



Guide to the J. Walter Thompson Company. Chicago Office. Media Resources and Research Department Records, 1959-2000 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

J. Walter Thompson Company. Chicago Office. Media Resources and Research Department records, 1959-2000 and undated

Source:

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

Creator:

J. Walter Thompson Company. Chicago Office

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. The Media Resources and Research Department was responsible for media research and media planning support activities within JWT's Chicago Office. The JWT Media Resources and Research Department Records spans the years 1959-2000 and primarily includes proprietary research reports on a wide variety of topics relevant to media planning, usage and evaluation. In addition, the collection includes clippings, departmental administrative files, a U-matic videocassette; and writings and speeches of key departmental executives. Topics include general media planning and effectiveness research; studies on newspapers, magazines and other print media; broadcast and cable television viewing and television commercials; outdoor advertising research; radio advertising; video and VCR usage research; demographic research, especially on media usage among women, young people, and African Americans; and international media studies. Client-specific research includes case studies of Kodak; Kraft; The U.S. Marine Corps; and Warner-Lambert. There is also a small reference library of materials published by other research firms including A.C. Nielsen; Audit Bureau of Circulations; Daniel Starch; and Magazine Publishers Association. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

8 Linear Feet
6000 Items

Language:

Material in English

Collection ID:

RL.00673

Permalink:

<https://idn.duke.edu/ark:/87924/m1gd14>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Chicago Office. Media Resources and Research Department Records, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The JWT Media Resources and Research Department Records spans the years 1959-2000 and primarily includes proprietary research reports on a wide variety of topics relevant to media planning, usage and evaluation. In addition, the collection includes clippings, departmental administrative files, a U-matic videocassette; and writings and speeches of key departmental executives. Topics include general media planning and effectiveness research; studies on newspapers, magazines and other print media; broadcast and cable television viewing and television commercials; outdoor advertising research; radio advertising; video and VCR usage research; demographic research, especially on media usage among women, young people, and African Americans; and international media studies. Client-specific research includes case studies of Kodak; Kraft; The U.S. Marine Corps; and Warner-Lambert. There is also a small reference library of materials published by other research firms including A.C. Nielsen; Audit Bureau of Circulations; Daniel Starch; and Magazine Publishers Association.

Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. The Media Resources and Research Department was responsible for media research and media planning support activities within JWT's Chicago Office.

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Arrangement

The Collection is arranged into five Series: **Administrative Files**; **Media**; **Research Reports**; **Audiovisual Materials**; and **Reference Library**. **Administrative Files** includes clippings; policy statements; press releases; departmental overviews and mission; and writings and speeches by key departmental executives. **Media** includes writings and reports on media, organized by medium; **Research Reports** includes research on media usage and effectiveness; client-specific media case studies; demographic studies and international media research. **Audiovisual Materials** contains non-print-format media. The **Reference Library** contains research reports produced by entities other than JWT.

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Administrative Information

Publication Statement

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Access Restrictions

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

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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 J. Walter Thompson Company. Chicago Office. Media Resources and
Research Department Records were received by the David M. Rubenstein Rare
Book & Manuscript Library as a gift in 1993-2001.

Processing Information

Processed by Richard Collier, October 2009

Encoded by Richard Collier, October 2009

Accessions 93-037, 93-042, 93-089, 95-126, 95-128, 97-013, and 2001-177 were
merged into one collection, described in this finding aid.

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Related Materials

Related Material

Related materials may be found in the following collections of the J. Walter
Thompson Company Archives:

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

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

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

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

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

Related materials may also be found in other collections within the Hartman
Center:

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

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

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

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

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

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Names and Subjects

- Videocassette recorders
- Television viewers -- United States
- Cable television advertising -- United States
- Cable television advertising
- African American consumers -- United States
- African American consumers
- Advertising media planning -- United States
- Advertising media planning
- Videocassettes
- Young consumers -- United States
- Young consumers
- Women consumers -- United States
- Women consumers
- Television advertising
- Radio audiences -- United States
- Radio audiences
- Radio advertising -- United States
- Radio advertising
- Media and African Americans
- Clippings (information artifacts)
- Mass media -- United States
- Mass media
- Demographic surveys -- United States
- Demographic surveys
- Advertising, Magazine
- Advertising, Magazine -- United States
- Advertising, Newspaper

