



Smithsonian Institution Archives

## Marketing and Publicity Files, 1992-2012

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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 and Publicity Files
<b>Identifier:</b>	Accession 17-145
<b>Date:</b>	1992-2012
<b>Extent:</b>	3.5 cu. ft. (1 record storage box) (5 document boxes)
<b>Creator::</b>	Smithsonian/Folkways Recordings
<b>Language:</b>	Language of Materials: English

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## Administrative Information

### Preferred Citation

Smithsonian Institution Archives, Accession 17-145, Smithsonian/Folkways Recordings, Marketing and Publicity Files

### Use Restriction

Restricted 15 years. until Jan-01-2028; Transferring office; 05/4/2016 memorandum, Milhoan to Horgan/Adams; Contact reference staff for details.

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## 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. These records were created by Brenda Dunlap, Marketing Director, 1994-2001, and Richard Burgess, Marketing Director, 2001-2014.

Materials include correspondence; memoranda; notes; press kits and releases; brochures; catalogs; images; promotional materials; clippings; meeting agendas; videotapes; audiotapes; color photographs; 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:

Folk music  
Marketing

## Publicity

### Types of Materials:

- Audiotapes
- Brochures
- Clippings
- Color photographs
- Compact discs
- Digital versatile discs
- Electronic records
- Floppy disks
- Manuscripts
- Videotapes

### Names:

- Burgess, Richard James
- Dunlap, Brenda
- Smithsonian Institution. Center for Folklife and Cultural Heritage

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## Container Listing

### Box 1

- Box 1 of 6 "Moe Asch: A Stubborn Man," Betacam SP Safety Copy, TRT: 13:38, undated
- Box 1 of 6 Shore Fire Media, "Oscar Brand," Cable News Network (CNN), VHS, July 5, 1999
- Box 1 of 6 Shore Fire Media, "Oscar Brand," 'American Presidents,' Cable-Satellite Public Affairs Network (C-SPAN), VHS, August 11, 1999
- Box 1 of 6 Costello, Elvis, and Reagon, Toshi, "Late Show with David Letterman," Columbia Broadcasting System (CBS), VHS, TRT: 4:38, November 8, 1997
- Box 1 of 6 Jenkins, Ella, National Association for the Education of Young Children (NAEYC), VHS, Tape 4, November 7, 2003
- Box 1 of 6 Jenkins, Ella, NAEYC, VHS, Tape 7, November 7, 2003
- Box 1 of 6 Jenkins, Ella, "Weekend Today," VHS, March 27, 1999
- Box 1 of 6 Jenkins, Ella, CNN, VHS, undated
- Box 1 of 6 Folk Alliance, Lead Belly, VHS, TRT: 6:25, Revised, February 2, 1998
- Box 1 of 6 Rinzler, Ralph, "A Celebration of Life," VHS, TRT: 85:00, July 7, 1994
- Box 1 of 6 Smith, Harry, "CBS This Morning," VHS, TRT: 9:00, March 8, 1998 (2 copies)
- Box 1 of 6 "Save our History: Save our Sounds," History Channel, VHS, 1999
- Box 1 of 6 "Labor's Troubadour Featuring Joe Glazer," Digital Versatile Disc (DVD), undated (electronic records)

### Box 2

- Box 2 of 6 Seeger, Pete and Williams, Dar, National Broadcasting Company (NBC), VHS, TRT: 5:00, April 28, 1998
- Box 2 of 6 Glazer, Joe, "In Memorium," American Broadcasting Company (ABC) News, VHS, September 24, 2006
- Box 2 of 6 Gospel Fest Promo Featuring In-Kind Sponsors, VHS, undated
- Box 2 of 6 "River of Song: A Musical Journey Down the Mississippi," Betacam SP, Sample Reel, TRT: 5:00, 1996
- Box 2 of 6 Jenkins, Ella, "National Arts," Public Broadcasting Service (PBS), U-matic, TRT: 14:03, May 21, 1998

