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Collection Overview

Repository: Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title: Marketing Records
Identifier: Accession 02-096
Date: 1979-1997
Extent: 7 cu. ft. (7 record storage boxes)
Creator: Smithsonian Press/Smithsonian Productions
Language: Language of Materials: English

Administrative Information

Preferred Citation
Smithsonian Institution Archives, Accession 02-096, Smithsonian Press/Smithsonian Productions, Marketing Records

Descriptive Entry

This accession consists of records documenting the marketing activities of Smithsonian Productions, with earlier records dating back to when the office was known as the Office of Telecommunications. Materials include the correspondence and memoranda of Denise Freeland, Marketing Coordinator, and Martha Knouss, Marketing Manager; budget summaries; press kits and carriage promotion information; production scripts, fact sheets, and promotional information; public inquiries; press releases; program subscriber lists; articles pertaining to productions and related matters; photographs and contact sheet of Smithsonian Productions staff, on-site shoots, symposiums, and special performances; subscriber questionnaire and survey forms; production graphic design samples; fund raising and video mailer project information; and information regarding Hispanic media. Some television and radio productions documented in these records include "Here at the Smithsonian," "Jazz Smithsonian," "Folk Masters," and "In Open Air: A Portrait of the American Impressionists."

Names and Subject Terms

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

Subjects:
- Documentary films
- Documentary television programs
- Marketing
- Motion pictures -- Production and direction
Radio -- Production and direction
Radio programs
Television -- Production and direction

Types of Materials:
- Black-and-white negatives
- Black-and-white photographs
- Brochures
- Clippings
- Color transparencies
- Illustrations
- Manuscripts
- Sound recordings

Names:
- Freeland, Denise
- 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)
- In Open Air: A Portrait of the American Impressionists (Motion picture : 1982)
- Jazz Smithsonian (Radio program : 1993)
Container Listing

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Box 1 of 7  Sargent, John Singer, "Breakfast in the Loggia"
Box 1 of 7  Cassatt, Mary, "Young Woman in Black"
Box 1 of 7  Photographs, Underwater and Outdoor Shots
Box 1 of 7  Folk Masters, Photographs, 1993
Box 1 of 7  Folk Masters, Photographs, 1994-1995
Box 1 of 7  Photographs, "Jazz Smithsonian," 1994
Box 1 of 7  Smithsonian World, Video Mailer Project, 1997
Box 1 of 7  Public Radio Conference, 1993-1996 [six folders]
Box 1 of 7  Radio Smithsonian Sign, 1994

Photographs (includes contact sheets, slides & negatives)

Box 1 of 7  National Air and Space Museum (NASM)
Box 1 of 7  NASM, "Milestones of Flight"
Box 1 of 7  NASM, "Where Next Columbus"
Box 1 of 7  "American Picture Palaces"
Box 1 of 7  Sid Grauman, "American Picture Palaces"
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Box 1 of 7  Gold Medal Award to Lee Cioffi
Box 1 of 7  Pandas at the National Zoological Park
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Box 1 of 7  Covering the Environment, 1983
Box 1 of 7  Smithsonian Chamber Players
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<p>| Box 1 of 7 | Dinosaur and Children |
| Box 1 of 7 | Boy and Tarantula, Smithsonian Castle |
| Box 1 of 7 | Duke Ellington |
| Box 1 of 7 | Festival of American Folklife, 1986 |
| Box 1 of 7 | &quot;First Ladies: Political Role and Public Image,&quot; 1989 |
| Box 1 of 7 | &quot;Folk Masters 1993&quot; |
| Box 1 of 7 | &quot;Folk Masters,&quot; Nick Spitzer |
| Box 1 of 7 | &quot;Folk Masters 1994&quot; [four folders] |
| Box 1 of 7 | &quot;Folk Masters 1995&quot; [three folders] |
| Box 1 of 7 | Secretary Robert McC. Adams/Guide Video |
| Box 1 of 7 | Guide to the Smithsonian (video) |
| Box 1 of 7 | Haupt Garden, 1988 |
| Box 1 of 7 | &quot;Here at the Smithsonian,&quot; Discovery Room |
| Box 1 of 7 | &quot;Here at the Smithsonian,&quot; Ann Carroll |
| Box 1 of 7 | &quot;Here at the Smithsonian,&quot; Production Shots [two folders] |
| Box 1 of 7 | William Merritt Chase/American Impression |
| Box 1 of 7 | &quot;Jazz Smithsonian&quot; Calendar Shots, 1995-1996 |
| | Digital Content: Smithsonian Jazz Masterworks Orchestra, c. 1995 [Image No. SIA2010-3383] |
| Box 1 of 7 | John Hiller, 1987 Shots |
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| Box 2 of 7 | Radio Smithsonian, Poster Shots |
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| Box 2 of 7 | "Spirits of the Present: The Legacy from Native America" PRC Reception (New Orleans, 18 May 1991) |
| Box 2 of 7 | "Spirits of the Present" Promotion, c. 1990 |
| Box 2 of 7 | "Super Tour" Video |
| Box 2 of 7 | VIARC Theater Program |
| Box 2 of 7 | VIARC Guide Display |
Box 2 of 7  Smithsonian Expedition Specials
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Box 2 of 7  "American Picture Palaces," c. 1984-1987
Box 2 of 7  "Spirits of the Present: The Legacy from Native America," Ruth Mott Fund, 1991
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Box 2 of 7  Potential Funders, 1990
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