EUGENE SECUNDA Tel: (212) 777-3841

30 Fifth Avenue Fax: (212) 674-4972

New York, NY 10011 Email: es38@nyu.edu

EDUCATION

Ph.D. New York University Media Studies October,1988

M.S. Boston University Public Relations June,1962

B.S. New York University Journalism June,1956

ACADEMIC EXPERIENCE

New York University 2000-Present

Steinhardt School of Education, Division of Media, Culture

and Communications

Professor, Media Studies

New York University 2005-Present

Gallatin School of Individualized Study

Academic Adviser

Adelphi University 1993- 1996

Schools of Management Assistant Professor

and Business Marketing/Advertising

Bernard M. Baruch College 1988-1993

(City University Assistant Professor

of New York) Marketing/Advertising

New York University 1985-1988

Graduate School of Visiting Professor 1999-2003

Business Administration Marketing/Advertising

New York University

School of Business and Adjunct Professor 1972-1985

Public Administration Marketing/Advertising

PROFESSIONAL EXPERIENCE

Principal Secunda Marketing Communications 1985-Present

(Consultancy)

Director, Corporate Communications 1993-1999

Central European Media Enterprises, Ltd.(CME)

PROFESSIONAL EXPERIENCE (Continued)

Marketing Consultant International Advertising Association 1988-1992

President Barnum/Secunda Associates 1982-1985

Chief Operating Officer

Sr. Vice President, Communications Services Division 1980-1982

Director N. W. Ayer International

Sr. Vice President, The Entertainment Group 1978-1980

Founder & Director J. Walter Thompson Company

Sr. Vice President 1973-1978

Director, Corporate and Public Affairs

J. Walter Thompson Company

Vice President 1971-1973

Account Supervisor J. Walter Thompson Company

Account Representative 1965-1971

J. Walter Thompson Company

Senior Advertising 20th Century Fox Film Corporation, 1959-1965

& Public Relations Universal Pictures and Broadway Theater

Executive

Reporter New London, Connecticut Daily Day 1957-1958

PUBLICATIONS

Books

Shifting Time & Space: The Story of Videotape. With co-author.

Published by Greenwood Publ. Co., Westport, CT 1991,

174 pages.

Selling War to America: From the Spanish American War to the

global War on Terror, With co-author. Published by Greenwood

Publishing Company, Westport, CT, 2007, 232 pages.

Chapters in Books

Social and Cultural Aspects of VCR Use: An Historic Perspective.

Contributed chapter to anthology published by Lawrence

Erlbaum Associates,Hillsdale, NJ, 1990.

Publicity Forum: Advice from 22 Experts. Contributed chapter to

anthology published by Richard Weiner, Inc., New York, 1977.

ACADEMIC JOURNALS

Journal of Current Issues and Research in Advertising: "A Survey

of Senior Agency,Advertiser,and Media Executives on the Future

of Advertising," (18), No. 1, Spring 1996. With Robert Ducoffe

and Dennis M. Sandler.

Journal of Marketing Communications: "A Commentary on Marketers'

Use of Disguised Forms of Product Promotion to Compensate for

The Loss of Traditional Advertising's Effectiveness," Vol. 1,

No. 3, 1995.

The Journal of Product & Brand Management: "Brand Marketing

The First Private National Commercial TV Station in Central

Europe," Vol. 1, No. 2, 1994.

Journal of Media Planning: "How Advertisers View Network

Television's Audience Erosion and Commercial Avoidance

Problems: A Survey of Major Sponsors," Spring, 1994.

Journal of Global Marketing: "Freedom of Choice and the Future

of Latinobrand," Vol. 7, No. 3, 1994.

Journal of Advertising Research: "Zipped TV Commercials Boost

Prior Learning," November/December 1993. With Robert Gilmore,

Prof. Of Marketing, C.W. Post College, Long Island University,

New York.

