



Guide to the Leo Bogart Papers, 1912-2010 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Leo Bogart papers, 1912-2010 and undated

Creator:

Bogart, Leo

Source:

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

Abstract:

Leo Bogart was an applied sociologist and mass media expert who was Vice President and General Manager of the Newspaper Advertising Bureau (NAB) from 1960-1989. In his career with the NAB, Bogart pioneered new methodologies in newspaper marketing research and led two major projects during the mid 1970s-1989 to bolster the ailing newspaper industry, the Newspaper Readership Project and the Future of Advertising Project. He was also a prolific author and public speaker, and published 195 articles and 14 books, and delivered over 150 speeches from 1943-2005. The Leo Bogart Papers span the years 1912-2010 and document Bogart's professional work with the Newspaper Advertising Bureau; as a mass media expert; and as an author and public speaker. The collection includes correspondence, clippings, articles, speeches, books, journals, chapters, drafts, proposals, notes, reports, scrapbooks, resumes, interviews, schedules, programs, pamphlets, administrative records, research materials, publications, promotional materials, ephemera, yearbooks, student papers, military records, photographs, negatives, and slides. Materials represent Bogart's professional work as Vice President and General Manager of the Newspaper Advertising Bureau, as well as his early employment with Standard Oil (New Jersey), McCann-Erickson, and Revlon, Inc.; as a prolific author and public speaker; as a Senior Fellow with the Gannett Center for Media Studies at Columbia University; and as a mass media consultant with the Innovation International Media Consulting Group. The bulk of files relate to research on U.S. markets, although some files do cover international research projects. Topics include newspaper marketing research; newspaper readership; newspaper advertising; television and society; critiques of mass media; social science research methodology; and international newspapers in emerging markets. The collection also documents Bogart's early experiences as a student and as a soldier in the U.S. Army Signal Corps during World War II, which formed the basis for several of his writing projects.

Extent:

62.0 Linear Feet

Language:

Material in English, Arabic, Chinese, Dutch, Finnish, French, German, Hebrew, Italian, Japanese, Portuguese, Romanian, Russian, Serbian, Spanish, and Swedish

Collection ID:

RL.10146

Permalink:

<https://idn.duke.edu/ark:/87924/m18c8k>

Preferred Citation

[Identification of item], Leo Bogart Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The Leo Bogart Papers span the years 1912-2005 and document Bogart's professional work with the Newspaper Advertising Bureau; as a mass media expert; and as an author and public speaker. The collection includes correspondence, clippings, articles, speeches, books, journals, chapters, drafts, proposals, notes, reports, scrapbooks, resumes, interviews, schedules, programs, pamphlets, administrative records, research materials, publications, promotional materials, ephemera, yearbooks, student papers, military records, photographs, negatives, and slides. Materials represent Bogart's professional work as Vice President and General Manager of the Newspaper Advertising Bureau, as well as his early employment with Standard Oil (New Jersey), McCann-Erickson, and Revlon, Inc.; as a prolific author and public speaker; as a Senior Fellow with the Gannett Center for Media Studies at Columbia University; and as a mass media consultant with the Innovation International Media Consulting Group. The bulk of files relate to research on U.S. markets, although some files do cover international research projects. Topics include newspaper marketing research; newspaper readership; newspaper advertising; television and society; critiques of mass media; social science research methodology; and international newspapers in emerging markets. The collection also documents Bogart's early experiences as a student and as a soldier in the U.S. Army Signal Corps during World War II, which formed the basis for several of his writing projects.

Biographical/Historical

Chronology List

| Date | Description |
|--------------|---|
| 1921 Sep. 23 | Born in Lvov, Poland |
| 1923 | Moved to the United States |
| 1938-1941 | A.B., Brooklyn College |
| 1942-1946 | Served in the U.S. Army Signal Corps in WWII |
| 1946-1948 | M.A. in sociology from University of Chicago |
| 1947-1948 | Instructor in English, Illinois Institute of Technology |
| 1948 Aug. 8 | Married Agnes Cohen |
| 1948-1951 | Opinion Research Analyst, Standard Oil Company (New Jersey) |
| 1948-1950 | Ph.D. in sociology from University of Chicago |
| 1949-1951 | Lecturer in Sociology, New York University |
| 1951-1952 | Fulbright Research Fellow, Institut National d'Etudes Demographiques, Paris, France |
| 1952-1958 | Vice President, Market Planning Corporation Division, McCann-Erickson, Inc. |
| 1953-1961 | Lecturer in Sociology, Columbia University |

| Date | Description |
|--------------|---|
| 1956-1957 | President, Radio-Television Research Council |
| 1958-1960 | Director of Marketing Research, Revlon, Inc. |
| 1960-1966 | Vice President of Marketing Planning and Research, Newspaper Advertising Bureau (NAB) |
| 1965-1966 | President, World Association for Public Opinion Research |
| 1965-1966 | President, Market Research Council |
| 1966-1967 | President, American Association for Public Opinion Research |
| 1966-1989 | Executive Vice President and General Manager, NAB |
| 1971-1972 | President, Consumer Psychological Division, American Psychological Association |
| 1989-1990 | Senior Fellow, Gannett Center for Media Studies, Columbia University |
| 1990 | Adjunct Professor of Marketing, New York University |
| 1996-2005 | Director and Senior Consultant, Innovation International Media Consulting Group |
| 2005 Oct. 15 | Died, Mt. Sinai Hospital, New York, NY |

Organization Abbreviations

- 1 AAAA - American Association of Advertising Agencies
- 2 AAPOR - American Association for Public Opinion Research
- 3 ABC - Audit Bureau of Circulations
- 4 ACR - Association for Consumer Research
- 5 AEJ - Association for Education in Journalism (changed to AEJMC)
- 6 AEJMC - Association for Education in Journalism and Mass Communication
- 7 AMA - American Marketing Association
- 8 ANA - Association of National Advertisers
- 9 ANPA - American Newspaper Publishers Association
- 10 APA - American Psychological Association
- 11 APME - Associated Press Managing Editors
- 12 ARF - Advertising Research Foundation
- 13 ASA - American Sociological Association
- 14 ASNE - American Society of Newspaper Editors
- 15 ESOMAR - World Association of Opinion and Marketing Research Professionals (formerly European Society for Opinion and Marketing Research)
- 16 IAMCR - International Association for Media and Communication Research
- 17 IAPA - Inter American Press Association
- 18 ICMA - International Circulation Managers Association
- 19 IFRA - [publishers]
- 20 INAE - International Newspaper Advertising Executives (changed to INAME)
- 21 INAME - International Newspaper Advertising and Marketing Executives
- 22 INCFO - Institute of Newspaper Controllers and Finance Officers
- 23 INPA - International Newspaper Publishers Association
- 24 MRDA - Media Research Directors Association
- 25 NAB - Newspaper Advertising Bureau
- 26 NRMA - National Retail Marketers Association
- 27 WAPOR - World Association for Public Opinion Research

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Arrangement

The collection is organized into six series: **Personal Series; Professional Series; Photographs and Slides Series; Artifacts; Oversize Materials;** and **Audiovisual Materials.**

The **Personal Series** consists of correspondence, clippings, fiction and nonfiction writings, notes, student papers, brochures, pamphlets, ephemera, drawings, yearbooks, scrapbooks, awards, military documents, photographs,

and memorabilia that document Bogart's personal life. Series is divided into two categories: **Student materials** and **Other materials**.

The **Professional Series** consists of correspondence, clippings, articles, speeches, books, journals, chapters, drafts, proposals, notes, reports, scrapbooks, resumes, interviews, schedules, programs, pamphlets, administrative records, research materials, publications, promotional materials, and photographs that document Bogart's professional career. Series is divided into nine subseries:

Biographical Materials Subseries; Conferences and Meetings Subseries; Correspondence Subseries; Early Career Subseries; Late Career Subseries; Newspaper Advertising Bureau (NAB) Subseries; Professional Service Subseries; Research Files Subseries; and Writings and Speeches Subseries.

The **Photographs and Slides Series** consists of photographs, slides, and negatives that document Bogart's personal and professional life. Photographs chiefly document professional meetings and conferences. Slides, which make up the bulk of this series, include Newspaper Advertising Bureau presentation slides; Freedom Forum Russia workshop slides; and family vacation and travel slides.

Artifacts consists of plaques and other awards.

Oversize Materials consists of large-format materials removed from other series.

Audiovisual Materials consists of videocassettes, DVDs, audiocassettes, CDs, and floppy disks, featuring or collected by Bogart. Many of the videocassettes were used for Bogart's work as a mass media expert in two trials, *Chandler v. Jackson* (Michael Jackson child molestation lawsuit) and *Valenzuela v. Hughes Aircraft Company* (TCE groundwater contamination lawsuit in Tuscon, Arizona).

In addition, approximately 110 computer discs were removed from the collection and stored on an electronic server (M:\Processed\Bogart, Leo). The majority of electronic files consist of articles, drafts, chapters and presentations that duplicate materials housed in the collection in paper form.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive
Duke University

Durham 27708

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

Access Restrictions

Collection is restricted.

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

In addition, original audiovisual materials are closed to patron use. Some use copies are available in the collection. Otherwise, Technical Services staff need to produce use copies before contents can be accessed.

Also, 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 Leo Bogart Papers were received by the Rare Book, Manuscript, and Special Collections Library as a transfer in 2005. Additional accessions were received as gifts in 2006, 2007, 2014.

Processing Information

Processed by Stacy Lavin and Rita Johnston, 2009;

Encoded by Rita Johnston, 2009; additions processed by Richard Collier, May 2022;

Accessions 2005-0080; 2006-0087; 2007-0026; 2014-0023 were merged into one collection, described in this finding aid.

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Related Materials

Related Material

Materials related to this collection may be found in the following Hartman Center collections of the **J. Walter Thompson Company Archives**: the **Rena Bartos Papers**; the **Chicago Office Records**; the **Chicago Office Non-Proprietary Research Records**; the **Eleanor Newman Papers**; and the **Norman H. Strouse Papers**. In addition, related materials may be found in the **American Association of Advertising Agencies Records**; the **John Benjamin Harris Papers**; the **McGraw-Hill Marketing Information Center Vertical File**; and the **Walter Weir Papers**.

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Names and Subjects

- Clippings (information artifacts)
- Negatives (photographs)
- Advertising, Newspaper -- United States
- Marketing research
- Marketing research -- United States
- Mass media and culture -- United States -- History -- 20th century
- Brochures
- World War, 1939-1945 -- Personal narratives, American
- Television -- Social aspects
- Technology and society -- History -- 20th century
- electronic records (digital records)
- ephemera (general object genre)
- Slides (photographs)
- Photographic prints
- Newsletters
- Memorabilia
- Speeches
- Scrapbooks
- Readership surveys -- United States
- Popular culture -- United States
- Sociology -- Research -- United States
- Sociology -- Research
- Mass media -- Audiences -- Research
- Mass media and public opinion

- Newspaper reading -- Research
- Mass media -- Social aspects -- United States
- Innovation International Media Consulting Group
- Gannett Center for Media Studies
- Bogart, Leo
- Revlon, Inc.
- Newspaper Advertising Bureau (New York, N.Y.)
- McCann-Erickson Worldwide
- John W. Hartman Center for Sales, Advertising & Marketing History
- Standard Oil Company

Collection Inventory

Personal Series, 1912-2002 and undated

Physical Description: 5 boxes

Scope and Contents note

Consists of correspondence, clippings, fiction and nonfiction writings, notes, student papers, brochures, pamphlets, ephemera, drawings, yearbooks, scrapbooks, awards, military documents, photographs, and memorabilia that document Bogart's personal life. Series is divided into two categories: **Student materials** and **Other materials**.

Student materials consists of materials accumulated by Bogart over his student career at P.S. 99 Junior High School; Erasmus Hall High School; Brooklyn College; and the University of Chicago. Materials include student assignments and papers and materials relating to Bogart's work as editor-in-chief of *Vanguard*, a student paper of Brooklyn College.

Other materials includes clippings on topics of personal interest to Bogart; fiction writings; and materials documenting Bogart's military service as a voice interceptor in the U.S. Army Signal Corps from 1942-1946. Lengthy fiction writings include *The Temple of Janus*, an unfinished sociological novel that Bogart developed for a writing competition, and *The Argument*. Several of Bogart's published writings were based in part on his experiences in the U.S. Army, including the article "Soldier Thinking" (1943) and the books *Social Research and the Desegregation of the U.S. Army* (1969) and *How I Earned the Ruptured Duck: Behind the Lines in WWII* (2003), which may be found in the **Writings & Speeches Subseries**. Arranged alphabetically.

Student materials, 1912-1970 and undated

Brooklyn College

Box 1

| | |
|---|-------|
| Academic writings, 1938-1941 and undated | Box 1 |
| Class notes, circa 1938-1941 | Box 1 |
| Programs, 1937-1941 | Box 1 |
| Student newspaper articles, 1938 | Box 1 |
| Vanguard materials | |
| Correspondence, 1938-1940 | Box 1 |
| Student politics, circa 1938-1941 | Box 1 |
| Writings, 1940-1941 | Box 1 |
| Comic sketches, 1931-circa 1940 | Box 1 |
| Correspondence, 1937-1946 and undated | Box 1 |
| Cover letter and biography, 1938 and undated | Box 1 |
| Ephemera, 1936-1937 and undated | Box 1 |
| Erasmus Hall High School | |
| "The Arch" yearbook, 1937 | Box 1 |
| The Erasmian journal, 1935 | Box 1 |
| Newspaper and journal writings, 1936-1937 | Box 1 |
| One Hundred and Twenty-Fifth Anniversary Celebration: History of the School, Book of the Pageant, Commemoration Exercises, 1912 | Box 1 |
| Programs, 1937-1938 | Box 1 |
| Scrapbook, 1935-1937 | Box 1 |
| Physical Description: 2 folders | |
| Sesquicentennial celebration, 1937 and undated | Box 1 |
| Languages, 1936-1938 and undated | Box 1 |
| Letters of recommendation, 1937-1948 | Box 1 |
| P.S. 99 Junior High School | |

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| Essays, 1932-1933 | Box 1 |
| Spirit of 99 journal, 1929-1930 | Box 1 |
| University of Chicago | Box 2 |
| Academic writings | |
| Academic papers and writings, 1946-1948 and undated | Box 2 |
| Physical Description: 3 folders | |
| Bibliographies, notes and drafts, circa 1946-1948 | Box 2 |
| Master's thesis draft, The Response of Jews in America to the European Jewish Catastrophe, 1941-1945, circa 1948 | Box 2 |
| Ph.D. dissertation draft, The Comic Strips and Their Adult Readers: A Study of Male Workers in a New York City Neighborhood, circa 1950 | |
| Abstracts, 1950 | Box 2 |
| Correspondence, 1955-1970 and undated | Box 2 |
| Thesis and dissertation proposals, 1947-1948 | Box 3 |
| Convocation program, 1948 | Box 3 |
| Diplomas, 1948-1950 | Box 3 |
| "Report on the Oil Workers Leadership Training Program," circa 1948 | Box 3 |
| Research projects, 1948 and undated | Box 3 |
| Writings by others | |
| Scholars who influenced Bogart, 1941-1998 | Box 3 |
| Other writings, 1942-1947 | Box 3 |
| Other materials, 1937-2002 and undated | |
| Agnes Bogart materials, undated | Box 3 |

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|---|-------|
| Articles by others, 1965-1988 | Box 3 |
| Awards and certificates, 1945-1989 and undated | Box 3 |
| Birth certificate (translated from Polish), 1941 | Box 3 |
| Children, 1977-1997 and undated | Box 3 |
| Clippings | |
| Comics, 1950-1980 and undated | Box 3 |
| General, 1952-2001 and undated | Box 3 |
| People, 1987-1989 and undated | Box 3 |
| September 11 attacks, 2001-2002 | Box 3 |
| Travel and tourism, 1987-1997 and undated | Box 3 |
| Physical Description: 2 folders | |
| Correspondence, 1950-1998 and undated | Box 3 |
| Ephemera, 1942-1992 and undated | Box 3 |
| Military service | |
| Army administrative correspondence, 1943-1952 | Box 3 |
| Army discharge papers, 1946 | Box 3 |
| Army specialized training certificates and transcript, 1943-1946 | Box 3 |
| Clippings and memorabilia, 1938-1948 and undated | Box 3 |
| "Dans l'Honneur et la Dignité': Souvenirs de Vichy" booklet, 1945 | Box 3 |
| Holocaust and Nazi Germany materials, 1980-1994 | Box 4 |
| Journals and correspondence, 1944-1945 and undated | Box 4 |
| Signal Corps documents 1944-2002 | Box 4 |

