



Smithsonian Institution Archives

Marketing Records, 1979-1997

Finding aid prepared by Smithsonian Institution Archives

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

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Collection Overview

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| 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

Box 1

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"

Box 1 of 7 "American Stories" Production Shots

Box 1 of 7 Gold Medal Award to Lee Cioffi

Box 1 of 7 Pandas at the National Zoological Park

Box 1 of 7 Beeping Crab Study

Box 1 of 7 Constitution Symposium

Box 1 of 7 Covering the Environment, 1983

Box 1 of 7 Smithsonian Chamber Players

Box 1 of 7 "Dialogue," 1992

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| 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 | "First Ladies: Political Role and Public Image," 1989 |
| Box 1 of 7 | "Folk Masters 1993" |
| Box 1 of 7 | "Folk Masters," Nick Spitzer |
| Box 1 of 7 | "Folk Masters 1994" [four folders] |
| Box 1 of 7 | "Folk Masters 1995" [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 | "The Work of Peace: The Treaty of Paris, 1783," 1983 |
| Box 1 of 7 | "Here at the Smithsonian," Discovery Room |
| Box 1 of 7 | "Here at the Smithsonian," Ann Carroll |
| Box 1 of 7 | "Here at the Smithsonian," Production Shots [two folders] |
| Box 1 of 7 | William Merritt Chase/American Impression |
| Box 1 of 7 | "Jazz Smithsonian" Calender Shots, 1995-1996 Digital Content: Smithsonian Jazz Masterworks Orchestra, c. 1995 [Image No. SIA2010-3383] |
| Box 1 of 7 | John Hiller, 1987 Shots |
| Box 1 of 7 | Folklife Festival, Zuni Women |
| Box 1 of 7 | Radio Smithsonian, Jerry Garcia |
| Box 1 of 7 | Gene Kelly |
| Box 1 of 7 | "Jazz Smithsonian" Press Shots |
| Box 1 of 7 | "Jazz Smithsonian" PRC Special Event, 1993 |
| Box 1 of 7 | APR 10th Anniversary |

Box 1 of 7 Musicians in NYC Subway

Box 1 of 7 "Masters of Silver"

Box 1 of 7 "Material World" Production Shots, 1988

Box 1 of 7 "The Sea" Production Shots

Box 1 of 7 "Our Biosphere"

Box 1 of 7 S. Dillon Ripley, Touring the SI Museums (SI Castle)

Box 1 of 7 S. Dillon Ripley, Touring the SI Museums (HMSG)

Box 1 of 7 S. Dillon Ripley, Touring the SI Museums (NZP)

Box 1 of 7 S. Dillon Ripley, Touring the SI Museums (NASM)

Box 1 of 7 S. Dillon Ripley, Touring the SI Museums (NMHT)

Box 1 of 7 Radio Smithsonian Booth Backdrop

Box 1 of 7 Radio Smithsonian, Opening/Recording Technicians

Box 2

Box 2 of 7 Conservation Resource Center

Box 2 of 7 Radio Smithsonian, Poster Shots

Box 2 of 7 Select Images for Radio Smithsonian/"Folk Masters"

Box 2 of 7 "Sovereign to Sovereign", 1992

Box 2 of 7 "Spirits of the Present: The Legacy from Native America" Reception, 1992

Box 2 of 7 "Spirits of the Present: The Legacy from Native America" Native Americans

Box 2 of 7 "Spirits of the Present: The Legacy from Native America" Production Shots, 1991-1992 [two folders]

