

JASON P. CHAMBERS

Charles H. Sandage Department of Advertising

810 S. Wright St.
Urbana, IL 61801
jpchambe@illinois.edu

FACULTY APPOINTMENTS

Professor - University of Illinois Urbana-Champaign, Charles H. Sandage Department of Advertising, 2023-present.

Associate Professor - University of Illinois Urbana-Champaign, Charles H. Sandage Department of Advertising, 2008-2023.

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

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

ACADEMIC LEADERSHIP

Associate Dean for Diversity, Equity, and Inclusion, College of Media, University of Illinois Urbana-Champaign, 2022-present.

Associate Department Head - University of Illinois Urbana-Champaign, Charles H. Sandage Department of Advertising, 2020-2022.

Dean's Fellow: Diversity and Inclusion - University of Illinois Urbana-Champaign, College of Media, 2020-2022.

Director of Undergraduate Studies - University of Illinois Urbana-Champaign, Charles H. Sandage Department of Advertising, 2018-2020.

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

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

EDUCATION

Ph.D., History, The Ohio State University, 2001.

M.A., History, The Ohio State University, 1996.

B.A., History, *cum laude* Bowling Green State University, 1994.

BOOKS

Advertising Revolutionary: The Life and Work of Tom Burrell. Urbana: University of Illinois Press, 2024.

Robert Weems, Jr., and Jason P. Chambers (eds.) *Building the Black Metropolis: African American Entrepreneurship in Chicago*. Urbana: University of Illinois Press, 2017.

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

REFEREED ARTICLES

"Work That Mattered: Emmett McBain and the Creation of "Positive Realism" in Advertising." *Advertising & Society Quarterly* 19, no. 4 (2018) <https://muse.jhu.edu/> (accessed January 16, 2019).

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

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

BOOK CHAPTERS

"A Master Strategist: John H. Johnson and the Development of Chicago as a Center for Black Business Enterprise," in Robert Weems, Jr., and Jason P. Chambers, eds., *Building the Black Metropolis: African American Entrepreneurship in Chicago* (Urbana: University of Illinois Press, 2017).

"Positive Realism: Tom Burrell and the Development of Chicago as a Center for Black-Owned Advertising Agencies," in Robert Weems, Jr., and Jason P. Chambers, eds., *Building the Black Metropolis: African American Entrepreneurship in Chicago* (Urbana: University of Illinois Press, 2017).

"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).

"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).

“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 Lambiase, eds., *Sex in Promotional Culture: The Erotic Content of Media and Marketing* (New York: Lawrence Earlbaum & Associates, 2005).

“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).

OTHER WRITINGS

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

“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).

ARTICLES IN PROGRESS

“Black Power Beyond Courts and Fields: The Evolution of African American Athletes as Product Endorsers.”

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

CONFERENCE PRESENTATIONS

American Academy of Advertising, “The Complexity of Brands Taking a Stand,” March 2021.

Advertising and Society Colloquium, “60 Years of Activism: What’s Changed and What’s Stayed the Same?,” December 2020.

Black Chicago History Forum, “Building the Black Metropolis,” March 2018

Association for the Study of African-American Life and History, “Black Chicago Business Leaders,” September 2017.

Association for the Study of African-American Life and History, “A Short Trip, But Long Journey: Crafting the Burrell Brand,” September 2015.

American Studies Association, “Complicating the Picture: Consumption, Race, and Resistance in the Twentieth Century,” November 2012.

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

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.

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, “Designing New Courses: A Primer,” August 2004.

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

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.

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.

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

INVITED UNIVERSITY PRESENTATIONS

Maryland Institute College of Art, “Much More Than Pancake Mix: The Evolution of African Americans in Advertising,” October 2020.

University of Illinois Urbana-Champaign, “Media Stereotyping: Making Advertising and Branding Less Racist,” Chancellor’s Scholars Program, October 2020.

University of Illinois Lecture Series, “Building the Burrell Brand: Tom Burrell’s Journey from the South Side of Chicago to the Advertising Hall of Fame,” March 2014.

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

Howard University, “Diversity in Advertising,” October 2007.

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

University of Illinois 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 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.

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

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.

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

PUBLIC ENGAGEMENT:

Organizations

Union League Club of Chicago, “Dr. Jason P. Chambers in Conversation with Dr. Judy Foster Davis,” November 2020.

Advertising and Society Quarterly, “Roundtable on Teaching an Advertising and Society Course,” December 2019.

Chaz and Roger Ebert Symposium, University of Illinois, “Diversity in Advertising and Communication,” September 2019.

The Designs of African American Life, “Liberation Art or Just Advertising?: African American Commercial Artists in the 1960s and 70s,” November 2018.

