

Hansen Planetarium Historical Records

IV. Public Relations

Series: PL – 021. Promotional Material

Boxes: PR – 1 to PR – 9

Description: Promotional material, including brochures, and posters for star and laser shows, science theater shows, film festivals, and general Hansen Planetarium promotional materials. Advertisements and articles in newspapers, playbills and magazines promoting lectures and other special events are also included.

In addition, television clips on videocassette containing Hansen Planetarium-related public relations television spots regarding star/laser shows, lectures, events, and “tours” of the Planetarium. Also contains science center-related television spots from television channels such as KSL-TV, KUTV, and others. Contains various video formats, including: beta, larger broadcast video, and (1) roll of movie film. Videocassettes are located in Boxes PR – 6 to PR – 9.

Arrangement: Brochures, posters, and advertisements – see container listing below.

Videocassettes: Identified television spots for individual Hansen Planetarium shows are arranged alphabetically by show title, then chronologically if more than one copy per show. The various Hansen Planetarium-related public relations television spots, demonstrations, and science center materials follow.

Videos are arranged in the order they are listed in the inventory (below) with the larger broadcasting videocassettes placed in a separate box (Box PR - 9) due to size.

Container Listings:

- Box listing for the brochures, posters, and advertisements.
- Box listing for oversized brochures and posters.
- Box listing for the videocassettes.

Related Series:

- Show Scripts, Series PL – 031. Brochures and posters are scattered throughout the show scripts. Some of these brochures are unique to Series PL – 031, and are not represented in the Public Relations Promotional Material series.

Hansen Planetarium Public Relations: Promotional Material

Box Listing for Brochures, Posters, and Advertisements, Series PL - 021

Box PR – 1

1. Shows arranged alphabetically by show title

Box PR – 2

1. Brochures marketing shows to Planetaria
2. Brochures marketing programs to schools
3. Laser shows arranged alphabetically by show title
4. Science Theater shows arranged by title
5. Film festivals arranged chronologically
6. Lectures, concerts, special events

Box PR – 3

1. General promotional material
2. Compiled promotional literature
3. Hansen Planetarium membership brochures and volunteer brochures

Box PR – 4

1. Newspaper articles
2. General advertisements (newspapers, playbills, guidebooks)
3. Special events/lectures

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Box Listing for Oversized Brochures & Posters, Series: PL – 021

Box: PR – 5

1. (2) Promotional posters for the Hansen Planetarium presentation “Giant Leap,” the 30th anniversary of the Apollo 11 moon landing.
2. (1) Hansen Planetarium promotional poster for star shows for school groups, 1988.
3. Hansen Planetarium promotional poster for star show “Supernova: Seeds of Creation.”
4. (1) Promotional brochure for the “Giant Leap Jubilee.”
5. (1) Promotional brochure for the Hansen Planetarium and the Museum of Natural History.
6. (1) Copy of a Hansen Planetarium poster of an astronaut with Christmas decorations.
7. (1) Copy of a Hansen Planetarium 30th Anniversary poster.
8. (2) Copies of: “Salt Lake City Public Library, 15 South State Street, SLC.” Part of a set of original ink drawings called “Facades: A Study of Historic Utah Buildings” drawn by students of the Graduate School of Architecture, University of Utah. This drawing was done by Michael Shegund, 1978.

Hansen Planetarium-Related Public Relations Television Clips

<u>Title</u>	<u>Box #</u>
"Apollo Major Tom." No Date on Label	PR – 6
Christmas "Card" Spot. 12-23-1992	PR – 6
Christmas "Card" Spot. 1993	PR – 6
Christmas "Card" Spot. 1995 revision	PR – 6
Christmas "Card" Spot. 1995 revision	PR – 6
Christmas "Card" Spot. 1995 revision	PR – 6
Christmas "Card" Spot. 10/07/1999	PR – 6
Christmas Group Discount. 12/19/1991	PR – 6
"Cowboy Astronomer" Commercial. 1994	PR – 6
"First Night" Spot. 1993	PR – 6
"First Night" Spot. No Date On Label	PR – 6
"First Night" Spot. No Date On Label	PR – 6
"First Night" Spot. No Date On Label	PR – 6
"Journey to the Moon" Apollo 11 Anniversary Special (KUTV). No Date on Label	PR – 6

