



The Wittliff Collections

Guide to the Under the Hat Productions Collection 1984-2000

Collection SWWC-082

Descriptive Summary

Creator:

Title: Guide to the Under the Hat Productions Collection

Dates: 1984-2000

Abstract: Cash Edwards and Roger Polson created the collection for Under the Hat Productions during the company's sixteen year existence starting in 1984 and ending in 2000. The majority of the papers contained are from the period of 1996 through 1999. The papers include a wide variety of promotional materials for their artist clients as well as a number of market research materials and press clippings.

Identification: SWWC-082

Extent: 2 Linear Feet, 5 boxes

Language: English

Repository: The Wittliff Collections, Texas State University

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Historical Notes

Cash Edwards, a fourth generation Texan, spent many summers at her grandparents' farm in San Benito, Texas, where she encountered a wide variety of American and Mexican music through live performance and radio. Throughout her childhood and adolescence, she traveled with her Air Force father and experiences exposed her to classical music, ballet, and European folk music which fostered her appreciation of American folk music. Edwards received her BA in Economics from Wells College in New York prior to returning to Texas where she pursued a graduate degree in Agricultural Economics at Texas A&M University. After her time at A&M, she migrated to Austin around the same time as some of the other Bryan/College Station “front porch” crowd which included Robert Earl Keen and Lyle Lovett.

Edwards moved to California in 1984 where her tenure as the publicist for Freight and Salvage and her work with the historic Fort Mason Club in San Francisco helped evolve her company into a booking agency and Under the Hat Productions was born.

Returning to Austin in 1987, Edwards began booking bluegrass, Cajun, folk, and Texas singer-songwriters. Her logo was designed by Austin artist Guy Juke. Roger Polson joined as a partner in 1998. She, and later, her team, guided the careers of many successful national and regional acts. Edwards closed the agency in 2000, after 16 years, and went on to work as a publicist for the Folk Alliance.

Scope and Contents

Cash Edwards and Roger Polson created the 2 linear feet collection of papers for Under the Hat Productions during the company's sixteen year existence starting in 1984 and ending in 2000. The majority of the papers contained are from the period of 1996 through 1999. The papers include a wide variety of promotional materials for their artist clients as well as a number of market research materials and press clippings. The archivist altered the original order of the collection by alphabetizing the clients and combining materials that pertained to each artist. The creators maintained individual client files and these were honored in the new arrangement. The collection is in to two series, Artists Files and Market Research. The first series is arranged alphabetically by artist and contains promotional materials maintained by the staff. Each of the files contain some or all of the documents including press kits, photographs, negatives and slides, press releases, stage plots, resumes and biographies, flyers, posters, calendars, and mailing or emailing lists. There are clippings and reviews plus advertising, including newspaper and magazine reviews, listings, catalogs, ad tear sheets and photo copies. Also included are financial materials, contracts arranged chronologically, itineraries, travel arrangements, and correspondence with notes, postcards, and letters from artists. The second series contains market research materials. Also maintained by the staff, there are documents including magazines and organization newsletters. There are a few artists that are more prominently represented. These are the most successful of the artists and include Christine Albert, Ray Wylie Hubbard, Terri Hendrix, Hugh Moffatt, Katie Moffatt, and Pat Mears. In the folder for various artists, each is represented by as few as one document and no more than five. As an example, Ray Wylie Hubbard has 2 folders of contracts for the year 1996. The breadth of venues includes everything from in-store appearances to festival dates both national and international. The individual biographical sketches, press releases for creative output, and the press kits provide insight into careers the represented artists, venues, travel range, and the "neighborhood" of the Austin Music Scene during the dates represented. The records for the majority of the artists are significantly limited, while the most commercially successful artists have substantial records in the collection. The most revealing parts of the collection include the bios and the press releases and the contracts, documentary evidence of financial income. There are no papers concerning Under the Hat's organization, finances, or history, and most materials concerning bluegrass artists are at the International Bluegrass Music Association Museum in Nashville, TN The collection provides a simple snapshot into the professional careers of the Texas singer-songwriters of the

late twentieth century in the Greater Austin area, who were clients of Under the Hat Productions.

Administrative Information

Conditions Governing Access

Collection is open for research.

Immediate Source of Acquisition

Gift of Cash Edwards and Roger Allen Polson, 2001

Preferred Citation

The Under the Hat Productions Collection, The Wittliff Collections, Texas State University.

Conditions Governing Use

Materials from the Wittliff Collections are made available for use in research, teaching, and private study. The user assumes responsibility for determining copyright status, obtaining permission to publish, and abiding by U.S. copyright laws.

<https://www.thewittliffcollections.txstate.edu/research/visit/policies/publication.html>

Controlled Access Headings

- Music -- Texas
- Music publicity
- Musicians -- Texas

Detailed Description of the Collection

Series I: Artist Files, 1984-2000

Box	Folder	
1	1	Albert, Christine
1	2	Bridger, Bobby
1	3	Burrell, Julie
1	4	Campbell, Sarah Elizabeth
1	5	Dawson, Julian
1	6	Delph, Glen
1	7	Egge, Anna
1	8	Flores, Rosie
1	9	Foster, Ruthie
1	10	Gilkyson, Eliza
1	11	Gillman/Deville
1	12	Glasse, Paul
1	13	Heinrich, Roy
2	1	Hendrix, Terri
2	2	Hinojosa, Tish
3	1-2	Hubbard, Ray Wylie
3	3	Hudson and Franke
3	4	Keating, Vicky Pratt
3	5	Kenedy, Pete
3	6	Kentucky Rose
3	7	Mathews, Iain
3	8	Mears, Pat
3	9	Michael, Walt
4	1-2	Moffatt, Hugh
4	3-6	Moffatt, Katie
5	1	Taylor, Eric
5	2	Trout Fishing in America
5	3	Wall, Chris
5	4	Various

Series II: Market Research, 1984-2000

