



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
- origvid.221019 *Ain't Broadway Grand* 1993
Video available by appointment only.
- b. 1 f. 4 *Amadeus* 1980
- origvid.221020 *Amadeus* 1980
Video available by appointment only.
- b. 1 f. 5-6 *Ballroom* 1978
- origvid.221021 *Ballroom* 1979
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
- origvid.221022 *A Chorus Line* 1987
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
- origvid.221023 1989
Video available by appointment only.
- origvid.221024 Features Only Reel 1989
Video available by appointment only.
- origvid.221025 Features Only Reel 1989
Video available by appointment only.
- origvid.221026 Montage of Scenes 1989
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
- origvid.221027 *Our Town* 1988
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
- origvid.221028 *The Rink* 1984
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