

Marketing Department records

Collection ID: RG.05.04

Finding Aid prepared by Hoang Tran



PENNSYLVANIA ACADEMY
OF THE FINE ARTS

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215-972-2066

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Summary Information

Repository	The Pennsylvania Academy of the Fine Arts, Dorothy and Kenneth Woodcock Archives
Creator	PAFA
Title	Marketing Department records
Date [bulk]	
Date [inclusive]	1839-2015
Extent	21 record cartons, 40 document boxes, 65 oversized items stored in flat files
Location note	
Language	English
Language of Materials note	English
Abstract	Extensive collection of all marketing materials related to the institution. Includes clipping files, 1830s-2015, exhibition related public relations, newsletters, press releases, press kits, calendar of events, market research reports, institutional identity (logo/branding), and extensive scrapbook of clippings.

Preferred Citation note

[identification of item], Title of Collection, Collection ID#, Pennsylvania Academy of the Fine Art Archives, Philadelphia, PA.

Historical note

Scope and Contents note

Legal papers, such as wills, or correspondence with donors and estate administrators.

Arrangement note

Arranged in seven series:

1. News clipping
2. Newsletters
3. Press Releases
4. Press Kits
5. Calendar of Events
6. Market Research Reports
7. Institutional Identity

Administrative Information

Conditions Governing Access note

Collection is open for research.

The archives reserves the right to restrict access to materials of sensitive nature. Please contact the department for further information.

Conditions Governing Use note

The collection is the physical property of the Pennsylvania Academy of the Fine Arts, Archives. The Museum holds literary rights only for material created by Museum personnel or given to the Museum with such rights specifically assigned. For all other material, literary rights, including copyright, belong to the authors or their legal heirs and assigns. Researchers are responsible for obtaining permission from rights holders for publication and for other purposes where stated.

Immediate Source of Acquisition note

Provenance note

Processing Information note

Processed by Hoang Tran.

Controlled Access Headings

Person(s)

Corporate Name(s)

Genre(s)

Geographic Name(s)

Subject(s)

Physical Characteristics and Technical Requirements note

Scrapbooks are in fragile condition and may be restricted.

Collection Inventory

Series	Subseries	Date	Item Title	Box #	Folder #
Newspa per clippings	loose folders	1839	Burton's Gentlemen's Magazine: "Half an hour in the PAFA"	1	1
Newspa per clippings	loose folders	1950	Queen Mary's Carpet		
Newspa per clippings	loose folders	1807-1959	[Includes exhibitions, special events, school, and general]	1	
Newspa per clippings	loose folders	1960-1974	[Includes exhibitions, special events, school, and general]	2	
Newspa per clippings	loose folders	1975-1983	[Includes exhibitions, special events, school, and general]	3	
Newspa per clippings	loose folders	1984-1988	[Includes exhibitions, special events, school, and general]	4	
Newspa per clippings	loose folders	1989-1993	[Includes exhibitions, special events, school, and general]	5	
Newspa per clippings	loose folders	1994-2001	[Includes exhibitions, special events, school, and general]	6	

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Newspa per clippings	loose folders	2002- 2005	[Includes exhibitions, special events, school, and general]	7	
Newspa per clippings	loose folders	2006- 2008	[Includes exhibitions, special events, school, and general]	8	
Newspa per clippings	Subject files	1876 July 29	Harper's Weekly - description and illustration of Furness building (pages 621-622)	flat file 33	1
Newspa per clippings	Subject files	1881 Dece mber 10	Harper's Weekly - PAFA Exhibition, illustrations by H. G. Woodard	flat file 33	2
Newspa per clippings	Subject files		Staff Appointment: President David Brigham	Tem p 49	1
Newspa per clippings	Subject files		Staff Appointment: Executive VP of Development Melissa Deruiter	Tem p 49	2
Newspa per clippings	Subject files		Staff Appointment: Museum Director Harry Philbrick	Tem p 49	3
Newspa per clippings	Subject files		Jasper Johns: Flag	Tem p 49	4
Newspa per clippings	Subject files		PAFA Permanent Collection/General	Tem p 49	5
Newspa per clippings	Subject files		PAFA Permanent Collection/General	Tem p 49	6
Newspa per clippings	Subject files		PAFA Permanent Collection/General	Tem p 49	7
Newspa per clippings	Subject files		PAFA Permanent Collection/General	Tem p 49	8
Newspa per clippings	Subject files	2013	Faculty	Tem p 50	1
Newspa per clippings	Subject files	2014	Gross Clinic	Tem p 50	2
Newspa per clippings	Subject files	2010	Narcissus in the Studio	Tem p 50	3
Newspa	Subject		Barkley Hendricks - The Birth of Cool	Tem	4