- Box 2 of 6 Smithsonian/Folkways, Hard Disk Cartridge, Volume 1, Disc 1, undated (electronic records)
- Box 2 of 6 Smithsonian/Folkways, Hard Disk Cartridge, Volume 1, Disc 2, undated (electronic records)
- Box 2 of 6 Smithsonian/Folkways, Hard Disk Cartridge, Volume 2, Disc 1, undated (electronic records)
- Box 2 of 6 Smithsonian/Folkways, Hard Disk Cartridge, Volume 2, Disc 2, undated (electronic records)
- Box 2 of 6 Smithsonian/Folkways, Hard Disk Cartridge, Volume 3, Disc 1, undated (electronic records)
- Box 2 of 6 Smithsonian/Folkways, Hard Disk Cartridge, Volume 3, Disc 2, undated (electronic records)

Box 3

- Box 3 of 6 Smithsonian Folkways Recordings (SFW), Publicity Report Cover, 2004 (electronic records)
- Box 3 of 6 SFW, Advertisements, Signs, Posters, Postcards, New Release Sheets, Cover Art, and Forms, 2000-2001 (electronic records)
- Box 3 of 6 Davis, Gary, Album Artwork, undated (electronic records)
- Box 3 of 6 Latin Jazz, Album Artwork, 2002 (electronic records)
- Box 3 of 6 Back-up, 1999 (electronic records)
- Box 3 of 6 Folkways Catalog, 1998 (electronic records)
- Box 3 of 6 "Music of Central Asia," Volumes 1-3, Covers, 2005 (electronic records)
- Box 3 of 6 Catalog Supplement, 2002 (electronic records)
- Box 3 of 6 Ryko Presentation, 2007 (electronic records)
- Box 3 of 6 Aga Khan Trust for Culture (AKTC), DVD, 2000 (electronic records)
- Box 3 of 6 "Worlds of Sound," 2008 (electronic records)
- Box 3 of 6 Folkways Catalog, 2005 (electronic records)
- Box 3 of 6 Alternative Distribution Alliance, "Independent Almanac," 2012 (electronic records)
- Box 3 of 6 World of Sound Catalog, May 2005 (electronic records)

Box 3 of 6 Viento de Agua, Images, 2003 (electronic records)

Box 3 of 6 "American Routes with Nick Spitzer," "Museums of Sound," Hour 2, undated (electronic records)

Box 3 of 6 "Save our Sounds," "Hands Across the Sea," April 28, 2003 (electronic records)

Box 3 of 6 Sticker Images, July 28, 2004 (electronic records)

Box 3 of 6 Seeger, Tony, Oral History, TRT 72:37, undated (electronic records)

Box 3 of 6 Folkways Catalog, 2007-2008 (electronic records)

Box 3 of 6 Folkways 1/3-page Advertisement, 2004 (electronic records)

Box 3 of 6 Folkways Catalog Back-up, 2003 (electronic records)

Box 3 of 6 Smithsonian Scans, Catalog, 80794, 2000 (electronic records)

Box 3 of 6 Sheet Music Images, 2002-2003 (electronic records)

Box 3 of 6 WAMU, "Public Interest," Jeff Place Interview, May 23, 2002 (electronic records)

Box 3 of 6 New York City, Global Beat, CD Cover Image, undated (electronic records)

Box 3 of 6 SFW, Images for Color Prints, undated (electronic records)

Box 3 of 6 "Sounds of the Century," America's Millennium on the Mall, December 31, 1999 (electronic records)

Box 3 of 6 Folkways Catalog Updates, 2003 (electronic records)

Box 3 of 6 Folkways Back-up and Advertisements, 1999-2000 (electronic records)

Box 3 of 6 "Now Hear This!" The Independent Music Awards 9th Annual Winners, 2010 (electronic records)

Box 3 of 6 Woody Guthrie Brochure Images, 1999 (electronic records)

Box 3 of 6 Album Cover Images, 2002 (electronic records)

Box 3 of 6 Mariachi Poster, 2002 (electronic records)

Box 3 of 6 AKTC, Kyrgyzstan Video, DVD, 2005 (electronic records)

Box 3 of 6 Folkways Catalog Images, 2003 (electronic records)

Box 3 of 6 Folkways Archives 1, undated (electronic records)

Box 3 of 6 "Folkways: The Original Vision," 60027, Scans, 2001 (electronic records)

