



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Nike Advertising Oral History Collection

NMAH.AC.0448

Mimi Minnick.

1992



Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	
Administrative Information	1
Biographical / Historical	2
Scope and Contents	2
Arrangement	3
Names and Subjects	
Physical Characteristics and Technical Requirements	3
Container Listing	
Series 1: Research Files, 1979 - 1992	6
Series 2: Interviewee Files, 1990 - 1992	9
Series 3: Oral History Interviews, 1990 - 1992	11
Series 4: Television Commercials, 1977 - 1990, undated	17
Series 5: Print Advertisements, 1985 - 1993	20
Series 6: Trade Catalogues and Photographs, 1958 - 1982	22
Series 7: Administrative Files, 1982 - 1990	23

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Nike Advertising Oral History and Documentation Collection
Date:	1958 - 1992
Identifier:	NMAH.AC.0448
Creator:	Center for Advertising History, Archives Center (Interviewer) Nike, Inc. (Creator) Ellsworth, Scott, Dr. (Interviewer)
Extent:	12 Cubic feet (25 boxes)
Language:	English .
Summary:	The Nike Advertising Oral History and Documentation Collection is the result of a two-year study of advertising of Nike athletic shoes. The effort was supported in part by a grant from Nike, Inc. Thirty-one oral history interviews were conducted with advertising, marketing and product development executives at Asics, Nike, John Brown & Co., Chiat/Day/Mojo and Wieden & Kennedy. A variety of related materials were gathered by the Center for Advertising History staff. The objective of the project was to create a collection that documents, in print and electronic media, the history and development of the company and its advertising campaigns.

Administrative Information

Acquisition Information

The collection was donated by Nike, Inc. in 1991 and 1992.

Related Materials

Materials in the Archives Center

Alka-Seltzer Documentation and Oral History Collection, 1953-1986 (AC0184)

N. W. Ayer Advertising Agency Records, 1849-1851, 1869-1996 (AC0059)

Campbell Soup Advertising Oral History and Documentation Project, 1904-1989 (AC0367)

Cover Girl Make-Up Advertising Oral History and Documentation Project, 1959-1990 (AC04374)

Federal Express Oral History and Documentation Project Collection, 1972-1987 (AC0306)

Caroline R. Jones Collection, circa 1942-1996 (AC0552)

Marlboro Oral History and Documentation Project, circa 1926-1986 (AC0198)

Pepsi Generation Oral History and Documentation Collection, 1938-1986 (AC0092)

Rob and Julie Strasser Collection, 1970-1990 (AC0525)

Processing Information

Collection processed by Mimi Minnick, archivist, 1992; revised by Erin Molloy, volunteer, 2012.

Preferred Citation

Nike Advertising Oral History and Documentation Collection, 1958-1992, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions

Collection is open for research but the master (preservation) tapes are stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

The Nike Advertising Oral History and Documentation Collection is the result of a two-year study of advertising of Nike athletic shoes. The effort was supported in part by a grant from Nike, Inc. Thirty-one oral history interviews were conducted with advertising, marketing and product development executives at Asics, Nike, John Brown & Co., Chiat/Day/Mojo and Wieden & Kennedy. A variety of related materials were gathered by the Center for Advertising History staff. The objective of the project was to create a collection that documents, in print and electronic media, the history and development of the company and its advertising campaigns.

The consistently high quality of this advertising, its award-winning artistic and creative innovations, and its contribution to the fitness movement in America combine to make this a significant chapter in the history of contemporary American advertising.

One aim of the project was to record the process of decision-making in the creation of successful ad campaigns, a process not often documented in the surviving records. Topics addressed in the oral history interviews include the origins of Nike and Nike advertising, the relationship between corporate culture and advertising, the place of advertising in overall marketing strategy, the development of brand image and identity, the nature of the creative process in producing effective advertising images, the use of athletes as endorsers, and Nikes's impact on the popular culture. Well-known campaigns are examined in depth, including Nikes's, use of the Beatles tune "Revolution", the "I Love L.A Spots" produced in conjunction with the 1984 Olympics, the controversial billboards campaign, the award-winning "Bo Knows" spots, and a series of commercials directed by African-American filmmaker Spike Lee. The collection is also a rich source of visual imagery for researchers interested in the portrayal of athletes, women and African-Americans.