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| Veterans application for education benefits, 1946 | Box 4 |
| Notes, undated | Box 4 |
| Travel | |
| Clippings and ephemera, 1987-1997 | Box 4 |
| Physical Description: 2 folders | |
| India trip, 1996 | Box 4 |
| Maps and itineraries, 1984-1985 and undated | Box 4 |
| Visual arts materials, 1980-2001 and undated | |
| Physical Description: 2 folders | |
| [Art prints, undated: Removed to Box 95] | Box 4 |
| [Cartoons, undated: Removed to Box 95] | Box 4 |
| [Drawing by Michele Bogart, 1962: Removed to Box 95] | Box 4 |
| [L'Illustration, no. 370, 1926: Removed to Box 95] | Box 4 |
| Writings | |
| "Argument" manuscript, circa 1945 | Box 4 |
| Humor, 1967-1996 and undated | Box 4 |
| Short fiction, circa 1938-1942 | Box 4 |
| Short nonfiction, 1940-1942 and undated | Box 5 |
| "The Temple of Janus" manuscript | |
| Background materials and correspondence, 1937-1941 and undated | Box 5 |
| Character synopses and manuscript notes, 1939-1941 | Box 5 |
| Chapters | |
| "Arnold Cohen," circa 1938-1940 | Box 5 |
| "Betty Levine," 1939 and undated | Box 5 |

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|---|-------|
| "Doris Greenberg" and "Julius Stiletsky," 1939 and undated | Box 5 |
| "Douglas Churchill," 1939-1940 and undated | Box 5 |
| "Ellen Menkin," 1939 and undated | Box 5 |
| "Emma Daly," 1940 | Box 5 |
| "Henry Selver," circa 1938-1940 | Box 5 |
| "Herb Brenton," circa 1938-1940 | Box 5 |
| "Judah Benjamin," 1940 and undated | Box 5 |
| "Milton Steckler," circa 1938-1940 | Box 5 |
| "Sam Daly," 1938 and undated | Box 5 |
| "Selma Lober," 1939 and undated | Box 5 |

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Professional Series, 1914-2005 and undated

Physical Description: 84 boxes

Scope and Contents note

Consists of correspondence, clippings, articles, speeches, books, journals, chapters, drafts, proposals, notes, reports, scrapbooks, resumes, interviews, schedules, programs, pamphlets, administrative records, research materials, publications, promotional materials, and photographs that document Bogart's professional career. Series is divided into nine subseries: **Biographical Materials Subseries; Conferences and Meetings Subseries; Correspondence Subseries; Early Career Subseries; Late Career Subseries; Newspaper Advertising Bureau (NAB) Subseries; Professional Service Subseries; Research Files Subseries; and Writings and Speeches Subseries.**

The **Biographical Materials Subseries** documents events and activities in Bogart's professional life, and includes clippings; interviews; correspondence; schedules; scrapbooks; and resumes.

The **Conferences and Meetings Subseries** includes materials relating to conferences, seminars, meetings, and symposia in which Bogart participated. For materials relating to meetings and conferences in which Bogart gave a

speech and a written record of the speech remains, see the **Writings and Speeches Subseries**. Arranged chronologically.

The **Correspondence Subseries** consists of general and topical professional correspondence and is divided into five categories: **Academic**, **Newspapers and print media**, **Organizations and businesses**, **People**, and **Miscellaneous**. Arranged alphabetically within categories.

The **Early Career Subseries** documents Bogart's professional career from 1951-1960, during which time Bogart worked as a Fulbright Research Fellow, and as a advertising and marketing researcher with Standard Oil Company of New Jersey; McCann-Erickson; and Revlon, Inc. The series includes the paper Bogart wrote as a Fulbright Fellow, *Les Algériens en France*; radio program audience research; and Revlon materials on quiz show fraud during the 1950s. Arranged topically and therein alphabetically.

The **Late Career Subseries** documents Bogart's activities from 1989-2005 after he retired from the Newspaper Advertising Bureau. It includes materials related to Bogart's Gannett Center for Media Studies fellowship (later renamed the Freedom Forum Media Studies Center); newspaper consulting projects for the Freedom Forum; role as Director and Senior Consultant for Innovation International Media Consulting Group; and role as media expert in two trials in the 1990s, *Chandler v. Jackson* (Michael Jackson child molestation lawsuit) and *Valenzuela v. Hughes Aircraft Company* (TCE groundwater contamination lawsuit in Tuscon, Arizona). Slides of presentations given at the Freedom Forum Russian newspaper workshop and photographs of the trip are located in the **Photographs and Slides Series**. Presentation scripts are in Russian and English and slide text is in Russian. Videocassette tapes of media coverage of Michael Jackson and TCE groundwater contamination in Arizona are located in the **Audiovisual Materials** section. Arranged alphabetically.

The **Newspaper Advertising Bureau (NAB) Subseries** documents Bogart's twenty-nine year executive career with the Newspaper Advertising Bureau (NAB), the advertising and marketing organization for the newspaper industry. Bogart began work with the NAB as Vice President of Marketing Planning and Research in 1960 and was promoted to Executive Vice President and General Manager in 1966. Bogart was the architect of many of the major research studies conducted during his tenure with the NAB. Bogart led two major research projects, the Newspaper Readership Project from 1977-1983 and the Future of Advertising Project from 1979-1988. The goal of the Newspaper Readership Project was to make recommendations to reverse declines in newspaper readership that begun in the 1920s and were threatening the vitality of the newspaper industry during the 1970s and 1980s. The Future of Advertising Project was formed shortly afterward to address newspapers' decline in national advertising revenues that began in the 1960s due largely to the rise of television. Recommendations from the Future of Advertising Project led to standardization in advertising formats and invoices across newspapers. This subseries is divided into three sections: **General**, **Newspaper**

Readership Project, and **Future of Advertising Project**. **General** consists mainly of materials related to various research projects at the NAB. For slides of NAB presentations, see the **Photographs & Slides Series**. Speeches and presentations in this subseries report directly on the workings of the NAB; for all other speeches, see the **Writings and Speeches Subseries**. Arranged alphabetically within category except for speeches and meetings, which are arranged chronologically.

The **Professional Service Subseries** documents Bogart's membership and service in professional organizations and clubs and on committees and advisory boards. Arranged alphabetically by organization.

The **Research Files Subseries** consists of clippings, writings, and notes on various subjects that Bogart maintained for reference and as source material for his writings, speeches, and research. Arranged alphabetically by topic.

The **Writings and Speeches Subseries** documents 149 speeches; 195 published articles; 14 books; book chapters and contributions; and other written materials Bogart produced over his career. Also includes articles for a monthly column in *Presstime* that Bogart wrote from 1989-2005. The subseries is divided in five sections: **Speeches**, **Articles**, **Books**, **Book chapters and contributions**, and **Unpublished writings and drafts**. Writings are arranged chronologically by date of publication, or for unpublished writings, creation date. Speeches are arranged chronologically by date of delivery.

Biographical Materials Subseries, 1949-2005 and undated

Scope and Contents note

Documents milestones and activities in Bogart's professional life, and includes clippings; interviews; correspondence; schedules; scrapbooks; and resumes. Arranged alphabetically.

Clippings, 1949-2000 and undated Box 6

Physical Description: 5 folders

Interviews

In Aura Research Report (Japan), undated Box 6

Interview, "The Eyes Have It: Leo Bogart of the Newspaper Advertising Bureau," in *Madison Avenue*, June 1983 Box 6

Meeting schedules, 1972-1988 Box 6

Membership rosters, 1964-2003 Box 6

| | |
|---|-------|
| Obituary, "Adiós al Mítico" in Nuestro Tiempo, 2005 | Box 6 |
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|--|-------|
| Newspaper Advertising Bureau Congratulation letters (promotion), 1965-1966 | Box 6 |
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| Retirement clippings and correspondence, 1986-1990 | Box 6 |
|---|-------|

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|----------------------------|-------|
| Retirement scrapbook, 1989 | Box 7 |
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|---|-------|
| Resumes and bibliographies, circa 1954-1988 | Box 7 |
|---|-------|

Conferences & Meetings Subseries, 1948-2005

Scope and Contents note

Documents Bogart's participation in conferences and meetings. Bogart participated in these events in a number of ways, including organizing conferences; serving on panel discussions; and giving informal remarks. For written speeches by Bogart and related materials, see the **Writings and Speeches Subseries**. Arranged chronologically.

| | |
|---|-------|
| 1948 Oct. 21-22, Standard Oil (New Jersey) Public Relations Conference | Box 7 |
|---|-------|

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|---|-------|
| 1949 Nov. 21-22, Standard Oil (New Jersey) Public Relations Conference | Box 7 |
|---|-------|

| | |
|--|-------|
| 1952 Jan. 11-25, International Public Opinion Research conference on AUERG Research Problems prepared for Air University; Paris, France | Box 7 |
|--|-------|

| | |
|---|-------|
| 1956 Nov. 6, Kansas chapter of the AMA meeting | Box 7 |
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| 1956 Dec. 27-29, Speech Association of America convention | Box 7 |
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|---|-------|
| 1957 Apr. 2-5, Columbia University conference on "Strategies and Techniques of School- Community Relations" | Box 7 |
|---|-------|

| | |
|---|-------|
| 1959 Apr. 29-30 International Advertising Association convention | Box 7 |
|---|-------|

| | |
|---|-------|
| 1960 June 15-17, AMA conference | Box 7 |
| 1963 Mar. 28, Marketing Science Institute seminar | Box 7 |
| 1964 May 5, Seminar on "The Public and Private Interests in Marketing: Are They Compatible" | Box 7 |
| 1965 May 11, Marketing Association of Canada meeting | Box 7 |
| 1965 Sept. 5-9, European Society for Opinion Surveys and Market Research/WAPOR conference | Box 7 |
| 1965 Oct. 27, General Electric market research seminar | Box 7 |
| 1966 Apr. 1-3, Conference on Behavioral Science and the Mass Media | Box 7 |
| 1966 May 25-29, Latin American WAPOR conference | Box 7 |
| 1966 Oct. 13, Akron, Ohio Ad Club meeting | Box 7 |
| 1966 Nov. 1, Retail Research Society meeting | Box 7 |
| 1967 Jan. 17, Norfolk Ad Club meeting | Box 7 |
| 1967 June 7-9, Conference on Behavioral Science and Family Planning | Box 7 |
| 1967 June 25-30, ANPA research seminar | Box 7 |
| 1967 Sept. 18, Atlanta Ad Club meeting | Box 7 |
| 1967 Oct. 6, Louisville, Kentucky Ad Club meeting | Box 7 |
| 1967 Oct. 11, Portland Ad Club meeting | Box 7 |
| 1967 Oct. 27-31, AMA conference | Box 7 |
| 1968 Jan. 18, TV and World Affairs conference | Box 7 |

| | |
|---|-------|
| 1968 Feb. 1, Columbia University seminar on "Problems of Media Management" | Box 7 |
| 1968 Oct. 23, McGraw-Hill Research Managers' seminar | Box 7 |
| 1969 Mar. 30-Apr. 1, Boston Globe "Newspaper of the Future" meeting | Box 7 |
| 1969 Sept. 17, "Defining the Markets of the 1970's" seminar | Box 7 |
| 1970 May 19, INPA meeting | Box 7 |
| 1970 June, Johannesburg, South Africa trip | Box 7 |
| 1970 Nov. 19, Washington Society of Associations Executives luncheon | Box 7 |
| 1971 Mar. 25, "Informing Tomorrow's Skeptical Consumers" seminar | Box 7 |
| 1971 Apr. 16, National Research Council Division of Behavioral Sciences meeting on media research | Box 7 |
| 1971 Oct. 25-27, Australian Association of National Advertisers | Box 7 |
| 1972 June 7, Postal rates seminar | Box 7 |
| 1972 Nov. 19-20, Conference on Communication and Drug Abuse | Box 7 |
| 1973 Jan. 8, NRMA convention | Box 7 |
| 1973 Mar. 11-14, National Conference for University Professors of Advertising | Box 7 |
| 1973 Aug. 27-30, ASA annual meeting | Box 7 |
| 1973 Oct. 24-26, "Television and Marketing in South Africa" convention | Box 7 |
| 1973 Dec. 17-20, Conference on Television; Jerusalem, Israel | Box 8 |

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| 1974 Apr. 28-May 1, American Academy of Advertising conference | Box 8 |
| 1975 Feb. 27, Copley Newspapers conference | Box 8 |
| 1975 Apr. 24-26, American Advertising Federation convention | Box 8 |
| 1975 Nov. 5-6, Ford Foundation conference on television | Box 8 |
| 1975 Nov. 5-7, Television Research Priorities conference | Box 8 |
| 1976 May 3-5, ANPA convention | Box 8 |
| 1976 June 13-15, Graphic Arts Marketing Information Service | Box 8 |
| 1976 June 23, Cox Newspapers' Star Trek meeting | Box 8 |
| 1976 Sept. 9, Aspen Institute Program on Communications and Society | Box 8 |
| 1976 Oct. 6-9, O Globo meeting | Box 8 |
| 1976 Oct. 20, ABC annual meeting | Box 8 |
| 1976 Nov.9-10, "Big Ten" newspapers meeting | Box 8 |
| 1977 Jan. 19, Woodrow Wilson Center dialogue on What is the Future of Big City Newspapers? | Box 8 |
| 1977 Feb. 14-24, New Zealand Newspapers Limited trip | Box 8 |
| 1977 May 19-22, AAPOR conference | Box 8 |
| 1977 July 28-29, Andiaros seminar on "La Prensa Como Medio Publicitario;" Bogotá, Colombia | Box 8 |
| 1977 Sept. 18-21, Cox Newspapers' Star Trek meeting | Box 8 |

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| 1978 Feb. 14-15, "Big Eleven" newspapers meeting | Box 8 |
| 1978 Mar. 9, "Reading Skills and Habits" seminar | Box 8 |
| 1978 Apr. 9-12, ASNE conference | Box 8 |
| 1978 May 8-17, Australia trip | Box 8 |
| 1978 Aug. 28-Sept. 1, IAPA seminar | Box 8 |
| 1979 Mar. 16, Market Research Council meeting | Box 8 |
| 1979 Apr. 23-26, IAPA seminar; San José, Costa Rica | Box 8 |
| 1979 Aug. 5-8, AEJ convention | Box 8 |
| 1979 Oct. 21-24, Eastern INPA regional conference | Box 8 |
| 1980 May 29-June 1, AAPOR conference | Box 8 |
| 1980 Oct. 15-30, International Center for Higher Studies of Journalism for Latin America seminar; Quito, Ecuador | Box 8 |
| 1980 Oct. 22-28, De Standaard meeting; Brussels, Belgium | Box 8 |
| 1980 Oct. 23-26, Society of Newspaper Designers workshop | Box 8 |
| 1981 Jan 13, AMA conference | Box 8 |
| 1981 Mar. 4-6, ANPA meeting | Box 8 |
| 1981 May 4-6, ANPA convention | Box 8 |
| 1981 May 18, INPA conference | Box 8 |
| 1981 May 28-31, AAPOR conference | Box 8 |
| 1981 June 6-10, ANPA production conference | Box 8 |

