and at ease. The birthday celebrations, awards, tribute dinners, and honors that Jean received as a result of her generosity and spirit are reflected in the collection as well as the documentation of personal interests, original business records, the practice of her PR and advertising work, and speeches.

Physical location: SP:2F4-2F5

Languages: Languages represented in the collection: English

Access

Collection is open for research use.

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Preferred Citation

[Identification of item], Jean Runyon papers, MS 0018, Center for Sacramento History.

Acquisition Information

Received from Runyon, Saltzman & Einhorn in December 2013 and 2019 by the Center for Sacramento History (Accession # 2014/009, 2019/006).

Processing Information

Processed by John Fiedor, 2014-2016, and finding aid prepared by John Fiedor, 2016.

Biography / Administrative History

Jean Runyon was born on March 6, 1927 in Concordia, Kansas, the only child of Brutus Kerr Hamilton (1900-1970), a 1920 Olympic Decathlon Silver Medalist and Olympic coach, and Rowena Thornburg Hamilton (1901-1976), an actress in the Chautauqua Theater Circuit. Jean got her love of sport, literature and theater from her mother and father.

Brutus Hamilton was a track and field coach at the University of Kansas in Lawrence, Kansas where Jean spent the early part of her childhood. In 1932, Brutus Hamilton became the track and field coach at the University of California at Berkeley, and the family moved from Kansas. Jean grew up in Berkeley and while her father coached Jean dreamed of becoming an actress with her mother giving her advice along the way. When World War II erupted, Brutus served in the U.S. Air Intelligence in England for a time before returning to coach at Cal. Her father continued to coach and in 1952 he coached the U.S. Olympic team in Helsinki, Finland. Eventually, he became the Athletic Director for a time at Cal, but retired in 1965 as a well-respected coach. Brutus Hamilton loved literature and had a passion for writing and his biography, letters, and speeches were published in 1975, in a book entitled, *The Worlds of Brutus Hamilton* by Brutus Hamilton and edited by Lawrence J Baack.

Jean acted in numerous school plays in high school with her mother's encouragement along the way. She got noticed in a play at Berkeley High School and entered the Drama Department at Cal in 1946. While at Cal, Jean decided to take a semester off and attend the Geller Workshop in Los Angeles. She acted in several plays while she was there. Her dad's condition for her going to Los Angeles was that she find a job and a roommate. She did and her roommate was Anne Folger, the coffee heiress.

Jean came back to Cal, but then left before completing her degree to get married to a fellow student and aspiring actor Mercer Runyon in 1948. Mercer's family had pear orchards in Courtland, California, near Sacramento. The couple spent summers at the pear ranch and the rest of the year in Sacramento. Jean had a son Stephen in 1949, and daughter Liz in 1954. Sadly, Jean's son Stephen passed away in 2013 as the result of a motorcycle accident. Jean and Mercer were involved with acting in community theater at the Sacramento Civic Repertory Theater at the Eaglet Theater as well as at Bob Wyman's Jay-Robb Theater, performing in a variety of plays. Jean and Mercer also performed puppet shows around northern California after they entered a Panorama Pacific puppet show contest. They went around to different state and county fairs, but their popularity faded over time. For a time, Jean also performed as the "Storytime Senorita" for a live audience of children on KXTV speaking in a Spanish accent.

It was Jean's acting in local Sacramento Theater that got her started in publicity, and then advertising. Jean stayed home with the children at times, but needed to help support the family. Jean met Eleanor McClatchy, who was passionate about theater and owner of the Sacramento Bee newspaper. Eleanor supported bringing the Music Circus to Sacramento and encouraged the owners, Russell Lewis and Howard Young, to hire Jean to sell theater tickets through promotional parties. Jean was successful at selling tickets and the owners of the Music Circus encouraged Jean to open her own business about five years later because they could no longer afford to pay her the percentage they agreed to for her selling tickets. The timing was good for Jean and in about 1957 Jean started her own publicity business with one of her first accounts being the Sacramento Housing and Redevelopment Agency. One of her first offices was in Old Sacramento, known before being redeveloped as the city's skid row. Jean's kind spirit helped her out over the years and she didn't feel out of place or better than the homeless who lived there. In fact, she helped wherever she could.

