

John Sweeney

Distinguished Professor
University of North Carolina at Chapel Hill
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ACADEMIC EMPLOYMENT

University of North Carolina, Chapel Hill, N.C.

2003 – present	Director, Sports Communication Program
2003 – present	Distinguished Professor
2016-2017	Head, Advertising and Public Relations
2000 – present	Head, Advertising sequence
1999 – present	Professor
1986–99	Associate Professor
1982–86	Assistant Professor
1981	Visiting Lecturer

Virginia Commonwealth University, Richmond, Virginia

1990–91	Visiting Professor
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PROFESSIONAL EMPLOYMENT

Experience on over forty national brands in advertising and promotion. Work includes television, radio, print, outdoor, sweepstakes, packaging, coupons, collateral, web and new product development. Professional positions range from consultant to copywriter to workshop leader to Creative Director.

1981—2018	Consultant, volunteer
1988–95	Creative Director, Sweeney Heard Advertising, Durham, N.C.
1979–81	Associate Creative Director, Foote, Cone & Belding, Chicago, Ill.

1975–79 Copywriter, Foote, Cone & Belding, Chicago, Ill.
BRAND EXPERIENCE

Kraft barbecue sauce, Kraft macaroni and cheese, Dial soap, Dial Very Dry, Top Secret Kitty Litter, Hallmark cards, First National Bank of Chicago, Zenith television, Zenith audio, Sunkist orange soda, Pizza Hut Superstyle pizza, Gummi Savers, Sears DieHard battery, Sears toys and games, Sears office equipment, International Harvester-combines, International Harvester-tractors, International Harvester-planters, International Harvester-parts, Sunbeam appliances, Lore Lingerie, Off! Towelettes, Deep Woods Off!, Raid solid insect killer, Shout stain remover, Acrylic Kit car wax, Step Saver floor wax, Future floor wax, Nestle Crunch bars, Baby Ruth candy bars, Butterfinger candy bars, Lifesavers, Lifesavers Holes, Planters peanuts, Planters mixed nuts, Planters hot nuts Planters Caribbean nuts, L'Eggs panty hose, Hanes Her Way bras and panties, L'Eggs leggings, Gerber baby clothes, Nestle Alpine chocolate bars, Royal Caribbean cruise lines, Aetna U.S. Healthcare, Campbell's soup-for-one, DoubleTake Magazine, Amana microwave ovens

EDUCATION

M.ED University of North Carolina at Chapel Hill, 1986

B.S. Northwestern University, 1974

TEACHING-SERVICE HONORS

- 2018 North Carolina Media and Journalism Hall-of-Fame
First faculty member elected in advertising-public relations since founders of the two sequences.
- 2017 John Sweeney Scholarship
Endowment increased by over \$49,000.
- 2016 The President's Volunteer Service Award
*Given by the Corporation for National and Community Service
For my long-term volunteer work for the American Red Cross.*
- 2015 Richard Cole Service Award
*Winner, top service award in School given to one
Person annually.*
- 2013 John Sweeney Scholarship
Endowment increased by Jason Kilar to \$75,000.
- 2010 John Sweeney Scholarship
*\$50,000 endowment created by Jason Kilar to provide
annual scholarship for a special student experience. Named*

after professor by former student.

- 2006 John Sweeney Interview Fund
\$25,000 endowment created by Trip and Laura Park to provide annual stipend to an advertising student to fund travel for interviews. Named after professor by former student.
- 2005 Edward Vick Prize for Teaching Innovation
\$5000 Journalism School award for classroom innovation Given to honor the Sports Communication Program, believed to be the first program of its kind in the nation.
- 2004 David Brinkley Teaching Award
\$2500 Journalism School teaching award
- 2002 Pogue Leave, fall semester
Competitive leave to develop sports communication program
- 2001 Senior Class Favorite Faculty Award
Annual campus award by graduating senior class
- 2000 –2011 Academy of Distinguished Teaching Scholars, invited member
- 2000 Senior Class Favorite Faculty Award
- 1999 Senior Class Favorite Faculty Award
- 1997 Senior Class Favorite Faculty Award
- 1996 Senior Class Favorite Faculty Award
- 1995 Jim Shumaker Term Professorship
Two-term professorship chosen for teaching excellence. First faculty member chosen after initial appointment honoring Jim Shumaker
- 1995 Students' Undergraduate Teaching Award
One of three faculty members chosen for \$5000 award. More than 80 nominees evaluated for award
- 1992 Distinguished Advertising Educator Award, American Advertising Federation, nomination (also nominated 1987-89)