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| 1981 Aug. 10-11, AEJMC meetings | Box 8 |
| 1981 Aug. 27, Lee Enterprises meeting | Box 8 |
| 1981 Oct. 28, AAPOR meeting | Box 8 |
| 1981 Nov. 2-3, National Association of Educational Broadcasters conference | Box 8 |
| 1981 Nov. 4, ABC annual meeting | Box 8 |
| 1982 Jan. 8, American Association for the Advancement of Science annual meeting | Box 8 |
| 1982 Jan. 25-26, INAME education seminar | Box 8 |
| 1982 Mar. 3, Rampano College Master Lecture series | Box 8 |
| 1982 Mar. 25, Cox Newspapers editors meeting | Box 8 |
| 1982 May 19, WAPOR conference | Box 8 |
| 1982 June 3-4, Universidad de Navarra seminar, Spain | Box 8 |
| 1982 June 14, Scripps-Howard general managers meeting | Box 8 |
| 1982 July 25-28, AEJMC convention | Box 8 |
| 1982 Oct. 20-21, Conference Board marketing conference | Box 8 |
| 1983 Mar. 16-19, Committee On Research Development meeting | Box 8 |
| 1983 Mar. 22-23, Automotive meetings | Box 8 |
| 1983 Mar. 24, American Advertising Federation Inter-Association Council meeting | Box 8 |
| 1983 May 19-22, AAPOR conference | Box 8 |
| 1983 July 21, Milwaukee Journal meeting | Box 8 |

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| 1983 Nov. 4, APME meeting | Box 9 |
| 1983 Nov. 14-16, Evening News Association management seminar | Box 9 |
| 1984 Feb. 16-18, Annenberg Scholars conference | Box 9 |
| 1984 Feb. 25-28, Inland Daily Press Association meeting | Box 9 |
| 1984 Apr. 4-7, "Press '84" conference; Berlin, Germany | Box 9 |
| 1984 May 11, AdCraft Club meeting | Box 9 |
| 1984 May 17-20, AAPOR conference | Box 9 |
| 1984 Sept. 22-25, Market Research Society of Australia convention | Box 9 |
| 1984 Nov. 16, NYU Department of Journalism seminar | Box 9 |
| 1984 Nov. 30, American Marketing Association meeting | Box 9 |
| 1985 Feb. 18-21, Copley Newspapers conference | Box 9 |
| 1985 Feb. 19, Media Research Club meeting | Box 9 |
| 1985 Mar., ANPA Conference on Minorities | Box 9 |
| 1985 Sept. 13, Consortium of Social Science Associations seminar | Box 9 |
| 1985 Dec. 3, AAPOR meeting | Box 9 |
| 1985 Dec. 6-8, Conference on "Communications Research: What, Why, and How?" | Box 9 |
| 1986 Feb. 9, History of Mass Communication Research study group; Gannett Center, Columbia University | Box 9 |

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|---|-------|
| 1986 Feb. 13, Universidad de Navarra seminar, Spain | Box 9 |
| 1986 Mar. 6-8, Annenberg Scholars program conference | Box 9 |
| 1986 Mar. 16-19, ARF conference | Box 9 |
| 1986 Apr. 2-5, Committee On Research Development meeting | Box 9 |
| 1986 May 15-18, AAPOR conference | Box 9 |
| 1986 May 19, Aspen Institute symposium | Box 9 |
| 1986 June 5-6, IFRA symposium on "Colour in the Newspaper" | Box 9 |
| 1986 Aug. 30-Sept. 3, ASA annual meeting | Box 9 |
| 1986 Oct. 2-4, Bogotá, Colombia meeting | Box 9 |
| 1986 Nov. 13-14, New Jersey Press Association convention | Box 9 |
| 1987 Apr. 4-7, Committee On Research Development meeting | Box 9 |
| 1987 Apr. 5-8, Newspaper Research Council conference | Box 9 |
| 1987 May 14-17, AAPOR conference | Box 9 |
| 1987 Sept. 22-23, International Media Forum, Buenos Aires | Box 9 |
| 1987 Oct. 7-10, Committee On Research Development meeting | Box 9 |
| 1987 Nov. 9, International Association for Newspaper and Media Technology seminar | Box 9 |
| 1987 Dec. 9, New England Newspaper Association National Advertising Seminar | Box 9 |
| 1987, Cox Newspapers senior management conference | Box 9 |

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| 1988 Mar. 21, Technology and Audience Study Group | Box 9 |
| 1988 Apr. 21, Pennsylvania Newspaper Publishers Association conference | Box 9 |
| 1988 May 19-22, AAPOR conference | Box 9 |
| 1988 May 22-25, International Newspaper Marketing Association conference | Box 9 |
| 1988 May, ANPA Circulation and Readership Committee meeting | Box 9 |
| 1988 July 31-Aug. 3, INAME conference | Box 9 |
| 1988 Aug. 7-9, ANPA Newspaper Adult Literacy workshop | Box 9 |
| 1988 Sept. 15-17, "Perspectives on International Communications" conference | Box 9 |
| 1988 Sept. 27, German Newspaper Publishers Association seminar | Box 9 |
| 1988 Sept. 28-30, Pennsylvania Newspaper Publishers Association annual meeting | Box 9 |
| 1988 Oct. 8-10, Landmark Editors' Meeting | Box 9 |
| 1988 Oct. 13-16, Committee On Research Development meeting | Box 9 |
| 1988 Dec., Canadian Pulp and Paper Association meeting | Box 9 |
| 1989 Feb. 27, AAPOR memorial service for Paul Sheatsley | Box 9 |
| 1989 July 3-13, International Journalism Day at San Sebastian, Spain | Box 9 |
| 1989 July 31, Newspaper Publishers' Association conference; Christchurch, New Zealand | Box 9 |
| 1989 Oct. 25, Houston Chronicle symposium | Box 9 |

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| 1990 Mar. 4-7, IAPA midyear meeting; Managua, Nicaragua | Box 9 |
| 1990 Apr. 5, IFRA symposium on "Advertising: Marketing and Technology;" Nice, France | Box 9 |
| 1990 May 21-23, World Congress of Newspaper Publishers; Copenhagen, Denmark | Box 10 |
| 1991 Jan. 31, Markle Commission on the Media and the Electorate planning meeting | Box 10 |
| 1991 Oct. 20-23, International Newspaper Financial Executives annual convention | Box 10 |
| 1991 Nov., Universidad de Navarra conferences, Pamplona, Spain | Box 10 |
| 1992 May 15-19, AAPOR/WAPOR conference | Box 10 |
| 1993 Mar. 2-3, IFRA symposium; Hamburg, Germany | Box 10 |
| 1994 Mar., Spain trip | Box 10 |
| 1994, Latin America trip | Box 10 |
| 1995 Feb., Tunisia and Jordan trip | Box 10 |
| 1995 Mar. 20-24, Print Islam and Civil Pluralism conference | Box 10 |
| 1995 Apr. 5, Los Angeles Times New Media Roundtable | Box 10 |
| 1996 Nov. 10-13, WAPOR conference on public opinion in Asia; Hong Kong, China | Box 10 |
| 1996, Sociedad Española de Marketing Periodistico seminar | Box 10 |
| 1997 Apr. 17-18, World Association of Newspapers sales conference; Cannes, France | Box 10 |
| 2002 May 16-19, AAPOR/WAPOR conference on "Strengthening Our Communities" | Box 10 |

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|---|--------|
| 2004 Apr. 1, Fordham Business School and Columbia Institute for Tele-Information conference | Box 10 |
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| 1956-2005, Miscellaneous conferences and meetings materials | Box 10 |
|--|--------|

Correspondence Subseries, 1956-2005 and undated

Scope and Contents note

Consists of general and topical professional correspondence divided into five categories: **Academic**, **Newspapers and print media**, **Organizations and businesses**, **People**, and **Miscellaneous**. Arranged alphabetically.

| | |
|--|--------|
| General correspondence, 1956-2003 and undated | Box 11 |
|--|--------|

Physical Description: 7 folders

Academic

| | |
|--------------------------------|--------|
| Columbia University, 1972-1990 | Box 11 |
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| Harvard University, 1968-1981 | Box 11 |
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| New York University, 1990-1991 | Box 11 |
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| Northwestern University, 1970 | Box 11 |
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| Universidad de Navarra; Pamplona, Spain, 1979-1997 | Box 11 |
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| University of Chicago, 1974-1981 | Box 11 |
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| University of Pennsylvania, 1968-1975 | Box 11 |
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| Miscellaneous academic correspondence, 1957-1994 | Box 11 |
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| Newspapers and print media | Box 12 |
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| Boston Globe, 1977-1982 | Box 12 |
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| Columbia Journalism Review, 1987-1988 | Box 12 |
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| Editor & Publisher, 1972-1986 | Box 12 |
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| Gannett Newspapers, 1978-1983 | Box 12 |
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| Harte-Hanks Newspapers, 1978-1986 | Box 12 |
| Harvard Business School Press, 1997 | Box 12 |
| Knight Ridder Newspapers, 1977-1989 | Box 12 |
| Los Angeles Times, 1982-1988 | Box 12 |
| Milwaukee Journal, 1981-1989 | Box 12 |
| Minneapolis Star & Tribune, 1964-1979 | Box 12 |
| New York News, 1985-1987 | Box 12 |
| New York Post, 1974-1977 | Box 12 |
| The New York Times, 1969-1988 | Box 12 |
| Newhouse Newspapers, 1982 | Box 12 |
| Ottaway Newspapers, 1982-1986 | Box 12 |
| Roanoke Times and World News, 1985 | Box 12 |
| Saturday Review, 1969 | Box 12 |
| The Washington Post, 1978 | Box 12 |
| Organizations and businesses | |
| Agencia Estado, 1996 | Box 12 |
| Andiarios; Bogotá, Colombia, 1990-1992 | Box 12 |
| Annenberg Foundation Trust, 2005 | Box 12 |
| Association of National Advertisers, 1967 | Box 12 |
| Census Bureau, 1969 | Box 12 |
| Colgate-Palmolive Company, 1986-1987 | Box 12 |
| Hanson, Cobb, O'Brien and Tucker law offices, 1968 | Box 12 |
| Hill and Knowlton, Inc., 1977 | Box 12 |
| Institute for the Future, 1971 | Box 12 |

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| International Broadcast Institute, 1969-1970 | Box 12 |
| International Paper Company, 1985-1986 | Box 12 |
| Lee Enterprises, 1982-1984 | Box 12 |
| Library of Congress Center for the Book, 1978-1985 | Box 12 |
| Markle Foundation, 1972 | Box 12 |
| McCann-Erickson, 1982-1986 | Box 12 |
| Media General, Inc., 1979-1984 | Box 12 |
| Media Records, Inc., 1985-1986 | Box 12 |
| Newspaper Association of America, 1992 and undated | Box 12 |
| Newspaper Research Council, 1985-1989 | Box 12 |
| Newsprint Information Committee, 1978-1989 | Box 12 |
| Obor, Inc., 1975-1989 | Box 12 |
| Print Institute, 1976 | Box 12 |
| Radio Advertising Bureau, 1976-1978 | Box 12 |
| Radio Free Europe/Radio Liberty, 1952-1978 | Box 12 |
| Simmons Market Research Bureau, 1969-1986 | Box 12 |
| Smithsonian Institution, 1970 | Box 12 |
| 21st Century Comics project, 1982 | Box 12 |
| People | |
| Abeles, Ronald, 1977 | Box 12 |
| Bagdikian, Ben H., 1969-1976 | Box 12 |
| Blum, Milton, 1969 | Box 12 |
| Carlson, Bob, 1972-1974 | Box 12 |

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| Douglas, James, 1978 | Box 12 |
| Gorriti, Gustavo, 1997 | Box 12 |
| Graceras, Ulises, 1970-1980 | Box 12 |
| Johnson, Tom, 1982-1983 | Box 12 |
| Krugman, Herbert, 1973 | Box 12 |
| Markel, Lester, 1976-1977 | Box 12 |
| Mayer, Martin, 1969 | Box 12 |
| Michiewicz, Ellen, 1992 | Box 12 |
| Ralis, Max, 1972-1976 | Box 12 |
| Ratner, Victor, undated | Box 12 |
| Siepmann, Charles, 1968-1973 | Box 13 |
| Templeton, Lee, 1983-1991 | Box 13 |
| Williams, Fred, 1974-1984 | Box 13 |
| Miscellaneous | |
| Advertising museum proposal, 2002 | Box 13 |
| Automotive, 1981 | Box 13 |
| Commission on Violence, 1968 | Box 13 |
| Direct mail, 1984-1985 | Box 13 |
| Discussion of Ruth Clark study on newspaper research, 1998 | Box 13 |
| International correspondence, 1974-1989 | Box 13 |
| Letters to the editors, 1982-1997 | Box 13 |
| Literacy | |
| Ad Council literacy campaign, 1986 | Box 13 |
| General correspondence, 1977-1988 | Box 13 |
| Newspaper rates/pricing, 1972-1983 | Box 13 |

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|---|--------|
| Public issues presentation, 1971 | Box 13 |
| U.S. Office of Education Civil Rights Committee, 1964 | Box 13 |

Early Career Subseries, 1947-1961 and undated

Scope and Contents note

Documents Bogart's professional career from 1951-1960, during which time Bogart worked as a Fulbright Research Fellow, and as a advertising and marketing researcher with Standard Oil Company of New Jersey; McCann-Erickson; and Revlon, Inc. The series includes the paper Bogart wrote as a Fulbright Fellow, *Les Algériens en France*; research on radio program listeners; and Revlon materials on quiz show fraud during the 1950s. Arranged topically and therein alphabetically.

| | |
|--|--------|
| General | Box 14 |
| Newspaper basics materials, 1954-1961 | Box 14 |
| University instruction application, 1950 | Box 14 |
| Fulbright Research Fellowship | |
| Les Algériens en France | |
| "Les Algériens en France," in <i>Français et Immigrés</i> , tome 2, 1952 | Box 14 |
| Background materials, 1951 and undated | Box 14 |
| Algeria clippings, 1953 | Box 14 |
| "Cahiers Nord-Africains" booklets, 1950 | Box 14 |
| McCann-Erickson | |
| Activation research, 1957 | Box 14 |
| "An Evaluation of a U.S. Information Campaign in Salonica, Greece," 1953 | Box 14 |
| Physical Description: 2 folders | |
| Life insurance study, 1956 | Box 14 |
| McCann-Erickson resignation correspondence, 1958-1969 | Box 14 |
| Media planning materials, 1955 and undated | Box 14 |

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| Miscellaneous writings, 1955-1958 and undated | Box 14 |
| Revlon | |
| Miscellaneous writings, 1956-1960 and undated | Box 14 |
| Quiz show fraud materials, 1959-1961 and undated | Box 14 |
| Standard Oil (New Jersey) | |
| Aruba Oil materials, 1947-1950 and undated | Box 14 |
| Clippings, 1950-1951 | Box 14 |
| Correspondence, 1949-1952 | Box 14 |
| International public opinion research materials, 1948-1950 | Box 14 |
| "Jersey's Publications Program and the College Teacher: A Report on a Field Study," 1951 | Box 15 |
| Miscellaneous writings, 1950 and undated | Box 15 |
| Notes, undated | Box 15 |
| "Opinion Research in Public Relations Work: An Introductory Manual," 1949 | Box 15 |
| Outside research summaries, 1949-1950 | Box 15 |
| "Public Opinion and Point Four," circa 1951 | Box 15 |
| Public relations conference minutes, 1949 | Box 15 |
| Radio studies | |
| Alex Young program public relations study, 1952 | Box 15 |
| "An Analysis of Listener Mail for the World Wide Broadcasting Foundation," 1950 | Box 15 |
| Average audience bar graph, 1947 | Box 15 |

Processing Information:

[Folder removed to Box 95.]

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| Elmira radio study materials, 1950 and undated | Box 15 |
| "The Listeners Write to the Philharmonic," 1949-1975 | Box 15 |
| "Studying the Effectiveness of Institutional Radio Advertising," undated | Box 15 |
| "A 'Weekend with Music' in Rapid City, South Dakota," 1949 | Box 15 |
| "'Wheels of Oil' in Tulsa, Oklahoma: A Radio Listening Survey," 1950 | Box 15 |
| Speeches | |
| "Measuring Influence of an Institutional Radio Program" presentation, 1951 | Box 15 |
| Public relations conference talk, circa 1951 | Box 15 |

Late Career Subseries, 1988-2005 and undated

Scope and Contents note

After Bogart retired from the Newspaper Advertising Bureau, he was nominated a fellow with the Gannett Center for Media Studies for the 1989-1990 academic year. As a fellow, Bogart received support while completing his book *Commercial Culture: The Media System and the Public Interest*. For materials related to this book, see the **Writings and Speeches Subseries**. Bogart continued a relationship with the Gannett Center, which became financially independent from the Gannett Broadcasting Group in 1991 and was renamed the Freedom Forum Media Studies Center. On behalf of the Freedom Forum, Bogart advised the Oakland Tribune on how to restructure their business in 1991 and organized a newspaper advertising workshop in Russia and Eastern Europe in 1992.