Journal of Advertising Research: "Blurring the Traditional

Advertising Boundaries: Where Does Editorial End and

Advertising Begin?" May/June 1993 (published in September

1993). With Dennis Sandler, Prof. of Marketing, Pace

University, N.Y.

Journal of Media Planning: "Media Planning Concerns in a

Blurred Editorial/Programming Environment," Spring, 1992, 7(1),

pp. 36-41.

Journal of Corporate Public Relations: "Why Advertising and

Public Relations Aren't Friends: An Examination of the

Enmity Between the Disciplines," 1992-1993,pp.16-19, Vol.III.

International Journal of Advertising: Consumer Attitudes Toward

Product Placement in Movies: A Preliminary Study," Vol. 12,

No.1, 1993. With Israel Nebenzahl, Prof. of Marketing, Bar

Ilan University, Tel Aviv, Israel.

PROFESSIONAL PUBLICATIONS

“Note From a JWT ‘Mad Man’: Old Habits Die Hard,”

Advertising Age, April 14, 2016.

"Make TV Milosevic's Worst Nightmare," Los Angeles Times,

September 26, 1999.

"...Should be Broadcast to Serbia," The Wall Street Journal,

April 27, 1999.

"Calvin Klein, Levi's ads? Well, that's show business,"

Advertising Age, October 9, 1995.

"On the Other Hand," Vancouver, September, 1995.

"The rising expense of luring business," Advertising Age,

March 13, 1995.

"Czech Republic's Nova station a guide for Eastern European TV,"

Electronic Media International, February 13, 1995.

"Ad-editorial wall crumbling," Advertising Age, October 4, 1993.

"Don't count premium brands out yet," Advertising Age,

April 12,1993.

Infomercials on network?," Advertising Age, November 30, 1992.

"Rx for pharmaceutical ads," Advertising Age, August 17, 1992.

With co-author.

"Blurring the line at NBC," Advertising Age, November 25, 1991.

"Is TV Addicted to Drug Company PR," Business and Society Review,

Spring, 1990.

"The Snack Pack," New York, August 29, 1988.

"DAT's the Ticket," New York, March 7, 1988.

“Notes From a JWT ‘Mad Man’: Old Habits Die Hard,” Advertising

Age, April 14, 2016.

SELECTIVE LIST OF PAPERS AND LECTURES

Between 1980-present have given lectures or presented papers

to the following organizations:

"Managing Crisis Communications in the 21st Century,"

Austrian Advertising and Market Communication Association,

Sponsored by the Austrian Trade Commission, May 14, 2002,

New York, NY.

“Marketing Communications and the Global Perspective,"

Trans-Caucasus/Central Asian Marketing Communications

Program,sponsored by the International Advertising

Association,May 8-May 12, 2000, Tbilisi, Georgia.

"Advertising and Constitutional Protections Around the

World," a paper presented at the 2nd International

Advertising Association Conference, Budapest, Hungary,

September 7, 1999.

"The Ethical Dilemma Confronting Public Relations Agencies,"

a paper presented at the 87th Annual Meeting of the Eastern

Communication Association, April 26, 1996, New York, NY.

"Will Commercial Television Conquer the State-Run Networks

of Central Europe?," a paper presented at the 16th Annual

Media Studies Conference, October 29, 1995,Saugerties, NY.

Ethics in Public Relations Agencies: The Case of Hill &

Knowlton," a paper presented at the annual conference of the

New York State Speech Communication Association, October 15,

1995, Albany, NY.

"After the Fall: The Central and Eastern Europe Environment

for Advertising in the Post-Communist-Era (Focus on The

Czech Republic), a paper presented at the annual conference

of the American Academy of Advertising, March 24, 1995,

Norfolk, VA.

"Marketing a television station as a premium brand in the

Czech Republic," a paper presented at the annual conference of

the American Academy of Advertising, May 10,1994,

Tucson, AR.

