



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Video Press Kits Collection

NMAH.AC.0748

Franklin A. Robinson Jr., archivist; supervised by Vanessa Broussard Simmons, archivist.

March 2005

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	
Container Listing	
Series 1: Commercial Motion Pictures, 1935-1993, undated	4
Series 2: Children, 1985, undated	8
Series 3: Documentaries and Educational, 1985, undated	9
Series 4: Instructional, undated	10
Series 5: Varied Materials, 1985-1993, undated	11
Series 6: Performances, undated	13
Series 7: Sports and Fitness, 1988, undated	14
Series 8: TV Series, undated	15
Series 9: Video Collections, undated	17
Series 10: Oversize Materials, 1947-1991, undated	18

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Video Press Kits Collection
Date:	undated 1935-1993
Identifier:	NMAH.AC.0748
Creator:	National Museum of American History (U.S.). Division of Community Life Erol's Video Club. (Creator)
Extent:	24 Cubic feet (80 boxes, 11 oversized folders)
Language:	English .
Summary:	The Video Press Kit Collection contains press kits produced from the late 1970s to the early 1990s for over 5,000 film titles for domestic and foreign productions dating from the 1930s to the early 1990s. This collection was created by Erol's Video Club in Springfield, Virginia. The date span of the collection reflects the release dates of the films profiled in the press kits.

Administrative Information

Acquisition Information

Donated to the Division of Cultural History, National Museum of American History from Erol's Video Club in 1993.

Provenance

Gathered by a former Archives Center employee, who had also worked for Erol's. Originally the collection was gathered as reference material for the Division of Community Life (now Division of Cultural and Community Life), but it was later transferred to the Archives Center in 2000.

Related Materials

Materials in the Archives Center

Erol's Video Club Collection, 1984-1991 (AC0687)

The collection consists of advertising and promotional materials for Erol's Video, Inc.

Processing Information

Processed by Franklin A. Robinson Jr., archivist, March 2005; supervised by Vanessa Broussard Simmons, archivist. Finding aid revised June 2008.

Preferred Citation

Video Press Kit Collection, 1935-1993, Archives Center, National Museum of American History

Restrictions

Collection is open for research but boxes 1-83 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. Reproduction permission from Archives Center: fees for commercial use. Standard copyright restrictions apply to all copyrighted material.

Biographical / Historical

The explosion of the video rental and purchase industry in the 1980s meant that not only would a motion picture, television show, or even a theatrical production, have a revenue-producing first run, it would have a second revenue generating life on video cassette geared to the home viewing market. The growth of the home viewing market also spurred an industry of exclusively made-for-video productions, compilations of popular and vintage television shows, educational and documentary features, and filmed theatrical entertainment. Video "clubs," as retail video tape rental/purchase stores were called, proliferated as the VCR revolution took hold throughout the United States. At first, local independent one-store operations and small chains dominated the market but within a few years, video rental purveyors had been consolidated into larger national and regional chains. Two examples are Erol's Video Club in the east and Blockbuster Video nationwide. As video moved into the 1990s further consolidation of video clubs took place. Erol's Video Club ceased to exist as a separate entity circa 1992 when it was sold to Blockbuster Video.

To help "sell" the video product and assist video clubs in their rental/sale operations, production companies treated many video releases like a traditional first-run theatrical movie release - by preparing a press kit. These kits included some, but not all, of the standard publicity elements: 8x10 glossy photographs, posters, stand-ups, talent biographies and interviews, reviews, ad slicks, and other types of material. Some press kits were quite elaborate while others contained the barest essentials. Elaborate or simple, the goal of the press kit was to place the video product prominently in the viewing public's mind.

Scope and Contents

This collection was compiled over approximately ten years by the Erol's Video Club in Springfield, Virginia. The Video Press Kit Collection contains an extensive range (over 5,000 titles) of press kits produced from the late 1970s to the late 1980's for domestic and foreign productions. Materials relating to earlier, vintage film and television are included but only as they pertain to their video release. Within each series, the materials are arranged alphabetically according to title. Some composite title press kits were built around a major title; these kits have been filed according to the most prominently displayed title. Not all secondary titles are listed in the finding aid. Folders containing combined advertisements for more than one movie are filed under the title used in the original order of the material as it was received by the Archives Center. The boxes are described giving an alphabetical range of titles contained in that box. Materials may include press releases, publicity stills, posters, clip-art, ad slicks, advertising, product packaging. Dates, when given, are either video release dates or original theatrical release dates, some entries remain undated since it is unclear what date to assign to the press kit or theatrical release. There may be some series' co-mingling due to original order; the researcher is advised to check all series even if on first glance it may not seem to apply to the title being searched. Works bearing the same title but with different release dates may sometimes be filed together under that title.

