Summary

Creator: Jeffrey Richards Associates

Title: Jeffrey Richards Associates records

Date: 1976-2002

Size: 11.76 linear feet (28 boxes)


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.

Access: Some collections held by the Dance, Music, Recorded Sound, and Theatre Divisions at the New York Public Library for the Performing Arts are held off-site and must be requested in advance. Please check the collection records in the NYPL's online catalog for detailed location information. For general guidance about requesting offsite materials, please consult: https://www.nypl.org/about/locations/lpa/requesting-archival-materials

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.


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:
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 WP A Theater.


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. 9 f. 1-8  Press Materials 1976-1986
b. 5 f. 1-7  Press Materials 1977-1982
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
b. 10 f. 1-5 Press Materials 1979-1986
b. 19 f. 1-5 Press Materials 1980-1982
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
b. 16 f. 1-5 Press Materials 1983-1986
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. 21 f. 1-8 Production Files 1997-2002