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per clippings	files			p 50	
Newspa per clippings	Subject files		Barkley Hendricks - The Birth of Cool	Tem p 50	5
Newspa per clippings	Subject files		Event annoucements (general)	Tem p 50	6
Newspa per clippings	Subject files		Rock, Paper, Scissors	Tem p 50	7
Newspa per clippings	Subject files	2014- 2015	Peter Blume - Nature and Metamorphosis	Tem p 50	8
Newspa per clippings	Subject files		Dive Deep - Eric Fischl and the Process of Painting	Tem p 50	9
Newspa per clippings	Subject files		PAFA Alumni Gallery	Tem p 50	10
Newspa per clippings	Subject files		School and Museum programs	Tem p 50	11
Newspa per clippings	Subject files	2014	Spiritual Striving - A Celebration of African American works on paper	Tem p 50	12
Newspa per clippings	Subject files	2013	Benjamin West	Tem p 50	13
Newspa per clippings	Subject files	2013	Thomas Eakins	Tem p 50	14
Newspa per clippings	Subject files	2013	Hidden Treasures Unvieled - Watercolors	Tem p 50	15
Newspa per clippings	Subject files	2014	David Lynch - The Unified Field	Tem p 50	16
Newspa per clippings	Subject files	2014	Eiko - A Body in Places	Tem p 50	17
Newspa per clippings	Subject files	2012- 2014	Facilities/Building	Tem p 50	18
Newspa per clippings	Subject files	2014	Bill Viola	Tem p 50	19

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Newspa per clippings	Subject files	2015	Artists Garden	Tem p 50	20
Newspa per clippings	Subject files	2013	Edward Hopper sale	Tem p 50	21
Newspa per clippings	Subject files	2012- 2013	Alumni	Tem p 50	22
Newspa per clippings	Subject files	2014	Faculty - Walter Hancock	Tem p 50	23
Newspa per clippings	Subject files	2013	KAWS	Tem p 50	24
Newspa per clippings	Subject files	2013	Beyond the Paint - Mural Arts program	Tem p 50	25
Newspa per clippings	Subject files	2013	Jennifer Bartlet - History of the Universe	Tem p 50	26
Newspa per clippings	Subject files	2013	22nd and Market Memorial (student Anne Bryan)	Tem p 50	27
Newspa per clippings	Subject files	2013	Event/Venue rental	Tem p 50	28
Newspa per clippings	Subject files	2013- 2014	Museum market research	Tem p 50	29
Newspa per clippings	Subject files	2012	Winslow Homer	Tem p 50	30
Newspa per clippings	Subject files		Marketing - External	Tem p 51	1
Newspa per clippings	Subject files	2015	Marketing - PAFA First (Capital Campaign)	Tem p 51	2
Newspa per clippings	Subject files		Daniel Garber Exhibition - Contracts	Tem p 51	3
Newspa per clippings	Subject files	2007	Commencement	Tem p 51	4
Newspa per	Subject files	2008	Commencement	Tem p 51	5

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clippings					
Newspa per clippings	Subject files	2010	Commencement	Tem p 51	6
Newspa per clippings	Subject files		Malcom McLaren - Shallow 1-21	Tem p 51	7
Newspa per clippings	Subject files		Dorothy and Herbert Vogel Colletion - 50 works 50 states	Tem p 51	8
Newspa per clippings	Subject files		Linda Lee Alter Collection - Gift	Tem p 51	9
Newspa per clippings	Subject files	2012	The Female Gaze - Linda Lee Alter	Tem p 51	10
Newspa per clippings	Subject files		Morris Gallery	Tem p 51	11
Newspa per clippings	Subject files		Philagraphika	Tem p 51	12
Newspa per clippings	Subject files		Sidney Goodman - Man in the Mirror	Tem p 51	13
Newspa per clippings	Subject files		Elizabeth Osborne - The Color of Light	Tem p 51	14
Newspa per clippings	Subject files		Anatomy/Academy	Tem p 51	15
Newspa per clippings	Subject files		Andy Warhol Polaroids and Black and White prints	Tem p 51	16
Newspa per clippings	Subject files	2003	Vivian and Meyer Potamkin	Tem p 52	1
Newspa per clippings	Subject files	2006	Dereck Gilman Appointed at Barnes Foundation	Tem p 52	2
Newspa per clippings	Subject files	2004	Historic Landmark Building Stair Remodel	Tem p 52	3
Newspa per clippings	Subject files	2002	Double Space - Online Web Evaluation	Tem p 52	4
Newspa	Subject	2010	Online Audience Research Survey	Tem	5

