

# Guide to the Marketing Office, Yale School of Drama, Records

RU 933



compiled by Daniel Hartwig

November 2007

Yale University Library  
P.O. Box 208240  
New Haven, CT 06520-8240  
(203) 432-1735  
(203) 432-7441

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## Collection Overview

**REPOSITORY:** Manuscripts and Archives  
Yale University Library  
P.O. Box 208240  
New Haven, CT 06520-8240  
(203) 432-1735  
(203) 432-7441  
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<http://www.library.yale.edu/mssa/>

**CALL NUMBER:** RU 933

**CREATOR:** Yale School of Drama

**TITLE:** Marketing Office, Yale School of Drama, records

**DATES:** 1973-2008

**PHYSICAL DESCRIPTION:** 13.75 linear feet

**LANGUAGE:** English

**SUMMARY:** The records consist of marketing and publicity files, including press releases, clippings, photographs, posters, programs and newsletters documenting productions of the Yale School of Drama and the Yale Repertory Theatre.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/mssa.ru.0933>

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## Requesting Instructions

To request items from this collection for use in the Manuscripts and Archives reading room, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/mssa.ru.0933>.

To order reproductions from this collection, please go to [http://www.library.yale.edu/mssa/ifr\\_copy\\_order.html](http://www.library.yale.edu/mssa/ifr_copy_order.html). The information you will need to submit an order includes: the collection call number, collection title, series or accession number, box number, and folder number or name.

Key to the container abbreviations used in the PDF finding aid:

b. box  
f. folder

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## Administrative Information

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### Conditions Governing Access

The records partially restricted. See inventory for details.

## **Preferred Citation**

Marketing Office, Yale School of Drama, Records (RU 933). Manuscripts and Archives, Yale University Library.

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## **Scope and Contents**

The records consist of marketing and publicity files, including press releases, clippings, photographs, posters, programs and newsletters documenting productions of the Yale School of Drama and the Yale Repertory Theatre.

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## **General note**

Forms part of Yale Record Group 22-E (YRG 22-E), Records of departments, offices, programs, and projects of the Yale School of Drama.

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## **Arrangement**

The records are arranged by subject.

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## Collection Contents

### Accession 2003-A-155: Publicity materials from the Marketing Office, 1975-2001

The materials are open for research.

#### Yale Repertory Theatre

##### General Features

b.1 1995 Jan - May

b.1 1994 May - Dec

#### Yale Repertory Theatre /Yale School of Drama print ads

b.1 *Betty's Summer Vacation; Serious Money; Iphigenia of Aulis; Three Sisters; 2001-2002  
The Trial*

b.1 *You Never Can Tell; Kingdom of Earth; It Pays to Advertise* 2001-2002

#### Yale Repertory Theatre

b.1 Print Ad Clippings Season 1999-2000

##### Press Clippings

b.1 2001 May - Jul

b.1 2001 Jan - Feb

b.1 2001 Mar - Apr

b.2 1997 May - 1998 May

b.2 1996-1997

b.2 *First lady; Cryptogram; Triumph of Love*

b.2 *Skin of our Teeth; Amy Bock; Thunder Knocking* 1996-1997

b.2 Tony Award presented to Yale, Press Clippings Slide and Program 1991

b.2 General Press Features 1992 April 29 -  
1994 May

#### Yale Repertory Theatre

##### Newsletters

b.2 1985-1991

b.2 1975-1985

##### General Press Clippings

b.3 1997 Jan - Sep

b.3 1996 Jun - Dec

Yale Repertory Theatre (continued)

Reviews and Features

b. 3	<i>Slavs; Uncle Vanya; Le Bourgeois Avant Garde; Special Events</i>	1994-1995
b. 3	<i>Antigone in NY; Figaro/Figaro; Twelfth Night</i>	1994-1995
b. 3	<i>Mump and Smoot; The School for Wives; Special Events</i>	1993-1994
b. 3	<i>The America Play; As you Like It</i>	1993-1994
b. 3	<i>Oleanma; The Green Bird</i>	1993-1994

Programs, photographs, reviews, features, study guides

b. 4	<i>The First Lady</i>	1996-1997
b. 4	<i>The Cryptogram</i>	1996-1997
b. 4	<i>Triumph of Love</i>	1996-1997
b. 4	<i>The Skin of our Teeth</i>	1996-1997
b. 4	<i>The Adventures of Amy Bock</i>	1996-1997
b. 4	<i>Thunder Knocking on the Door</i>	1996-1997

b. 5 Yale Repertory Theatre architecture photos and articles

Subscription renewal campaign

b. 5	FY 1994-FY 1996
b. 5	FY 1989-FY 1993

Yale School of Drama

b. 5	<i>As you Like It</i> programs, poster, photos, press releases	1988-1989
b. 5	CWP's posters/programs	1994-1995
b. 5	CWP posters/programs	1995-1999
b. 5	Press Releases	1987-1999