- 1989 Senior Class Favorite Faculty Award
- 1986 Nicholas Salgo Campus-wide Teaching Excellence Award
One of five faculty members chosen for \$5000 award

PROGRAMS, WORKSHOPS, GRANTS

- 2003 –2018 Sports Communication Certificate Program
First certificate program approved at UNC-CH. Designed new three-course program that began in January 2004. Includes new courses on ethical issues and sports communication.
- 2013-2017 Next Media Workshop
Annual day-long program exploring leading-edge issues in the emerging world of media.
- 2008-2014 Advertising Career Symposium
Faculty member behind annual career event. Contribution includes organizing the structure of the event and recruiting as many as thirteen different professionals each year to come to campus for a career symposium for our students
- 2003-16 Ethical Issues and Sports Communication
Public Forums held on The Future of College Football and Youth Sports. In-class forums held on Coaching, Journalism, Steroids and College Non-revenue sports
- 2003-18 Sports Communication
Professional assignments between class and leading professional sports teams. One leading sports non-profit and one leading national team is recruited every year. Senior executives visit Chapel Hill and critique the students.

Last three years:

*2018-Spring Miami Heat
Problem: Promote new 601 stadium entertainment area.*

*2017—Fall United States Golf Association
Problem: Improve the fan experience at the United States Open Championship*

*2017-Spring NASCAR
Problem: Reinvent NASCAR content on NASCAR.com*

*2016-Fall Orange Bowl Committee
Problem: Develop new athletic charity event for the Committee.*

*2016-Spring Miami Heat
Problem: Reimagine the arena experience for millennials.*

*2015-Fall United States Anti-Doping Agency
Problem: Develop educational campaign for the "True Sport" initiative.*

- 1989 – 2003 Milt Gossett Visitor Program
Chosen by the co-chairman of Saatchi & Saatchi Advertising Agency to develop the first Gossett Creative Program in New York City. Continued as an annual visitor program at UNC-CH.
- 1989 – 2003 Portfolio Grant, Leo Burnett Agency
Chosen for portfolio student scholarship. Award restricted to schools considered best at producing creative talent by the agency.
- 1988 –2018 The Martin Agency Student Workshop
Presenter on advertising creative at nationally acclaimed advertising agency. Workshop meets twice annually for a total of 44 presentations. Called "the hands down favorite every time" in memorandum on the workshop.
- 1988 – 2000 Freedom Forum Advertising Seminar
One of nine advertising faculty members in the United States chosen to teach annual national seminar for new advertising teachers. Continued as AEJMC convention presentations for a total of 12 seminars.
- 1986 – 2002 Voluntary Portfolio Workshop
Taught additional course every spring in advertising portfolio training to increase competitiveness of writing students.
- 1982 –2006 New Course Development
*Developed four permanent courses in curriculum
JOMC 376 Sports Marketing and Advertising
JOMC 176 Advanced Advertising and Copywriting
JOMC 377 Sports Communication
JOMC 476 Ethical Issues in Sports Communication
Additional courses developed as JOMC 191 in political marketing, long copy workshop, advertising and innovation, advertising and the Internet, Olympic marketing and applied sports marketing.*

CONSULTING AND PUBLIC SERVICE

1995-2018 Reviewer for *Journal of Advertising Education* and convention papers for the *American Academy of Advertising* and the *Association for Education in Journalism and Mass Communication*

2007—2009 Reviewer and member of editorial board of the *International Journal of Sports Communication*.

2000-2018 Tenure reviewer for promotion of professors from Colorado, CCNY, Florida International University, LSU, University of Florida, Oregon, Oklahoma and Virginia Commonwealth University. Penn State, Boston College.

2005-2017 Volunteer work, American Red Cross

2004 Advertising consultant, volunteer, The Pet Foster Network

2002 Advertising consultant, volunteer, Town of Chapel Hill, Chapel Hill, N.C.

1999 – 2001 Advertising consultant, McKinney and Silver Advertising, Raleigh, N.C. Developed advertising ideas for Aetna U.S. Healthcare, Royal Caribbean cruise lines and a presentation for VISA-NFL sponsorship campaign

1998 – 2003 Advertising consultant, volunteer, North Carolina Stroke and Heart Disease project

1998 – 2001 Advertising consultant, volunteer, Special Olympics

1998 – 2000 Advertising consultant, volunteer, First-in-Flight Foundation

1997 – 2000 Advertising consultant, volunteer, Chapel Hill Historical Society

1996 – 1997 Group 88 Advertising, Chapel Hill, N.C. Interim creative director for agency that specializes in mall and retail advertising. Worked on assignments for malls in Florida, Tennessee, Massachusetts, New Jersey, New York, Illinois and Connecticut.

