San Francisco Museum of Modern Art Publicity Department records

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San Francisco Museum of Modern Art
151 Third Street
San Francisco, California 94103
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http://www.sfmoma.org/
2015
Descriptive Summary

Title: San Francisco Museum of Modern Art Publicity Department records
Dates: 1947-1992
Collection Number: ARCH.ADM.013
Creator/Collector: San Francisco Museum of Modern Art
Extent: 41 linear feet (33 cartons)
Repository: San Francisco Museum of Modern Art
San Francisco, California 94103
Abstract: Records generated or collected by the publicity department, primarily before it was formalized as a department within the museum. Documents the ways in which the museum promoted itself, its exhibitions, and activities, and the way the institution was described in the press. More than half the collection consists of clippings from newspapers and magazines, and approximately one-third of the collection consists of unprocessed department files.

Language of Material: English

Access
Collection is available for use. Some materials are restricted for confidentiality or condition.

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Preferred Citation
[Identification of item], [box year and folder title], Publicity Department, 1947-1992, Administrative Records, San Francisco Museum of Modern Art Archives.

Scope and Content of Collection
The SFMOMA Archives Publicity Collection consists of three distinct types of materials: clippings, clip books, and department files.

The clippings portion of the collection, which makes up more than half the collection, is comprised of clippings from newspapers and some magazines which focus on museum exhibitions and activities ranging chronologically from 1947 through 1987. The majority (approximately 90%) of the collection was aggregated by a contracted clippings agency, with sources generally being from newspapers throughout the United States. Included in the collection are news stories relating to museum exhibitions, events and staff; general events listings; exhibition reviews; and other Museum-related news.

The clippings collection is arranged chronologically by calendar year. Within this arrangement files are arranged chronologically and/or topically based on the original arrangement scheme. Clippings were not found for 1972. Only minimal numbers of clippings were found for the years 1963-1965 and 1973-1974.

In addition to the articles about Museum activities which comprise the majority of the clippings collection, of note are a set of articles from 1948-1953 about the Art in Cinema program and the 1947 book by Frank Stauffacher on Art in Cinema, and clippings from 1956 concerning UNESCO's International Museums Week.

The clip books consist of bound collections of photocopied newspaper and magazine articles related to a single exhibition or topic. All found clip books were gathered, though they were only sporadically produced during the years 1979-1992.

The department files, though not processed or inventoried, consist of files generated by the publicity department about specific exhibitions, events, or topics. Files are generally arranged chronologically, though not sequentially within each year. File contents may include any or all of the following types of materials: press releases, correspondence, photographs, clippings, or publications.

Indexing Terms
Art—Study and teaching
Art appreciation—Study and teaching
Art exhibition audiences
Art, Modern—20th century—Exhibitions
Art, Modern—20th century—Study and teaching
Art museums and community
Art museums—Educational aspects
Art museums—Exhibitions
San Francisco Museum of Modern Art—Archives