

The Norman R. Glenn Collection

Library of American Broadcasting

University of Maryland

LAB 96-69

Processed by: Linda M. Machado
February, 1999
2.5 lin. ft.

BIOGRAPHY

Norman R. Glenn (born Norman R. Goldman), founding editor and publisher of *Sponsor and Marketing and Media Decisions*, was born in Chicago Heights, Illinois on September 3, 1909. Mr. Glenn enrolled in the University of Chicago as a Liberal Arts major in 1927 but dropped out during his senior year due to financial hardship.

To help support himself and his family, Mr. Glenn took a job with the *Chicago Daily News*. While at *The Chicago Daily News* he was introduced to the General Manager of WLS radio in Chicago who offered Mr. Glenn a job and where he worked from 1932-1936. His first job at the radio station was to hold up placards introducing the acts at WLS's weekly show, "The National Barn Dance". Mr. Glenn was eventually promoted to information clerk at WLS and finally, in 1933, to Promotion Director. As Promotion Director, he handled all publicity and promotions for the Prairie Farmer-owned WLS.

In 1936, Martin Codell, publisher of *Broadcasting Magazine*, offered Mr. Glenn an opportunity with the New York office of his magazine. Mr. Glenn accepted and one year later, in 1937, transferred to *Broadcasting Magazine's* Washington D.C. office where he was promoted to Business Manager. While at *Broadcasting Magazine*, Mr. Glenn came up with the idea to run a series of ads designed as public service. The result of this was a series of public service advertisements specifically addressing the war effort. These ads ran in *Broadcasting Magazine* from 1942-1943. Mr. Glenn remained with *Broadcasting*

Magazine until he entered the military in 1942. Mr. Glenn served in the military until the end of World War II in 1945.

In 1945, Mr. Glenn married Elaine Cooper and, for a short time, was Executive Director of *Frequency Modulation* magazine. Earlier, while at *Broadcasting Magazine*, Mr. Glenn imagined a trade journal geared towards the broadcast advertiser - to serve the concerns of broadcast media, broadcasters and advertisers. This idea came to fruition with the publication of *Sponsor* magazine in November of 1946. *Sponsor's* credo, as stated in the magazine's first issue was, "*Sponsor* is the trade magazine for the man who foots the broadcast advertising bill..its objective is to do a job for the sponsor". *Sponsor* initially ran as a monthly publication but by the end of 1947 expanded into a bi-weekly publication.

Sponsor magazine was a popular and influential magazine within the broadcast community. *Sponsor's* editorials were of notable influence. The editorials called for sound TV and radio practices – creation of a television ad bureau, a revitalized radio ad bureau, improved research and media buying professionalism. For several years, *Sponsor* ran a series entitled, "This We Fight For". This was a series of articles dealing with ethical standards. During the early to mid 1950s, *Sponsor* also ran a series of editorials entitled, "Red Channels" which attacked McCarthyism and blacklisting. This series earned the magazine the George Polk Memorial Award for distinguished journalism. Norman Glenn sold *Sponsor* magazine to Obijay Press of Duluth, Minnesota in 1963.

Elaine Glenn passed away in March of 1966 and later that same year Norman Glenn created another trade magazine, *Marketing & Media Decisions*. *Marketing & Media Decisions* was an extension of *Sponsor* magazine. It gave advertisers guidance on evaluating and using all advertising media in the television era. Mr. Glenn sold *Marketing & Media Decisions* in 1985.

In 1985, Mr. Glenn founded the Community Action Network (CAN), a non-profit group in New York City that is run in partnership with broadcast and print media and is supported by an annual media awards event. CAN is a volunteer community resource whose sole objective is to collect and to share practical solutions to challenging social problems. CAN acts as a databank of information dealing with community social problems and publishes booklets dealing with critical community social problems.

Norman Glenn died in New York City on February 5, 1999 due to complications from a stroke. He is survived by his wife Roberta, two children from his first marriage, two stepchildren and five grandchildren.

SCOPE AND CONTENT NOTES

The Norman R. Glenn Collection spans the years 1933 to 1998. The collection contains two scrapbooks, correspondence, and publications. The collection is divided into the following series:

Series I: Correspondence and Related Materials

Series II: Publications

Series III: Scrapbooks

Bound volumes of *Sponsor* magazine (1946-1964) and three bound volumes of *US Radio* (1957-1961) are shelved in the Library of American Broadcasting's periodicals section. One item, the pamphlet entitled, "11th Annual Media and Corporate Awards Luncheon, December 4, 1998" was received via mail from Mr. Glenn in December of 1998.

PROVENANCE

The Norman R. Glenn collection was donated to the Library of American Broadcasting by Norman R. Glenn in 1996.

SERIES DESCRIPTIONS

Series I: Correspondence and Related Materials 1938-1996 (five folders)

This series contains correspondence and related materials from *Broadcasting* magazine, *Sponsor* magazine and Community Action Network.

Series II: Publications 1940-19[9?] (1.75 lin. ft.)

