



Smithsonian Institution Archives

## Publicity Records, 1990-2008

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>	Publicity Records
<b>Identifier:</b>	Accession 16-003
<b>Date:</b>	1990-2008
<b>Extent:</b>	4 cu. ft. (4 record storage boxes)
<b>Creator::</b>	National Postal Museum
<b>Language:</b>	Language of Materials: English

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## Administrative Information

### Preferred Citation

Smithsonian Institution Archives, Accession 16-003, National Postal Museum, Publicity Records

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## Descriptive Entry

This accession consists of records documenting the National Postal Museum's Office of Public Affairs from 1990-2008. Topics include the United States Postal Service Duck Stamp release; Langston Hughes; and Owney. Materials include events photographs, negatives and transparencies; exhibition files; press releases; clippings; correspondence; marketing videotapes; promotional presentation and related materials. Some materials are in electronic format.

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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:

- Duck stamps
- Exhibitions
- Museums -- Public Relations
- Owney (Dog)
- Postal museums
- Stamp collecting

### Types of Materials:

- Clippings

Color negatives  
Color photographs  
Color transparencies  
Compact discs  
Digital images  
Digital versatile discs  
Electronic records  
Manuscripts  
Videotapes

Names:

As Precious as Gold (Exhibition) (1998-2002: Washington, D.C.)  
Hughes, Langston, 1902-1967  
Mail Call (Exhibition) (2007: Washington, D.C.)  
Mayhem by Mail (Exhibition) (1998: Washington, D.C.)  
United States Postal Service  
What's in the Mail for You! (Exhibition) (1996: Washington, D.C.)  
Women on Greeting Cards (Exhibition) (1996: Washington, D.C.)

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## Container Listing

### Box 1

- Box 1 of 4 Owey Exhibition Files, 1993-1997
- Box 1 of 4 "What's in the Mail for You," Exhibition Files, 1995-1997 (2 folders)
- Box 1 of 4 Alaska Exhibition Files, 1995-1998 (2 folders)
- Box 1 of 4 "Women on Greeting Cards," Exhibition Files, 1996
- Box 1 of 4 "Women on Greeting Cards," Transparencies, 1996
- Box 1 of 4 "Mayhem by Mail," Exhibition Files, 1998
- Box 1 of 4 "As Precious as Gold," Photographs and Transparencies, 1998
- Box 1 of 4 "Down with the Frauds," Exhibit File and Photographs, 1999
- Box 1 of 4 "Mail Call," Exhibition Presentation, 2007 (electronic records)
- Box 1 of 4 Events Photographs, Transparencies, and Negatives, 1989-2000, and undated
- Box 1 of 4 Alaska Event Files, 1998
- Box 1 of 4 Graceful Envelope Event Transparencies, 1998
- Box 1 of 4 Graceful Envelope Event Transparencies, 1999
- Box 1 of 4 Graceful Envelope Event Transparencies, 2000
- Box 1 of 4 Events Photographs, 2001-2002 (2 folders) (includes electronic records)
- Box 1 of 4 Langston Hughes Event Press Release, Photographs, Transparencies, and Negatives, 2002
- Box 1 of 4 Duck Stamp Event Press Release and Photographs, 2002
- Box 1 of 4 Events Photographs, 2004 (electronic records)
- Box 1 of 4 Events Photographs, 2005 (electronic records)

### Box 2

- Box 2 of 4 Events Photographs, 2006 (6 folders) (includes electronic records)
- Box 2 of 4 Events Photographs, 2007 (5 folders) (includes electronic records)
- Box 2 of 4 Events Photographs, 2008 (electronic records)

Box 2 of 4 Press Release, undated

Box 2 of 4 National Philatelic Collection Press Release, 1990

Box 2 of 4 Grants Press Release, 1992

Box 2 of 4 NPM Move Press Release, 1992

Box 2 of 4 Water Fountain Hopscotch Factsheet and Media Advisory, 1992

Box 2 of 4 Corporate Press Releases, 1992, 1993

Box 2 of 4 Press Releases, 1992-1993, 1995-1998

Box 2 of 4 Opening Day Remarks, Tip Sheet, and Media Advisory, 1993

Box 2 of 4 Public Program Press Releases, 1993-1994

Box 2 of 4 Public Program Press Releases, 1995

Box 2 of 4 Public Program Press Releases, 1996

Box 2 of 4 Cherry Blossom Festival Pictorial Cancellation Press Release, 1996

Box 2 of 4 Public Program Press Releases, 1997

Box 2 of 4 Stamp Starter Kits Giveaway Press Release, 1998

Box 2 of 4 Children's Discovery Center Press Release, 1998

Box 2 of 4 Folk Art Mailboxes Contest Press Release, 1999

Box 2 of 4 "Down with the Frauds," Press Release, 1999

Box 2 of 4 Iwo Jima Poster Press Release, 1999

Box 3

Box 3 of 4 Correspondence, 1993-1995

Box 3 of 4 Advertising Memoranda and Correspondence, 1991-1995

Box 3 of 4 Design Correspondence, 1992-1995

Box 3 of 4 Clippings, 1990-1996 (5 folders)

Box 3 of 4 Draft Strategic Plan, 2002

Box 3 of 4 NPM Drawings, 2004 (electronic records)

- Box 3 of 4                    George Brett Philatelic Achievement Award Acceptance DVD, 2004  
(electronic records)
- Box 3 of 4                    "Delivering to You..." Promotional DVD, 2005 (electronic records)
- Box 3 of 4                    "Vision and Velocity," Promotional DVD, 2005 (electronic records)
- Box 3 of 4                    Gallery Renovations, Lockheed Martin, Presentation, 2006 (electronic  
records)
- Box 3 of 4                    Lockheed Martin and the National Postal Museum (NPM), "Telling the History  
of the United States Postal Service (USPS)," 2006 (electronic records)
- Box 3 of 4                    Philatelic Achievement Awards Dinner DVD, 2006 (electronic records)
- Box 3 of 4                    NPM Images for Imag Presentation, 2006 (electronic records)
- Box 3 of 4                    Direct Marketing Association Presentation, 2006 (electronic records)
- Box 4
- Box 4 of 4                    Fundraising Sample Segment, January 10, 2005, VHS
- Box 4 of 4                    Fundraising Rough Cut, January 24, 2005, VHS
- Box 4 of 4                    Fundraising Fine Cut, February 7, 2005, VHS
- Box 4 of 4                    Fundraising Final Version, March 9, 2005, VHS
- Box 4 of 4                    Promo Video First Cut, April 26, 2005, VHS
- Box 4 of 4                    National Stamp Museum, May 27, 2006, Betacam SP-L
- Box 4 of 4                    Philatelic Achievement Awards Gala, Master, 2008, Betacam SP-S
- Box 4 of 4                    Philatelic Achievement Awards Gala, Back-up, 2008, Betacam SP-S
- Box 4 of 4                    2008 Gala, November 8, 2008, Betacam SP-L