

JASON CHAMBERS, PH.D.
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Jason Chambers is an associate professor in the Department of Advertising at the University of Illinois at Urbana-Champaign. He currently teaches courses on advertising history, the incorporation of race and ethnicity in advertising campaigns, and the foundations of advertising philosophy.

Dr. Chambers has presented his research into the African American consumer market both nationally and internationally. His work has been published in books and journals in the United States, Asia, and Europe. He has been invited to speak to gatherings of practitioners and academics throughout the United States, Canada, and Asia. He has also appeared on The History Channel discussing advertising issues and his opinions have been sought by a variety of periodicals including *Forbes*, *Black Enterprise*, and *Newsweek* magazines. Dr. Chambers has also served as a consultant on advertising history programs appearing on the BBC. In addition, he has consulted with national non-profit organizations, Fortune 100 companies as well as advertising agencies on matters of diversity, stereotyping and various consumer issues.

The University of Pennsylvania Press published his first book, *Madison Avenue and the Color Line: African Americans in the Advertising Industry*, in early 2008. This penetrating work examines the employment and entrepreneurial experiences of blacks in the advertising industry and their fight to diversify both the industry and advertisements.