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per clippings	files			p 52	
Newspa per clippings	Subject files	2002	Dale Kramer research consulting	Tem p 52	6
Newspa per clippings	Subject files	2009- 2010	Convention Center expansion taskforce committee	Tem p 52	7
Newspa per clippings	Subject files	2010	Events	Tem p 53	1
Newspa per clippings	Subject files	2010	Events - Bacchanal	Tem p 53	2
Newspa per clippings	Subject files	2001- 2002	Survival Network	Tem p 53	3
Newspa per clippings	Subject files	2009	Cherry Street Plaza Expansion	Tem p 53	4
Newspa per clippings	Subject files	2006	Alex Katz in Maine	Tem p 53	5
Newspa per clippings	Subject files	2001- 2002	Delaware River Port Authority (DRPA)	Tem p 53	6
Newspa per clippings	Subject files	2007	Betye Saar	Tem p 53	7
Newspa per clippings	Subject files	2008	Cecilia Beaux	Tem p 53	8
Newspa per clippings	Subject files	2009	All-Academy brochures	Tem p 53	9
Newspa per clippings	Subject files	2010- 2011	Anatomy/Academy	Tem p 53	10
Newspa per clippings	Subject files	2010	Alumni Gallery	Tem p 53	11
Newspa per clippings	Subject files	2007	Staff Appointment: President and Director Edward T. Lewis and David Brigham	Tem p 54	1
Newspa per clippings	Subject files	2007	Mailing list for Staff Appointment: President and Director Edward T. Lewis and David Brigham	Tem p 54	2

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Newspa per clippings	Subject files	2010	New Acquisitions	Tem p 54	3
Newspa per clippings	Subject files	2010	Permanent Collection	Tem p 54	4
Newspa per clippings	Subject files	2010	Public Programs: Family Arts Education, Art at Lunch	Tem p 54	5
Newspa per clippings	Subject files	2010	Portfolio	Tem p 54	6
Newspa per clippings	Subject files	2010	Sketch Club	Tem p 54	7
Newspa per clippings	Subject files	2010- 2011	Annual Student Exhibition/Commencement	Tem p 54	8
Newspa per clippings	Subject files	2010	US Artists	Tem p 54	9
Newspa per clippings	Subject files	2010	PAFA After Dark	Tem p 54	10
Newspa per clippings	Subject files	2010	Print Sale	Tem p 54	11
Newspa per clippings	Subject files	2010	Convention Center	Tem p 54	12
Newspa per clippings	Subject files	2010	Andrew Wyeth Exhibition - Woodmere Art Museum	Tem p 54	13
Newspa per clippings	Subject files	2010	Faculty Shows	Tem p 54	14
Newspa per clippings	Subject files	2009- 2010	Alumnus	Tem p 54	15
Newspa per clippings	Subject files	2006	Sir Allan Ramsay: George III portrait	Tem p 54	16
Newspa per clippings	Subject files	1966 Octob er 8	Christian Science Manor: Andrew Wyeth	flat file 25	3
Newspa per	Subject files	1966 Octob	Daily Times: Andrew Wyeth	flat file	3

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clippings		er 28		25	
Newspaper clippings	Subject files	2001 May 24	Suburbia Society, Annual Student Exhibition	flat file 25	3
Newspaper clippings	Subject files	1974 March 3	Sunday Bulletin: PAFA Museum and School/Peale Family	flat file 25	3
Newspaper clippings	Subject files	1924 July 20	Public Ledger: Chester Springs and the Gloucester Show	flat file 25	3
Newspaper clippings	Subject files	1963 January 16	Evening Bulletin: Ad by Girard Bank for 158th Annual Exhibition	flat file 25	3
Newspaper clippings	Subject files	1940 February 11	Philadelphia Inquirer: Regional Exhibition	flat file 25	3
Newspaper clippings	Subject files	1991 October	Art Speak: FPAFA 94th Annual Juried Exhibition	flat file 25	3
Newspaper clippings	Subject files	1982 January 24	Sunday Times: Masterpiece of American Architecture	flat file 25	3
Newspaper clippings	Subject files	1983 May 12	Philadelphia Inquirer: Annual Student Awards	flat file 25	3
Newspaper clippings	Subject files	1994 December	Museum re-opening (various publishers)	flat file 25	4
Newspaper clippings	Subject files	1910 November 20	Public Ledger: Illustrations from the 9th Annual Exhibition for Miniatures	flat file 22	5
Newspaper clippings	Subject files	1804 November 16	Poulson's American Daily Advertiser: Peale Museum	flat file 25	6
Newspaper clippings	Subject files	1910 September 25	Sunday Herald Boston: Cecilia Beaux, Her Home, Her Work, Her Ideals	flat file 25	6
Newspaper clippings	Subject files	1899 January 5	(Reproduction) Philadelphia Inquirer: 68th Annual Exhibition	flat file 25	6
Newspaper clippings	Subject files	1860 July 3	Public Ledger: Time to Erect New Building	flat file 25	6
Newspaper clippings	Subject files	1821	Hampden Patriot and Liberal Recorder: Extracts from	flat	6

