



The New York Public Library  
Billy Rose Theatre Division

Guide to the

**Jeffrey Richards Associates records**

1976-2002

\*T-Mss 1995-011

Compiled by Susan Malsbury, 2013

## Summary

**Creator:** Jeffrey Richards Associates

**Title:** Jeffrey Richards Associates records

**Date:** 1976-2002

**Size:** 11.76 linear feet (28 boxes)

**Source:** Donated by Jeffrey Richards Associates in 1986, 1995, and 2007

**Abstract:** Jeffrey Richards Associates is a New York City-based theatrical press agency and production office founded in 1977 by press agent and producer Jeffrey Richards. The records contain press materials for the Broadway and Off-Broadway shows that the agency represented from 1976 to 1994 and, to a lesser degree, the agency's shifted focus from publicity to production in the mid-1990s.

### Conditions Governing Access:

Inquiries regarding audio/visual materials will be subject to preservation evaluation and migration prior to access.

**Conditions Governing Use:** The author/creator retains copyright of materials. For information on obtaining permission to publish, contact the Theatre Division at [theatrediv@nypl.org](mailto:theatrediv@nypl.org).

**Preferred citation:** Jeffrey Richards Associates records, Billy Rose Theatre Division, The New York Public Library.

**Processing note:** Compiled by Susan Malsbury, 2013 Material was rehoused in boxes and loose material was put into acid free folders. Original arrangement was retained.

### Related Materials:

American Place Theatre Company records. Billy Rose Theatre Division, New York Public Library for the Performing Arts.

Helen Richards papers. Billy Rose Theatre Division, New York Public Library for the Performing Arts.

## Creator History

Jeffrey Richards Associates is a New York City-based theatrical press agency and production office founded in 1976 by press agent and producer Jeffrey Richards. Richards was born in New York City in 1950 and grew up in the theater business- his mother, Helen Stern Richards, was a general manager, company manager, and press agent. Richards began his career as an independent publicist in 1974, with the Off-Broadway production of *The World of Lenny Bruce*, before forming his own agency.

The Jeffrey Richards Associates represented many Broadway stage plays and musicals including *The Best Little Whorehouse in Texas* (1978), *I'm Not Rappaport* (1985), *Sweet Charity* (1986), *Arsenic and Old Lace* (1986), and *The Best Little Whorehouse Goes Public* (1994). The firm also represented Off-Broadway companies and theaters like the American Place Theatre, the American Jewish Theatre, and the WPA Theater.

Richards made his production debut in 1995 when he produced the Off-Broadway play *The Complete Works of William Shakespeare*. Soon after, he produced *Mere Mortals and Others* (1997) and *Things You Shouldn't Say Past Midnight* (1999). Richards produced his first Broadway production in 2000 with Gore Vidal's *The Best Man*. Throughout the 2000s, Jeffrey Richards Associates shifted more fully to production, though the agency still did its own press representation. Noted press agents have included C. George Willard and Irene Gandy. The agency still produces Broadway plays and musicals at the time of this writing (July 2013).

## Custodial History

Collection was maintained by Jeffery Richards Associates prior to donation.

## Scope and Content Note

The Jeffrey Richards Associates records contain press materials for the Broadway and Off-Broadway shows that the agency represented from 1976 to 1994 and, to a lesser degree, the agency's shifted focus from publicity to production in the mid-1990s.

Press materials make up the bulk of the collection with a particular focus on the agency's work from 1977 to 1984. The press materials consist of correspondence, photographs, press releases, and files regarding publicity stunts. Though the press materials document dozens of productions, certain productions are particularly well-documented, including Broadway shows like *Best Little Whorehouse in Texas* (1978 to 1972); *Carmelina* (1979); *A Talent for Murder* (1981); *Come Back to the 5 & Dime Jimmy Dean, Jimmy Dean* (1982); *Slab Boys* (1983); *So Long on Lonely Street* (1986); *The Best Little Whorehouse Goes Public* (1994); Off-Broadway shows like *Album* (1980) and *Scrambled Feet* (1979 to 1981); and the Takarazuka Theater dance performance at Radio City Music Hall (1989).

The correspondence is primarily outgoing to members of the press regarding scheduling interviews for playwrights, lyricists, producers, and cast members, and issuing invitations to preview performances. Photographs consist of publicity photographs and headshots of cast members. Subjects include Kevin Bacon, Tony Danza, Samuel L. Jackson, John Lithgow, William H. Macy, and Dianne Wiest.

Publicity stunts cover a thirty minute infomercial for *The Best Little Whorehouse Goes Public* and letters from fans responding to a "Name needed" advertisement in the New York Post requesting name

suggestions for the duck character in Scrambled Feet. Occasionally files will contain lyrics, scores, or scripts.

The agency's work with the American Place Theatre is heavily represented in the records and there are files for the Theatre's productions from 1980 to 1985, including a folder of photographs taken for the American Place Theatre's twentieth anniversary celebration in 1983.

Production files are fragmentary and the bulk of the material consists of financial and legal records and stage manager reports for Mere Mortals and Others and Things You Shouldn't Say Past Midnight. There is a full score for The Great American Trailer Park Musical. Also included are video montages, used for publicity purposes, for other shows produced by the agency including Enchanted April, The Caine Mutiny Court-Martial, The Great American Trailer Park Musical, and The Complete Works of William Shakespeare.

**Arrangement:** The collection is arranged by press materials and production files.

## **Key Terms**

### **Geographic Names**

Broadway (New York, N.Y.)  
New York (N.Y.)

### **Genre/Physical Characteristic**

Contracts  
Financial records  
Photographs  
Production materials  
Programs  
Scripts  
Sheet music  
Slides  
Sound recordings  
Video recordings

### **Subjects**

Press agents  
Theater -- New York (State) -- New York  
Theater -- Production and direction

### **Occupations**

Theatrical producers and directors -- United States

### **Names**

Richards, Jeffrey  
American Place Theatre (Organization)

## Container List

b. 8 f. 1-7	Press Materials 1976-1981
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b. 12 f. 1-7	Press Materials 1977-1984
b. 20 f. 1-7	Press Materials 1977-1983
b. 11 f. 1-6	Press Materials 1978-1983
b. 6 f. 1-13	Press Materials 1978-1984
b. 18 f. 1-6	Press Materials 1979-1982
b. 2 f. 1-7	Press Materials 1979-1985
b. 4 f. 1-9	Press Materials 1979-1985
b. 7 f. 1-8	Press Materials 1979-1985
b. 3 f. 1-14	Press Materials 1979-1986
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b. 14 f. 1-4	Press Materials 1980-1982
b. 19 f. 1-5	Press Materials 1980-1982
b. 1 f. 1-11	Press Materials 1980-1984
b. 13 f. 1-5	Press Materials 1981-1984
b. 17 f. 1-5	Press Materials 1981-1986
b. 15 f. 1-7	Press Materials 1982-1984
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b. 28 f. 3-6	Press Materials 1987-1996
b. 25 f. 1-21	Production Files 1997
b. 26 f. 1-19	Production Files 1997
b. 27 f. 1-16	Production Files 1997
b. 28 f. 1-2	Production Files 1997
b. 22 f. 1-6	Production Files 1997-1998
b. 23 f. 1-21	Production Files 1997-1998
b. 23 f. 22	Production Files 1997-1998
b. 24 f. 1-13	Production Files 1997-1998
b. 21 f. 1-8	Production Files 1997-2002