NORTHERN ILLINOIS UNIVERSITY

Careers in Communications

A Report submitted to the
University Honors Program
in Partial Fulfillment of the
Requirements of the Baccalaureate Degree
With University Honors

Department of Communications

by
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DeKalb, Illinois
August, 1989
Approved:  [Signature]

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Date:  8 August 1989
This promotional video script will focus on getting started on a career in advertising. This project is aimed at students of Northern Illinois University to help them take the right steps in getting started, which may be tough since Northern Illinois University no longer has an advertising school. However, many students in the Communications department at Northern have an interest in pursuing a career in advertising, so this video script becomes necessary to others as well as myself. Included are recommended courses of study, advertising agencies with intern programs, a look at graduate schools that will help train for a career in advertising, and how to go about getting a job in the advertising field without having an advertising degree.
PRE-SCRIPT MEETING OUTLINE

1) People who should be in attendance:
   A. Dr. Phil Gray — Communications Department Advisor
   B. Mr. F. Marion Miller — Director of the University Honors Program

2) Questions to be asked:
   A. How long should the video be?
   B. Who specifically should this video be targeted to?
   C. Will this video be distributed? If so, to whom?
   D. Is there financial assistance for a project of this nature?
   E. How detailed should the director's shot sheet be?

3) Needed information:
   A. Listing of undergraduate schools that have advertising programs:
      — What are the top ones?
      — Which are the best in the Midwest?
   B. Listing of graduate schools which have advertising programs:
      — What are the top ones?
   C. A list of all Chicago advertising agencies:
      — Addresses
      — Phone numbers
   D. Listing of Chicago advertising agencies that have intern programs.
   E. A list of what undergraduate courses should be taken if attending a school without an advertising program:
      — Recommended major
      — Recommended minor
VIDEO

CG: CAREERS IN COMMUNICATIONS--ADVERTISING

PAGE UP:

VARIOUS STILLS AND VIDEO CLIPS OF ADVERTISEMENTS WITH A SLOW DISSOLVE BETWEEN.

MUSIC: UNDER

ANNCR: What is advertising?

According to Webster's Dictionary it is 'the action of calling something to the attention of the public especially by paid announcements'. This definition includes newspapers, magazines, billboards, radio, television, and virtually any other means by which a person is likely to be influenced. Even in movie theaters we are constantly reminded about which tastes
better, Coke or Pepsi
before we see the
feature presentation.
Advertising has become
an accepted part of
our daily lives.
Those responsible for
all the advertisements
that surround us
include:

QUICK X SUPER OF
AGENCY NAMES.

MUSIC: OUT
advertising agencies,
newspaper classified
departments, graphic
designers, and
copywriters.
Advertising is one of
the fastest growing
industries in the
United States as well
as the rest of the
world. As a
profession it is
intense, nerve-
reacking, constantly
challenging, ulcer
forming, and one of
the most rewarding
careers available
today...

TOM: Hey, Kurt, how've you
been?

KURT: Good, Tom. How about
yourself?

TOM: Not too bad. Ready
for graduation?

KURT: (SIGHING) Yeah, I
guess so.

TOM: You don't sound very
excited about it.

KURT: Well, I'm looking
forward to graduation,
but I don't have a job
lined up. In fact,
I'm not even sure
about what I want to
do.

TOM: What do you mean? I
thought you were going
into broadcasting.

KURT: I was. Lately though,
my interests have been
leaning towards
advertising.
TOM: That's a great field.

KURT: I know, but I don't have any experience. And here it is four months from graduation and I don't have a clue as to what to do next.

TOM: My uncle works for an ad agency in Chicago. Let me call him to see if he's got any suggestions.

KURT: I'd really appreciate that.

TOM: No problem. I'll get back to you later this week...

... But how does a person get started in a career in advertising without a friend whose uncle works in an agency? Since it is a rapidly growing industry ad agencies must be
constantly looking for new and fresh talent. Right? Well, yes and no. Advertising agencies do look for new, creative talent, but according to James S. Norris in his book, "Advertising," "Unless you have an MBA from some very prestigious business school -- University of Pennsylvania's Wharton School, Northwestern, or California at Berkeley -- don't expect the ad business to fall all over itself when they discover that you majored in communications at, say, Florida State (where they have a particularly fine program)." So where
VARIOS SHOTS OF TALENT
BY TROPHY CASE IN
WATSON.

does that leave
students who want a
career in advertising,
but have no specific
training? Out in the
cold? Hardly.
Granted it may be a
little bit harder to
land an advertising
job without training.
However, the jobs are
out there...