Bogart spent much of his late career sharing his newspaper industry and mass media expertise. As Director and Senior Consultant for Innovation International Media Consulting Group, Bogart advised newspapers, particularly in Spain, Latin America, Russia, and Eastern Europe; and assessed the state of newspapers and mass media for Innovation publications and conferences. Bogart also shared his knowledge about the mass media with attorneys as a media expert in two very public trials in the 1990s, *Chandler v. Jackson* (Michael Jackson child molestation lawsuit) and

Valenzuela v. Hughes Aircraft Company (TCE groundwater contamination lawsuit in Tuscon, Arizona).

Slides of presentations given at the Freedom Forum workshop and photographs of the trip are located in the **Photographs and Slides Series**. Presentation scripts are in Russian and English and slide text is in Russian. Videocassette tapes of media coverage of Michael Jackson and TCE groundwater contamination in Arizona are located in the **Audiovisual Materials** section. Arranged alphabetically.

Election day project, Joan Shorenstein Center,
2000-2003 Box 16

Gannett Center/Freedom Forum

Eastern Europe and Russia Press Marketing
Project

Clippings and notes, 1991-1992 Box 16

Physical Description: 2 folders

Correspondence, 1992-1993 Box 16

Itineraries, contact lists, and receipts, 1992 Box 16

Workshop presentation scripts, 1992-1993 Box 16

Physical Description: 2 folders

Writings, 1992 Box 16

Gannett Center Fellowship

Correspondence, 1989-1993 Box 16

"The Future of Information" symposium,
1990

Contributors' materials Box 16

Correspondence Box 16

"The Future of Information" monograph
project, 1990-1994 Box 17

Printed materials

Covering the Campaign '88, circa 1988 Box 17

News and the New World Order, 1990 Box 17

Miscellaneous, 1989 Box 17

Seminars and presentations

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| Fellows seminar transcript, 1990 | Box 17 |
| Speech notes, 1989-1990 | Box 17 |
| Seminar and meeting materials, 1991-1997 | Box 17 |
| TV and cable speech notes, circa 1994 | Box 17 |
| Oakland Tribune consulting, 1992-1993 | Box 17 |
| General correspondence, 1989-1990 | Box 17 |
| Innovation International Media Consulting Group | |
| Consulting Projects | |
| American Association for Retired Persons (AARP), 2003 and undated | Box 17 |
| Libération newspaper; Paris, France, 1999 | Box 17 |
| "Reexamining the Web Business Model" study, 2002 | Box 17 |
| Russian print media, 2004 | Box 17 |
| Spain, Portugal, and Latin America | |
| Caracas, Venezuela, El Universal management seminar, 1998 | Box 17 |
| Dominican Republic, El Caribe, 2000-2001 | Box 17 |
| El Salvador, 1996 | Box 17 |
| Latin American press project | |
| Correspondence, writings, and clippings, 1992-1997 and undated | Box 17 |
| Physical Description: 1 of 2 folders | |
| Correspondence, writings, and clippings (continued), 1992-1997 and undated | Box 18 |
| Physical Description: 2 of 2 folders | |
| Newspaper case histories: Latin America, 1996 | |
| Itinerary | Box 18 |
| Argentina (Buenos Aires); Clarin | Box 18 |

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| Bolivia (La Paz); La Razon and El Presencia | Box 18 |
| Colombia (Bogotá); El Espectador and El Tiempo | Box 18 |
| Colombia (Cali); El Pais | Box 18 |
| Costa Rica (San José); La Nacion | Box 18 |
| Ecuador (Quito); El Comercio and Hoy | Box 18 |
| El Salvador (San Salvador); El Diario de Hoy | Box 18 |
| Guatemala (Guatemala City); Siglo XXI | Box 18 |
| Honduras (San Pedro Sula); La Prensa | Box 18 |
| Mexico (Mexico City); El Universal and Reforma | Box 18 |
| Nicaragua (Managua); La Prensa | Box 18 |
| Panama (Panama City); La Prensa | Box 18 |
| Peru (Lima); El Comercio | Box 19 |
| Venezuela (Caracas); El Nacional | Box 19 |
| Panama, El Universal, 1999 | Box 19 |
| Lisbon, Portugal audience rankings, 1998 | Box 19 |
| Madrid, Spain; ABC newspaper redesign, 2004 | Box 19 |
| Physical Description: 2 folders | |
| Madrid, Spain; El Sol, 1990-1991 | Box 19 |
| Miscellaneous South American newspaper summaries, circa 1996-1997 | Box 19 |
| Ukraine newspaper launch project, 2004-2005 | Box 19 |
| Physical Description: 2 folders | |

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| World Association of Newspapers weekend edition survey, 2000 | Box 19 |
| Meeting materials, 1996-2001 Chile trip, 2000 | Box 19 |
| Printed materials | |
| Capturing and Captivating Young Readers: 50 Editorial Strategies, 2005 | Box 19 |
| Innovations in Newspapers World Report annual publication, 1999-2002 | Box 19 |
| Physical Description: 3 folders | |
| Innovations in Newspapers World Report annual publication, 2003-2005 | Box 20 |
| Physical Description: 3 folders | |
| Publicitas Promotion Network, circa 2004 | Box 20 |
| Survey methodology remarks, Brazil, 2000 | Box 20 |
| International newspaper web site survey data, 2000 | Box 20 |
| Physical Description: 2 folders | |
| Legal consulting | |
| Michael Jackson molestation trial materials, Chandler v. Jackson, 1993-1999 | Box 20 |
| Physical Description: 1-5 of 7 folders | |
| Michael Jackson molestation trial materials, Chandler v. Jackson (continued), 1993-1999 | Box 21 |
| Physical Description: 6-7 of 7 folders | |
| Technical Advisory Service for Attorneys (TASA) materials, 2002 | Box 21 |
| Trichloroethylene (TCE) groundwater contamination lawsuit correspondence, Valenzuela v. Hughes Aircraft Company; Tuscon, Arizona, 1990 | Box 21 |
| "Leveraging Newspaper Assets" media usage study, 1997 | Box 21 |
| Obor Foundation | |

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| Arab translation and publishing program, 1994-1995 | Box 21 |
| Conference on Books in Morocco 1995 | Box 21 |
| Printed materials, 1997 | Box 21 |
| Online classifieds study, 2001 | Box 21 |
| Russian news media project, 1993-1997 | Box 21 |
| United States Information Agency (USIA) Morocco public opinion research visit, 1998 | Box 21 |

Newspaper Advertising Bureau (NAB) Subseries, 1914-1990 and undated

Scope and Contents note

Documents Bogart's twenty-nine year executive career with the Newspaper Advertising Bureau (NAB), the advertising and promotion organization for the newspaper industry. Bogart began work with the NAB as Vice President of Marketing Planning and Research in 1960 and was promoted to Executive Vice President and General Manager in 1966. During his tenure with the NAB, Bogart was the architect of most of the major research studies. Bogart led two major research projects, the Newspaper Readership Project from 1977-1983 and the Future of Advertising Project from 1979-1988. The goal of the Newspaper Readership Project was to make recommendations to reverse declines in newspaper readership that begun in the 1920s and were threatening the vitality of the newspaper industry during the 1970s and 1980s. The Future of Advertising Project was formed shortly afterward to address newspapers' decline in national advertising revenues that began in the 1960s due largely to the rise of television. Recommendations from the Future of Advertising Project led to standardization in advertising formats and invoices across newspapers. This subseries is divided into three sections: **General**, **Newspaper Readership Project**, and **Future of Advertising Project**. **General** consists mainly of materials related to various research projects at the NAB. For slides of NAB presentations, see the **Photographs & Slides Series**. Speeches and presentations in this subseries report directly on the workings of the NAB; for all other speeches, see the **Writings and Speeches Subseries**. Arranged alphabetically within category except for speeches and meetings, which are arranged chronologically.

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|---|--------|
| General | Box 22 |
| Correspondence Advertising expenditures, 1977-1986 | Box 22 |

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|---|--------|
| Association for Education in Journalism, 1972-1985 | Box 22 |
| Australia/New Zealand, 1980-1981 | Box 22 |
| Board of Directors, 1980-1988 | Box 22 |
| Circulation and readership Distribution, 1972-1988 | Box 22 |
| Favor, Cy, 1970-1987 | Box 22 |
| General circulation correspondence, 1973-1978 | Box 22 |
| Survey of apartment dwellers, 1973 | Box 22 |
| Williams, Fred, 1973-1974 | Box 22 |
| Creative Newspaper Awards Correspondence, 1978-1988 | Box 22 |
| Award winners, 1989-1990 | Box 22 |
| Processing Information: | |
| [Folder removed to Box 96.] | |
| Dues, 1986 | Box 22 |
| "The Future of Downtown" conference proposal, 1967 | Box 22 |
| General, 1965-1989 | Box 22 |
| Physical Description: 2 folders | |
| Interoffice, 1974-1988 | Box 22 |
| Media Records crisis, 1970-1977 | Box 22 |
| Physical Description: 2 folders | |
| New technology, 1976-1988 | Box 22 |
| Print versus broadcast advertising, 1963-1985 | Box 22 |
| South Africa, 1976-1979 | Box 22 |

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| Supplier correspondence | |
| Belden, 1977-1983 | Box 22 |
| Compmark III, 1977-1981 | Box 22 |
| Market Opinion Research, 1976-1986 | Box 23 |
| Television, 1964-1987 | Box 23 |
| Physical Description: 2 folders | |
| Meetings and Conferences | |
| 1968 Jan. 17, INAE convention | Box 23 |
| 1972-1979, "The Future of Retailing" meetings | Box 23 |
| 1973 Mar. 8, ABC meeting | Box 23 |
| 1973 Apr. 24, ANPA annual meeting speech | Box 23 |
| 1973 Aug. 8, "Retaining the Newspaper Audience" meeting | Box 23 |
| 1973 Sept. 13, "Selective Perception and Communication: A Fresh Look at Recurrent Questions" seminar | Box 23 |
| 1973 Nov. 14, A.A.A.A. Eastern Region convention | Box 23 |
| 1974-1988, "The Future of the Grocery Business" meetings | Box 23 |
| 1975 Dec. 4-5, Boston Globe readership and circulation meeting | Box 23 |
| 1975-1988, Board of Directors meetings and presentations | Box 23 |
| Physical Description: 2 folders | |
| 1976 Mar. 19, Detroit Adcraft Club meeting, "The Selective Customer" | Box 23 |
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| News Research committee, 1976-1982 | Box 43 |
| Newspaper in Education committee, 1974-1989 | Box 43 |
| APA correspondence, 1971-1983 | Box 43 |
| APA Consumer Psychology Division | |
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| Fellowship committee correspondence, 1961-1976 | Box 43 |
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| Legal Applications of Consumer Psychology committee, 1971-1972 | Box 44 |
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| General correspondence, 1964-1971 | Box 44 |
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| ASA correspondence, 1962-1987 | Box 44 |
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| Data Bank, 1973 | Box 44 |
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| "Tommaney Plan," 1971 | Box 44 |
| Center for Applied Linguistics, 1984-1989 | Box 44 |
| Commission on Reading Trends in the U.S. advisory group, 1979 | Box 44 |
| Consumer Behavior Abstracts editorial board, 1971 | Box 44 |
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| General correspondence, 1967-1989 | Box 44 |
| Schools and Colleges committee, 1977-1989 | Box 44 |
| INPA correspondence, 1987 | Box 44 |
| Institute of International Education correspondence, 1983 | Box 44 |
| Intercorporate luncheon group contact list, undated | Box 44 |
| International Association for Mass Communication Research correspondence, 1974-1975 and undated | Box 44 |
| Journal of Communication reviews, 1979-1988 | Box 44 |
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| Overseas Press Club | |
| General correspondence, 1960-1985 and undated | Box 44 |
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| Radio and Television Research Council materials, 1954-1963 | |
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| Social Science Research Council | |
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| "Future of World Association for Public Opinion Research" conference packet, 1982 | Box 45 |
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| de Miguel, Armando, 1971 | Box 45 |
| "Project Camelot," 1965-1966 | Box 45 |
| Standards, 1966 | Box 45 |
| Wilson Center Media Studies Project advisory committee | |
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Research Files Subseries, 1947-2005 and undated

Scope and Contents note

Consists of clippings, writings, and notes on various subjects that Bogart maintained for reference and as source material for his writings, speeches, and research. Arranged alphabetically by topic.

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| "The Emerging Landscape" Presstime newspaper readership map, 1998 | Box 46 |
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| Metro controversy, 1999-2000 | Box 47 |
| Marketing News: The 1992 Honomichl Business Report on the Marketing Research Industry, 1992 | Box 47 |
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| Mass media, 1967-2004 and undated | Box 47 |
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| Mass media, 1967-2004 and undated | Box 48 |
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| "Can newspapers be saved?," 1989-2005 and undated | Box 50 |
| Obituaries, 1989-1997 | Box 50 |
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| Polls, politics, and public opinion, 1966-1997 and undated | Box 50 |
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| Television, 1960-1989 and undated | Box 52 |
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| Books | |
| Il Faut Nous Faire Soigner! by Claude Monnier, 2002 | Box 57 |
| Jews in the News: British and American Newspaper Articles About Jews, 1665-1800 by Herman J. Obermayer, 2002 | Box 57 |

Writings and Speeches Subseries, 1943-2004 and undated

Scope and Contents note

Documents 149 speeches; 195 published articles; 14 books; book chapters and contributions; and other written materials Bogart produced over his career. Also includes articles for a monthly column in Presstime that Bogart wrote from 1989-2005. The subseries is divided in five sections: **Speeches, Articles, Books, Book chapters and contributions, and Unpublished writings and drafts.** For speeches that directly report on Newspaper Advertising Bureau activities, see the **Newspaper Advertising Bureau (NAB) Subseries.** Writings are arranged chronologically by date of publication, or for unpublished writings, creation date. Speeches are arranged chronologically by date of delivery.