- Advertising, Newspaper -- United States
- Advertising, Outdoor
- Advertising, Outdoor -- United States
- Television advertising -- United States
- Television viewers
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Kraft Foods Company
- Magazine Publishers Association
- Daniel Starch and Staff
- Eastman Kodak Company
- J. Walter Thompson Company. Chicago Office
- A.C. Nielsen Company. Media Research Group
- Audit Bureau of Circulations
- AC Nielsen Research
- United States. Marine Corps
- Warner-Lambert Company

Collection Inventory

Administrative Files, 1976-1994 and undated

Physical Description: 3 boxes

Clippings, 1986-1987	Box 1
Physical Description: 3 folders	
Detroit Office media changes, 1984	Box 1
Epcot presentation, 1984	Box 1
JWT budgeting philosophy, 1991	Box 1
JWT philosophy of advertising and spending, 1993	Box 1
Media Directors meeting, 1988	Box 1
Media Leadership workshop, 1984	Box 1
Media Resources and Research Department overview, 1989 and undated	Box 1
Miscellaneous writings and speeches	
Advertising During a Recession, 1983	Box 1

Advertising in the LBO Era, circa 1988	Box 1
Communications in the Future, by Richard Kostyra, 1991	Box 1
History of A.C. Nielsen, 1987	Box 1
North American client list, 1989	Box 1
Press releases, 1987	Box 1A
Physical Description: 2 folders	
Prodigy, 1990	Box 1A
Speeches by Alice Sylvester, 1986-1994	Box 1A
Speeches by Bob Warrens, 1980-1993	Box 2
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Speeches by David Marans, 1990-1994	Box 2
Speeches by Deborah Solomon, 1987-1993	Box 2
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Media, 1959-1994 and undated

Physical Description: 8 boxes

General

AAAA Media Day keynote address by Don Johnston, 1981	Box 2
Changing Media Environment, Security Analysts meeting, 1985	Box 2
Electronic Media Update (newsletter), 1982-1985	Box 2
For Immediate Consideration (newsletter), 1989-1991	Box 2
In Defense of Mass Media, 1989	Box 2

International Media, 1991	Box 2
Look at U.S. Media, presentation, 1985	Box 2
Media: The New Creative Frontier, 1989	Box 2
Media Cross Ownership Directory, 1991	Box 2
Physical Description: 2 folders	
Media Options Forum (by Ivy Hoffman), 1994	Box 2
Media panel, 1987	Box 2
Media Planning and Buying Function, presentation, 1971	Box 2
Media Planning Guide, circa 1980s	Box 3
Physical Description: 2 folders	
Media reports, 1990	Box 3
Media reports binder, 1973-1974	Box 3
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Media Scheduling Patterns, 1977	Box 3
Media study: Newspaper, Magazine, Outdoor, 1959	Box 3
Physical Description: 1-2 of 3 folders	
Media study: Newspaper, Magazine, Outdoor, 1959 (continued)	Box 4
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Media systems catalog, 1989	Box 4
Media Vehicle Checklist, 1987	Box 4
Media weighting, 1984	Box 4
New media opportunities, 1988	Box 4
Pocket Guide to Media Terms and Media Math, 1984	Box 4
Sales-Effective Media Planning, circa 1990	Box 4

Trends and Projections of Media Costs, 1970-1983, 1979	Box 4
Trends and Projections of Media Costs, 1970-1985, 1982	Box 4
U.S. Consumer Media Reference, 1991, 1994 Physical Description: 2 folders	Box 4
U.S. Consumer Media Review, 1987-1990 Physical Description: 3 folders	Box 4
U.S. Media Resources and Research, 1985	Box 4
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Print--Magazines	
Baby magazine study, 1987	Box 4
Beyond the Numbers: Factors Affecting Magazine Ad Performance (Leo Burnett Co. report), 1978	Box 4
Demographic and Geographic Editions, 1989	Box 4
How Magazines Are Measured, undated	Box 4
How To Evaluate Magazine Subscriber Studies, 1986 and undated	Box 4
Magazine Ad Positioning, 1983 and 1991 Physical Description: 2 folders	Box 4
Magazine Ad Size Effectiveness, 1983	Box 4
Magazine Audience Adjustments, 1986	Box 4A
Magazine Executional Variables, 1991	Box 4A
Magazine Inserts, 1989	Box 4A
Magazine Merchandising Opportunities, 1988	Box 4A
Magazine Planning Models, circa 1981	Box 4A
Magazine Regional Advertising Opportunities, 1988	Box 4A
Multiple Ad Pages in a Magazine, 1986	Box 5