Arrangement

The collection is divided into ten series and is arranged alphabetically by video title.

Series 1: Commercial Motion Pictures, 1935-1993, undated, contains press kits relating to the video release for motion pictures that were initially produced for the commercial film market or expressly for a straight-to-video release. They are arranged alphabetically by title and constitute the bulk of the collection.

Series 2: Children, 1985, undated contains titles produced especially to appeal to the children's market. They are arranged alphabetically by title.

Series 3: Documentaries and Educational, 1985, undated contains non-fiction titles produced as either a documentary or for an educational purpose, excepting sports related videos.

Series 4: Instructional, undated contains titles produced for instruction. They are arranged alphabetically by title.

Series 5: Varied Materials, 1985-1993, undated contains a variety of titles and material not easily assigned to any other series and a wide variety of advertising and publicity materials including catalogues, slides, photographs, and ephemera within this series. They are arranged alphabetically by title.

Series 6: Performances, undated contains titles of filmed performances including dance, opera, concerts, and comedy. They are arranged alphabetically by title.

Series 7: Sports and Fitness, 1988, undated contains sports-related titles and fitness videos (i.e., Jane Fonda's Workout). They are arranged alphabetically by title.

Series 8: TV Series, undated contains press kits for video collections of television shows released on video either singly or as part of a collection. They are arranged alphabetically by title.

Series 9: Video Collections, undated contains titles released as a collection, usually centering on a particular performer, director, or genre. They are arranged alphabetically by title.

Series 10: Oversize Materials, 1947-1993, undated contains oversize stand-up displays and quarter, half, and full size posters. They are foldered according to size and titles are listed alphabetically within their respective folders.

Names and Subject Terms

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

Subjects:

- Motion picture industry
- Video recordings industry

Types of Materials:

- Advertisements -- 1980-2000
- Photographs -- 1980-2000
- Posters -- 20th century
- Press releases

Container Listing

Series 1: Commercial Motion Pictures, 1935-1993, undated

Box 1, Folder 1-66	Abbott & Costello, circa 1940-1957 -Amadeus, 1984
Box 2, Folder 1-65	Amateur Night, undated -Aria, 1987
Box 3, Folder 1-53	Armed and Dangerous, 1986 -Backfire, 1987
Box 4, Folder 1-61	Bad Company, undated -Beezbo, undated
Box 5, Folder 1-50	Being There, 1979 -The Big Bust Out, undated
Box 6, Folder 1-64	The Big Chill, 1983 -Bliss, undated
Box 7, Folder 1-57	The Blob, 1989 -Bonnie and Clyde, 1967
Box 8, Folder 1-70	Boogyman II, 1983 -Bugsy, undated
Box 9, Folder 1-76	The Buddy Holly Story, 1978 -Carny, 1980
Box 10, Folder 1-67	Carrie, 1976 -Chisum, 1970
Box 11, Folder 1-47	Chocolat, 1988 -Closet Land, 1991
Box 12, Folder 1-63	Club Life, 1985 -Cooley High, 1975
Box 13, Folder 1-66	Cop, 1988 -Crusoe, 1989
Box 14, Folder 1-57	Cry Baby, 1990 -Dawn of the Dead, 1978
Box 15, Folder 1-65	The Day After, 1983 -Deathtrap, 1982
Box 16, Folder 1-52	Debbie Does Las Vegas, undated -Dirty Tennis, 1984
Box 17, Folder 1-61	Disney Classics, undated - Dr. Giggles, 1992
Box 18, Folder 1-61	Dr. Hackenstein, 1988 -Einstein, undated
Box 19, Folder 1-72	El Condor, 1970 -Evilspeak, 1982
Box 20, Folder 1-59	Ewoks: The Battle for Endor, 1990 -Fatso, 1980