During the 1960's and early 1970's Jean had several business partners as she expanded the agency from public relations into advertising and other areas. In an award that always gave Jean a smile, the Sacramento Public Relations Roundtable named her "PR Man of the Year" in 1961. Someone once asked Jean how she survived in a "man's world". Characteristically, Jean replied that no one ever told her that it was a man's world and that she never really let that stand in her way. Business grew rapidly, but Jean always found time to give back to the community. One of the things she became famous for doing in Sacramento for over 40 years was dressing up as a witch on Halloween and getting up on her roof and throwing candy to the costumed children below. In giving back to the community, Jean was active with numerous charities throughout Sacramento including the Make-A-Wish Foundation, the United Way, United Cerebral Palsy, the Salvation Army, and the Sacramento Regional Foundation. Jean was given a Presidential Citation for Community Service work. There are many more, too numerous to list here. Jean was also a great contributor to the arts in Sacramento whether it was supporting the Crocker Art Museum or supporting local artists through purchases. Over the years, many of the charities she was involved with honored her for her service and fundraising efforts.

Character to get through difficulty and tragedy was also a part of Jean's life and she did it with grace by all accounts. In 1970, within a month, she lost her husband Mercer who was only 46, her father Brutus, and was diagnosed with breast cancer. Jean had a family to support and a mother to take care of. She persevered. It was in 1976, that Jean formed the Runyon Agency and went out on her own and started a new agency. For a time it was an all woman agency until the first man was hired, who ended up doing reception work. Eventually, Jean found the perfect business partner in Estelle Saltzman. They complemented each other wonderfully, and eventually the firm was known as Runyon Saltzman. Saltzman

was a newspaper reporter by trade and started doing some work for Jean on the California State Fair account. After Jean and Estelle became business partners they also became good friends and worked for charitable causes and promoting the arts. Along the way, they found another talent in Jane Einhorn and became Runyon Saltzman & Einhorn subsequently and as it is known today. Many more partners and talents have joined the firm and continue to carry on the creative work that Jean nurtured. The business that Jean started as a publicity firm continues to flourish and grow despite her passing in October 2009.

Jean was a powerful, dynamic, and giving woman and knew all of the powerful people in Sacramento. They came to her in business and in social settings. She was widowed by four husbands and was quoted saying, "I love being in love." Jean had a wonderful group of friends and family to support her through the ups and down of life. There were numerous events where they honored Jean such as birthday parties at the Eagle Theater (1979), a birthday party at McGeorge Law School (1987) hosted by her good friend Dean Gordon Schaber, the United Cerebral Palsy Tribute Dinner (1993), and her 70th birthday party at the Little Theater in the Memorial Auditorium. Her 1987 birthday party culminated with a personal letter from Carol Channing (arranged by friends), because Jean resembled and had a voice like Carol Channing's. Carol said in the letter, "kiss dear Jean Runyon on her 60th birthday and give her my fondest felicitations. Any girl who 'bears an uncanny resemblance' to me and who has survived 60 years deserves all the kisses she can get." Jean's 70th Birthday bash was a kickoff of a campaign to raise \$300,000 to refurbish the Little Theater for the City of Sacramento and rename the theater in her honor. The dedication took place on May 24, 2000 and was renamed the Jean Runyon Little Theater. Her friends did this in her honor.

Jean passed on October 24, 2009 at age 82; a memorial was held for her on Halloween.

Scope and Content of Collection

The collection primarily documents the personal life and public relations and advertising career of Jean Hamilton Runyon from the 1950's to the early 2000's. The collection contains items of a personal nature related to Jean's family and friends. There is biographical information about Jean, information about her father, mother and children, birthday celebrations and honors given to Jean for her charitable work and community involvement, programs and documents highlighting Jean's talents and interest in acting and theater, awards, and some material on Jean's love of Halloween. There is a small amount of personal correspondence in the collection. Personal memorabilia includes a hat that Jean wore on Halloween to play her role as a witch. There are audiovisual materials related to Jean's witch performance on Halloween and tributes to Jean for honors that were given to her. There are also newspaper and magazine articles about Jean.

