Guide to the Daytime TV Magazine Collection

NMAH.AC.0107
Franklin A. Robinson, Jr., archivist
2002 September
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### Collection Overview

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

### 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*


**Processing Information**

Processed 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.

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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.

Scope and Contents
An almost complete collection of Daytime TV magazine from 1977-1983.

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

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  Daytime TV, 1981 August-1983 March

Image(s)

Summer Love Preview ... Daytime TV [magazine], July 1982
1 Item (Ink on paper.; 11.0” x 8.1”).
Image(s): Summer Love Preview ... Daytime TV [magazine].
Daytime TV Magazine., Publisher
Six photo insets of various soap opera stars.

In Box 2, Folder 4?

Local Numbers
AC0107-0000001 (AC Scan)

Topic:  Actors
Actresses
Soap operas -- 1970-1990

Genre/ Form:  Periodicals

Wow! What a smashing couple ... Daytime TV [magazine], October 1982
1 Item (Ink on paper.; 11.0” x 8.1”).
Image(s)
Daytime TV Magazine., Publisher
Five photo insets of various soap opera stars.

In Box 1, Folder October 1982.

Local Numbers
AC0107-0000002 (AC Scan)

Topic:  Actors
Actresses
Soap operas -- 1970-1990

Genre/ Form:  Periodicals

Box 3, Folder 1-6  Daytime TV, 1983 August-September