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WATCH & CLOCK
Collectors, Inc.

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REPLY TO - IS THIS REALLY HOW WE WANT TO PROMOTE NAWCC

Is This Really How We Want To Promote NAWCC

Discussion in 'Member comments and discussion' started by Adam Harris, Mar 7, 2018.

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Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 7, 2018

#1

Call me "Old Fashioned" but this looks more like a strip bar flyer- REALLY this is the best we can do. ::SIGH::



Tools

" + Quote

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musicguy
Registered User

Donor

NAWCC Member

Mar 7, 2018 Last edited: Mar 7, 2018

#2

I don't always agree with you Adam, but that is close to how I felt when I saw that banner advertisement. I said to myself what is this?



Rob



Tools



+ Quote



Reply with Quote



Jerry Treiman
Registered User

Donor

NAWCC Member

Mar 7, 2018

#3

It struck me as inappropriate, too, but I am 67 and happily married. Is this how we attract young folks? Who thought this one up??



Tools



+ Quote



Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 7, 2018

#4

Jerry Treiman said: ↑

It struck me as inappropriate, too, but I am 67 and happily married. Is this how we attract young folks? Who thought this one up??

I am 65 ans alone

But that flyer is a disgrace.

I can show you many exactly like this on the bars and flyer handouts of sleazy places in New York

@ Rob

Thanks - I have no issue people disagreeing with my opinions ::cheers::

 Tools  + Quote  Reply with Quote



George Frick
Registered User

NAWCC Member

Mar 7, 2018

#5

I also am dissapointed in some of the selections for revenue generating pop up adds. I won't be on the NAWCC site when my grandkids are around.

 Tools  + Quote  Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 7, 2018

#6

George Frick said: ↑

I also am dissapointed in some of the selections for revenue generating pop up adds. I won't be on the NAWCC site when my grandkids are around.

Sadly this is the "new" regime ---

From ROTARY to PARTYING with FLOWING BOOZE!

Its not the 1st, nor the 2nd, nor the 3rd "drinks" event. Its now the "norm"

Adam

 Tools  + Quote  Reply with Quote



John Hubby
Principal Administrator

NAWCC Life Member

NAWCC Star Fellow

Mar 7, 2018

#7

The jury is out on this one, and maybe as Jerry surmised it may be designed to attract younger folks to the Museum.

However, let's put this into perspective for those who think an event with alcohol is something new. "Drinks" events at our facilities have been going on now for more than a decade. Two annual events that come to mind are the "Hops 'n Clocks" beer tasting event in the summer and the "Cloktoberfest" in October (don't think I need to say what this one is). Both of these are sellouts and generate funds for NAWCC, with growing sponsorship, participation by area businesses, and increasing interest from the near regional area. There are other events where liquor is available such as last year's first Halloween Ball (21+ age). I presume the reference to Rotary is holding Rotary Club meetings? What's wrong with that?

There are many more non-alcoholic events as well, and all of these including the above are designed to attract folks within reasonable driving distance to visit NAWCC. The overall approach for all these including the above has been highly successful in attracting new members from the area, volunteers to assist our minimal staff in the Library, Gift Shop, Museum, etc., donations, and other assistance. These events include a large number for children, school kids, etc. etc. including make it yourself projects, thematic programs, family nights, and so on that are educational as well as fun.

These events are among the income-producing efforts that now are covering half of all NAWCC operating expenses, where less than 20 years ago membership dues were paying for 90% of everything. How about offering some ideas about what more can be done to (a) generate income, (b) recruit new members, and (c) support our public purposes of promoting horological knowledge and education?



Tools



+ Quote



Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 7, 2018

#8

"attract younger folk" - you are having a laugh. This wont attract younger people - its COLUMBIA - PA - It is only going to attract mainly staff and members we know for FREE drinks and Food - Indeed a social gathering

"Drinks" events at our facilities have been going on now for more than a decade. Two annual events that come to mind are the "Hops 'n Clocks" beer tasting event in the summer and the "Cloktoberfest" in October (don't think I need to say what this one is)."