Her career is also highlighted in the collection and includes agency awards, the original legal and business documents that created her agencies with Articles, By-Laws, Minutes, Journals, and Ledgers that include Stock Certificates. Her career materials also contain case histories of some clients, organizational charts, agency profiles, and newspaper and magazine articles written by the agency, and scrapbooks that the agency kept. In addition, there are plaques that were given to Jean. There are also speeches by Jean and her business partner Estelle Saltzman.

The following series scope and content notes only offers selected highlights, please see the container list for a full listing of the series contents.

Series 1 - Personal & Family comprises biographical information about Jean. There is the guest book and a book of speeches from her Memorial. There are newspaper and magazine articles about Jean. Some are full size and separated from the collection in an oversize box with folders. There are also Halloween Posters and invitations to advertise Jean's witch role on Halloween at her house where she threw candy to children. Jean's witch hat and a set of plaques are in another oversize box. There is a folder about Jean's father Brutus Hamilton, an Olympic track and field athlete and coach as well as coach at UC Berkeley. There are documents and programs related to birthday parties and honors given to Jean and the planning that went into them. There are also audiovisual materials that were converted into digital files that show Jean as a witch and tributes by friends made in her honor. In addition, there are programs of plays that Jean acted in located in a separate Ephemera file.

Series 2 - Public Relations and Advertising Career comprises Jean's material about her work and the company she created. The materials in this series give a real sense of the fun, creative environment that Jean nurtured at her workplace as well as the excellent professional work that was done while she was involved and continues today. There are awards, an alumni newsletter and original legal and business documents that created her agencies with Articles, By-Laws, Minutes, Journals, and Ledgers that include Stock Certificates. There is documentation of the professional work that was done through client case histories, newspaper and magazine articles in regular and oversized file folders, two agency scrapbooks that contain newspaper articles and other agency happening in original binders. There are also articles that were written by the agency on different topics about the work being done by them. There are also materials that show the structure of the agency at different time periods as well as agency profiles from different time periods. In addition, there are audiovisual materials about the agency that have been migrated to digital formats.

Series 3 – Speeches comprise speeches and seminars given by Jean and Estelle jointly and separately that were given about PR and advertising work given as education about the field as well as to attract those interested in the industry. There are speeches to various community and business groups about PR and advertising as well as to attract new business. There are some humorous speeches given about people who were well-known community leaders and friends and clients of the firm.

Series 4 – Photographs comprise personal and family photographs of Jean as well as public relations and advertising materials. There are numerous photos from birthday parties and events held in Jean’s honor. There are also photos that document the work that was done to restore the Little Theater in Jean’s honor. There are 625 photos in the collection that span the years 1927-2009.

Indexing Terms

The following terms have been used to index the description of this collection in the library’s online public access catalog.

Advertising--Sacramento (Calif.)

Public Relations--Sacramento (Calif.)

Sacramento (Calif.)--History

Theater--Sacramento (Calif.)

Jean Runyon Papers, Center for Sacramento History

Chance, Dean. “About Jean Runyon”, *RSE, Runyon, Saltzman & Einhorn, December, 2013. Print.*

Davila, Robert, “He was Delta pear rancher, runner”, *Sacramento Bee, 30 Oct. 2013. Print.*

Kerry, Lee. “The Witch of Sacramento”, *Adweek 18 Aug. 1986: 18. Print.*

Korber, Dorothy. “Image-maker inspires very real reverence”, *Sacramento Bee Online, Web. 5 Aug. 2007.*

Kreiss, Margaret. “On the Run With Jeannie Runyon”, *Sacramento Bee, 31 May, 1977. Print.*

Mandelberg, Nancy. “Jean Runyon: A Passion for Living”, *Discover Mature Choices, Sacramento Bee, 29 July 2004. Print.*

Saltzman, Estelle. “Jean Runyon”, *The Runyon Agency, Inc., 15 April 1977. Print.*

Saltzman, Estelle. “About Jean Runyon”, *Runyon, Saltzman & Einhorn, December, 2013. Print.*

Saltzman, Estelle. “Welcome to Runyon Saltzman Einhorn, Inc.’s New Digs”, *RSE, Runyon, Saltzman & Einhorn, July, 2014. Print.*

Other Finding Aids

Materials related to those in the Jean Runyon Papers may be found in the KCRA TV Film Collection (1978/084) at Center for Sacramento History.