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per clippings	files	June 13	an address	file 25	
Newspa per clippings	Subject files	1836 April 4	The American Sentinel : Ad for Battle of the Centaurs and Lapethae exhibition	flat file 25	6
Newspa per clippings	Subject files	1904 Dece mber 4	Public Ledger: Centennial of PAFA	flat file 25	7
Newspa per clippings	Subject files	1904 Octob er 16	Public Ledger: Centennial of PAFA	flat file 25	7
Newspa per clippings	Subject files	1904 Octob er 30	Public Ledger: Centennial of PAFA	flat file 25	7
Newspa per clippings	Subject files	1905 Januar y 1	Public Ledger: Centennial of PAFA	flat file 25	7
Newspa per clippings	Subject files	1991 Nove mber 7	Philadelphia Daily News: Thomas Eakins: Rediscovered, 16 page educational section	flat file 25	8
Newspa per clippings	Subject files	1995 March 19	Inquirer Magazine: The Painter's Lens, Thomas Eakins and The Photograph	flat file 25	8
Newspa per clippings	Subject files	1921	unknown periodical: "Freaks in New Art Justified by their vogue, says critic" by Dorothy Grafly.	flat file 23	9
Newspa per clippings	Subject files	1998	Philadelphia Inquirer: Increase the Peace, Lost Dreams on Canvas (students paint)	flat file 22	10
Newspa per clippings	Subject files	1910 Nove mber 21	New York American: 8th Annual Water color exhibition	flat file 23	11
Newspa per clippings	Subject files	1996	Philadelphia Inquirer: The Peale Family and PAFA	flat file 23	12
Newspa per clippings	Subject files	1995 Octob er- Nove mber	The Philadelphia Daily News: Nam Jun Paik, education supplements	flat file 23	13
Newspa per clippings	Subject files	1943 Septe mber 3	Philadelphia Record: PAFA Students and WWII	flat file 23	14

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Newspa per clippings	Subject files	1945	Yank Magazine: Phillipines Campaign during WWII illustrated by PAFA students	flat file 23	14
Newspa per clippings	Subject files	1967 May 7	Sunday Bulletin: Art Students Frug in a marble room. "Maybrook Party in Castle" re: student life	flat file 23	15
Newspa per clippings	Subject files	1965 May 9	Sunday Bulletin: "Maybrook Party in Castle" re: student life	flat file 23	15
Newspa per clippings	Subject files	1965 May 9	Sunday Bulletin: Maybrook Party in Castle (student life)	flat file 37	
Newspa per clippings	Subject files	1999 July 14	Philadelphia Inquirer: PAFA students travel country to paint the face of homelessness	flat file 23	15
Newspa per clippings	Subject files	1975 Dece mber 21	Philadelphia Inquirer: Whitney exhibition, "Portrait of Young America"	flat file 23	15
Newspa per clippings	Subject files	1975 Dece mber 14	Philadelphia Inquirer: Whitney exhibition, "Portrait of Young America" preview party	flat file 23	15
Newspa per clippings	Subject files	1988 March 22	Philadelphia Inquirer: Cattle Barons Balls	flat file 23	15
Newspa per clippings	Subject files	1977 Octob er 23	The Sunday Bulletin/Discover: A Victorian Experience by Tilly Spetgang	flat file 23	15
Newspa per clippings	Subject files	1954 Octob er 17	Philadelphia Inquirer: Studio Tour (Morris Blackburn, Abraham Hankins, Franklin Watkins, Leonard Nelson, Evangelos Frudakis, Henry W. Mitchell, Julius Bloch, Jess Drew-Bear)	flat file 23	15
Newspa per clippings	Subject files	1956 June 3	Philadelphia Inquirer: The Many Faces of Art (portrait photographs by R. Robert Smith of Raphael Sabatini, Morris Blackburn, Jack Bookbinder, Abraham Hankins, Benton Spruance, Henry C. Pitz, Franklin Watkins).	flat file 23	15
Newspa per clippings	Subject files	1959 Nove mber 1	Philadelphia Inquirer: From the Artists' Own Collections (photos of works owned by Morris Blackburn, Ben Wolf, Earle Miller, Alfred Bendiner, Margaret Levy, Emlen Etting, to publicize PAFA shows Paintings, Drawings, Prints and Sculpture Collected and Owned by Fourteen Philadelphia Artists	flat file 23	15
Newspa per clippings	Subject files	1967 Octob er 1	Philadelphia Inquirer: The Artists Look at Themselves (artists Morris Blackburn, Charles Coiner, Ben Kamihira, Antonio P. Martino, Jack Bookbinder,	flat file 23	15