SELECTIVE LIST OF PAPERS AND LECTURES (Continued)

"Marketing Opportunities in the Age of the New Order," a series of lectures presented to a select group of industrial

representatives from the People's Republic of China, Queens

College, (CUNY), November 2 and November 4, 1992,

New York City.

"Developments Affecting privately owned commercial television

in Central and Eastern Europe," a paper presented at the

International Communications Studies Program on "Emerging

Broadcasting Capabilities in the former Soviet

Union," Center for Strategic and International Studies,

September 17, 1993, Washington, DC.

"Freedom of Choice: Is it Available to the Latino Consumer?," a

paper presented at the International Advertising Association

International Symposium,"Advertising and the Media in an Open

Society," May 11, 1992, Buenos Aires, Argentina; May 14, 1992,

Caracas, Venezuela.

Media and Marketing Approaching the New Century: Trends in

Media and Marketing For the 1990's and Beyond," participant

in panel sponsored by American Marketing Association, New

York Chapter, April 2, 1992, New York, NY (proceedings

published in June 1992 issue of Marketing Review).

"Viewing in a Distracted Environment," a paper presented at

the Tenth Annual Advertising Research Foundation Electronic

Media Workshop, December 4, 1991, New York, NY.

"Marketing in America: An Overview," a paper presented at

the Annual Conference of the Consumer Federation of

America,October 24, 1991, Washington, DC.

"A Public Relations Perspective of the Gulf War," a paper

presented at the 49th annual convention of the New York

State Speech Communication Association, October 19, 1991,

Albany, NY.

"How Geo-Political Changes Will Impact U.S. International

Business," moderator and panelist, The 1991 Forbes Magazine

Management Forum, June 28, 1991, Colorado Springs, CO.

"The Multi-National Marketer's View of European

Television," a paper presented at the Center for Strategic

and International Studies conference,"The New European

Satellite Smorgasbord: Dishing Up the Policies, Politics

& Technologies of the 1990s, "June 25,1991, Washington, DC.

SELECTIVE LIST OF PAPERS AND LECTURES (Continued)

"Beyond 1992: Advertising/Marketing Implications for

International Television Production and Programming," a

paper delivered at the 40th Annual Conference of the

International Communications Association, June 29,

1990, Dublin, Ireland.

"Media Shakeout: Who Will Survive The 90's?," a paper

presented at the Second Annual National Media Congress,

November 15, 1989, New York, NY.

"Is Television Advertising Losing It? An Analysis of the

Impact of New Media Technologies on Advertising," a paper

presented at the 47th annual conference of the New York

State Speech Communication Association,October 14,1989,

Poughkeepsie,NY.

"Video News Releases: The Hidden Persuaders Revisited?,"

paper presented at the 34th Annual Media Ecology

Conference,October 8, 1989, Saugherties, NY.

"Technology: What's Coming Up? What's Going Down?," a paper

presented to the Tenth Annual Media Congress, January 23,

1989, New York, NY.

"Programming for Video Beyond Cable," a paper presented to

the Visual Communications Congress, June 9, 1983, New

York, NY.

"Networld: The Effects of Satellite Technology," a paper

presented to the Fourth General Assembly Communication

Congress, World Future Society, July 20, 1982,

Washington,DC.

"The Future of Global Satellite Television," a paper

presented to the International Television Association,

March 9, 1982,New York, NY.

"New Developments in Entertainment and Leisure

Advertising," a paper presented at the New School for

Social Research, December 1, 1991, New York, NY.

"Cable Television Advertising: Seven New Trends May Speed

Its Progress," a paper presented at the Center for

Communications, November 15, 1981, New York, NY.

SELECTIVE LIST OF PAPERS AND LECTURES (Continued)

"Public Relations Today: Its Role in Society and

Communications," a paper presented at the annual conference of

the Columbia Scholastic Press Association, Columbia

University, March 13, 1981, New York, NY.