Yes - BIG difference we do NOT pay for the good expensive wine
Please check the wine bill from the period of say 9 months to previous 9 months?

The flyer is ridiculous, bordering on scandalous. And NAWCC HQ is turning into an organization that BANNED alcohol (yes please check with Chuck) to a PARTY, PARTY, PARTY
And NOT cheap box wine. No INDEED not! We have to have a good "Claret" for these great people that attend.

Check it out. Ask what wine is being use versus 9 months ago!!

 Tools  + Quote  Reply with Quote



musicguy
Registered User

Donor NAWCC Member

Mar 8, 2018 Last edited: Mar 8, 2018

#9

I don't have a problem with Alcohol(beer etc etc in any way) it's the banner advertisement above
I have a problem with! (said in a nice way) I think you are missing the point.

Rob

 Tools  + Quote  Reply with Quote



MartyR
Super Moderator

Donor NAWCC Member

Mar 8, 2018

#10

musicguy said: ↑

*I don't have a problem with Alcohol(beer etc etc in any way) it's the banner advertisement above
I have a problem with! (said in a nice way) I think you are missing the point.*

Rob

I absolutely agree with you, Rob.

I don't know whether the advert is trying to attract teenage girls, or the older men who would like to binge with teenage girls.

Either way, whoever dreamed this up needs to find alternative employment.

[Tools](#) [" + Quote](#) [↩ Reply with Quote](#)

Tom McIntyre
Technical Admin

[Sponsor](#)[NAWCC Ruby Member](#)[NAWCC Star Fellow](#)[Staff Member](#)

Mar 8, 2018

#11

I thought that ad might be a bit over the top, but then I thought back to when my kids were in their early 20's and wondered if some of our staff's children might have thought it would be fun to do an ad. Anyone who thinks those girls are teenagers needs to get out more.

[Tools](#) [" + Quote](#) [↩ Reply with Quote](#)

shutterbug
Super Moderator

[NAWCC Member](#)

Mar 8, 2018

#12

I don't find it that far from the normal advertising of today. Granted, it is far from what was acceptable 50 years ago, but the ladies pictured are not skimpily dressed or otherwise particularly sensual. We do have to realize that the majority of watch and clock enthusiasts are males, and would be drawn to attractive members of the opposite sex. That's what advertising is designed to do. Wouldn't it be better to ascertain the outcome of the advertising and judge it as successful or not? We no doubt pay advertising agencies for knowing what works and for the work they do. I would think they are helping us.

[Tools](#) [" + Quote](#) [↩ Reply with Quote](#)

richiec
Registered User

[NAWCC Member](#)

Mar 8, 2018

#13

The question in my book, if my wife saw that ad, she may not let me go thinking that these women were there waiting. I have no issue with serving alcohol with an event as I am definitely not a tea totaller but, yeah, showing beautiful, young women doesn't quite send the right message, but it might sell the event. I will wait and see.

[Tools](#) [" + Quote](#) [↩ Reply with Quote](#)



FDelGreco
Registered User

Sponsor

NAWCC Ruby Member

NAWCC Member

NAWCC Star Fellow

Mar 8, 2018

#14

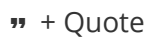
A few things to think about:

1. We haven't had any women members weigh in on this -- it might help if some do;
2. How would you all feel if there were three guys in the ad instead, about the same age as the women; and
3. Let's not forget that March is Women's History Month!

Frank



Tools



+ Quote



Reply with Quote



musicguy
Registered User

Donor

NAWCC Member

Mar 8, 2018

#15

shutterbug said:

We do have to realize that the majority of watch and clock enthusiasts are males, and would be drawn to attractive members of the opposite sex

Digging the hole deeper.....

If this is the reason then whoever did the advertisement is not in touch with woman feelings. I just asked my wife what she thought and she was surprised by the advertisement. Are these women members of the NAWCC, that would at least be something. This is my last post on this topic. Good luck with your advertising campaign.