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			Emlen Etting, each with a self-portrait).		
Newspaper clippings	Subject files	1937 April 19	Life Magazine: Stewardson Competition	flat file 23	15
Newspaper clippings	Subject files	1906 January 21	Sunday Press: 101st Annual Exhibition Illustrated	flat file 23	15
Newspaper clippings	Subject files	1965 May 9	Sunday Bulletin: Maybrook Party in Castle (student life)	flat file 23	15
Newspaper clippings	Subject files	1995	City Paper: Editors choice advertisement (door knobs, lunch/café)	flat file 23	16
Newspaper clippings	Subject files	2005 January 7	Daily News: Contemporary African American Artists	flat file 23	16
Newspaper clippings	Subject files	1990 May 3	Philadelphia Daily News: Annual Student Exhibition	flat file 23	16
Newspaper clippings	Subject files	1999 April 30	Philadelphia Inquirer: Maxfield Parrish	flat file 23	16
Newspaper clippings	Subject files	1941 January 17	Friday (magazine): Art the Hard Way by Jerome Klein	flat file 23	17
Newspaper clippings	Subject files	1994 January 16	Inquirer: Brushing with Greatness	flat file 23	17
Newspaper clippings	Subject files	1994 January 27	Philadelphia Daily News: I Tell My Heart	flat file 23	17
Newspaper clippings	Subject files	1996 December 19	Philadelphia Inquirer: students drawing live horse	flat file 23	17
Newspaper clippings	Subject files	1999 June 30	Philadelphia Inquirer: Summer Family Fun events	flat file 23	17
Newspaper clippings	Subject files	2001 April 25	Main Line Life: Celebrating 100 years of Artistic Inspiration	flat file 22	18
Newspaper clippings	Subject files	2000 May 15	Courier Post: For art's sake (student profile)	flat file 22	18
Newspaper clippings	Subject files	2005 March 30	New York Times: promo for Light, Line, and Color; In Private Hands	flat file 22	18

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Newspa per clippings	Subject files	2006 Januar y 16	New York Times: opening of Samuel Hamilton galleries	flat file 22	18
Newspa per clippings	Subject files	2005 Dece mber 18	The Philadelphia Inquirer: Meet the new framers of American art history--2005 national Medal of Arts	flat file 22	18
Newspa per clippings	Subject files	2007 March 15	The Philadelphia Inquirer: The Gross Clinic	flat file 22	18
Newspa per clippings	Subject files	2007 Januar y 12	New York Times: In the Company of Eakins (Gross Clinic)	flat file 22	18
Newspa per clippings	Subject files	1955 March 28	Life Magazine: 150th Anniversary of PAFA	flat file 4	19
Newslet ters		1968- 1983	PAFA Newsletter	9	
Newslet ters		1984- 1994	PAFA Newsletter	10	
Newslet ters		1995- 2005	Preview: PAFA Newsletter	11	
Newslet ters		2006- 2011	Preview: PAFA Newsletter	12	
Newslet ters		2012- 2015	Preview: PAFA Newsletter	13	
Press Releases		1930	News Releases	14	1
Press Releases		1947	News Releases	14	2
Press Releases		1948	News Releases	14	3
Press Releases		1949	News Releases	14	4
Press Releases		circa 1950s	News Releases	14	5
Press Releases		1950	News Releases	14	6
Press Releases		1951	News Releases	14	7
Press Releases		1952	News Releases	14	8
Press Releases		1953	News Releases	14	9
Press Releases		1954	News Releases	14	10
Press		1955	News Releases	14	11

