Table of Contents

Collection Overview ................................................................. 1
Administrative Information .......................................................... 1
Historical Note ................................................................................ 1
Descriptive Entry ........................................................................... 1
Names and Subjects ........................................................................ 2
Collection Overview

Repository: Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title: Publicity Records
Identifier: Record Unit 513
Date: 1969-1985
Extent: 14 cu. ft. (14 record storage boxes)
Creator:: Hirshhorn Museum and Sculpture Garden. Office of Public Affairs
Language: English

Administrative Information

Preferred Citation
Smithsonian Institution Archives, Record Unit 513, Hirshhorn Museum and Sculpture Garden. Office of Public Affairs, Publicity Records

Historical Note

The Hirshhorn Museum and Sculpture Garden's (HMSG) first employee devoted explicitly to public affairs was Sidney Lawrence, first hired as a Museum Specialist (publicity) in 1976. In 1978 he became the Public Affairs Officer, Publications and Information Services Department. Lawrence became Public Information Officer, Office of Public Affairs, Department of Administrative and Museum Support Services, serving 1980-.

The Office of Public Affairs is responsible for disseminating information on the Hirshhorn's various activities as broadly as possible among the audiences the Museum serves. To this end, it distributes many kinds of publicity - press kits, news releases, advertising spots, and the like. These materials are targeted at a wide variety of audiences, including professional artists and critics, knowledgeable patrons, school children, and casual visitors. The subject matter includes touring exhibits, exhibits from the HMSG's own collections, lectures, films, publications, and community-based activities which the Museum sponsors.

Descriptive Entry

These records include exhibition catalogs, news releases, news clippings and articles from the serious and popular press, mailings, public correspondence seeking more information on artists and art-related topics, invitations to openings and other special events, and many photographs.
Names and Subject Terms

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

Subjects:
- Art museums
- Art, Modern
- Museum exhibits
- Museums -- Public relations

Types of Materials:
- Black-and-white photographs
- Clippings
- Manuscripts

Names:
- Lawrence, Sidney, 1948-