Cynthia B. Meyers

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Communication, Art, and Media
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Publications

Books

A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio (New York: Fordham University Press, 2014).
Recipient of the 2016 **Broadcast Historian Award**, Library of American Broadcasting Foundation

Sell-e-vision: How the Advertising Industry Shaped American Television (Athens: University of Georgia Press, expected April 2027).

Journal Articles (Peer Reviewed)

"Advertisers and American Broadcasting: From Institutional Sponsorship to the Creative Revolution." *Business History Review* 95 (Autumn 2021): 447-481. DOI:10.1017/S0007680521000222

"Inside a Broadcasting Blacklist: *Kraft Television Theatre*, 1951-55." *Journal of American History* 105, no. 3 (December 2018): 589-616. DOI: 10.1093/jahist/jay280

"*The March of Time* Radio Docudrama: *Time* Magazine, BBDO, and Radio Sponsors, 1931-39." *American Journalism* 35, no. 4 (2018): 420-443. DOI: 10.1080/08821127.2018.1527634
Received **Article of the Year Award, 2018**

"Advertising, the Red Scare, and the Blacklist: BBDO, US Steel, and *Theatre Guild on the Air*, 1945-52." *Cinema Journal* 55, no. 4 (2016): 55-83.

"The Problems with Sponsorship in Broadcasting, 1930s-50s: Perspectives from the Advertising Industry." *Historical Journal of Film, Radio and Television* 31, no. 3 (Sept. 2011): 355-372.

"From Radio Ad Man to Radio Reformer: Senator William Benton's Broadcasting Career, 1930-60." *Journal of Radio and Audio Media* 16, no. 1 (2009): 17-29.

"Psychedelics and the Advertising Man: The 1960s 'Countercultural Creative' on Madison Avenue." *Columbia Journal of American Studies* 4, no. 1 (2000): 114-127.

"Global Marketing and the New Hollywood: The Making of the 'Always Coca-Cola' Campaign." *Media International Australia/Culture & Policy*, no. 86 (February 1998): 27-37.

"Frank and Anne Hummert's Soap Opera Empire: 'Reason-Why' Advertising Strategies in Early Radio Programming." *Quarterly Review of Film and Video* 16, no. 2 (1997): 113-132.

"Godfrey Flury's Billboard Advertising Business: An Austin Ad Man in the 1910s and 1920s." *Southwestern Historical Quarterly* 98, no. 4 (April 1995): 569-83.

Journal Articles (Invited)

"Teaching Ad Analysis Skills." *Advertising & Society Quarterly* 23, no. 4 (Winter 2022). https://muse.jhu.edu/pub/21/article/883178

"The Magazine That Made Me: LIFE." *Journal of Magazine Media* 22 (1-2): 7-8. https://muse.jhu.edu/article/858311 DOI:10.1353/jmm.2021.0023

"Sponsorship," Key Concepts in Advertising. *Advertising & Society Quarterly* 22, no. 2 (Summer 2021). https://muse.jhu.edu/article/797068

"Media History and Advertising Archives." *American Journalism* 37, no. 2 (2020): 244-255. DOI: 10.1080/08821127.2020.1750888

"Teaching the Relationship of Ads to Content in Media: A Lesson Plan and Assignment." *Advertising & Society Quarterly* 20, no. 3 (October 2019). https://muse.jhu.edu/article/734578

"Teaching about Social Media Influencers: A Lesson Plan for Digital Advertising Media Literacy." *Advertising & Society Quarterly* 18, no. 2 (July 2017).

"Commerce and Culture: Histories of Radio Sponsorship Yet to Be Written." *Journal of Radio & Audio Media* 23, no. 2 (2016): 369-380. DOI: 10.1080/19376529.2016.1224430

Book chapters in peer-reviewed edited collections

"*Armstrong Circle Theatre* Is a Mirror to America of What Armstrong Is": Docudrama as Corporate Image Advertising." In *True Stories: Docudrama from Broadcasting to Streaming Media*, ed. Joy Hayes (Detroit: Wayne State University Press, in press).