Scope and Contents

This collection consists of thirty-one oral history interviews conducted by historian Scott Ellsworth with advertising, marketing and product development executives at Asics, Nike, John Brown & Co., Chiat/Day/Mojo and Wieden & Kennedy and related materials collected by the Center for Advertising History staff. There are audiocassettes (original and reference), 1/4" open reel audiotape (master), 3/4" videotapes, and VHS videotapes.

Arrangement

The collection is organized into seven series.

Series 1, Research Files, 1979-1992

Subseries 1.1, Materials Compiled by the Center for Advertising History, 1979-1992

Subseries 1.2, Material Compiled by Nike, 1982-1992

Series 2, Interviewee Files, 1990-1992

Series 3, Oral History Interviews, 1990-1992

Subseries 3.1, Original Audiotapes (audio cassette), 1990-1992

Subseries 3.2, Researcher copies (audio cassette), 1990-1992

Subseries 3.3, Preservation masters (1/4 inch audiotape), 1990-1992

Series 4, Television Commercials, 1977-1990 and undated

Subseries 4.1, Master Copies, 1977-1990 and undated

Subseries 4.2, Researcher copies, 1977-1990 and undated

Series 5, Print Advertisements, 1985-1993

Subseries 5.1, Ad Slicks, 1985-1993

Subseries 5.2, Slides, 1989 and undated

Series 6, Trade Catalogues and Photographs, 1958-1982

Series 7, Administrative Files, 1982-1990

Physical Characteristics and Technical Requirements

Researchers must use audiotape and videotape reference copies. Many of the reference videotapes only exist on 3/4" videotape. Researchers must make special arrangements with the Archives Center staff to view them.

Names and Subject Terms

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

Subjects:

- African American athletes
- Athletes
- Athletic shoes -- 1970-2000
- Basketball
- Broadcast advertising
- Business -- History
- Commercial art
- Copy writers
- Endorsements in advertising
- Marketing
- Motion picture producers and directors

Music in advertising
Running -- 1970-2000
Running shoes -- 1970-2000
Shoe industry -- 1970-2000
Shoes -- 1970-2000
Signs and signboards -- 1970-2000
Slogans
Sports
Sports for women
Television advertising
Track and field
Women in advertising
Women in the advertising industry
advertising -- History

Types of Materials:

Advertising fliers
Audiotapes
Clippings
Commercials
Fliers (printed matter)
Interviews -- 1970-1990
Oral history
Tear sheets
Videotapes

Names:

Adidas
Asics
Bedbury, Scott
Bowerman, William
Brown, John A.
Champ, Janet
Clarke, Tom
Clow, Lee
Conlon, Jerry
Davenport, Bill
Dolan, Liz
Donohue, Richard
Farris, Nelson
Hale, Cindy
Hoffman, Susan
Jackson, Bo
Jaqua, John
Johnson, Jeff
Kitami, Shoji
Knight, Phillip
McConnell, Pam
Moore, Charlotte
Moore, Kenny
Moore, Peter
Nike, Inc.

Onitsuka
Onitsuka, Kimachiro
Parker, Mark
Riswold, Jim
Robinson, Charles
Sakaguchi, Tokio
Stobie, Patsy Mest
Strasser, Robert (marketing executive)
Thomashow, Mark
Wieden & Kennedy
Wieden, Dan

Places:

Beaverton (Or.)
Portland (Oregon)

Container Listing

Series 1: Research Files, 1979 - 1992

Subseries 1.1: Materials Compiled by the Center for Advertising History, 1979 - 1992

Box 1, Folder 1	Advertising agency: FCO Univas (London), 1983 - 1984
Box 1, Folder 2	Advertising agency: Chiat/Day, 1983 - 1987
Box 1, Folder 3	Advertising agency: John Brown & Company, 1976 - 1991
Box 1, Folder 4	Advertising agency: Morton Advertising, Inc., 1976 - 1991
Box 1, Folder 5	Advertising agency: Wieden & Kennedy, 1983 - 1992
Box 1, Folder 6	Advertising and youth values, 1983 - 1990
Box 1, Folder 7	Advertising reviews, 1983 - 1990
Box 1, Folder 8	Advertising strategy, 1983 - 1986
Box 1, Folder 9	Athletic shoe industry, 1983 - 1991
Box 1, Folder 10	Campaign: "Billboards," 1984 (missing?)
Box 1, Folder 11	Campaign: "I Love L.A.", 1994
Box 1, Folder 12	Campaign: "Revolution", 1987
Box 1, Folder 13	Campaign: "Stay in School", 1990
Box 1, Folder 14	Campaign: "Superbowl", 1990
Box 1, Folder 15	Campaign: "Women", 1991
Box 1, Folder 16	Celebrity endorsements: Bo Jackson, 1989 - 1991
Box 1, Folder 17	Celebrity endorsements: Agassi/Allison/Jordan/Robinson, 1983 - 1992
Box 2, Folder 1	Competition, 1984 - 1991
Box 2, Folder 2	Fitness revolution, 1981 - 1985

