

Yale Center for British Art Communications and Marketing Department records

A014



YCBA Library Court. Photograph by Richard Caspole, YCBA, 2016.

Institutional Archives
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ycba.institutionalarchives@yale.edu
<https://britishart.yale.edu/about-us/departments/institutional-archives>

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Collection Overview

REPOSITORY: Yale Center for British Art, Institutional Archives
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CALL NUMBER: A014

CREATOR: Yale Center for British Art. Communications and Marketing Department

TITLE: Yale Center for British Art Communications and Marketing Department records

DATES: 1966–2018

PHYSICAL DESCRIPTION: 31 linear feet (29 boxes)

PHYSICAL DESCRIPTION: 5.08 Gigabytes

LANGUAGE: English

SUMMARY: This collection consists of administrative files, promotional materials, press releases, and records of Yale Center for British Art exhibitions. This collection also contains media, mostly videos and photographs, created by the Communications Department from 1995 to the present.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/ycba.ia.A014>

Administrative Information

Conditions Governing Access

This collection is unprocessed and may not be available for immediate access.

Biographical / Historical

The Communications and Marketing department oversees media relations, marketing, communications, advertising, and visitor services at the Yale Center for British Art. It promotes special exhibitions and programs, conducts market research and analysis, and manages all of the museum's e-communications and social media programs. The department also works to increase awareness about the Center with colleagues at the university, in the arts community, and abroad.

Scope and Contents

This collection consists of administrative files, promotional materials, press releases, and records of Yale Center for British Art exhibitions. This collection also contains media, mostly videos and photographs, created by the Communications Department from 1995 to the present.

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

Art museums
Art museums -- Public relations
Museums and community

Corporate Body

Yale Center for British Art