



Guide to the Shepard Kurnit papers, 1978-1983 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Shepard Kurnit papers, 1978-1983 and undated

Creator:

Kurnit, Shepard

Source:

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

Abstract:

Advertising executive and market researcher with several agencies, including his own, in New York. Collection includes correspondence, research data printouts, photo- and storyboards of advertisements submitted by various agencies, videotapes and film reels that primarily document Kurnit's Television Advertising Perception (TAP) research project, that sought to map television and radio audience perceptions and readership of commercials against advertising agencies' creative expectations. Participant agencies include BBDO; Compton; Dancer Fitzgerald Sample; Della Femina Trivisano; Foote Cone & Belding; Manoff Geer Gross; SSC&B; and Tracy Locke; and Young & Rubicam. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

4.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11682

Permalink:

<https://idn.duke.edu/ark:/87924/m1rs7p>

Preferred Citation

[Identification of item], Shepard Kurnit papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes correspondence, research data printouts, photo- and storyboards of advertisements submitted by various agencies, videotapes and film reels that primarily document Kurnit's Television Advertising Perception (TAP) research project, that sought to map television and radio audience perceptions and readership of commercials against advertising agencies' creative expectations. Participant agencies include BBDO; Compton; Dancer Fitzgerald Sample; Della Femina Travisano; Foote Cone & Belding; Manoff Geer Gross; SSC&B; and Tracy Locke; and Young & Rubicam. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Advertising executive and market researcher with several agencies, including his own, in New York.

Born 1924, New York; Parsons School of Design 1941-1942; U.S. Army Air Force 1943-1945; Sterling Advertising 1945; Harry Serwer Advertising 1945-1957; C.J. Herrick Associates 1947-1949; Diamond Barnett Advertising 1949; founded Kurnit Associates 1950-1954; President, Kurnit Geller Associates 1954-1956; Executive Vice President, Calet Hirsch Kurnit & Spector (formerly Delahanty Kurnit & Geller/DKG Advertising) 1956-1981 (Chairman 1981-1983); Chairman, Ephron Raboy Tsao & Kurnit 1983-1986; founded Kurnit & Partners 1986; died 2001.

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Arrangement

Organized into the following series: General Files; Research Test Data; Audiovisual Materials.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

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 Shepard Kurnit papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1993.

Processing Information

Processed by Richard Collier, Nov. 2018;

Accessions described in this collection guide: 93-044

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Related Materials

Related Material

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

American Association of Advertising Agencies records;

Charles McKinney papers;

J. Walter Thompson Company. Information Center records;

J. Walter Thompson Company. Ronald B. Kaatz papers;

J. Walter Thompson Company. Chicago Office. Media Resources and Research Department records;

J. Walter Thompson Company. New York Office. Research Department records

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Names and Subjects

- Advertising
- Television advertising
- Television advertising -- United States
- Advertising executives -- United States
- Advertising -- Research
- John W. Hartman Center for Sales, Advertising & Marketing History
- Batten, Barton, Durstine & Osborn, Inc.
- Compton Advertising, inc. -- History
- Young & Rubicam

Collection Inventory

General Files, 1978-1983, undated

Correspondence--Agencies and unions, 1978-1979	Box 1
Physical Description: 1 folder	
Correspondence and miscellaneous, 1979-1982	Box 1
Notes, clippings, etc., 1983, undated	Box 2
Photoboards, 1979	Box 1

Photoboards--Compton, 1979	Box 1
Photoboards--Dancer Fitzgerald Sample, 1979	Box 1
Photoboards--Foote Cone & Belding, 1979	Box 1
Photoboards--Lee, King & Partners, 1979	Box 1
Photoboards--Manoff Geers Gross, 1979	Box 1
Photoboards--SSC&B, 1979	Box 1
Photoboards--Spreadsheets, 1979	Box 1
Photoboards--Tracy-Locke, 1979	Box 1
Photoboards--Young & Rubicam, 1979	Box 1
Print material--Communique (Advertising Club of Louisville), 1979	Box 2
Scope and Contents	
Features article announcing Kurnit speech at club meeting	
Radio presentation, Anchorage, approximately 1979	Box 2
Reel 2 data sheets, undated	Box 1
Reel 3 data sheets, undated	Box 1
TAP (Television Audience Perception)--Book project, 1981	Box 1
Scope and Contents	
Television Advertising Perception (TAP) was a research project designed to determine whether consumers view advertisements in the same way as advertising professionals. Television commercials from 27 agencies were used with a questionnaire asking participants to rate the commercials on a scale in terms of "creative" and "convincing."	
TAP (Television Audience Perception)--Description and notes, undated	Box 1

