



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Fred/Alan MTV Network Advertising Collection

NMAH.AC.0453

NMAH Staff

2003

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Fred/Alan MTV Network Advertising Collection
Date:	1981-1992
Identifier:	NMAH.AC.0453
Creator:	Ha! Comedy Network. Goodman, Alan VH-1. Nickelodeon. Seibert, Fred MTV Network. Fred/Alan, Inc.
Extent:	4 Cubic feet (15 boxes)
Language:	English .
Summary:	Collection contains advertising and promotional materials primarily created by the Fred/Alan Advertising Agency, 1981-1992, for the MTV Network. Also advertising and promotional materials for Nickelodeon, Nick at Nite, VH-1 and Ha! Comedy Networks.
Container:	Box 7
Container:	Box 8

Administrative Information

Acquisition Information

Collection donated by Fred Seibert, President of the Fred/Alan advertising agency in New York City, February 15, 1992.

Processing Information

Collection processed by NMAH Staff, 2003.

Preferred Citation

Fred/Alan MTV Network Collection, 1981-1982, Archives Center, National Museum of American History

Restrictions

Collection is open for research.

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.

Scope and Contents

The collection consists of advertising and promotional materials created by the Fred/Alan advertising agency between 1981 and 1992 for the MTV network, which includes Music Television, Nickelodeon, Nick at Nite, VH-1, and Ha! Comedy Network. Also included are advertising and promotional material for the Disney Channel, the Movie Channel, Showtime, Home Box Office and other Fred/Alan clients including Miller Beer, General Foods and Myers Rum. The materials demonstrate the intersection between American popular culture and advertising in several ways. First, because many of the advertisements were designed for trade publications of the cable television and advertising industries, they reveal some of the thinking behind the cable television industry's attempts to establish and stabilize its market during the 1980s, a decade which witnessed the emergence and spectacular rise of cable programming. Secondly, because MTV Networks began as a commercial proposition to attract a difficult-to-reach teenage audience and later, to capture the baby boom generation, the collection also provides evidence of the 1980s trend toward market segmentation. Finally, both in content and style, MTV Networks pioneered a new aesthetic which has had repercussions throughout American popular culture, and particularly in television programming and advertising.

Arrangement

the collection is arranged into three series.

Series 1: Print Advertising and Promotional Material

Subseries 1.1: Music Television, 1981-1991

Subseries 1.2: Nickelodeon, 1988-1992

Subseries 1.3: Nick at Nite, 1987-1991

Subseries 1.4: Video Hits-1, 1987-1991

Subseries 1.5: Ha! Comedy Network, 1990-1991

Subseries 1.6: The Disney Channel, 1981

Subseries 1.7: The Movie Channel, 1982

Subseries 1.8: Fred/Alan and other clients, 1987-1989

Series 2: Videotaped Commercials

Series 3: Photographic Materials

Subseries 3.1: 2x2 color slides

Subseries 3.2: Still photos

Names and Subject Terms

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

Subjects:

- Copywriters
- Humor in advertising -- 1980-2000
- Marketing -- 1980-2000
- Motion picture producers and directors
- Music in advertising -- 1980-2000
- Sex in advertising -- 1980-2000

Television advertising -- 1980-2000
advertising -- 1980-2000

Types of Materials:

Photographs -- 1980-2000
Slides (photographs) -- 1980-2000
Tear sheets -- 1980-2000

Container Listing

Series 1: Print Advertising and Promotional Material

Subseries 1.1: Music Television (MTV), 1981 - 1992

Box 1, Folder 1	Promotional material (39)
Box 1, Folder 2	Promotional material (10)
Box 1, Folder 2	Ad slicks (45)
Box 1, Folder 2	Official Magazine of the 1987 MTV Video Music Awards
Box 1, Folder 3	Promotional ephemera (17)
Box 2, Folder 3	The Movie Channel, Nickelodeon, 24-page promotional brochure
Box 3, Folder 1	Ad slicks (9)
Box 4, Folder 3	MTV and VH-1 (Video Hits-1), Ad slicks (4)
Box 4, Folder 7	Promotional material (2)
Box 4, Folder 7	Ad slicks (60)
Map-folder 1	Transit ads (3)

Subseries 1.2: Nickelodeon, 1988 - 1992

Box 1, Folder 4	Promotional material (23)
Box 1, Folder 4	Ad slicks (20)
Box 1, Folder 5	The Nickelodeon Nifty Fifty book (marketing ideas) research and programming guide
Box 3, Folder 3	Promotional material (15)
Box 4, Folder 2	Ad slicks (16)
Map-folder 1	Transit ads (3)

Subseries 1.3: Nick at Nite, 1987 - 1991

Box 2, Folder 1 Promotional material (2)

Box 2, Folder 1 Ad slicks (73)

Map-folder 1 Posters (4)

Subseries 1.4: Video Hits-1, 1987 - 1991

Box 4, Folder 6 Billboard advertising supplement (1)

Box 4, Folder 6 Ad slicks (29)

Map-folder 1 Transit ad (1)

Subseries 1.5: Ha! Comedy Network, 1990 - 1991

Box 1, Folder 6 Promotional material (6)

Box 1, Folder 6 Ad slicks (4)

Box 4, Folder 1 Promotional material (1)

