

## JASON P. CHAMBERS

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### EDUCATION

Ph.D., The Ohio State University (History), 2001.  
M.A., The Ohio State University (History), 1996.  
B.A., *cum laude* Bowling Green State University (History), 1994.

### ACADEMIC EXPERIENCE

University of Illinois at Urbana-Champaign, Charles H. Sandage Department of Advertising, Associate Professor, 2008-present.

University of Illinois at Urbana-Champaign, Institute of Communications Research, Research Professor, 2003-present.

University of Illinois at Urbana-Champaign, Associate Department Head: Charles H. Sandage Department of Advertising, 2010-2011.

University of Illinois at Urbana-Champaign, College of Media, Assistant Dean, 2009-2010.

University of Illinois at Urbana-Champaign, Charles H. Sandage Department of Advertising, Assistant Professor, 2001-2008.

The Ohio State University, Department of History, Instructor, 1998-2001.

Capital University, Department of History, Instructor, August-December 2000.

The Ohio State University, Ohio History Teaching Institute, Teaching Fellow, June-September 2000.

Kenyon College, Preparing Future Faculty Program, Fellow, 1999.

The Ohio State University, Department of History, Teaching Assistant, 1995-1998.

### PUBLICATIONS

#### Manuscripts

*Madison Avenue and the Color Line: African Americans in the Advertising Industry*. Philadelphia: University of Pennsylvania Press, 2008.

### FORTHCOMING MANUSCRIPTS

Robert Weems, Jr., and Jason Chambers (eds.) *Building the Black Metropolis: African American Entrepreneurship in Chicago*. Urbana: University of Illinois Press, 2013.

## MANUSCRIPTS IN PROGRESS

*Positive Realism: The Life of Advertising Pioneer Thomas J. Burrell*

## Book Chapters and Journal Articles

“A Mind is a Terrible Thing to Waste: The Advertising Council, United Negro College Fund, and Educational Access for African-Americans,” in David O’Brien and Vernon Burton, eds., *Remembering Brown at Fifty: The University of Illinois Commemorates Brown v. Board of Education* (Urbana: University of Illinois Press, 2009).

“Meet One of the Pioneering Blacks in the Ad Industry,” *Advertising Age*, February 16, 2009.

“Should Alcohol Endorsements be Prohibited for Televised Events?” in Carol J. Pardun, ed., *Taking Sides: An Introduction to the Controversies Surrounding Advertising and Society* (New York: Blackwell Publishing, 2009).

“The Sponsored Avatar: Examining the Present Reality and Future Possibilities of Advertising in Digital Games” in Mary Ipe, ed., *Advergaming and Ingame Advertising – An Introduction* (Nagarjuna Hills, India: The Icfai University Press, 2008).

“Equal in Every Way: African Americans, Consumption and Materialism from Reconstruction to the Civil Rights Movement,” *Advertising and Society Review*, Spring 2006.

“Presenting the Black Middle Class: John H. Johnson and *Ebony* Magazine, 1945-1975,” in David J. Bell and Joanne Hollows, eds., *Historicizing Lifestyle: Mediating Taste, Consumption and Identity from the 1900s to 1970s* (London: Ashgate Publishing, 2006)

Scott, Linda M., Jason P. Chambers, and Katherine Sredl, “The Monticello Correction: Consumption in History,” in Russell W. Belk, ed., *Handbook of Qualitative Research Methods in Marketing* (UK: Cheltham, Gloucestershire, 2006).

“Taste Matters: Bikinis, Twins, and Bad Taste in Sexually Oriented Beer Advertising,” in Tom Reichert and Jacqueline Lambiasi, eds., *Sex in Promotional Culture: The Erotic Content of Media and Marketing* (New York: Lawrence Earlbaum & Associates, 2005).

“Incorporating Diversity into the Advertising Curriculum,” *Journal of Advertising Education*, Fall 2003.

## Abstracts

“Taking the Urban International: An Exploration of U.S. Urban Marketing in the International Arena.” Patricia B. Rose and Robert L. King, eds., *The Proceedings of the 2003 Asia-Pacific Conference of the American Academy of Advertising* (Miami: Florida International University, 2003).