This series contains publications from *Sponsor* magazine, Community Action Network and article clippings. Included are bound volumes of *Sponsor* magazine (1946-1964), two issues of *Frequency Modulation* (1946), the *Sponsor* publication, "40-Year Album of Pioneer Radio Stations (20s, 30s, 40s, 50s) – Part Two Radio Stations", 20 issue-specific pamphlets from CAN, three bound volumes of *US Radio* (v1-3), bound volumes of *Sponsor Magazine* (1946-1964) and an MA thesis by William Arthur Nelson entitled, "An Analysis of the Editorials of *Sponsor*, 1946-1955".

Series III Scrapbooks 1933-1943 (1 oversized box)

This series contains two scrapbooks. One scrapbook contains clippings of advertisements regarding *Broadcast Advertising*, 1937-1943. The second scrapbook contains clippings regarding radio station WLS in Chicago (the Prairie Farmer Station), 1933-1936.

BOX INVENTORY

SERIES I: CORRESPONDENCE AND RELATED MATERIALS, 1938-1996

Box Folder

- 1 1 Sales Presentation for *Broadcasting*, "Editorial Character", 1938.
- 2 Memorandum from Norman Glenn re: Research on Early Beginnings of a Broadcast Association, June 29, 1981.
- 3 Note from Bob Gardner to Norman Glenn, July 2, 1986. Cover Sheet to "Marketing and Media Decisions Ratecard 15" , October, 1981.
- 4 Progress Report for the Community Action Network from Norman Glenn to the Executive and Advisory Board, Volunteers and Contributors, March 21, 1996.
- 5 Letter from Judd Choler to Tom Dawson – forwarded to Norman Glenn, October, 1995. Attached is *Sponsor's* 1957 Trade Paper Advertising Contest.

SERIES II: PUBLICATIONS, 1940-19[9?]

- 6 "The Journal of Frequency Modulation", March, 1946.
- 7 "Frequency Modulation Business", March, 1946.
- 8 *Sponsor*, "Radio is Getting Bigger", April 7, 1950.
- 9 *Sponsor*, "TV Dictionary/Handbook for Sponsors" 1951 and 1955.
- 10 *Sponsor*, "All Media Evaluation Study", 1954 - annotated.
- 11 *Sponsor*, "All Media Evaluation Study", 1954
- 12 Magazine article, "BPA: Highlights of Chicago Convention", November 9, 1957.
- 13 Article, "Announcing *Sponsor's* First Annual TV/Radio Trade Paper Advertising Awards"
- 14 *Sponsor*, "The Frey Report", November 9, 1957 – 2 copies.
- 15 *Sponsor*, "Timebuyers of the US/1961" – 2 copies.
- 16 *Sponsor*, "40-Year Album of Pioneer Radio Stations (20s, 30s, 40s, 50s) – Part Two Radio Stations", 1962.
- 17 *Sponsor*, Q&A Brochure, "Some Answers to Key Questions Showing Why *Sponsor* is Your Outstanding Advertising Buy", 2 copies.
- 18 *Sponsor*, "5-City TV/Radio Directory" 1963 and 1965 (1965 copy is annotated).
- 19 *Sponsor*, "TV Dictionary/Handbook for Sponsors" 1951 and 1955.

- 2 20 Pamphlet, CAN, "Community Action Network, Can Do!".
 Pamphlet, "11th Annual Media & Corporate Awards Luncheon", Dec. 4, 1998.
 Pamphlet, CAN, *Solutions Library*, "AIDS".
 Pamphlet, CAN, *Solutions Library*, "Alcohol Abuse".
 Pamphlet, CAN, *Solutions Library*, "Child Abuse".
 Pamphlet, CAN, *Solutions Library*, "Criminal Justice".
 Pamphlet, CAN, *Solutions Library*, "Disadvantaged".
 Pamphlet, CAN, *Solutions Library*, "Drug Abuse" – 2 copies.
 Pamphlet, CAN, *Solutions Library*, "Drunk Driving".
 Pamphlet, CAN, *Solutions Library*, "Education".
 Pamphlet, CAN, *Solutions Library*, "Elderly Care".
 Pamphlet, CAN, *Solutions Library*, "Environment" – 2 copies
- 21 Pamphlet, CAN, *Solutions Library*, "Family Concerns".
 Pamphlet, CAN, *Solutions Library*, "Health Care".
 Pamphlet, CAN, *Solutions Library*, "Homeless".
 Pamphlet, CAN, *Solutions Library*, "Housing".
 Pamphlet, CAN, *Solutions Library*, "Hunger".
 Pamphlet, CAN, *Solutions Library*, "Missing Children".
 Pamphlet, CAN, *Solutions Library*, "Rape".
 Pamphlet, CAN, *Solutions Library*, "Street Crime".
 Pamphlet, CAN, *Solutions Library*, "Teenage Suicide".
 Pamphlet, CAN, *Solutions Library*, "Unemployment".
- 4 Nelson, William A., "An Analysis of the Editorials of Sponsor, 1946-1955",
 Master of Arts Thesis, January 1957.
- 4 *US Radio*, October 1957 – September 1958
- 4 *US Radio*, February 1959 – December 1959
- 4 *US Radio*, January 1960 – December 1960

