



Smithsonian Institution Archives

Audiovisual Records, 1984-1994

by Smithsonian Institution Archives

Smithsonian Institution Archives
Washington, D.C.
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Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., <i>osiaref@si.edu</i>
Creator:	Smithsonian Institution., Office of Public Affairs
Title:	Audiovisual Records
Dates:	1984-1994
Quantity:	1.5 cu. ft. (1 record storage box) (1 document box)

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 96-074, Smithsonian Institution., Office of Public Affairs, Audiovisual Records

Access Restriction

Citation or reproduction of audiotapes of commercial radio programs must be approved by the radio station, and/or the Office of Public Affairs, Transferring office; Contact reference staff for details.

Descriptive Entry

These records consist of audiotapes from the Office of Public Affairs (OPA), and include tapes of Smithsonian Institution (SI) radio commercials and tapes of news conferences, radio programs, and press briefings from the Office of the Secretary and the Smithsonian Board of Regents.

The Smithsonian Institution radio commercials were produced by the Office of Public Affairs between the years 1988-1994 and broadcast on predominately African American radio stations in the Washington, D.C. area. Topics include recruitment of SI volunteers from minority communities; exhibitions at the Anacostia Community Museum, National Museum of African Art, National Air and Space Museum, and National Museum of American History; and Smithsonian Black History Month observances. There are also tapes of the narration portions of TV (video) public service announcements covering topics such as diversity, senior citizens, and the Latino community.

Audiotapes from the Office of the Secretary cover the years 1984-1991 and include the official announcement of Robert McCormick Adams as the ninth Secretary of the Smithsonian, as well as Secretary's press conferences and staff addresses. Audiotapes of the Board of Regents cover the years 1986-1993 and consist of press briefings.

Citation or reproduction of audiotapes of commercial radio programs must be approved by the radio station, and/or the Office of Public Affairs.

Names and Subject Terms

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

Subjects:

Advertising
Publicity

Types of Materials:

Audiotapes

Names:

Smithsonian Institution. Board of Regents.
Smithsonian Institution. Office of the Secretary

Container Listing

Box 1

Black History Month, February 1988 - "Black History Month is an international affair at the Smithsonian" and "Get the facts about Bessie Coleman." Broadcast over WHUR, WKYS and WDJY. Produced for OPA by the individual stations. (3 tapes)

Black History Month, February 1989 - "A great time to explore your heritage" (interviews) and "National museums in our own backyard" (interviews). Produced for OPA by Sonic Images and broadcast on WHUR and WKYS. Individualized for each station. (1 tape)

Black History Month, February 1990 - "What have you planned for Black History Month," Fred Tutman, narrator, with interviews and "Looking for something special to do for Black History Month," female narrator. Broadcast over WHUR and WKYS. Individualized for each station. Produced for OPA by Sonic Images. (1 tape)

Black History Month, February 1991 - "Celebrating and celebrating big," Fred Tutman, narrator. Produced for OPA by Sonic Images. Broadcast over WHUR, WOL, WDJY, and WMMJ. Individualized for each station. (1 tape)

Black History Month, February 1993 - "Every weekend and every day, there's something." Broadcast over WHUR, WPGC and WKYS. Produced for OPA by the stations. [No WPGC tape] (2 tapes)

Black History Month, February 1994 - "Leave the chilling January weather behind and get ready for Black History Month." Broadcast over WHUR, WPGC and WKYS [Only WHUR tape is here - one with news sponsorships] (1 tape)

Climbing Jacobs's Ladder: The Rise of Black Churches in Eastern American Cities, June 1988. Exhibition at Anacostia Museum. Broadcast over WHUR, WYCB and WDJY. (3 tapes)

Recruitment of volunteers from minority communities, August-September 1988. Produced by OPA for the Visitor Information and Associates' Reception Center (VIARC). Broadcast over WHUR and WKYS. (2 tapes)

Smithsonian Awareness ads, September 1988 - "We The People," "Institution," and "Free." Produced by Sounds Interchange. (1 tape)

Smithsonian Awareness, Fall 1989 - "Always something new at Smithsonian" and "National museums in our own backyard," Fred Tutman and female narrator. Produced for OPA by Sonic Images. Broadcast on WKYS. (2 tapes)

Black Inventors, March-April 1990 - Exhibit at Anacostia Museum. Broadcast over WHUR. (1 tape)

Whose Art Is It, Anyway: Art in Public Places, July 1990 - Exhibit at Anacostia Museum. Broadcast over WHUR and WKYS. Produced for OPA by the individual stations. (2 tapes)