Rob



Tools



+ Quote



Reply with Quote



MartyR
Super Moderator

Donor

NAWCC Member

Mar 8, 2018

#16

Tom McIntyre said: ↑

Anyone who thinks those girls are teenagers needs to get out more.

Anyone who thinks those girls couldn't be teenagers hasn't been getting out **at all**

Not that that matters at all - they are all three of them a fraction of the average age of our members.

🔧 Tools " + Quote ↩ Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 8, 2018

#17

Its a bar room or chat room flyer.

In my opinion and reason for posting it, is that it does not sit in with either overall position of NAWCC or HOROLOGY!

I am not a tea total or a prude either.

Wine and watchmaking do not go hand in hand, and if that is the only way to educate people I am baffled🤔?

🔧 Tools " + Quote ↩ Reply with Quote



FDelGreco
Registered User

Sponsor

NAWCC Ruby Member

NAWCC Member

NAWCC Star Fellow

Mar 8, 2018

#18

Well, I took my own advice. My wife is a member but never looks at the NAWCC website. She is a former marketing director and was vice president of a multi-billion dollar corporation, so she knows her stuff. I asked her to bring it up the main web page and tell me what she thought of the ad. Her immediate response was, "Oh my God! Are they bringing in whores?" Then she said, "You're not going to an event with those three prostitutes!"

Now I realize that those women are someone's daughters -- they might even be daughters of some of our staff -- so we should show respect; but Adam's first post nailed it. I've attended many social events sponsored by nonprofits but have never seen an ad for one of their events like this.

Frank

 Tools  + Quote  Reply with Quote**Adam Harris**
Registered User

NAWCC Member

Moore NWCM Award

Mar 8, 2018

#19

FDeIGreco said: ↑

Well, I took my own advice. My wife is a member but never looks at the NAWCC website. She is a former marketing director and was vice president of a multi-billion dollar corporation, so she knows her stuff. I asked her to bring it up the main web page and tell me what she thought of the ad. Her immediate response was "Oh my God! Are they bringing in whores?" Then she said

[Click to expand...](#)

Thank you Frank, I rarely get support here on these forums
And I waited a few days before posting it to see if anyone else noted it!
Its atrocious - BUT NAWCC management can not do wrong. So I guess it will stay
Best
Adam

 Tools  + Quote  Reply with Quote**David S**
Registered User

Donor

NAWCC Member

Mar 8, 2018

#20

FDeIGreco said: ↑

Well, I took my own advice. My wife is a member but never looks at the NAWCC website. She is a former marketing director and was vice president of a multi-billion dollar corporation, so she knows her stuff. I asked her to bring it up the main web page and tell me what she thought of the ad. Her immediate response was "Oh my God! Are they bringing in whores?" Then she said

[Click to expand...](#)

So me and a couple of my NAWCC buddies decide to go to this event with our wives. While we are attending the event a candid camera man captures my wife and her friends having a drink and enjoying the event, and posts it for all to see.

And someone calls them whores!? Gessus what is this organization coming to?

David

 Tools  + Quote  Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 8, 2018

#21

David S said: ↑

So me and a couple of my NAWCC buddies decide to go to this event with our wives. While we are attending the event a candid camera man captures my wife and her friends having a drink and enjoying the event, and posts it for all to see.

And someone calls them whores!? Gessus what is this organization coming to?

David

David

But these are NOT "your wives and friends" and with all due respect I doubt your wife and friends look anything like the girls in that photo - do they?

I am wondering why NAWCC did not use internal staff, both men and woman, if they had no such "appearance" would have been given.

First impressions are long lasting, and I ask you, would you and your wife go into a bar in NY with a door flyer like that? I suspect NOT!

Adam

 Tools  + Quote  Reply with Quote



David S
Registered User

Donor

NAWCC Member

Mar 8, 2018

#22

Adam you have no idea what my wife and friends look like.