"The New Electronic Technologies: A Bird's Eye View of the

Future," a paper presented to the 27th Annual Advertising

Foundation Conference, February 25, 1981, New York, NY.

"The Desensitization of America: A Media Analysis," a paper

presented to the Federal Bureau of Investigation/Annual

Police Chiefs Meeting, January 16, 1981, Arlington, VA.

"Corporate Communications: Credibility or Chaos?," a paper

presented to the National Investors Relations Institute,

October 15, 1980.

"The New Medium of the 80's: Fractured Television," a paper

presented to the Annual Conference of American Advertising

Federation, June 10, 1980, Dallas, TX.

"Television in the 80's," a paper presented at the

University of California (Los Angeles), February 23, 1980,

Los Angeles, CA.

"Movie Advertising on Cable and Satellite: It's Not a

Dream," a paper presented to the Oakland Advertising

Federation, February 19, 1980, Oakland, CA.

EXPERT TESTIMONY BEFORE LEGISLATIVE COMMITTEES

U.S. Senate Labor and Human Resources Committee,

Dec. 11, 1990. Topic - "Advertising, Marketing and Promotional

Practices of the Pharmaceutical Industry." Statement on the

use of video news releases by the pharmaceutical drug industry.

CITATIONS

McCourt, Malachy. (2017) Death Need Not Be Fatal. Center Street

Press, New York, Nashville, pp. 155, 156.

Corman, Avery. (2014) My Old Neighborhood Remembered. Barricade

Books, Fort Lee, NJ, pp. 298,299.

CITATIONS (Continued)

Decherney, Peter. (2012) Hollywood’s Copyright Wars: From Edison to

the Internet. Columbia University Press, New York.

Solomon, Norman. (2005) War Made Easy: How President and Pundits

Keep Spinning us to Death. John Wiley & Sons, Inc., Hoboken,

New Jersey, p. 178.

Doyle, Paul E. (2004) Hot Shots and Heavy Hits: Tales of an

Undercover Drug Agent. Northeastern University Press, Boston,

Acknowledgements.

Kaplan Thaler, Linda and Robin Koval. (2003) Bang! Getting Your

Message Heard in a Noisy World. Doubleday, New York, p.155.

Cappo, Joe. (2003) The future of advertising. Mc-Graw Hill,

New York, Acknowledgements.

McCourt, Malachy. (2000) Singing My Him Song. Harper Collins,

New York, Acknowledgements.

Besser, Howard. (1999) Peace Journal. "Recent Changes to

Copyright: Attacks Against the Public Interest," 11:1.

McCourt, Frank. (1999) 'Tis. Scribner, New York,

Acknowledgements.

Sutherland, Max. (1998) Australian Professional Marketing. "Learn

to Communicate Zipped Commercials," June/July 1998.

Ewen, Stuart. (1996) PR!: A Social History of Spin. Basic Books,

New York, Credits.

Fowles, Jib. (1996). Advertising and Popular Culture.

Sage Publications, Thousand Paks, CA, p. 145.

Andersen, Robin. (1995) Consumer Culture & TV Programming.

Westview Press, Boulder, CO, pp. 19, 21.

Arens, William F. (1995). Contemporary Advertising, Sixth Edition.

Richard D. Irwin, Chicago, IL, pp. 458-459.

Bryant, Adam. The New York Times. "With Product Placement Winning

Fans, a Comedy Network Tailors some Broadcasts for Sponsors,"

March 30, 1993, p. D1.

CITATIONS (Continued)

Belch, George E. & Michael A. Belch. (2011). Advertising and

Promotion, Ninth Edition. McGraw-Hill Irwin, New York.

Collins, Ronald K.L. & David M. Skover. Texas Law Review. "The

First Amendment in an Age of Paratroopers." 68(6), May 1990,

p. 1102.

Collins Ronald K.L., David M. Stover, Texas Law Review.

"Commerce & Communication." 71(4), March 1993, p. 719.