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

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| Box 2 of 7 | Smithsonian Expedition Specials |
| Box 2 of 7 | Miscellaneous |
| Box 2 of 7 | "Folk Master" Slide Index, 1992 |
| Box 2 of 7 | "The Movie Palaces" Home Video, 1987-1991 |
| Box 2 of 7 | "American Picture Palaces," c. 1984-1987 |
| Box 2 of 7 | "Coral Reefs: New Discoveries, New Resources," 1986-1987 |
| Box 2 of 7 | "Spirits of the Present: The Legacy from Native America," Ruth Mott Fund, 1991 |
| Box 2 of 7 | "Spirits of the Present: The Legacy from Native America," Town Creek Foundation, 1991 |
| Box 2 of 7 | Potential Funders, 1990 |
| Box 2 of 7 | Proposal Materials, 1990 |
| | "Dream Window: Reflections on the Japanese Garden" |
| Box 2 of 7 | Premiere Lists, 1992 |
| Box 2 of 7 | Press and Station Kits, 1992 |
| Box 2 of 7 | Broadcast Card, 1992 |
| Box 2 of 7 | Promotion, 1992-1993 |
| Box 2 of 7 | Japanese Film, 1991 |
| Box 2 of 7 | Japanese Gardens Information, 1992-1993 |
| Box 2 of 7 | "Folk Masters 1991" |
| Box 2 of 7 | "Folk Masters" Survey, 1992 |
| Box 2 of 7 | "Folk Masters 1992" [two folders] |
| Box 2 of 7 | "Folk Masters" Marketing/Special Events, 1993 |
| Box 2 of 7 | "Folk Masters 1993" Station Kit [two folders] |
| Box 2 of 7 | "Folk Masters 1994" |
| Box 2 of 7 | "Folk Masters 1994" Station Kit |
| Box 2 of 7 | "Folk Masters 1994" Art |

Box 3

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| Box 3 of 7 | From Reliable Sources, 1988-1989 [six folders] |
| Box 3 of 7 | Smithsonian Galaxy, Subscriber Survey, 1986 |
| Box 3 of 7 | Press Releases: Television, 1983-1985 |
| Box 3 of 7 | "Here at the Smithsonian" Vols. I-II, 1982-1983 [two folders] |
| Box 3 of 7 | "Here at the Smithsonian" Vols. III-IV, 1984-1985 |
| Box 3 of 7 | Public Relations Task Force, 1990 |
| Box 3 of 7 | Office Retreats, 1990 |
| | "The Movie Palaces" |
| Box 3 of 7 | Marketing Information, 1989 |
| Box 3 of 7 | Fulfillment, 1989-1990 |
| Box 3 of 7 | Distribution, c. 1990-1991 |
| Box 3 of 7 | Reply Card, 1989 |
| Box 3 of 7 | League of Historical Theaters, 1989 |
| Box 3 of 7 | Theater Follow-up Mailing, 1989 |
| Box 3 of 7 | Video Packaging, 1987 |
| Box 3 of 7 | Production Script and Fact Sheet |
| Box 3 of 7 | Theater Contacts, 1990 |
| Box 3 of 7 | Historic Theater Survey, c. 1989 |
| Box 3 of 7 | Background Information |
| Box 3 of 7 | Video Orders |
| Box 3 of 7 | Public Television Survey, 1985 [two folders] |
| | "Here at the Smithsonian" |
| Box 3 of 7 | Original Announcements, 1984-1989 |
| Box 3 of 7 | Subscriber Lists, 1988-1989 |

Box 3 of 7 Series Fact Sheets for PBS

Box 3 of 7 Brochure and Ad, 1988

Box 3 of 7 1989 Program Season [two folders]

Box 3 of 7 Mailing Labels

Box 3 of 7 Subscribers, 1984-1990

Box 3 of 7 Insert

Box 3 of 7 Correspondence, 1989-1990

Box 3 of 7 The Best of HATS

Box 3 of 7 1988 Program Season

Box 3 of 7 Program Feed Notices, 1988-1989

Box 3 of 7 Telephone Survey, 1989-1990

Box 3 of 7 Research for Quotes, 1989

Box 3 of 7 Calling HATS Prospects, 1988

Box 3 of 7 Production Scripts, Vols. 1-8 [eight folders]

Box 4

 "Our Biosphere: The Earth in Our Hands"

Box 4 of 7 General Information, 1991

Box 4 of 7 Background Articles

Box 4 of 7 The Earth in Our hands (film), 1992

 "Spirits of the Present: The Legacy from Native America"