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| 1955 May 12, "How Media Research Helps Produce More Effective Advertising," AMA | Box 58 |
| 1955 June 24, "How Media Research Helps Produce More Effective Advertising," Continuing Clinic of Agency Operations | Box 58 |
| 1955 Dec. 8, "Magazines in the TV Era," AMA | Box 58 |
| 1956 Mar. 16, "What We Do and Don't Know About Advertising Research," Advertising Club of Minneapolis | Box 58 |
| 1956 May 8, "Magazines in the Postwar Era," Magazine Publishers Association | Box 58 |
| 1956 Sept. 13, "Television as a News Medium," ESOMAR | Box 58 |
| 1956 Nov. 27, "How to Plan Media Strategy: Summation and Critique," AAAA | Box 58 |
| 1957 Apr. 10, "Advertising and the Hardware Industry," Southern Hardware Convention | Box 58 |

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| 1958 Jan. 3, "Media and the Market," AMA | Box 58 |
| 1958 May 5-9, "The Impact of Television," Radio in the Future of Canada conference, University of British Columbia | Box 58 |
| 1958 Oct. 27, AAAA conference speech | Box 58 |
| 1959 June 19, AMA panel discussion on "Marketing Keys to Profits in the 1960s" | Box 58 |
| 1960 Mar. 29, "Newspapers in the Sixties," Cincinnati Council of the AAAA | Box 58 |
| 1960 Oct. 17, "A New Look at the Beer Market," National Beer Wholesalers Association | Box 58 |
| 1960 Oct. 18, "The Measurement of Advertising Effectiveness: Some Reflections on a Problem," AMA | Box 58 |
| 1960, General Electric seminar notes | Box 58 |
| 1961 Apr. 21, "Marketing Research and Marketing Management," AMA | Box 58 |
| 1961 Oct. 10, "Cost Per Thousand Revisited," AMA | Box 58 |
| 1962 Jan. 12, "Commentary on Dr. Winick's Paper," AMA panel discussion | Box 58 |
| 1962 May 12, "The Research Project: From Conception to Presentation," Market Research Trade Association | Box 58 |
| 1962 Aug. 31, "Social System and Process in the Utilization of Marketing Research," ASA | Box 58 |
| 1963 Oct. 15, "Reflections on the Computer in Advertising," American Association of Newspaper Representatives | Box 58 |
| 1964 May 14, "The Advertising Explosion and its Repercussions on Communication," AMA | Box 58 |

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| 1964 June 24, "The Concept of the Audience in American Communication Research," IAMCR | Box 58 |
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| 1965 Feb. 3, "New Directions for Psychology in Advertising," Psychology in Media Strategy Symposium, AMA | Box 59 |
| 1965 Apr. 27, "A Second Look at Intermedia Comparisons," National Newspaper Promotion Association | Box 59 |
| 1965 May 18, untitled speech on the "marketing concept" | Box 59 |
| 1965 May 20, "World Public Opinion and the Research Profession," WAPOR | Box 59 |
| 1965 June 14-16, "Psychology, Computers, and Media Research," AMA | Box 59 |
| 1965 Sept., "What Research for the Smaller Newspaper?," INAE | Box 59 |
| 1966 Jan. 20, "How Newspapers Will Tell Media Men More!," INAE | Box 59 |
| 1966 Aug. 22, "The Trend to Print in Advertising," Texas Daily Newspaper Association | Box 59 |
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| 1966 Nov. 22, "Mouse Traps Revisited," AMA Detroit Chapter | Box 59 |
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| 1967 June 26, "Seven Newspaper Points for Seven Minutes," American Advertising Federation | Box 59 |
| 1967 Oct. 19, "The Changing Public: Its News Interests and Sources," APME | Box 59 |
| 1967 Nov. 26, "The State of the Art," Arden House Seminar, Columbia University | Box 59 |
| 1968 Jan. 17, "Newspaper Advertising: Moving Toward the Year 2000," INAE | Box 59 |
| 1968 May 24, "Where Does Advertising Research Go From Here?," C.H. Sandage Symposium, University of Illinois | Box 59 |
| 1968 June 17, "The Marketer as a Radical," AMA International Marketing Congress | Box 59 |
| 1968, NRMA convention speech notes | Box 59 |
| 1969 Mar. 12, "Polls and Public Priorities," 25th anniversary of The Minneapolis Tribune's Minnesota Poll | Box 60 |
| 1969 May 17, "Public Priorities, Power Politics, and Polls," AAPOR | Box 60 |
| 1970 Oct. 14, New England Weekly Publishers Association speech | Box 60 |
| 1970 Oct. 20, "Television Rates," INCFO | Box 60 |
| 1971 June 9-12, National Conference for Professors of Advertising, University of Illinois speech | Box 60 |

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| 1971 June 22, Association of Industrial Advertisers speech | Box 60 |
| 1971 Nov. 15, "What Makes a Brand Visible?," ARF | Box 60 |
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| 1972 Apr. 19, Columbia University seminar on social priorities speech | Box 60 |
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| 1972 July 11, Public Relations Society of America speech | Box 60 |
| 1972 Sept. 6, "Toward a Psychology of Sale," APA | Box 60 |
| 1972 Sept. 28, Advertising and marketing course lecture, Advertising Club of New York | Box 60 |
| 1972, speeches before Congress on social science research | Box 60 |
| 1973 Feb. 8, California Newspaper Publishers' Association speech | Box 60 |
| 1973 May 4, "Choice for the Reader, Choice for the Press," ASNE | Box 60 |
| 1973 May 11, "Whither Advertising?," AMA | Box 60 |
| 1973 May 27-29, "The Management of Media: An Agenda for Research," Arden House Conference on Directions in Mass Communication Research | Box 60 |
| 1973 Oct. 3, University of Michigan Lectures in Journalism Series speech | Box 60 |
| 1973 Oct. 18, IAPA speech | Box 60 |
| 1974 Feb. 28, "Isn't it Time to Reinvent Advertising Research?," ANA | Box 60 |

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| 1974 Nov. 18, "Safety In Numbers?," ARF | Box 60 |
| 1974 Nov. 20, "Will the Medium Get the Message?," APME | Box 60 |
| 1974, "The Outlook For Newspapers" | Box 60 |
| 1975 Mar. 11, "Advertising Growth and Advertising Effectiveness," International Advertising Symposium | Box 60 |
| 1975 May 19, "The Next Quarter Century of Newspaper Progress," INPA | Box 61 |
| 1975 Sept. 19, "Is All This Advertising Really Necessary?," Market Research Council | Box 61 |
| 1975 Nov. 18, Supermarket Institute speech | Box 61 |
| 1975 Nov. 18, AAAA Eastern Region convention speech | Box 61 |
| 1975 Oct. 31, "Is All This Advertising Really Necessary?," ACR | Box 61 |
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| 1976 May 5, "The Readership Challenge," ANPA | Box 61 |
| 1976 July 28, "Why Newspaper Circulation Will Go Up," ICMA | Box 61 |
| 1976 Aug. 30, "The Automobile as Social Bond," ASA | Box 61 |
| 1976 Aug. 31, "News as Reality and as Dream," ASA | Box 61 |

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| 1976 Nov. 11, Chrysler meeting speech | Box 61 |
| 1977 May 1, "Editorial Ideals, Editorial Illusions," ASNE | Box 61 |
| 1977 May 16, "The View From the Bottom Line," INCFO | Box 61 |
| 1977 Sept. 22, "Minorities as Readers of Newspapers," Conference on Minorities and the Media, Northwestern University | Box 61 |
| 1978 Feb. 2, "Newspapers, Research, and the Marketing of Culture," Edward J. Meeman Lecture, University of Tennessee | Box 61 |
| 1978 Oct. 25, "Readership Speech," The Library of Congress Center for the Book | Box 61 |
| 1981 Apr. 7, Scripps-Howard Business Managers' Conference | Box 61 |
| 1981 Nov. 5-8, "Mass Media: Knowledge as Entertainment," Academy of Independent Scholars symposium | Box 61 |
| 1981, "The Marketing Environment for Technological Change," ANPA | Box 61 |
| 1982 Mar. 2, "A New Agenda for Advertising Research," ARF | Box 61 |
| 1982 May 11, "Creative Marketing in U.S. Daily Newspapers," IFRA | Box 61 |
| 1982 June 21, "Circulation: The Key to Successful Newspaper Marketing," ICMA | Box 62 |
| 1982 June 23, "Will Newspapers Become a Class Medium?: Why They Need Not and Must Not," ANPA/RI | Box 62 |
| 1982 Aug 3, "Telecommunications: The Competitive Technology," Teleinformatics seminar | Box 62 |

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| 1982 Oct. 1, "Lo Nuevo en el Medio Prensa y la Creatividad Publicitaria," Congreso Colombiano de Publicidad | Box 62 |
| 1982, "Starting a New Newspaper" | Box 62 |
| 1983 Jan. 11 " How America Shops and Buys," NRMA | Box 62 |
| 1983 Aug. 8, "How Do Your Papers Rate with Readers?," AEJMC | Box 62 |
| 1983 Sept. 14, "Will They Come When Ye Do Call Them?," ARF | Box 62 |
| 1983 Nov. 4, "How Newspaper Content is Changing," APME | Box 62 |
| 1983 Nov. 14, "Newspapers, 1984," Seattle Ad Club | Box 62 |
| 1984 Mar. 20, "The Medium that Fits Your Message," ASNE | Box 62 |
| 1985 Jan. 27-30, "Selective Strategies for Success," INAME | Box 62 |
| 1985 July 30, "Progress in Advertising Research?," ARF | Box 62 |
| 1986 Mar. 10-11, "What Forces Shape the Future of Advertising Research," ANA | Box 62 |
| 1986 Aug. 25, "The Many Meanings of Advertising," APA | Box 62 |
| 1986 Aug., "The Big Change in Television" presentation | Box 62 |
| 1987 Feb. 9, "Research as an Instrument of Power," Gannett Center | Box 62 |
| 1987 June 8, "The Competitive Challenge to Our Advertising," ANPA | Box 62 |
| 1987 Aug. 27, "Die Suche," DIALOG conference | Box 62 |

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| 1987, "US-Zeitungen - Findet der Leser, was ihn Angeht? Warum?," DIALOG conference | Box 62 |
| 1987 Sept. 22-23, "Las Turbulentas Profundidades del Marketing," Conferencias Internacional de Medios | Box 62 |
| 1988 Feb. 1, "What Forces Shape the Future of Advertising Research?," ARF | Box 62 |
| 1988 Apr. 7, "Advertising: Art, Science, or Business?," University of Illinois James Webb Young Address | Box 62 |
| 1988 May 18, "Advertising: Art, Science, or Business?," MRDA | Box 62 |
| 1988 Nov. 11, "Why Newspapers?," ANA | Box 62 |
| 1989 Mar. 16, "Inserting in North America: Trends and Practices," IFRA | Box 62 |
| 1989 Apr. 12, "A Look at Special Sections," ASNE | Box 62 |
| 1989 Apr. 25, "Can Newspaper Competition be Revived?," ANPA | Box 62 |
| 1989 May 11, "The State of Newspapers," Woodrow Wilson International Center for Scholars Media Studies Project | Box 62 |
| 1990 Feb. 19, "Commercial Culture," Boulder, Colorado | Box 62 |
| 1990 Feb. 21, Fellows Seminar speech, New York | Box 63 |
| 1990 Apr. 5, "The New Competitive Climate in Advertising," IFRA | Box 63 |
| 1990 June 12-13, "The Threat for the Future of the Newspaper Market: Lessons For Europe From the U.S.," Financial Times conference; London, England | Box 63 |

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| 1990 Oct. 16, "An Agenda for Newspaper Research," Newspaper Research Council | Box 63 |
| 1990 Nov. 5, "The U.S. Newspaper Advertising Bureau: Its Lessons for Germany;" Germany | Box 63 |
| 1991 May 6, "Newspaper Advertising: Roller Coaster or Steady Slide?," ANPA; Vancouver, British Columbia | Box 63 |
| 1991 Sept. 5, "Learning From the American Experience," Buenos Aires, Argentina | Box 63 |
| 1991 Nov. 7, "The New Media and Advertising," Universidad de Navarra; Pamplona, Spain | Box 63 |
| 1994 Apr. 7, "Advertising and the Information Superhighway," Bogotá, Colombia | Box 63 |
| 1994 Apr. 18-20, "Advertising and the Information Superhighway," ARF | Box 63 |
| 1994 Apr. 23, "Journalism and the Information Superhighway," San Francisco State University | Box 63 |
| 1994 Oct. 16, "Advertising and the Telecommunications Revolution," ANA | Box 63 |
| 1995 Feb.22, "On the Information Superhighway, Will Car Advertisers Be Taken For a Ride?," J.D. Power and Associates Automotive Advertising Strategy Conference | Box 63 |
| 1995 Oct. 31, "Newspapers at the Millenium," International Newspaper Marketing Association; Lima, Peru | Box 63 |
| 1996 Apr. 12-13, "The Changing Market for Journalism," Middle Tennessee State University journalism education conference | Box 63 |
| 1997 Feb. 6, "The Latin American Press: Challenges and Achievements," World Meeting of Newspaper Organizations | Box 63 |

1998 Feb. 26-28, "Journalism and Accountability," American Journalism Review Box 63

1998 Apr. 15, "Buying Services and the Media Marketplace," São Paulo, Brazil Box 63

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[Floppy disk removed to Audiovisual Materials, Box 98.]

1999, "Radio: 2000 and Beyond," Radio Free Europe Affiliate Assembly Box 63

2000 Nov. 23, "Weekend Editions: A Global Review," World Association of Newspapers; Berlin, Germany Box 63

2003 Nov. 6, "Media and Civility," Universidad de Navarra; Pamplona, Spain Box 63

2004 Sept. 15, "Innovations in Newspaper Marketing;" Hyderabad, India Box 63

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1954 Jan., "Outlook for UHF and Its 70 Channels" Box 64

1954 Aug., "How to Use Magazine Readership Studies" Box 64

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1955 July, "Adult Talk About Newspaper Comics" Box 64

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| 1955 Oct., "8 Big Needs in Radio-TV Research" | Box 64 |
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| 1956 Jan.-Feb., "How to Get More Out of Marketing Research" | Box 64 |
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| 1956 Spring, "Magazines Since the Rise of Television" | Box 64 |
| 1956, "Patterns of Change in the Post-War Era" | Box 64 |
| 1957 Jan.-Mar., "Magazines Adopting 'New Look' to Keep Pace with TV" | Box 64 |
| 1957 July, review of The Hidden Persuaders by Vance Packard | Box 64 |
| 1957, "Opinion Research and Marketing" | Box 64 |
| 1957-1958 Winter, "Measuring the Effectiveness of an Overseas Information Campaign: A Case History" | Box 64 |
| 1958 Apr., review of Motivation Research and Marketing Management by Joseph W. Newman | Box 64 |
| 1958, review of Television Advertising by Clark M. Agnew and Neil O'Brien | Box 64 |
| 1959 Summer, "Changing Markets and Media in Latin America" | Box 64 |

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| 1959, review of Introduction to Mass Communications Research edited by Ralph O. Nafziger and David Manning White | Box 64 |
| 1960 Jan., review of TV Advertising by Arthur Bellaire | Box 64 |
| 1960 Dec., review of The Strategy of Desire by Ernest Dichter | Box 64 |
| 1961 Jan., "A New Look at the Beer Market" | Box 64 |
| 1962 Jan., "How Do People Read Newspapers?" | Box 64 |
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| 1962, "American Television: A Brief Survey of Research Findings" | Box 64 |
| 1963 Jan., "Careers in Communications Research" | Box 65 |
| 1963 Jan., review of Living with Television by Ira O. Glick and Sidney J. Levy | Box 65 |
| 1963 Winter, "Inside Marketing Research" | Box 65 |
| 1963 Winter, "Newspapers in the Age of TV" | Box 65 |
| 1964 Feb., review of The Advertising Rate Structure in the Daily Newspaper Industry by James M. Ferguson | Box 65 |
| 1964 June, "The Impact of Blank Space: An Experiment in Advertising Readership" by Leo Bogart and B. Stuart Tolley | Box 65 |
| 1964 Sept., "What Happens When Ads are Blanked Out?" | Box 65 |
| 1964, review of The Advertising Man in London Advertising Agencies by Jeremy Tunstall | Box 65 |

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| 1965 Spring, "Mass Media and Community Identity in an Interurban Setting" by Leo Bogart and Frank E. Orenstein | Box 65 |
| 1965 Sept., "Take a Closer Look at Product Users" | Box 65 |
| 1965 Fall, review of Documentary in American Television by William A. Bluem | Box 65 |
| 1965, "Pojam Publike U Americkim Istraživanjima Komunikacija" | Box 65 |
| 1965, "Three Explosions: Mass Media, Mass Advertising, Mass Marketing" | Box 65 |
| 1966 Jan., "Is it Time to Discard the Audience Concept?" | Box 65 |
| 1966 Spring, "Is There a World Public Opinion?" | Box 65 |
| 1966 Oct., "The Trend to Print in Advertising" | Box 65 |
| 1967 Spring, review of Studies in Broadcasting: An International Annual of Broadcasting Science edited by Katagiri, Akinori, and Shinnosuke | Box 65 |
| 1967 June, "The Today Factor in Media" | Box 65 |
| 1967 July, "How Mass Media Make Markets" | Box 65 |
| 1967 Sept.-Oct., review of Mass Communication and Advertising by Karl-Erik Werneryd and Kjell Nowak | Box 65 |
| 1967 Fall, "No Opinion, Don't Know, and Maybe No Answer" | Box 65 |
| 1967, review of Consumer Choice in the American Economy by Carolyn Shaw Bell | Box 65 |
| 1967, "Mass Media in the Year 2000" | Box 65 |
| 1968 Aug., "Cost Per Thousand What?" | Box 65 |

