

# Maria Ivancin

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School of Communication, American University  
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## EDUCATION

University of Illinois, Urbana, Illinois  
Masters Business Administration, Marketing, 1980

New College, Sarasota, Florida  
Bachelor of Arts, 1976

## ACADEMIC EXPERIENCE

Current: Assistant Professor, American University, School of Communication,  
Fall 2003 to Present

Courses include Research Methods for Public Communication, Public Communication Management, Public Relations, Public Communication Research, Public Communication Principles, and Understanding Mass Media. Also, have supervised numerous independent studies and internships.

Previous: Adjunct Assistant Professor, Georgetown University, McDonough School of Business, 1993 to 2003; Washington, DC

Course experience includes Promotional Strategy (Integrated Marketing Communications), Principles of Marketing, Advertising Campaign Planning, Consumer Behavior and Marketing Research.

Named Adjunct Instructor of the Year in 2000.

## AREAS OF SPECIALIZATION

Presentation of survey research by the media

Message testing for communication campaigns

Evaluation methods for measuring effectiveness of communication campaigns

## CONFERENCES

Moderator, CEO Roundtable, Institute for Strategic Communication for Nonprofits, January 2006

Moderator, Institute for Strategic Communication for Nonprofits (in conjunction with the Center for Social Media and the SILVERDOCS AFI/Discovery Channel Documentary Festival), June 2006

Presenter, Messaging on Poverty, Advanced Symposium on Poverty, Social Action Summer Institute, University of Dayton, July 2006

Panel Leader, The Changing Concepts of 'The Public' in Public Policy, Special Session, Marketing and Public Policy Conference, American Marketing Association, Washington DC, June 2007

Presenter, Principles of Data Visualization: Ensuring That We Are Communicating With Our Audiences, Analysis and Reporting Workshop, National Center for Education Statistics, U.S. Department of Education, Washington, DC, August 2007

## PUBLICATIONS

"The Changing Concepts of 'The Public' in Public Policy," Conference Proceedings, Marketing and Public Policy Conference, American Marketing Association, Volume 17, ed. Manoj Hastak, John L. Swasy, Sonya A. Grier, Chicago, Illinois, 2007

"The 'Reality' of Health: Reality Television and the Public Health," A Discussion Paper Prepared for the Kaiser Family Foundation (co-authored with Peter Christenson, Lewis & Clark College), October 2006. The paper was presented at a forum sponsored by the Kaiser Family Foundation in Washington, DC on October 18, 2006.

Raising Public Awareness of Engineering (edited by Lance A. Davis and Robin D. Gibbin) National Academies Press, Washington, DC, 2002. Based on a study conducted for the National Academy of Engineering.

Reviewed Chapter on Crisis Communication for eighth edition of Dennis Wilcox's Public Relations Strategies and Tactics.

### GRANTS, HONORS, AWARDS

Kaiser Family Foundation Grant to study the health implications of reality television. Resulted in a discussion paper (see above). Awarded October 2005

American University Faculty Research Award AY 2007-08, "An Analysis of the Presentation of Research Data in News Media." Currently underway.

### PROFESSIONAL EXPERIENCE

President, Market Research Bureau LLC; 1997-Present  
Director, 1984-97; Washington, DC

Provided strategic communication and market research consulting for clients. Expertise in both qualitative and quantitative research as well as campaign development and evaluation. Experience with many different audiences addressing all types of communication challenges. In addition to general consumer communication and business to business, have had significant experience in public policy issues – healthcare, financial literacy, poverty, and education. Designed research programs to develop and evaluate public relations, advertising, grassroots, public service, direct marketing and integrated campaigns.

Executive Vice President, Henry J. Kaufman & Associates Inc., 1991-97  
Washington, DC

Provided strategic communication and marketing guidance for all clients of this integrated marketing communications firm. Developed communication plans for public relations, advertising and integrated programs. Experience with political campaign advertising. Served as Chief Operating Officer of the agency as well as media director for a number of years.