1996 – 1997 DoubleTake Magazine, Durham, N.C. Volunteer marketing strategist and advertising writer for non-profit documentary magazine

1996 Leo Burnett, Chicago, Ill. Invited to present campaign approaches for Miller Lite assignment

- 1988 – 1995 Sweeney Heard Advertising, Durham, N.C.
Partner and Creative Director for advertising and sales promotion firm. Started as freelance firm and grew to national agency with assignments from Planters, Lifesavers, Hanes, Nestle and Gerber. Sold agency in 1995 to partner.
- 1981 – 1988 Freelance Copywriter
Developed advertising creative for McKneely & Co., Carmichael Advertising, Dusenburry & Alban and Marshall & Kohm advertising.

UNIVERSITY SERVICE

- 2017 -2018 Head, Advertising and Public Relations
 Head, Fixed-Term Committee
 Member, University curriculum task force—experiential education
- 2005—2018 Director, Sports Communication Program
- 1998—2016 Head, Advertising Sequence
- 2016 -18 Architectural Committee
Member of committee tasked with overseeing the design of a New building for the School of Media and Journalism.
- 2015 Richard Cole Service Award
Winner of top service award in the School of Media and Journalism.
- 2008-2013 Chancellor’s trademark and licensing committee
- 2004-2011 Faculty Council Representative and Agenda Committee
Represent School of Journalism and Mass Communication
- 2006-2011 University Faculty Council Agenda Committee
Member of committee that sets the agenda for Faculty Council.
- 2005-06 University Task Force membership
Invited member of academic freedom task force and provost’s committee on donor and curriculum policy.
- 2006 Chair, Ed Vick Prize Committee
- 2005-2006 Chair, Vision Initiative Group
- 1988-2017 Advisor on 15 undergraduate honors theses and 3 master’s theses. Committee member on others.

2004-2005	Chair, David Brinkley Committee
1988 – present	Chair, Reed Sarratt Lecture Series <i>Managed all aspects of speaker program featuring eminent leaders in mass communication</i>
2005 – 06	Dan Edelman, Edelman Public Relations (Scheduled for March 30, 2006)
2004 – 05	Dockery Clark, Sports Sponsorship expert
2003 – 04	John Walsh, Senior Vice President, ESPN
2002 – 03	Robert Giles, Nieman Foundation, Harvard University Carl Kassell, National Public Radio
2001 – 02	Jay Harris, San Jose Mercury News Christine Brennan, USA Today
2000 – 01	R.W. Apple, Jr., The New York Times
1999 – 00	Harry Jacobs, The Martin Agency Dr. Charles Sherman, National Association of Broadcasters
1998 – 99	Ken Bode, PBS Penny Abernathy, Harvard Business Publications
1997 – 98	Felix Gutierrez, Freedom Forum Gene Roberts, The New York Times
1996 – 97	Geneva Overholser, Washington Post Creed Black, Knight Foundation
1995 – 96	Karen Elliott House, Wall Street Journal Sharon Lawrence, actress
1994 – 95	Ruth Wooden, Ad Council Tom Wicker, The New York Times
1993 – 94	Kurt Luedtke, screenwriter Frank Deford, sportswriter
1992 – 93	Thomas Burrell, Burrell advertising Patricia Carbine, Ms. Magazine
1991 – 92	Douglas Marlette, Newsday Karen Jurgensen, USA Today
1989 – 90	Jeff MacNelly, cartoonist Everette Dennis, Gannett Center
1988 –89	David Brinkley, ABC News Gordon Parks, Life Magazine
1987 – 88	David Broder, Washington Post

2010-12	Chair, Faculty Search, Knight Chair in Digital Advertising
2007-08	Chair, Faculty Search, Advertising Creative
2007	Chair, Faculty Search, Knight Chair in Media Economics Member, Faculty Search, Public Relations
2006	Chair, Faculty Search, Advertising
2004	Chair, Faculty Search, Advertising
2003	Co-chair, Faculty Search, Advertising and Visual Communication
2001	Co-chair, Faculty Search, Advertising
2000	Chair, Mass Communication Days <i>Organized three hours of presentations by 12 speakers on the subject: "The Future of Tobacco"</i>
1997 – 99	Chair, Sports in the South, IRSS University Committee Member, The Program for Public Policy in Sports
1997	Co-chair, Faculty Search, Advertising and Public Relations
1995	Chair, Faculty Search, Advertising and Public Relations
1984-2014	Membership on committees include scholarship, curriculum, minority recruitment, diagnostic writing, Journalism Days, Curtis activity fund, post-tenure, tenure, distance education, grade point admissions, Hall of Fame, faculty searches and other functions of the School of Journalism and Mass Communication. Committee assignments change from year-to-year and no attempt is made here to track every assignment.

