LEO BOGART

135 Central Park West
New York, NY 10023
212-724-0006

Business Experience

Newspaper Advertising Bureau
Executive VP and General Manager, 1967-
VP, Marketing, Planning and Research, 1960-67
The Bureau is the central marketing organization of the daily newspaper industry of the US and Canada. Its activities cover every aspect of newspaper advertising, circulation and readership, and telecommunications.

Revlon, Inc.
Director of Marketing Research, 1958-60

McCann-Erickson, Inc., 1952-58
VP, Market Planning Corporation Division; Director of International Research; Director of Account Research Service; Manager of Market Research; Manager of Media Research

Operations Research Office, US War Department, 1951
Director, "Project Clear" (troop surveys in Korea, Japan and US that ended segregation in the US Army)

Standard Oil Company (New Jersey), 1948-51
Opinion research specialist, Public Relations Department

Academic Experience

Columbia University, lecturer in sociology, 1953-61
Graduate seminar in social research applied to business problems

New York University, lecturer in sociology, 1949-51

Illinois Institute of Technology, instructor in English, 1947-48

Invited lectures: University of Chicago, University of Michigan, University of Minnesota, Ohio State University, Harvard University, Columbia University, University of Paris, Universidad de los Andes

Awards and Honors

American Marketing Association, Attitude Research Hall of Fame, 1981 (initial award)
International Newspaper Advertising Executives, Honorary Life Member, 1978
Market Research Council Award, 1977 (first recipient)
American Association for Public Opinion Research Award for Distinguished Contributions to Public Opinion Research, 1977
Sidney Goldish Award for Significant Contributions to Newspaper Research, 1969 (first living recipient)

University of Tennessee, Meeman Distinguished Lecturer, 1976
American Psychological Association, Fellow, 1964
Media/Scope Awards for creative research and significant public statements about media (two medals, five certificates) 1961-70
Fulbright Research Fellow, Institut National D'Études Démographiques, 1951-52

Professional Activity
Social Science Research Council, Member, Committee on Television and Social Behavior and Committee on Political Effects of Mass Media
American Marketing Association, Director
American Advertising Federation, Director
Advertising Research Foundation, Director
Market Research Council, President
Radio and Television Research Council, President
American Association for Public Opinion Research, President
World Association for Public Opinion Research, President
American Psychological Association, Consumer Psychology Division, President
Center for the Book, Library of Congress, Member, Advisory Council
Journal of Marketing, Member, Editorial Board
Public Opinion Quarterly, Member, Editorial Board

Publications
Books:
Press and Public: Who reads what when where and why in American newspapers. Hillsdale, NJ: Lawrence Erlbaum Associates, 1981
Premises for Propaganda: The cold war operating assumptions of the US Information Agency. NY: Free Press, 1976
Silent Politics: Polls and the awareness of public opinion. NY: Wiley/Interscience, 1972
Current Controversies in Marketing Research (editor). Chicago: Markham, 1969
Social Research and the Desegregation of the US Army. Chicago: Markham, 1969
Strategy in Advertising. NY: Harcourt Brace and World, 1967
The Age of Television. NY: Frederick Ungar, 1956,1958, 1973
Les Algériens en France (in series, Francais et Immigrés). Paris: Presses Universitaires de France, 1954
Contributions:
Articles in 22 books; 19 book reviews; 80 articles in Harvard Business Review, Journal of Marketing, Journal of Marketing Research, Journal of Advertising Research, Journal of Advertising, Public Opinion Quarterly, Journal of Communication, Journalism Quarterly, Conference Board Record, Management Review, American Psychologist, American Journal of Sociology, Dasdalus, Journal of Business and other publications.

Education
BA, Brooklyn College, 1941
MA, University of Chicago, 1948
PhD, University of Chicago, 1950

Personal
Born, September 23, 1921
Married, two grown children
Served in US Army, 1942-46 (four battle stars, Fourragère Belge)
Languages: French, Spanish, German

June, 1981

Leo Bogart

Leo Bogart is executive vice president and general manager of the Newspaper Advertising Bureau, Inc. He joined the Bureau in 1960 as vice president, marketing planning and research. Formerly, he directed public opinion research for Standard Oil Company (New Jersey), marketing research for Revlon, Inc., and international research at McCann-Erickson, Inc., where he was vice president of the Market Planning Corporation Division. He has taught at the Illinois Institute of Technology, New York University, and Columbia University and has served as a consultant to a number of government organizations in the field of information policy. He holds a doctorate in Sociology from the University of Chicago.

Dr. Bogart has been president of the American Association for Public Opinion Research, the Radio and Television Research Council, the World Association for Public Opinion Research, the Market Research Council, and the Consumer Psychology Division of the American Psychological Association, of which he is a Fellow.

