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Billy Rose Theatre Division

Guide to the
Cromarty & Company records

1988-1990

*T-Mss 1991-021

Compiled by L. Reyman, February 2012

Summary

Creator: Cromarty, Peter

Title: Cromarty & Company records, 1988-1990

Size: 3.36 linear feet (8 boxes))

Source: Donated by Cromarty & Company, 1991

Abstract: Cromarty & Company is an entertainment public relations and marketing company founded in 1988 by Peter Cromarty. The collection consists of administrative records documenting the work of the organization and dates from 1988 to 1990.

Access: Collection is open to the public. Library policy on photography and photocopying will apply. Advance notice may be required.

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Creator history

Peter Cromarty founded Cromarty & Company in 1988. Cromarty & Company is an entertainment public relations firm, which has represented performers and productions for nearly 25 years. The Company is based in New York City, but also has satellite offices in Palm Beach, California and Boston, Massachusetts.

Cromarty & Company is a boutique public relations firm that specializes in clever campaigns between its clients and media. The Company has worked for Broadway and Off-Broadway productions, dance companies, cabaret performers, cultural institutions, festivals and a variety of theater organizations. Some of these current and former productions include: "Liza's at the Palace," "Victor/Victoria," "Damn Yankees," "Kenny Loggins" and "Oba, Oba."

Scope and content note

The collection contains company records and includes press releases, photographs, clippings and correspondence. The correspondence is limited and consists primarily of faxes on thermal paper. Photographs are mainly head shots accompanied by resumes and publicity shots of productions with captions.

Arrangement

The records are arranged alphabetically.

Key terms

Subjects

Theater -- Public relations

Names

Cromarty & Company

Cromarty, Peter

Container list

- b.1 f.1 *American Bagpipes*, 1989
- b.1 f.2 American Jewish Theatre, 1988-1989
- b.1 f.3 *And The Soul Shall Dance*, 1990
- b.1 f.4 *Apocolyptic Butterfly*, 1989
- b.1 f.5 Aspen, Nelson Page, 1988-1989
- b.1 f.6 The Barrow Group, 1989-1990
- b.1 f.7-8 *Bittersuite*, 1987
- b.2 f.1-6 *Blues In The Night*, 1988
- b.3 f.1 *Brimstone and Treacle*, 1989
- b.3 f.2 Bro, Judy, 1989
- b.3 f.3 Broadway Cares, 1989
- b.3 f.4 Casting Society of America, 1990
- b.3 f.5 Classical Stage Company Repertory, 1990
- b.3 f.6-7 *Closer Than Ever*, 1989-1990
- b.4 f.1-3 *Come As You Are*, 1989
- b.4 f.4 *Crossin' The Line*, 1989
- b.4 f.5 *Danny Curtis*, 1987-1989
- b.4 f.6 *Deadly Secrets*, 1989
- b.4 f.7 *Don Juan of Seville*, 1988
- b.4 f.8 Donnelly, Christine, 1989
- b.4 f.9 *Down To Earth*, undated
- b.4 f.10 *Elaine's Daughter*, 1987
- b.4 f.11 *Esther Williams*, 1988
- b.4 f.12 Equity Fights AIDS, 1988
- b.4 f.13 Gala, 1988
- b.5 f.1 *Gifts of the Magi*, 1987-1989
- b.5 f.2 *Godspell*, 1988
- b.5 f.3 Golden Theatrical Group, undated
- b.5 f.4 *Goose! Beyond the Nursery*, 1990
- b.5 f.5 Gotham City Improv, 1989
- b.5 f.6 *Hamlet*, 1989
- b.5 f.7 *Juba: A New Musical*, 1991
- b.5 f.8 Harnar, Jeff, 1988-1989
- b.5 f.9 *Infidelities*, 1990
- b.5 f.10 Italian Plays, 1987-1988
- b.5 f.11 *Kenny Loggins On Broadway*, 1988
- b.6 f.1 Kruger, Jonathan, 1988
- b.6 f.2 *Little Women: The Tragedy*, 1989
- b.6 f.3 Machado, Eduardo, 1990
- b.6 f.4 *Madame de la Carliere*, 1988
- b.6 f.5 *The Majestic Kid*, 1988
- b.6 f.6 Manne, Noah, 1988

- b.6 f.7-9 *The Man Who Shot Lincoln*, 1989
- b.7 f.1 *Marilyn: An American Tale*, 1983
- b.7 f.2 Miscellaneous, 1985-1990
- b.7 f.3 Mr. Abbott Award, 1988
- b.7 f.4 Musical Theatre Works, 1988-1989
- b.7 f.5 *Naked Angels*, 1990
- b.7 f.6-7 *Oba Oba '90*, 1990
- b.7 f.8 Pan Asian Repertory Theatre, 1989
- b.7 f.9 Pavlovsky Marathon, 1988
- b.7 f.10-11 *Paedra Britannica*, 1988
- b.8 f.1 Quebec Plays, 1986
- b.8 f.2 *Rameau's Nephew*, 1988-1989
- b.8 f.3 *The Revelation of John*, 1989
- b.8 f.4 *Sid Caesar and Company*, 1989
- b.8 f.5 Soho Repertory Theatre, 1989
- b.8 f.6 *The Song of Shim Chung*, 1989
- b.8 f.7 *Sugar Hill*, 1990
- b.8 f.8 Tabakov, Oleg, 1988
- b.8 f.9 *Tales of Tinseltown*, 1988
- b.8 f.10 *Ten Percent Revue*, 1988
- b.8 f.11 *With My Eyes Wide Open...*, 1989
- b.8 f.12 Women's Interart Center, undated