



Guide to the Douglass L. Alligood Papers, 1963-2013

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

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Summary

Collection Title:

Douglass L. Alligood papers, 1963-2013

Creator:

Alligood, Douglass L.

Source:

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

Abstract:

Advertising executive with BBDO and Uniworld agencies, and RCA. One of the first African Americans to become an executive in the advertising industry in the United States Collection spans the years 1963-2013, with the bulk of materials spanning 1980-2006. It contains primarily of research reports focused on ethnic minority (African American, Asian, Hispanic) and youth consumer market demographics and media issues such as television viewing habits. The collection also includes clippings and a 1963 audio recording, *Adventures in Negro History*. Companies referenced in the materials include BBDO, RCA, Chrysler and Pepsi. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

1 Linear Feet

100 Items

Language:

Material in English

Collection ID:

RL.10058

Permalink:

<https://idn.duke.edu/ark:/87924/m1rc7j>

Preferred Citation

[Identification of item], Douglass L. Alligood Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection spans the years 1963-2013, with the bulk of materials spanning 1980-2006. It contains primarily of research reports focused on ethnic minority (African American, Asian, Hispanic) and youth consumer market demographics and media issues such as television viewing habits. The collection also includes clippings and a 1963 phonograph record, *Adventures in Negro History*. Companies referenced in the materials include BBDO, RCA, Chrysler and Pepsi.

Biographical/Historical

Chronology List

Date	Description
1956	Bachelor of Fine Arts, Bradley University.
1957-1960	Service, United States Air Force.
1962-1971	Media Planner, Marketing Group Supervisor, Account Executive, BBDO.
1971-1983	Director of Corporate Advertising, Radio Corporation of America.
1983	President, Uniworld.
1984-2013	Senior Vice-President for Horizontal/Special Markets, BBDO
1994	Centurion Society, Bradley University
2005	Publication of <i>Color Television</i> , co-authored with Cristina Pieraccini

Date	Description
2010	ADCOLOR Lifetime Achievement Award
2011	BBDO and Bradley co-sponsor the Douglass L. Alligood Award, to fund capstone student projects that promote diversity in business.

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Arrangement

Arranged alphabetically.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Researchers must register and agree to copyright and privacy laws before using this collection.

In addition, original audiovisual materials are closed to patron use. Research Services staff need to produce use copies before contents can be accessed.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48-hours to retrieve these materials for research use.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

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 Douglass L. Alligood Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2013.

Processing Information

Processed by Richard Collier, June 2013

Encoded by Richard Collier, October 2013

Accession 2013-0091 is described in this collection guide.

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Related Materials

Related Material

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

<http://library.duke.edu/rubenstein/findingaids/achenbaumalvin/>

<http://library.duke.edu/rubenstein/findingaids/brownjim/>

<http://library.duke.edu/rubenstein/findingaids/goldenjoy/>

<http://library.duke.edu/rubenstein/findingaids/jwtaccountfiles/>

<http://library.duke.edu/rubenstein/findingaids/jwtchicagomediaresources/>

<http://library.duke.edu/rubenstein/findingaids/jwtdetroitgoldfarb/>

<http://library.duke.edu/rubenstein/findingaids/jwtnewyorkresearchdept/>

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Names and Subjects

- Asian American consumers
- African American television viewers
- Phonograph records
- Television viewers -- United States
- Young consumers
- Minority television viewers -- United States
- Television advertising
- Television advertising -- United States
- Television -- Social aspects -- United States
- Marketing research -- United States
- Marketing research
- Hispanic American television viewers
- Hispanic American consumers
- Demographic surveys -- United States
- Demographic surveys
- Advertising
- Advertising -- History
- Advertising -- United States -- History
- Advertising agencies
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Advertising and youth
- Advertising executives
- Advertising executives -- United States
- African American consumers
- Alligood, Douglass L.
- Batten, Barton, Durstine & Osborn, Inc.
- Chrysler Corporation
- John W. Hartman Center for Sales, Advertising & Marketing History
- Pepsi-Cola Company
- Radio Corporation of America

Collection Inventory

Printed Materials, 1963-2013

Aging Americans, 2006	Box 1
Analysis of Black Audience Primetime Network Viewing Preferences, 1985, 1987	Box 1
Physical Description: 2 folders	
Asian Population of New York, 2002	Box 1
Asian Populations in the U.S. Today, 2003	Box 1
BBDO Diversity Inc./Minority Advertising: A Plan for Profit, 1998	Box 1
BBDO Media Update (newsletter), 1988-1989	Box 1
BBDO Special Markets Opportunities	
Vol. 4 no. 2 Targeting Diversity, 1999	Box 1
Vol. 4 no. 3 Urban Inspiration, 1999	Box 1
Vol. 4 no. 4 Urban Highways, 1999	Box 1
Vol. 4 no. 5 New for Year 2000, 1999	Box 1
Vol. 4 no. 6 Reaching Ethnic Markets, 2000	Box 1
Vol. 4 no. 7 Urban Matrix, 2000	Box 1
BBDO Special Markets Update, 1991	Box 1
Black Consumer Market: RCA Consumer Electronics Discussion Paper, 1979	Box 1
Black Consumer Market Facts, 1993	Box 1
Black Television Viewing, 1996	Box 1
Black TV Viewing Choices, 2007	Box 1
Black TV Viewing Preferences, 2003	Box 1

Black Viewer Preferences, 2006	Box 1
Black Viewers Broaden Their Choices, 1999	Box 1
Black Viewers Sharpen Their Focus, 2000	Box 1
Black Viewing of Primetime Television, 1989-1990	Box 1
Black Viewing Preferences, 2002	Box 1
Clippings, 1966-1969	Box 1
CV/Biographical sketch, 2013	Box 2
Editorial + Audience Selected Minority Publications, 2001-2002	Box 2
Physical Description: 2 folders	
Hispanic Consumer Market Facts, 1993	Box 2
Hispanic Dimensions II, 2004	Box 2
Hispanic Readers of Consumer Publications, 1990	Box 2
Hispanic Readers of General Audience Consumer Publications, 1989	Box 2
Hispanics and Network Television, 2003	Box 2
Negro Media Analysis for Chrysler Motors Corporation, 1963	Box 2
Pepsi-Cola Co. Education Marketing Sessions II, 1985	Box 2
Special Markets: What Makes Them Special?, 1996	Box 2
Physical Description: 2 folders	
Top 20 Black and Hispanic DMA Market Rank and Demographic Rank, 2003	Box 2
Youth in the City, 2006	Box 2

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Audiovisual Materials, 1963

Adventures in Negro History. Produced by
Highlight Radio Productions, Detroit, Mich.
HRP-101; sponsored by Pepsi-Cola Co. 12"
Record album. Two copies with different cover
art. 1963

Box 3

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