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| 1968 Summer, "The Overseas Newsman: A 1967 Profile Study" | Box 66 |
| 1968 Sept., "The Newspaper of the Future II - Outlook for Advertising" | Box 66 |
| 1968 Oct., "The Marketer as a Radical" | Box 66 |
| 1968 Nov., "Black is Often White: Negroes and the Mass Media" | Box 66 |
| 1968, review of Integration of the Negro in the Armed Forces by Richard J. Stillman II | Box 66 |
| 1968-1969 Winter, "Changing News Interests and the News Media" | Box 66 |
| 1969 Mar., "Where Does Advertising Research Go From Here?" | Box 66 |
| 1969 June, review of The New Mass Media: Challenge to a Free Society by Gilbert Seldes | Box 66 |
| 1969 Summer, "Violence in the Mass Media" | Box 66 |
| 1969 Nov., "How the Mass Media Work in America," in Mass Media and Violence, a report to the National Commission on the Causes and Prevention of Violence | Box 66 |
| 1969, "Le Contrôle des Mass Media" | Box 66 |
| 1969, review of Urban America, Inc. and the Urban Coalition, One Year Later | Box 66 |
| 1970 Aug., "What One Little Ad Can Do" by Leo Bogart, B. Stuart Tolley, and Frank Orenstein | Box 66 |
| 1970, "A Newspaper Researcher Sees Television Changing" | Box 66 |
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| 1971 Apr., "Youth Market isn't All That Different" | Box 66 |
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| 1971 Nov., "Relating Media Strategy to Sales" | Box 66 |
| 1971, review of Aspirations and Affluence: Comparative Studies in the United States and Western Europe by Katona, Strumpel, and Zahn | Box 66 |
| 1972 May, "Customers, Not 'Consumers'" | Box 66 |
| 1972 Spring, "Negro and White Media Exposure: New Evidence" | Box 66 |
| 1972, "U.S. Newspapers: Status and Outlook" | Box 66 |
| 1972, "Warning: The Surgeon General Has Determined that TV Violence is Moderately Dangerous to Your Child's Mental Health" | Box 67 |
| Physical Description: 4 folders | |
| 1973 Feb., "The Future of Retailing" | Box 67 |
| Physical Description: 2 folders | |
| 1973 Feb., "What Makes a Brand Name Familiar?" by Leo Bogart and Charles Lehman | Box 67 |
| 1973 May, "Comment on Silk and Geiger" | Box 67 |
| 1973 Oct., "As Media Change, How Will Advertising?" | Box 67 |
| 1973 Nov., "Psychology on a Large Scale: The Study of Consumption" | Box 67 |
| 1973, review of Journalists at Work. Specialist Correspondents: Their News Organizations, News Sources, and Competitor-Colleagues by Jeremy Tunstall | Box 67 |

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| 1973, "The Management of Mass Media: An Agent for Research" | Box 67 |
| 1973, "The Mass Media in America" | Box 67 |
| 1973, "What is Consumerism?" | Box 67 |
| 1974 Sept.-Oct., "Urban Papers Under Pressure" | Box 67 |
| 1975 Spring, "Media Models: A Reassessment" | Box 67 |
| 1975 Spring, "The Future of the Metropolitan Daily" | Box 67 |
| 1975 Nov., "The Marketing of Public Goods" | Box 67 |
| 1975 Fall, "How the Challenge of Television News Affects the Prosperity of Daily Newspapers" | Box 67 |
| 1976 July-Aug., "A Smart, Mobile, Cosmopolitan Generation" | Box 67 |
| 1976 Sept.-Oct., "Mass Advertising: The Message, Not the Measure" | Box 68 |
| Physical Description: 4 folders | |
| 1977 Jan., comment on Walter J. Primeaux, Jr., "The Newspaper Rate Differential: Another Element in the Explanation" | Box 68 |
| 1977 Aug., "The Automobile as Social Cohesion" | Box 68 |
| 1978 June, "Talking with Towers About What's New in Newspapers" | Box 68 |
| 1978 Oct., "Is All This Advertising Necessary?" | Box 68 |
| 1979 Feb., "Does TV News Substitute for Newspapers?" | Box 68 |
| 1979 Spring, "Editorial Ideals, Editorial Illusions" | Box 68 |

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| 1980 Jan., "The '80s: Readership" | Box 68 |
| 1980 Apr., "Newspapers Fight Off Broadcast Challenge, Survive and Prosper" | Box 68 |
| 1980 Nov., "Print vs. Broadcast: The NAB's Rebuttal" | Box 68 |
| 1981, review of The Public's Use of Television: Who Watches and Why by Ronald E. Frank and Marshall G. Greenberg | Box 68 |
| 1982 Mar., "The Marketing Environment for Technological Change" | Box 68 |
| 1982 Mar., "Media and a Changing Environment" | Box 68 |
| 1982 Summer, comments on "Public Attitudes Toward Freedom of the Press" | Box 68 |
| 1982 Oct., "Measuring the Effects of Advertising Research" | Box 68 |
| 1982, "Newspapers in Transition" | Box 69 |
| 1982, review of The Politics of Crisis Reporting: Learning to be a Foreign Correspondent by John Crothers Pollock | Box 69 |
| 1982, "Will Newspapers Become a Class Medium? Why They Need Not and Must Not" | Box 69 |
| 1983 Jan., "Smoking, Advertising, and Psychology" | Box 69 |
| 1983 Mar., review of Mass Media and Social Change edited by Elihu Katz and Tamas Szecsko | Box 69 |
| 1983 Apr., "The Fight for Readers: Declaring a Victory in a War that Will Never End" | Box 69 |
| 1983 June, "Prospects for Advertising" | Box 69 |

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| 1983 Aug., "Making Use of Burgoon" | Box 69 |
| 1983 Oct., "The Great Reader Interest in International News" | Box 69 |
| 1983 Winter, review of Books: The Culture and Commerce of Publishing by Lewis A. Coser, Charles Kadushin, and Walter A. Powell | Box 69 |
| 1983, "The Case of the 30-Second Commercial" by Leo Bogart and Charles Lehman | Box 69 |
| 1983, "Public Opinion and Collective Behavior" | Box 69 |
| 1983, review of The Rise and Fall of the Political Press in Britain by Stephen Koss | Box 69 |
| 1983-1984 Dec.-Jan., "It's Important for Newspapers to 'Touch the Reader's Heart'" | Box 69 |
| 1984 May, "Hitting the Right Consumer Target" | Box 69 |
| 1984 Winter, "The Public's Use and Perception of Newspapers" | Box 69 |
| 1984, "Black and White Attitudes Toward the Newspaper" | Box 69 |
| 1984, "Newspapers in 2084" | Box 69 |
| 1984, review of The Rise and Fall of the Political Press in Britain: vol. 2 by Stephen Koss | Box 69 |
| 1985 Jan., "Readership" | Box 69 |
| 1985 Jan., "War of the Words: Advertising in the Year 2010" | Box 69 |
| 1985 Mar., "Both News and Advertising Expand as the Newspapers Get Fatter" | Box 69 |

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|---|--------|
| 1985 Spring, "How Newspaper Content is Changing" | Box 69 |
| 1985 Sept., review of Technologies of Freedom: On Free Speech in an Electronic Age by Ithiel de Sola Pool | Box 69 |
| 1985 Nov.-Dec., "Polls and Public Opinion" | Box 69 |
| 1985 Winter, review of La Prensa Gratuita by Alfonso Nieto | Box 69 |
| 1985, review of The Politics of TV Violence: Policy Uses of Communication Research by Willard D. Rowland, Jr. | Box 70 |
| circa 1985, "Tidningar År 2085" (Newspapers Year 2085) | Box 70 |
| 1986 Feb.-Mar., "What Forces Shape the Future of Advertising Research?" | Box 70 |
| 1986 Mar., "La Publicité a l'Horizon 2010" | Box 70 |
| 1986 June-July, "Progress in Advertising Research?" | Box 70 |
| 1986 Summer, review of The American Journalist: A Portrait of U.S. News People and Their Work by David H. Weaver and G. Cleveland Wilhoit | Box 70 |
| 1987 June, "What the Scanners Show" | Box 70 |
| 1987, review of Distinction: A Social Critique of the Judgment of Taste by Pierre Bourdieu | Box 70 |
| 1987, "The Future Study of Public Opinion," edited by Leo Bogart | Box 70 |
| Physical Description: 3 folders | |
| 1988 Apr.-May, "The Search for Information in Newspaper Advertising" | Box 70 |
| 1988 May-June, "The Multiple Meanings of Television Advertising" | Box 70 |

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| 1988 Summer, "Research as an Instrument of Power" | Box 70 |
| 1988 Oct., "Advertisers Want Lower Rates" | Box 70 |
| 1988-1989 Dec.-Jan., "Advertising: Art, Science, or Business?" | Box 70 |
| 1989 May, "Can Newspaper Competition be Revived?" | Box 70 |
| 1989 Sept., "Classified: Buy It, Sell It, Find It" | Box 70 |
| 1989 Fall, review of Reporting of Social Science in the National Media by Carol H. Weiss and Eleanor Singer | Box 70 |
| 1989, "Mass Communication and World Opinion" | Box 70 |
| 1989-2005, Presstime columns Column ideas | Box 70 |
| Correspondence | Box 70 |
| Printed articles | Box 71 |
| Typed articles and drafts | Box 71 |
| Physical Description: 3 folders | |
| 1990 Feb.-Mar., "Advertising in 2020: How Perfect a Vision?" | Box 71 |
| 1990 Winter, "The Culture Beat: A Look at the Numbers" | Box 71 |
| 1991 Mar., "The American Media System and Its Commercial Culture" | Box 71 |
| 1991 Sept.-Oct., "American Media and Commercial Culture" | Box 71 |
| 1991 Nov.-Dec., review of The Opinion Connection: Polling, Politics, and the Press by Albert H. Cantril | Box 71 |

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| 1992 June, "Farewell to the Bureau" | Box 71 |
| 1992 July-Aug., "Those Invisible Polls" | Box 71 |
| 1992 Sept., "The Future of Newspaper Revenues" | Box 71 |
| 1992, review of The Super Pollsters by David W. Moore | Box 71 |
| 1993 Mar., "Freedom to Know or Freedom to Say?" | Box 71 |
| 1993 Apr., "Aiming the Newspaper at the Customer" | Box 71 |
| 1993 Spring, "Newspapers of the Future: Our Look at the Next Century" | Box 71 |
| 1993 July, "Shaping a New Media Policy" | Box 71 |
| 1993 July-Aug., "Media Habits of Media Tycoons" | Box 71 |
| 1993, "Die Meinungsforscherin und die Nazis" (The Pollster and the Nazis) | Box 71 |
| Physical Description: 1-2 of 5 folders | |
| 1993, "Die Meinungsforscherin und die Nazis" (The Pollster and the Nazis) (continued) | Box 72 |
| Physical Description: 3-5 of 5 folders | |
| 1993, "Los Periódicos del Futuro" | Box 72 |
| 1994 Mar.-Apr., "Who Pays for the Media?" | Box 72 |
| 1994 Sept.-Oct., "Consumer Games" | Box 72 |
| 1994 Nov., "Newspapers in the New Media World" | Box 72 |
| 1994 Dec., "The Dallas Model" | Box 72 |
| 1994 Dec., "Navigating the New Media" | Box 72 |

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| 1994, "The American Media System and Its Commercial Culture" | Box 72 |
| circa Jan. 1995, "How Often is Enough?" | Box 72 |
| 1995 Feb., "Is There an Optimum Frequency in Advertising?" | Box 72 |
| 1995 July-Aug., "Three Views of Advertising: A Review Essay" | Box 72 |
| 1996 Apr., "The City and the Media in the Digital Age" | Box 72 |
| Spring 1996, "Highway to the Stars or Road to Nowhere?" | Box 72 |
| Sept. 1996, "Newspapers in the Era of Electronic News" | Box 72 |
| 1996 Winter, "Newspapers' Fate Tied to Revival of Cities" | Box 72 |
| 1996 Dec., "The New Media: Reporting or Journalism?" | Box 72 |
| 1996, "A Cidade e a Mídia na Era Digital" | Box 72 |
| circa 1996, "What Does It All Mean?" | Box 72 |
| 1998 May-June, "Politics, Polls, and Poltergeists" | Box 72 |
| 1998 July-Aug., "What Editors Should Know About Polls" | Box 72 |
| 1998, "Media Mergers and the Future of Books" | Box 72 |
| 1998, "Should the V-Chip Fall Where it May?" | Box 72 |
| 1999 Spring, "Newspapers" | Box 72 |
| 1999 Summer, "Max Ralis, 1916-1999" | Box 72 |

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| 2000 Spring, review of Sparks of Liberty: An Insider's Memoir of Radio Liberty by Gene Sosin | Box 72 |
| 2000 Summer, "Church and State" | Box 72 |
| 2000 Sept.-Oct., "Buying Services and the Media Marketplace" | Box 72 |
| 2003 Summer, "Reconstructing Past Social Moods from Paintings: The Eye of the Beheld" | Box 72 |
| Physical Description: 1 of 3 folders | |
| 2003 Summer, "Reconstructing Past Social Moods from Paintings: The Eye of the Beheld" (continued) | Box 73 |
| Physical Description: 2-3 of 3 folders | |
| 2004 Fall, "Irving Crespi, 1926-2004" | Box 73 |
| 2004 Winter, "Reflections on Content Quality in Newspapers" | Box 73 |
| Miscellaneous correspondence, 1953-2002 | Box 73 |
| Books | Box 74 |
| 1956, <u>The Age of Television</u> Background materials, 1955-1957 and undated | Box 74 |
| Physical Description: 2 folders | |
| Correspondence, 1956-1958 | Box 74 |
| Dust jacket, 1956 | Box 74 |
| Materials for revisions, 1971-1979 and undated | Box 74 |
| Reviews, 1956-1958 | Box 74 |
| 1967, <u>Strategy in Advertising</u> Anecdotes, 1965 | Box 74 |

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| Correspondence, 1964-1982 | Box 74 |
| Physical Description: 3 folders | |
| Dust jackets, 1967 | Box 74 |
| Foreign rights, 1970-1975 | Box 74 |
| Paperback book, 1967 | Box 74 |
| Reviews and publicity, 1967-1971 | Box 75 |
| 1969, Current Controversies in Marketing Research | |
| Correspondence, 1965-1985 | Box 75 |
| Reviews and publicity, 1969-1970 | Box 75 |
| 1969, Social Research and the Desegregation of the U.S. Army | |
| Background materials, 1967 and undated | Box 75 |
| Correspondence, 1951-1983 | Box 75 |
| Physical Description: 2 folders | |
| Reviews and publicity, 1970 | Box 75 |
| 1972, <i>The Age of Television</i> , 3rd edition | |
| Background materials, 1955-1971 and undated | Box 75 |
| Correspondence, 1969-1983 | Box 75 |
| Materials for revisions, 1972-1974 and undated | Box 75 |
| Permissions requests, 1971-1972 | Box 75 |
| Reviews and publicity, 1972 | Box 75 |
| 1972, Silent Politics: Polls and the Awareness of Public Opinion | |
| Background materials, 1969-1973 and undated | Box 76 |
| Physical Description: 5 folders | |
| Correspondence, 1970-1972 | Box 76 |

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| Permissions requests, 1971 | Box 76 |
| Reviews and publicity, 1972 | Box 76 |
| 1976, Premises for Propaganda: The United States Information Agency's Operating Assumptions in the Cold War | |
| "Against Dismembering USIA" editorial, 1975 | Box 76 |
| Correspondence, 1975-1977 | Box 76 |
| Dust jackets, 1976 | Box 76 |
| Reviews and publicity, 1976-1977 | Box 76 |
| United States Information Agency (USIA) operating assumptions study materials | Box 77 |
| Background materials, 1953-1954 | Box 77 |
| Correspondence, 1953-1970 | Box 77 |
| International Information Administration Subcommittee reports, 1953 | Box 77 |
| Operating assumptions study materials, 1953-1962 | Box 77 |
| Research on the use of media in the Department of State's Overseas Information Program, 1951-1953 | Box 77 |
| "Seminar on Communication Problems" materials, 1968-1969 | Box 77 |
| "A Study of the Operating Assumptions of the United States Information Agency," volumes 1-5, 1954 | |
| Summary, 1954 | Box 77 |
| Volumes 1-2, 1954 | Box 77 |
| Physical Description: 2 folders | |
| Volumes 3-5, 1954 | Box 78 |
| Physical Description: 4 folders | |

