



# Guide to the Hal Goodtree papers, 1987-2004 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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## Summary

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**Collection Title:**

Hal Goodtree papers, 1987-2004 and undated

**Creator:**

Goodtree, Hal

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

Advertising executive and producer for Benton & Bowles (DMB&B) and other agencies, primarily based in New York; later self-employed as a commercial producer and documentary filmmaker based in Cary, N.C. Collection includes correspondence and television commercial production notes (including bids, casting notes, shooting sequences, storyboards, staffing lists and expense reports) and audiovisual materials in multiple formats (videocassettes, digital video, video tape reels). Companies represented include Audi, Cheerwine, HBO, Health-tex (VF Corp.), Leukemia & Lymphoma Society, New York Times, NFL, Road Runner (Time Warner) and the U.S. Postal Service. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

7.0 Linear Feet

**Language:**

Materials in English

**Collection ID:**

RL.11614

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1h32q>

**Preferred Citation**

[Identification of item], Hal Goodtree papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## **Background**

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### **Scope and Content**

Collection includes correspondence and television commercial production notes (including bids, casting notes, shooting sequences, storyboards, staffing lists and expense reports) and audiovisual materials in multiple formats (videocassettes, digital video, video tape reels). Companies represented include Audi, Cheerwine, HBO, Health-tex (VF Corp.), Leukemia & Lymphoma Society, New York Times, NFL, Road Runner (Time Warner) and the U.S. Postal Service. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

### **Biographical/Historical**

Producer, Benton & Bowles 1981-1994; founder of Goodtree & Company, an umbrella organization based in Cary, N.C.; Awards: 1995 Emmy for best sports promotional announcement (New York Mets, Sportschannel); 2002 Cannes advertising Golden Lion for an anti-smoking PSA for Alabama Tobacco Free Families; Producer of documentaries "American Tobacco and the Durham Renaissance" (2014) and "Soldiers of Truth--The History of Shaw University" (2017)

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## **Arrangement**

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Organized into the following series: Production Records; Audiovisual Materials.

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## **Administrative Information**

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### **Publication Statement**

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### **Access Restrictions**

Collection is open for research.

### **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### **Acquisition Information**

The Hal Goodtree papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2018.

### **Processing Information**

Processed by Claire Payton, May 2018;

Accessions described in this collection guide: 2018-0039

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections:

Cause Marketing Forum. Halo Awards records;

D'Arcy Masius Benton & Bowles archives;

J. Walter Thompson Company. Anthony J. Viola papers;

Joy Golden papers;

Leonard Sirowitz papers;

Richard W. Pollay. Tobacco industry promotion (TIPS) collection

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## Names and Subjects

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- Advertising
- Advertising -- United States -- History
- Advertising executives
- Television advertising
- Television commercials
- John W. Hartman Center for Sales, Advertising & Marketing History
- Home Box Office (Firm)
- New York Times
- National Football League
- Time, Inc.
- United States Postal Service

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## Collection Inventory

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### Production Records, 1998-2004, undated

1998	Box 1
2001-2002	Box 1
<b>Physical Description:</b> 3 folders	
2003	Box 1
2003	Box 1
2002	Box 1
<b>Physical Description:</b> 3 folders	
2004	Box 1
1998	Box 2
<b>Physical Description:</b> 2 folders	

2001	Box 2
<b>Physical Description:</b> 3 folders	
2000	Box 2
<b>Physical Description:</b> 2 folders	
2004	Box 2
2004, undated	Box 2
2000	Box 2
2004	Box 2
<b>Physical Description:</b> 2 folders	
2000	Box 3
2001	Box 3
<b>Physical Description:</b> 2 folders	
1999	Box 3
<b>Physical Description:</b> 4 folders	
2003	Box 3
2001	Box 3
2000	Box 3
2001	Box 3
1999	Box 3
1998	Box 3
<b>Physical Description:</b> 3 folders	

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### Audiovisual Materials, 1987-2002, undated

1995	Box AV1 > Video-cassette RL11614-VHS-001
1995	Box AV1 > Video-cassette RL11614-VHS-002

1990	Box AV1 > Video-cassette RL11614-VHS-003
1993	Box AV1 > Video-cassette RL11614-VHS-004
1991	Box AV1 > Video-cassette RL11614-VHS-007
1992	Box AV1 > Video-cassette RL11614-VHS-005
1990	Box AV1 > Video-cassette RL11614-VHS-006
1990	Box AV1 > Video-cassette RL11614-VHS-008
1990	Box AV1 > Video-cassette RL11614-VHS-009
undated	Box AV1 > Video-cassette RL11614-VHS-010
undated	Box AV1 > Video-cassette RL11614-VHS-011
undated	Box AV1 > Video-cassette RL11614-VHS-012
1989	Box AV1 > Video-cassette RL11614-VHS-013
1990	Box AV1 > Video-cassette RL11614-VHS-014
2000	Box AV1 > Video-cassette RL11614-VHS-015
2000	Box AV1 > Video-cassette RL11614-VHS-016
2000	Box AV1 > Video-cassette RL11614-VHS-017
undated	Box AV1 > Video-cassette RL11614-VHS-018

1993	Box AV1 > Video-cassette RL11614-VHS-019
undated	Box AV1 > Video-cassette RL11614-VHS-020
1995	Box AV1 > Video-cassette RL11614-VHS-021
1995	Box AV1 > Video-cassette RL11614-VHS-022
2002	Box AV1 > Video-cassette RL11614-VHS-023
2002	Box AV1 > Video-cassette RL11614-VHS-024
1998	Box AV1 > Video-cassette RL11614-VHS-025
1995	Box AV1 > Video-cassette RL11614-VHS-026
undated	Box AV1 > Video-cassette RL11614-VHS-027
1998	Box AV1 > Video-cassette RL11614-VHS-028
1993	Box AV2 > Video-cassette RL11614-Umatic-001
undated	Box AV2 > Video-cassette RL11614-Umatic-002
1987	Box AV2 > Video-cassette RL11614-Umatic-003
1992	Box AV2 > Video-cassette RL11614-Umatic-004
1992	Box AV2 > Video-cassette RL11614-Umatic-005
1992	Box AV2 > Video-cassette RL11614-Umatic-006

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1995	Box AV2 > Video-cassette RL11614-D2-001
1997	Box AV2 > Video-cassette RL11614-D2-002
1989	Box AV2 > Video-reel RL11614- Vid1-001
1994	Box AV3 > Video-reel RL11614- Vid1-002
undated	Box AV3 > Video-reel RL11614- Vid1-003
1990	Box AV3 > Video-reel RL11614- Vid1-004
1993	Box AV3 > Video-reel RL11614- Vid1-005
1994	Box AV3 > Video-reel RL11614- Vid1-006
1993	Box AV3 > Video-reel RL11614- Vid1-007

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