Box 21, Folder 1-70	The Favor, The Watch and the Very Big Fish, 1992 -Flashpoint, 1985
Box 22, Folder 1-68	Flatliners, 1990 -The Freshman, 1990
Box 23, Folder 1-57	Friday Foster, 1975 -Ghoulies II, 1987
Box 24, Folder 1-57	Giant, 1954 -The Grass Is Greener, 1960
Box 25, Folder 1-57	The Grasshopper, 1969 -Halloween 4: The Return of Michael Myers, 1988
Box 26, Folder 1-65	Halloween 5: The Revenge of Michael Myers, 1989 -Heart of the Stag, 1984
Box 27, Folder 1-74	Heartbeat, undated -His Name was King, 1971
Box 28, Folder 1-75	The Hit, 1984 -The Hound of the Baskervilles, 1939
Box 29, Folder 1-74	House, 1986 -Iceman, 1984
Box 30, Folder 1-60	If Ever I See You Again, 1978 -Intermezzo, 1939
Box 31, Folder 1-60	Internal Affairs, 1990 -Jailhouse Rock, 1957
Box 32, Folder 1-74	Jake Speed, 1986 -Justine, 1969
Box 33, Folder 1-75	K-9, 1989 -Knight Without Armour, 1937
Box 34, Folder 1-59	KoKo: A Talking Gorilla, 1978 -Legal Eagles, 1986
Box 35, Folder 1-51	Legend, 1985 -Little Women, 1949
Box 36, Folder 1-72	The Lives of Bengal Lancer, 1935 - Mack the Knife, 1990
Box 37, Folder 1-61	Mad Dog and Glory, 1993 -The Manitou, 1978
Box 38, Folder 1-73	Mannequin, 1987 -Merlin and the Sword, 1985
Box 39, Folder 1-64	Messalina vs. The Son of Hercules, 1964 -Monkey Shines, undated
Box 40, Folder 1-60	The Monster Club, 1980 -Murmur of the Heart, 1971
Box 41, Folder 1-60	Murphy's Law, 1986 -Never Too Young to Die, 1986
Box 42, Folder 1-82	New Guinea to Burma, undated -Ninja Wars, 1982
Box 43, Folder 1-81	No Deposit, No Return, 1976 -One Woman or Two, 1985
Box 44, Folder 1-77	The Onion Field, 1979 -Party Incorporated, 1989

Box 45, Folder 1-62	Pascali's Island, 1988 - The Picture of Dorian Gray
Box 46, Folder 1-56	A Piece of the Action, 1977 -The Pope of Greenwich Village, 1984
Box 47, Folder 1-67	Porky's Revenge, 1985 -Protocol, 1984
Box 48, Folder 1-68	Psychic, 1992 -Radio Days, 1987
Box 49, Folder 1-71	Radio Flyer, 1992 -Resurrection, 1980
Box 50, Folder 1-64	Return from Witch Mountain, 1978 -Robocop 2, 1992
Box 51, Folder 1-60	Rocket Gibraltar, 1988 -Running Scared, 1986
Box 52, Folder 1-94	Russian Roulette, 1975 -Second Sight, 1985
Box 53, Folder 1-64	Secret Admirer, 1985 -Shazam, 1974
Box 54, Folder 1-68	She, undated -Singles, undated
Box 55, Folder 1-82	Singleton's Pluck, 1984 -Son of Frankenstein, 1939
Box 56, Folder 1-73	The Songwriter, undated -Star Wars: The Empire Strikes Back, 1980
Box 57, Folder 1-82	Starlight: A Musical Movie, 1988 -A Study in Terror, 1965
Box 58, Folder 1-74	Student Affairs, 1987 -The Switch, undated
Box 59, Folder 1-79	Switching Channels, 1988 -The Terry Fox Story, 1983
Box 60, Folder 1-67	A Test of Love, 1984 -A Time of Destiny, 1988
Box 61, Folder 1-81	Time Trackers, 1989 -Troop Beverly Hills, 1989
Box 62, Folder 1-59	Trouble in Mind, 1985 -Unforgiven, 1992
Box 63, Folder 1-89	The Unholy, 1988 -Waxwork, 1988
Box 64, Folder 1-68	We of the Never Never, 1982 -Why Me?, undated
Box 65, Folder 1-84	Wicked Stepmother, 1989 -Wuthering Heights, undated
Box 66, Folder 1-38	X, undated - Zulu Dawn, 1979
Box 81, Folder 1-109	Combined Titles:Adventures of the Galaxy Rangers, undated-Lucky Luke, undated
Box 82, Folder 1-48	Combined Titles:Madigan, undated -Warm Up Exercise Shorts, undated

Box 83, Folder 1-23 Combined Titles: A-Z (no titles B, E, Q, X) and Multiple Listings

[Return to Table of Contents](#)

Series 2: Children, 1985, undated

Box 67, Folder 1-91 [Alvin and the Chipmunks, undated -The Komeidy Kids, undated](#)

Box 68, Folder 1-85 The Land Before Time, undated -Puss N' Boots, undated

Box 69, Folder 1-79 Raft Adventures of Huck and Jim, undated -Unico in the Island of Magic, undated

Box 70, Folder 1-23 The Velveteen Rabbit, 1985 -Zoo-opolis, undated

[Return to Table of Contents](#)