Box 4 of 7 Native American Radio Series (Radio Smithsonian), 1990-1992

Box 4 of 7 Promotion, 1991

Box 4 of 7 Contributing Membership, 1992

Box 4 of 7 Calendar, 1991

Box 4 of 7 Entertainment, 1992

Box 4 of 7 Public Inquiries, 1991-1992

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| Box 4 of 7 | Audience Notices, 1992 |
| Box 4 of 7 | Press Release, 1992 |
| Box 4 of 7 | Station Press Kits and Calenders, 1991 |
| Box 4 of 7 | Non-Broadcast Distribution, 1991 |
| | Radio Smithsonian |
| Box 4 of 7 | Subscriber Listing, 1990 |
| Box 4 of 7 | Fact Sheets (commercial) |
| Box 4 of 7 | Fact Sheets (non-commercial) |
| Box 4 of 7 | "Here's What They Say" (commercial) |
| Box 4 of 7 | "Here's What They Say" (non-commercial) |
| Box 4 of 7 | Satellite Letter |
| Box 4 of 7 | Tape Letter (commercial) |
| Box 4 of 7 | Tape Letter (non-commercial) |
| Box 4 of 7 | Renewal Letters |
| Box 4 of 7 | Welcome Letter (new subscribers) |
| Box 4 of 7 | Wrap Up, 1990-1991 [two folders] |
| Box 4 of 7 | Radio Smithsonian Subscribers, c. 1984-1990 |
| Box 4 of 7 | Broadcaster Letters |
| Box 4 of 7 | Renewals in Process, 1988-1989 |
| Box 4 of 7 | Subscriber Correspondence, 1990 |
| Box 4 of 7 | New Subscribers, 1988-1989 |
| Box 4 of 7 | Demo Tape Requests and Replies, 1986-1990 |
| Box 4 of 7 | Newsletter, 1989 |
| Box 4 of 7 | Radio Promotion, 1987 |
| Box 4 of 7 | "Rediscovering America," 1987 |
| Box 4 of 7 | Christmas Oratorio, 1990 |

- Box 4 of 7 "Folk Masters 1992"
- Box 4 of 7 Cole Porter
- Box 4 of 7 Joe Maddy's "Interlochen," 1991
- Box 4 of 7 The William Benton Broadcast Project, 1991 [two folders]
- Box 4 of 7 SI Marketing Committee, 1990-1991 [two folders]
- Box 4 of 7 Hispanic Media Conference, 1989
- Box 4 of 7 Spanish Language Television, 1988-1990
- Box 4 of 7 Latino Media Clippings, 1988-1989
- Box 4 of 7 Hispanic Heritage Week, 1988
- Box 4 of 7 Hispanic Media Conference, Report, 1988
- Descubra El Smithsonian
- Box 4 of 7 General Information, c. 1989
- Box 4 of 7 Spanish Language, 1993
- Box 4 of 7 Latino Television Producers, c. 1989
- Box 4 of 7 Latino Media Funding Proposals, 1988-1989
- Box 5
- Box 5 of 7 SLTV Sponsorship Contacts, 1988-1990
- Box 5 of 7 Topics and Summary, 1988
- Box 5 of 7 Contact Sheets
- Box 5 of 7 Pilot Information, c. 1989
- Box 5 of 7 Capsule Topics, 1989
- Hispanic Television Research Project
- Box 5 of 7 General Information, 1988
- Box 5 of 7 Telephone Interviews
- Box 5 of 7 Spanish Language Television Pilot, 1988

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| Box 5 of 7 | Spanish Language Television Stations/Networks |
| | "Spirits of the Present: The Legacy from Native America" |
| Box 5 of 7 | Budget, 1991 |
| Box 5 of 7 | Campaign, 1991-1992 |
| Box 5 of 7 | Marketing Plans, 1991-1992 [two folders] |
| Box 5 of 7 | Publicity, 1991 |
| Box 5 of 7 | Artwork |
| Box 5 of 7 | Resolution, 1991 |
| Box 5 of 7 | WETA |
| Box 5 of 7 | Interviews |
| Box 5 of 7 | Development, 1991 |
| Box 5 of 7 | "Spirits of the Present: The Legacy from Native America": Specials |
| Box 5 of 7 | General Information, 1992 [two folders] |
| Box 5 of 7 | Artwork |
| Box 5 of 7 | Specials Premium, 1992 |
| Box 5 of 7 | Biographies |
| Box 5 of 7 | "Sovereign to Sovereign" Press Kit |
| Box 5 of 7 | "Indian Airobics" Press Kit |
| Box 5 of 7 | Audio Cassette Information, 1992 |
| Box 5 of 7 | "Telling Lives: That Damn Cowboy," 1986 |
| Box 5 of 7 | "Telling Lives: The Art of Biography," 1984 |
| Box 5 of 7 | "The Wildflowers of California" Funding Proposal |
| Box 5 of 7 | Proposal for NHK/Smithsonian Collaboration, 1991 |
| Box 5 of 7 | IDG/Computerworld Project, 1990 |
| Box 5 of 7 | Widget Cares Promotion, 1991 |
| Box 5 of 7 | Underwriters, 1983 |

