



ADVERTISING
EDUCATIONAL
FOUNDATION

Honors Night

Tuesday, June 10, 2014

ABOUT HONORS NIGHT

AEF Honors Night recognizes one outstanding representative company from each of the Foundation's constituencies—advertisers, agencies and media—for its accomplishments in the industry and for its support of the AEF. A Lifetime Achievement Award is presented to an individual for outstanding contributions to the industry and society. A Student Award will be presented for an original paper that focuses on the role of advertising in culture and society. Dinner proceeds support AEF operations and help fulfill AEF's educational initiatives for professors and students, including *Race & Ethnicity in Advertising: America 1890–Today* online archives, exhibit and curriculum.

ADVERTISING EDUCATIONAL FOUNDATION (AEF)

The AEF is a nonprofit foundation that provides and distributes educational content to enrich the understanding of advertising and its role in society, culture and the economy. AEF programs and materials stimulate a balanced dialogue at top colleges and universities. As a result, the Foundation helps attract the highest level of talent to the industry. AEF's main priorities and resources are:

Inside Advertising Speakers Program

AEF partners with faculty and staff at colleges and universities in the U.S. to coordinate mini "executive-in-residence" programs on issues surrounding advertising's role in society and business. The goal is to establish a dialogue about such topics as ethics, gender, ethnicity, global communications and public service.

Visiting Professor Program

Offers two-week fellowships hosted by agency, advertiser or media companies to give qualified professors an appreciation for the advertising process and confidence to teach with more authority.

www.aef.com

Provides comprehensive educational information and materials on advertising. Updated regularly, the site offers extensive exhibits on current and historical advertising. The site includes two AEF publications distributed globally by The Johns Hopkins University Press Project MUSE to libraries and academic institutions:

Advertising & Society Review (A&SR)

Published by the AEF, this peer-reviewed online academic journal represents the full spectrum of views about advertising and its role in society.

ADText Online Curriculum

ADText is the first online textbook about advertising and society. Its 30 units offer a broad cultural perspective on advertising as a social force and creative form.

Annual Symposium

Leaders from academia and the industry come together to exchange ideas on current advertising-related issues.

Race & Ethnicity in Advertising: America 1890–Today

A unique online exhibit and archives that will trace the portrayal of key ethnic groups since 1890.

**YOU ARE CORDIALLY INVITED
TO THE 14th ANNUAL**

HONORS NIGHT DINNER

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LIFETIME ACHIEVEMENT AWARD

Burt Manning
Chairman Emeritus, JWT

**MEDIA AWARD WITH SPECIAL
RECOGNITION**

Time Inc.
Joseph Ripp
CEO

**THE ALFRED J. SEAMAN AWARD
FOR BEST UNDERGRADUATE ESSAY
ON ADVERTISING AND SOCIETY**

AGENCY AWARD

JWT
Bob Jeffrey
Worldwide Chairman & CEO

ADVERTISER AWARD

Walmart
Andrea Thomas
Senior Vice President, Marketing

6:30pm: Cocktails

7:30pm: Dinner and Presentations

**UNIVERSITY CLUB
ONE WEST 54th STREET
NEW YORK CITY**

*Business attire:
Jackets and ties, please.*

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*Honorary AEF Chairman