Series 3: Documentaries and Educational, 1985, undated

Box 71, Folder 1-59

45/85 America and The World Since World War II, 1985 -The World at War, undated

[Return to Table of Contents](#)

Series 4: Instructional, undated

Box 72, Folder 1-86

The Accupressure Facelift - Your Best Shot (basketball)

[Return to Table of Contents](#)

Series 5: Varied Materials, 1985-1993, undated

Box 73, Folder 1	Audio Books for Kids, undated
Box 73, Folder 2	Celebrity Home Entertainment, 1989
Box 73, Folder 3	Coliseum Video/Independent United Distributors, 1985
Box 73, Folder 4	Disneyland Logo, undated
Box 73, Folder 5	Five Star Collection Promotion Materials, undated
Box 73, Folder 6	Fox Video, undated - January Promotion Kit, 1992
Box 73, Folder 7	Hollywood Hills Photograph, undated
Box 73, Folder 8	Hollywood Stars Promotion, undated
Box 73, Folder 9	Lorimar Home Video, 1987
Box 73, Folder 10	M.A.D.D. Mothers Against Drunk Drivers, undated
Box 73, Folder 11	MCA/Universal, 1993
Box 73, Folder 12	Media Home Entertainment, 1987
Box 73, Folder 13	Media Home Entertainment, 1988
Box 73, Folder 14	Mexcinema Video Corporation, undated
Box 73, Folder 15	Art, undated
Box 73, Folder 16	Empty Press Kit Covers, undated
Box 73, Folder 17	Photographs, undated
Box 73, Folder 18	Promotion Stills and Slides, undated
Box 73, Folder 19	Musicvision, 1986
Box 73, Folder 20	National Audubon Series, undated
Box 73, Folder 21	National Geographic, undated
Box 73, Folder 22	National Geographic, undated

Box 73, Folder 23	New World Video, 1987
Box 73, Folder 24	New World Video, 1988
Box 73, Folder 25	The Nostalgia Merchant Video Catalogue, undated
Box 74, Folder 1	Oscar Winning Classics, undated
Box 74, Folder 2	Paramount Pictures, undated
Box 74, Folder 3	Paramount Home Video, 1988
Box 74, Folder 4	Playhouse Video, 1987-1988
Box 74, Folder 5	Rand McNally's Video Trip Guides, undated
Box 74, Folder 6	Random House Home Video, 1987
Box 74, Folder 7	Star Collages & Single Stars Portraits, undated
Box 74, Folder 8	Star Wars Merchandising, undated
Box 74, Folder 9	T.V. Station Logos, undated
Box 74, Folder 10	Vest Ron Video Catalogue, 1985, undated
Box 74, Folder 11	Videogift Presents Stars & Bars, undated
Box 74, Folder 12	Virgin Vision, 1987
Box 74, Folder 13	Walt Disney Advertising Line Art Booklet, undated
Box 74, Folder 14	"Win the House on Walton's Mountain" Contest, undated
Box 74, Folder 15	"Wrap Up Hollywood - Encore" Promotion, undated

[Return to Table of Contents](#)

Series 6: Performances, undated

Box 75, Folder 1-85 The All Star Gospel Session - Loverboy, Anyway You Look at It

Box 76, Folder 1-88 Manon Starring Beverly Sills - The Young at Heart Comedians

[Return to Table of Contents](#)

Series 7: Sports and Fitness, 1988, undated

Box 77, Folder 1-71	Arnold Palmer: Play Great Golf, undated -Kathy Smith's Workout, undated
Box 78, Folder 1-80	The Larger Woman's Workout, undated -The Year in Baseball '88, 1988

[Return to Table of Contents](#)

Series 8: TV Series, undated

Box 79, Folder 1	Amazing Stories Book Four
Box 79, Folder 2	Christmas Yule Log Fireplace
Box 79, Folder 3	Columbo Prescription: Murder
Box 79, Folder 4	Dallas
Box 79, Folder 5	Doctor Who
Box 79, Folder 6	Entertainment Tonight
Box 79, Folder 7	Family Ties
Box 79, Folder 8	Fawlty Towers
Box 79, Folder 9	The Honeymooners
Box 79, Folder 10	Kojak: The Belarus File
Box 79, Folder 11	Laverne & Shirley
Box 79, Folder 12	Mastermind
Box 79, Folder 13	The Mickey Mouse Club
Box 79, Folder 14	The Monkees
Box 79, Folder 15	Moonlighting
Box 79, Folder 16	Monty Python's Flying Circus
Box 79, Folder 17	Northern Exposure
Box 79, Folder 18	The Outer Limits
Box 79, Folder 19	Philip Marlowe
Box 79, Folder 20	Playgirl on the Air
Box 79, Folder 21	Prime Time One More Time
Box 79, Folder 22	Real Ghostbusters