Yale School of Drama

Subscription campaign

b. 6	1985-1994
b. 6	1980-1985

Program info/application

b. 6	1981-1989
b. 6	1989-2000

Photographs

Photographs (continued)

b. 6	<i>Landscape of the Body, Venus, Beaux Strategem, Mrs. Warrens Profession, Pentecost, le Cirque Invisible</i>	1995-1996
b. 7	<i>Geography II: Tree, A cup of Coffee, Richard III, Imaginary Invalid, Betrayal</i>	1999-2000
b. 7	<i>Galileo, The Glass Menagerie, Crumbs from the Table of Joy, Peter and Wendy; Measure for Measure</i>	1998-1999
b. 7	<i>Big Night, The Birds, Mump and Smoot, Rice Boy, Curse of the String Class</i>	1999-2000
b. 7	<i>The Colored Museum; My Children, My Africa; The Beauty part; Edward II; On the Verge</i>	1991-1992
b. 7	<i>Hamlet; St. Joan of the Stockyard; Escape from Happiness; The Baltimore Waltz</i>	1992-1993
b. 7	<i>Oleanna; As you Like it; The Green Bird; School for Wives; The American Play</i>	1993-1994
b. 8	<i>Le Bourgeois Avert Garde; Figaro/Figaro; Twelfth Night; Slavs!; Antigone in NY; Uncle Vanya</i>	1994-1995

Yale Repertory Theatre

Press Clippings:

b. 8	Various	1999-2000
b. 8	Various	1999-2001
b. 8	General	2000
b. 9	General	1999
b. 9	<i>The Beaux Stratagem; Venus; Landscape of the body; Special Events</i>	1996
b. 9	O'Neil Theatre Center: national playwrights Conference Programs	
b. 9	Helen Hayes Awards	
b. 9	Yale Rep Awards/Citations, Articles, Photos; etc.	
b. 10	Stan Wojewodski Jr. News Clippings	

Yale Repertory Theatre

Programs, press releases, etc

b. 10	<i>Imaginary Invalid; Betrayal; A Cup of Coffee; Richard III; Geography II: Tree</i>	1999-2000
b. 10	<i>Peter and Wendy; Galileo; Crumbs from the Table of Joy; Measure for Measure; The Glass Menagerie; White Oak Dance</i>	1998-1999
b. 10	Press Clippings; <i>Le Cirque Unvisible; Pentecost; Mrs. Warren's Profession</i>	1996

## Accession 2005-A-034: Publicity materials from the Marketing Office, 1973- 2001

The materials are open for research.

b.1	<i>The Crazy Locomotive</i>	1999-2000
b.1	<i>Mump and Smoot</i>	2000-2001
b.1	<i>Geography Slides</i>	
b.1	Yale Cabaret Flyers	1987-1990
b.1	<i>Geography Program</i>	1999-2000
b.1	<i>Saint Joan of the Stockyards</i> program	1992-1993
b.1	<i>American Theatre Magazine</i>	1994 March
b.1	<i>American Theatre Magazine</i>	1987 January
b.1	<i>Theater Week</i> Education Issue	1993 October 18
b.1	Slides from <i>White Oak Dance Project</i> (Baryshnikov)	1998-1999
b.1	<i>Two Trains Running</i> Program	
b.1	<i>The Piano Lesson</i> Photos	
b.1	<a href="#">Fences Photos</a>	
b.1	Henry Winkler Photos for A&E: <i>Biography</i>	
b.1	<i>Splash Hatch on the E Going Down</i> photos	
b.1	<i>Fences</i> program	
b.1	<i>Two Trains Running</i> photos	
b.1	Slides from <i>The Piano Lesson, Long Days, Troilus and Cressida, A Lesson from Aloes, A Cup of Coffee, Mrs. Warrens, Landscape of the Body, Underground,</i> and <i>Moon over Miami</i>	
b.1	<i>The Fabulous Invalid</i> Photo	
b.1	<i>The Death of the last Black Man Ever</i> photos	
b.1	Cast photos and Negatives (unknown plays and years)	
b.1	<i>The Frogs</i> negatives	1973-1974
b.1	Slides from <i>The American Play</i>	1993-1994
b.1	<i>Betrayal</i> slides	1999-2000
b.1	<i>The Skriker</i>	2000-2001
b.1	Priority Brochure Slides from years	1979-1992
b.1	Negatives from <i>Electra</i>	1986-1987