Box 2, Folder 3	History, 1978 - 1992
Box 2, Folder 4	International advertising, 1986
Box 2, Folder 5	Market research, undated
Box 2, Folder 6	Spike Lee, 1989 - 1992
Box 2, Folder 7	Operation Push, 1990
Box 2, Folder 8	Product development, 1979 - 1992
Box 2, Folder 9	Promotion, 1984 - 1992
Box 2, Folder 10	Running Magazine, 1983
Box 2, Folder 11	"Who's Who at Nike", 1980 - 1983

Subseries 1.2: Material Compiled by Nike, 1982 - 1992

Box 3, Folder 1	Clip reports, 1989 - 1990
Box 3, Folder 2	Clip reports, 1991 February-1991 July
Box 3, Folder 3	Clip reports, 1991 August
Box 3, Folder 4	Clip reports, 1991 September-1991 October
Box 3, Folder 5	Clip reports, 1991 November-1991 December
Box 4, Folder 1	Clip reports, 1992 January-1992 February
Box 4, Folder 2	Clip reports, 1992 March
Box 4, Folder 3	Clip reports, 1992 April
Box 4.5, Folder 1	Xtreme Youth Market Trend Forecast, 1992
Box 4.5, Folder 2	Nike Case Study in "Breakthroughs", 1986
Box 4.5, Folder 3	Harvard Business School case study, 1984

Box 4.5, Folder 4

The Nike Barb, 1982 August

[Return to Table of Contents](#)

Series 2: Interviewee Files, 1990 - 1992

Box 5, Folder 1	Scott Bedbury, director of advertising, Nike, 1992 January 31
Box 5, Folder 2	William Bowerman, co-founder of Nike, 1990 August 24
Box 5, Folder 3	John Brown, founder, John Brown Advertising, 1991 March 6
Box 5, Folder 4	Janet Champ, art director, Wieden & Kennedy, 1992 January 31
	Tom Clarke, undated
Box 5, Folder 5	Lee Clow, Chiat/Day advertising, 1991 September 18
Box 5, Folder 6	Jerry Conlon, 1992 January 28
Box 5, Folder 7	Bill Davenport, 1992 January 31
Box 5, Folder 8	Richard Donohue, president, Nike, 1991 August 21
Box 5, Folder 9	Liz Dolan, director of public relations, Nike, 1992 January 28
Box 5, Folder 10	Nelson Farris, employee and unofficial historian, Nike, 1990 August 23
Box 5, Folder 11	Cindy Hale, advertising director, Nike, 1990 November 21
Box 5, Folder 12	Susan Hoffman, 1992 January 28
Box 5, Folder 13	John Jaqua, co-founder, Nike, 1990 November 20
Box 5, Folder 14	Bo Jackson, athlete and Nike endorser, 1992 January 24
Box 5, Folder 15	Jeff Johnson, long-time employee, Blue Ribbon Sports (later Nike), 1991 February 19
Box 5, Folder 16	Shoji Kitami, president, Harley Davidson Motor Clothes (Japan), 1991 September 24
Box 5, Folder 17	Phillip Knight, founder and chief executive officer, Nike, 1990 August 2
Box 5, Folder 18	Pamela McConnell, Nike's Hollywood representative, 1991 October 18
Box 5, Folder 19	Charlotte Moore, Wieden & Kennedy, 1992 January 31
Box 5, Folder 20	Peter Moore, graphic designer and marketing director, Nike, 1991 November 21