CREATIVE ACTIVITIES, WRITING AND PRESENTATION

Areas of concentration:

1984 –2015	Teaching issues in advertising
1994 –2015	Sports Marketing and Advertising

New interest in sports marketing led to the development of a certification program at UNC and writing on sports marketing issues.

2011-2018 The Storm and Light Project

Papers, presentations, writing :

2017 Greenset Golf invention. Development of a new game to help the game of golf fit modern trends.

2013-18 The Future in Storm and Light. Invited 30-minute presentation to the “World Future Society” in Orlando, Florida on July 13, 2014. Work continues on this distinctive system.

2013-18 Led Committee to change the name of the School of Journalism and Mass Communication. Developed over sixty names and narrow through research and creative development to new name: School of Media and Journalism. Developed internal posters/advertising in 2014 and 2018.

2015 Carolina Innovation Initiative. Developed videos for a University initiative to inspire innovation. The conceptual work became the platform for a larger university advertising campaign.

2015 Carolina Performing Arts. Volunteer consultant on name and positioning issues for a major Carolina arts initiative.

2013 The State of the Portfolio in Advertising, Refereed panel at the American Academy of Advertising, April 5, 2013, Albuquerque, New Mexico

2013 The Storm and Light Report on leading sports in America: Baseball, Football, Soccer, Golf, Mountaineering, Summer movies, Blues, Broadway, Congress, Miami Beach, Las Vegas, Egyptian tourism, Newspaper industry, Floral industry, California wine industry. See www.stormandlight.com

2013 “Digital Assignments for Professional teams,” Invited to refereed panel. AEJMC National Convention, Chicago, Illinois, August 8, 2012

2013 “Interviews with master teachers,” Invited to the refereed panel as a master teacher. AEJMC National Convention, Chicago, Illinois, August 11, 2012

2013 “The Strategy behind Sports Advertising,” Insert for tenth edition of Advertising: Principles and Practice, Wells, Moriarty, Mitchell. 9th Edition

2012 “*The Advertising Curriculum for 2012 and Beyond.*” Organizer, leader and presenter for full-day Pre-Conference Workshop for American Academy of Advertising National Convention in Myrtle Beach, South Carolina on March 15, 2012. Recruited top faculty from Syracuse, Texas Christian, Brigham Young, LSU, UNC-CH and Miami. Made 90-minute presentation on the development of new educational approaches in a digital age.

2012 *Advertising Campaign for the AAA Pre-Conference Workshop*

2012 *AAA Pre-Conference Workbook*

2011 “*How to stay relevant over a long career*” Contribution to AEJMC booklet for 2011 national convention.

2010 “*Advertising Through Sports*” Insert for ninth edition of *Advertising: Principles and Practice* by Wells, Moriarty and Mitchell 8th Edition

2010 “*The Future of the Tiger Woods Brand,*” *AdvertisingAge.com*, October 1, 2010

2010 “*Advertising Careers, 2030*” AAA national convention, March 30, 2010 Minneapolis, Minnesota, Chair and presenter, Refereed panel presentation

2010 “*10 Random Notes about Effective teaching,*” Contribution to AEJMC booklet for 2010 national convention.

2009 “*Advertising and Sports,*” AEJMC National convention, August 5, 2009 Boston, Massachusetts, Refereed panel presentation

2009 “*Marketing a More Healthful Future: A Moderate Revolution*”
Futurist magazine January-February 2009 p.26-30

2008 “*Some Ad Tactics Don’t Age*”
Advertising Age August 4, 2008 p. 17

2007 “*Sportscast! Marketing sports in the Era of Globalism*”
Futurist magazine January—February 2007, p.35--39 2005 “*The innovative course and the new realities of advertising*”
Refereed panel and presentation at the AAA national convention
Houston, Texas April 1, 2005

2004-05 Alumni group and Board of Visitor presentations
Developed four distinct presentations for alumni groups in New York and Washington and board of visitor meetings in Chapel Hill, NC

