



Smithsonian

National Museum of American History Kenneth E. Behring Center

Isabel Norniella Papers

NMAH.AC.1417

NMAH Staff

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Isabel Norniella Papers
Date:	circa 1969-2005
Identifier:	NMAH.AC.1417
Creator:	Norniella, Isabel, 1938- (Creator)
Extent:	4 Cubic feet (4 boxes)
Language:	Collection is in English. Some materials in Spanish.
Digital Content:	Image(s): Isabel Norniella Papers

Administrative Information

Acquisition Information

Donated by Isabel Norniella to the Archives Center in 2017.

Preferred Citation

Isabel Norniella Papers, ca. 1969-2005, 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.

Biographical / Historical

Isabel Norniella was born in Cuba in 1938. She graduated with a degree in advertising management from the University of Puerto Rico. After working for several advertising firms, including McCann Erickson, she founded her own, Publitec, in 1969. Her firm has been much awarded, and has had clients including Stokely Van Camp, Cutty Sark, Uncle Ben's, and others. She has also done publicity work with several charities. In 1994 she founded the Ole Television Network.

Scope and Contents

The papers document Norniella's life and career in the advertising field, and her Ole Television Network, and include business records, photographs, scrapbooks, photograph albums, advertising, clippings and articles, awards, newsletters, and publicity materials.

Arrangement

Collection is unarranged.

Names and Subject Terms

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

Subjects:

- Advertising agencies -- United States
- Advertising campaigns
- Advertising executives
- Advertising history
- Minorities in advertising
- Minority consumers
- advertising -- 20th century
- advertising -- 21st century

Types of Materials:

- Advertisements -- 20th century
- Advertisements -- 21st century
- Advertising -- 20th century
- Articles -- 20th century
- Articles -- 21st century
- Awards
- Business records -- 20th century
- Business records -- 21st century
- Clippings -- 20th century
- Clippings -- 21st century
- Interviews -- 21st century
- Letters (correspondence) -- 20th century.
- Letters (correspondence) -- 21st century
- Newsletters -- 20th century
- Newsletters -- 21st century
- Photograph albums -- 20th century
- Photographs -- 20th century
- Photographs -- 21st century
- Scrapbooks -- 20th century

Names:

McCann Erickson

Ole Television Network
Publitec

Container Listing

Box 1	Unprocessed materials
Box 2	Unprocessed materials
Box 3	Unprocessed materials
Box 4	Unprocessed materials
Box 5	Unprocessed materials
Box 6	Unprocessed materials
Box 7	Unprocessed materials
Box 1 (AV)	Unprocessed materials
Box 2 (AV)	Unprocessed materials
Box 3 (AV)	Unprocessed materials
Box 4 (AV)	Unprocessed materials
Box 5 (AV)	Unprocessed materials
Box 6 (AV)	Unprocessed materials
Box 7 (AV)	Unprocessed materials
Box 8 (AV)	Unprocessed materials
Box 9 (AV)	Unprocessed materials