National Park Service
U.S. Department of the Interior

FINDING AID

Yellowstone National Park
Information and Public Image Management Records
1922-2008
Bulk dates: 1980s-1990s

Prepared by

Francis S. Bawden and Erin Bostwick

October 2014

Processing funded by the Council on Library & Information Resources (CLIR)
with support from the Yellowstone Park Foundation

Yellowstone National Park Archives
P O Box 168
Yellowstone National Park, WY 82190-0168

Catalog Number: YELL 203197

TABLE OF CONTENTS

Copyright and Restrictions ……ii

History ……1

Scope and Content ……...2

Series Descriptions …….. 3

Container List …….. 4

COPYRIGHT AND RESTRICTIONS

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials. The various state privacy acts govern the use of materials that document private individuals, groups, and corporations.

Under certain conditions specified in the law, libraries and archives are authorized to furnish a reproduction if the document does not infringe the privacy rights of an individual, group, or corporation. These specified conditions of authorized use include:

- non-commercial and non-profit study, scholarship, or research, or teaching
- criticism, commentary, or news reporting
- as a NPS preservation or security copy
- as a research copy for deposit in another institution

If a user later uses a copy or reproduction for purposes in excess of "fair use," the user may be personally liable for copyright, privacy, or publicity infringement. This institution's permission to obtain a photographic, xerographic, digital, or other copy of a document doesn't indicate permission to publish, exhibit, perform, reproduce, sell, distribute, or prepare derivative works from this document without first obtaining permission from the copyright holder and from any private individual, group, or corporation shown or otherwise recorded.

Permission to publish, exhibit, perform, reproduce, prepare derivative works from, sell, or otherwise distribute the item must be obtained by the user separately in writing from the holder of the original copyright (or if the creator is dead from his/her heirs) as well as from any individual(s), groups, or corporations whose name, image, recorded words, or private information (e.g., employment information) may be reproduced in the source material. The holder of the original copyright isn't necessarily the National Park Service. The National Park Service is not legally liable for copyright, privacy, or publicity infringement when materials are wrongfully used after being provided to researchers for "fair use."

This institution reserves the right to refuse to accept a copying order if fulfillment of the order is judged in violation of copyright or federal or state privacy or publicity law.

HISTORY

1880s-1890s: The Park begins to collect newspaper articles that mention Yellowstone. Eventually, a press clipping service is contracted to do this work. Originally cut and pasted into large scrapbooks, by mid-century these clippings are filed along with other records according to the records schedule.

1914: "See America First" publicity campaign is developed by the railroad industry in response to World War I; it focuses on encouraging travel to the existing national parks.

1916: The National Park Service is established; a comprehensive publicity campaign, organized by Stephen Mather, helped garner public support and sway Congress.

1922: A publicity campaign is part of the Park's 50th Anniversary celebration activities.

1920s: A program to issue press releases and other public relations is formalized. Topics include opening and closing dates, visitor statistics, and wildlife counts. This information most likely was issued by the Superintendent's Office.

1933: The Yellowstone Museum and Library Association established. The library begins to collect books and articles pertaining to Yellowstone.

1950s: The press clipping service appears to have ended, although selected clipping of some articles and special topics continues to this day.

1950s-1960s: Public affairs seem to have been primarily part of the Management Assistant's duties. The Park Naturalist and other specialists appear to have also issued press releases pertaining directly to their work.

1978: Public Affairs acquires its own telephone listing. The role may have been seasonal (summer) for a few years prior to this date.

1970s-1980s: The office handling public affairs is variously titled Public Affairs, Public Information, and Office of Public Information.

1982: The Public Affairs telephone listing moves to a more prominent location under the Superintendent's Office number.

1988: The large, complex fires focus public attention on Yellowstone and its management policies in a new way.

1990s: Controversy over such issues as the reintroduction of the wolf, winter use, and bison continue to focus public attention on Yellowstone.

2012: The Park establishes a social media committee and presence.

2015: The Office of Strategic Communication is formed.

SCOPE AND CONTENT

Information and Public Image Management Records
1922-2008 (bulk dates: 1980s-1990s)

CATALOG NUMBER YELL 203197

VOLUME 20 LF

DESCRIPTION This collection contains materials related to information and public image management, the bulk of which consists of materials from the Public Affairs Office.

Activities related to public image management include developing standards that help portray a consistent image in publications, uniforms, websites, signs, and all other outreach. It also includes public affairs such as press releases, media presentation, and related materials.

Records relating to public image management can include, but are not limited to: proof sheets, web sites, press releases, media packages, recordings of radio and television appearances by park representatives, in-house newsletters, and social media.