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Research Test Data, 1980

Breakouts by type, group, product, approximately 1980	Box 3
By agency, approximately 1980	Box 3
Demographics of judges, approximately 1980	Box 3
Products ranked by total creative mean score, approximately 1980	Box 3
QUBE on-air responses, Columbus, approximately 1980	Box 3

Scope and Contents

QUBE (1977-1984) was an experimental, interactive cable television system launched in Columbus, Ohio.

Ranked by "convincing" mean score, approximately 1980	Box 3
Ranked by "creative" mean score, approximately 1980	Box 3
Reel 1, approximately 1980	Box 3
Reel 2, approximately 1980	Box 3
Reel 3, approximately 1980	Box 3
Reel 4, approximately 1980	Box 4
Reel 5, approximately 1980	Box 4
Shepard's master set, approximately 1980	Box 4
Testing site data, approximately 1980	Box 4

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Audiovisual Materials, 1978-1980, undated

Participating Agencies 1, 1978	Box AV1 > Video-cassette RL11682-Umatic-001
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Scope and Contents

Della Femina, Travisano +; Dancer Fitzgerald Sample; Young & Rubicam; Norman Craig & Kummel; Foote Cone & Belding; BBDO; Case & McGrath; Benton & Bowles; Waring & LaRosa; Kenyon & Eckhardt

Participating Agencies 2, 1978

Box AV1 > Video-cassette
RL11682-Umatic-002

Scope and Contents

SSC& B; Ted Bates; Doyle Dane Bernbach; Compton; Campbell-Ewald; NW Ayer ABH International; McCaffree-McCall; Scali McCabe & Sloves; DKG; Ally & Gargano

QUBE reel, 1980

Box AV1 > Video-cassette
RL11682-Umatic-003

Selections for Wall Street Journal (Bill Abrams),
1980

Box AV1 > Video-cassette
RL11682-Umatic-004

Scope and Contents

Includes Bounty; Bolt; Baby Ruth; 5th Avenue Bar; Palmolive dishwashing; Ajax dishwashing; Guestware disposable plate; Chevrolet truck; Sunsensor; Polaroid One Step; Jello Pudding; Ford corporate; Lipton tea; Wheaties; Dunkin Donuts; Winchell's; Tonka; Fisher Price; AMF; Funk & Wagnalls; American Tourister; Dr. Scholl's; MGA-TV; Climatrol; Federal Express; AAMCO; Hertz; Avis; Foster Farms; Mrs. Pauls; Whataburger; Krystal Fried Chicken; Diet Pepsi; Muriel cigar; Aviance; Charlie; Cie; Chanel #5; Desitin; Johnson & Johnson Baby Shampoo; Fiat; Mercury Monarch; AMC Concord

Television Audience Perception reel 1, undated

Box AV1 > Video-cassette
RL11682-Umatic-005

Television Audience Perception reel 2, undated

Box AV1 > Video-cassette
RL11682-Umatic-006

Television Audience Perception reel 3, undated

Box AV1 > Video-cassette
RL11682-Umatic-007

Television Audience Perception reel 4, undated

Box AV1 > Video-cassette
RL11682-Umatic-008

Television Audience Perception reel 5, undated	Box AV1 > Video-cassette RL11682-Umatic-009
Television Audience Perception reel 5, undated	Box AV1 > Video-cassette RL11682-Umatic-010
Television Audience Perception reel 1, undated	Reel 1 > Film-reel RL11682- F16-001
Television Audience Perception reel 2, undated	Reel 2 > Film-reel RL11682- F16-002
Television Audience Perception reel 3, undated	Reel 3 > Film-reel RL11682- F16-003
Television Audience Perception reel 4, undated	Reel 4 > Film-reel RL11682- F16-004
Television Audience Perception reel 5, undated	Reel 5 > Film-reel RL11682- F16-005

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