Project Supervisor, Procter & Gamble, 1980-84  
Cincinnati, Ohio

Responsible for all advertising copy research activity as well as the development and analysis of new and existing advertising research techniques. Responsible for research on a number of Procter & Gamble brands including new product introductions.

Research Coordinator, WILL Radio Station, University of Illinois, 1976-1980  
Urbana, Illinois

Responsible for determining research needs and designing a long-term research program for this AM/FM public radio station.

PROFESSIONAL MEMBERSHIPS

American Association for Public Opinion Research  
American Marketing Association  
Association for Education in Journalism and Mass Media

SERVICE TO THE UNIVERSITY

- University-wide, Project Team on Learning Outcomes and Assessments Committee (member 2004 to present)
- School of Communication, Re-accreditation Committee (member 2008)
- School of Communication, Graduate Admissions Committee (Public Communication Division; member 2008)
- School of Communication, Faculty Development Committee (member 2008-09)
- Faculty Brother, Alpha Kappa Psi, Professional Business Fraternity. Nominated by students.

## Maria Ivancin

### Selected Professional Research Studies

#### Air Travel Card

- Qualitative investigation of creative concepts among travel agents (multiple studies)
- Qualitative investigation of creative concepts among corporate decision makers (multiple studies)
- Assessment of attitudes toward credit cards and business travel among attorneys and members of the entertainment industry
- Credit card market share study
- Corporate decision makers travel policies habits and practices research
- Travel agents corporate travel habits and practices research
- Airline employees' attitudes toward credit card design concepts

#### Amazonika

- Focus groups to evaluate leather products for U.S. import

#### American Automobile Association (AAA)

- Qualitative evaluation of creative concepts

#### American Association of State Colleges and Universities

- Awareness and attitude survey among state legislators

#### American Consulting Engineers Council

- Research to explore positioning of the association

#### American Health Assistance Foundation

- Focus groups to gauge attitudes toward stem cell research

#### American Medical International

- Consumer attitudes toward HMOs
- An evaluation of corporate health care practices among employee benefits managers

#### American Road & Transportation Builders Association

- Quantitative study to assess member needs

#### American Society of Internal Medicine

- Pre/post study to measure the effectiveness of a communications campaign

### American Society of Civil Engineers

- Qualitative and quantitative studies exploring consumer attitudes toward engineers
- Membership needs survey

### American University

- Focus group research among alumni of the School of Communication
- Focus group research to develop messages for Katzen Arts Center (among university community and local community)

### Au Bon Pain

- Quantitative study to evaluate fast food usage patterns

### Bureau of Primary Health Care (U.S. Department of Health and Human Services)

- Focus groups among various audiences to determine image of BPHC

### C & P Telephone Company (Bell Atlantic)

- Study to evaluate reactions of professional and business non-advertisers and community leaders to the proposed realignment of the yellow pages for the Washington metropolitan area
- A qualitative study to determine reaction of current advertisers and customers toward a proposed bi-county realignment of the c & p yellow pages
- Qualitative and quantitative research to evaluate proposed o.k. visitor's guide and downtown directory
- Qualitative and quantitative studies to evaluate a proposed weekend directory
- Quantitative research to evaluate a new neighbor's guide

### The Calvert School

- Focus groups among parents who home school their children

### Capital One

- Pre-post advertising awareness research

### Capitol Restaurant Concepts

- Qualitative research to assess attitudes toward restaurants in the Baltimore area

### Catholic Campaign for Human Development

- Qualitative and quantitative research to evaluate perceptions toward poverty among various audiences.