Materials related to Jean’s father, Brutus K. Hamilton can be found at the UC Berkeley Bancroft Library in a collection titled, “Student athletics and the voluntary discipline: oral history transcript / and related material, 1966-1967. The collection number is: BANC MSS 68/11 c; Phonotape 250 A

Series 1. Personal and family

Physical Description: 58 folders

Series Scope and Content Summary

Personal and family series comprises biographical information about Jean Runyon. There is a book of speeches and comments from guests at her memorial. There are also Halloween Posters and invitations to advertise Jean’s witch role on Halloween at her house where she threw candy to children. Jean’s witch hat and a set of plaques are in another oversize box. There is a folder about Jean’s father, Brutus Hamilton, an Olympic track and field athlete and coach as well as coach at the University of California Berkeley. There are documents and programs related to birthday parties and honors given to Jean and the planning that went into them. There are also audiovisual materials that were converted into digital files that show Jean as a witch and tributes by friends made in her honor. In addition, there are programs of plays that Jean acted in located in a separate ephemera file.

Arrangement

Arranged by format

Box 1 Folder 1

Box 1 Folder 2

Biography and Resume undated

Death & Condolences undated

Box 1 Folder 3	Memorial Tribute, Program & Speeches October 31, 2009
Box 1 Folder 4	Memorial Tribute, Memorial Book October 31, 2009
Box 1 Folder 5	Memorial Tribute, 1 DVD of Jean's Memorial Tribute October 31, 2009
Box 1 Folder 5	Memorial Tribute, 1 CD of Jean's Memorial Tribute October 31, 2009
Box 1 Folder 6	Awards in Jean's Honor, Nonprofit Resource Center, Jean Runyon Community Leader Award October 6, 2010
Box 1 Folder 7	Awards in Jean's Honor, Jeanie Award, Runyon, Saltzman & Einhorn Employee Award 2010
Box 1 Folder 8	Awards and Tributes, Award Nomination Forms by Estelle Saltzman, Business Partner 1973-2006
Box 1 Folder 9	Awards and Tributes, United Way Sacramento Area 1974-1975, Distinguished Community Service Award March 26, 1975
Box 1 Folder 10	Awards and Tributes, United Cerebral Palsy (UCP) Tribute Dinner, Planning June 7, 1993
Box 1 Folder 11	Awards and Tributes, United Cerebral Palsy (UCP) Tribute Dinner, Scrapbook June 7, 1993
Box 1 Folder 12	Awards and Tributes, United Cerebral Palsy (UCP) Tribute Dinner, 1 x ¾" Tape of Jay Chiat Tribute for UCP Dinner June 7, 1993
Box 1 Folder 13	Awards and Tributes, United Cerebral Palsy (UCP) Tribute Dinner, 1 x VHS Tape of Jane & Gordon Connell for Jean Runyon Tribute June 7, 1993
Box 1 Folder 14	Awards and Tributes, United Cerebral Palsy (UCP) Tribute Dinner, June 7, 1993, 1 x VHS Tape Labeled "RSWS, Inc., Jean Runyon Tribute Interviews Revised, Time: 13:19. Interviews were for the United Cerebral Palsy dinner on June 7, 1993. Interviews were of Estelle Saltzman, Gordon Schaber, Anne Rudin, Carolyn Reid, Jeanne's Club members, June 06/08/1993
Box 1 Folder 15	Awards and Tributes, Sacramento Regional Foundation, Lifetime Achievement Award for Community Service September 15, 1999
Box 1 Folder 16	Awards and Tributes, Salvation Army Community Luncheon in Jean Runyon's Honor, Tuesday May 29, 2001
Box 1 Folder 17	Awards and Tributes, Junior League Volunteer Dinner June 11, 2001
Box 1 Folder 18	Awards and Tributes, ATHENA Award, Woman's Day Conference & Exposition 10/9/2003
Box 1 Folder 19	Awards and Tributes, Center for Contemporary Art Honor April 5, 2008
Box 1 Folder 20	Awards and Tributes, Sacramento Public Relations Association (SPRA), Posthumous Lifetime Achievement Award, Speech and Program March 18, 2010
Box 1 Folder 21	Awards and Tributes, Sacramento Public Relations Association (SPRA), Posthumous Lifetime Achievement Award, Plaque March 18, 2010
Box 1 Folder 22	Birthday Celebrations, Birthday at the Eagle Theater March 4, 1979
Box 1 Folder 23	Birthday Celebrations, Jean's 60th Birthday Celebration Planning March 7, 1987
Box 1 Folder 24	Birthday Celebrations, Jean's 60th Birthday Celebration March 7, 1987
Box 1 Folder 24	Invitation on Plaque undated
Box 1 Folder 25	Birthday Celebrations, Jean's 70th Birthday Celebration Planning March 25, 1997
Box 1 Folder 26	Birthday Celebrations, Jean's 70th Birthday Celebration, Invitation on Plaque March 25, 1997
Box 1 Folder 27	Brutus Hamilton, 1900-1970, Jean's Father, Letters, Speeches, and Newspaper Articles 1932-2000
Box 1 Folder 28	Correspondence, Personal 1975-2009
Box 1 Folder 29	Death (Accidental) of Jean's Husband Philip Tow October 29, 1986
Box 1 Folder 30	Halloween and Holiday Greetings, Holiday Invitations 1982-1990
Box 1 Folder 31	Halloween and Holiday Greetings, Halloween and Christmas Poster Invitations 1977-1990
Box 1 Folder 32	Halloween and Holiday Greetings, Witches Hat undated
Box 1 Folder 33	Halloween and Holiday Greetings, 1 x ¾" Tape of Jean labeled, "Witch Story: Jeannie the Old Witch" October 30, 1963
Box 1 Folder 34	Halloween and Holiday Greetings, 1 x ¾" Tape labeled, "Runyon Tape" of Jean as a witch from Halloween 1979 as well as Agency promotional pieces 1978-1980
Box 1 Folder 35	Halloween and Holiday Greetings, 1 x VHS tape of Jean on the Roof as a witch being interviewed by Steve LeRosa, 2:45 minutes undated