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Releases					
Press Releases		1956	News Releases	14	12
Press Releases		1957	News Releases	14	13
Press Releases		1958	News Releases	14	14
Press Releases		1959	News Releases	14	15
Press Releases		1960	News Releases	14	16
Press Releases		1961	News Releases	14	17
Press Releases		1962	News Releases	14	18
Press Releases		1963	News Releases	14	19
Press Releases		1964	News Releases	15	1
Press Releases		1965	News Releases	15	2
Press Releases		1966	News Releases	15	3
Press Releases		1967	News Releases	15	4
Press Releases		1968	News Releases	15	5
Press Releases		1969	News Releases	15	6
Press Releases		1970	News Releases	15	7
Press Releases		1971	News Releases	15	8
Press Releases		1972	News Releases	15	9
Press Releases		1973	News Releases	15	10
Press Releases		1974	News Releases	15	11
Press Releases		1975	News Releases	15	12
Press Releases		1976	News Releases	15	13
Press Releases		1977	News Releases	15	14
Press Releases		1978	News Releases	16	1

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Press Releases		1979	News Releases	16	2
Press Releases		1980	News Releases	16	3
Press Releases		1981	News Releases	16	4
Press Releases		1982	News Releases	16	5
Press Releases		1983	News Releases	16	6
Press Releases		1984	News Releases	16	7
Press Releases		1985	News Releases	16	8
Press Releases		1986	News Releases	16	9
Press Releases		1987	News Releases	16	10
Press Releases		1988	News Releases	17	1
Press Releases		1989	News Releases	17	2
Press Releases		1990	News Releases	17	3
Press Releases		1991	News Releases	17	4
Press Releases		1992	News Releases	17	5
Press Releases		1993	News Releases	17	6
Press Releases		1994	News Releases and Fact Sheets	17	7
Press Releases		1995	News Releases	17	8
Press Releases		1995	Weekly listings	17	9
Press Releases		1996	Press Releases	17	10
Press Releases		1996	Events listings	17	11
Press Releases		1997	Press Releases	18	1
Press Releases		1997	Events listings	18	2
Press Releases		1998	Press Releases	18	3
Press		1998	Events listings	18	4

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Releases					
Press Releases		1999	Press Releases	18	5
Press Releases		1999	Events listings	18	6
Press Releases		2000	Press Releases	18	7
Press Releases		2000	Events listings	18	8
Press Releases		2001	Press Releases	18	9
Press Releases		2001	Events listings	18	10
Press Releases		2002	Press Releases	18	11
Press Releases		2002	Events listings	18	12
Press Releases		2003	Press Releases	19	1
Press Releases		2004	Press Releases	19	2
Press Releases		2005	Press Releases	19	3
Press Releases		2006	Press Releases	19	4
Press Releases		2007	Press Releases	19	5
Press Releases		2008	Press Releases	19	6
Press Releases		2009	Press Releases	19	7
Press Releases		2010	Press Releases	19	8
Press Kits		1952	America's First Art Institution	20	1
Press Kits		1973	Centennial Fund	20	2
Press Kits		1975	Young America Exhibition	20	3
Press Kits		1981	Contemporary American Realism	20	4
Press Kits		1985	Judy Chicago - The Birth Project	20	5
Press Kits		1985	Red Grooms	20	6
Press Kits		1986	The Vital Gesture: Franz Kline	20	7

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Press Kits		1986	Drawing Toward Building: Philadelphia Architectural Graphics, 1732-1986	20	8
Press Kits		1986	Jack Tworkov: Paintings, 1928-1982	20	9
Press Kits		1986	Frederick R. Weisman Collection	20	10
Press Kits		1987	Boundless Cubic Lunar Aperture by Lowry Burgess	20	11
Press Kits		1987	Fellowship of the Pennsylvania Academy of the Fine Arts: 90th Anniversary Exhibition	20	12
Press Kits		1987	Monotypes by Maurice Prendergast from the Terra Museum	20	13
Press Kits		1988	Peale House Gallery	21	1
Press Kits		1988	American Frontier Life	21	2
Press Kits		1988	Judith Rothschild	21	3
Press Kits		1988	87th Annual Student Exhibition	21	4
Press Kits		1988	Matter of Time	21	5
Press Kits		1988	Raphaelle Peale Still Lifes	21	6
Press Kits		1988	Figurative Fifties	21	7
Press Kits		1988	PAFA moves operations to 1301 Cherry St.	21	8
Press Kits		1989	Preview party - Annual Student Exhibition 1989	21	9
Press Kits		1989	American Art from the Collection of Meyer P. and Vivian Potamkin	21	10
Press Kits		1989	Making Their Mark: Women Artists Move Into the Mainstream, 1970-1985	21	11
Press Kits		1989	Paris 1889: American Artists at the Universal Exposition	21	12
Press Kits		1990	Duane Hanson Sculptures	21	13
Press Kits		1990	Bay Area Figurative Art, 1950-1965	21	14
Press Kits		1990	Thomas Eakins Rediscovered: At Home, At School, At Work	21	15
Press Kits		1990	I Tell My Heart: The Art of Horace Pippin	21	16
Press Kits		1994	Museum of American Art Reopens	21	17
Press		1995	Annual Student Exhibition	22	1

