



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1979

Extracted on Mar-29-2024 07:35:02

The Smithsonian Institution thanks all digital volunteers that transcribed and reviewed this material. Your work enriches Smithsonian collections, making them available to anyone with an interest in using them.

The Smithsonian Institution (the "Smithsonian") provides the content on this website (transcription.si.edu), other Smithsonian websites, and third-party sites on which it maintains a presence ("SI Websites") in support of its mission for the "increase and diffusion of knowledge." The Smithsonian invites visitors to use its online content for personal, educational and other non-commercial purposes. By using this website, you accept and agree to abide by the [following terms](#).

- If sharing the material in personal and educational contexts, please cite the National Museum of African American History and Culture as source of the content and the project title as provided at the top of the document. Include the accession number or collection name; when possible, link to the National Museum of African American History and Culture website.
- If you wish to use this material in a for-profit publication, exhibition, or online project, please contact National Museum of African American History and Culture or transcribe@si.edu

For more information on this project and related material, contact the National Museum of African American History and Culture. [See this project](#) and other collections in the Smithsonian Transcription Center.

(Continued from page 96)

1978 CEBA Awards Winners

Category 5:
Campaign/consumer magazine...
Advertiser: Anheuser-Busch, Inc. / Budweiser Beer
Agency: D'Arcy-MacManus & Masius, Inc.
Copy: Jamison Braun
Graphics: Ed Bunch, Bob Currie

Category 8:
Retail Advertising...
Advertiser: Sears, Roebuck and Company
Agency: Foote, Cone and Belding, Inc.
Copy: Susie Townsend
Graphics: Bob Tore, Jan Rehder
Photographer: Steve Eisenberg

Category 10:
Public Service/Political/single ads only...
Advertiser: International Telephone & Telegraph Corp.
Agency: Needham, Harper and Steers, Inc.
Copy: Frank De Filippo
Art Director: Larry Waxberg

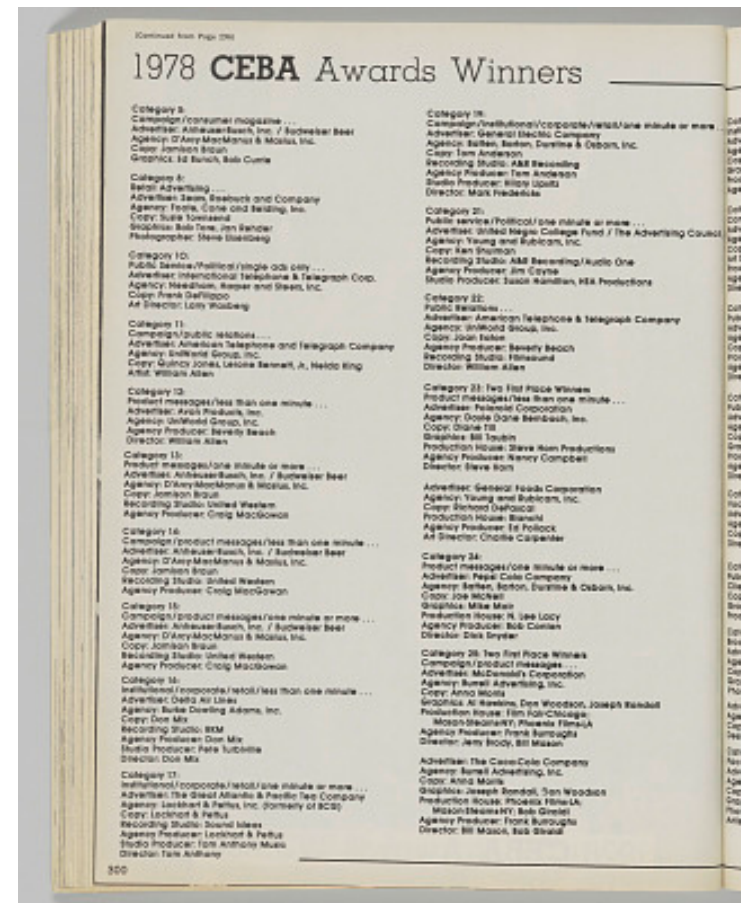
Category 11:
Campaign/public relations...
Advertiser: American Telephone and Telegraph Company
Agency: UniWorld Group, Inc.
Copy: Quincy Jones, Lerone Bennett, Jr., Nelda King
Artist: William Allen

Category 12:
Product messages/less than one minute...
Advertiser: Avon Products, Inc.
Agency: UniWorld Group, Inc.
Agency Producer: Beverly Beach
Director: William Allen

Category 13:
Product messages/one minute or more...
Advertiser: Anheuser-Busch, Inc. / Budweiser Beer
Agency: D'Arcy-MacManus & Masius, Inc.
Copy: Jamison Braun
Recording Studio: United Western
Agency Producer: Craig MacGowan