“Marketing a People: African American Publishers, Sales and Marketing Professionals and the Black Consumer Market, 1920-1970.” Eric H. Shaw, ed., *The Romance of Marketing History* (Boca Raton (FL): Association for Historical Research in Marketing, 2003).

## Encyclopedia Entries

"Advertising," in Andrew Cayton and Charlotte Dihoff, eds., *Encyclopedia of the Midwest* (Bloomington: Indiana University Press, 2004).

"Coca-Cola," in Tom Pendergast, ed., *St. James Encyclopedia of Popular Culture* (Detroit: St. James Press, 2000).

"Pepsi-Cola," in Tom Pendergast, ed., *St. James Encyclopedia of Popular Culture* (Detroit: St. James Press, 2000).

## **ARTICLE MANUSCRIPTS IN PROGRESS**

"Social Responsibility in Advertising: The Unique Case of Emerson Foote, Foote, Cone, Belding, and the American Tobacco Company."

"Persuasion is an Art: Bill Bernbach and the Creative Revolution of the 1960s."

## **CONFERENCES, PRESENTATIONS, MODERATED SESSIONS**

*Digital Gaming Research Association*, "The Sponsored Avatar: Examining the Present Reality and Future Possibilities of Advertising in Digital Games," June 2005.

*American Academy of Advertising Asia-Pacific Conference*, "From Dr. Sammy Lee to Yao Ming: Examining the History of Asian and Asian-American Athletes in the United States," June 2005.

*Association for Education in Journalism and Mass Communication*, "Designing New Courses: A Primer," August 2004.

Moderator, "Race, Sports, and Hip Hop in the New Millennium," Louisiana State University, September 2003.

*American Academy of Advertising Asia-Pacific Conference*, "Taking the Urban International: An Exploration of U.S. Urban Marketing in the International Arena," May 2003.

*Conference on Historical Analysis and Research in Marketing*, "Marketing a People: African American Publishers, Sales, and Marketing Professionals and the Black Consumer Market, 1920-1970," May 2003.

Louisiana State University, *Pre-doctoral Scholars Institute*, "Hurdles and Roadblocks: Strategies for Navigating Through Graduate School." June 2002.

*Business History Conference*, "To Market to All: Expanding the Black Consumer Market, 1950-1970." April 2001.

*Association for the Study of Afro-American Life and History Conference*, "Closing the Gap: African American Wealth-Building Programs Present and Future." September 2000.

*The Ohio Academy of History Conference*, "Special Men in Special Markets: The National Association of Market Developers and the Evolution of the African American Consumer Market." April 2000.

*The National Association of African American Studies Conference*, "Creating Interest: African American Marketers and the African American Consumer." February 2000.

*The Edward F. Hayes Graduate Research Forum, "Changing an Image: African American Marketing and Advertising Professionals Impact on African American Consumer Culture."* March 1999.

## **INVITED PANELS AND UNIVERSITY LECTURES**

*University of Illinois at Urbana-Champaign, "Presidential Awards Panel,"* April 2013.

*Center for Excellence in Advertising at Howard University, "Diversity: The Ultimate ROI,"* February 2011.

*Virginia Commonwealth University, "Diversity in Advertising Summit,"* September 2009.

*University of Pennsylvania, Fontaine Society Colloquium, "Breaking Down Doors: The African American Fight for Inclusion and Opportunity in the Advertising Industry,"* November 2008.

*University of Illinois at Urbana-Champaign, "A Face for the Invisible Man: African Americans in the Advertising Industry,"* September 2008.

*Association for Education in Journalism and Mass Communication, "New Books in Advertising and Public Relations: Meet the Authors,"* August 2008.

*Howard University, "Diversity in Advertising,"* October 2007.

*University of Illinois at Urbana-Champaign, Institute for Communications Research, "Advertising Achievement and Agency: The United Negro College Fund and Educational Access for African Americans,"* November, 2006.

*American Academy of Advertising Asia-Pacific Conference, "Native Sons: Growing Global Marketers Among Asian and Asian-American Athletes,"* June 2005.

*Association for Education in Journalism and Mass Communication, "Drinking Sex: The Role of Gender Portrayals in Alcoholic Beverage Advertising,"* August 2004.

*Louisiana State University, Pre-doctoral Scholars Institute, "Bridging the Gap: Factors in the Successful Transition of Minority Students from Undergraduate to Graduate Education,"* July 2003.