Box 5, Folder 21	Kimachiro Onitsuka, president, Asics, 1991 September 21
Box 5, Folder 22	Mark Parker, vice president for product design and development, Nike, 1991 August 30
Box 5, Folder 23	Jim Riswold, writer and creative director, Wieden & Kennedy, 1992 January 24
Box 5, Folder 24	Charles Robinson, financier and Nike board member, 1990 November 13
Box 5, Folder 25	Tokio Sakaguchi, general manager of the Research Institute of Sports Science, Asics, 1991 September 26
Box 5, Folder 26	Patsy Mest Stobie, first advertising manager, Nike, 1990 September 20
Box 5, Folder 27	Rob Strasser, former vice president of marketing, Nike, 1990 November 21
	Mark Thomashow, director of promotions, Nike, 1991 May 24
Box 5, Folder 28	Dan Wieden, founder, Wieden & Kennedy, 1990 August 22

[Return to Table of Contents](#)

Series 3: Oral History Interviews, 1990 - 1992

Subseries 3.1: Original Audiotapes (audio cassette), 1990 - 1992

Box 6, Folder 1	Phillip Knight, 1990 August 8
Box 6, Folder 2	Dan Wieden, 1990 August 22
Box 6, Folder 3	Nelson Farris, 1990 August 23
Box 6, Folder 4	William Bowerman, 1990 August 24
Box 6, Folder 5	Pam McConnell, 1990 October 18
Box 6, Folder 6	Charles Robinson, 1990 November 13
Box 6, Folder 7	Patsy Mest Stobie, 1990 November 20
Box 6, Folder 8	John Jaqua, 1990 November 20
Box 6, Folder 9	Cindy Hale, 1990 November 21
Box 6, Folder 10	Rob Strasser, 1990 November 21
Box 6, Folder 11	Peter Moore, 1990 November 21
Box 6, Folder 12	Jeff Johnson, 1991 February 19
Box 7, Folder 1	Kenny Moore, 1991 February 28
Box 7, Folder 2	John A. Brown, 1991 March 6
Box 7, Folder 3	Mark Thomashow, 1991 May 24
Box 7, Folder 4	Tom Clarke, 1991 August 21
Box 7, Folder 5	Richard Donohue, 1991 August 21
Box 7, Folder 6	Mark Parker, 1991 August 30
Box 7, Folder 7	Lee Clow, 1991 September 18
Box 7, Folder 8	Kimachiro Onitsuka, 1991 September 21
Box 7, Folder 9	Tokio Sakaguchi, 1991 September 26

Box 7, Folder 10	Shoji Kitami, 1991 September 24
Box 7, Folder 11	Jim Riswold, 1992 January 24
Box 7, Folder 12	Bo Jackson, 1992 January 24
Box 8, Folder 1	Jerry Conlon, 1992 January 28
Box 8, Folder 2	Susan Hoffman, 1992 January 28
Box 8, Folder 3	Scott Bedbury, 1992 January 31
Box 8, Folder 4	Liz Dolan, 1992 January 28
Box 8, Folder 5	Janet Champ, 1992 January 31
Box 8, Folder 6	Charlotte Moore, 1992 January 31
Box 8, Folder 7	Bill Davenport, 1992 January 31
Box 8, Folder 8	Scott Bedbury, 1992 January 31

Subseries 3.2: Researcher copies (audio cassette), 1990 - 1992

Box 9, Folder 1	Scott Bedbury, 1992 January 31
Box 9, Folder 2	William Bowerman, 1990 August 24
Box 9, Folder 3	John A. Brown, 1991 March 6
Box 9, Folder 4	Janet Champ, 1992 January 31
Box 9, Folder 5	Tom Clarke, 1991 August 21
Box 9, Folder 6	Lee Clow, 1991 September 18
Box 9, Folder 7	Jerry Conlon, 1992 January 28
Box 9, Folder 8	Bill Davenport, 1992 January 31
Box 9, Folder 9	Richard Donohue, 1991 August 21
Box 9, Folder 10	Liz Dolan, 1992 January 28
Box 9, Folder 11	Nelson Farris, 1990 August 23