Box 4 Ad slicks (18)

Map-folder 2 Posters (5)

Map-folder 2 Ad slick (1)

Subseries 1.6: The Disney Channel, 1981 - 1981

Box 2, Folder 2 20-page promotional brochure

Subseries 1.7: The Movie Channel, 1982 - 1982

Box 3, Folder 2 Promotional material (3)

Subseries 1.8: Fred/Alan and other clients, 1987 - 1989

Box 1, Folder 7 Promotional package

Box 1, Folder 7 Promotional material (1)

Box 4, Folder 4	Ad slicks (3)
Box 4, Folder 5	Promotional material for Myers's Rum Video Network (1)
Box 4, Folder 5	- "Sassy" ad slicks (2)
Box 4, Folder 5	"WHN 1050" ad slicks (3)
Box 1, Folder 8	"USA Today The Television Show" ad slicks (3)
Box 1, Folder 8	Fred/Alan Mtv directory
Box 1, Folder 8	Fred/Alan Nickelodeon and Nick at Nite directory

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Series 2: Videotaped Commercials

Scope and Contents: Tapes 2 and 12 are missing

Box 5, Reel 1	The Movie Channel (TMC), Showtime (SHO), Playboy
Box 5, Reel 3	SHO, Home Box Office (HBO), TMC
Box 5, Reel 4	TMC, MCA Records (MCA), SHO, Music Television (MTV), Video Hits-1 (VH-1)
Box 5, Reel 5	SHO, TMC, Lifetime (LIFE), Miller Beer (MILLER), Epic Portrait Association (EPIC)
Box 5, Reel 6	RCA Records (RCA), LIFE, A&M, TMC, SWATCH, CATES, SHO, TOMMY, Nickelodeon (NICK), The Museum of Broadcasting (MUS/BRO), Marathon Gasolines (MPC), Island Visual Arts Notes: Note: The Fred/Alan listing includes RCA, LIFE, A&M, TMC, SWATCH, CATES, and TOMMY which do not appear on the reel.
Box 5, Reel 7	SHO, NICK, Houston Knights (HOU/KN), Nick at Nite (NAN), MPC, VH-1, LDC
Box 6, Reel 8	LDC (music videos - some include lyrics)
Box 6, Reel 9	LDC, MTV, TV Heaven 41 (KXLI), Chauncey Street Productions, Inc. (CSP) GENERAL FOODS-Fruity Pebbles Cereal, NICK
Box 6, Reel 10	LDC, MTV, GTG, NAN, BMG (Ads for MTV), Kent Co. (Ads for Sh-Boom Night Club), Myer's Rum Video Network (MTP) NICK, PERSONICS Notes: Note: The Fred/Alan listing includes GTG, which does not appear on the reel.
Box 6, Reel 11	LDC, Ha! Comedy Network (HA!)
Box 7, Reel 1.1-3.2	Fred/Alan, Inc. Archival Reels, 1992-09-15
Box 8, Reel 3.3-6.1	Fred/Alan, Inc. Archival Reels, 1992-09-15
Box 9, Reel 6.2-7	Fred/Alan, Inc. Archival Reels, 1992-09-15

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Series 3: Photographic Materials

Subseries 3.1: Color slides (2 x 2)

Box 10, Folder 1	MTV
Box 10, Folder 2	MTV
Box 10, Folder 3	MTV
Box 10, Folder 4	Nickelodeon
Box 10, Folder 5	Nickelodeon
Box 10, Folder 6	Nick at Nite
Box 11, Folder 1	VH-1
Box 11, Folder 2	Ha! Comedy Network
Box 11, Folder 3	The Movie Channel
Box 11, Folder 4	Fred/Alan
Box 11, Folder 5	Showtime
Box 11, Folder 6	Cinemax slides
Box 11, Folder 7	Lifetime, Home Box Office, The Fixx, MCA
Box 11, Folder 8	KXLI-TV Heaven slides
Box 11, Folder 9	Myers Rum Video Network, Songtech, NCTV Videocenter
Box 11, Folder 10	QMI, Fox Broadcasting Company, WYNY 97
Box 11, Folder 11	A & M Records-Amy Grant slides
Box 11, Folder 12	Epic, USA Today Television, General Foods (Pebbles), Personics
Box 11, Folder 13	Tommy Boy Records
Box 11, Folder 14	WHN 1050, Tokyo MTV
Box 11, Folder 15	ZOT, Times Mirror Cable

Subseries 3.2: Still photographs

Box 11, Folder 16

A & M Records-Amy Grant, The Fixx, Nickelodeon

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Series 4: Reference Files

Box 12, Folder 1	Nickelodeon/Nick at Nite Reprints, 1989-1990
Box 12, Folder 2	Nickelodeon/Nick at Nite Reprints, 1987-1990
Box 12, Folder 3	Nickelodeon/Nick at Nite Reprints, 1990-1992
Box 12, Folder 4	MTV Reprints, 1988-1992
Box 12, Folder 5	VH-1 Reprints, 1988-1990
Box 12, Folder 6	Ha! and Comedy Central Reprints, 1990
Box 12, Folder 7	Fred/Alan, Inc. Press Clippings, 1983-1992
Box 12, Folder 8	Fred/Alan, Inc. Press Packet, 1989-1990

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