"Detoxifying Leaded Gasoline: BBDO and Ethyl Gasoline Corporation, 1925-56." In *Energy Imaginaries: Public Relations and the Moving Image,* eds. Marina Dahlquist and Patrick Vonderau (Oakland: University of California Press, in press).

"Such a Feeling of Intimacy: Familial Bonds and Eastman Kodak's Sponsorship of *The Adventures of Ozzie and Harriet* (1956-61)." In *Commercial Intimacy: Affinity and the Marketplace*, eds. Brenton Malin, Richard Popp, and Wendy Woloson (Philadelphia: University of Pennsylvania Press, 2025), 55-76.

"The Kardashians as a Family Brand." In *Kardashians: A Critical Anthology,* eds. Meredith Jones, Kath Burton, and Donna Lee Brien (New York: Routledge, 2024), 11-18. DOI: 10.4324/9781032674421-3.

"When Big Business Was in Show Business: US Radio Before Television." In *The Routledge Companion to Radio Studies*, eds. Jason Loviglio and Mia Lindgren (New York: Routledge, 2022), 135-143. DOI: 10.4324/9781003002185-17

"When Worlds Collide: Sharing Historical Advertising Research on Tumblr." In *The Arclight Guide to Media History and the Digital Humanities*, eds. Charles Acland and Eric Hoyt (REFRAME Books, University of Sussex, 2016), 318-334.

"The Best Thing on TV: 1960s US Television Commercials." In *Films that Sell: Moving Pictures and Advertising,* eds. Nico de Klerk, Bo Florin & Patrick Vonderau (BFI's Cultural Histories of Cinema Series, eds. Lee Grieveson and Haidee Wasson, 2016), 173-193.

"From Sponsorship to Spots: Advertising and the Development of Electronic Media." In *Media Industries: History, Theory, and Method,* eds. Jennifer Holt and Alisa Perren (Oxford: Wiley-Blackwell, 2009): 69-80.

Book and Film Reviews

Jennifer Porst, *Broadcasting Hollywood: The Struggle Over Feature Films on Early TV* (Rutgers University Press, 2021). In *Journal of 20th Century Media History* 2, 1 (2024): 76-78. DOI: 10.33470/2997-2523.1034. https://mds.marshall.edu/cgi/viewcontent.cgi?article=1034&context=j20thcenturymediahistory

Lee McGuigan, *Selling the American People: Advertising, Optimization, and the Origins of Adtech* (MIT Press, 2023), *Business History Review* 97, no. 4 (Winter 2023): 927-30. DOI: 10.1017/S0007680524000060

Anat Rosenberg, *The Rise of Mass Advertising: Law, Enchantment, and the Cultural Boundaries of British Modernity* (Oxford University Press, 2022). In *Business History Review* 97, no. 1 (Spring 2023): 168-171.

Annie Berke, *Their Own Best Creations: Women Writers in Postwar Television* (Oakland: University of California Press, 2022). In *Journal of 20th Century Media History* 1, no. 1 (2023): 98-100. https://mds.marshall.edu/j20thcenturymediahistory/vol1/iss1/8

Walter Winchell: The Power of Gossip (American Masters documentary on PBS). In *American Jewish History Review* 105, nos. 1-2 (2021): 317-319.

Ari Y. Kelman, *Station Identification: A Cultural History of Yiddish Radio in the United States* (Berkeley: University of California Press, 2009) in *Journal of American History* 97, no. 1 (June 2010): 221.

Encyclopedia Articles

"Time Warner." *The Encyclopedia of Television,* 2d ed., Horace Newcomb, ed. (New York: Fitzroy Dearborn, 2004).

"Media Conglomerates." *The Encyclopedia of Television,* 2d ed., Horace Newcomb, ed. (New York: Fitzroy Dearborn, 2004).

