



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Smithsonian World/ WETA "Selling the Dream" Collection

NMAH.AC.0418

Mimi L. Minnick

1991

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Smithsonian World/WETA "Selling the Dream" Collection
Identifier:	NMAH.AC.0418
Date:	1990-1991
Creator:	Smithsonian World (Producer)
Extent:	23 Cubic feet (16 boxes)
Language:	English .
Summary:	The collection documents "Selling the Dream" was an hour long television documentary that aired in early 1991 as part of the public television series, Smithsonian World.

Administrative Information

Acquisition Information

Collection donated by Smithsonian World through executive producer Sandra Bradley, in August 1991.

Processing Information

This collection was processed by Mimi L. Minnick, archivist, 1991.

Preferred Citation

Smithsonian World/WETA "Selling the Dream" Collection, 1990-1991, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

There are reproduction restrictions on material in this collection. See repository details.

Biographical / Historical

"Selling the Dream" was an hour-long television documentary that aired in early 1991 as part of the public television series "Smithsonian World." The program traces the evolution of advertising from the late 19th century through the creative revolution of the 1960s to explore how advertising both influences and reflects American culture. In addition to historical imagery, the program follows a contemporary Mitsubishi GT3000 automobile advertising campaign from conception to production. The program features interviews with the men and women who created the advertising as well as with scholars, historians, industry advocates and government officials who comment on the role and history of advertising in a consumer culture. "Selling the Dream" was underwritten by Southwestern Bell and co-produced by WETA and the Smithsonian Institution. The Center for Advertising History served as a resource and consultant to the producers.

Scope and Contents

Series 1, boxes 1-15: 16 mm color film shot for the program, arranged in two subseries. Subseries A, boxes 1-10, consists of primary source materials including film footage of a meeting of scholars, historians, archivists, Weiden & Kennedy advertising agency personnel, and Nike executives at the Smithsonian's Center for Advertising History for the Nike Advertising Oral History and Documentation Project; interviews with scholars, historians, industry representatives (including transcripts for some interviews); and documentation of a Mitsubishi GT3000 ad from pitch to production, including meetings between Grey advertising agency personnel and Mitsubishi account representatives, a live commercial shoot and a production session with a commercial narrator. Subseries B, boxes 11-15, consists of secondary materials created during production, including pre-production sync pulls, trims, and lifts as compiled and edited by producer Steven York and Associates. Series 2, box 16, contains documentary materials relating to the show's production and broadcast, including correspondence, press releases, and publicity. Transcripts for the interviews are located here.

Arrangement

The collection is divided into two series.

Series 1: Film

Series 2: Documentary Material

Names and Subject Terms

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

Subjects:

- Sex role in advertising
- Stereotypes (Social psychology) in advertising
- Symbolism in advertising
- Television advertising
- Wit and humor in advertising
- advertising

Types of Materials:

- Audiovisual materials
- Interviews -- 1950-2000
- Motion pictures (visual works) -- 1990-2000
- Oral history -- 1990-2000
- Press releases -- 1990-2000
- Transcripts

Names:

- Center for Advertising History
- Gitlin, Todd
- Grey Advertising.
- Marchand, Roland
- Mitsubishi
- Oda, Frances

Ogilvy, David
Pertshuk, Michael
Polykoff, Shirley
WETA
Wieden & Kennedy

Container Listing

Series 1: Moving Image

Box 1

Scope and Contents: The series consists of 16 mm color film shot for the program, and is arranged in two subseries. Subseries 1.1, in boxes 1 through 10, consists of primary source materials including film footage of a meeting of scholars, historians, archivists, Weiden & Kennedy advertising agency personnel and Nike executives at the Smithsonian's Center for Advertising History for the Nike Advertising Oral History and Documentation Project; interviews with scholars, historians, industry representatives (including transcripts for some interviews); and documentation of a Mitsubishi GT3000 ad from pitch to reproduction, including meetings between Grey advertising agency personnel and Mitsubishi account representatives, a live commercial shoot and a production session with a commercial narrator. Subseries 1.2 in boxes 11 through 15, consists of secondary materials created during production, including pre production sync pulls, trims and lifts as compiled and edited by producer Steven York and Associates.

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Series 2: Documentary Materials

Box 16

Scope and Contents: This series contains documentary materials relating to the show's production and broadcast, including correspondence, press releases and publicity. Transcripts for the interviews are located here. Also included is a ½" VHS copy of the edited documentary "Selling the Dream."

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