One After the Other, 1986	Box 5
Perspective on SMRB Syndicated Magazine Audience Research, 1985	Box 5
Print for the Baby Carriage Trade, 1987	Box 5
Report on Magazines, 1972	Box 5
Seven Sisters Meet the 90s, 1993	Box 5
Seven Sisters Revisited, circa 1986	Box 5
Special Interest Magazine Guide, 1984	Box 5
Unmeasured Magazines, 1989	Box 5
<hr/> Print--Miscellaneous	
Color Advertising in Newspapers, 1983	Box 5
Couponing in Magazines and Newspapers, 1986	Box 5
Print Capsules (newsletter), 1987-1993	Box 5
Report on Newspapers, circa 1973	Box 5
Simmons Business Management Readership Study, comments, 1986	Box 5
Ways of Measuring Print, 1994	Box 5
<hr/> Radio	
All About Radio, 1990	Box 5
Radio Format Trends for the 1980s, 1983	Box 5
Report on Radio, 1972	Box 5
<hr/> Television--General	
1989/90 New Television Season Preview, 1989	Box 5
All About VPH (viewers per household), 1990	Box 5
Barter Syndication Update, 1989	Box 5
Captive Audience TV, 1992	Box 5

Expanding Marketplace Intelligence, 1990	Box 5
Flighting vs. Continuity in TV Scheduling, undated	Box 5
Football--What Did Happen, What Will Happen, 1993	Box 5
High Definition Television: TV's Next Generation, 1988	Box 5
JWT's View of Interactive Television Environment, 1993	Box 5
Likeability study, 1985-1991	Box 6
Clutter and the TV Environment, 1984	Box 6
Nielsen Report on HUT/PUT Trends, 1990	Box 6
Out of Home Viewing, 1989	Box 6
Predicting the Useful Future, 1989	Box 6
Report on Television, 1973	Box 6
Reports on TV Viewing, 1990	Box 6
Rites of March, 1989	Box 6
SMRB and MRI Viewing Data, 1989	Box 6
Sports Reach Manual, 1982	Box 6
Television Audience Measurement, 1990	Box 6
Television Segment Ratings, 1988	Box 6
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TV Fact Book, 1988-1992	Box 6
TVReach: The New TV Reach and Frequency System, manual, 1989	Box 6
TVReach and Mixit manual, 1991	Box 6
Viewing in the Distracted Environment, 1991	Box 6

Television--Cable

Cable Capsules, 1982-1988 Box 6

Physical Description: 5 folders

Cable Networks Viewership, 1989 Box 6

Cable Operators Program Interests, 1982 Box 6

Home Shopping, 1987 Box 6

Is Advertising in Pay-TV's Future?, 1987 Box 6

Local Market Ratings for National Cable
Networks, 1991 Box 7A

Must-Carry Negotiations Continue, 1986 Box 7A

Pocket Guide to Cable Communications,
1981-1986 Box 7A

Review of Cable, 1987 Box 7A

Status Report on CATV, 1973 Box 7A

Ted Bates' Superstation Study, comments,
1982 Box 7A

Update on the Fox Network, 1989 Box 7A

World of Local Cable, 1989 Box 7A

Television--Commercials

10 Second Commercials Perspective, circa
1982 Box 7B

15-Second Commercials, 1981-1986 Box 7B

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60 Seconds News and Reviews (newsletter),
1985-1989 Box 7B