Box 1 Folder 36	Halloween and Holiday Greetings, 1 x Cassette Tape and CD of "Witchy Woman" song with Jean Runyon Tow and KXTV's Dick Cable, 1:30 minutes undated
Box 1 Folder 37	Halloween and Holiday Greetings, Cassette Tape Script of "Witchy Woman" song with Jean Runyon Tow and KXTV's Dick Cable, 1:30 minutes undated
Box 1 Folder 38	Jean Club, 1 VHS Tape labeled, "Jean Video Jean Club" Material. Interviews were for the United Cerebral Palsy Tribute Dinner to Jean on June 7, 1993 Jean Club members are: Jeanne Lacy, Jeanne Artz, and Jeanne Rice. Other friends on the tape are: Estelle Saltzman, Carolyn Reid, Anne Rudin, Jane Einhorn, Steve Runyon, Elizabeth Mulligan (daughter) and 2 grandchildren, Jim Seigel undated
Box 1 Folder 39	Jean's Medical History and Hospital Stay 2002-2003
Box 1 Folder 40	Little Theater Renovation Costs & Fundraising Campaign undated
Box 1 Folder 41	Little Theater Restoration Reports undated
Box 1 Folder 42	Little Theater Opening Dedication May 24, 2000
Box 1 Folder 43	Magazine and Newsletter Articles 1976-2004
Box 1 Folder 44	Newspaper Article, Personal Friend, Gregory Favre March 1996
Box 1 Folder 45	Newspaper Article, Personal Friend, Gordon Schaber, Obituary, "Farewell, Gordon", by Jean Runyon November 15, 1997
Box 1 Folder 46	Newspaper Clippings circa 1965-2013
Box 1 Folder 47	Newspaper Clippings Oversized material 1977-1997
Box 1 Folder 48	Newspaper Clippings Oversized material 2000-2012,
Box 1 Folder 49	Philanthropic Work, Sacramento Region Community Foundation, 30-Year Anniversary Brochure, Jean Runyon, Past Board Member undated
Box 1 Folder 50	Philanthropic Work, National Philanthropy Day Outstanding Philanthropic Organization, Runyon, Saltzman & Einhorn November 12, 2013
Box 1 Folder 51	Press Release, Sacramento Performing Arts Center, First Performances in Jean Runyon Little Theatre at the Memorial Auditorium January 15, 2001
Box 1 Folder 52	Programs and Events, Sacramento Community Leaders Prayer Breakfast Program October 20, 1977
Box 1 Folder 53	Theater & Acting Career Ephemera, Jean's Performance Programs, The Sacramento Civic Repertory Theater, Eaglet Theater, "Abe Lincoln in Illinois" February 13-16, 1952
Box 1 Folder 54	Theater & Acting Career Ephemera, Jean's Performance Programs, The Sacramento Civic Repertory Theater, Eaglet Theater, "Mrs. McThing" May 12-21, 1955
Box 1 Folder 55	Theater & Acting Career Ephemera, Jean's Performance Programs, The Sacramento Civic Repertory Theater, Eaglet Theater, "Sabrina Fair" May 17-26, 1956
Box 1 Folder 56	Theater & Acting Career Ephemera, Performance Programs, The Sacramento Civic Theater, Sacramento Earl Warren Community Center Theater undated
Box 1 Folder 57	Theater & Acting Career Ephemera, Commemorative Programs, Sacramento Civic Theater, 35th Anniversary Album 1977
Box 1 Folder 58	Theater & Acting Career Ephemera, Commemorative Programs, Sacramento Civic Theater, 50th Anniversary Album 1992
Box 6	Memorial Tribute, Guest Book October 31, 2009

