



Smithsonian Institution Archives

Marketing Records, 1974-1999

Finding aid prepared by Smithsonian Institution Archives

Smithsonian Institution Archives
Washington, D.C.
Contact us at osiaref@si.edu

Table of Contents

Collection Overview	1
Administrative Information	1
Descriptive Entry.....	1
Names and Subjects	1
Container Listing	3

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:

Dream Window: Reflections on the Japanese Garden (Documentary film : 1991)
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)

Container Listing

Box 1

Radio

Box 1 of 6	Smithsonian, c. 1994
Box 1 of 6	American Roots, 1993
Box 1 of 6	Black Radio: Telling It Like It Was, 1996-1997
Box 1 of 6	Cole Porter Radio Special, 1991
Box 1 of 6	Dialogue, 1992 [two folders]
Box 1 of 6	Folk Masters 1996
Box 1 of 6	Folk Masters 1995
Box 1 of 6	Folk Masters 1994
Box 1 of 6	Folk Masters 1993
Box 1 of 6	Folk Masters 1992
Box 1 of 6	Folk Masters 1991
Box 1 of 6	Guitar: Electrified, Amplified and Deified
Box 1 of 6	Jazz Smithsonian 1998
Box 1 of 6	Jazz Smithsonian 1997
Box 1 of 6	Jazz Smithsonian 1996
Box 1 of 6	Jazz Smithsonian 1995
Box 1 of 6	Jazz Smithsonian 1994
Box 1 of 6	Smithsonian Jazz Masterworks Orchestra
Box 1 of 6	Remembering Slavery: Promotional Samples
Box 1 of 6	Remembering Slavery, 1998-1999
Box 1 of 6	Remembering Slavery Press, 1998
Box 1 of 6	The Mississippi: River of Song, 1998-1999

Box 1 of 6 Science at the Smithsonian, 1996

Box 1 of 6 Speakers Corner, 1991

Box 1 of 6 Spirits of the Present: The Legacy from Native America, 1991-1992

Box 1 of 6 The New Radio Smithsonian, c. 1988

Television/Video

Box 1 of 6 Dream Window: Reflections on the Japanese Garden, 1993 [two folders]

Box 1 of 6 Smithsonian Productions, 1997

Box 1 of 6 The Discovery Channel: Invention, 1990

Box 1 of 6 Movie Palaces, 1988

Box 2

Box 2 of 6 Old Ways, New Visions

Box 2 of 6 Our Biosphere: The Earth in Our Hands, 1991

Box 2 of 6 The Mississippi: River of Song, 1998

Box 2 of 6 Smithsonian Expedition Specials, 1994

Box 2 of 6 Here at the Smithsonian

Box 2 of 6 The Buried Mirror: Reflections on Spain and the New World, 1992

Box 2 of 6 Study Guides for Film and Video, 1992

General Promotion

Box 2 of 6 The Blues Compact Disc Project: Press Release, 1994

Box 2 of 6 Smithsonian Productions Catalogue, 1996

Box 2 of 6 Educational Media Catalogue, 1993-1994

Box 2 of 6 Film and Video Listings, 1990-1991

Box 2 of 6 Home Video Listing, 1993-1994

Box 2 of 6 Film and Video Listings, 1987-1988

Box 2 of 6 Film and Video Listings, 1986

Box 2 of 6 Articles re: Smithsonian Productions, 1990-1991

Promotion Programs (Samples)

- Box 2 of 6 The Blues CDI Promo, c. 1994
- Box 2 of 6 Smithsonian Productions Advertisement, 1997
- Box 2 of 6 Office of Telecommunications: Advertisement, 1985-1989
- Box 2 of 6 Office of Telecommunications: Advertisement, 1990-1995
- Box 2 of 6 Office of Telecommunications: Promotion/Clippings, 1992-1993
- Box 2 of 6 Smithsonian Magazine: Promo Advertisements, 1992-1994
- Box 2 of 6 Dream Window: Reflections on the Japanese Garden, 1992
- Box 2 of 6 Tune-in Card Samples, 1985, 1991-1992
- Box 2 of 6 Teacher's Guides, c. 1985-1986
- Box 2 of 6 The Work of Peace: The Treaty of Paris Study Guide
- Box 2 of 6 General Study Guides
- Box 2 of 6 Office of Telecommunications: Sample Cassette and Compact Disc Labels