Category 14:
Campaign/product messages/less than one minute...
Advertiser: Anheuser-Busch, Inc. / Budweiser Beer
Agency: D'Arcy-MacManus & Masius, Inc.
Copy: Jamison Braun
Recording Studio: United Western
Agency Producer: Craig MacGowan

Category 15:



Campaign/product messages/one minute or more...
Advertiser: Annheuser-Busch, Inc. / Budweiser Beer
Agency: D'Arcy-MacManus & Masius, Inc.
Copy: Jamison Braun
Recording Studio: United Western
Agency Producer: Craig MacGowan

Category 16:
Institutional/corporate/retail/less than one minute...
Advertiser: Delta Air Lines
Agency: Burke Dowling Adams, Inc.
Copy: Don Mix
Recording Studio: RKM
Agency Producer: Don Mix
Studio Producer: Pete Turbiville
Director: Don Mix

Category 17:
Institutional/corporate/retail/one minute or more...
Advertiser: The Great Atlantic & Pacific Tea Company
Agency: Lockhart & Pettus, Inc. (formerly of BCG)
Copy: Lockhart & Pettus
Recording Studio: Sound Ideas
Agency Producer: Lockhart & Pettus
Studio Producer: Tom Anthony Music
Director: Tom Anthony

Category 19:
Campaign/Institutional/corporate/retail/one minute or more...
Advertiser: General Electric Company
Agency: Batten, Barton, Durstine & Osborn, Inc.
Copy: Tom Anderson
Recording Studio: A&R Recording
Agency Producer: Tom Anderson
Studio Producer: Hillary Lipsitz
Director: Mark Fredericks

Category 21:
Public service/Political/one minute or more...
Advertiser: United Negro College Fund / The Advertising Council
Agency: Young and Rubicam, Inc.
Copy: Ken Shulman
Recording Studio: A&R Recording/Audio One
Agency Producer: Jim Coyne
Studio Producer: Susan Hamilton, HEA Productions

Category 22:
Public Relations...
Advertiser: American Telephone & Telegraph Company
Agency: UniWorld Group, Inc.
Copy: Joan Eaton
Agency Producer: Beverly Beach
Recording Studio: Filmsound
Director: William Allen

Category 23: Two First Place Winners
Product messages/less than one minute...
Advertise: Polaroid Corporation

Agency: Doyle Dane Bernbach, Inc.
Copy: Diane Till
Graphics: Bill Taubin
Production House: Steve Horn Productions
Agency Producer: Nancy Campbell
Director: Steve Horn

Advertiser: General Foods Corporation
Agency: Young and Rubicam, Inc.
Copy: Richard DePascal
Production House: Bianchi
Agency Producer: Ed Pollack
Art Director: Charlie Carpenter

Category 24:
Product messages/one minute or more...
Advertiser: Pepsi Cola Company
Agency: Batten, Barton, Durstine & Osborn, Inc.
Copy: Joe McNeil
Graphics: Mike Moir
Production House: N. Lee Lacy
Agency Producer: Bob Conian
Director: Dick Snyder

Category 25: Two First Place Winners
Campaign/product messages...
Advertiser: McDonald's Corporation
Agency: Burrell Advertising, Inc.
Copy: Anna Morris
Graphics: Al Hawkins, Don Woodson, Joseph Randall
Production House: Film Fair-Chicago;
Mason-Stearns-NY; Phoenix Films-LA
Agency Producer: Frank Burroughs
Director: Jerry Brody, Bill Mason

Advertiser: The Coca-Cola Company
Agency: Burrell Advertising, Inc.
Copy: Anna Morris
Graphics: Joseph Randall, Don Woodson
Production House: Phoenix Films-LA;
Mason Stearns-NY; Bob Giraldi
Agency Producer: Frank Burroughs
Director: Bill Mason, Bob Giraldi

300

Delegate Magazine 1979
Transcribed and Reviewed by Digital Volunteers
Extracted Mar-29-2024 07:35:02



Smithsonian Institution

National Museum of African American History and Culture

The mission of the Smithsonian is the increase and diffusion of knowledge - shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. Founded in 1846, the Smithsonian is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Become an active part of our mission through the Transcription Center. Together, we are discovering secrets hidden deep inside our collections that illuminate our history and our world.

Join us!

The Transcription Center: <https://transcription.si.edu>

On Facebook: <https://www.facebook.com/SmithsonianTranscriptionCenter>

On Twitter: [@TranscribeSI](https://twitter.com/TranscribeSI)

Connect with the Smithsonian

Smithsonian Institution: www.si.edu

On Facebook: <https://www.facebook.com/Smithsonian>

On Twitter: [@smithsonian](https://twitter.com/smithsonian)