I think it is inappropriate to look at people that no one knows and call them whores.

David

 Tools  + Quote  Reply with Quote



harold bain
Forums Administrator

Donor

NAWCC Member

NAWCC Fellow

Mar 8, 2018

#23

It is one hell of a way to celebrate International Women's Day, guys. What are you thinking??

 Tools  + Quote  Reply with Quote



leeinv66
Super Moderator

Donor

NAWCC Member

Mar 8, 2018 Last edited: Mar 8, 2018

#24

David S said: ↑

Adam you have no idea what my wife and friends look like.

I think it is inappropriate to look at people that no one knows and call them whores.

David

I agree David, there is no need to cast dispersions on the character on the women in the ad. However, I also do not feel the ad is appropriate. Firstly because it is gender bias and secondly because that takes away from the event because horology is not the first thing (last thing actually) that comes to mind when the add is viewed. If I were are paying professionals for this ad, I'd stop payment.

 Tools  + Quote  Reply with Quote



George Frick
Registered User

NAWCC Member

Mar 8, 2018

#25

I'm thinking we need to move on to another thread Harold!

 Tools  + Quote  Reply with Quote



harold bain
Forums Administrator

Donor

NAWCC Member

NAWCC Fellow

Mar 8, 2018

#26

You are right George, we have pretty well killed this one.

 Tools  + Quote  Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 8, 2018

#27

leeinv66 said: ↑

I agree David, there is no need to cast dispersions on the character on the women in the ad. However, I also do not feel the ad is appropriate. Firstly because it is gender bias and secondly because that takes away from the event because horology is not the first thing (last thing actually) that comes to mind when the add is viewed. If I were are paying professionals for this ad, I'd stop payment.

Agreed . Well answered - Thanks

 Tools  + Quote  Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 8, 2018

#28

harold bain said: ↑

You are right George, we have pretty well killed this one.

Sorry, I dont agree.


Thread should be left open until at least we hear from NAWCC HQ management respond.

Just my opinion

A

 Tools

 + Quote

 Reply with Quote



Rich Newman
Chair

NAWCC Member

NAWCC Fellow

Mar 8, 2018

#29

Given the very appropriate and growing awareness worldwide of gender bias and “me too” hashtag movement I must say I find the comments on this thread toward women to be outrageous. While I also would have preferred that a different photo be used, to infer that three attractive women holding a cocktail must be whores or at a strip bar is offensive and disgraceful.

That said, we all know the world of collecting clocks and watches and wristwatches is changing fast and I certainly respect that people in their 70’s or 80’s or 90’s are not going to attend this event. While the Board is not involved micromanaging these self-funded events (they are self-funded), speaking just as a member, I applaud staff for trying new ways to bring in younger members instead of just complaining that we don’t have enough young members. By the way, here is how “younger” horological organizations such as Hodinkee and others that have thousands, in fact tens of thousands of young members prominently portray the interest and fun their members are having [Photo Report: The HODINKEE Meet-Up At Watches & Wonders Miami 2018](#) .

 Tools

 + Quote

 Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 8, 2018

#30

Rich Newman said: ↑

Given the very appropriate and growing awareness worldwide of gender bias and “me too” hashtag movement I must say I find the comments on this thread toward women to be outrageous. While I also would have preferred that a different photo be used, to infer that three attractive women holding a cocktail must be whores or at a strip bar is offensive and disgraceful.

That said, we all know the world of collecting clocks and watches and wristwatches is changing fast and I certainly respect that people in their 70’s or 80’s or 90’s are not going to attend this event.

| While the Board is not involved micromanaging these self-funded events (they are self-funded)

"Applaud"?

Gender Bias? This has NOTHING to do with "gender bias"!

Applauding an event is fine, using a flyer that even "woman" think is inappropriate is hardly some thing to be applauded

Its time you, the BOD and management started to admit silly errors and say "fair comment, we will replace it"

Defending absolutely every criticism is NO way to manage menagerie let alone a company.