b.1	Negatives from <i>Medea</i>	1987-1988
b.1	Negatives from <i>Measure for Measure</i>	1986-1987
b.1	Negatives from <i>Dragon</i>	1987-1988
	Photographs	
b.1	<i>Adventures of Amy Bock</i>	
b.1	<i>Moon over Miami</i>	1989
b.1	<i>Mrs. Warren's Profession</i>	1981-1982
b.1	<i>Troilus and Cressida</i>	
b.1	<i>Rococo</i>	1980-1981
b.1	Pictures of <i>Moon for the Misbegotten</i>	
b.1	<i>We bombed in New Haven</i>	1967
b.1	<i>Watergate Classics</i>	1973-1974
b.1	<i>The Idiots Karamazov</i>	1974
b.1	<i>Mistaken Identities</i>	1978-1979
b.1	<i>The Tempest</i>	1973-1974
b.1	<i>The Government Inspector</i>	
b.1	Headshot of Jane Kaczmarak	
b.1	<i>Moon over Misbegotten</i>	
b.1	<i>Mrs. Warren's Profession</i>	
b.1	<i>Triolus and Cressida</i>	
b.1	John Turturro	
b.2	<i>In the Clap Shack</i> proofs	1972-1973
b.2	<i>Heaven</i>	2000-2001
b.2	<i>The Birds</i>	2000-2001
b.2	<i>Big Night</i>	2000-2001
b.2	<i>Caucasian Chalk Circle</i>	2000-2001
b.2	<i>Democracy in America</i>	
b.2	<i>Slavs! (Thinking about the Longstanding Problems of Virtue...)</i>	
b.2	<i>Pentecost</i>	
b.2	<i>Adventures of Amy Bock</i>	

Photographs (continued)

b. 2	<i>The Glass Menagerie</i>	
b. 2	<i>Triumph of Love</i>	
b. 2	<i>A Place With the Pigs</i>	
b. 2	<i>Search and Destroy</i>	
b. 2	<i>Kiss of the Spiderwoman</i>	
b. 2	<i>Ah, Wilderness!</i>	
b. 2	<i>Ma Rainey...</i>	
b. 2	<i>Ivanov</i>	
b. 2	<i>Long Day's Journey into Night</i>	
b. 2	<i>The Frogs</i>	1973-1974
b. 2	<i>Two Trains Running</i>	
b. 2	<i>The Piano Lesson</i>	
b. 2	<i>Moon over Miami</i>	
b. 2	<i>Dynamite Tonight!</i>	
b. 2	<i>Le Bourgeois Avant-Garde</i>	1994-1995
b. 2	<i>Venus</i>	
b. 2	<i>Triumph of Love</i>	
b. 2	<i>Ah! Wilderness</i>	
b. 2	<i>The Ghost Sonata</i>	1977-1978
b. 2	<i>Triolus and Cressida</i>	
b. 2	<i>Ma Rainey</i>	
b. 2	<i>Resurrection of Lady Lester (winter fest)</i>	1980-1981
b. 2	<i>Slavs</i>	
b. 2	<i>Pentecost</i>	
b. 2	<i>Amy Bock</i>	
b. 2	<i>Triumph of Love</i>	
	<i>The Glass Menagerie</i>	1999
b. 2	<i>Place with the Pigs</i>	
b. 2	<i>Kiss of the Spider Woman</i>	
b. 2	<i>Long Day's Journey into Night</i>	

Photographs (continued)

b. 2	<i>Ma Rainey</i>	198/1984
b. 2	<i>Two Trains Running</i>	
b. 2	<i>Fences</i>	
b. 2	August Wilson and Lloyd Richards on set of <i>Fences</i>	
b. 2	<i>The Piano Lesson</i>	
b. 2	<i>Joe Turner's Come and Gone</i>	