- Box 3 of 6 "The Broadside Show," WBAI FM, May 1962 (electronic records)
- Box 3 of 6 "The World This Weekend," Daniel Sheehy Interview, May 22, 2005 (electronic records)
- Box 3 of 6 Brian Conway Poster, undated (electronic records)
- Box 3 of 6 "Best of Broadside," undated (electronic records)
- Box 3 of 6 True Vine, Images, 2003 (electronic records)
- Box 3 of 6 Cohen, John, Images 1-6, 2001 (electronic records)
- Box 3 of 6 Cohen, John, Images 7-10, 2001 (electronic records)
- Box 3 of 6 Latin Jazz Chronicle, Books I, 2002 (electronic records)
- Box 3 of 6 Smithsonian, Latin Jazz, Data Disc, undated (electronic records)
- Box 3 of 6 Latin Jazz Images, 2002 (electronic records)
- Box 3 of 6 Latin Jazz II, Images, 2002 (electronic records)
- Box 3 of 6 Latin Jazz III, Images, 2002 (electronic records)
- Box 3 of 6 Folkways Catalog, 2002 Latin Jazz II, Images, 2002 (electronic records)

Box 4

- Box 4 of 6 Seeger, Tony, WEHM Radio Interview, Audiocassette, September 18-19, 2000
- Box 4 of 6 Sheehy, Dan, Radio Interview, Audiocassette, undated
- Box 4 of 6 WRNR, Audiocassette, September 10, 2000
- Box 4 of 6 Broadside, "As it Happens," Audiocassette, November 14, 2000
- Box 4 of 6 Broadside, Audiocassette, undated
- Box 4 of 6 Broadside, Ian, Janis Interview with WAMU Kojo Nnamdi, Audiocassette, July 27, 2000
- Box 4 of 6 Place, Jeff, WRNR Radio Interview, Audiocassette, February 10, 2002
- Box 4 of 6 Audiocassette, undated
- Box 4 of 6 "The Lilly Brothers Summary," 2005 (electronic records)
- Box 4 of 6 Billboard Folkways Advertisement, 2007 (electronic records)



Box 4 of 6 Meeting Notes, 2002-2003 (electronic records)

Box 4 of 6 Album Artwork, 2002 (electronic records)

Box 4 of 6 Marche International du Disque et de l'Edition Musicale (MIDEM), Notes, 2002 (electronic records)

Box 4 of 6 SFW, Notes, 2001 (electronic records)

Box 4 of 6 Koch United States, Presentation, 2002 (electronic records)

Box 4 of 6 SFW 50th, December 5, 1997 (electronic records)

Box 4 of 6 MIDEM, Account Database, undated (electronic records)

Box 4 of 6 Burgess, Richard, Biographical Notes, 2001 (electronic records)

Box 4 of 6 "Belly Dance!" Marketing Budget, 2002 (electronic records)

Box 4 of 6 "Afropop," 1997 (electronic records)

Box 4 of 6 Folkways Licensing Log, 2001 (electronic records)

Box 4 of 6 Release Files, 1999-2000 (electronic records)

Box 4 of 6 Black Banjo 2, undated (electronic records)

Box 4 of 6 World Music Album Cover, undated (2 copies) (electronic records)

Box 4 of 6 Cuba Album Cover, undated (electronic records)

Box 4 of 6 Early Childhood News, Award Logo, 2000 (electronic records)

Box 4 of 6 Children's Music Collection Album Cover, undated (3 copies) (electronic records)

Box 4 of 6 Children's Music Collection, Images, undated (electronic records)

Box 4 of 6 Children's Music Collection, Adobe Caslon, undated (electronic records)

Box 4 of 6 Roscoe Holcomb CD Cover, undated (electronic records)

Box 4 of 6 Roscoe Holcomb CD Cover 2, undated (electronic records)

Box 4 of 6 Music of Indonesia 13 and 14, Album Covers, undated (electronic records)

Box 4 of 6 "Black Banjo Songsters," Album Covers, undated (electronic records)

Box 4 of 6 Dyer-Bennet, Album Cover, undated, (electronic records)

Box 4 of 6 Music of Indonesia 2, Album Cover, undated (electronic records)