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Kits					
Press Kits		1995	Electronic Superhighway: Nam June Paik in the '90s	22	2
Press Kits		1996	To Be Modern: American Encounters with Cézanne and Company	22	3
Press Kits		1999	Maxfield Parrish, 1870-1966	22	4
Press Kits		1999	John Henry Twachtman: An American Impressionist	22	5
Press Kits		1999	Paris 1900: The "American School" at the Universal Exposition	22	6
Press Kits		2000	Andy Warhol: Social Observer	22	7
Press Kits		2002	American Sublime: Epic Landscape of Our Nation, 1820-1880	22	8
Calendar of Events		1948-1971	(Bound volume)	23	
Calendar of Events		1951-1979	Calendar of Events - includes marketing material	24	1
Calendar of Events		1980-1992	Calendar of Events - includes marketing material	24	2
Calendar of Events		1994-2005	Calendar of Events - includes marketing material	24	3
Calendar of Events		2006	Calendar of Events - includes marketing material	24	4
Market Research Reports		1966	Andrew Wyeth Exhibition	25	1
Market Research Reports		1967	Public Relations	25	2
Market Research Reports		1972	Consultant's report	25	3
Market Research Reports		1986	Members' opinion survey	25	4
Market		1987	Visitor Survey	25	5

Marketing Department records (RG.05.04)

Research Reports					
Market Research Reports		1989	Philadelphia Arts Market (Ziff Marketing Association)	25	6
Market Research Reports		1992	Audience Perceptions	25	7
Market Research Reports		1994	Audience Development Plan (Kreisberg Group)	25	8
Market Research Reports		1996	Impact of Cezanne Exhibition	25	9
Market Research Reports		1997	Awareness and Image (Tierney Report)	25	10
Market Research Reports		1997	Organizational Diagnosis Report (Athyn Group)	25	11
Market Research Reports		1999	Maxfield Parrish Exhibition Visitor's Survey	25	12
Market Research Reports		2000	Implications for Institutional Strategy	25	13
Institutional Identity		1897, 1914, 1956	Stationery - display facsimiles	26	1
Institutional Identity		19th century	Stationery - blank	26	2
Institutional Identity		circa 1900-1960s	Stationery - blank	26	3
Institutional Identity		circa 1970-1985	Stationery - blank	26	4

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Institutional Identity		circa 1980s	Stationery - blank (special use)	26	5
Institutional Identity		circa 1980s - 1990s	Stationery - blank (Collectors Circle, C.W. Peale Society)	26	6
Institutional Identity		circa 1988-1998	Stationery - blank (with arch)	26	7
Institutional Identity		1993-1998	Stationery - blank (Museum of American Art)	26	8
Institutional Identity		1993-1998	Stationery - blank	26	9
Institutional Identity		1999-2003	Stationery - blank (new logo)	26	10
Institutional Identity		2001	Stationery - blank (Capital campaign)	26	11
Institutional Identity		2005-2008	Stationery - blank (200th Anniversary Letterhead)	26	12
Institutional Identity		2008	Stationery - blank (new logo)	26	13
Institutional Identity		2004	Identity Guidelines/Stylebook	26	14
Institutional Identity		2008	Graphic Standards Guide	26	15
Institutional Identity		20th century	PAFA Folders	26	16
Institutional Identity		2010-2011	Stationery - blank	26	17
Newspaper clippings	scrapbook	1877-1892	Exhibitions	27	
Newspaper clippings	scrapbook	1892-1902	Ads for PAFA and Special Events	27	
Newspaper clippings	scrapbook	1901	70th Annual Exhibition	28	

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per clippings					
Newspa per clippings	scrapbook	1902	71st Annual Exhibition	28	
Newspa per clippings	scrapbook	1900- 1905	Exhibitions	29	
Newspa per clippings	scrapbook	1900- 1905	General	29	
Newspa per clippings	scrapbook	1905	100th Anniversary Exhibition	30	
Newspa per clippings	scrapbook	1906	101st Annual Exhibition	31	
Newspa per clippings	scrapbook	March - July 1907	General	31	
Newspa per clippings	scrapbook	1906- 1907	General	32	
Newspa per clippings	scrapbook	1907- 1909	102nd-104th Annual Exhibitions	32	
Newspa per clippings	scrapbook	July 1907- March 1908	General	33	
Newspa per clippings	scrapbook	March - Octob er 1908	General	33	
Newspa per clippings	scrapbook	April- Nove mber 1909	General	34	
Newspa per clippings	scrapbook	March - Nove mber 1906	General	34	
Newspa per clippings	scrapbook	Nove mber 1909 -	General	35	