Posters

Oversize

b. 3	<i>The Duchess of Malfi</i>	
b. 3	<i>Imperceptible Mutabilities</i>	
b. 3	<i>The Art of Success</i>	
b. 3	<i>The Misanthrope</i>	
b. 3	<i>Romeo and Juliet</i>	
b. 3	<i>As You Like It</i>	
b. 3	<i>The Prince of Hamburg</i>	
b. 3	<i>The Blind</i>	
b. 3	<i>The Great Highway</i>	
b. 3	<i>The Tragedy of Hamlet, Prince of California</i>	
b. 3	<i>Dr. Faustus Lights the Lights</i>	
b. 3	<i>King John/ As You Like It</i>	
b. 3	<i>The Three Sisters</i>	
b. 3	<i>Fuente Ovejuna</i>	
b. 3	<i>The Dragon</i>	
b. 3	<i>Twelfth Night</i>	
b. 3	Poster <i>Crazy Locomotive</i>	
b. 3	Poster <i>Mr. Puntilla and his Chauffeur Matty</i>	1976-1977
b. 3	<i>The wild Duck</i>	1977-1978
b. 3	<i>Mistaken Identities</i>	1978-1979
b. 3	<i>As you Like it</i>	1978-1979
b. 3	<i>Titus Andronicus</i>	

Posters > Oversize (continued)

b. 3	<i>Sainte Carmen of the Main</i>	
b. 3	<i>Pericles</i>	
b. 3	<i>Mississippi Nude</i>	
b. 3	<i>Nabo</i>	
b. 3	<i>Richard III</i>	
b. 3	<i>Good Person of Szechwan</i>	
b. 3	<i>Don Juan</i>	
b. 3	<i>Pacific Overtures</i>	
b. 3	Special Events: <i>Hazelle Foodman; Shut Up and Love Me; Astrid Hadad</i>	
b. 3	Miscellaneous Other: <i>The Piano Lesson, A Lesson From Aloes, and Master Harold.</i>	
b. 4	<i>Figaro/Figaro</i>	1994-1995
b. 4	YRT/YSD Season 1998-2000	
b. 4	<i>Dangerous Border Game</i>	
b. 4	<i>Happy End</i>	
b. 4	<i>Pope and the Witch</i>	
b. 4	<i>Ride Across Lake Constance</i>	
b. 4	<i>Love of 3 Oranges</i>	
b. 4	<i>Don Byron Scar of Shame</i>	
b. 4	<i>Diva Studies</i>	1996
b. 4	<i>Pilgrims of the Night</i>	
b. 4	<i>Good Person of Szechwan</i>	
b. 4	<i>Waiting for Godot</i>	
b. 4	<i>Tom's Suite</i>	1991-1992
b. 4	<i>Name of Oedipus Jocasta</i>	1991-1992
b. 4	<i>Hamlet</i>	
b. 4	<i>Stage Door</i>	
b. 4	<i>Great Men of Science</i>	1991-1992
b. 4	<i>Amnestia</i>	1991-1992
b. 4	<i>Revizor</i>	1997
b. 4	<i>Seagull</i>	1997

Posters > Oversize (continued)

b. 4	<i>Le Bourgeois Avant Garde</i>	1994-1995
b. 4	<i>Le Cirque Invisible</i>	1995-1996
b. 4	<i>Pentecost</i>	1995-1996
	<i>Mrs. Warren's Profession</i>	1995-1996
b. 4	<i>The Beaux Stratagem</i>	1995-1996
b. 4	<i>Venus</i>	1995-1996
b. 4	<i>Landscape of the Body</i>	1995-1996
b. 4	<i>The First Lady</i>	1996-1997
b. 4	<i>The Cryptogram</i>	1996-1997
b. 4	<i>Triumph of Love</i>	1996-1997
b. 4	<i>The Skin of Our Teeth</i>	1996-1997
b. 4	<i>The Adventures of Amy Bock</i>	1996-1997
b. 4	<i>Thunder Knocking on the Door</i>	1996-1997
b. 4	<i>Geography</i>	1997-1998
b. 4	<i>Candida</i>	1997-1998
b. 4	<i>Splash Hatch on the E Going Down</i>	1997-1998
b. 4	<i>A Midsummer's Night Dream</i>	1997-1998
b. 4	<i>The Cure at Troy</i>	1997-1998
b. 4	<i>Petersburg</i>	1997-1998
b. 4	<i>Twelfth Night</i>	1994-1995
Folio		
b. 5	<i>Winterfest 9: Starting Monday, Phaedra and the Hippolytus, The Beach, Interrogating of the Nude</i>	1988-1989
b. 5	<i>Winterfest 8: Neddy, The Wall of Water, The My House Play, Chute Roosters</i>	1987-1988
b. 5	<i>Winterfest 10: Daylight in Exile, Poster Pill Hill, Rust and Run, Dinosaurs</i>	1989-1990
b. 5	<i>Winterfest 5, 6</i>	
b. 6	<i>Sarcophagus</i>	1987-1988
b. 6	<i>The Piano Lesson</i>	1987-1988
b. 6	<i>Melons</i>	1987-1988
b. 6	<i>The Miser</i>	1987-1988