2000--2005 Radio commentaries on sports business, WUNC radio. *Commentaries now number over 30 on topical subjects ranging from leading leagues like the NFL and Olympics to sports tourism subjects like golf environmentalism and scuba travel.*

- 2003 “The Environmental Reef: The Communication of Ecology as a Selling Proposition in the Marketing of Coral Reef Tourism”
 Refereed paper at the 20th annual Intercultural Communication Conference
 University of Miami, Coral Gables, Fla. (February 2003)
- “Age, Creativity and the Advertising Business”
 Refereed panel and presentation at the AAA national convention
 Denver, Colo. (March 2003)
- 2002 “Internet Marketing and the Summit of Everest”
 Refereed paper at Intercultural Communication Conference
 University of Miami, Coral Gables, Fla. (February 23, 2002)
- “Are Portfolio Schools Good for the Advertising Industry?”
 Refereed panel and presentation at the AAA national convention
 Jacksonville, Fla. (March 22, 2002)
- 2001 “The Selling of Everest”
 Refereed paper at Intercultural Communication Conference
 University of Miami, Coral Gables, Fla. (March 3, 2001)
- “Creative Competitive Students at an Accredited Program”
 Refereed panel and presentation at the AAA
 Salt Lake City, Utah (March 30, 2001)
- 2000 “Passion and Plague: the golf course as symbol of the problems with International Intervention.”
 Refereed paper at the Intercultural Communication Conference
 University of Miami, Coral Gables, Fla. (February 3 – 5, 2000)
- “‘The Sports Marketing Course”
 Presented as a pre-conference workshop session at AEJMC
 Phoenix, Ariz. (August 8, 2000)
- “Invigorating the Curriculum with Innovative Pedagogy”
 Refereed panel and presentation at AEJMC
 Phoenix, Ariz. (August 10, 2000)
- “‘The Future of Women’s Athletics”
 Panel and presentation at the Business of Sports Education Seminar
 Chapel Hill, NC June 5, 2000

- 1999 “Agency Professionals in a Creative Course”
 Refereed presentation and panel at American Academy of Advertising
 National Convention
 Albuquerque, N.M. (April 1999)
- 1998 “The Innovative Course”
 Refereed paper at AEJMC National Convention
 Baltimore, Md. (August 4, 1998)
- 1998-2002 “The Ethics of Advertising”
 Presented in the School of Communication University of Nevada,
 Reno, Nev. (March 10, 1998 and October 25, 2002)
- 1997 “Teaching the Copywriting Course”
 Refereed paper at the AEJMC National Convention
 Chicago, Ill. (August 4, 1997)
- 1996 “Risk by Design”
 Refereed presentation and panel at American Academy of Advertising
 National Convention
 Vancouver, B.C. (April 3, 1996)
- 1994 “The Next Creative Revolution”
 Refereed presentation and panel at the AEJMC National Convention
 Atlanta, Georgia (August 11, 1994)
- “Fifteen Strategies for Working with Industry”
 Refereed presentation and panel at the American Academy of Advertising
 National Convention
 Tucson, Ariz. (April 11, 1994)
- 1991 “How to be a Copywriter”
 Presented to the Richmond Advertising Club
 Richmond, Va. (January 22, 1991)
- “Communication as Art and Sport”
 Presented at the Public Relations Society
 Richmond, Va. (January 18, 1991)
- The Admiration Series
 Prototype and proposal: new approach to targeted television programming
- “Copywriting in a Competitive Environment”

Refereed presentation and panel at the American Academy of Advertising
National Convention
Reno, Nev. (April 5, 1991)

1990 “Advertising and Innovation”
Refereed panel and presentation at the AEJMC National Convention
Minneapolis, Minn. (August 1990)

“The Principles of Advertising Course”
Refereed panel and presentation at the American Academy of Advertising
National Convention
Orlando, Fla. (March 1990)

Publication record prior to 1990 available on request.

