



ADVERTISING  
EDUCATIONAL  
FOUNDATION

# Honors Night

TUESDAY, MAY 15, 2012

## 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 the continued development and maintenance of [www.aef.com](http://www.aef.com) and our most important project to date, “Race, Ethnicity, and Advertising in America 1890-Today” online archives and exhibit, in partnership with the Smithsonian Institution.

## 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 and media companies to give qualified professors an appreciation for the advertising process and confidence to teach with more authority.

### *[www.aef.com](http://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 25 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 and Advertising in 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 12th ANNUAL**

# HONORS NIGHT DINNER

Tuesday, May 15, 2012

**LIFETIME ACHIEVEMENT AWARD**

Gustavo Cisneros  
Chairman of the Cisneros  
Group of Companies

**ADVERTISER AWARD**

Johnson & Johnson  
Kimberly Kadlec  
Worldwide Vice President, Global  
Marketing Group

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

**AGENCY AWARD**

R/GA  
Bob Greenberg  
Chairman, CEO, and Global  
Chief Creative Officer

**MEDIA AWARD**

Meredith Corporation  
Stephen M. Lacy  
Chairman and CEO

6:30pm: Cocktails

7:30pm: Dinner and Presentations

**UNIVERSITY CLUB  
1 WEST 54TH STREET  
NEW YORK CITY**

*Business attire:  
Jackets and ties, please.*

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