Posters > Folio (continued)

b. 7	<i>Long Day's Journey Into Night</i>	1987-1988
	<i>Ah, Wilderness!</i>	1987-1988
b. 7	<i>Intermezzo</i>	1988-1989
b. 7	<i>Kiss of the Spider Woman</i>	1988-1989
b. 7	<i>The Alchemist</i>	1988-1989
b. 7	<i>Moon over Miami</i>	1988-1989
b. 8	<i>Cobb</i>	1988-1989
b. 8	<i>Playboy of the West Indies</i>	1988-1989
b. 8	<i>The Solid Gold Cadillac</i>	1989-1990
b. 8	<i>Miss Julie</i>	1989-1990
b. 8	<i>Warrior Ants</i>	1988
b. 9	<i>Summer and Smoke</i>	1989-1990
b. 9	<i>Troilus and Cressida</i>	1989-1990
b. 9	<i>Two Trains Running</i>	1989-1990
b. 9	<i>Pygmalion</i>	1989-1990
b. 9	<i>Ivanov</i>	1990-1991
b. 10	<i>Largo Desolato</i>	1990-1991
b. 10	<i>Search and Destroy</i>	1990-1991
b. 10	<i>Underground</i>	1990-1991
b. 10	<i>Scapin</i>	1990-1991
b. 11	<i>Moon for the Misbegotten</i>	1990-1991
b. 11	<i>Cherry Orchard</i>	
b. 11	<i>On the Verge</i>	1991-1992

## Accession 2009-A-029: Marketing Office records, 1996-2008

The materials are restricted until Jan 1, 2044.

b. 1, f. 1-2	Procurement Web Requisitions (Project X Training)	1999
b. 1, f. 3-4	Internet Marketing Manager	Spring 2001
b. 1, f. 5	Asst. Marketing Director (New Media) Final Report	Fall 2001
b. 1, f. 6	Student Passbooks Sales Report	Fall 2001
b. 1, f. 7-8	YRT Telemarketing Campaign	2002-2003
b. 2, f. 9-10	Tickets.com Marketing v5.x Training Manual	
b. 2, f. 11	Student Pass Brochures and Postcards	2008-2009
b. 2, f. 12	<i>The Pope and the Witch</i> Marketing Binder (YSD)	1996-1997
b. 2, f. 13-14	<i>The Skriker</i> Marketing Binder (YSD)	2000-2001
b. 2, f. 15-16	<i>The Caucasian Chalk Circle</i> Marketing Binder (YSD)	2000-2001
b. 2, f. 17-18	<i>The Master and Margarita</i> Marketing Binder (YSD)	2000-2001
b. 2, f. 19-20	<i>Astrid Hadad y Los Tarzanes</i> Marketing Binder	2000-2001
b. 2, f. 21	<i>Our Town</i> Marketing Binder (YSD)	2000-2001
b. 2, f. 22	<i>The Trial</i> Marketing Binder (YSD)	2001-2002
b. 2, f. 23-24	<i>Three Sisters</i> Marketing Binder (YSD)	2001-2002
b. 3, f. 25-26	<i>A Streetcar Named Desire</i> Marketing Binder (YSD)	2001-2002
b. 3, f. 27-28	<i>Alcestis</i> Marketing Binder (YSD)	2002-2003
b. 3, f. 29	<i>Changes of Heart</i> Marketing Binder (YSD)	2002-2003
b. 3, f. 30-31	<i>Orpheus Descending</i> Marketing Binder (YSD)	2003-2004
b. 3, f. 32	<i>The Skin of Our Teeth</i> Marketing Binder (YSD)	2003-2004
b. 3, f. 33	<i>The Lonesome West</i> Marketing Binder (YSD)	2003-2004
b. 3, f. 34-35	<i>Uncle Vanya</i> Marketing Binder (YSD)	2003-2004

## **Selected Search Terms**

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### **Subjects**

College theater  
Repertory theater  
Theater management  
Theater programs  
Theater -- Public relations  
Theatrical posters, American

### **Genres / Formats**

Photographs  
Playbills

### **Corporate Bodies**

Yale Repertory Theatre  
Yale School of Drama