Series 2. Public relations and advertising

Physical Description: 66 folders

Series Scope and Content Summary

Public relations and advertising comprises Jean Runyon's material about her work and the company she created. There are awards, an alumni newsletter and original legal and business documents that created her agencies with articles, by-Laws, minutes, journals, and ledgers that include stock certificates. There is documentation of the professional work that was done through client case histories, newspaper and magazine articles in regular and oversized file folders, two agency scrapbooks that contain newspaper articles and other agency happening in original binders. There are also articles that were written by the agency on different topics about the work being done by them. There are also materials that show the structure of the agency at different time periods as well as agency profiles from different time periods. In addition, there are audiovisual materials about the agency that have been migrated to digital formats.

Arrangement

Arranged by format

Box 1 Folder 59	Agency Alumni Newsletter 1982-1990
Box 1 Folder 60	Agency Awards, Golden Quill Awards Submissions 1982
Box 1 Folder 61	Agency Awards, Sacramento Public Relations Round Table, Award Submissions 1974
Box 1 Folder 62	Agency Awards, Sacramento Public Relations Round Table, Award Submissions 1975
Box 1 Folder 63	Agency Awards, Sacramento Public Relations Round Table, Award Submissions 1976
Box 1 Folder 64	Agency Awards, Sacramento Public Relations Round Table, Award Submissions 1977
Box 1 Folder 65	Agency Awards, Sacramento Public Relations Round Table, Award Submissions 1980
Box 1 Folder 66	Agency Awards, Sacramento Public Relations Round Table, Award Submissions 1981-1982
Box 1 Folder 67	Agency Awards, Sacramento Public Relations Round Table, Award Submissions 1983
Box 1 Folder 68	Agency Blog Tribute to Jean 2012
Box 1 Folder 69	Agency Business Records, Document List of Original Business Records 1960-1982
Box 1 Folder 70	Agency Business Records, Original Business Records, Articles of Incorporation 1960-1982
Box 1 Folder 71	Agency Business Records, Original Business Records, By-Laws 1960-1982
Box 1 Folder 72	Agency Business Records, Original Business Records, Minutes 1960-1982
Box 1 Folder 73	Agency Business Records, Original Business Records, Journal 1960-1982
Box 1 Folder 74	Agency Business Records, Original Business Records, Stock Ledger 1960-1982
Box 1 Folder 75	Agency Business Records, Original Business Records, Legal Documents and Correspondence 1960-1982
Box 1 Folder 76	Agency Business Records, Document List of Corporate Records, Runyon Saltzman, Inc. 1976-1989
Box 1 Folder 77	Agency Business Records, Corporate Records, Runyon Saltzman, Inc., Articles 1976-1989
Box 1 Folder 78	Agency Business Records, Corporate Records, Runyon Saltzman, Inc., Minutes 1976-1989
Box 1 Folder 79	Agency Business Records, Corporate Records, Runyon Saltzman, Inc., Legal Documents and Correspondence 1976-1989
Box 1 Folder 80	Agency Business Records, Corporate Records, Runyon Saltzman, Inc., Stock Ledger 1976-1989
Box 1 Folder 81	Agency Business Records, Corporate Records, Runyon Saltzman, Inc., Stock Certificates 1976-1989
Box 2 Folder 1	Agency Case Histories, Sacramento Transit Authority Bid 1966
Box 2 Folder 2	Agency Case Histories 1974-1980
Box 2 Folder 3	Agency Case Histories 1981-1992
Box 2 Folder 4	Agency Client Magazine Ads undated
Box 2 Folder 5	Agency Client Notes, Chinese Architectural Dig 1989
Box 2 Folder 6	Agency Conference Attendance, Copywriting Seminar November 15, 1976
Box 2 Folder 7	Agency Conference Attendance, Small Ad Agency Seminar July 16, 1979
Box 2 Folder 8	Agency Conference Attendance, Pubic Relations Management Conference undated