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| USIA articles, 1968-1975 | Box 78 |
| USIA task force materials, 1960-1961 | Box 78 |
| 1981, <i>Press and Public: Who Reads What, When, Where and Why in American Newspapers</i> | |
| Correspondence, 1980-1988 | Box 78 |
| Dust jacket, 1981 | Box 78 |
| Permissions requests, 1979-1988 | Box 78 |
| Reviews and publicity, 1981 | Box 78 |
| Spanish edition, 1984-1985 | Box 78 |
| 1984, <i>Strategy in Advertising, 2nd edition</i> | |
| Correspondence, 1981-1992 | Box 78 |
| Foreign rights, 1984 | Box 78 |
| Permissions requests, 1983 | Box 78 |
| Reviews and publicity, 1984-1989 | Box 78 |
| 1985, <i>Polls and the Awareness of Public Opinion (Communications Series)</i> | |
| Correspondence, 1972-1987 | Box 78 |
| Reviews, 1985 | Box 78 |
| Revision materials, 1946-1988 and undated | Box 78 |
| Physical Description: 1 of 5 folders | |
| Revision materials (continued), 1946-1988 and undated | Box 79 |
| Physical Description: 2-5 of 5 folders | |
| 1989, <i>Press and Public: Who Reads What, When, Where and Why in American Newspapers, 2nd edition</i> | Box 79 |
| 1991, <i>Preserving the Press: How Daily Newspapers Mobilized to Keep Their Readers</i> | |

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| Background materials, 1966-1994 and undated | Box 79 |
| Physical Description: 3 folders | |
| Correspondence and reviews, 1990-1991 | Box 79 |
| Manuscript draft, circa 1989 | Box 79 |
| Physical Description: 1-2 of 8 folders | |
| Manuscript draft (continued), circa 1989 | Box 80 |
| Physical Description: 3-8 of 8 folders | |
| 1992, Project Clear: Social Research and the Desegregation of the United States Army | |
| Dust jacket, 1992 | Box 80 |
| Revision materials and reviews, 1969-1992 | Box 80 |
| 1995, Cool Words, Cold War: A New Look at USIA's Premises for Propaganda | |
| Correspondence, 1992-1994 | Box 80 |
| Research materials, 1993-1997 | Box 80 |
| Reviews and publicity, 1995 | Box 80 |
| USIA clippings, 1994-1995 | Box 80 |
| 1995, Commercial Culture: The Media System and the Public Interest | |
| Abstract and chapter outline, 1989-1990 | Box 80 |
| Background materials | Box 81 |
| "I. Commercialization of Communication," 1965-1995 | Box 81 |
| "II. Elite and Commercial Culture," 1973-1989 and undated | Box 81 |
| "III. The Content of Commercial Culture," 1965-1995 and undated | Box 81 |
| Physical Description: 6 folders | |

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|---|--------|
| "IV. Commercial Communication," 1966-1989 | Box 81 |
| Physical Description: 4 folders | |
| "V. Control of Media Content," 1972-1989 and undated | Box 81 |
| Physical Description: 2 folders | |
| "V. Control of Media Content," 1972-1989 and undated | Box 82 |
| "VI. Triumphs and Tragedies of Commercial Culture," 1970-1989 and undated | Box 82 |
| "VII. Fulfilling the Potential," 1970-1989 and undated | Box 82 |
| Physical Description: 2 folders | |
| Arbitron, 1989-1990 | Box 82 |
| General, 1973-1989 | Box 82 |
| Physical Description: 1 of 3 folders | |
| General (continued), 1973-1989 | Box 83 |
| Physical Description: 2-3 of 3 folders | |
| Book proposal, 1992 | Box 83 |
| Correspondence, 1990-1995 | Box 83 |
| Early "Commercial Culture" writing, 1986 | Box 83 |
| Early drafts, circa 1975-1985 | Box 83 |
| Physical Description: 1-7 of 12 folders | |
| Early drafts (continued), circa 1975-1985 | Box 84 |
| Physical Description: 8-12 of 12 folders | |
| Hardcover book, 1995 | Box 84 |
| Interviews, 1989-1990 | Box 84 |
| Notes | |

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| Chapter notes, circa 1990 | Box 84 |
| Physical Description: 1-3 of 8 folders | |
| Chapter notes (continued), circa 1990 | Box 85 |
| Physical Description: 4-8 of 8 folders | |
| Early notes, 1968-1986 and undated | Box 85 |
| General, circa 1990 | Box 85 |
| Physical Description: 5 folders | |
| Mass media research, 1969-1974 | Box 85 |
| Physical Description: 1 of 2 folders | |
| Mass media research (continued), 1969-1974 | Box 86 |
| Physical Description: 2 of 2 folders | |
| Reviews, 1994-1997 | Box 86 |
| Transaction edition, 1998-2000 | Box 86 |
| 2003, Finding Out: Personal Adventures in Social Research -- Discovering What People Think, Say, and Do | |
| Correspondence and reviews, 2002-2003 | Box 86 |
| 2003, How I Earned the Ruptured Duck: Behind the Lines in WWII | |
| Correspondence, 2002-2003 | Box 86 |
| Manuscript draft, 2001 | Box 86 |
| Physical Description: 3 folders | |
| 2005, Over the Edge: How the Pursuit of Youth by Marketers and the Media Has Changed American Culture | |
| Manuscript draft, circa 2005 | Box 86 |
| Notes, 2003 | Box 86 |
| 2005, American Newspapers: How They Have Changed and How They Must Keep Changing | |
| Publisher proofs, 2005 | Box 86 |

Book Chapters and Contributions

| | |
|--|--------|
| 1960, Introduction to A Factor Analytic Study of Attitudes Toward the Mass Media | Box 86 |
| 1964, "Mass Media and the Blue-Collar Worker," in Blue-Collar World | Box 86 |
| 1967, "Mass Communication -- Audiences," in International Encyclopedia of the Social Sciences | Box 87 |
| 1968, "The Peril of Political Polls," in World Book Encyclopedia Science Service | Box 87 |
| 1968, "Social Sciences in the Mass Media" in Behavioral Sciences and the Mass Media | Box 87 |
| 1971, "Television" in Dictionary of Psychology | Box 87 |
| 1972, "Where Does Advertising Go From Here?" in Frontiers of Advertising Theory and Research (hardcover book) | Box 87 |
| 1973, "Consumer and Advertising Research" in Handbook on Communication | Box 87 |
| 1974, "The Management of Mass Media" in Mass Communication Research: Major Issues and Future Directions | Box 87 |
| 1979, "Editorial Ideals, Editorial Illusions" in The Waning of the Fourth Estate | Box 87 |
| 1980, "After the Surgeon General's Report: Another Backward Look" in Television and Social Science Behavior: Beyond Violence | Box 87 |
| 1980, "Television News as Entertainment" in The Entertainment Functions of TV | Box 87 |
| Physical Description: 2 folders | |
| 1983, "Mass Media: Knowledge as Entertainment" in The Optimum Utilization of Knowledge | Box 87 |

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|---|--------|
| 1984, Introduction to "Update to the Surgeon General's Report on Television and Behavior" | Box 87 |
| 1985, "Media and a Changing America" in Impact of Mass Media | Box 87 |
| 1987, "The Return of Hollywood's Mass Audience" in Surveying Social Life | Box 87 |
| 1988, "Advertising" in International Encyclopedia of Communications | Box 88 |
| Physical Description: 2 folders | |
| 1989, "Marketing in the Year 2000" in Marketing 2000 | Box 88 |
| 1989, "Mass Communication and World Opinion" in Political Culture and Public Opinion | Box 88 |
| 1989, "Newspapers in Transition" in American Media: The Wilson Quarterly Reader | Box 88 |
| 1996, American Communication Research: the Remembered History table of contents | Box 88 |
| 1998, "The Turbulent Depths of Marketing" in How Advertising Works: The Role of Research | Box 88 |
| Copyright certificates and correspondence, 1969-1983 | Box 88 |
| Publishing contracts, permissions, and requests, 1968-1977 | Box 88 |
| Unpublished writings and drafts circa 1953, "On the Reading of Newspaper Comic Strips" | Box 88 |
| circa 1955, "The Individual and the Crisis Situation" | Box 88 |
| 1956, "American Beauties: A Footnote on the Cold War" | Box 88 |

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| 1963, "Notes From the USSR" | Box 88 |
| 1963, "Public Opinion and the Day's News: Reactions to the TV Quiz Hearings" | Box 88 |
| 1964, "What Marketers Must Know About Advertising Media Strategy" | Box 88 |
| circa 1965, "International View" draft | Box 88 |
| 1968, "Big Social Science" | Box 88 |
| 1970, "The Role of the Private Sector in Social Research" | Box 88 |
| circa 1970, comments on Feedback by Leo Bogart | Box 88 |
| circa 1970, "Prospects and Problems of Consumer Behavior Research" | Box 88 |
| circa 1971, "The Negro and the Media" | Box 88 |
| 1975, "Program Decision-Making for Television" | Box 88 |
| 1975 and undated, "Some Directions for Study of Media and Presidential Candidates" | Box 88 |
| circa 1977, "How is 'Advertising Effectiveness' Defined in Practice?" | Box 88 |
| 1977-1979, Chapter for The Waning of the Fourth Estate | Box 88 |
| 1981, "The Consumer as a Moving Target" | Box 88 |
| 1983, "Toward a National Media Policy" | Box 88 |
| 1984, "Introduction" | Box 89 |
| 1984-1988, background materials for International Communication and Change by Frederick Yu | Box 89 |
| 1985, "The Turbulent Depths of Marketing" | Box 89 |

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| circa 1985, "Marketers Look Ahead" | Box 89 |
| 1989, "How Inserts and Special Sections are Changing the American Press" | Box 89 |
| 1994, "The End of Propaganda?" | Box 89 |
| 1994, "How Should America Talk to the World?" | Box 89 |
| 1997, Remote Observers: The Response of Jews in the United States to the European Jewish Catastrophe | Box 89 |
| circa 2000, "Courage" | Box 89 |
| 2000-2002, "Putting Social Research to Work" | Box 89 |
| Miscellaneous 1956-1998 and undated, miscellaneous drafts and proposals | Box 89 |
| circa 1965-1989, miscellaneous notes | Box 89 |
| Physical Description: 5 folders | |

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Photographs & Slides Series, 1949-1993 and undated

Physical Description: 4 boxes

Scope and Contents note

Consists of photographs, slides, and negatives that document Bogart's personal and professional life. Photographs chiefly document professional meetings and conferences. Slides, which make up the bulk of this series, include Newspaper Advertising Bureau presentation slides; Freedom Forum Russia workshop slides; and family vacation and travel slides. Arranged chronologically.

| | |
|---|--------|
| Photographs | Box 90 |
| Personal, circa 1937-1972 | Box 90 |
| Professional circa 1955, Bogart portrait proofs | Box 90 |

Processing Information:

[Folder removed to Box 97.]

1961-1979 and undated, Miscellaneous
conference photographs Box 90

1967, Portland Ad Club Box 90

circa 1968, AAPOR Box 90

1970, Helsinki, Finland Box 90

1970, Waldorf Astoria dinner Box 90

Processing Information:

[Folder removed to Box 97.]

circa 1975, Rio de Janeiro, Brazil Box 90

1977, Atlanta Journal/Atlanta Constitution
newspapers meeting Box 90

1977, Newspaper Publishers Association of
New Zealand luncheon Box 90

1977-1985, Preserving the Press photographs Box 90

1980, Information Day in Lyon, France Box 90

1982, Sao Paulo, Brazil seminar Box 90

1983, NRMA speech Box 90

1985, Copley Newspapers meeting Box 90

1986, Las Vegas, Nevada INAME annual
dinner Box 90

1989, Newspaper Advertising Bureau Box 90

circa 1989, Bogart portrait proofs Box 90

1992-1993, Freedom Forum Russia workshop
trip Box 90

Negatives

1952, Michele and Leo Bogart Box 90

| | |
|--|--------|
| Undated, Rome | Box 90 |
| Slides | |
| Professional | |
| Newspaper Advertising Bureau presentations circa 1980s, "Health Care National Show" | Box 90 |
| circa 1985, "Retail Co-Op Recovery" | Box 90 |
| circa 1985-1987, "The Search: Advertising Performance and the Reading Process" | Box 90 |
| circa 1985-1989, "The Classified Connection" | Box 90 |
| circa 1985-1989, "Do It In Color" | Box 90 |
| circa 1985-1989, "Great Newspapers" | Box 90 |
| circa 1985-1989, "The Future of Advertising" | Box 90 |
| 1986, "The Big Change in Television" | Box 90 |
| 1988, "Why Newspapers?" | Box 90 |
| Freedom Forum Russia workshop, 1992 | Box 91 |
| Scope and Contents note | |
| Presentations scripts are in English and Russian and slide text is in Russian. Workshop scripts and correspondence are located in the Freedom Forum Subseries and photographs of the trip are located in the Photographs and Slides Series . | |
| I. "Why Newspaper Advertising?" by Leo Bogart | Box 91 |
| II. "The Newspaper Advertising Department" by Norman Kirk | Box 91 |
| Physical Description: 2 folders | |
| III. "Creating Effective Newspaper Advertising" by Bill Solch | Box 91 |
| Physical Description: 2 folders | |

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| IV. "Taking the Customer's Point of View" by Leo Bogart | Box 91 |
| VI. "Selling Newspaper Advertising" by Bill Solch | Box 91 |
| V. "Facing the Competition" by Norman Kirk | Box 91 |
| Miscellaneous workshop presentation slides | Box 91 |
| Other presentations | Box 92 |
| circa 1990, Advertising and technology presentation | Box 92 |
| Unidentified, undated | Box 92 |
| Personal | |
| 1949-1981, unidentified and miscellaneous travel | Box 92 |
| Physical Description: 2 folders | |
| 1950, Corpus Christi, Texas and New Orleans, Louisiana | Box 92 |
| 1950 and 1958, Virginia | Box 92 |
| 1950-1970, Miscellaneous | Box 92 |
| 1951-1957, Tuscon, Arizona Rodeo Parade | Box 92 |
| 1958-1968, Greg and Michele Bogart | Box 92 |
| 1958, Mexico and Peru | Box 92 |
| 1958-1971, Italy | Box 92 |
| 1960, Southwestern United States | Box 92 |
| 1960, Disneyland | Box 92 |
| 1961, Caribbean | Box 92 |
| 1961, Damascus, Syria; Cyprus; and Greece | Box 92 |
| 1962, Jalisco, Mexico | Box 92 |

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|---|--------|
| 1962-1963, Martha's Vineyard, St. Simeon, and southwestern United States | Box 92 |
| 1963, Grand Canyon | Box 92 |
| 1963, Russia | Box 93 |
| 1964, Portugal and Spain | Box 93 |
| 1965, Russia | Box 93 |
| 1966, Caribbean | Box 93 |
| 1966, Leo Bogart's Parents | Box 93 |
| 1968, Victoria Falls, Africa | Box 93 |
| 1968, New Orleans, Louisiana | Box 93 |
| 1970, South Africa | Box 93 |
| 1970, West Africa | Box 93 |
| Physical Description: 2 folders | |
| 1971, California | Box 93 |
| 1976, France | Box 93 |
| 1979, Algeria and Tunisia | Box 93 |
| 1979, The Alps and Sardinia | Box 93 |
| 1980, China | Box 93 |
| 1981, Michele Bogart's wedding | Box 93 |
| 1982, Portugal and Spain | Box 93 |
| 1990, Managua, Nicaragua and Scotland | Box 93 |
| undated, Rome, Italy | Box 93 |

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Artifacts, 1971-1973

Physical Description: 1 boxes

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| AMA award plaque, 1973 | Box 94 |
| Clio and Effie Awards commemorative director's board, 1971 | Box 94 |

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Oversize Materials, 1926-1992

Physical Description: 3 boxes

Personal Series,

Box 95

Other materials

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|---------------------|--------|
| Art prints, undated | Box 95 |
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| Cartoons, undated | Box 95 |
|-------------------|--------|

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| Drawing by Michele Bogart, 1962 | Box 95 |
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| L'Illustration, no. 4370, 1926 | Box 95 |
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|------------------------|--------|
| Russian document, 1908 | Box 95 |
|------------------------|--------|

Scope and Contents note

[Copy of diploma of Bogart's father, Iakov Abramovich Bugaevskii, conferring a degree in law from the Imperial Russian University in Odessa.]