### Catholic Health Association

- Quantitative study to determine the general public's attitudes toward healthcare access for low income people

## CIVS

- Focus groups among physicians and medical office managers to explore new product concept

## Commonwealth Hospital (Fair Oaks)

- Quantitative study to evaluate attitudes toward area hospitals and awareness of commonwealth/fair oaks change

## Databid.com

- Quantitative and qualitative research to explore habits and practices with regard to acquiring technology services

## Dental Benefit Providers

- Qualitative study among employee benefits managers to determine attitudes toward dental benefits

## Department of Labor

- Customer satisfaction research (quantitative) – annual studies (1996-1999)
- Internal decision maker focus groups to understand the worker compensation process

## DC Department of Health

- Qualitative and quantitative research on awareness/attitudes with regard to AIDS
- Message testing for the AIDS education campaign
- Evaluation study to determine effectiveness of campaign
- Focus groups to explore attitudes among the uninsured toward healthcare access in the District

## Distilled Spirits Council of the United States

- Focus groups to evaluate creative concepts
- A study to evaluate the effectiveness of a communications program

## Dominion Hospital

- Investigation of psychiatric hospital referral practices among psychiatrists, psychologists and social workers

## Embassy of Norway

- Readership study on News of Norway

## Energy Cost Savings Council (National Electrical Manufacturers Association)

- Survey of CFO Magazine readers to evaluate understanding of energy costs

### Federal Emergency Management Association (U.S. Fire Administration)

- Focus groups to evaluate creative concepts for fire prevention public service advertising for three different campaigns – parents of young children, seniors, and smokers
- Quantitative study to evaluate the viability of movie theater placement of public service announcement on fire prevention

### Federal Prison Systems

- Quantitative study among procurement officers to evaluate awareness of and attitudes toward UNICOR

### Financial Management Service of the U.S. Treasury

- Qualitative evaluation of creative advertising concepts among senior citizens
- Quantitative investigation of the effectiveness of a public service campaign
- Quantitative evaluation of marketing activities within FMS
- Focus groups to evaluate attitudes toward electronic funds transfer (EFT) and to test concepts for communications program
- Mystery shopping study to determine awareness and attitudes toward EFT among financial institutions and check cashers
- Attitudes toward the electronic transfer account among low-income benefits recipients.

### GEICO

- Focus groups to determine attitudes toward new product

### George Mason University

- Quantitative survey to determine awareness and attitudes

### Hospital Corporation of America

- Qualitative research to evaluate advertising concepts among consumers and physicians
- Pre/Post communications campaign evaluation among consumers, physicians and hospital employees
- Qualitative research to evaluate a concept for health care for the elderly

### ITS America (Intelligent Transportation Society of America)

- Quantitative and qualitative research to evaluate “intelligent transportation systems”
- Qualitative research to determine member attitudes toward the association

### International Sleep Products Association

- An analysis of consumers' attitudes and purchasing behavior regarding bedding
- Concept test to determine consumer reactions to industry positioning statements
- A qualitative evaluation of the bed purchasing process among consumers and retail salespeople
- Quantitative bedtime habits among consumers across the u.s. and Canada



## Mediatech

- Qualitative research to evaluate habits and practices of tissue culture media use among biologists

## Medical Chirurgical Society of Maryland

- Focus groups among middle school age children to assess awareness of and attitudes toward skin cancer prevention

## National Academy of Engineering

- Public understanding of engineering – inventory of outreach, awareness and education activities

## National Association of Securities Dealers (NASD)

- Focus groups to evaluate new member benefits products
- Quantitative research among members

## National Association of Social Workers

- Qualitative research to test messages for a communication campaign to improve the image of social workers

## National Board for Professional Teaching Standards

- Focus groups to evaluate attitudes among teachers towards professional standards

## National Diabetes Education Program

- Research among Hispanics to determine reactions to an informational brochure
- Message testing among women who have had gestational diabetes mellitus

## National Geographic Society

- Focus groups to evaluate product concepts

## National Home Furnishings Association

- Consumer attitudes toward furniture buying
- Retailer attitudes toward an association-sponsored marketing program

## National Security Agency

- Investigation of awareness and attitudes among college seniors and graduate students relative to employment with NSA
- Attitudes toward NSA employment among NSA employees