Box 9, Folder 12	Cindy Hale, 1990 November 21
Box 9, Folder 13	Susan Hoffman, 1992 January 28
Box 9, Folder 14	John Jaqua, 1990 November 20
Box 9, Folder 15	Bo Jackson, 1992 January 24
Box 10, Folder 1	Jeff Johnson, 1991 February 19
Box 10, Folder 2	Shoji Kitami, 1991 September 24
Box 10, Folder 3	Phillip Knight, 1990 August 8
Box 10, Folder 4	Pam McConnell, 1990 October 18
Box 10, Folder 5	Charlotte Moore, 1992 January 31
Box 10, Folder 6	Kenny Moore, 1991 February 28
Box 10, Folder 7	Peter Moore, 1990 November 21
Box 10, Folder 8	Kimachiro Onitsuka, 1991 September 21
Box 10, Folder 9	Mark Parker, 1991 August 30
Box 10, Folder 10	Jim Riswold, 1992 January 24
Box 10, Folder 11	Walter McClure, 1992 July 6
Box 11, Folder 1	Charles Robinson, 1990 November 13
Box 11, Folder 2	Tokio Sakaguchi, 1991 September 26
Box 11, Folder 3	Patsy Mest Stobie, 1990 November 20
Box 11, Folder 4	Rob Strasser, 1990 November 21
Box 11, Folder 5	Mark Thomashow, 1991 May 24
Box 11, Folder 6	Dan Wieden, 1990 August 22
Box 11, Folder 7	Tim O'Kennedy, 1992 June 30
Box 11, Folder 8	Ray and Elfreide Prefontaine, 1992 July 8
Box 12	Bo Jackson, Chicago, Illinois, 1992-01-24

Box 12	Cindy Hale, 1990-11-21
Box 12	Susan Hoffman, Portland, Oregon, 1992-01-28
Box 12	Richard Donohue, 1991-08-21
Box 12	Liz Dolan, Beaverton, Oregon, 1992-01-28
Box 12	Bill Davenport, Portland, Oregon, 1992-01-31
Box 12	Jerry Conlon, Beaverton, Oregon, 1992-01-29
Box 12	Lee Clow, 1991-09-18
Box 12	Tom Clarke, 1991-08-21
Box 12	Janet Champ, Part 1, undated
Box 12	Janet Champ, Part 2, undated
Box 12	John A. Brown, 1991-03-06
Box 12	Scott Bedbury, Beaverton, Oregon, 1992-01-31
Box 13	Tim O'Kennedy, Beaverton, Oregon, 1992-06-30
Box 13	Peter Moore, 1990-11-21
Box 13	Kenny Moore, Part 1, 1991-02-28
Box 13	Kenny Moore, Part 2, 1991-02-28
Box 13	Charlotte Moore, Portland, Oregon, 1992-01-31
Box 13	Walter McClure, Coos Bay, Oregon, Part 1, 1992-07-06
Box 13	Walter McClure, Coos Bay, Oregon, Part 2, 1992-07-06
Box 13	Shoji Kitami, Part 1, 1991-09-24
Box 13	Shoji Kitami, Part 2, 1991-09-24
Box 13	Shoji Kitami, Part 3, 1991-09-24
Box 13	Jeff Johnson, Part 1, 1991-02-19
Box 13	Jeff Johnson, Part 2, 1991-02-19

Box 13	Jeff Johnson, Part 3, 1991-02-19
Box 14	Dan Wieden, 1990-08-22
Box 14	Mark Thomashow, 1991-03-07
Box 14	Rob Strasser, 1990-11-21
Box 14	Stobie, 1990-11-20
Box 14	Tokio Sakaguchi, Part 1, 1991-09-26
Box 14	Tokio Sakaguchi, Part 2, 1991-09-26
Box 14	Jim Riswold, Portland, Oregon, 1992-01-29
Box 14	Ray and Elfriede Prefontaine, Coos Bay, Oregon, 1992-07-08
Box 14	Mark Parker, 1991-08-30
Box 14	Kihachiro Onitsuka, Part 1, 1991-09-24
Box 14	Kihachiro Onitsuka, Part 2, 1991-09-25

Subseries 3.3: Preservation masters (1/4 inch audiotape), 1990 - 1992

Box 15	Scott Bedbury, 1992 January 31
Box 15	William Bowerman, 1990 August 24
Box 15	John A. Brown, 1991 March 6
Box 15	Janet Champ, 1992 January 31
Box 15	Tom Clarke, 1991 August 21
Box 16	Lee Clow, 1991 September 18
Box 16	Jerry Conlon, 1992 January 28
Box 16	Bill Davenport, 1992 January 31
Box 16	Richard Donohue, 1991 August 21
Box 16	Liz Dolan, 1992 January 28

