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Walter P. Reuther Library

# **Guide to the Detroit Symphony Orchestra: Marketing Department Records UR0002843**

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This finding aid was produced using ArchivesSpace on January 14, 2021.

Describing Archives: A Content Standard

Walter P. Reuther Library

5401 Cass Avenue

Detroit, MI 48202

URL: <https://reuther.wayne.edu>

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## Table of Contents

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Summary Information .....	3
Scope and Content .....	3
Arrangement .....	4
Administrative Information .....	4
Controlled Access Headings .....	5
Collection Inventory .....	5
Created content .....	5

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## Summary Information

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<b>Repository:</b>	Walter P. Reuther Library
<b>Creator:</b>	Detroit Symphony Orchestra
<b>Title:</b>	Detroit Symphony Orchestra: Marketing Department Records
<b>ID:</b>	UR0002843
<b>Date [inclusive]:</b>	1920-2014
<b>Physical Description:</b>	15 Linear Feet (24 MB, 1 OS)
<b>Language of the Material:</b>	Material entirely in English.
<b>Abstract:</b>	The Marketing Department Records are comprised of a variety of different publication materials such as brochures, fliers, inserts, pocket calendars and postcards. A large portion of the collection consists of brochures that detail the different season's concerts. There are also a large number of inserts from different programs that detail such things as program changes, profiles of performers, and upcoming events. Also found in this collection are newsletters, souvenir books, subscriber guides, and other related publications.

### Citation Style

"Detroit Symphony Orchestra: Marketing Department Records, Box [#], Folder [#], Walter P. Reuther Library, Archives of Labor and Urban Affairs, Wayne State University"

[^ Return to Table of Contents](#)

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## Scope and Content

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The Marketing Department Records are comprised of a variety of different publication materials such as brochures, fliers, inserts, pocket calendars and postcards. A large portion of the collection consists of brochures that detail the different season's concerts. There are also a large number of inserts from different programs that detail such things as program changes, profiles of performers, and upcoming events.

The publications series includes printed material related to the Detroit Symphony Orchestra, and while not necessarily created by the marketing department, it is relevant to the department's work.

Series 1: Creative content, 1920-2014 Series 2: Publications, 1945-2007

[^ Return to Table of Contents](#)

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## Arrangement

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Arranged in two series – Series 1 (Boxes 1-23) and Series 2 (Boxes 23-25). Folders are arranged chronologically.

[^ Return to Table of Contents](#)

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## Administrative Information

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### Publication Statement

Walter P. Reuther Library

5401 Cass Avenue

Detroit, MI 48202

URL: <https://reuther.wayne.edu>

### Acquisition

This collection was deposited at the Walter P. Reuther Library by the Detroit Symphony Orchestra on September 17, 2018.

### Processing History

Processed and finding aid written by Shae Rafferty on December 22, 2020. Original finding aid for DSO.05 created by Emily Daniels, Detroit Symphony Orchestra Intern and Cynthia Korolov, Detroit Symphony Orchestra Archivist.

### Access

Collection is open for research.

### Use

Refer to the Walter P. Reuther Library "Rules for Use of Archival Materials."

[^ Return to Table of Contents](#)

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## Controlled Access Headings

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- Branding (Marketing)
- Symphony orchestras

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## Collection Inventory

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Created content		
Title/Description	Instances	
1920-1980	Box 1	Folders 1-32
1980s		
Season, 1980-1981	Box 2	Folders 1-3
Season, 1981-1982	Box 2	Folders 4-6
Season, 1982-1983	Box 2	Folder 7
Season, 1983-1984	Box 2	Folders 8-12
Season, 1984-1985	Box 2	Folders 13-16
Season, 1985-1986	Box 2	Folders 17-26
Season, 1986-1987	Box 3	Folders 1-4
Season, 1987-1988	Box 3	Folders 5-12
Season, 1988-1989	Box 3	Folders 13-19
Season, 1989-1990	Box 3	Folders 20-33
1990s		
Season, 1990-1991	Box 4	Folders 1-16
Season, 1991-1992	Box 4	Folders 17-38
Season, 1992-1993	Box 4	Folders 39-52
Season, 1993-1994	Box 5	Folders 1-11
Season, 1994-1995	Box 5	Folders 12-25
Season, 1995-1996	Box 5	Folders 26-41
Season, 1996-1997		

Guide to the Detroit Symphony Orchestra: Marketing Department Records UR0002843

	Box 6	Folders 1-27
Season, 1997-1998	Box 6	Folders 28-38
Oversize, 1997	Box 23	Folder 1
Season, 1997-1998	Box 7	Folders 1-9
Season, 1998-1999	Box 7	Folders 10-29
Season, 1998-1999	Box 8	Folders 1-9
Season, 1999-2000	Box 8	Folders 10-46
Season, 1999-2000	Box 9	Folders 1-9
2000s		
Season, 2000-2001	Box 10	Folders 1-21
Season, 2001-2002	Box 10	Folders 22-59
Season, 2001-2002	Box 11	Folders 1-31
Season, 2001-2002	Box 12	Folders 1-24
Season, 2002-2003	Box 12	Folders 25-58
Season, 2002-2003	Box 13	Folders 1-36
Season, 2003-2004	Box 14	Folders 1-31
Season, 2003-2004	Box 15	Folders 1-6
Oversize, 2003-2004	Box 23	Folder(s) 2-6
Season, 2004-2005	Box 15	Folders 7-43
Season, 2004-2005	Box 16	Folders 1-25
Season, 2005-2006	Box 16	Folders 26-52
Season, 2005-2006	Box 17	Folders 1-25
Season, 2006-2007	Box 17	Folders 26-52
Season, 2000-2001	Box 9	Folders 10-64
Season, 2006-2007	Box 18	Folders 1-52
Season, 2007-2008	Box 19	Folders 1-27
Season, 2008-2009	Box 19	Folders 28-42
Season, 2009-2010	Box 20	Folders 1-15
2010s		
Season, 2010-2011	Box 20	Folders 16-34
Season, 2011-2012	Box 20	Folders 35-50
Season, 2012-2013	Box 21	Folders 1-20

Season, 2013-2014	Box 21	Folders 21-26
Undated	Box 21	Folders 27-51
Undated	Box 22	Folders 1-36
Oversize, undated	Box 23	Folder 7

[^ Return to Table of Contents](#)

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Publications

Oversized, undated	Box 23	Folder(s) 9-15
Publications, fact sheets, and newsletters, 1945-2007	Box 24	Folders 1-36
Publications, newsletters, souvenir books, and subscriber guides, 1965-2007	Box 25	Folders 1-24