Mayer, Martin. (1991). Whatever Happened to Madison Avenue?:

Advertising in the '90s. Boston: Little, Brown and Company,

p. 135.

Naisbitt, John and Patricia Aburdene. (1990). Ten New Directions

for the 1990's: Megatrends 2000. New York: Wm. Morrow & Co.,

p. 87.

Morgan, Richard. (1991). J. Walter Takeover: From Divine Right to

Common Stock (How J. Walter Thompson was taken over by

financial wizard Martin Sorrell). Homewood, IL, Business One

Irwin, p. 334.

Werven und Verhaufen. (1993). "Marken Sing Filmstars," Werven

Und Verhaufen die Wuchenzeitung der Marketinghommunikation, N.

19,May 14, 1993, p. 30.

Usuner, J.C., Nebenzahl, I.D. and Jaffe, E.D. Revue Francaise

du Marketing, "Pay d'Origine et Strategie de Prix,"

N.141,1993/1,pp.35-50.

MAJOR PRESS CITATIONS

Holden, Stephan, The New York Times, "After the War, the Time of

the Teenager," May 7, 1995, p. 4E.

Horowitz, Bruce. Los Angeles Times, "TV Commercial Featuring Gay

Couple Creates a Madison Avenue Uproar," April 5, 1994, p. 37.

Myerson, Allen R. The New York Times, "Selling Cigarettes: Who

Needs Ads?," April 5, 1994, p. 37.

Wallace, Amy. Los Angeles Times. "American Culture on a Bun,"

December 30, 1993, p. 23.

MAJOR PRESS CITATIONS (Continued)

Spencer Theodore. Newsday, "Will the FTC Eat Its Words?,"

November 1, 1993, p. 31.

Elliott, Stuart. The New York Times, "Middle East peace is good

news for some campaigns, too," September 30, 1993, p. D 12.

Bryant, Adam. The New York Times. "With Product Placement

Winning Fans, a Comedy Network Tailors some Broadcasts for

Sponsors," March 30, 1993, p. D1.

Lieberman, David. TV Guide, "All the PR that News Can Use,"

March 6, 1993, p. 42.

Lipman, Stuart, The Wall Street Journal, "Big 'Outsert' Really

Puts Revlon in Vogue,"September 17, 1992, p. B12.

Cox, Meg. The Wall Street Journal, "NBC Olympics Promotion Has a

3-Way Twist," July 24, 1992, p. B1.

Elliott, Stuart. The New York Times, "People in Advertising Aren't

Surprised Perot Didn't Stay," July 18, 1992, p. B1.

Coady, Elizabeth. The Atlanta Journal, The Atlanta Constitution,

"Don't leave home to buy it," May 1992, p. C1.

Lipman, Joanne. The Wall Street Journal, "NBC's Bid to

Please Sponsors Questioned," March 20, 1992, p. B2.

Lieberman, David. TV Guide, "Fake News," February 22, 1992, p. 10.

Lipman, Joanne. The Wall Street Journal, "Fake TV Newscast Ads

Proliferate, Blurring the Lines," January 10, 1992, p. B1.

Carmody, Deirdre. The New York Times, "Magazines With Subtle

Messages," December 23, 1991, P. D15.

Elliott, Stuart. The New York Times, "Camel's Success and

Controversy," December 12, 1991, p. D1.

Lipman, Joanne. The Wall Street Journal, "NBC Blurs Line

Between Program,Ads," November 15, 1991, p. B5.

Phillips, Michael Max. Boston Globe. "Getting the latest 'news'

from public relations people," Monday, November 11, 1991.

MAJOR PRESS CITATIONS (Continued)

Carmody, Deirdre. The New York Times, "Times is Blending Print

and Video," November 4, 1991, p. D8.

Miller, Annetta. Newsweek, "Now It's Junk Mail, the Video,"

October 21, 1991, p. 55.

