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## **AWC ANNOUNCES JAMI FULLERTON AS 2007 HEADLINER AWARD WINNER**

ALEXANDRIA, VA. – Jami Fullerton, Ph.D., associate professor of journalism and broadcasting at Oklahoma State University at Tulsa, has been named the Headliner Award winner for 2007 by the Association for Women in Communications (AWC).

The AWC Headliner Award recognizes an AWC member who has recent national accomplishments, as well as consistent communications excellence. The award was established in 1939 and during the years has been given to more than 200 AWC members. Fullerton will be presented with the award at the Headliner Awards Luncheon on Saturday, Oct. 6, 2007, at the Grosvenor Resort in Orlando, Fla.

Fullerton, an associate professor of journalism and broadcasting at Oklahoma State University at Tulsa, recently co-authored a book about an anti-terrorism ad campaign titled "Advertising's War On Terrorism: The Story of the U.S. State Department's Shared Values Initiative." The book cites internal documents and research to assert that the advertising campaign was successful in fostering more positive attitudes toward America in the Middle East and elsewhere, although the campaign was canceled after less than two months.

Fullerton's research interests include the portrayal of gender in advertising and cross-cultural communication. Fullerton has published studies in academic journals on international and ethnic advertising and advertising education as well. The College of Arts and Sciences at Oklahoma State University named her outstanding researcher in 2001. Fullerton, who is the recipient of one State Department grant and a participant in two others, often spends her summers abroad teaching and conducting research on cross-cultural communication and media globalization.

Currently, Fullerton serves as the chair of the American Advertising Federation's (AAF) Academic Committee and is on the AAF Board of Directors.

The Association for Women in Communication is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and promoting its members at the forefront of the evolving communications era. For more information, go to [www.womcom.org](http://www.womcom.org).