



85-0022
Bloodonor Programs,
Inc., Records,
1976-1983

Bloodonor Programs, Inc., was the first non-profit volunteer blood donor registration and scheduling service of its type for blood banks in the United States. It was organized in September 1977 by Jan Williams and Hetta "Peaches" Kempner, both active in the Junior League of Galveston County, and the Junior League Volunteer Blood Donor Recruitment Committee. BDPI was incorporated by the State of Texas on March 1, 1978.

BDPI was created to enlarge the pool of volunteer blood donors serving blood banks in the eighteen-county Houston/Galveston area. Involving all six regular Houston television stations and all ten non-profit area blood banks, BDPI staged three live, prime-time television specials to register new blood donors. The first special, "To Save a Life," aired July 26, 1978, and secured over 16,000 registrations. The second telecast aired August 15, 1979, resulting in over 15,000 registrations, and the third one on August 17, 1980, secured 10,200 pledges.

The focus changed several times. Scheduling was added to the list of BDPI's responsibilities during 1979. In 1980, BDPI provided emergency verification service to the six Houston television news departments, which checked first with BDPI before issuing public appeals for blood. BDPI turned over operation of donor recruitment to area blood banks in June 1981 in order to concentrate on testing and developing new blood donor recruitment programs for use by non-profit blood banks.

These records consist of general correspondence, funding requests, publicity files, subject files, and photographs of the various television specials. A special category, entitled "reading files," provides the user with a monthly account of BDPI operations. The general correspondence consists of correspondence between BDPI and outsiders, hospitals, and directors, and should be further refined into general correspondence and inter-departmental correspondence.

These records include several BDPI subgroups, including the files of its branch office in Houston.

BLOODONOR PROGRAMS, INC., RECORDS
85-0022

<u>Box</u>	<u>FF</u>	<u>Series</u>	<u>Dates</u>
1		Historical Features	
	1	History & Description	
	2	By-Laws	
	3	Organizational Features	
	4	Miscellaneous	
	5-6	General Correspondence (reverse chronological) Correspondence Log (Outgoing)	
		Types	
	7	Banks	1978-80
	8	Information Requests	1980
	9	Newspapers	1980, 1982
	10	Radio Stations	1979
	11-16	Television Special--Thank-You Letters	1980
	17	Thank-You Letters--Misc.--Received	1978-80
	18	Thank-You Letters--Misc.--Sent	1982
	19-22	Volunteers--Thank-You Letters	1978-80
		Named Correspondents	
	23-24	Anderson (M. D.) Hospital	1980-82
	25	Anderson (M. D.) Hospital. Blood Bank (Lichtiger, Ben)	1981
	26	Davis (Jefferson) Hospital (Houston)	1982
	27-31	Delenick, Joann	1980-82
	32-36	Gulf Coast Regional Blood Bank	1978-79
2	1	Gulf Coast Regional Blood Bank	1979
	2	Hemotherapy Institute	1978-80
	3	Houston Chronicle (newspaper)	1978-82
	4-5	KHOU Television Station (Channel 11)	1977-82
	6	KHTV Television Station (Channel 39)	1978-82
	7	KIKK Radio Station	1982
	8	KILT Radio Station	1980-82
	9	KPRC Television Station (Channel 2)	1978-81
	10	KRIV Television Station (Channel 26)	1978-81
	11	KTRK Television Station (Channel 13)	1978-82
	12	KUHT Television Station (Channel 8)	1978-81
	13	Kelsey, Mavis P.	1979-81
	14	LeMaistre, Charles P.	1980-81
	15	Lenox Hill Hospital (New York, N.Y.)	1979, 1982
	16	Levin, William C.	1980-81
	17	McConn, James	1978-81
	18	McMahon, Ed	1980
	19	McNeese, Catherine Elsbury	1980-82
	20-22	Methodist Hospital (Houston)	1977-82
	23-24	Oswalt, Robert M.	1978-82
	25	Randall, Edward III	1979-80
	26	Reagan, Ronald	1980-81
	27	Roberts, Oral	1980-81
	28-32	St. Luke's Episcopal Hospital (Houston)	1978-82
	33	Seven-Up Bottling of Houston	1980-81