"Steve Case." *The Encyclopedia of Television,* 2d ed., Horace Newcomb, ed. (New York: Fitzroy Dearborn, 2004).

"Michael Ovitz." *The Encyclopedia of Television,* 1st ed., Horace Newcomb, ed. (Chicago: Fitzroy Dearborn Publishers, 1997).

"Hubbell Robinson." *The Encyclopedia of Television,* 1st ed., Horace Newcomb, ed. (Chicago: Fitzroy Dearborn Publishers, 1997).

"Trade Magazines." *The Encyclopedia of Television,* 1st ed., Horace Newcomb, ed. (Chicago: Fitzroy Dearborn Publishers, 1997).

Conference Proceedings

"'We Believe in Advertising, and We Believe in TV': Benton & Bowles on Television in the 1950s-60s." *Conference on Historical Analysis and Research in Marketing* 21 (2023).

Scholarly Publications Online Only

"An Advertising Machine That Will Reach Everyone—Everywhere!" *Broadcasting America: The Rise of Mass Media and Communications,* 2023. Adam Matthew Primary Sources Reimagined. https://broadcasting.quartexcollections.com/research-tools/essays-and-video-interviews/essay-advertising-and-the-broadcasting-industry

"Family Brands: From the Nelsons to the Kardashians." *Flow: A Critical Forum on Media and Culture*, 8 June 2021. https://www.flowjournal.org/2021/06/family-brands/

"Pepsi Is Back in the Game (Show)." *Flow: A Critical Forum on Media and Culture,* 5 April 2021. https://www.flowjournal.org/2021/04/pepsi-is-back-in-the-game-show/

"Experiential Advertising: The World of Coca-Cola." *Flow: A Critical Forum on Media and Culture,* 6 December 2020. https://www.flowjournal.org/2020/12/experiential-advertising/

"Family Influencers: The ACE Family." *In Media Res: A Media Commons Project,* 10 January 2019. http://mediacommons.org/imr/content/family-influencers-ace-family

"Radio Docudrama: The March of Time (1931-45)." *In Media Res: A Media Commons Project,* 30 May 2018. http://mediacommons.futureofthebook.org/imr/2018/05/25/radio-docudrama-march-time-1931-45

"Friction Points in Influencer Marketing." *Flow: A Critical Forum on Media and Culture*, 28 January 2018. http://www.flowjournal.org/2018/01/influencer-marketing/

"In TV's Shifting Landscape, Advertising Scramble to Adapt." *The Conversation*, 21 March 2016. https://theconversation.com/in-tvs-shifting-landscape-advertisers-scramble-to-adapt-53721

"Using the Uncatalogued Archives." *In Media Res: A Media Commons Project*, 20 March 2015. http://mediacommons.futureofthebook.org/imr/2015/03/20/using-uncatalogued-archive

"Radio: Authenticity and Sincerity in Podcast Advertising." *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 19 February 2015. http://blog.commarts.wisc.edu/2015/02/19/on-radio-authenticity-and-sincerity-in-podcast-advertising/

"Content the King Is Dead! Long Live Content the King!: Thoughts on the 2014 Time Warner Thought Leadership Faculty Seminar." *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 12 October 2014. http://blog.commarts.wisc.edu/2014/10/12/content-the-king-is-dead-long-live-content-the-king/

"AT&T's Branded Entertainment, Present and Past." *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 7 July 2014. http://blog.commarts.wisc.edu/2014/07/07/atts-branded-entertainment-present-and-past/

"Branded Entertainment Reshapes Media Ecosystem." Things to Know column, *Media Industries Project*, Carsey-Wolf Center, University of California – Santa Barbara, 27 June 2014. http://www.carseywolf.ucsb.edu/mip/article/branded-entertainment-reshapes-media-ecosystem