Advertising and Society Colloquium, Keynote Presentation, “Work That Mattered: Emmett McBain and the Creation of ‘Positive Realism’ in Advertising,” October 2018.

Advertising and Society Quarterly, “Roundtable on Identities and Advertising,” May 2018.

Advertising and Society Quarterly, “Author Meets Critics: Pioneering African-American Women in the Advertising Business,” March 2018.

Terra Foundation for American Art, “African American Designers in Chicago, 1900-2000: The Making of a Profession,” November 2015.

American Advertising Federation, “Addressing Diversity and Inclusion in the Classroom to Propel Industry Goals,” June 2014.

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.

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.

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.

Advertising Agencies

GTB Agency (Division of WPP Group) “Past Present and Future of the Color Line,” March 2021.

Omnicom Specialty Marketing Group “From Aunt Jemima to Tik Tok: Black Activism and Advertising,” February 2021.

Omnicom Media Group “Building and Breaking the Color Line in Advertising,” February 2021.

Brainlabs Digital Advertising Agency “The Racial Struggle for Diversity, Equity, and Inclusion in Advertising,” February 2021.

AdColor Everywhere “Work Smarter: Advancement Strategies from Advertising Scholars,” August 2020.

Interactive Advertising Bureau, “Steps Forward...And Back: The Evolution of Race in Advertising,” May 2019.

d expósito & Partners Advertising, “Identities and Advertising: A Roundtable,” May 2018.

Zimmerman Advertising, “The African American Consumer Market: A Dialog,” April 2018.

Team Detroit Advertising Agency, “Beyond the Invisible Man (and Woman): African Americans in Advertising Past, Present, and Future,” February 2016.

Leo Burnett Advertising Agency, “A Tribute to Bill Sharp,” August 2014.

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

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

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

Corporations

Toyota Corporation, “Connecting to Multicultural Markets,” November 2013.

Toyota Corporation, “The Future of African American Consumers,” June 2008.

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

Radio and Television Appearances

“Chicago Black-owned Advertising Agency Reflects on Popular 70s TV Commercials,” (Digital Media Interview), February 2021.

“Change of Uncle Ben’s Rice to Ben’s Original Rice,” BBC World, September 2020.

“Top of Mind with Judy Rose (Podcast),” July 2020.

“The Guardian” (Digital Media Interview), June 2020.

“An Unexpected History: The Story of Hennessy and African Americans,” Blue Spark Collaborative, 2015.

“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.

ACADEMIC HONORS

Faculty Excellence Teaching Award, Charles H. Sandage Department of Advertising, University of Illinois Urbana-Champaign, 2016.

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

Visiting Professor Program, Advertising Educational Foundation, July 2003.

Golden Key National Honor Society: Initiated 1992.

FELLOWSHIPS AND GRANTS

Scholars Travel Fund Grant, University of Illinois Urbana-Champaign, 2015: \$650.

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

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

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

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

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, *Advertising & Society Quarterly*, 2017-present.

Editorial Review Board, *Journal of Historical Research in Marketing*, 2015-2020.

Editorial Review Board, *Journalism and Communication Monographs*, 2008-2020.

Editorial Review Board, *Journal of Advertising Education*, 2011-2017.

UNIVERSITY SERVICE

Department of Advertising

Executive Committee, 2018-2021; 2007-2009; 2002-2003.

Curriculum Committee, 2018-present.

Undergraduate Recruiting Committee, Admissions and Retention Committee, 2008-2011.

Freshman Engagement Committee, 2007-2008.

Development Committee, 2002-2008.

College of Media

Curriculum Committee, 2020-present.

Diversity Committee, 2020-present.

College Executive Committee, 2010-2015.

College Advisory Committee, 2009-10.

Grievance Committee, 2008-2009.

Academic Disciplinary and Capricious Grading Committee, 2008-2009.

Committee to Develop the Department of Media & Cinema Studies, 2008-2009.

College Task Force Committee, 2003-2004.

Teaching Awards Committee, 2001-2002.

University of Illinois Urbana-Champaign

Teaching Advancement Board, 2020-present.

U.S. Minority Culture Implementation Task Force, 2017-2018.

Faculty Senate, 2008-2009.

Faculty Mentor, Summer Research Opportunities Program, 2003-2005.

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

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

PROFESSIONAL SERVICE

Mosaic Council, American Advertising Federation, 2014-2016.

Executive Advisory Committee, Marcus Graham Project, 2010-2016.

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

Executive Committee, *Advertising Educational Foundation*, 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.

Hartman Center Advisory Council, *Hartman Center for Sales, Advertising and Marketing History*, Duke University, 2002-2003.

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

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

Kufundisha Institute, *University of Illinois Urbana-Champaign*, 2002.

CURRENT AND PAST PROFESSIONAL ORGANIZATION MEMBERSHIPS

American Historical 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