## National Spa & Pool Institute

- Quantitative study among spa and pool owners and prospects

## Pathnet

- Qualitative research among chief technology officers to evaluate attitudes and messages

## Pizza Hut

- Focus groups to evaluate delivery/restaurant usage
- Quantitative research to evaluate specific restaurant satisfaction

## Planning Research Corporation

- Computerized mortgage network awareness and attitude study among financial executives

## RDA Consultants

- Qualitative research to investigate awareness, attitudes and messages toward this information technology company

## RTN (Remedial Technologies Network)

- Pricing study for an environmental remediation product

## Scheduled Airline Travel Offices--Overseas (SATO-OS)

- Focus groups among U.S. military in Europe on travel habits and practices
- Focus groups among SATO-OS managers on travel trends and support needs
- Quantitative travel habits and practices study among U.S. military in Europe

## Selective Service System

- Focus groups among young men to evaluate public service advertising
- Comprehensive research on low-compliance -- secondary research, focus groups, quantitative study
- Mall-intercept study among Asian males on radio advertising concepts

## Seabury & Smith

- Attitudes toward association-sponsored insurance programs among members of various professional societies, including engineers, petroleum geologists, accountants, physicians, attorneys
- Attitudes among association management

## Seminole Tribe of Florida

- Qualitative research exploring attitudes toward Seminole Indians
- Qualitative awareness and attitude study

## Society for Women's Health Research

- Focus groups among women to evaluate creative materials to encourage women to participate in clinical research (two studies – one among minority women, the other among women in general)

### Student Loan Marketing Association

- Evaluation of the attitudes and behavior of bankers relative to Sallie Mae
- concept testing for new parental loan program
- copy testing of print material for tuition management product
- tuition management focus group study
- Sallie Mae attitude study among financial leaders

### TCOM Systems, Inc.

- Qualitative research among corporate decision makers and consumers to evaluate name and design options for a new product
- Mall-intercept study among consumers to select an envelope design

### Telocator (Paging Industry Association)

- Omnibus study to gauge awareness and attitudes toward pagers
- Focus groups to determine awareness and attitudes toward pagers among consumers, inner-city high school teachers, inner-city police officers

### Turkish Ministry of Tourism

- Focus groups among travelers and travel agents:
  - To determine awareness and perceptions of turkey
  - To evaluate creative concepts for advertising campaigns

### Tysons Corner Center

- Focus groups to explore attitudes and perceptions toward shopping and shopping malls
- Quantitative study measuring shopping patterns in metropolitan Washington

### United Parcel Service (UPS)

- Qualitative message testing

### United Payors & United Providers

- Qualitative research to determine name, design and pricing options for a new product
- Quantitative study to determine level of interest and pricing for a new product

### USDA Graduate School

- Quantitative study among students and prospects

### U.S. Department of Education

- Qualitative research among teachers and parents to investigate awareness and attitudes toward the National Assessment of Educational Progress (NAEP)
- Message testing and development for NAEP
- High school senior motivation study for NAEP

## The United States Mint

- Focus groups to evaluate commemorative coin designs (multiple studies)
- Omnibus study for the Bill of Rights Commemorative Coin Program
- Comprehensive research for the American Eagle Bullion Coin Program:
  - Secondary research
  - Focus groups among buyers, dealers, and financial advisors
  - One-on-one interviews with domestic and international coin and financial experts
  - Mystery shopping among domestic and international dealers, banks, and jewelry stores
- Qualitative research on the platinum coin

## U.S. Savings Bonds

- A qualitative investigation of advertising concepts
- Attitude study among public service directors

## USO (United Services Organization)

- Qualitative research to evaluate charitable giving as well as positioning and communications elements

## Washington Ballet

- Qualitative and quantitative research to evaluate support for the Washington Ballet

## Warner Theatre

- Awareness and attitude study

## Watergate Hotel

- Study among hotel guests to explore attitudes toward remodeling