- Box 4 of 6 Bahamas, Album Cover, undated (electronic records)
- Box 4 of 6 Close to Home, CD Cover, 1999 (electronic records)
- Box 4 of 6 SFW, Logos, 1999 (electronic records)
- Box 4 of 6 SI, Center for Folklife and Cultural Heritage (CFCH), Design, 2000 (electronic records)
- Box 4 of 6 Smithsonian Folkways, Fonts, undated (electronic records)
- Box 4 of 6 Broadside Publicity Photographs, Disc 1, undated (electronic records)
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- Box 4 of 6 Broadside Product Shots, undated, (electronic records)
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- Box 4 of 6 SFW, Indonesia Brochure, Final, undated (2 copies) (electronic records)
- Box 4 of 6 Cramer, Sonya Cohen, SFW 40492 Album Art, undated (electronic records)
- Box 4 of 6 Folkways, Final Advertisements, One-sheets, and Brochures, 2005 (electronic records)
- Box 4 of 6 Marketing Materials, 2005 (electronic records)
- Box 4 of 6 CFCH, Smithsonian Institution, undated, (electronic records)
- Box 4 of 6 Franco-American Disc Art, Ella Jenkins Covers, undated (electronic records)
- Box 4 of 6 SFW 450, Seeger, Pete, Album Cover, undated (electronic records)
- Box 4 of 6 Latin Jazz, 1999-2002 (electronic records)
- Box 4 of 6 Latin Jazz, Cover Image, undated (electronic records)
- Box 4 of 6 Design Files, undated (electronic records)

- Box 4 of 6 "Bluegrass Unlimited," Design Files, 2002 (electronic records)
- Box 4 of 6 Musical Caravan Photographs, undated (electronic records)
- Box 4 of 6 Bosavi Photographs, undated (electronic records)
- Box 4 of 6 Indonesia Poster, Fall 1999 (electronic records)
- Box 4 of 6 Grammy Winner Design Files, undated (electronic records)
- Box 4 of 6 Safarin in Transit, Artist Photos, undated (electronic records)
- Box 4 of 6 Cunningham, Sis, Interview, DAT, 1:1 Safety Copy, Side A, New York City, August 4, 1992
- Box 4 of 6 Cunningham, Sis, Interview, DAT, 1:1 Safety Copy, Side B, New York City, August 4, 1992

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- Box 5 of 6 Folkways at 50, Promotional Materials, 1998-1999
- Box 5 of 6 Folkways at 50, Radio Packets, 1997-1998
- Box 5 of 6 Harry Smith Anthology, Correspondence, 1997-1998
- Box 5 of 6 Guthrie, Woody, Promotional Correspondence, 2000
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- Box 5 of 6 Woody Guthrie Folk Festival, 2000
- Box 5 of 6 Long, Larry, Notes, 2000
- Box 5 of 6 Koch Canada Conference, 2006
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- Box 5 of 6 MIDEM, Notes, 2007
- Box 5 of 6 Music Library Association (MLA), February 9-12, 2011
- Box 5 of 6 Classic Bluegrass, One-sheet and Press Release, 2002
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Box 5 of 6 "There is No Eye: Music for Photographs," Promotional Materials, 2001 (includes electronic records)

Box 5 of 6 One-sheets and Press Releases, 2001-2002 (3 folders)

Box 5 of 6 MIDEM, 2010

Box 5 of 6 Koch Meeting Notes, January 1, 1998

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Box 5 of 6 Northwest Folklife Festival, 2000

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Box 5 of 6 National Association of Recording Merchandisers (NARM), Notes, 2000

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Box 5 of 6 Amazon and Barnes and Noble, Agreements, 2000

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Box 5 of 6 Folkways at 50, Press Kit, 1998

Box 5 of 6 Northwest Folklife Festival, KBCS Radio Show, 2007

Box 5 of 6 "Friends of Old Time Music," Review, Buscadero Magazine, April 2007

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Box 5 of 6 "An Evening with Folkways Records," April 7, 2006

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Box 5 of 6 "Coleccion de Musica Latina!" Information Sheet, undated

Box 5 of 6 "Wade in the Water," Press Kit, 1997

Box 5 of 6 Resource Lists and Clippings, 1998, undated

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Box 6 of 6 Women Artists on Smithsonian Folkways, Brochure, undated

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