Michael A. Gray papers

Special Collections
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Descriptive Summary
Title: Michael A. Gray papers
Date (inclusive): circa 1979-1992
Collection number: 403
Creator: Gray, Michael A.
Extent: 5 linear feet of papers.
Repository: Margaret Herrick Library. Academy of Motion Picture Arts and Sciences.
Languages: English
Access
Available by appointment only.
Publication rights
Property rights to the physical object belong to the Margaret Herrick Library. Researchers are responsible for obtaining all necessary rights, licenses, or permissions from the appropriate companies or individuals before quoting from or publishing materials obtained from the library.
Preferred Citation
Michael A. Gray papers, Margaret Herrick Library, Academy of Motion Picture Arts and Sciences.
Acquisition Information
Gift of Michael A. Gray, 1997
Biography
Michael A. Gray is an American publicity and marketing director active in public relations for film and television since the mid-1950s. For United Artists, he served as worldwide publicity director and European production advertising-publicity director from 1967 to 1971. He then co-founded and ran Producers Creative Services, a marketing agency active during the 1970s. As president of his own company, MAGi (Michael A. Gray, Inc.), he created publicity and promotional campaigns and electronic press kits for numerous major film studio releases during the 1980s and 1990s. In the mid-1990s he was named vice president of public relations and publicity for Universal Studios Hollywood.
Collection Scope and Content Summary
The Michael A. Gray papers span the years circa 1979-1992 and encompass 5 linear feet. The collection is comprised of promotional and marketing campaign materials for several hundred films. The material was created for film studios and production companies by Gray and his company MAGi. In addition to original camera-ready copy, there are pressbooks and press kits. Films released by Avco Embassy, MGM/UA, and Warner Bros. are particularly well represented.
Arrangement
Arranged in the following series: Not arranged in series.
Indexing Terms
Gray, Michael A.--Archives.
public relations