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Collection Overview

Repository: Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title: Marketing and Publicity Files
Identifier: Accession 16-173
Date: 1987-2015
Extent: 13 cu. ft. (12 record storage boxes) (2 document boxes)
Creator: Smithsonian/Folkways Recordings
Language: Language of Materials: English

Administrative Information

Preferred Citation
Smithsonian Institution Archives, Accession 16-173, Smithsonian/Folkways Recordings, Marketing and Publicity Files

Use Restriction
Restricted for 15 years, until Jan-01-2031; Transferring office; 05/04/2016 Memorandum, Milhoan to Horgan/Adams; Contact reference staff for details.

Descriptive Entry

This accession consists of records documenting the marketing and publicity of recordings produced by Smithsonian/Folkways Recordings, part of the Smithsonian Institution Center for Folklife and Cultural Heritage. The majority of the records were created by Brenda Dunlap, Marketing Director, 1994-2001, and Richard Burgess, Marketing Director, 2001-2014, and Associate Director of Business Strategies, 2014-2015.

Major projects documented within this accession include the "Anthology of American Folk Music;" "The Mississippi: River of Song;" "Best of Broadside;" "Jazz: The Smithsonian Collection;" "cELLaBration: A Tribute to Ella Jenkins;" and Smithsonian Global Sound. Exhibits documented within the accession include "Seeing Jazz;" "Creativity and Resistance: Maroon Cultures in the Americas;" "Wade in the Water: African-American Sacred Music Traditions;" "This Land is Your Land: The Life and Legacy of Woody Guthrie;" "Before Freedom Came: African American Life in the Antebellum South;" and "We Shall Overcome: Photographs from America's Civil Rights Era."

Materials include correspondence; memoranda; notes; press kits and releases; posters; brochures; catalogs; media reports; images; promotional materials and artifacts; manuals; clippings; meeting agendas; videotapes, and related materials. Some materials are in electronic format.
Names and Subject Terms

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

Subjects:
- Folk music
- Jazz
- Marketing
- Publicity

Types of Materials:
- Artifacts
- Brochures
- Clippings
- Color photographs
- Color transparencies
- Compact discs
- Digital versatile discs
- Electronic records
- Floppy disks
- Manuscripts
- Posters
- Videotapes

Names:
- Burgess, Richard James
- Creativity and Resistance: Maroon Cultures in the Americas (Traveling exhibition) (1999-2005)
- Dunlap, Brenda
- Seeing Jazz (Traveling exhibition) (1997-1999)
- Smithsonian Institution. Center for Folklife and Cultural Heritage
- Smithsonian Institution. Center for Folklife and Cultural Heritage. Smithsonian Global Sound.
- This Land is Your Land: The Life and Legacy of Woody Guthrie (Traveling exhibition) (circa 1998)
- We Shall Overcome: Photographs from the American Civil Rights Era (Traveling exhibition) (1998-2004)

Preferred Titles:
- Anthology of American Folk Music (Sound recording : 1997)
- Best of Broadside (Sound recording : 2000)
- Jazz: The Smithsonian Collection (Sound recording : 2011)
- The Mississippi: River of Song (Television program : 1999)
- cELLAbration! A Tribute to Ella Jenkins (Sound recording : 2004)
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