1992 Television Commercial Monitoring
Report, 1992 Box 7B

Advertorials and Infomercials, 1987 Box 7B

Commercial wearout, 1967-1981 and undated Box 7B

Commercial Zapping, 1984	Box 7B
Creative Uprising, circa 1987	Box 7B
Day After Recall, 1982	Box 7B
Fifteen-Second Commercials: The Simple Truth, 1984	Box 7B
How Much Do Remote Control Devices Increase Flipping?, 1987	Box 7B
Infomercials: A JWT Perspective, 1993	Box 7B
IRI Zapping Study, 1984	Box 7B
J.Walter 15s: What Now?, 1986	Box 7B
Look at 15-Second Commercials in 1994, 1994	Box 7B
Look at 15-Second Commercials in the 90s, 1990	Box 7B
Million Dollar Minute, 1985	Box 7B
On-Air Persuasiveness: Memorability of 15-Second Commercials, undated	Box 7B
Qualitative Study of Commercial Avoidance, 1985	Box 7B
Quality vs. Quantity, undated	Box 7B
Shorter Units, 1985	Box 7B
Split :30s: The Long and Short of It, 1984	Box 8
Spot TV Measurement, by Jon Marks, 1992	Box 8
Television Commercials: Position in a Pod, 1991	Box 8
Three Sides to Shorter Units, 1985	Box 8
Trends in 15-Second Commercials on Network TV, 1986-1994	Box 8

Physical Description: 3 folders

TV Commercials: In-Program vs. Between Programs, 1991	Box 8
Update on 15-Second Commercials, 1993	Box 8
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Television--Network	
1988 Summer Olympics, 1988	Box 8
3 Network New Season Report, 1984	Box 8
All About Network Clearances, 1988-1989	Box 8
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NBC Prime Time Fall, 1984	Box 8
Network Sports, 1st Edition, 1984	Box 8
Network Sports Auto Racing, 1987	Box 8
Network Sports Basketball, 1986	Box 8
Prime Time Soap Trends, 1985	Box 8
Primetime TV Schedule, 1985-1986	Box 9
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Shogun studies, 1980	Box 9
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Thoughts on Network TV Pricing, 1986	Box 9
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Video and VCRs	
Country Store Reborn, 1985	Box 9
Predictions, 1991	Box 9
VCR: The New Star in the Media Galaxy, 1988	Box 9
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Research Reports, 1970-2000 and undated

Physical Description: 5 boxes

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Advertising Frequency and Scheduling Strategies (Leo Burnett Co. report), 1979	Box 9
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Advertising's Impact on Sales, 1988	Box 9
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Annual Advertising Expenditures, 1991	Box 9
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ARF Copy Research Validity Study, 1990	Box 9
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Attention Levels to Advertising, 1986	Box 9
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Bridging the I-Way, 1994	Box 9
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Consumer Panel, 1987	Box 9
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Coupons and Promotion Trends, 1988-1991	Box 9
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Examination of Order Bias (in survey questions), undated	Box 9
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Flighting articles, 1973-1980 and undated	Box 9
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How Advertising Works, 1991	Box 10
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It's a Long Way Down to the Creative Department, 1986	Box 10
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JWT Research Conference, 1978	Box 10
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Physical Description: 2 folders

Leveraging Effect Report, 1991	Box 10
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Magazine/Television Effectiveness, 1970	Box 10
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Market Modeling, 1984	Box 10
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Marketing Information in Transition, 1987	Box 10
Media Habits of Top Level Executives, 1986	Box 10
Media Mix Reach and Frequency, 1978	Box 10
News and Reviews from Media Resources and Research (newsletter), 1985-1989	Box 10
NPD Brand Loyalty Study, 1992	Box 10
Products as Props in Movies and TV, 1989	Box 10
Recent Trends in Couponing, 1986-1987	Box 10
Physical Description: 2 folders	
Report on Outdoor Advertising, 1972	Box 10
Ron Kaatz original research projects, 1981-1984	Box 10
Searching for the Answers..., 1984	Box 10
Shape of the Advertising Response Function, by Julian Simon and Johan Arndt, 1980	Box 10
Single Source Data, 1987	Box 10
Sliding Schedule of Advertising Weight, 1980	Box 10
Study of Top Level Executives' Media Habits, 1988	Box 10
Summary of 1976 Research and Development, 1977	Box 11
Physical Description: 3 folders	
Task Force Report: Non-Print Communications, 1981	Box 11
Tough Questions about Single Source Data, by Alice Sylvester, undated	Box 11
Volumetric Data in Syndicated Research, 1985	Box 11

What We Learned, What We Did Right, and What Needs Improvement on the People-Meter System, by Alice Sylvester, 1988	Box 11
What's Happening in Media Research?, 1991	Box 11
Year One of the People Meter, 1988	Box 11
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Client-Specific	
Chinese Food Brand, 1983	Box 11
Kellogg's Nutri-Grain, 1981	Box 11
Kodak media research meeting, 1983	Box 11
Kraft Network TV (Nielsen Index), 1986	Box 11
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Media and the Marine Corps, 1990	Box 12
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Personal Touch, 1985	Box 12
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Advertising and Black America, 1974	Box 12
Advertising to Women, 1974	Box 12
America: Outsiders Looking In (Ogilvy & Mather report), 1989	Box 12