Box 16	Nelson Farris, 1990 August 23
Box 16	Cindy Hale, 1990 November 21
Box 17	Susan Hoffman, 1992 January 28
Box 17	John Jaqua, 1990 November 20
Box 17	Bo Jackson, 1992 January 24
Box 17	Jeff Johnson, 1991 February 19
Box 17	Shoji Kitami, 1991 September 24
Box 18	Phillip Knight, 1990 August 8
Box 18	Pam McConnell, 1990 October 18
Box 18	Charlotte Moore, 1992 January 31
Box 18	Kenny Moore, 1991 February 28
Box 18	Peter Moore, 1990 November 21
Box 19	Kimachiro Onitsuka, 1991 September 21
Box 19	Mark Parker, 1991 August 30
Box 19	Jim Riswold, 1992 January 24
Box 19	Charles Robinson, 1990 November 13
Box 20	Tokio Sakaguchi, 1991 September 26
Box 20	Patsy Mest Stobie, 1990 November 20
Box 20	Rob Strasser, 1990 November 21
Box 20	Mark Thomashow, 1991 May 24
Box 20	Dan Wieden, 1990 August 22

[Return to Table of Contents](#)

Series 4: Television Commercials, 1977 - 1990, undated

Subseries 4.1: Master Copies, 1977 - 1990, undated

Box 21	Reel 1, Old commercials (3/4"), 1977 - 1982
Box 21	Reel 2, Chiat/Day City Campaign 1984: "Look Back" (3/4"), 1984
Box 21	Reel 3, Chiat/Day "I Love L.A."/ ABC/Mel Blanc (3/4"), undated
Box 21, Item AC0443-MV0004	Reel 4, Chiat/Day "I Love L.A.", 1984 1 Videocassettes (U-matic) Notes: Digital reference copy available in Smithsonian Institution Digital Asset Management System (DAMS)
Box 21	Reel 5, Chiat/Day "I Love L.A."/[L.A.Raiders?] Coliseum Crowd/ John McEnroe/ Carl Lewis (3/4"), 1984
Box 21	Reel 6, Chiat/Day Nike "Guns of August" (3/4"), 1985 October 31
Box 21	"Running the Next Ste" (Beta SP), 1985 October 31
Box 22	Reel 7, Jordan/Hollidy (3/4"), 1985 October 31
Box 22	Reel 8, Malone/Decker/"Benoit"/Lewis (3/4"), undated
Box 22	Reel 9, Chiat/Day Press billboards "Benoit"/Malone/Decker/Lewis/ "I Love L.A." (3/4"), undated
Box 22	Reel 10, Nike Reel, dub (3/4"), 1990 July 2
Box 22	Reel 11, Excerpts from Jane Fonda workout video (VHS), undated
Box 22	Ads from the 1970s and 1980s (Beta SP) (DigiBeta)
Box 23	Reel 12, Wieden & Kennedy Nike Historical Reel (VHS), 1989 September 12
Box 23	Reel 13, Wieden & Kennedy Nike Presentation Reel (VHS), 1989 June 21
Box 23	Reel 14, Wieden & Kennedy Nike Sales Force Video (VHS), 1990 July 19
Box 23, Item AC0443-MV0015	Reel 15, Wieden & Kennedy Nike dub for Smithsonian, 1982-1990 1 Videocassettes (VHS) Notes: Digital reference copy available in the Smithsonian Institution Digital Asset Management System (DAMS)

Box 23	Reel 16,Wieden & Kennedy Nike (VHS), 1990 July 12
Box 23	Reel 17, Wieden & Kennedy Nike Historical Reel (VHS) (3/4"), 1990 June 28
Box 23	Reel 18, Wieden & Kennedy / Bo Jackson (3/4"), 1990 April 5
Box 23	Reel 19, Spike Lee (VHS)
Box 23	Running the Next Step (DigiBeta)

