



Guide to the John R. Bittner Papers, 1918-1994 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

John R. Bittner papers, 1918-1994 and undated

Source:

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

Creator:

Bittner, John R., 1943-

Abstract:

Professor of mass communications and administrator at University of North Carolina-Chapel Hill.

Extent:

3 Linear Feet (500 items)

Language:

Materials in English

Collection ID:

RL.10987

Permalink:

<https://idn.duke.edu/ark:/87924/m1h30z>

Preferred Citation

[Identification of item], John R. Bittner Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection consists mainly of advertisements and some marketing and sales items collected by Bittner and used largely as source material for illustrating his publications. Formats comprising clipped advertisements (dating from 1919), tear sheets, storyboards, photographs, annual reports, news releases, and catalogs focus on products (including Coca-Cola), clothing, media (television

and radio), and electronics. Acquired as part of the John W. Hartman Center for Sales, Advertising and Marketing History.

Biographical/Historical

Biographical timeline

Date	Description
1943 May 4	Born, Greensburg, Pa.
1965-1967	Reporter, KXON AM-TV, Mitchell, S.Dak.
1967	B.A., Curriculum in Educational Research, Dakota Wesleyan University
1968-1971	News Director, WAZY AM/FM, Lafayette, La.
1970	M.A., Communications, Purdue University
1972	PhD., Communications, Purdue Communications
1972-1973	Assistant Professor of Telecommunications, Director of Center for Media Research, University of Oregon
1977	Mass Communication: An Introduction (textbook); 2nd edition 1980; 3rd edition 1983; 4th edition 1986; 5th edition 1989; 6th edition 1996
1980	Broadcasting: An Introduction (textbook); 2nd edition (as Broadcasting and Telecommunication) 1985; 3rd edition 1991

Date	Description
1980-2002	University of North Carolina, Chapel Hill: positions with the Department of Communication Studies (1980-1983); Department of Radio, Television and Motion Pictures (1980-1990); Graduate School (1984-1990); School of Journalism and Mass Communication (1991-2002)
1985	Fundamentals of Communication (textbook); 2nd edition 1988
1973-1980	Associate Professor of Communications Arts and Sciences, Director of Broadcast Communications, Depauw University General Manager, WGRE-FM, Greencastle, Ind. (PBS affiliate at Depauw University)
2002 Apr. 9	Died, Chapel Hill, N.C.

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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.

Processing Information

Processed by: Richard Collier, Feb. 2015

Accessions described in this finding aid: [2003-0105]

Acquisition Information

The John R. Bittner Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2003.

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.

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Names and Subjects

- Photographic prints
- Press releases
- Marketing
- Mass media -- United States
- Advertising -- Brand name products.
- Brand name products -- United States
- Branding (Marketing)
- Radio advertising
- Television advertising
- Advertising -- Clothing and dress
- Advertising -- Data processing.

- John W. Hartman Center for Sales, Advertising & Marketing History
- Coca-Cola Company

Collection Inventory

John R. Bittner papers, 1918-1994 and undated

Bittner resume, 1943-2002, 2002	Box 1
1-800 Collect, undated	Box 1
America Online, 1993-1994	Box 1
Apple Computer, undated	Box 1
Arbitron, 1977-1993	Box 1
Arbitron, 1977-1993	Box 1
Arbitron, 1977-1993	Box 1
CBS News, 1981	Box 1
Charles Michelson Inc., undated	Box 1
Church of Jesus Christ of Latter Day Saints, 1988	Box 1
Coca-Cola, 1988, undated	Box 1
Columbia Phonograph, circa 1905	Box 1
Committee on Public Information (WWI), undated	Box 1
CompuServe, 1994	Box 1
Direct Marketing Association, 1990	Box 1
Harry & Dave (Bear Creek Orchard), 1936, undated	Box 1
Hearst Magazines, undated	Box 1
Hitchcock Marketing Services, 1978	Box 1

King World Productions, 1987	Box 1
Kodak, 1989-1991	Box 1
Land's End, 1990	Box 1
L.L. Bean, undated	Box 1
Hewlett-Packard, 1982	Box 1
Mister Rogers' Neighborhood, undated	Box 2
Mister Rogers' Neighborhood, undated	Box 2
Mister Rogers' Neighborhood, undated	Box 2
Mister Rogers' Neighborhood, undated	Box 2
National Archives WWII 50th Anniversary Commemoration, 1991-1995	Box 2
National Association of Broadcasters, 1980	Box 2
National Black Network, 1981-1988	Box 2
NBC-TV Network, undated	Box 2
NCNB (North Carolina National Bank; McKinney & Silver storyboards), 1983	Box 2
NEC, 1982-1983	Box 2
Office of War Information (WWII), undated	Box 2
Panasonic, 1981-1983	Box 2
Radio Havana Cuba, 1988	Box 2
Roadside Americana (Mail Pouch sign), undated	Box 2
Sesame Street, 1976	Box 2
Sheet music, When Lindy Comes Home (George M. Cohan), 1927	Box 2
Spiegel history, 1964-1989	Box 2
Talbot's, 1989-1990	Box 2

Texas Instruments, 1983	Box 2
Time Magazine, March of Time, 1934	Box 2
United Airlines Japanese inflight magazine, 1990	Box 2
Universal Data/Motorola, 1981	Box 2
Wall Street Journal, 1986-1987	Box 2
Westinghouse, undated	Box 2
Windjammer Cruises, undated	Box 2
WWII Liberty Loan posters, undated	Box 2
Xerox, 1982	Box 2
Yankee Publishing, 1987	Box 2
Bell Telephone/AT&T, undated	Box 3
Columbia Phonograph, 1918-1920, undated	Box 3
Coca-Cola, 1974, undated	Box 3
Dispatch News Service, 1927-1928	Box 3
Electric appliances--Burroughs, General Electric, Radiola, Sparton Radio, 1923-1969	Box 3
International--Jewelite food stores (Spanish), Mitsubishi/Tobishi/Honda (Japanese), 1988, undated	Box 3
Media--Casey Kasem, CBS News, Coventry Romances, Licensing Corporation, MTV News, Nelson Doubleday, Pictorial Review, Washington Post, WWBT, 1931-1989, undated	Box 3
Miscellaneous--Black Velvet (Larry Hagman), Blue Cross Blue Shield, Christian Dior, GE lamps, Hermosillo/Lassen County, Karo, Kemper-Thomas, LL Bean, Lux/Spencer Corsets, Muriel Cigars (Susan Anton), Old Grand Dad,	

Pabst/White Trucks, Revlon Scoundrel, Snider's Catsup, US Tape and Label, 1919-1982, undated	Box 3
Photography--Kinetoscope, Kodak, Minox, Sony, undated	Box 3
Public Service--Distilled Spirits Council, Have a Nice Day, Minnesota Department of Public Safety, Tri-a-Ride, US Department of Transportation (Lorne Green), 1993, undated	Box 3
Telephone/Telegraph--British Telecom, Wireless Telegraph Signal, undated	Box 3
Travel/Transportation--Dollar Rent-a-Car, Hertz (OJ Simpson), Hotel del Monte/Palace Hotel, Rock Island, Stevens-Duryea, undated	Box 3
Miscellaneous--Carolina Power & Light, Philips, Royal Caribbean, 1994	Box 4
WWII Liberty Loan poster, undated	Box 4

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