"From Radio to YouTube." *Oxford University Press Blog*, 13 December 2013. http://blog.oup.com/2013/12/corporate-advertising-branded-entertainment/

"Advertainment." *Fordham Impressions: The Fordham University Press Blog*, 21 November 2013. http://www.fordhamimpressions.com/?p=5881

"From Mercury to Mars: Why Teach *War of the Worlds*?" *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 17 September 2013. http://blog.commarts.wisc.edu/2013/09/17/from-mercury-to-mars-why-teach-war-of-the-worlds/

"Aereo and 'Free' Broadcasting." *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 18 April 2013. http://blog.commarts.wisc.edu/2013/04/18/aereo-and-free-broadcasting/

"*House of Cards* Has No Advertising." *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 14 February 2013. http://blog.commarts.wisc.edu/2013/02/14/house-of-cards-has-no-advertising/

"Time Warner's Thought Leadership Seminar." *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 30 July 2012. http://blog.commarts.wisc.edu/2012/07/30/time-warners-thought-leadership-seminar/

"Dish TV's Auto Hop: Broadcast Networks Fight Back." *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 6 June 2012. http://blog.commarts.wisc.edu/2012/06/06/dish-tvs-auto-hop-broadcast-networks-fight-back/

"*The Pitch:* Creativity in Advertising." *Antenna: Responses to Media and Culture*, University of Wisconsin—Madison, 14 May 2012. http://blog.commarts.wisc.edu/2012/05/14/the-pitch-creativity-in-advertising/

Other Publications

"Media Studies: Keeping up with the Kardashians." *Times Higher Education*, 27 May 2021. https://www.timeshighereducation.com/features/interdisciplinary-questions-academys-most-misunderstood-fields

"Fewer Manifestos, More Analysis." In "Is Media Studies about to Go Viral?" *Times Higher Education*, 10 October 2019. https://www.timeshighereducation.com/features/media-studies-about-go-viral

Conference Presentations (Peer Reviewed)

"Benton & Bowles' 1960s Television Commercials and the Creative Revolution," Society for Cinema and Media Studies, March 2026, Chicago, IL.

"Wanting More of a Voice in Programming: Sponsors and Program Control in Early 1960s TV (Procter & Gamble and General Foods)," Society for Cinema and Media Studies, 4 April 2025, Chicago, IL.

"'Razzmatazz Is Okay, But Hocus-Pocus Is OUT!': The Advertising Industry and Deceptive Television Commercials, 1959-62," Business History Conference, 14 March 2025, Atlanta, GA.

"The FTC Is Watching You: Ad Industry Debates over Deceptive Television Commercials, 1950s-60s." Society for Cinema and Media Studies, 17 March 2024, Boston, MA.

"The 1960s Creative Revolution in Advertising: Resistance from Traditionalist Ad Agencies." Business History Conference, 15 March 2024, Providence, RI.

"'We Believe in Advertising, And We Believe in TV': Benton & Bowles on Television in the 1950s-60s." Conference on Historical Analysis and Research in Marketing, 2 June 2023, Duke University, Durham, North Carolina.

"Recordings versus the Paper Trail: Adventures in Radio Archives." Radio Preservation Task Force, 27 April 2023, Library of Congress, Washington, D.C.

"Fairfax Cone's Magazine Concept: An Adman's Proposal to Reform 1950s-60s TV." Society for Cinema and Media Studies, 15 April 2023, Denver, Colorado.

"Television and Reinvention in American Advertising Agencies, 1950s-60s: 'From Show Business to the Business of Shows.'" Business History Conference, 18 March 2023, Detroit, Michigan.

"Mining the Headlines for Plot Lines: Armstrong Circle Theatre (1950-63)." Joint Journalism and Communication History Conference, 13 May 2022 (online).

"From *Circle Theater* to *Gidget*: Armstrong Cork's Evolution as a Television Sponsor, 1950-66," Society for Cinema and Media Studies, 1 April 2022 (online).