Children's Print Media Opportunities, 1989	Box 12
It's Not How Old You Are, It's How You Live, 1989	Box 12
Media Usage Among Black Americans, 1992	Box 12
Media Usage Among Males 16-19, 1990	Box 12
Persons 12-24 Media Guide, circa 1990	Box 12
TV Viewing Among Non-Whites and Whites (Nielsen Index), 1991	Box 12
TV Viewing in "Black" and "All Other" Households (Nielsen Index), 1991	Box 12
Womenscope, 1985	Box 12
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Hong Kong Population, 1984	Box 12
International Media Spreadsheet, 1992	Box 12
International Media Spreadsheet--Europe, undated	Box 12
Media Mix--Report on International Studies, 1992	Box 12
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Switzerland as a Market, 1985	Box 13
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Guide to Media Research Sources, 1987	Box 13
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Leo Burnett Advertising and Media Fact Book, 1994	Box 13

Market Research Publications List, 1989	Box 13
Media Research Tool Box, by Deborah Solomon, undated	Box 13
Test Marketing Guide Book, 1988	Box 13
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Research Systems and Tools Cluster Plus vs. Prizm, 1984	Box 13
DYG Scan: A Trend Identification Program, 2000	Box 13
People Meter, 1988	Box 13
Perspectives on People Meters, Commercial Modeling and Qualitative Rating Systems, 1985	Box 13
RF Comp User Research Manual, 1971	Box 13
Single Source/Scanner Systems, 1987-1991	Box 13
So You Think You Want a Qualitative Rating Service?, by Jamie Cunning, 1992	Box 13
Using Adspender, undated	Box 13

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Physical Description: 1 box

The Concept of Effective Reach (JWT Learning Series). 1977. 25 minutes running time. Format: Umatic.

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Reference Library, 1965-1998

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A.C. Nielsen

Coming Revolution in Television Measurement Research, 1987	Box 15
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Holiday Viewing Report 1980-81 and 1993-94, 1995	Box 15
Holiday Television Viewing, 1982	Box 15
Network TV Mini-Series, 1985	Box 15
Report on Television, 1989-1998	Box 15
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Television Viewing Among Whites and Non- Whites, 1979-1984	Box 16
Television Viewing at Christmas and New Years, 1977	Box 16
Television Viewing in Non-White and White Households, 1973	Box 16
Television Viewing on Memorial and Independence Day, 1977-1978	Box 17
Television Viewing on Thanksgiving, 1975	Box 17
Television Viewing to Network News Programming, 1984	Box 17
Weekday Daytime Audience, 1965	Box 17
Weekday Daytime TV, 1975, 1980, 1984	Box 17
What TV Ratings Really Mean, 1987, 1995	Box 17
American Market Research Bureau (AMRB) Measuring the Audience of Magazines, 1972	Box 17
Arbitron Radio Today, 1991	Box 17

~~Audit Bureau of Circulations (ABC)~~

Integrity in a Changing World, by Charles O.
Bennett, 1989

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Magazine Trend Report, 1981

Box 17

~~Audits and Surveys, Inc.~~

Readership of Ten Major Magazines, 1975

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~~Cable Television Advertising Bureau (CAB)~~

Cable Network Profiles, 1993

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Cable TV Facts, 1992-1994

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~~Daniel Starch and Staff~~

Demographics, 1969

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~~Donnelly Marketing Information Services~~

ClusterPLUS Description Guide, 1992

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~~HRP Programming~~

Network and Syndication Overview, 1993

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~~Magazine Publishers Association (MPA)~~

Advertising Impact of Magazines in
Conjunction with Television, 1990

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Magazine Almanac, 1988

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Magazine Handbook, 1990-1991

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~~Northwestern University School of Journalism~~

Journal of Media Planning, 1986-1991

Box 18

~~Ogilvy Center for Research and Development~~

Attitude Change: Making It Stick, 1989

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~~W.R. Simmons and Associates Research Inc.~~

Selective Markets and the Media Reaching
Them, 1967-1968

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