Production Originals

- Box 2 of 6 Radio, c. 1991-1997
- Box 2 of 6 Remembering Slavery, 1998
- Box 2 of 6 Television/General Office, c. 1991-1994
- Box 2 of 6 The Mississippi: River of Song, 1998
- Carriage Reports
- Box 2 of 6 Black Radio: Telling It Like It Was, 1996
- Box 2 of 6 Dialogue, 1994
- Box 2 of 6 Dream Window: Reflections on the Japanese Garden, 1992-1993
- Box 2 of 6 Folk Masters, 1993-1996
- Box 2 of 6 Guitar: Electrified, Amplified, and Deified, 1997
- Box 2 of 6 Jazz Smithsonian, 1994-1998

Box 2 of 6	It's a Wonderful Christmas, 1998
Box 2 of 6	Nixon-Kennedy Debate Special, 1996
Box 2 of 6	Remembering Slavery, 1998
Box 2 of 6	The Mississippi: River of Song, 1998
Box 2 of 6	Aspirins of the Present: The Legacy from Native America, c. 1992
Box 2 of 6	Speakers Corner, 1991-1992
	Production Logos
Box 2 of 6	Black Radio: Telling It Like It Was
Box 2 of 6	Folk Masters
Box 2 of 6	Smithsonian 150th Anniversary, 1995
Box 2 of 6	Riverdale
Box 2 of 6	National Endowment for the Humanities
Box 2 of 6	Remembering Slavery (We Were Slaves)
Box 2 of 6	Public Radio International, 1996
Box 2 of 6	The Mississippi: River of Song
Box 2 of 6	Radio Smithsonian
Box 2 of 6	Smithsonian Institution Logo
	Fulfillment Order Forms (Samples)
Box 2 of 6	Black Radio: Telling It Like It Was
Box 2 of 6	Home Video Wholesale
Box 2 of 6	Home Video Order Form
	Catalogue Requests
Box 2 of 6	Correspondence and Address Lists, 1997-1998
	Public Inquiries
Box 2 of 6	Correspondence, 1993-1998 [six folders]

Database

- Box 2 of 6 Judy Pattee, 1996
- Box 2 of 6 Bounce back Cards, 1996
- Box 2 of 6 Database Volunteers, 1991-1998
- Smithsonian Productions (General)
- Box 2 of 6 Radio Awards, 1989-1997
- Box 2 of 6 Fact Sheet, 1998
- Box 2 of 6 Film and Video Masterlist, c. 1991
- Radio Smithsonian (General)
- Box 2 of 6 Radio Smithsonian History, 1997
- Box 2 of 6 Name Change/Public Radio Stations, 1997
- Box 2 of 6 Press Release: New Ventures for Radio Smithsonian, 1990
- Box 2 of 6 Pilot Program
- Office of Telecommunications (General)
- Box 2 of 6 Paul Johnson: Biography (including other staff)
- Box 2 of 6 Activities Report, 1989-1993
- Box 2 of 6 Retreats, c. 1990-1996
- Box 2 of 6 Marketing Plans, 1985-1990
- Box 2 of 6 New Promotional Materials, 1991
- Box 2 of 6 Production Fact Sheets

Box 3

Smithsonian Marketing Committee

- Box 3 of 6 Marketing Database Technical Advisory Committee, 1996-1997
- Box 3 of 6 Smithsonian Marketing Committee List, 1995-1997
- Box 3 of 6 Smithsonian Marketing Committee, 1993
- Box 3 of 6 Smithsonian Marketing Committee, 1994

