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Collection Overview

Repository: Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title: Marketing Records
Identifier: Accession 02-094
Date: 1974-1999
Extent: 5.5 cu. ft. (5 record storage boxes) (1 document box)
Creator: Smithsonian Productions
Language: Language of Materials: English

Administrative Information

Preferred Citation
Smithsonian Institution Archives, Accession 02-094, Smithsonian Productions, Marketing Records

Descriptive Entry

This accession includes records documenting the activities of Martha Knouss, Marketing Manager, with earlier records dating back to when Knouss was Marketing Assistant for the Office of Telecommunications. Materials include Knouss' correspondence and memoranda; meeting minutes of the Smithsonian Marketing Committee; program news releases, schedules, and fact sheets; carriage reports; video listings; special events and conference information; budget summaries; public inquiries; production brochures, logos, and promotional information; and photographs of staff members. Some television and radio productions documented in these records include "Here at the Smithsonian," "Dream Window: Reflections on the Japanese Garden," "Folk Masters," and "Spirits of the Present: The Legacy from Native America."

Names and Subject Terms

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

Subjects:
Documentary television programs
Marketing
Radio -- Production and direction
Radio programs
Special events
Television -- Production and direction
Types of Materials:
- Black-and-white negatives
- Black-and-white photographs
- Brochures
- Clippings
- Color photographs
- Color transparencies
- Compact discs
- Electronic records
- Manuscripts

Names:
- Knouss, Martha
- Smithsonian Institution. Office of Telecommunications

Preferred Titles:
- Folk Masters from the Barns of Wolf Trap (Radio program)
- Folk Masters: Traditional Music in the Americas (Radio program : 1991)
- Here at the Smithsonian (Television program)
- Smithsonian World (Television program : 1984-1991)
- Spirits of the Present: The Legacy from Native America (Radio program : 1992)
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