*Association for Education in Journalism and Mass Communication, "The Role of Critique in the Advertising Curricula at the University of Illinois,"* August 2003.

*Association for Education in Journalism and Mass Communications, "Teaching Diversity in the Advertising Curriculum,"* August 2003.

*University of Illinois at Urbana-Champaign, Kappa Alpha Psi Founders Week Forum, "The Changing Same?: A Look At Images of African American Women in Advertising,"* February 2003.

*University of Illinois at Urbana-Champaign, Kufundisha Institute: Teaching the African American Socio-historical Experience, "We've Been More Than Workers: Incorporating the History of Black Business Development Into the Curriculum,"* July 2002.

*University of Illinois at Urbana-Champaign, College of Music, "How Will They Use Us Next?: Blacks in Advertisements, 1900-2000."* March 2002.

*Stillman College, Dean's Vision Seminar Series, "From Markets to Men: African American Sales and Marketing Experts and the Expansion of the Black Consumer Market."* September 2000.

### **ADVERTISING AGENCY AND PROFESSIONAL ORGANIZATION PRESENTATIONS**

*Columbia Chapter – American Advertising Federation, "Going Beyond the Invisible Man: The Struggle for Diversity on Madison Avenue, February 2009.*

*Cincinnati Advertising Club, "Advertising to the 'Invisible Man': African Americans' Pursuit of Opportunity on Madison Avenue," February 2009.*

*Advertising Educational Foundation, "Madison Avenue and the Color Line: African Americans in the Advertising Industry," September 2008.*

*American Advertising Federation of Greater Hampton Roads, "History and Memory: Reaching African American Women Through Advertising," September 2008.*

*North Central Advertising Federation, "A Growing and Distinctive Market: African American Women in Advertising and Marketing Communications," July 2008.*

*Toyota Corporation, "The Future of African American Consumers," June 2008.*

*Advertising Educational Foundation, "More Than We Have Seemed, African American Women in Advertising and Marketing Communications," October 2006.*

*National Black MBA Association, "Diversity: Diversion? Delusion? Delivered?" September 2006*

*Burrell Communications Group, "Race and Ethnicity in Messaging: Reaching the African American Consumer Segment," March 2006.*

*Champaign-Urbana Advertising Club, "A Mind is a Terrible Thing to Waste: A History of the United Negro College Fund and Its Advertising Campaign," November 2004.*

*Burrell Communications Group, "A Historical Profile of African-American Consumer Development," November 2004.*

*Toyota Corporation, "African-Americans and Stereotypes in Advertising: A Look at the Past with Thoughts for the Future," May 2004.*

*Burrell Communications Group, "Multicultural Marketing and the Future of Black-Owned Advertising Agencies," July 2003.*

### **ACADEMIC HONORS**

Faculty Excellence Teaching Award, Department of Advertising, University of Illinois at Urbana-Champaign, 2007.

Visiting Professor Program, Advertising Educational Foundation, July 2003.

Teaching Fellow, The Ohio History Teaching Institute, June-September 2000.

Preparing Future Faculty Fellow, Kenyon College, 1999.

Oral Presentation Award, Edward F. Hayes Graduate Research Forum, 1999.

Golden Key National Honor Society: Initiated 1992.

### **FELLOWSHIPS AND GRANTS**

Study Abroad Development Grant, University of Illinois at Urbana-Champaign, 2009: \$2100.  
(Not Accepted)

Scholars Travel Fund Grant, University of Illinois at Urbana-Champaign, 2005: \$1200.

Brown v. Board of Education Grant, University of Illinois at Urbana-Champaign, 2003-2004:  
\$8000.

Scholars Travel Fund Grant, University of Illinois at Urbana-Champaign, 2003: \$1200.

Dean's Fellowship, The Ohio State University, 1994-1995.

Research Fellow, Minority Summer Research Program, University of California at Los Angeles,  
1992.

### **ARTISTIC EXHIBITS**

"Looking Back at the Past and Forward to the Future." United Negro College Fund Black and  
White Ball, Chicago, Illinois, June 2004.

"A Mind is a Terrible Thing to Waste: A Retrospective of Advertising for the United Negro  
College Fund." Verde Gallery, Champaign, Illinois, April-May 2004.

