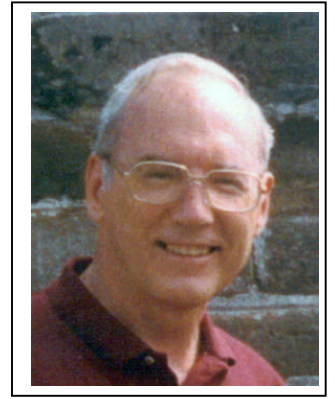


Frank N. Pierce



Education:

1942 Graduate of Thomas W. Harvey High School
Member of the Basketball Team and Varsity H Club
Member of Noon Board, Arrow Club, Study Hall Committee
Member of Student Council and National Honor Society
1943 – 1947 – Military service in the U.S. Navy
1948 Graduate of the College of Wooster – B.A., Liberal Arts where he earned letters in basketball and baseball
1950 Graduate of the University of Missouri – M.A., Journalism
1969 Graduate of the University of Illinois – Ph.D., Advertising/Marketing

Experience:

1994 – present – Retired as Professor Emeritus, the University of Florida, Gainesville, Florida
1972 – 1994 – Professor, Department of Advertising, College of Journalism & Communications, the University of Florida
1970 – 1972 – Associate Professor, Department of Journalism, the University of Texas
1967 – 1970 – Assistant Professor, Department of Journalism, the University of Texas
1964 – 1967 – Instructor, Advertising and Public Relations, the University of Illinois
1963 – 1964 – Creative Director, Grant Advertising, Inc., San Francisco
1958 – 1963 – Assistant to the Advertising Manager, Crown Zellerbach Corporation, San Francisco
1956 – 1958 – Assistant Advertising Manager, J. Weingarten, Inc., Houston
1950 – 1956 – Advertising Manager, The Kroger Company branch office, Toledo

Professional Experiences:

Served as National Chairman of the Advertising Division of the Association for Education in Journalism and Mass Communications
Lead the second authorized Sino-U.S. advertising practitioner and professor exchange visit to four cities in China
Selected as one of four advertising professors in the U.S. to travel to Kiev in the Ukraine to present a two-week program of knowledge concerning American advertising and marketing practices
Was a member of a group of U.S. mass media educators authorized to travel to Havana, Cuba to meet and exchange views with Cuban communication executives
Served as editor of Pierce's Source Book for Advertising Educators
Published 15 reviews critiquing advertising texts and general advertising books
Served as a consultant for nine major U.S. publishers in the advertising field
Served as a speaker or panelist at numerous meetings of national advertising organizations
Was invited to Yugoslavia to address the Seventh Annual Symposium of Yugoslavian Advertising Men and Women

Inducted:

**Member of Harvey Alumni Association
Distinguished Graduates
June 5, 2006**