...There are two
kinds of people who do
the hiring in
advertising. Those
who feel a solid
background in
advertising is a must
before being hired and
those who feel the
necessary experience
can be obtained on the
job. Since Northern
Illinois University
doesn't have an
advertising major, we
appeal to the latter. Such employers generally, prefer a major in the liberal arts, preferably communications or journalism, and a minor in business administration . . .

TOM: . . . All right. Here's what I found out.

KURT: It's hopeless isn't it?

TOM: Hardly. My uncle wants to know exactly what you intend to do in advertising.

KURT: I'm not really sure. I'd probably like to work as a copywriter. I'm pretty creative.

TOM: Well, writing is only a small part of a much larger operation. An advertiser's job could include anything from
writing to selling to researching. What you see on TV, in print, or on the radio may at times seem simple, but it's the combined efforts of many people who each have a different but important job. You have a business minor don't you?

KURT: Yeah. Do you think that will help.

TOM: Sure. My uncle says that a creative mind combined with a good business sense is very important in advertising.

KURT: Did he say anything about my lack of advertising education?

TOM: He said not to worry about it. Even though Northern doesn't have a so-
called advertising department, the communications department provides the same courses required at schools which offer advertising degrees.

KURT: Sounds like there's a chance for me. Where do I start. though? I don't even know who I should see for interviews.

TOM: I've got to run, but my uncle said he'd get me a list of agencies we might contact. I'll get it for you next weekend... John S. Wright in his book, Advertising, states, "Some employers feel that a young person, liberally educated, can learn
the techniques of advertising and will do a better job because of the breadth of his formal training. And, certainly, a business administration minor will come in handy. But, what else should a person without a formal advertising background do in order to prepare for a career in advertising? There are three possible avenues. First, transfer to another school with an advertising program. Second, go to a graduate school with an advertising department. Or third, get an internship with
LOSE CG OF CHOICES.

VARIOUS SHOTS OF HOST IN CONFERENCE ROOM.

an ad agency or an advertising department. These three are not mutually exclusive and any combination of them would be even more beneficial. However, let's look at these separately and kick them around a little bit to find which, if any, is right for you. First, transferring to another school may sound like an easy solution, but it is really not advisable. Credits may not transfer, you may not like the school once you get there, time will be spent backtracking ground which you've already covered, and you'll need more money to
cover your extra
semesters in school.
Your best bet is to
stay where you are,
make a game plan, and
go on from there.
However, if you feel
that transferring is
the best way for you
to go, here is a list
of twenty universities
and colleges with
advertising programs
worth looking
into . . .
There are many other
advertising schools,
but the majority on
this list are
located in or near
the Midwest . . .
. . . Now let's turn
our attention to
graduate schools.
There are several
advantages to
attending graduate
school. First, you'll expand your knowledge of the subject and tune-up your already present skills. You'll buy time to beef up your resume and experience, and your chances of getting a job right out of school will be better. However, graduate school is expensive and it takes up time. Leo Burnett's recruitment manager listed ten top graduate schools, none of which is cheap. Granted, there are other graduate schools but these are the ones that are recruited by most agencies. . . . . . . Graduate school is great if you have
the time and money, but let's assume that we don't. We need to get a job as an intern. These jobs don't pay much, if at all. But it's great experience and it looks good on a resume. According to Charles Roland in his book, "Careers and Opportunities in Advertising," he states, "... a 'must' to be followed (if possible) is summer, part-time, or full-time work in establishments related in any way to advertising. The advertising agency itself is, of course, the ideal target." Roland goes on to say that if no spots are
available in the ad agencies, work for a company that supplies materials or a service to advertising.

Chicago has roughly 85 advertising agencies, many of which have intern programs. The larger agencies such as Leo Burnett, generally do not offer internships.

However, here are some agencies that do.

Most of the internships are for summer employment, and each agency has different positions available. Take any position offered to you even if it’s just a job as a gopher. It will still go on a
WATSON EDITING LAB.

resume as experience
in advertising. Each
agency requires a
resume and a cover
letter of everyone
applying for an
internship. Start
working on, or at
least thinking about,
your resume right
away . . .

LS: TOM AND KURT ON THE
BENCHES OUTSIDE ALTGELD.

TOM: Here's the information
my uncle sent.

KURT: That's a lot of stuff.

TOM: Well, he included a
list of advertising
agencies, a couple of
contacts, a list of
graduate schools, and
the names of a couple
agencies that have
intern programs.

KURT: This is fantastic. I
really appreciate all
the help.