“Journey to the Moon” Apollo 11 Landing Special (KUTV); Misc. Hansen Planetarium Attractions, Exhibits, Stars. 02/26/1990	PR – 6
“Light” Spot. No Date on Label	PR – 9
“Light”; “CLIOS” Spots. 01/30/1991	PR – 9
“Orion Rendezvous” Spot. 05/1996	PR – 6
“Orion Rendezvous” Spot. 05/1996	PR – 6
“Orion Rendezvous” Spot. 05/1996	PR – 6
“Riders in the Sky” Spot. 07/1995 – 08/1995	PR – 6
“Riders in the Sky” Spot. No Date on Label	PR – 6
“Santa’s Toy Lab” Spot. No Date on Label	PR – 7
“Santa’s Toy Lab” Spot. No Date on Label	PR – 7
“S.O.L. – Star of Life” Spots. No Date on Label	PR – 7
“S.O.L. – Star of Life” Spot. 04/16/1995	PR – 7
“Space, Time, Utah” (Centennial Star Show) Spot. 12/29/1995	PR – 7
“Starflight;” “Dream Wings;” “Eclipse” Spots. 06/25/1991	PR – 7
“Starry Night” Spot. 06/19/1986	PR – 7

“Time Travels # 1” and “Time Travels #2” Spots. 01/05/1990	PR – 9
“ZAP” Show Promotion. 06/02/1987	PR – 7
“ZAP” Show Promotion. 1990	PR – 7
“ZAP” Show Promotion. 1990	PR – 9
“Randy Tico Visuals & Concerts.” Hansen Planetarium “Scandal” News Clips. No Dates on Label	PR – 7
Hansen Planetarium Television News Coverage. (Note: No Log Sheet was Included with Video). No Date on Label	PR – 7
“Sun Party;” “O.C. Tanner;” “Halloween;” “Shuttle/laser” Spots. 10/??	PR – 7
Hansen Planetarium’s “Extraterrestrial Contest” –Television Coverage. 10/29/1988	PR – 9
“Hansen Planetarium Space Program” (“Weekend Magazine”, KSTU). 07/08/1989	PR – 9
Various Hansen Planetarium Spots Tied Together. 03/04/1992	PR – 9
Hansen Planetarium News Stories (Looped). 07/16/1992	PR – 7
“Extraordinary T.V.” (Fox 13 Channel) Spot. 05/31/1996	PR – 7
Hansen Planetarium-Related P.R. Television Spots. Tape #1. 07/03/1993 – 08/11/1996 Contains Attached Log of Clips on Videocassette.	PR – 7

Hansen Planetarium-Related P.R. Television Spots. Tape #2. 08/11/1996 – 07/04/1997 Contains Attached Log of Clips on Videocassette.	PR – 7
Hansen Planetarium-Related P.R. Television Spots. Tape #3. 07/05/1997 – 10/29/1998 Contains Attached Log of Clips on Videocassette.	PR – 7
Hansen Planetarium-Related P.R. Television Spots. Tape #4. 12/29/1998 – 08/08/2001 Contains Attached Log of Clips on Videocassette.	PR – 7
“Visit Hansen Planetarium.” No Date on Label	PR – 9
Hansen Planetarium “PSA’S,” (4) KSL News Packages. No Date on Label	PR – 7
“Fall PSA’S.” 1989	PR – 9
“Hansen Planetarium – Asimov.” 05/29/1989 (1) FILM	PR – 8
“Stephen Hawking.” 06/27/1993 – 07/04/1993 Contains Attached Log of Television Clips on Videocassette.	PR – 7
“Stephen Hawking 2.” Spot #1.	PR – 7
“Stephen Hawking 2.” Spots #2 & #3. 07/1995	PR – 7
“Stephen Hawking 2.” Spots #2 & #3. 07/1995	PR – 8
Hansen Planetarium-Related P.R. Television Spot. 04/10/2002	PR – 8

“Hansen Planetarium: Laser and Star Show Demonstrations.” No Date on Label	PR – 8
“Hansen Planetarium: Laser Demonstration.” Tape 1 of 4. 11/22/1992	PR – 8
“Hansen Planetarium: Laser Demonstration.” Tape 2 of 4. 11/22/1992	PR – 8
“Science Educator on Science & Math Scores.” 10/10/1991; “Laetsch at Hansen Planetarium.” No Date on Label; “Ed Yates at Salt Palace.” No Date on Label.	PR – 8
“Science Center & Union Depot.” 05/28/1993	PR – 9
“Hansen Planetarium/Ontario Science Center.” 07/16/1992	PR – 8
“Exploration.” 1989; “UEA Booth.” 1989.	PR – 8
“Edgerton.” 08/23/1989	PR – 9
“User’s Group Seminar – E & S Tour.” 05/18/1990	PR – 8
“User’s Group Seminar – E & S Tour.” 05/18/1990	PR – 8