Subseries 4.2: Researcher copies, 1977 - 1990, undated

Box 24	Reel 1, Old commercials (3/4"), 1977 - 1982
Box 24	Reel 2, Chiat/Day City Campaign 1984: "Look Back" (3/4"), 1984
Box 24	Reel 3, Chiat/Day "I Love L.A."/ ABC/Mel Blanc (3/4"), undated
Box 24	Reel 4, Chiat/Day "I Love L.A." (3/4"), 1984
Box 24	Reel 5, Chiat/Day "I Love L.A."/L.A. Raiders? Coliseum Crowd/ John McEnroe/ Carl Lewis (3/4"), 1984
Box 24	Reel 6, Chiat/Day Nike "Guns of August" (3/4"), undated
Box 25	Reel 7, Jordan/Hollidy (3/4"), 1985 October 31
Box 25	Reel 8, Malone/Decker/Benoit/Lewis (3/4"), undated
Box 25	Reel 9, Chiat/Day Press billboards/Benoit/Malone/Decker/Lewis/ "I Love L.A." (3/4"), undated
Box 25	Reel 10, Nike Reel, 7/2/90/ dub (3/4"), 1990 July 2
Box 25	Reel 11, Excerpts from Jane Fonda workout video (3/4"), undated
Box 25	Reel 12, Wieden & Kennedy Nike Historical Reel (3/4"), 1989 September 12
Box 26	Reel 13, Wieden & Kennedy Nike Presentation Reel (3/4"), 1989 June 21
Box 26	Reel 14, Wieden & Kennedy Nike Sales Force Video (3/4"), 1990 July 19
Box 26	Reel 15, Wieden & Kennedy Nike dub for Smithsonian, 3/4", 1982 - 1990, undated
Box 26	Reel 16,Wieden & Kennedy Nike (3/4"), 1990 July 12

Box 26	Reel 17, Wieden & Kennedy Nike Historical Reel (3/4"), 1990 June 28
--------	---

Box 26	Reel 18, Wieden & Kennedy/Bo Jackson (3/4"), 1990 April 5
--------	---

[Return to Table of Contents](#)

Series 5: Print Advertisements, 1985 - 1993

Subseries 5.1: Ad Slicks, 1985 - 1993

Box 27, Folder 1 [Aerobics, 1985 - 1987, undated](#)Box 27, Folder 2 [Basketball, undated](#)[The Best on Earth. / The Best on Mars. \[Black-and-white advertisement\], \[ca. 1980-1990.\]](#)

1 Item (Ink on paper.; 11" x 17".)

Advertiser: Nike, Inc.

Language: English.

Notes: 03044801.tif (AC Scan)

In Box 27, Folder: Print Ads.

Reproductions of two photographs of Michael Jordan and Spike Lee, each with a basketball, advertising Air Jordan shoes. Photographer unidentified.

Names: Jordan, Michael

Lee, Spike

Topic: Shoes

Athletic shoes

African American men

Genre/Form: Photographs -- 1980-1990 -- Black-and-white reproductions

Advertisements -- 1980-1990

Culture: African Americans

Box 27, Folder 3 Cross training, 1988, undated

Box 27, Folder 4 Cycling, undated

Box 27, Folder 5 [Football, undated](#)

Box 27, Folder 6 Golf, undated

Box 27, Folder 7 Image, undated

Box 27, Folder 8 [Kids, undated](#)Box 27, Folder 9 [Running, 1988 - 1991, undated](#)

Box 27, Folder 10 Soccer, 1987, undated

Box 27, Folder 11 Tennis, undated

Box 27, Folder 12 Volleyball, undated

Box 27, Folder 13	Wrestling, undated
Box 27, Folder 14	Other (nurse, golf, walking, hiking, etc.), undated
Box 28	Oversize ad slicks (all categories), 1993, undated
Box 27, Folder 15	Television stills, Outdoor, 1988

Subseries 5.2: Slides, 1989, undated

Box 27, Folder 16

[Return to Table of Contents](#)

Series 6: Trade Catalogues and Photographs, 1958 - 1982

Box 29, Folder 1	Trade catalogues, Nike
Box 29, Folder 2	Trade catalogues, Nike
Box 29, Folder 3	Trade catalogues, Asics, 1958 - 1959, 1966 - 1969, 1963, 1981 - 1982, 1974, undated
Box 29, Folder 4	Photographs (shoes and athletes), 1966 - 1969

[Return to Table of Contents](#)

Series 7: Administrative Files, 1982 - 1990

Box 30, Folder 1	Nike contract, 1990
Box 30, Folder 2	Mark Tomashaw, 1989 - 1990
Box 30, Folder 3	Files, 1989 - 1990, undated
Box 30, Folder 4	Files, 1989 - 1992, undated
Box 30, Folder 5	Correspondence, 1988 - 1990
Box 30, Folder 6	Jacquie Jones, 1990
Box 30, Folder 7	Cindy Himes, 1990
Box 30, Folder 8	Charles Farrell, 1990
Box 30, Folder 9	Ed Tapscott, 1990
Box 30, Folder 10	Briefing book master, 1990 July
Box 30, Folder 11	Publicity, 1982 - 1988

[Return to Table of Contents](#)