1986 “Individual Sparks—an approach to creativity development”
Refereed paper at the AEJMC National Convention
Norman, Okla. (August 1986)

“Can you Teach Creativity?”
Panel and Presentation, Leo Burnett Symposium on Advertising Education
Northwestern University, Evanston, Ill. (September 4, 1986)

“A Mass Media Campaign to Prevent the Initiation of Cigarette Smoking”
Presented at the International Communication Association
Oxford University, Oxford, England (July 9-11, 1986)

1985 “The Care and Feeding of Copywriting Talent”
Refereed paper at the AEJMC National Convention
Memphis, Tenn. (August 1985)

“Unstrained Relations between Agencies and Clients”
Blue Cross & Blue Shield Advertising Conference
Williamsburg, Va. (March 1985)

1984 “Mass Media and Smoking: Project Update”
Presented at the National Cancer Institute workshop
Bethesda, Md. (October 29-30, 1984) co-authors: Bauman, Brown and
Koch

publications:

2007 “Sportscast! Marketing sports in the Era of Globalism”
The Futurist magazine, January-February 2007, pp. 35-39

- 1999 “New Portfolio approach helps undergraduate students win the competition for copywriting jobs.”
Journal of Advertising Education, Spring, 1999, pp. 50-51
- 1998 “Post-Modern Creativity”
Campaign Magazine, July 24, 1998, p.19
- 1993 “The Right to be 21”
Advertising Age, December 6, 1993, p. 22
- 1991 “Life in the Creative Department”
C:JET, Fall 1991, pp. 32-33
- “Creative Advertising and the von Restorff Effect”
Psychological Reports, 1991, pp. 923-926 (co-author with David Pick)
- 1990 “Ads of the Month”
Banker’s Monthly, February 1990, p. 71
- “Ads of the Month”
Banker’s Monthly, March 1990, p. 79
- 1989 Bankers Monthly Marketing columns
“Imperial Bank Takes Common Approach,” March, p. 75
“Communication an Earned Status in Banking,” April, p. 83
“The Power of the Written Word,” May, p. 82
“Morgan’s Mammoth Ad Buy,” June, p. 85
“The Power of Photography,” July, p. 69
“A No-nonsense Bank Ad,” August, p. 71
“Citi’s Ads Survive but Don’t Succeed,” September, p. 85
“The Power of Imagery,” November, p. 73
“Ads of the Month,” December, p. ?
- 1988 “Three Mass Media Campaigns to Prevent Adolescent Cigarette Smoking”
Preventative Medicine, 17, pp. 510-530 (co-authors: Bauman, Brown, Bryan, Fisher and Padgett)
- “Toward an Agency Philosophy”
Adweek, June 6, 1988, p. 6
- “Effective Guest Speakers Require Thought and Care”
Journalism Educator, Winter 1988, Vol. 42, No. 4, pp. 30-31.
- Bankers Monthly Marketing columns
“Blackstone Bank Plays the Percentages,” January, p. 19
“First Federal CDs for Everyone,” March, p. 21

- “Effectively Selling your Bank on TV,” April, p. 15
 “Home Savings Portrays Real ‘Real People’,” May, p. 19
 “Quick, Fast Glendale Competition,” June, p. 15
 “Meritor Slaps the Competition,” July, p. 75
 “Marine Midland’s Product Creativity,” August, p. 83
 “U.S. Bank and the Currency Explosion,” October, p. 111
 “Celebrities Get Signet’s Seal of Approval,” November, p. 99
 “Can South Carolina Federal Succeed,” December, p. 85
- 1987
- “Making the Breakthrough—be daring yet personal”
 Advertising Age, November 2, 1987, p. 64
- “Restructuring Can Break Students’ Passive Observation”
 Journalism Educator, Spring 1987, vol. 42, no. 1, pp. 38-39
- “Copywriting and Newswriting Need Similar Skills”
 Journalism Educator, Winter 1987, vol. 41, pp. 38-40 (co-author: Kathy McAdams)
- “Upstarts Tell What They did for Advertising:
 January 26, 1987, p. 17
- Bankers Monthly Marketing columns
 “What, How and Barnett Banks,” May, p. 18
 “Chemical’s Creative Imagery,” June, p. 18
 “Tried and True Testimonial,” July, p. 28
 “The Fresh Twist at Sovran,” August, p. 19
 “Interest Sooner or Later,” September, p. 23
 “NCNB’s Boat Comes In,” November, p. 19
 “First Tennessee Light,” December, p. 19
- 1986
- “Young Writers Worth the Risk”
 Adweek, September 8, 1986, p. 18
- “The Nork Path to Creativity”
 Advertising Age, April 14, 1986, pp. 18 and 22
- “Assuring Poor Creative”
 January 6, 1986, p. 24
- 1985
- “Step up persistence to get in agency door”
 Advertising Age, May 2, 1985, p. 50
- “Whoa, J-school Critics”
 Advertising Age, June 17, 1985, p. 28

1984

“Surveying Entry Level Training at Agencies”
Advertising Age, May 17, 1984, p. M12