



The New York Public Library  
Billy Rose Theatre Division

Guide to the

**William Schelble publicity files**

1958-2003 [bulk 1970s-1990s]

\*T-Mss 2005-017

Compiled by Joyce Joseph, 2015

## Summary

**Creator:** Schelble, William, 1930-2012

**Title:** William Schelble publicity files

**Date:** 1958-2003 [bulk 1970s-1990s]

**Size:** 1.9 linear feet (6 boxes, 1 oversized folder)

**Source:** Donated by James Schelble

**Abstract:** William "Bill" Schelble (1930-2012) was a New York-based theater press agent. The William Schelble publicity files date from 1958 to 2003 and document many of the theatrical productions, individuals, and companies he publicized.

**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:**

Audio materials will be subject to preservation evaluation and migration prior to access. Video recordings are available by appointment only.

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**Preferred citation:** William Schelble publicity files, \*T-Mss 2005-017. Billy Rose Theatre Division, The New York Public Library.

**Processing note:** Compiled by Joyce Joseph, 2015

## **Creator History**

William "Bill" Schelble (1930-2012) was a New York-based theater press agent. In 1970, Schelble's job in subscriptions at the Lincoln Center Theater led to a position as a press agent. Over three decades, Schelble represented numerous productions such as *A Chorus Line* (1975), *Amadeus* (1980), *The Rink* (1984), *The Marriage of Figaro* (1985), *Our Town* (1988), *Jerome Robbins' Broadway* (1989), *Lettice and Lovage* (1990), and *Indiscretions* (1995). He also represented individuals and companies such as Chita Rivera, Donna McKechnie, Tennessee Williams, and The Actors Company Theatre (TACT).

## **Scope and Content Note**

The William Schelble publicity files date from 1958 to 2003 (bulk dates 1970s-1990s) and contain press kits, photographs, correspondence, clippings, video recordings, and window card posters. The collection is not a comprehensive representation of Schelble's career, but many of the theatrical productions, individuals, and companies he publicized are documented. The more prominent materials are for *The Rink*, *Jerome Robbins' Broadway*, *Lettice and Lovage*, Tennessee Williams, Donna McKechnie, Chita Rivera, and The Actors Company Theatre (TACT).

**Arrangement:** The collection is arranged alphabetically by production name, individual's name, or company name.

## **Key Terms**

### **Genre/Physical Characteristic**

Clippings (information artifacts)  
Correspondence  
Photographs  
Press releases  
Publicity materials  
Window cards

### **Occupations**

Press agents  
Publicists

### **Subjects**

Publicity -- United States  
Publicity agents -- United States  
Theater -- New York (State) -- New York  
Theater -- Public relations  
Theater -- United States -- 20th century

## Container List

- b. 5 f. 6 *42nd Street* 1980
- b. 1 f. 1-3 The Actors Company Theatre 1990s
  - Ain't Broadway Grand* 1993
  - origvid.221019
  - Video available by appointment only.
- b. 1 f. 4 *Amadeus* 1980
  - Amadeus* 1980
  - origvid.221020
  - Video available by appointment only.
- b. 1 f. 5-6 *Ballroom* 1978
  - Ballroom* 1979
  - origvid.221021
  - Video available by appointment only.
- b. 1 f. 7 *Can-Can* 1981
- b. 5 f. 3 *Cats* 1982
- b. 5 f. 4 *A Chorus Line* 1984
  - A Chorus Line* 1987
  - origvid.221022
  - Video available by appointment only.
- b. 1 f. 8 *Crazy for You* 1992
- b. 1 f. 9 *Dancin'* 1978
- b. 5 f. 3 *Dancin'* 1978
- b. 2 f. 1-2 Davis, Bette 1970s-1980s
- b. 5 f. 6 *Dream Girls* 1981
- b. 5 f. 5-6 *Fiddler on the Roof* 1975-1976
  - o. 1 *Fiddler on the Roof* 1978
- b. 2 f. 3 Goulet, Robert 1996
- b. 2 f. 4 *Indiscretions* 1995
- b. 5 f. 4 *Into the Woods* 1987
  - Jerome Robbins' Broadway*
- b. 2 f. 5 1989
  - 1989
  - origvid.221023
  - Video available by appointment only.
  - Features Only Reel 1989
  - origvid.221024
  - Video available by appointment only.
  - Features Only Reel 1989
  - origvid.221025
  - Video available by appointment only.
  - Montage of Scenes 1989
  - origvid.221026
  - Video available by appointment only.
- b. 2 f. 6 Kander, John and Ebb, Fred 1984

- b. 6 *Kennedy's Children* 1975
- b. 2 f. 7 *Lettice and Lovage* 1990
- b. 5 f. 2 *Lettice and Lovage* 1990
- b. 5 f. 4 *A Little Night Music* 1973
- b. 2 f. 8 *The Marriage of Figaro and The Merry Widow* 1980s
- b. 2 f. 9-11 McKechnie, Donna 1990-2003
  - b. 5 f. 6 *Noah* 1958
  - Our Town* 1988
  - origvid.221027
  - Video available by appointment only.
- b. 3 f. 1 *The Plough and the Stars* 1973
- b. 3 f. 2 *Private Lives* 1983
- b. 3 f. 3 Reynolds, Debbie 1983
- b. 3 f. 4-6 *The Rink* 1983-1984
  - The Rink* 1984
  - origvid.221028
  - Video available by appointment only.
- b. 3 f. 7 Rivera, Chita 1980s
- b. 3 f. 8 The Samuel Beckett Festival 1972
  - b. 6 *A Street Car Names Desire* 1970s
- b. 5 f. 3 *Sugar Babies* 1979
- b. 5 f. 3 *Sweeney Todd* 1979
- b. 3 f. 9 Various 1990-2003
  - Contains press materials from different productions.
- b. 4 f. 1-2 Williams, Tennessee 1970s