Box 5 of 7 Underwriting/Fund Raising
"In Open Air: A Portrait of the American Impressionists"
Box 5 of 7 Bids, 1994
Box 5 of 7 Proposals and Schedules, 1993
Box 5 of 7 Connecticut Art Museum, 1995
Box 5 of 7 Permissions, 1994
Box 5 of 7 Promotion Samples
Box 5 of 7 Progress Reports, 1994
Box 5 of 7 Copy, 1994
Box 5 of 7 Direct Mailing, 1994-1995
Box 5 of 7 Original, 1993-1994
Box 5 of 7 Artwork
Box 5 of 7 Budget, 1993-1995
Box 5 of 7 Photographs
Box 5 of 7 Miscellaneous, 1985

Box 6

"Jazz Smithsonian"
Box 6 of 7 "Jazz Smithsonian 1995"
Box 6 of 7 "Jazz Smithsonian 1995" Local Press
Box 6 of 7 Jazz Series, 1994
Box 6 of 7 Calendar, 1994-1995
Box 6 of 7 Calendar Copy, 1995-1996
Box 6 of 7 Calendar Photographs, 1995
Box 6 of 7 Calendar/Station Kit Printing, 1995
Box 6 of 7 Artwork, 1996

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| Box 6 of 7 | Compact Disc Request Notices |
| Box 6 of 7 | Press Releases, 1988 |
| Box 6 of 7 | Newspaper Clippings/Articles, 1982-1987 |
| Box 6 of 7 | Radio Awards, 1982, 1985 |
| | "Covering the Environment: Front Page or Yesterday's News" |
| Box 6 of 7 | General Information, 1990 |
| Box 6 of 7 | Conference, 1990 |
| Box 6 of 7 | Contact Sheets: Chancellor/Lovejoy (WNET) Digital Content: Thomas Lovejoy [Image No. SIA2011-1156] |
| Box 6 of 7 | Video Letter |
| Box 6 of 7 | Mailing Lists [two folders] |
| | "American Stories" |
| Box 6 of 7 | General Information, 1984 |
| Box 6 of 7 | Mailing Lists |
| Box 6 of 7 | Air Promos (reel to reel tape) |
| | "The Sea: A Quest for Our Future" |
| Box 6 of 7 | Invitations/Mailing List, 1984 |
| Box 6 of 7 | Promotion, 1984 [two folders] |
| | "Smithsonian Galaxy" |
| Box 6 of 7 | Demo Tape Correspondence, 1983-1984 |
| Box 6 of 7 | Station Kits, 1986 |
| Box 6 of 7 | Survey Information, 1986 |
| Box 6 of 7 | Fact Sheets |
| Box 6 of 7 | Subscribers, 1979-1986 |
| Box 6 of 7 | Galaxy Flier |
| Box 6 of 7 | Press Releases, 1984 |

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| Box 6 of 7 | Box Labels (masters) |
| | The National Teleconference on Biodiversity |
| Box 6 of 7 | General Information, 1986 [two folders] |
| Box 6 of 7 | Teleconference Mailings, 1986 |
| Box 6 of 7 | Questionnaire, 1986 |
| Box 6 of 7 | Photographs |
| Box 6 of 7 | General Press Releases, 1983-1990 |
| | "Folk Masters" |
| Box 6 of 7 | Marketing, 1994 |
| Box 6 of 7 | Telemarketing, 1994 |
| Box 6 of 7 | Photography, 1995 |
| Box 6 of 7 | Station Kit, 1995 |
| Box 6 of 7 | "Folk Masters 1995" |
| | Box 7 |
| Box 7 of 7 | Public Inquiries, 1987-1992 [seven folders] |
| | "The Work of Peace: The Treaty of Paris, 1783" |
| Box 7 of 7 | PBS Promotion/Script, 1985 |
| Box 7 of 7 | Invitations |
| Box 7 of 7 | Sales, 1985 |
| Box 7 of 7 | Previews, 1984-1986 |
| Box 7 of 7 | Marketing Film to Schools, 1986 |
| Box 7 of 7 | Comments from Schools, 1985-1986 |
| | Radio Smithsonian |
| Box 7 of 7 | Surveys: Members of League of Historic Theaters, 1989 |
| Box 7 of 7 | Subscriber Questionnaires, 1988 |
| Box 7 of 7 | "Folk Masters" Questionnaires, 1992 |

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Press Releases (misc.), c. 1980-1984