Box 3 of 6	Smithsonian Marketing Committee, 1995
Box 3 of 6	Smithsonian Marketing Committee, 1996
Box 3 of 6	Smithsonian Marketing Committee, 1997
	Smithsonian Productions: Marketing Research
Box 3 of 6	Awards, Quotas, and Sales Brochures, 1997
Box 3 of 6	Memoranda: Marketing Briefs, 1990-1994
Box 3 of 6	Sale Brochure Distribution, 1995, 1997
	Promotion (General)
Box 3 of 6	Promotion Data, Ad Rates, and Statistics, c. 1989-1998
Box 3 of 6	Current Ad Rates, 1998
	Smithsonian Promotion
Box 3 of 6	Torch, 1992-1998
Box 3 of 6	Smithsonian Magazine: Monthly Highlights, 1992-1997
Box 3 of 6	Smithsonian Year, 1998
Box 3 of 6	Smithsonian Logo, 1998
Box 3 of 6	Smithsonian Office of Education: Resource Guide, 1998
	Special Events
Box 3 of 6	Black Radio: Telling It Like It Was, 1997
Box 3 of 6	Mailing List/Press Event, c. 1992
Box 3 of 6	Dream Window: Reflections on the Japanese Garden, 1992
Box 3 of 6	The Mississippi: River of Song, 1998
Box 3 of 6	Aspirins of the Present: The Legacy from Native America, c. 1991-1992 [three folders]
	Smithsonian Marketing Database
Box 3 of 6	Database Overview, 1992-1994
Box 3 of 6	Introduction to Database, 1992

Conferences

Box 3 of 6 Database Marketing Conference, 1993-1994 [four folders]

Black Radio: Telling It Like It Was

Box 3 of 6 General Information, c. 1995-1998

Box 3 of 6 Gold Medals/Awards, 1996-1997

Box 3 of 6 Design Selection, 1994-1995

Box 4

Box 4 of 6 Black Radio: Telling It Like It Was

Box 4 of 6 Design/Logo Kits, 1995

Box 4 of 6 Public Inquiries, 1996-1998

Box 4 of 6 Station Kit Distribution, 1995-1996

Box 4 of 6 Promotional Materials, 1995

Folk Masters

Box 4 of 6 Correspondence re: Printing, 1995

Box 4 of 6 Feed Schedule and Kit Distribution, 1996-1997

Box 4 of 6 Budget, 1993-1995

Jazz Smithsonian

Box 4 of 6 General Information, 1997-1998

Box 4 of 6 General Information, 1996-1997

Box 4 of 6 Riverwalk: Live from the Landing, 1997-1998

Box 4 of 6 The Jazz Singers, 1998

Box 4 of 6 Holiday Mailings, 1996-1997

Box 4 of 6 General Information, 1995-1996

Box 4 of 6 Budget, 1994-1995

Box 4 of 6 General Information, 1994-1995

Remembering Slavery (We Were Slaves)

