

NEWS

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The generation that grew up with Howdy Doody and other childhood TV heros has not rejected newspapers in favor of television, according to Leo Bogart, executive vice president and general manager of the Bureau of Advertising of the American Newspaper Publishers Association.

Dr. Bogart will discuss "Young People (14-25) and Their Media Habits -- Some Findings from a New Survey" at a colloquium sponsored by the University of Pennsylvania's Annenberg School of Communications. His lecture will be presented at 4 p.m. on Monday, February 22, in the Colloquium Room of the School at 3620 Walnut Street. It is open to the public.

The survey on which Dr. Bogart will report outlines the relationships between newspaper reading and education, individual maturity and involvement in community and family life. Young people, it has been found, read newspapers as often and as thoroughly as other adults. And as they grow older, they spend proportionately more time reading newspapers and less time watching television.

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Before joining the American Newspaper Publishers Association, Dr. Bogart directed public opinion research for Standard Oil Company of New Jersey. He has taught at three universities, including Columbia, and has been active in numerous public opinion and marketing research organizations. A consultant to a number of U.S. government organizations, Dr. Bogart was a member of President Kennedy's 1960 Task Force on U.S. information policy.

Dr. Bogart's publications include "Strategy in Advertising" and "The Age of Television" among others. He has been editor of several books and has written some fifty articles on public opinion, communications and marketing.

Monday's colloquium is part of a series sponsored by The Annenberg School of Communications where professionals, social scientists and artists in the field of communications discuss problems and issues in the field.