Its a stupid and inappropriate flyer - just remove it and move on.

PS - SHOW ME ONE PHOTO IN THE HODINKEE LINK THAT REPRESENTS OUR FLYER - JUST ONE!

Adam

 Tools  + Quote  Reply with Quote



MartyR
Super Moderator

Donor NAWCC Member

Mar 9, 2018

#31

| Rich Newman said: ↑

Given the very appropriate and growing awareness worldwide of gender bias and "me too" movement I must say I find the comments on this thread toward women to be outrageous.

I think you're missing the whole point here, Rich.

If you find the comments here outrageous (and bear in mind that you can **only** be talking about the **single** third-party comment of Frank's wife) then you must **also** find the NAWCC's use of three attractive young women to sexualise an event primarily designed for men **even more outrageous**.

And yet you omitted to mention this.

By the way, I find Frank's wife's comments inappropriate ... but no more than that.

 Tools  + Quote  Reply with Quote



FDelGreco
Registered User

Sponsor NAWCC Ruby Member NAWCC Member NAWCC Star Fellow

Mar 9, 2018

#32

MartyR said: ↑

By the way, I find Frank's wife's comments inappropriate ... but no more than that.

Two things:

1. Don't think for a minute that my wife really thought that those girls were whores. That was her first impression -- a gasp if you will. We all know what first impressions can do for our organization. Think about when the public enters a regional mart room on the second day and finds that half or more of the tableholders have packed up and are gone. First impressions are really important.
2. I think Chair Newman shot himself in the foot when he posted the images from Hodinke. I would have preferred any -- repeat any -- of those images to the one we have on our website.

Frank

 Tools  + Quote  Reply with Quote**shutterbug**
Super Moderator

NAWCC Member

Mar 9, 2018

#33

It seems that overreaction to trivial things is becoming the theme here. I have looked at the ad again and don't understand why it offends so many. Would adding men make it better? Should the women pictured be sixty years old or more? This is silly. Three young women pictured having a drink and enjoying themselves. That's all I see.

 Tools  + Quote  Reply with Quote**harold bain**
Forums Administrator

Donor

NAWCC Member

NAWCC Fellow

Mar 9, 2018

#34

Did any of you look at the Hodinke pictures? Certainly there are quite a few attractive women, drinking and having fun. This is my last post here as I am totally disappointed in many of you that I used to respect.

 Tools  + Quote  Reply with Quote



new2clocks
Registered User

Sponsor

NAWCC Member

Mar 9, 2018 Last edited: Mar 9, 2018

#35

shutterbug said: ↑

It seems that overreaction to trivial things is becoming the theme here. I have looked at the ad again and don't understand why it offends so many. Would adding men make it better? Should the women pictured be sixty years old or more? This is silly. Three young women pictured having a drink and enjoying themselves. That's all I see.

Agreed. This is silly.



Tools

” + Quote

↩ Reply with Quote



new2clocks
Registered User

Sponsor

NAWCC Member

Mar 9, 2018

#36

harold bain said: ↑

Did any of you look at the Hodinkee pictures? Certainly there are quite a few attractive women, drinking and having fun. This is my last post here as I am totally disappointed in many of you that I used to respect.

In the Hodinkee pictures, I see one plunging neck line, one short skirt and one almost backless dress or top. I do not see anything close to that on our picture.

Regards.



Tools

” + Quote

↩ Reply with Quote



glenhead
Registered User

NAWCC Member

Mar 9, 2018


#37

shutterbug said: ↑

It seems that overreaction to trivial things is becoming the theme here. I have looked at the ad again and don't understand why it offends so many. Would adding men make it better? Should the women pictured be sixty years old or more? This is silly. Three young women pictured having a drink and enjoying themselves. That's all I see.