Box 79, Folder 23	Saturday Night Live
Box 79, Folder 24	Shogun
Box 79, Folder 25	Sixty Minutes
Box 79, Folder 26	Star Trek - "The Cage"
Box 79, Folder 27	Star Trek
Box 79, Folder 28	Star Trek (Animated)
Box 79, Folder 29	Superman
Box 79, Folder 30	Taxi
Box 79, Folder 31	TV's Greatest Bits
Box 79, Folder 32	The Untouchables
Box 79, Folder 33	Victory at Sea
Box 79, Folder 34	Vietnam: A Television History
Box 79, Folder 35	Zoobilee Zoo

[Return to Table of Contents](#)

Series 9: Video Collections, undated

Box 80, Folder 1-82 Allen, Woody - Zorro

[Return to Table of Contents](#)

Series 10: Oversize Materials, 1947-1991, undated

Map-folder 1	Clean and Sober, 1988
Map-folder 1	Crocodile Dundee, 1986
Map-folder 1	Harry, undated
Map-folder 1	Inhumanoids, 1986
Map-folder 1	A Man in Love, 1987
Map-folder 1	Return to Snowy River, 1988
Map-folder 1	Steel Magnolias, 1989
Map-folder 1	Sudden Death, undated
Map-folder 1	Alexander Baxter/The Velveteen Rabbit, 1985
Map-folder 6	Always, 1986
Map-folder 1	Bright Lights, Big City, 1988
Map-folder 1	Bugs vs. Elmer, undated
Map-folder 2	Communion, 1989
Map-folder 2	The Deceivers, 1988
Map-folder 2	Jane Fonda's Workout, undated
Map-folder 2	Millhouse: A White Comedy, 1971
Map-folder 2	My Man Adam, 1985
Map-folder 3	National Geographic (two versions), undated
Map-folder 3	A Nightmare, undated
Map-folder 3	Porky Pig and Company, undated
Map-folder 4	The Princess Bride, 1987
Map-folder 4	Road Games, 1981

Map-folder 4	Shooting Stars, undated
Map-folder 4	Star Trek III, The Search for Spock, 1984
Map-folder 4	The Secret Life of Walter Mitty, 1947
Map-folder 5	The Seduction, 1982
Map-folder 5	Under the Gun, 1988
Map-folder 5	Wrestling Times, undated
Map-folder 6	Caddyshack II, 1988
Map-folder 6	Clara's Heart, 1988
Map-folder 6	Club Paradise, 1986
Map-folder 6	Comedy Club, undated
Map-folder 6	Crossfire, undated
Map-folder 7	Crossing Delancy, 1988
Map-folder 7	Five Weeks in a Balloon, undated
Map-folder 7	The Gold Key, 1985
Map-folder 7	Greatest Sports Legends, undated
Map-folder 7	Kid n' Caboodle, undated
Map-folder 7	Mystery Magician, undated
Map-folder 7	The Prince and The Pauper, undated
Map-folder 8	Problem Child, undated
Map-folder 8	Revolution, 1985
Map-folder 8	The Right Stuff, 1983
Map-folder 8	River of Death, 1989
Map-folder 8	Under the Cherry Moon, 1986
Map-folder 8	Wild Cats, undated

Map-folder 9	Babar and Father Christmas, 1986
Map-folder 9	Baby: Secret of the Lost Legend, 1985
Map-folder 9	The Best of Times, 1986
Map-folder 9	Child's Play, undated
Map-folder 9	Clarence, 1990
Map-folder 9	Cobra, undated
Map-folder 10	A Family Matter, undated
Map-folder 10	Full Metal Jacket, 1987
Map-folder 10	Kerouac, undated
Map-folder 10	Labyrinth, 1986
Map-folder 10	Max Headroom, undated
Map-folder 10	Mr. Baseball, 1992
Map-folder 10	Murder by Moonlight, 1989
Map-folder 10	Never Too Young to Die, 1986
Map-folder 10	Night of the Warrior, 1991
Map-folder 11	Skeleton Coast, 1987
Map-folder 11	Slaughterhouse Rock, 1988
Map-folder 11	The Trip to Bountiful, 1985
Map-folder 11	True Love, 1989
Map-folder 11	The Quest, undated
Map-folder 11	War Bus, 1985
Map-folder 11	What Comes Around, 1986

[Return to Table of Contents](#)