"'Such a Feeling of Intimacy': Familial Bonds and Eastman Kodak's Sponsorship of *The Adventures of Ozzie and Harriet* (1956-1961)." Reach Out and Touch Someone: A Conference on Commercial Intimacy and Personalization. Hagley Museum and Library, Wilmington, Delaware, 5 November 2021.

"Detoxifying Leaded Gasoline: BBDO and Ethyl Gasoline Corporation's Radio-Television Sponsorship, 1925-57." Energy Imaginaries: Public Relations and Moving Images, Stockholm, Sweden, 21 October 2021 (online).

"The Kardashians as a Family Brand." Kimposium, London, 16 September 2021 (online).

" 'If You Want to Be Famous, Buy Shows; If You Want to Be Rich, Buy Spots': The Ted Bates Agency and 1950s TV Advertising." Society for Cinema and Media Studies, 21 March 2021 (online).

" 'If You Want to Be Famous, Buy Shows; If You Want to Be Rich, Buy Spots': The Ted Bates Agency and 1950s TV Advertising," accepted to Society for Cinema and Media Studies, Denver, CO, April 2020 (cancelled due to COVID-19).

"Sponsorship and Blacklisting: Cases from the J. Walter Thompson Files," Society for Cinema and Media Studies, Seattle, 16 March 2019.

"Celebrity Association and the Soft Sell: Marketing Gelatin on 1930s Radio," Researching New York 2018, University at Albany-State University of New York, 16 November 2018.

"Television Commercials, Past and Present." Flow Conference, The University of Texas at Austin, 29 September 2018.

"Stalking the Wild Cranberry: The Making of a TV Commercial (1972)." *The Love That Speaks Its Name: Advertising Film*, New York University, New York, 11 April 2018.

"The Voices of Time: Authenticity and Impersonation on *The March of Time* (1931-39)." Society for Cinema and Media Studies, Toronto, Ontario, 15 March 2018.

"The Advertising Agency BBDO in Early Television." Joint Journalism and Communication History Conference, New York University, New York, 10 March 2018.

"Ozzie Nelson, Kodak, and J. Walter Thompson (1956-58): A Case Study of the Decline of Sponsor Program Control." Society for Cinema and Media Studies, Chicago, 23 March 2017.

"*The March of Time* (1931-45): Radio Docudrama, Sponsors, and BBDO." Joint Journalism and Communication History Conference, New York University, New York, 11 March 2017.

"Social Media Influencers: Creators, Celebrity, Content, Audiences, Brands." Flow Conference, The University of Texas at Austin, 17 September 2016.

"Blacklisting as an Advertising Strategy: J. Walter Thompson, Television Sponsors, and Anticommunist Activists, 1951-55." Society for Cinema and Media Studies, Atlanta, GA, 2 April 2016.

"The Struggle over Blacklisting on *Kraft Television Theatre*: J. Walter Thompson, Kraft, and Anticommunist Activists, 1951-55." International Association for Media and History, Bloomington, IN, 18 June 2015.

"The Decline of Sponsorship and the Rise of Commercialism on 1960s TV." Society for Cinema and Media Studies, Montreal, Quebec, 28 March 2015.

"Making the Past Visible: Best Practices and New Adventures in Digital and Material Archives." Workshop participant, Society for Cinema and Media Studies, Montreal, Quebec, 26 March 2015.

"Getting Clearance: Suspect Talent and the Blacklists at the J. Walter Thompson Advertising Agency, 1951-55." Joint Journalism and Communication History Conference, New York University, New York, 21 March 2015.

"Sponsors, Past and Present, and the Problem of Cultural Legitimacy." Flow Conference, University of Texas at Austin, 12 September 2014.

"The Problems of Branded Entertainment: BBDO, Sponsors, and Blacklists on Radio and Early Television." Society for Cinema and Media Studies, Seattle, WA, 20 March 2014.