### **ACADEMIC JOURNAL REVIEW BOARDS**

Editorial Review Board, *Journalism and Communication Monographs*, 2008-present.

Editorial Review Board, *Journal of Advertising Education*, 2011-present.

### **ACADEMIC ACTIVITIES**

College Executive Advisory Committee, University of Illinois at Urbana-Champaign, 2010-  
present.

College Advisory Committee, University of Illinois at Urbana-Champaign, 2009-10.

College of Media Grievance Committee, University of Illinois at Urbana-Champaign, 2008-2009.

Undergraduate Recruiting Committee, Admissions and Retention Committee, University of  
Illinois at Urbana-Champaign, 2008-2009.

Academic Disciplinary and Capricious Grading Committee, University of Illinois at Urbana-  
Champaign, 2008-2009.

Committee to Develop the Department of Media & Cinema Studies, University of Illinois at Urbana-Champaign, 2008-2009.

Department of Advertising Executive Advisory Committee, University of Illinois at Urbana-Champaign, 2007-2009.

Department of Advertising Freshman Engagement Committee, University of Illinois at Urbana-Champaign, 2007-2008.

College Task Force Committee, College of Communications, University of Illinois at Urbana-Champaign, 2003-2004.

Faculty Mentor, Summer Research Opportunities Program, University of Illinois at Urbana-Champaign, 2003-2005.

Chair, Department of Advertising Development Committee, University of Illinois at Urbana-Champaign, 2002-present.

Department of Advertising Executive Advisory Committee, University of Illinois at Urbana-Champaign, 2002-2003.

Intellectual Activities Committee, Afro-American Studies and Research Program, University of Illinois at Urbana-Champaign, 2002-2003.

Academic Advisor, Summer Research Opportunities Program, University of Illinois at Urbana-Champaign, 2002.

Hartman Center Advisory Council, Hartman Center for Sales, Advertising and Marketing History, Duke University, 2002.

Teaching Awards Committee, College of Communications, University of Illinois at Urbana-Champaign, 2001-2002.

Graduate Student Representative, Faculty Search Committee, The Ohio State University, 1999-2001.

Academic Tutor, The Ohio State University, Athletic Department, 1998-2000.

Secretary, The Diop Historical Society, 1996-1998.

Secretary, Black Graduate and Professional Student Caucus, 1995-1996.

## **ACTIVITIES IN PROFESSIONAL SOCIETIES**

Strategic Plan Implementation Committee, Association for Education in Journalism and Mass Communication, 2008-2011.

Head, Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication, 2006-2007.

Vice-Head, Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication, 2005-2006.

Special Topics Chair, Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication, 2004-2005.

Research Chair, Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication, 2003-2004.

Research Committee, American Academy of Advertising, 2003-2004.

Conference Paper Reviewer, Advertising Division, Association for Education in Journalism and Mass Communication, 2003.

Paper Discussant, Advertising Division, Association for Education in Journalism and Mass Communication, 2003.

Secretary, Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication, 2002-2003.

### **PROFESSIONAL ORGANIZATION MEMBERSHIPS**

American Historical Association

American Studies Association

Association for Education in Journalism and Mass Communication

Association for the Study of African American Life and History

Business History Conference

Conference on Historical Analysis and Research in Marketing

Organization of American Historians

### **PROGRAM AND CURRICULUM DEVELOPMENT**

Liberal Arts and Sciences Teaching Academy, University of Illinois at Urbana-Champaign, 2002-2003.

The Ohio History Teaching Institute, The Ohio State University, 2000-2001.

### **RADIO AND TELEVISION APPEARANCES**

"The Marcus Graham Project," Blog Talk Radio, February 20, 2011.

"News at Nine," *WGN-TV*, Chicago, Illinois, February 23, 2009.

"News at Noon," *WGN-TV*, Chicago, Illinois, July 9, 2008.

"Focus 580 With David Inge," *WILL-AM*, Champaign-Urbana, April 29, 2008

"Chicago Tonight," *WTTW-TV*, Chicago, Illinois, March 25, 2008.

"Weekend America," *National Public Radio*, November 10, 2007

"Whassup in Advertising: America's Favorite TV Commercials", *The History Channel*, February 2002.