Rothenberg, Randall. The New York Times, "P.R. Images Spread,

Via Satellite," September 9, 1991, p. D1.

Unger, Michael. Newsday, "Coming Attractions at FDA: Drug

Firm Videos," June 26, 1991, p. 38.

Lipman, Joanne. The Wall Street Journal, "'News' videos That

Pitch Drugs Provoke Outcry for Regulations," February 8, 1990,

p. B6.

Lipman, Joanne. The Wall Street Journal, US Sprint Tries to Reach

and Thump AT&T Over Snafu," January 17, 1990, p. B1.

Rothenberg, Randall. The New York Times, "Messages From

Sponsors Become Harder to Detect," November 19, 1989, p. F2.

Rothenberg, Randall. The New York Times, "Ecology As Applied To

the Media," October 20, 1989, p. D14.

Winn, Marie. The New York Times, "The VCR: A New And Improved

Baby Sitter?," August 27, 1989, p. G15.

Rothenberg, Randall. The New York Times, Study Lends Support

to Price Promotions," November 10, 1988, p. D14.

Horowitz, Bruce. Los Angeles Times, "Upjohn Must Keep a Cool Head

in Marketing Its Baldness Drug," August 19, 1989, p. 43.

Hinds, Michael deCourcy. The New York Times, "TV News Gets A

Subtle Sales Pitch As the Press Release Goes Electronic,"

April 21,1987, p. D1.

PROFESSIONAL HONORS AND AWARDS

Who's Who in the World Who's Who in America

Who's Who in the East Who's Who in Advertising

Who's Who in Public Relations Who's Who in Education

Who's Who in Finance and Industry

PROFESSIONAL AFFILIATIONS

Member:

Public Relations Society of America

American Academy of Advertising

American Marketing Association

Academy of Television Arts and Sciences

International Communications Association

Speech Communications Association

The Silurians Society

Fair Harbor Fire Dept., Fire Island, NY

PROFESSIONAL AWARDS

Winner of the NYU Steinhardt Teaching Excellence Award (2006 and 2018).

Fulbright Scholar Lecturing Grant Award,

University of Ljubljana, Slovenia, 2006.

Lubin Scholarly Research Award, Pace

University, for A Survey of Senior Agency,

Advertiser, and Media Executives on the

Future of Advertising, Journal of Current

Issues and Research in Advertising, 18,

No. 1 (Spring), 1996, 1-19. (with Rob Ducoffe

and Dennis Sandler).

Advertising Age Marketing Forum Fellowship,

Marketing Management Conference,August,1991,

Chicago, IL.

OTHER PROFESSIONAL ACTIVITIES AND PUBLIC SERVICE

Democratic County Committee Person, 2005-2006

Communications Director, Annual ‘New York Cares’ Coat

Drive, 1988 to 1992.

Greater New York UJA/Federation Marketing Communications

Committee,1988 to 1995.

Marketing Educators Leadership Council, New York Chapter,

American Marketing Association, 1991-1995.

Communications Director, Committee to Save Grand Central

Station, 1977-1980.

OTHER PROFESSIONAL ACTIVITIES AND PUBLIC SERVICE (Continued)

Regular panelist and moderator, "WorldComm," a weekly TV

series about media carried on PBS stations, 1993-1998.

)

Frequently interviewed about marketing and media topics

on National Public Radio’s “All Things Considered.”

Lieutenant, Hose Company No. 1, Fair Harbor Fire Dept.,

Fire Island, 1973-1983.

SCOPE OF TEACHING

Advertising Management Fundamentals of Public Relations

Marketing Fundamentals Promotional Strategy

Marketing Strategy Marketing Research

Product Strategy Introduction to the New Electronic

Advertising and Marketing Media Technologies

Communications Revolution in America Media Uses, Media Effects

Marketing for Mass Media Global Entertainment and Media

Introduction to Mass Persuasion and Propaganda Revolution