Marketing Department records (RG.05.04)

		July 1910			
Newspaper clippings	scrapbook	July 1910-April 1911	General	35	
Newspaper clippings	scrapbook	October 1909-February 1911	General	36	
Newspaper clippings	scrapbook	April 1911-February 1912	General	36	
Newspaper clippings	scrapbook	February-June 1912	General	37	
Newspaper clippings	scrapbook	May 1912-June 1913	General	37	
Newspaper clippings	scrapbook	February-May 1913	General	38	
Newspaper clippings	scrapbook	June 1913-February 1914	General	38	
Newspaper clippings	scrapbook	February-December 1914	General	39	
Newspaper clippings	scrapbook	October 1917-May 1919	General	39	
Newspaper clippings	scrapbook	June 1915-September	General	40	

Marketing Department records (RG.05.04)

		mber 1916			
Newspa per clippings	scrapbook	Octob er 1916- July 1917	General	40	
Newspa per clippings	scrapbook	1938	General	41	
Newspa per clippings	scrapbook	1904	73rd Annual Exhibition	no box	
Newspa per clippings	scrapbook	1920- 1923	General	42	
Newspa per clippings	scrapbook	1919- 1921	General	42	
Newspa per clippings	scrapbook	Octob er 1905 - March 1906	General	42	
Newspa per clippings	scrapbook	Dece mber 1914 - July 1915	General	42	
Newspa per clippings	scrapbook	Febru ary 1941- Febru ary 1942	General	43	
Newspa per clippings	scrapbook	Febru ary 1940- Febru ary 1941	General	43	
Newspa per clippings	scrapbook	April 1939- Febru ary 1940	General	43	
Newspa	scrapbook	Januar	General	43	

Marketing Department records (RG.05.04)

per clippings		y - Dece mber 1948			
Newspa per clippings	scrapbook	Januar y - Nove mber 1943	General	43	
Newspa per clippings	scrapbook	March - Dece mber 1947	General	43	
Newspa per clippings	scrapbook	Nove mber 1924 - Nove mber 1927	General	44	
Newspa per clippings	scrapbook	Septe mber 1954 - March 1955	General	44	
Newspa per clippings	scrapbook	March 1953 - Augus t 1954	General	44	
Newspa per clippings	scrapbook	1923 - 1924	Barnes Show	44	
Newspa per clippings	scrapbook	Januar y 1946 - Febru ary 1947	General	45	
Newspa per clippings	scrapbook	Januar y 1939 - April 1939	General	45	
Newspa per clippings	scrapbook	1933- 1938	General	45	
Newspa	scrapbook	March	General	45	

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per clippings		1955 - August 1956			
Newspa per clippings	scrapbook	Januar y 1958 - Febru ary 1959	General	45	
Newspa per clippings	scrapbook	1929- 1939	General	46	
Newspa per clippings	scrapbook	Dece mber 1, 1948 - Nove mber 17, 1949	General	46	
Newspa per clippings	scrapbook	1901- 1902	General	46	
Newspa per clippings	scrapbook	Octob er 1908 - April 1909	General	46	
Newspa per clippings	scrapbook	Januar y - Febru ary 1903	General	46	
Newspa per clippings	scrapbook	March 1962 - Octob er 1963	General	47	
Newspa per clippings	scrapbook	Nove mber 1943 - Nove mber 1944	General	47	
Newspa per clippings	scrapbook	March - Dece	General	47	

Marketing Department records (RG.05.04)

		mber 1942			
Newspa per clippings	scrapbook	Octob er 28, 1944 - Dece mber 31, 1945	General	47	
Newspa per clippings	scrapbook	Nove mber 1949 - Dece mber 1950	General	47	
Newspa per clippings	scrapbook	1928 - 1933	General	47	
Newspa per clippings	scrapbook	Septe mber 1956 - Januar y 1958	General	48	
Newspa per clippings	scrapbook	March 1959 - Octob er 1960	General	48	
Newspa per clippings	scrapbook	Januar y 1952 - Febru ary 1953	General	48	
Newspa per clippings	scrapbook	Dece mber 1950 - Febru ary 1952	General	48	
Newspa per clippings	scrapbook	Octob er 1960- Febru ary 1962	General	48	

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Newspaper clippings	scrapbook	November 1963 - October 1964	General	48	
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