<u>Box</u>	<u>FF</u>	<u>Series</u>	<u>Dates</u>
3		General Correspondence (reverse chronological)	
		Named Correspondents	
	1-2	Southwestern Bell Telephone Company	1979-81
	3	Spears (Mike) Advertising Concern	1980
	4	Stedman, Ed	1979-80
	5	Taub (Ben) General Hospital (Houston)	1978, 1980-82
	6	Texas Medical Association	1978-80
	7-9	Touche-Ross & Company	1979, 1981
	10	Tower, John	1981-82
	11	U.S. Federal Communications Commission. Television License Renewal Broadcast Bureau (re: BDPI complaint against KHOU Television Station)	1980
	12	U.S. Veterans Administration	1978-81
	13	U.S. White House	1976, 1980
	14-18	University of Texas Medical Branch	1978-82
	19	Wheless, William Meade III	1979-82
	20	A-G, Misc.	1978-82
	21-22	H, Misc.	1978-82
	23	I-L, Misc.	1977-82
	24	M, Misc.	1980-81
	25	P-S, Misc.	1978-82
	26	T-W, Misc.	1978-82
	27-33	Minutes & Agenda	1978-82
4		Financial Records	
	1	Budgets	1978-83
	2	Chart of Accounts	1979, nd
	3	Financial Reports	1978-79
	4	Miscellaneous	1980-82
		Project & Planning Files	
	5	Annual Fund Campaign Plan	1981
	6	Appeal to Radio Stations	nd
	7-9	Bloodonor Programs & Biomaterials Management Proposal (NOTE: This file will remain closed for 25 years from Sept. 1, 1985.)	1979, nd
	10-12	Galvez Mall Event	1980
	13	Mall Event Schedule	nd
	14	National Blood Donor Recruitment Center	nd
	15-18	Planning	1981-82, nd
	19	Poster Contest	1978
	20-22	Roller Rally	1980-81
	23	Telethon Project Summary	1977-78
		Grant Records	
	24-26	U.S. National Institutes of Health	1978-82
		Funding Requests	
		Types	
	27	Contributions--Possible	1979, 1981-82
	28	In-Kind Letters	1980
	29-32	Replies	1977-79
		Sources	
	33	American Indemnity Company	1978-82
	34-35	Atlantic Richfield Foundation	1978-82



<u>Box</u>	<u>FF</u>	<u>Series</u>	<u>Dates</u>
5		Funding Requests	
		Sources	
	1	Atlantic Richfield Foundation	1977-78
	2	Cameron (Harry S. & Isabel C.) Foundation	1981
	3	Cullen Foundation	1979-80, 1982
	4-5	Exxon Company, USA	1980-82
	6	First City National Bank of Houston	1979-80, 1982
	7	Hershey Foundation	1978-82
	8	Houston/Galveston Aquatic Foundation	1982
	9-10	Junior League of Galveston	1978-81
	11	Kempner (Harris & Eliza) Fund	1978-82
	12	Ortho Diagnostics	1978-80
	13	Pennzoil Company	1980-82
	14	Randall (David Crow) 1976 Children's Trust	1978-82
	15	Rotan Mosle	1978-80
	16	Sarofim (Fayez) & Company	1978-80
	17	Scoular, David N.	1980
	18	Sealy-Smith Foundation	1978-80
	19-21	Shell Companies Foundation	1977-82
	22	Shepherd, Robert A., Jr.	1979-81
	23	Smith, Mrs. William Randolph	1979-81
	24	Strake (George W.) Foundation	1978-80
	25-26	Tenneco, Inc.	1978-82
	27	Texas Commerce Bank Foundation, Inc.	1982
	28	Thompson, Peter K.	1979, 1981
	29	Thorne, Daniel K.	1978, 1980
	30	Towler, Martin L.	1978-79, 1981-82
	31	West Foundation	1979-80
	32	A-L, Misc.	1979, 1981-82
	33	M-P, Misc.	1978-80, 1982
	34	R, Misc.	1978-79, 1981-82
	35	S-W, Misc.	1979-81
	36-39	Reports--Annual Financial	1979-82
	40	Contracts & Agreements	1975, nd
6	1-2	Contracts & Agreements	1980-81
		Speeches & Writings	
	3-7	Public Service Announcements	1979-80, nd
	8-9	Television Scripts	nd
		Publicity Files	
	10-11	Media	nd
	12-15	Notebooks (primarily photocopied clippings) (Two folders contain loose material removed from notebook 6-13.)	1976, 1978-80
7	1	Publicity Release Forms	nd
	2-3	Radio	1980-82
	4-7	Press Releases	1978, 1981
	8-11	Lists	1978, nd
	12-17	Petitions--1980 Simulcast	
	18-23	Clippings	1978-80, 1982
		Ephemera	
	24-31	Master Forms	1977-82, nd