SERIES III: SCRAPBOOKS, 1933-1943

- 3 "Norman R. Goldman, Advertising", Advertisements for *Broadcasting Magazine*, 1937-1943
- Clippings regarding WLS Radio, Chicago, Illinois, 1933-1936

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1. *Sponsor*, "TV Dictionary/Handbook for Sponsors" 1951 and 1955.
2. *Sponsor*, "5-City TV/Radio Directory" 1963 and 1965 (1965 copy is annotated).
3. *Sponsor*, "7-City TV/Radio Directory" 1966 and 1968 – annotated.
4. *Sponsor*, Q&A Brochure, "Some Answers to Key Questions Showing Why *Sponsor* is Your Outstanding Advertising Buy", 2 copies.
5. *Sponsor*, "Timebuyers of the US/1961" – 2 copies.
6. *Sponsor*, "Radio is Getting Bigger", April 7, 1950.
7. *Sponsor*, "All Media Evaluation Study", 1954 – 2 copies, 1 is annotated.
8. "The Journal of Frequency Modulation", March, 1946.
9. "Frequency Modulation Business", March, 1946.
10. *Sponsor*, "The Frey Report", November 9, 1957 – 2 copies.
11. Article, "*Announcing Sponsor's* First Annual TV/Radio Trade Paper Advertising Awards"
12. Letter from Norman Glenn to Tom Dawson, December 12, 1990.
13. Memorandum from Norman Glenn re: Research on Early Beginnings of a Broadcast Association, June 29, 1981.
14. Letter from Norman Glenn to Dean Linger, June 16, 1981.
15. Magazine article, "BPA: Highlights of Chicago Convention", November 9, 1957.
16. Letter from Norman Glenn to Judd Choler, January, 19, 1996.
17. Letter from Tom Dawson to Norman Glenn, July, 13, 1995. Cover Letter to Catalog of Casey Cohlma BPA/BPME Memorabilia.
18. *Sponsor*, "40-Year Album of Pioneer Radio Stations (20s, 30s, 40s, 50s) – Part Two Radio Stations", 1962.
19. Nelson, William Arthur, "An Analysis of the Editorials of *Sponsor*, 1946-1955", MA Thesis, January 1957.
20. US Radio, volumes 1-2, October, 1957 to September, 1958.
21. US Radio, volume 2, February – December, 1959.
22. US Radio, volume 3, January – December, 1960.
23. Note from Bob Gardner to Norman Glenn, July 2, 1986. Cover Sheet to "Marketing and Media Decisions Ratecard 15", October, 1981.
24. *Sponsor*, "All Media Evaluation Study", 1954.
25. Scrapbook - Norman R. Goldman, Advertising. Advertisements for *Broadcast Advertising*, 1937-1943.
26. Scrapbook – Clippings Regarding Radio Station WLS in Chicago (The Prairie Farmer Station), 1933-1936.
27. Letter from Judd Choler to Tom Dawson – forwarded to Norman Glenn, October, 1995. Attached is *Sponsor's* 1957 Trade Paper Advertising Contest.
28. *Broadcasting*, "Editorial Character", No Date.
29. Letter from Norman Glenn to Judd Choler, January 19, 1996.
30. Progress Report for the Community Action Network from Norman Glenn to the Executive and Advisory Board, Volunteers and Contributors, March 21, 1996.

31. Community Action Network, *Solutions Library*, "Environment" – 2 copies
32. Community Action Network, *Solutions Library*, "Drug Abuse" – 2 copies.
33. Community Action Network, *Solutions Library*, "AIDS".
34. Community Action Network, *Solutions Library*, "Alcohol Abuse".
35. Community Action Network, *Solutions Library*, "Child Abuse".
36. Community Action Network, *Solutions Library*, "Criminal Justice".
37. Community Action Network, *Solutions Library*, "Disadvantaged".
38. Community Action Network, *Solutions Library*, "Drunk Driving".
39. Community Action Network, *Solutions Library*, "Education".
40. Community Action Network, *Solutions Library*, "Elderly Care".
41. Community Action Network, *Solutions Library*, "Family Concerns".
42. Community Action Network, *Solutions Library*, "Health Care".
43. Community Action Network, *Solutions Library*, "Homeless".
44. Community Action Network, *Solutions Library*, "Housing".
45. Community Action Network, *Solutions Library*, "Hunger".
46. Community Action Network, *Solutions Library*, "Missing Children".
47. Community Action Network, *Solutions Library*, "Rape".
48. Community Action Network, *Solutions Library*, "Street Crime".
49. Community Action Network, *Solutions Library*, "Teenage Suicide".
50. Community Action Network, *Solutions Library*, "Unemployment".
51. Community Action Network, "Community Action Network, Can Do!".
52. "11th Annual Media and Corporate Awards Luncheon", December 4, 1998.