He has been a director of the Advertising Research Foundation, the American Marketing Association, and the American Advertising Federation. He has served on the editorial boards of The Public Opinion Quarterly and the Journal of Marketing and on several committees of the Social Science Research Council.

Dr. Bogart received the AAPOR award for distinguished contributions to public opinion research, the first Market Research Council award, and was the first living person to receive the Sidney Goldish Award for significant contributions to newspaper research. He was among the first group elected to the American Marketing Association's Attitude Research Hall of Fame and is an Honorary Life Member of the International Newspaper Advertising and Marketing Executives. He also has won a number of Media/Scope awards.

Dr. Bogart is the author of "Press and Public," "Premises for Propaganda," "Silent Politics," "Strategy in Advertising," "The Age of Television," "Social Research and the Desegregation of the U.S. Army," and "Les Algeriens en France." He edited "Current Controversies in Marketing Research" and "Psychology in Media Strategy." He has contributed to a number of other books and is the author of over eighty articles in the fields of public opinion, communications, and marketing research.

A salute to NAB's Leo Bogart and what he has done for the newspaper business

Generally speaking, testimonials are best left to occasions in hotel ballrooms following some indigestible dinner. But also, once in a while, it's good to break that cycle and recognize a job well done without the hoopla of a fancy dinner or a swarm of people in black tie.

In June, Leo Bogart, executive vice president of the Newspaper Advertising Bureau, will take down his shingle. A few words about this remarkable man and his contribution to our industry would seem, therefore, very much in order.

Leo, who holds his doctorate in sociology from the University of Chicago, came to the bureau in February 1960 as vice president for marketing, planning and research. His previous experience had been with Exxon, Revlon and McCann-Erickson. Rumors that he developed an advertising campaign for fine-smelling gasoline have yet to be fully documented.

Arthur Ochs Sulzberger

Leo's impact on our industry was almost immediate. He launched the bureau—and newspapers—into audience research, and led the movement for common definitions and methods. He directed a program of consumer studies designed to show advertisers how newspaper advertising fit their marketing needs. And he pioneered in the newspaper reading process that laid out for advertisers how their ads were read and their impact on potential customers. His studies led to the publication of a book, *Strategy in Advertising*, that won wide critical acclaim.

I would doubt that there are many members of ANPA who haven't heard Leo make his pitch on the need to standardize industry procedures or valued his thoughtful guidance as he spearheaded the Newspaper Readership Project and later the Future of Advertising Project. Here, really, is one man who made a difference.

Of course, he wasn't perfect. There are 118 fewer daily newspapers in the United States since he joined the bureau, and even with his hard work we have lost some 8 share points in the market while our major competitor—TV—has gained some 9 share points during the same period. But who knows what the picture would have looked like if Leo had stayed in the oil business.

I believe that I speak for all members of ANPA when I say that we are grateful that Leo chose to dedicate his talents to the world of newspapering. A staunch defender of a free press and a firm believer in an educated public, he has made a major contribution to our industry, which we are pleased and proud to acknowledge.

Arthur Ochs Sulzberger
ANPA Chairman

ANPA

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Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association, 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of $50 a year is included in members' dues. Non-member rate is $100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1989 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407 Dulles Airport, Washington, D.C. 20041.

BPA Presstime is a member of the Business Publications Audit of Circulation Inc.

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Editor of "Psychology in Media Strategy," Chicago: American Marketing Association, 1966.

Editor of "Current Controversies in Marketing Research," Chicago: Markham Publishing Company, 1969.

Editor of "Social Research and the Desegration of the U. S. Army," Chicago: Markham Publishing Company, 1969.

"Silent Politics: Polls and the Awareness of Public Opinion," New York: John Wiley & Sons, Inc., 1972.

"Premises for Propaganda: The United States Information Agency's Operating Assumptions in the Cold War," New York: The Free Press, 1976.

"Press and Public: Who Reads What, When, Where and Why in American Newspapers," Hillsdale, NJ: Lawrence Erlbaum Associates, 1981.

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DISSERTATION

"The Comic Strips and Their Adult Readers," University of Chicago, December 1950.

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"The Mass Media and the Blue-Collar Worker" in Blue-Collar World, edited by Arthur B. Shostak and William Gomberg. Englewood Cliffs: Prentice-Hall, Inc., 1964. P. 416.

"Changing Markets and Media in Latin America" (p. 84); "Opinion Research and Marketing" (p. 344); "Measuring the Effectiveness of an Overseas Information Campaign: A Case History" (p. 356), in Sociology in Use, by Donald M. Valdes and Dwight G. Dean. New York: The MacMillan Company, 1965.

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"One Year Later," (Urban America, Inc., and The Urban Coalition) Phylon

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