Box 2 Folder 9	Agency Conference Attendance, Society for Newspaper Design Conference undated
Box 2 Folder 10	Agency Conference Attendance, Advertising Age Conference January 21, 1985
Box 2 Folder 11	Agency Conference Attendance, U.S. Bank Small Business Conference 6/2/1993
Box 2 Folder 12	Agency Correspondence, Estelle Re: Jean 2011-2013
Box 2 Folder 13	Agency Correspondence, Copyright Infringement 1985-1988
Box 2 Folder 14	Agency History and Timeline undated
Box 2 Folder 15	Agency Holiday Promotion 1977-1979
Box 2 Folder 16	Agency Logos undated
Box 2 Folder 17	Agency Magazine and Newsletter Articles, Client Work 1974-1975
Box 2 Folder 18	Agency Magazine and Newsletter Articles, Point of View Articles 1985-1993
Box 2 Folder 19	Agency Magazine and Newsletter Articles, Publicity 1975-1989
Box 2 Folder 20	Agency Marketing & Advertising, Brochures undated
Box 2 Folder 21	Agency Marketing & Advertising, Magazine Ads undated
Box 2 Folder 22	Agency Marketing & Advertising, 1 x ¾" Tape labeled, "Runyon Tape" of undated
Box 2 Folder 23	Agency Newspaper Articles and Clippings, Newspaper Clippings 1976-05/1987
Box 2 Folder 24	Agency Newspaper Articles and Clippings, Newspaper Clippings 07/1987-2013
Box 2 Folder 25	Agency Newspaper Articles and Clippings, Point of View Articles 1985-1991
Box 2 Folder 26	Agency Newspaper Articles and Clippings, Publicity 1964-1998
Box 2 Folder 27	Agency Newspaper Articles and Clippings, Plaque, Sacramento Business undated
Box 2 Folder 28	Agency Organizational Charts 1979-1994
Box 2 Folder 29	Agency Press Releases 1987-1988
Box 2 Folder 30	Agency Profiles 1979-1989
Box 2 Folder 31	Agency Profiles 1991-1994
Box 2 Folder 32	Agency Publications, Sacramento Prospectus, Volume 1, Number 1 July 1975
Box 2 Folder 33	Agency Publications, "No-Cost Public Relations for the Arts" 1976
Box 2 Folder 34	Agency Publications, PR Casebook, Volume 1, Number 2 October 1980
Box 2 Folder 35	PR Casebook, Volume 2, Number 8, "7 Eleven Days of Christmas" August 1981
Box 2 Folder 36	Agency Publicity Scrapbooks, Scrapbook 1 March 1973- September 1987
Box 2 Folder 37	Agency Publicity Scrapbooks, Scrapbook 2 January 1988- April 1993
Box 2 Folder 38	Agency Strategic Planning 1976-1987
Box 2 Folder 39	Jean's Salary History 1976-2007
Box 2 Folder 40	Jean's Work Calendar Examples 1987-1994
Box 2 Folder 41	Sacramento Metropolitan Chamber of Commerce Brochure, Jean Runyon, Chamber Member 1978
Box 2 Folder 42	"Soprano is Dying", Act 1 1973-1990
Box 2 Folder 43	"Soprano is Dying", Act 2 1960s-2013

Series 3. Speeches and seminars

Physical Description: 71 folders

Series Scope and Content Summary

Speeches comprise speeches and seminars given by Jean and Estelle jointly and separately that were given about public relations and advertising work given as education about the field as well as to attract those interested in the industry. There are speeches to various community and business groups about public relations and advertising as well as to attract new business. There are some humorous speeches given about people who were well-known community leaders and friends and clients of the firm.