<u>Box</u>	<u>FF</u>	<u>Series</u>	<u>Dates</u>
	8	Ephemera	
	1-5	Master Forms	1978-83
	6-7	Memoes	1978-80
	8	Sartorian (Galveston newspaper)	1981 (Dec.)
	9	Schechter Report/LABS	1980
	10-17	Miscellaneous	1978-81, nd
	18-19	Awards & Certificates (see also oversize)	1978-80, nd
	20	Proclamations (see also oversize)	1978, 1980, nd
		Subject Series	
	21	Artificial Blood	nd
	22	Barney Bloodrop Suit	nd
	23	Blood Donor Cards--Allocation Audit	1978
	24	Blood Donor Groups--Demographic Information	nd
	25	Blood Donor Recruitment	1980
	26	Bloodollar	1979-80
	27-30	Computer Information	1980
	31	Donation Locations	nd
	32	Donor Recruitment Meeting	1980
	33-34	Fannin-Holcombe Building	1980-82
	35-37	First-Time Blood Donor Retention	1979-82
	38-40	Funding Packet	1978-80
	1	Funding Packet	1978-79
	2	Houston (Texas) Area Media Guide	1980-81
	3	Junior League	1977-78
	4	Mailer--Galveston	nd
	5	Mailgram (re: KHOU Television Station's refusal to carry BDPI simulcast)	1980
	6-7	National Interest in Bloodonor Programs	1979-81
	8	Pledge Card Totals	1979, nd
	9	Professional Broadcast Organizations	nd
	10-11	Registration System	1978
	12	Request for Research Grant Applications	1981
	13-20	South Central Association of Blood Banks (including newsletters)	1978-82
	21	South Central Texas--Eighteen County Area	nd
	22	Talk Show Questions & Answers	nd
	23	Telephone Locations	1979
	24-28	Telethon--Endorsements	1976-81
	29-31	Telethon--Notes	1979
	32	Television Special--Material Sent to Outline Telephone Centers	1979
10	1-7	Television Special--Notes	1980
	8-9	Timesaver	1978, 1980-82
	10	Titus, Jack L.	1980
	11	Trace System	1980-81
	12-13	Voluntary Action Center of Houston & Harris County	1979-80
	14-16	Volunteers	1980-81
		Reading Files (correspondence, press releases, funding requests, etc.)	
	17-22	1977 (Oct.)-1978 (Mar.)	
11	1-14	1978 (Apr.-Sept.)	
12	1-14	1978 (Sept.)-1979 (June)	
13	1-15	1979 (July)-1980 (May)	



<u>Box</u>	<u>FF</u>	<u>Series</u>	<u>Dates</u>
14		Reading Files (correspondence, press releases, funding requests, etc.)	
	1-15	1980 (Aug.-Dec.)	
15	1-15	1981 (Jan.-Sept.)	
16	1-15	1981 (Sept.)-1982 (Mar.)	
17	1-6	1982 (Mar.-July)	
		Photographs	
		Subjects	
	7-11	Awards Ceremonies (including Mary Moody Northen)	1979-80, nd
	12	BDPI. Executive Coordinator (Callen)-- Proclamation (by James McConn)	nd
	13	Barney Bloodrop (mascot)	nd
	14	Individuals	nd
		BDPI. President (Williams)	
		BDPI. Vice President (Kempner)	
		BDPI. Volunteer Coordinator (Jammer)	
	15	Media Promotion	nd
	16	Meetings	nd
	17	Shrine Burn Institute	nd
	18-20	Telethon	nd
	21	Miscellaneous	nd
	22	Negatives	nd
18	1-3	Negatives	nd
	4-5	Slides (re: volunteer luncheon; Shrine Burn Institute)	1979-80
		Videotapes	
	6	KPRC Television Station (Channel 2)-- "This Day with Katherine"--60 min. Interviewer: Blissard, Katherine. Persons interviewed: BDPI. President (Williams); Duke, James "Red"; Life-Flite crew	1980 (Aug. 4)
	7	KRIV Television Station (Channel 26)-- "Access"--10 min.	1980 (Aug. 7)
		KHOU Television Station (Channel 11)-- "The Morning Show"--12 min.	1980 (Aug. 18)
19	1	KTRK Television Station (Channel 13)-- "Live at Five"--30 min. Interviewer: Boudreaux, Robert. Person interviewed: Bersch, Tim. Program audio sub-par	1980 (Aug. 7)
	2	KHOU Television Station (Channel 11)-- "Contempo"--30 min. Interviewer: Balthazar, Ann. Persons interviewed: Jammer, Waunda and Bersch, Tim.	1980 (Sept. 7)
	3	Blood Drive Commercial--Master	1982 (Apr. 26)
20	1	UTMB. Educational Television--"To Save a Life"--has static	nd
	2	"To Save a Life"	nd
	3	Public Service Announcements Volunteer Recruitment (30/40) Donor Recruitment (20/30)	nd
	1	Unidentified	nd



<u>Box</u>	<u>FF</u>	<u>Series</u> <u>Subgroups</u>	<u>Dates</u>
21	2	BDPI. Junior League Volunteer Project Coordinator (Williams)	1977-78
	3	BDPI. Vice-President (Kempner)	1978-80, 1982, nd
	4	BDPI. Volunteer Advisory Committee	1979-80
	5	BDPI. Houston Correspondence	1978
	6-11	Reading Files 1979 (Jan.-June, Sept.)	



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