



The New York Public Library
Billy Rose Theatre Division

Guide to the

Merlin Group records

1967-1979

*T-Mss 2012-056

Compiled by Matthew Snyder, 2014

Summary

Creator: Merlin Group, Ltd.

Title: Merlin Group records

Date: 1967-1979

Size: 1.89 linear feet (5 boxes)

Source: Unknown.

Abstract: The Merlin Group, Ltd. was a theatrical marketing and publicity company based in New York City. The Merlin Group records, dating from 1967 to 1979, document the publicity work performed by the company for six productions: Chicago, King of Hearts, Trick, The Goodbye People, Coquelico, and The Wiz.

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 materials in the collection may be directed to the Billy Rose Theatre Division (theatre@nypl.org). Audio materials may 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.

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Processing note: Compiled by Matthew Snyder, 2014

Creator History

The Merlin Group, Ltd. was a theatrical marketing and publicity company that was founded in New York City circa 1973 and closed in 1983. It managed publicity for at least 26 Broadway and Off-Broadway productions, including Chicago (1974-1977), The Wiz (1975-1979), King of Hearts (1978), Trick (1979), The Goodbye People (1979), and the circus Coquelico (1979).

Scope and Content Note

The Merlin Group records, dating from 1967 to 1979, document the publicity work performed by the company for six productions: Chicago (1967, 1974-1977), King of Hearts (1978), Trick (1979), The Goodbye People (1979), Coquelico (1979), and The Wiz (1974-1975). The records hold correspondence, press releases, cast and creator files, photographs, negatives, slides, proof sheets, transparencies, clippings, programs, and handbills. The bulk of the collection consists of files for Chicago, including both the original Broadway production and touring productions. The files for King of Hearts also hold substantial content. Correspondence is composed of memos among Merlin staff and between the production and Merlin offices regarding publicity, advertising, or marketing issues. Photograph files hold actor headshots and production images. Photographs can also be found in Cast and Creator Files. The Chicago cast file for Jerry Orbach contains photographs of Orbach in the 1967 Off-Broadway play Scuba Duba.

The collection holds one audio recording, a cassette tape labeled King of Hearts. Inquiries regarding audio materials in the collection may be directed to the Billy Rose Theatre Division (theatre@nypl.org). Audio materials may be subject to preservation evaluation and migration prior to access.

Arrangement: The records are arranged by production title.

Key Terms

Titles

Chicago

Genre/Physical Characteristic

Clippings (information artifacts)
Commercial correspondence
Handbills
Photographs
Press releases
Programs (documents)

Occupations

Press agents

Subjects

Theater -- Public relations
Theater -- United States

Container List

Chicago

- b. 1 f. 1-3 Advertising 1975-1977
- b. 1 f. 4-9 Cast and Creator Files 1967, 1975-1977
- b. 2 f. 1-4 Correspondence 1974-1977
 - b. 2 f. 5 General Tour Information 1974-1975
 - b. 2 f. 6 Memos 1977
- b. 3 f. 1-4 National Tour 1977
- b. 3 f. 5-6 Photographs 1975
- b. 3 f. 7-9 Program Copy 1975
- b. 3 f. 10-12 *Coquelico* 1979
 - b. 4 f. 1 *The Goodbye People* 1979
 - b. 4 f. 2-7 *King of Hearts* 1978
 - b. 5 f. 1-2 *King of Hearts* 1978
 - b. 5 f. 3 *Trick* 1979
 - b. 5 f. 4 *The Wiz* 1975