"Plus one for this", to use one of those trite Internet sayings. My only response to seeing the ad the first time was "sounds like it could be fun, but can't afford it". I was floored to see that people chose to twist the ad into something dirty. It never would have occurred to me to think it was anything other than implying that "people who go to this will smile" or something innocent. Standard advertising. Good grief. And since there's the implication that age or political leaning or other flashpoint things might tie into this, I'm 60 and pretty danged conservative. The whole concept that it had some underlying filth completely escapes me, and I find it a very sad example of the current societal infatuation for finding offense in everything.

Glen

 harold bain likes this.

 Tools  + Quote  Reply with Quote



new2clocks
Registered User

Sponsor

NAWCC Member

Mar 9, 2018

#38

glenhead said: ↑

"Plus one for this", to use one of those trite Internet sayings. My only response to seeing the ad the first time was "sounds like it could be fun, but can't afford it". I was floored to see that people chose to twist the ad into something dirty. It never would have occurred to me to think it was anything other than implying that "people who go to this will smile" or something innocent. Standard advertising. Good grief. And since there's the implication that age or political leaning or other flashpoint things might tie into this, I'm 60 and pretty danged conservative. The whole concept that it had some underlying filth completely escapes me, and I find it a very sad example of the current societal infatuation for finding offense in everything.

The only thing that bothered me when I saw the ad was that the hors d'oeuvres would probably be nowhere near as enticing and delicious as shown in the advertisement.

 Tools  + Quote  Reply with Quote



179
Registered User

NAWCC Member

Mar 9, 2018 Last edited: Mar 9, 2018

#39

Totally agree with the last 5 posts. One will see what they WANT to see in the pictures. There is more of you know what in the Hodinkee pictures than in the ad.

 Tools  + Quote  Reply with Quote



MartyR
Super Moderator

Donor

NAWCC Member

Mar 9, 2018

#40

I think what many people have missed is the **intent** in the picture. As someone said earlier, it's pretty standard for many advertisers who are selling to men to use attractive young women in their adverts - perfume makers, chocolate makers, car makers but the NAWCC is none of those. Those advertisers unashamedly use attractive women as sexual objects in their adverts, and their message to their potential customers is "Buy our product and you will attract the sexual attention of women like this!!!!"

I suggest that it is unwise of the NAWCC to try to acquire the same kind of reputation that perfume makers and others **wish** to acquire.

I'm no puritan either - if this picture had been used to advertise women's perfume or a bar to young women, I would have no problem at all with it. But if the young **women** had been attractive young **men** and the advert was addressed to women, I **would** object to it.

 Tools  + Quote  Reply with Quote



Rich Newman
Chair

NAWCC Member

NAWCC Fellow

Mar 9, 2018 Last edited: Mar 9, 2018

#41

Adam, I already stated that I too would have preferred a different photo. An opinion.

However, to be absolutely clear, I stand by everything I said and reiterate that as a member of this association I am appalled that another member feels comfortable using terms strip club, whores, prostitutes on our message board. I don't care what the context is. That language has no place on our forum ever.

I'm happy to see that some members have taken the time to actually look at other horology sites like

the link that I posted.

As always, I'm happy to meet with any member and hear your suggestions and experiences. I'll be at the Southern Ohio Regional in April and, of course, the National Convention in York in July. By the way, we have a number of social and networking events planned for our 75th National Convention, and table sales are way ahead of plan. The celebration of our 75th Anniversary includes a huge "Gala" party at the museum that has a full day of specialty tours of the museum, lectures in the museum's auditorium, and food & beverages. Details can be found at the convention website <http://www.75thanniversary.nawcc.org/> and the final schedule of events should be posted there soon.



" + Quote

↩ Reply with Quote



Jim Haney
Registered User

Sponsor

NAWCC Member

Mar 9, 2018

#42

179 said: ↑

Totally agree with the last 5 posts. One will see what they WANT to see in the pictures. There is more of you know what in the Hodinkee pictures than in the ad.