Professional Series,

Box 95

Early Career Subseries

Standard Oil (New Jersey)

| | |
|--------------------------------|--------|
| Aruba Oil materials, 1946-1950 | Box 95 |
|--------------------------------|--------|

Radio studies

| | |
|----------------------------------|--------|
| Average audience bar graph, 1947 | Box 95 |
|----------------------------------|--------|

| | |
|--|--------|
| Newspaper Advertising Bureau Subseries | Box 96 |
|--|--------|

General

Correspondence

Creative Newspaper Awards

| | |
|--------------------------|--------|
| Award winners, 1989-1990 | Box 96 |
|--------------------------|--------|

Publications

"Newspaper Advertising Bureau: What It Is, What It Does," 1984 Box 96

Research

Children and young adults

"The Mini Page" packet, 1978 Box 96

Minneapolis Star "Smile Factory" packet, 1978 Box 96

Minneapolis Star-Tribune circulation study, 1973 Box 96

Major projects Box 97

Newspaper Readership Project

Promotion & Public Relations Committee

"I Saw It in the Paper" film

Promotional booklet, circa 1979 Box 97

National Better Newspaper Contest, 1981 Box 97

Newspaper in Education

Children's special sections, 1979 Box 97

Publications

"How to Have Fun and Profit From Reading Newspapers," 1979 Box 97

Newspaper inserts, 1977-1979 Box 97

"Newspaper Readership Project in the U.K." reports, 1981-1982 Box 97

Professional Service Subseries

Market Research Council, 1964-1987 Box 97

Research Files Subseries

Marketing News: The 1992 Honomichl

Business Report on the Marketing Research

Industry, 1992 Box 97

Photographs & Slides Series,

Box 97

Photographs

Professional

| | |
|------------------------------------|--------|
| circa 1955, Bogart portrait proofs | Box 97 |
| 1970, Waldorf Astoria dinner | Box 97 |

Professional Series,

Oversize-folder 1

Newspaper Advertising Bureau Subseries

General

Miscellaneous

"Leo Bogart is a Heavy Viewer" poster,
undated

Oversize-folder 1

Research Files Subseries

"The Emerging Landscape" Presstime
newspaper readership map, 1998

Oversize-folder 1

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Audiovisual Materials, 1972-2004 and undated

Physical Description: 1 boxes

Scope and Contents note

Consists of videocassettes, DVDs, audiocassettes, CDs, and floppy disks, featuring or collected by Bogart. Many of the videocassettes were used for Bogart's work as a mass media expert in two trials, Chandler v. Jackson (Michael Jackson child molestation lawsuit) and Valenzuela v. Hughes Aircraft Company (TCE groundwater contamination lawsuit in Tuscon, Arizona).

Access Restrictions:

Materials may require digitization prior to use. Contact Research Services for further information.

Original recordings

| | |
|-------|--------|
| Video | Box 98 |
|-------|--------|

OR1. "The Open Mind." Host: Richard Heffner, Guest: Leo Bogart. Show title: "The Public Interest Versus the Public's Interests," 2003, Mar. 12. Format: VHS

Box 98

OR2-OR13. "Tuscon TCE Coverage" , tapes 1-12, 1985-1990. Format: VHS

Box 98

Michael Jackson media coverage clips

OR14. "Press Conference," undated.
Format: VHS

Box 98 > Video-cassette
RL10146-VHS-OR14
Digital-materials
RL10146-SET-VHSOR14
> Video-file RL10146-
VHS-OR14.mkv
Digital-materials
RL10146-SET-VHSOR14
> Video-file RL10146-
VHS-OR14.mp4

Physical Description: 0:04:52

OR15. "American Justice," undated. Format:
VHS

Box 98 > Video-cassette
RL10146-VHS-OR15
Digital-materials
RL10146-SET-VHSOR15
> Video-file RL10146-
VHS-OR15.mkv
Digital-materials
RL10146-SET-VHSOR15
> Video-file RL10146-
VHS-OR15.mp4

Physical Description: 0:14:36

OR16. "Michael Jackson Changes History,"
1995, July 28. Format: VHS

Box 98

OR17. "Nightline," 1999, Jan. 25. Format:
VHS

Box 98

OR18. "A Current Affair," 1998, Nov. 2.
Format: VHS

Box 98

OR19. "Oprah," 1997, Feb. Format: VHS

Box 98

OR20. "Hard Copy," 1994, May 9. Format:
VHS

Box 98 > Video-cassette
RL10146-VHS-OR20
Digital-materials
RL10146-SET-VHSOR20
> Video-file RL10146-
VHS-OR20.mkv
Digital-materials
RL10146-SET-VHSOR20

> Video-file RL10146-
VHS-OR20.mp4

Physical Description: 0:18:40

OR21. "Hard Copy," undated. Format: VHS

Box 98 > Video-cassette
RL10146-VHS-OR21
Digital-materials
RL10146-SET-VHSOR21
> Video-file RL10146-
VHS-OR21.mkv
Digital-materials
RL10146-SET-VHSOR21
> Video-file RL10146-
VHS-OR21.mp4

Physical Description: 0:10:07

OR22. "Hard Copy," undated. Format: VHS

Box 98 > Video-cassette
RL10146-VHS-OR22
Digital-materials
RL10146-SET-VHSOR22
> Video-file RL10146-
VHS-OR22.mkv
Digital-materials
RL10146-SET-VHSOR22
> Video-file RL10146-
VHS-OR22.mp4

Physical Description: 0:57:05

OR23. "Hard Copy," undated. Format: VHS

Box 98 > Video-cassette
RL10146-VHS-OR23
Digital-materials
RL10146-SET-VHSOR23
> Video-file RL10146-
VHS-OR23.mkv
Digital-materials
RL10146-SET-VHSOR23
> Video-file RL10146-
VHS-OR23.mp4

Physical Description: 0:19:06

OR24. "Late Show with David Letterman,"
undated. Format: VHS

Box 98

OR25. "Michael Jackson VH1 interview,"
1996, Nov. 10. Format: VHS

Box 98

OR26. "News Stories," 1994, Mar. 18.
Format: VHS

Box 98

OR27. "Maury Povich," 1994, Feb. 21.
Format: VHS

Box 98 > Video-cassette
RL10146-VHS-OR27
Digital-materials
RL10146-SET-VHSOR27
> Video-file RL10146-
VHS-OR27.mkv
Digital-materials
RL10146-SET-VHSOR27
> Video-file RL10146-
VHS-OR27.mp4

Physical Description: 0:59:49

OR28. "Hard Copy," 1994, Jan. 10-11.
Format: VHS

Box 98 > Video-cassette
RL10146-VHS-OR28
Digital-materials
RL10146-SET-VHSOR28
> Video-file RL10146-
VHS-OR28.mkv
Digital-materials
RL10146-SET-VHSOR28
> Video-file RL10146-
VHS-OR28.mp4

Physical Description: 0:15:07

OR29. "Geraldo," 1994, Mar. 2. Format:
VHS

Box 98 > Video-cassette
RL10146-VHS-OR29
Digital-materials
RL10146-SET-VHSOR29
> Video-file RL10146-
VHS-OR29.mkv
Digital-materials
RL10146-SET-VHSOR29
> Video-file RL10146-
VHS-OR29.mp4

Physical Description: 1:00:34

OR30. "Hard Copy," 1994, Feb. 22-24.
Format: VHS

Box 98 > Video-cassette
RL10146-VHS-OR30

Digital-materials
RL10146-SET-VHSOR30
> Video-file RL10146-
VHS-OR30.mkv
Digital-materials
RL10146-SET-VHSOR30
> Video-file RL10146-
VHS-OR30.mp4

Physical Description: 0:17:28

OR31. "An Interview with Leo Bogart."
Interviewer: John Carey, Fordham Business
School, 2005, Apr. 21. Format: DVD Box 98

Audio

OR32. "Berlin," undated. Format: CD Box 98

OR33. Columbia University seminar on social
priorities speech, 1972 Apr. 19. Format:
audiocassette Box 98

Computer files

OR34. Untitled, undated. Format: floppy disk
(90mm) Box 98

Freedom Forum Russia workshop

OR35. "Designing Good Ads" by Bill Solch,
1992. Format: floppy disk (90mm) Box 98

OR36. "I.B.M. disk" , 1992. Format: floppy
disk (90mm) Box 98

OR37. "Buying Services and the Media
Marketplace" speech slides, São Paulo,
Brazil, 1998 Apr. 15. Format: floppy disk
(90mm) Box 98

OR38. "Innovations in Newspaper
Marketing" speech presentation, 2004 Sept.
15. Format: CD-R Box 98

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2022 Addition, 1921-2010

Scope and Contents

Addition contains primarily personal materials relating to Bogart's service during World War II; correspondence with family, spouse Agnes Bogart, and Israel Goldiamond; childhood art and creative writing. There are also materials relating to Brooklyn College when Bogart attended, including material on the anticommunist movement there.

Personal and Professional Files, 1921-2008

| | |
|--|---------|
| Awards, 1962-2005 | Box 99 |
| Biographical information, 1940-2005 | Box 99 |
| Birth certificate (English and Polish), 1921, 1948 | Box 99 |
| Brooklyn College (includes anticommunism materials), 1938-1940 | Box 99 |
| Brooklyn College--Clippings, 2001 | Box 99 |
| Brooklyn College--Clippings, newsletters, 1938-2001 | Box 103 |
| Brooklyn College--Diploma, 1941 | Box 99 |
| Brooklyn College--Reunions, class of 1941, 1991, 2001 | Box 99 |
| Clippings, 1936-1945 | Box 102 |

Scope and Contents

Includes materials relating to Abraham Lincoln assassination; Spanish Civil War; Mussolini; Nazi Germany; World War II; Franklin Roosevelt; Harry S Truman

| | |
|----------------------|---------|
| Clippings, 1938-2002 | Box 103 |
|----------------------|---------|

Physical Description: 2 folders

| | |
|---|--------|
| Correspondence (includes materials relating to military service in World War II), 1937-2002 | Box 99 |
|---|--------|

Physical Description: 5 folders

| | |
|--|--------|
| Correspondence--Israel Goldiamond (includes statement from Nazi Gauleiter Alfred Meyer), 1942-1945 | Box 99 |
|--|--------|

| | |
|---|--------|
| Correspondence--Writing and publishing, 1962-2004 | Box 99 |
| Employment, 1976-2001 | Box 99 |
| Erasmus High School, 1935-1936 | Box 99 |
| Joke file, approximately 1967-1997 | Box 99 |
| Memoirs of John Heinig, 1990s | Box 99 |

Scope and Contents

(1914-2004) Heinig's family fled Germany in the 1930s and eventually settled in the U.S. Heinig served in U.S. military intelligence, as did Bogart, during World War II. After the war Heinig worked in pharmaceutical sales.

| | |
|---|---------|
| Memorabilia, 1952-2009 | Box 99 |
| Motivation research, 1947-1956 | Box 99 |
| Newspaper Advertising Bureau, 1988 | Box 99 |
| Notes for a personal archive, approximately 2000 | Box 99 |
| Obituaries, 2005 | Box 99 |
| Obituaries--Others, 1970-2005 | Box 99 |
| Orange Blossom Club (Matchmaking service direct mail), 2000 | Box 101 |

Scope and Contents

In Election Polls, the News Media, and Democracy, ed. Paul J. Lavrakas and Michael W. Traugott; Chatham House

| | |
|---|--------|
| Personal files (includes materials relating to military service in World War II), 1944-2002 | Box 99 |
| Physical Description: 3 folders | |
| Philip Pauly--Articles, obituary, 1979-2008 | Box 99 |

Scope and Contents

(1950-2008) Historian of science; married to Michele Bogart 1981.

| | |
|--|---------|
| Photographs, 1940s-2003 | Box 99 |
| Physical Description: 3 folders | |
| Portuguese bullfight broadsides, approximately 1964 | Box 101 |
| Retirement, 1985-1992 | Box 99 |
| Skteches and cartoons, 1930s | Box 99 |
| Writings and Illustrations, 1932-2010 | |
| 7A4 and 7B4 EOW Jabber, 1932 | Box 101 |
| 8A1 Forum, 1932 | Box 99 |
| America's Interest in the Comics, 1949 | Box 99 |
| American Newspapers. How They Have Changed and How They Must Keep Changing, 2005 | Box 100 |
| An Itch in Time (Short story), 1930s | Box 99 |
| Animaland Tales--Illustrations, approximately 1934 | Box 99 |
| Animaland Tales--Stories, approximately 1934 | Box 99 |
| Art--Drawings, 1930s | Box 103 |
| Bibliography, 1990s | Box 99 |
| Physical Description: 2 folders | |
| Book contracts, 1990-2001 | Box 101 |
| Book covers (dust jackets), 1976-2003 | Box 103 |
| Columbia University seminar, 1967 | Box 99 |
| Cool Words, Cold War, 1995 | Box 100 |
| Current Controversies in Marketing Research (editor), 1969 | Box 100 |
| El Toro (Bethel Vt.), 1940 | Box 99 |

| | |
|---|---------|
| Estrategia Publicitaria (Portuguese edition of Strategy in Advertising), 1972 | Box 100 |
| Expect no Substitutes, 1996 | Box 99 |
| Fan Mail for the Philharmonic, 1949 | Box 99 |
| Finding Out, 2003-2004 | Box 99 |
| Fordham Study of the University Press, 2004 | Box 99 |
| Fragments, 1930s-1940 | Box 101 |
| Fragments, 1930s-1940 | Box 103 |
| Freedom to Know or Freedom to Say?, 1993 | Box 99 |
| Fulbright--Algerians in France (French and English), 1952 | Box 99 |
| Gee Whiz (play), 1930s | Box 99 |
| Germany, World War II, 1945 | Box 99 |
| High school, 1938 | Box 99 |
| How I Earned the Ruptured Duck, 2004 | Box 99 |
| How the Moo-Cow Gives Us Milk (short story), 1930s | Box 99 |
| Ivan Dee publishers, 2003-2010 | Box 99 |
| J. Bogart--At Five O'Clock in a Subway, approximately 1930s | Box 99 |
| La Prensa y Su Publico (Spanish edition of Press and Public), 1985 | Box 100 |
| London Courier May 1815, 1930s | Box 101 |
| Mass Media in the Year 2000, 1967 | Box 99 |
| Media and Democracy, 1995 | Box 99 |
| Politics, Polls, and Poltergeists: A Critical View of the 1996 Election, 2000 | Box 100 |

Scope and Contents

In Election Polls, the News Media, and Democracy, ed. Paul J. Lavrakas and Michael W. Traugott; Chatham House

| | |
|---|---------|
| Polls and the Awareness of Public Opinion second edition, 1985 | Box 100 |
| Review of Ernest Dichter's The Strategy of Desire, 1960 | Box 99 |
| Reviews and notices of Bogart's publications, 1999-2005 | Box 99 |
| Short story draft, 1963 | Box 99 |
| Stories, 1940s-1990s | Box 99 |
| Strategia in Pubblicita (Italian edition of Strategy in Advertising), 1990 | Box 100 |
| Strategy in Advertising, 1967 | Box 100 |
| The Age of Television, 1956 | Box 100 |
| The Age of Television 3rd edition, promotional brochure, 1972 | Box 99 |
| The Marketer as Radical, 1968 | Box 99 |
| Travel memoir (Chad and coastal Africa), 1960s | Box 99 |

Scope and Contents

Handwritten notes on a trip to Chad and western Africa; includes a brief mention of a chance encounter with linguist Alan S. Kaye.

| | |
|------------------------------|--------|
| What Does It All Mean?, 1996 | Box 99 |
|------------------------------|--------|

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