Selected commercials, 1992 - Different scripts were broadcast weekly for specific events. Broadcast over WHUR, WKYS and WOL. Produced for OPA by the individual stations. Tape sampling includes: "Freedom" - Martin Luther King, Jr Day [National Museum of American History (NMAH)]; "To Achieve These Rights" - Opening (Anacostia Museum); "To Achieve These Rights" - Metro green line announcement (Anacostia Museum); "Homecoming" - Art by William H. Johnson (National Museum of American Art); 2 Exhibits (Anacostia Museum); "Duke Ellington Concert" (NMAH); "African Marketplace" (NMAH); "Sugar and Spice Festival" [National Museum of Natural History (NMNH)]; "Asante Celebration" [National Museum of African Art (NMAfA)]; "Double Treat" - Asante and Sugar and Spice (NMAfA/NMNH); "General Davis Lecture" [National Air and Space Museum (NASM)]; "Star Trek" (NASM); 2 Exhibits (NMAfA); "Potato Festival" (NMNH) (1 tape)

The Cathy Hughes Morning Show, September 24, 1992 (2 tapes)

Caribbean Festival Arts - 15, 30, and 60 second versions. Produced for OPA by Sonic Images with WPFW Caribbeana host narrating. Sent out as a public announcement to several stations. (1 tape)

Narration of TV video public service announcements - Out of Africa (exhibition at Anacostia Museum), Director John Kinard narrating; We're Having a Wonderful Time (generic Smithsonian spot directed toward senior citizens), 1989; Hollywood: Legend and Reality; A New Look at the Smithsonian [Spanish version], 1987; and The Beauty and Diversity of Our Planet, Robert Redford narrating. (5 tapes)

WKYS spots - Kites; Star Trek, 1992 [2 tapes]; Mural in Progress; Colonoware; Homecoming; and Western Cowboy Art (7 tapes)

WKYS spots - Stompin' at the Smithsonian; Memorial Day Weekend - Big Band/Tap; Martin Puryear; Posters; Museum of African Art [2 tapes]; Museum of African Art - Asante; Museum of African Art - Chicano Art (8 tapes)

WKYS spots - NASM Wings and Things; Juneteenth; Blooming, Spring 1993; Labor Day, 1992?; Unidentified, 1992? (5 tapes)

Potato Festival, 1992 (3 tapes)

Freedom is a Constant Struggle, 1992 (1 tape)

Smithsonian spot (Cathy H.), March 13, 1992

Box 2

WHUR spots - Various, 1992; Spike Lee, Posters, Western Cowboy Art, 200, Stompin' at the Smithsonian, Chicano Art, Slave Pottery, 1992; Posters, Pottery, Chicano Art, 1992; Smithsonian Line Up/Freedom, January 1992; Smithsonian Line Up, September 1992; Spring Break, April 1993; Juneteenth, 1993 [2 tapes] (8 tapes)

WHUR spots - American Folklife/News Sponsorships, 1993; Black History Month/News Sponsorships, 1994; Spring Break, April 1994 - "Spring in here with sunshine and school vacations"; Summer Break, June 1994; Unidentified (5 tapes)

WOL spots (4 tapes)

Unidentified (1 tape)

Office of the Secretary/Board of Regents - Announcement of New Secretary (master), 1/23/1984; Installation of Secretary Adams, 9/17/1984; Information Revolution News Conference (original), 10/31/1985; Regents Press Conference, 1/27/1986; Dulles Reception, 4/16/1989; South Africa - Regents Press Briefing; Secretary Adams Interview, 4/20/1988 [2 tapes] (8 tapes)

Office of the Secretary/Board of Regents - Regents Press Briefing, 5/9/1988; Press Briefing/Meeting, 9/19/1988; Secretary's Press Conference, 5/7/1990; Press Conference, 5/21/1990; Press Conference - Adams Appoints New Under Secretary (original), 10/3/1990; NPR's Weekend Edition Sunday - Liane Hansen Interview with Adams, 1/20/1991; Regents Press Briefing, 2/4/1991; Secretary Suite Press Conference, 3/5/1991 (8 tapes)

Office of the Secretary/Board of Regents - Regents Press Briefing, 3/6/1991; Secretary and Regents Press Briefing, 9/16/1991; Secretary Adams' Address to Staff, 12/11/1991; Regents Briefing, 2/3/1992; Regents Press Briefing, 5/11/1992; Press Briefing on Regents Meeting, 9/21/1992; Regents Press Conference, 2/1/1993; Board of Regents Press Briefing, 5/10/1993 (8 tapes)