Yes, I totally agree that a few people are using this as a way to toot their horns about a non-issue and to drag pornography into it, is absurd.



" + Quote

↩ Reply with Quote



Rich Newman
Chair

NAWCC Member

NAWCC Fellow

Mar 9, 2018

#43

For readers of this thread not able to attend one of these fabulous events, here is a link from our website. Its great to see so many people of all ages having fun in our fabulous museum!

<https://nawcc.org/index.php/special-events/event-sponsorship>



" + Quote

↩ Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 9, 2018

#44

Jim Haney said: ↑

Yes, I totally agree that a few people are using this as a way to toot their horns about a non-issue and to drag pornography into it, is absurd.

Nothing to do "toot their(my) horns or discuss "pornography"

I think its a poor (useless) photo and description of what NAWCC is about - Actually why did they choose woman and not men? Maybe its NAWCC trying to entice men with pretty chicks?

It has nothing to do with Horology or the course.

Would I use it fore Replica or Real? No its got NOTHING to do with the subject.

and like your entitled to your opinion - so am I!



Tools

" + Quote

↩ Reply with Quote



new2clocks
Registered User

Sponsor

NAWCC Member

Mar 9, 2018

#45

MartyR said: ↑

*I think what many people have missed is the **intent** in the picture.*

Marty,

One could easily argue that the intent was to

- show only young people can have fun, as there is no one in the picture over the age of 30. Old people are not welcome at this event (Age bias)

- show that the NAWCC is a racist organization, as no people of color are in the advertisement

- if a young man was inserted in the picture, people who do not look like professional models are ugly, have no fun and are not welcome at this event.

Where do we draw the line? I suppose we could show only timepieces in our advertising

Regards.

 Tools  + Quote  Reply with Quote



Adam Harris
Registered User

NAWCC Member

Moore NWCM Award

Mar 9, 2018

#46

new2clocks said: ↑

Marty,

Where do we draw the line? I suppose we could show only timepieces in our advertising

Regards.

Well they BETTER be NICE timepieces LOL

 Tools  + Quote  Reply with Quote



Tom McIntyre
Technical Admin

Sponsor

NAWCC Ruby Member

NAWCC Star Fellow

Staff Member

Mar 9, 2018

#47

This discussion may illuminate one of our core problems. It is hard for me to imagine anyone under the age of 40 having the negative reactions we have seen here. Yet, a substantial number of us read things into the ad that was never the intent of those producing it.

The intent of the ad was to show that you do not have to be an old man to enjoy clocks and watches. It showed three young women having a cocktail at an event about clocks. It was a direct attempt to counter two of our stereotypes.

I am willing to wait and see how effective it was with the target audience of, under age 40, people from central Pennsylvania, who are curious about that strange Roman temple structure in Columbia that says watch & clock on it.

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MartyR
Super Moderator

Donor

NAWCC Member

Mar 10, 2018

#48

new2clocks said: ↑

*One could easily argue that the intent was to
.....*

That's called *reductio ad absurdum* in mathematics, and the translation of that is obvious and correct

But no, one could not **easily** argue any of that, one could only argue it with considerable intellectual contortion.

I suggest you write to the NAWCC and ask them to ask the ad agency (or staff member) who produced the ad what they actually **did** intend. hen make your own judgement as to whether you believe them

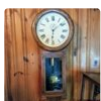
Actually Tom is right that the real test of the ad is whether or not it has the desired effect on our target audience. I can be pretty certain that no-one at the NAWCC has been tasked with doing this.



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steamer471
Registered User

Donor

NAWCC Member

Thursday at 6:19 AM

NEW #49

When I first saw the ad I thought " Wow where did they get these pretty girls who like clocks?" Just juvenile on my part but I didn't see anything wrong with it. This is modern marketing in an attempt to attract young people was my second thought. I like looking at pretty girls as much as I like looking at old watches and clocks, after all weren't all our timepieces young once?



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The NAWCC exists to advance Horology, which is the art and science of timekeeping.

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