TOM: Glad to do it. My
uncle was wondering
if you had your heart
set on working in
Chicago?

KURT: Sort of. That’s the
only place around here
where the advertising
jobs are.

TOM: That’s what I thought.
But my uncle says that
Rockford and the
Chicago area suburbs
are really great
places to start.

KURT: Never thought about
that . . . Well, what
should I do next? I
can’t just call these
places up and ask if
they need help.

TOM: Of course not. You
need to saturate the
market with your
resumes. Then when
you get some responses
set up an interview.
Have a portfolio of
sample ads ready. Let
they know what you have to offer.

KURT: That's sounds great except for one thing.

TOM: What's that?

KURT: I don't have a resume ready yet.

TOM: You have to start on that today. A quality resume is necessary before you even think about interviewing.

KURT: Doesn't Career Planning and Placement help with things like that?

TOM: They'll be able to help you with your resume as well as getting interviews. In the meantime I'll give you one of my resumes to get you started.

... In addition to what has already been talked about, there
are a few other wise moves that can be made to help prepare for a future in advertising. "Take a few advertising courses. Even if a school doesn't have an advertising program, they will almost always have one or two advertising courses. Here at Northern Illinois University, consider Communication 370, "Principles of Advertising". Other helpful courses would be a persuasion course, COMS 304, and a media writing course COMS 355. Also offered is COMS 470, "Campaign Strategies". Also, if you plan to be a writer, write constantly about
nothing and
everything. If you
plan to be a graphic
designer or artist,
draw constantly. The
doodling you do in a
notebook could be the
start of a fabulous
advertising campaign.
So write and draw and
put together a
portfolio of sample
ads. This will look
impressive at an
interview for an
internship or
hopefully for a
full-time job.

LS: KURT AND TON AT A
GRADUATION PARTY.

TOM: ... Congratulations,
Kurt. You made it!

KURT: It hasn't really sunk
in yet.

TOM: So how's the job
search going? Find
anything.

KURT: Not yet. But I have a
second interview with
an agency on Tuesday.

TOM: That's great. It sounds promising.

KURT: The company is small, but they have some super accounts and their work is incredible.

TOM: Well, I hope you get the job.

KURT: So do I. Oh, by the way could I have your uncle's address. I'd like to send him a thank you note.

TOM: I'm sure he'd appreciate that. He's probably wondering how you made out. Good luck and keep in touch.

KURT: I sure will. And thanks again for the help.

TOM: No problem. Maybe you'll do the same for me someday...
... For more information about careers in advertising, see the bibliography of suggested readings that accompanies this video as well as the list of Chicago advertising agencies' addresses and phone numbers...

... Advertising is a rapidly growing industry with almost limitless career opportunities, both for those with degrees in advertising and for those who don't have a formal background in advertising. So go for it and remember the words of Leo Burnett. "When you reach for the stars, you may not quite get..."
one, but you won't come up with a handful of mud either.
CHICAGO ADVERTISING AGENCIES