Box 4 of 6 General Information, c. 1995-1998

Box 4 of 6 Design, 1997-1998

Box 4 of 6 Compact Disc Packaging, 1997

Box 4 of 6 Enhanced Compact Disc, 1998

Box 4 of 6 Public Radio International, 1998

Box 4 of 6 Public Inquiries, 1998

Box 4 of 6 New Press Book, 1998

Box 4 of 6 Former Slave Photographs, 1997

Box 4 of 6 Station Kit, 1996-1998

The Mississippi: River of Song

Box 4 of 6 Book, 1996

Box 4 of 6 Current Advertisements, 1998

Box 4 of 6 Design, 1998

Box 4 of 6 Radio Marketing, 1995-1998

Box 4 of 6 PRI Promotion, 1998

Box 4 of 6 Station Kit, 1998

Box 4 of 6 Final Wrap Information, 1998

Box 4 of 6 Science at the Smithsonian

Box 4 of 6 Soundprint Science Programs, 1995-1996

Specials

Box 4 of 6 Guitar: Electrified, Amplified and Deified: Station Kit, 1997

Box 4 of 6 Guitar: Electrified, Amplified and Deified: Radio, 1997

Box 4 of 6 Nixon-Kennedy Debates, 1996

Box 4 of 6 It's a Wonderful Christmas: Radio Special, 1997

Photographs/Slides

- Box 4 of 6 Black Radio: Telling It Like It Was
- Box 4 of 6 Dialogue
- Box 4 of 6 Dream Window: Reflections on the Japanese Garden
- Box 4 of 6 Folk Masters, 1995-1996
- Box 4 of 6 Folk Masters, 1994-1995
- Box 4 of 6 Folk Masters, 1993
- Box 4 of 6 Smithsonian Institution 150th Anniversary
- Box 4 of 6 Smith, G.E.
- Box 4 of 6 Nixon-Kennedy Debate
- Box 4 of 6 The Mississippi: River of Song
- Box 4 of 6 The Mississippi: River of Song Host
- Box 4 of 6 The Mississippi: River of Song Performers
- Box 4 of 6 Old Ways, New Visions
- Box 4 of 6 PRC Advertisement, 1995
- Box 4 of 6 Smithsonian Magazine, 1994
- Box 4 of 6 OTC/Smithsonian Productions Staff
- Box 4 of 6 Science at the Smithsonian
- Box 4 of 6 Zoo Photographs
- Box 4 of 6 Smithsonian Productions Staff, 1997
- Box 4 of 6 Miscellaneous
- Box 4 of 6 Radio Project Budgets
- Box 4 of 6 PRC, 1998
- Box 4 of 6 Jazz Smithsonian, 1996/1997 [two folders]

Box 5

- Box 5 of 6 Remembering Slavery (We Were Slaves)

Box 5 of 6 Black Radio: Telling It Like It Was, 1994-1997

Box 5 of 6 The Mississippi: River of Song, 1998

 Public Radio International

Box 5 of 6 Premiums, 1998

Box 5 of 6 Program Source, 1998

Box 5 of 6 Infosite, 1997-1998

 Home Video

Box 5 of 6 Smithsonian World, 1991

Box 5 of 6 In Open Air: A Portrait of the American Impressionists, 1993

Box 5 of 6 Field to Factory, 1991

Box 5 of 6 Fireworks Video, 1996

Box 5 of 6 Home Video Distribution, 1997-1998

Box 5 of 6 Marketing of Orientation Video, 1990-1992

 Television

Box 5 of 6 Smithsonian Expedition Specials, 1994, 1997

Box 5 of 6 Old Ways, New Visions PBS Broadcast, 1997-1998

Box 5 of 6 Spirits of the Present: The Legacy from Native America

Box 5 of 6 Duke Ellington: Birthday, NPR Series, 1998

Box 5 of 6 Smithsonian Marketing Committee, 1998

Box 5 of 6 Radio Smithsonian: NPR Schedules, 1988-1989

Box 5 of 6 Radio Smithsonian: Tape Schedules, 1988-1989

Box 5 of 6 Radio Smithsonian: WGMS Schedules, 1988-1989

Box 5 of 6 Radio Smithsonian: Original NPR Schedules, 1983-1990

Box 5 of 6 Radio Smithsonian: Original Tape Schedules, 1984-1991

Box 5 of 6 Radio Smithsonian: Original WGMS Schedules, 1984-1990

Box 6

- Production Brochures, Literature, and Booklets [twenty-five folders]
- Box 6 of 6 Radio Smithsonian: Monthly DACS Messages, 1989-1990 [two folders]
- Box 6 of 6 Survey: Public Radio Stations, 1988
- Box 6 of 6 Radio Smithsonian: Concerts, 1982
- Box 6 of 6 Radio Smithsonian: Parkway Programming, 1974-1980
- Box 6 of 6 Here at the Smithsonian: Vols. I-VIII, 1987-1989