



# Smithsonian

*Institution Archives*

## Marketing Records, 1984-1986, 1988-1991

Finding aid prepared by Smithsonian Institution Archives

Smithsonian Institution Archives  
Washington, D.C.  
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## Collection Overview

<b>Repository:</b>	Smithsonian Institution Archives, Washington, D.C., <a href="mailto:osiaref@si.edu">osiaref@si.edu</a>
<b>Title:</b>	Marketing Records
<b>Date:</b>	1984-1986, 1988-1991
<b>Identifier:</b>	Accession 14-064
<b>Creator:</b>	Smithsonian Institution. Office of Telecommunications
<b>Extent:</b>	1 cu. ft. (1 record storage box)
<b>Language:</b>	English

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## Administrative Information

### Preferred Citation

Smithsonian Institution Archives, Accession 14-064, Smithsonian Institution. Office of Telecommunications, Marketing Records

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## Descriptive Entry

This accession consists of press kits for individual episodes of "Smithsonian World," an educational television series that explored people, ideas, and events that shape world culture, blending art, science, history, and the humanities to create an exciting harmony among disciplines. The production was co-produced by WETA-TV for broadcast on the Public Broadcasting Service. Materials include press releases, photographs, and information about the series.

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## Names and Subject Terms

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

### Subjects:

Educational television programs  
Marketing

### Types of Materials:

Black-and-white photographs  
Manuscripts

### Names:

Public Broadcasting Service (U.S.)  
WETA-TV (Television station : Washington, D.C.)

Preferred Titles:

*A Certain Age (Television program : 1991)*  
*A Moveable Feast (Television program : 1990)*  
*American Dream at Groton (Television program : 1988)*  
*Crossing the Distance (Television program : 1984)*  
*Doors of Perception (Television program : 1991)*  
*From Information to Wisdom (Television program : 1991)*  
*Gender: The Enduring Paradox (Television program : 1991)*  
*Heroes and the Test of Time (Television program : 1985)*  
*Nigerian Art - Kindred Spirits (Television program : 1990)*  
*Selling the Dream (Television program : 1991)*  
*Smithsonian world*  
*Tales of Human Dawn (Television program : 1990)*  
*The Elephant on the Hill (Television program : 1991)*  
*The Living Smithsonian (Television program : 1988)*  
*The Quantum Universe (Television program : 1990)*  
*The Vever Affair (Television program : 1989)*  
*The Way We Wear (Television program : 1988)*  
*The Wyeths: A Father and His Family (Television program : 1986)*  
*Time and Light (Television program : 1984)*  
*Web of Life (Television program : 1989)*  
*Where None Has Gone Before (Television program : 1985)*  
*Zoo (Television program : 1990)*

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## Container Listing

Box 1	
Box 1 of 1	"Time and Light," first aired January 18, 1984
Box 1 of 1	"Crossing the Distance," first aired February 15, 1984
Box 1 of 1	"Heroes and the Test of Time," first aired April 24, 1985
Box 1 of 1	"Where None Has Gone Before," first aired October 9, 1985
Box 1 of 1	Summer Season, 1986
Box 1 of 1	"The Wyeths: A Father and His Family," first aired November 19, 1986
Box 1 of 1	"The Living Smithsonian," first aired October 24, 1988
Box 1 of 1	"American Dream at Groton," first aired November 21, 1988
Box 1 of 1	"The Way We Wear," first aired December 26, 1988
Box 1 of 1	"Web of Life," first aired January 25, 1989
Box 1 of 1	"The Vever Affair," first aired March 1, 1989
Box 1 of 1	"Zoo," first aired January 24, 1990
Box 1 of 1	"A Moveable Feast," first aired February 1, 1990
Box 1 of 1	"Tales of the Human Dawn," first aired March 28, 1990
Box 1 of 1	"Nigerian Art - Kindred Spirits," first aired May 2, 1990
Box 1 of 1	"The Quantum Universe," first aired June 6, 1990
Box 1 of 1	"Gender: The Enduring Paradox," first aired January 23, 1991
Box 1 of 1	"Selling the Dream," first aired February 13, 1991
Box 1 of 1	"From Information to Wisdom," first aired April 17, 1991
Box 1 of 1	"A Certain Age," first aired May 8, 1991
Box 1 of 1	"Elephant on the Hill," first aired May 13, 1991
Box 1 of 1	"The Doors of Perception," first aired June 5, 1991