Abelson-Taylor, Inc.
2400 N. Michigan Ave.
312-781-1700

Adecco, Inc.
477 Merchandise Mart Plz.
312-222-6900

Avery, M. W., Inc.
111 E. Wacker Dr.
312-337-5500

BBDO Chicago
410 N. Michigan Ave.
312-337-7900

Bender, Lam & Assoc., Inc.
410 N. Michigan Ave.
312-437-6470

Beseck & Jacobs, Kenyon & Eckhardt
625 N. Michigan Ave.
312-266-2320

Brand Advertising, Inc.
400 N. Michigan Ave.
312-333-3777

Brody, David L.
4050 N. Clark St.
312-761-2705

Brown, E. H. Adv., Inc.
20 N. Wacker Dr.
312-372-9474

Burch, Avers, Cuttie, Inc.
32 E. Huron St.
312-442-9440

Burin/Hedden, Inc.
35 N. Wacker Dr.
312-332-1515

Burnett, Leo
Prudential Plaza
312-860-2929

Burrell Adv., Inc.
625 N. Michigan Ave.
312-266-2320

Campbell-Kent, Inc.
111 E. Wacker Dr.
312-588-2800

Christensen Rancilay & Shaw
575 N. Michigan Ave.
312-449-1866

Clayton, Signor Assoc.
711 N. Monroe St.
312-449-9500

Cohen & Greenbaum, Inc.
575 N. Michigan Ave.
312-747-2180

Collegian Adv., Inc.
201 E. Ohio
312-904-5500

Corbett, Frank J.
211 E. Chicago Ave.
312-664-5310

Cremer-Kassett/Chicago
300 N. Michigan Ave.
312-997-4600

Cremer Adv., Inc.
477 Merchandise Mart Plz.
312-222-6900

Davies, Inc.
444 N. Michigan Ave.
312-644-9600

Bently, Barnes & Lynn, Inc.
420 N. Mabon
312-467-9399

Bernstein, Ronald A. & Assoc., Inc.
575 N. Michigan Ave.
312-440-2400

Brand Advertising, Inc.
400 N. Michigan Ave.
312-333-3777

Brown, E. H. Adv., Inc.
20 N. Wacker Dr.
312-372-9474

Burch, Avers, Cuttie, Inc.
32 E. Huron St.
312-442-9440

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312-664-5310

Cremer-Kassett/Chicago
300 N. Michigan Ave.
312-997-4600

Cremer Adv., Inc.
477 Merchandise Mart Plz.
312-222-6900
233 N. Michigan Ave.  312-997-4600
312-997-4600
200 E. Randolph
312-861-5000
D'Arcy Masius Benton &
Bowles, Inc.
600 N. Michigan Ave.
312-670-2200
Dawson, Johns & Black, Inc.
312-222-4900
312-222-4900
Dunham Co.
500 N. Michigan Ave.
312-330-9192
Dunham Co.
500 N. Michigan Ave.
312-330-9192
Dunham Co.
500 N. Michigan Ave.
312-330-9192
Eiseman, Johns & Lewis, Inc.
3333 N. Michigan Ave.
312-228-9474
Feldman & Lewis, Inc.
443 N. Michigan Ave.
312-644-1000
Feldman, R. S. & Co.
600 S. Dearborn
312-440-4000
Feldman, R. S. & Co.
312-640-4000
Feldman, R. S. & Co.
600 S. Dearborn
312-440-4000
Fisher Advertising
180 N. Michigan Ave.
312-226-2200
Fisher Advertising
180 N. Michigan Ave.
312-226-2200
Foose, Cone & Belding Adv.
401 N. Michigan Ave.
312-687-9200
Frank, Clinton E. Adv., Inc.
120 S. Riverside Plz.
312-681-5000
Gardner, Stein & Frank, Inc.
20 N. Wacker Dr.
312-832-7000
Garfield Linn & Co.
970 N. Michigan Ave.
312-945-1900
Garfield Linn & Co.
970 N. Michigan Ave.
312-945-1900
Grayworth, Inc.
Merchandise Mart
312-527-5000
Grayworth, Inc.
Merchandise Mart
312-527-5000
Hadden Advertising, Inc.
919 N. Michigan Ave.
312-940-6266
Hadden Advertising, Inc.
919 N. Michigan Ave.
312-940-6266
Hadden Advertising, Inc.
919 N. Michigan Ave.
312-940-6266
Hadden Advertising, Inc.
919 N. Michigan Ave.
312-940-6266
Hadden Advertising, Inc.
919 N. Michigan Ave.
312-940-6266
Hill and Knowlton, Inc.
111 E. Wacker Dr.
312-566-1200
Hill and Knowlton, Inc.
111 E. Wacker Dr.
312-566-1200
Hill and Knowlton, Inc.
111 E. Wacker Dr.
312-566-1200
Jordan/Tamraz/Casusso Adv.,
Kermit & Rosenberg Adv., Inc.
401 N. Michigan Ave.
312-222-4900
608 N. Dearborn
312-832-9200
303 E. Wacker Dr.
312-831-0200
Kermit & Rosenberg Adv., Inc.
Stone & Adler, Inc.
150 N. Wacker Dr.
312-346-6100

Tennant, Don Co., Inc.
500 N. Michigan Ave.
312-844-4400

Volk, The John Co.
675 St. Clair
312-787-7117

Waber Cohn & Riley, Inc.
444 N. Michigan Ave.
312-227-4220

Wilk & Brichta, Inc.
875 N. Michigan Ave.
312-280-2800

Zechman & Assocs., Adv., Inc.
333 N. Michigan Ave.
312-346-0651

Tatham Land & Kushner
429 N. Michigan Ave.
312-327-4400

Thompson, J. Walter
875 N. Michigan Ave.
312-951-4400

Wardrop/Kraft/Temple & Frank
333 N. Michigan Ave.
312-276-2221

Wells/Rich/Greene/Chicago, Inc.
111 E. Wacker Dr.
312-228-0500

Young & Rubicam Chicago
111 E. Wacker Dr.
312-261-2415

Zwick & Wagner Advertising, Inc.
840 N. Michigan Ave.
312-280-8400
BIBLIOGRAPHY


