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Guide to the University Advancement Videotapes, 1988-2003

Title

University Advancement Videotapes (FV P 210)

Dates

1988-2003 (inclusive)
1991-1998 (bulk)

Creator

Oregon State University. University Advancement.

Summary

The University Advancement Videotapes consist of television spots promoting Oregon State University; television news reports pertaining to OSU; special events recordings; raw footage of campus scenes and athletic events; and video recordings of University Marketing focus groups.

Quantity

4.35 cubic feet, including 141 videotapes (5 boxes)

Restrictions on Access

Collection is open for research. Permission of the University Archivist may be required for viewing recordings of focus groups.

Oregon State University Libraries, University Archives
121 The Valley Library
Oregon State University
Corvallis, OR 97331-4501
Phone: 541-737-2165
Email: archives@oregonstate.edu
Web: <http://osulibrary.oregonstate.edu/archives>

Finding aid prepared by Elizabeth Nielsen, 2008.

Historical Note

The Division of University Advancement promotes the image of Oregon State University by coordinating the communication and marketing activities of the university. The Division is comprised of News and Communications, Research Communications, Publications, Marketing, University Events, and Trademark Licensing.

Content Description

The University Advancement Videotapes consist of television spots promoting Oregon State University and videotapes used for student recruitment; recordings of television news reports regarding notable OSU events; recordings of special events; raw footage of campus scenes, athletic events, and OSU alumni to be included in television spots, recruiting videos, or other productions; and recordings of focus groups organized by University Marketing to assess responses to Oregon State University advertisements and publications.

The videotapes include footage pertaining to the Electrical and Computer Engineering Building (Owen Hall); Earnest Killum's death in 1992; the OSU Printing Department fire; notable OSU alumni such as Linus Pauling, Terry Baker, Mercedes Bates, and Doug Engelbart; notable OSU faculty such as Bruce Mate, Jane Lubchenco, Annette Rossignol, and Warren Kronstad; the Austin Family Business Program and the College of Business; research programs in natural resources and biotechnology; the Hinsdale Wave Research Laboratory; and the College of Engineering.

Several videotape formats are represented in the collection. The bulk of the collection (141 items) are VHS; 31 of the tapes are Betacam or BetacamSP format; 5 are 1" Type C open reel; and 1 item is 3/4" Umatic.

Restrictions on Use

Copyright, reproduction, and use restrictions may apply to the videotape recordings from television broadcasts.

Preferred Citation

University Advancement Videotapes (FV P 210), Oregon State University Archives, Corvallis, Oregon.

Acquisition Information

Materials were transferred from the Division of University Advancement and its predecessor units from 1996 through 2005.

Future Additions

Additions to the collection are expected.

Processing Note

This collection is not fully processed; this guide is preliminary.

Additional Reference Guides

[Preliminary container list](#) available online.

Related Material

The University Advancement Records (RG 210) and Photographs (P 210) also document the communications and marketing activities of Oregon State University. The News and Communications Moving Images (FV P 057) also include television spots and other productions by or about Oregon State University. Moving images produced by or about the Extension Service or Experiment Station are available in the [Extension and Experiment Station Communications Moving Images \(FV P 120\)](#), the [Experiment Station Communications Films \(FV P 132\)](#), and the [Agricultural Experiment Station Motion Picture Films \(FV P 029\)](#).

Subjects

This collection is indexed under the following headings in the OSU Libraries Catalog. Researchers desiring materials about related topics, persons, or places should search the catalog (<http://oasis.oregonstate.edu>) using these headings.

Individuals

Baker, Terry

Kronstad, Warren E. (Warren Ervind), 1932-

Lubchenco, Jane

Mate, Bruce R.

Pauling, Linus, 1901-1994

Rossignol, Annette

Organizations

Oregon State University--Alumni and alumnae.

Oregon State University--Buildings.

Oregon State University--Faculty.

Oregon State University--Research.

Oregon State University--Students.

Oregon State University. College of Business.

Oregon State University. College of Engineering.

Topics

College buildings--Oregon--Corvallis.

Universities and colleges--Public relations--Oregon--Corvallis.

Forms of Materials in the Collection

Videotapes.