Arrangement

Arranged chronologically

Box 2 Folder 44	Anecdotes and Inspiration undated
Box 2 Folder 46	Jean Runyon, "PR Campaign", Woodland Talk August 21, 1975
Box 2 Folder 47	Jean Runyon, "Publicity", American River College November 1, 1975
Box 2 Folder 48	Jean Runyon, "25 Years in Public Relations/Advertising", Business Women's Association October 16-17, 1981
Box 2 Folder 49	Jean Runyon, "The Executive and Public Relations", UC Davis Extension Management Seminar March 11, 1981
Box 2 Folder 50	Jean Runyon, "Sacramento Union Newspaper Speech on Runyon Agency", Sacramento Public Relations Round Table January 19, 1984

Box 2 Folder 51	Jean Runyon, "The Role of Public Relations at the Local Level", Goodwill Industries February 15, 1984
Box 2 Folder 52	Jean Runyon, "Speech to Kiwanis" November 21, 1984
Box 2 Folder 53	Jean Runyon, "Public Relations and Advertising", California State University at Sacramento (CSUS) 1987
Box 2 Folder 54	Jean Runyon, "Success", Women's Council Luncheon May 26, 1988
Box 2 Folder 55	Jean Runyon, "Networking and Success", Sacramento Women's Network 8/3/1988
Box 2 Folder 56	Jean Runyon, "How to Promote Yourself through Participating on Boards and Committees", Sacramento Chamber of Commerce September, 1988
Box 2 Folder 57	Jean Runyon, "Prayer", Governor's Prayer Breakfast February, 1989
Box 2 Folder 58	Jean Runyon, "Playing Hard Ball with a Soft Bat", Optimists International 2/15/1989
Box 2 Folder 59	Jean Runyon, "Community Relations", Public Relations Society of America (PRSA), California Capital Chapter February 22, 1989
Box 2 Folder 60	Jean Runyon, "Eulogy to C.K. McClatchy", C.K. McClatchy Memorial 4/20/1989
Box 2 Folder 61	Jean Runyon, "Raising Your Community Profile in 1989", Mercy San Juan Hospital May 17, 1989
Box 2 Folder 62	Jean Runyon, "PR's Role in the Marketing Mix", Sacramento Valley Marketing Association (SVMA) June 8, 1989
Box 2 Folder 63	Jean Runyon, "Invocation Prayer", Millard Tonkin Dinner June 13, 1989
Box 2 Folder 64	Jean Runyon, "Innovation", Larchmont Homes Christmas Breakfast 12/4/1989
Box 2 Folder 65	Jean Runyon, "Introduction of Frank Whittaker of the Sacramento Bee" 2/22/1990
Box 2 Folder 66	Jean Runyon, "Secretaries Day", Rotary Club January 7, 1991
Box 2 Folder 67	Jean Runyon, "How Public Relations Can Help Your Business", Sales & Marketing Executives March 21, 1991
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Box 2 Folder 76	Jean Runyon, "Campaign Fundraising", California Women Lead, f/k/a California Elected Women's Association undated
Box 2 Folder 77	Jean Runyon, "How to Promote the Certified Property Manager (CPM) Designation", Institute of Real Estate Managers undated
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Series 4. Photographs

Physical Description: 625 photographs + 316 digital photographs

Series Scope and Content Summary

Photographs comprise personal and family photographs of Jean Runyon as well as public relations and advertising materials. There are numerous photos from birthday parties and events held in Jean's honor. There are also photos that document the work that was done to restore the Little Theater in Jean's honor. There are 625 photos in the collection that span the years 1927-2009

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