



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Daytime TV Magazine Collection

NMAH.AC.0107

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Daytime TV Magazine Collection
<b>Date:</b>	1977-1983
<b>Identifier:</b>	NMAH.AC.0107
<b>Creator:</b>	Daytime TV Magazine. (Creator) Becker, Joyce Sugarman, Allan
<b>Extent:</b>	1 Cubic foot (3 boxes )
<b>Language:</b>	English .
<b>Summary:</b>	The collection consists of issues of <i>Daytime TV</i> , from 1977 to 1983. <i>Daytime TV</i> was a magazine devoted exclusively to soap operas and soap opera actors.

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## Administrative Information

### Acquisition Information

The collection was donated by Joyce Becker (writer of "Soap Opera Festival" column in Daytime TV magazine) and her husband Allan Sugarman in 1983.

### Provenance

The collection was transferred from the Division of Community Life (now the Division of Home and Community Life) to the Archives Center in 1984.

### Related Materials

#### **Materials at the National Museum of American History**

The Division of Culture and the Arts (now Division of Cultural and Community Life) holds soap opera-related materials. See accessions: 1983.0726; 1984.0198; 2013.0104; and 2013.0307.

### Processing Information

Procssed by Franklin A. Robinson, Jr., archivist, 2002.

### Preferred Citation

Daytime TV Magazine Collection, Archives Center, National Museum of American History

### Restrictions

Collection is open for research.

## Conditions Governing Use

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## Biographical / Historical

"Soap operas" became a staple of popular entertainment in the early twentieth century. The term "soap opera" was coined because many of the episodic drama programs were sponsored by various soap companies. Beginning on radio and then eventually migrating to television, soap operas filled an apparently insatiable need for the public to vicariously live out the lives of others on a daily basis. Procter and Gamble was one of the more prominent sponsors of soap operas. With the increased interest in soap operas came increased interest in the actors who played in them. By the 1970s, many magazines devoted exclusively to soap operas and soap opera actors proliferated, *Daytime TV* magazine was one of these publications.

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## Scope and Contents

An almost complete collection of *Daytime TV* magazine from 1977-1983.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

### Subjects:

Soap operas -- 1970-1990

### Types of Materials:

Magazines (periodicals) -- 1970-1990

### Names:

Joyce Becker's Soap Opera Festivals.

## Container Listing

Box 1, Folder 1	The Best of Daytime TV 10th Anniversary Issue, 1966-1976, 1976
Box 1, Folder 2	Daytime TV, 1977 November
Box 1, Folder 3-9	Daytime TV, 1980 January-1980 July
Box 1, Folder 10-20	Daytime TV, 1980 September-1981 July
Box 2, Folder 1-21	<p><a href="#">Daytime TV, 1981 August-1983 March</a></p> <p><a href="#">Summer Love Preview ... Daytime TV [magazine], July 1982</a>  1 Item (Ink on paper.; 11.0" x 8.1".)  Publisher: Daytime TV Magazine.  Language: English.  Notes: AC0107-0000001 (AC Scan)  In Box 2, Folder 4?  Six photo insets of various soap opera stars.</p> <p>Topic: Soap operas -- 1970-1990  Actresses</p> <p>Occupation: Actors</p> <p>Genre/Form: Periodicals</p>
	<p><a href="#">Wow! What a smashing couple ... Daytime TV [magazine], October 1982</a>  1 Item (Ink on paper.; 11.0" x 8.1".)  Publisher: Daytime TV Magazine.  Language: English.  Notes: AC0107-0000002 (AC Scan)  In Box 1, Folder October 1982.  Five photo insets of various soap opera stars.</p> <p>Topic: Soap operas -- 1970-1990  Actresses</p> <p>Occupation: Actors</p> <p>Genre/Form: Periodicals</p>
Box 3, Folder 1-6	Daytime TV, 1983 August-September