Researchers may find these records valuable on how the National Park Service and Yellowstone National Park publicized and presented itself to the public (i.e. intentional messaging), as well as the public's perception of the park. In addition to individual events, the length of time covered by this collection allows for longitudinal studies of these subjects.

ORGANIZATION This collection is organized into four series:
Series I, Press Releases
Series II, Press Clippings
Series III, Magazine and Journal Articles
Series IV, Media Relations

PROVENANCE Transferred to the archives by various park offices and staff, primarily the Public Affairs Office, often as part of a larger group of records. This record group is accessioned by the National Archives and Records Administration (NARA) and placed on deposit at its affiliated repository, the Yellowstone National Park Archives. These records correspond to the NARA Record Group 79, Records of the National Park Service.

RESTRICTIONS	NO
ASSOCIATED MATERIALS	1988 Fire records, Series X: Media, Yellowstone National Park Archives
	Education and Interpretation records, Series VI: Publications and Brochures and VII: Photographs and Film, Yellowstone National Park Archives
	Management and Accountability Records, Series IV: Special Events, Yellowstone National Park Archives
	Scrapbook Collection (press clippings), Yellowstone Research Library

SERIES DESCRIPTIONS

I. *Press Releases, 1922-2008 (bulk dates: 1950-2008)*

This series includes press releases issued by the park from 1922 to 2008, the bulk of which is from 1950-2008. The press releases cover major event in the park like anniversaries and policy changes in addition to every-day events like road closures, accidents, crimes, wildlife management action, and seasonal and weather information. Major gaps in the series occur from 1923-1935 and from 1943-1947.

II. *Press Clippings, 1929-2006 (bulk dates: 1980s-2006)*

This series contains newspaper clippings, photocopies, and copies of online articles from 1929 to 2006. The bulk of the press clippings are from the late 1980s-2006. The press clippings cover a variety of topics from park attendance, policy and park management, the impact of the 1988 fires, and other significant events in the park. Major contributors include the *Bozeman Chronicle*, the *Casper Star-Tribune*, the *Idaho Post Register*, the *Livingston Enterprise* and the *Billings Gazette*. A large gap in the records occurs from 1949-1986.

III. *Magazine and Journal Articles (bulk dates: 1950s-1970s)*

This series contains magazine and journal articles authored by National Park Service personnel as well as authors not affiliated with the NPS in addition to correspondence regarding various publications. The articles are promotional, informational, or human interest topics. The correspondence is between authors and NPS staff, with the majority being informational or promotional in nature.

IV. *Media Relations, 1966-2002*

This series contains correspondence between park staff and the media, transcriptions of radio programs and interviews, and a VHS recording of a press conference. The correspondence addresses the portrayal of the park in the media and correcting false information shared with the public about the park. The radio transcriptions are from programs featuring informational and human interest stories related to the park. Gaps in these records occur from 1972-1981 and 1985-1994.

CONTAINER LIST

Series	Series Title
01	Press Releases

Box	Title
01	Press Releases, 1922, 1936-1942, 1948-1960
02	Press Releases, 1958-1969
03	Press Releases, 1967, 1969-1976
04	Press Releases, 1976-1989
05	Press Releases, 1981-1986
06	Press Releases, 1986-1994, 1999-2000
07	Press Releases, 2005-2008

Series	Series Title
02	Press Clippings

Box	Title
01	Press Clippings, 1929, 1935-1938, 1940-1948
02	Press Clippings, 1987-1988
03	Press Clippings, 1991
04	Press Clippings, 1991
05	Press Clippings, 1991
06	Press Clippings, 1991
07	Press Clippings, 1992
08	Press Clippings, 1992
09	Press Clippings, 1992
10	Press Clippings, 1993-1996
11	Press Clippings, 1997
12	Press Clippings, 1997-1998
13	Press Clippings, 1997-1999
14	Press Clippings, 1999-2000
15	Press Clippings, 2000-2001
16	Press Clippings, 2001
17	Press Clippings, 2001-2002
18	Press Clippings, 2002
19	Press Clippings, 2002-2003
20	Press Clippings, 2003-2004
21	Press Clippings, 2004-2005
22	Press Clippings, 2005-2006
23	Press Clippings, 2006

Series	Series Title
03	Magazine and Journal Articles

Box	Title
01	Authored by NPS Personnel, 1950s-1960s
02	Authors not affiliated with NPS, 1954-1959, 1962
03	Authors not affiliated with NPS, 1963-1968, 1971, 1973
04	Authors not affiliated with NPS, 1989

Series	Series Title
04	Media Relations

Box	Title
01	Radio and Television Program Transcriptions, News Media Correspondence, 1966, 1970-1971, 1982-1984, 1995, 1997-2002