"Branded Entertainment during the Golden Age of Radio." The Joint Journalism and Communication History Conference, New York University, New York, 8 March 2014.

"Salesmanship vs. Showmanship: Advertising Agencies in Radio during the 1930s-40s." Business History Conference, Columbus, OH, 22 March 2013.

"Radio with Pictures: How the Ad Industry in the 1940s Debated the Transition from Radio to TV." Society of Cinema and Media Studies Conference, Chicago, IL, 9 March 2013.

"Resist the Usual: Young & Rubicam's Soft Sell Strategies in Radio Comedy Programming." Society of Cinema and Media Studies Conference, Boston, MA, 22 March 2012.

"Changing Industry Views of Audience Toleration of Commercials: Hulu vs. Netflix." What Is Television? A Conference to Explore the Past, Present, and Future of Television, Portland, OR, 2 March 2012.

"Dramatizing a Bar of Soap: Admen as the Showmen of Radio." "On, Archives!" Conference, Wisconsin Center for Film and Theater Research, Madison, WI, 7 July 2010.

"BBDO and US Steel on Radio and Television, 1948-52: The Problems of Sponsorship, New Media, and the Communist Threat." "On, Archives!" Conference, Wisconsin Center for Film and Theater Research, Madison, WI, 9 July 2010.

"The Typefaces of Radio: Translating Print Advertising Strategies into the Radio Medium." Broadcast Educators Association, Las Vegas, NV, 17 April 2010.

"Sponsorship on Radio: Why Did Some Admen Object?" The Radio Conference 2009: A Transnational Forum, Toronto, ON, 28 July 2009.

"Who Owns the Time? Radio Networks vs. Advertising Agencies in the 1930s." Broadcast Educators Association, Las Vegas, NV, 17 April 2008.

"The Ad Man in 1940s Hollywood." Society for Cinema and Media Studies, Philadelphia, PA, March 2008.

"Thinking Outside the Tube: Advertiser and Network Perspectives on Changing Broadcast Television Business Models." Society for Cinema and Media Studies, Vancouver, BC, March 2006.

"The NBC-Universal Merger: Implications for the Television Industry." Society for Cinema and Media Studies, Atlanta, GA, March 2004.

"From Radio Ad Man to Radio Reformer: Senator William Benton and Corporate Liberal Discourses on Radio, 1930-1952," Radio Conference: A Transnational Forum, University of Wisconsin, Madison, July 2003.

"Promises and Threats of Digital Television Technologies: Corporate Strategies in the Brave New World of Entertainment." Society for Cinema Studies, Washington, DC, May 2001.

"Perception Is Everything: The Irresistible Rise of Talent Agents in 1980s Hollywood." Society for Cinema Studies, Chicago, IL, March 2000.

"The Role of Advertising Men in the Shaping of American Broadcasting." International Communication Association, Montreal, Quebec, May 1997.

"The Problem of Cultural Difference for Global Marketers: The Case of CAA's Coca-Cola Television Commercials." Accepted at Console-ing Passions: Television, Video and Feminism Conference, Madison, WI, April 1996.

"Frank and Anne Hummert's Soap Opera Empire." Console-ing Passions, Seattle, WA, April 1995.

Conference Panel Chair/Organizer/Moderator

Chair: "US TV Commercials Past and Present Production Practices, Ad Strategies, and Aesthetics," Society for Cinema and Media Studies, 29 March 2026, Chicago, IL.

Chair: "Midcentury Broadcasting: Popular Music, Docudrama, and Program Control," Society for Cinema and Media Studies, 4 April 2025, Chicago, IL.

Chair: "Creativity, Beautification, and Optimization Strategies in the 1960s American Advertising Industry," Business History Conference, 15 March 2024, Providence, RI.

Chair: "Dangerous Broadcasting: Deceptive Advertising, Pirate Radio, and Exploding TV Sets," Society for Cinema and Media Studies, 17 March 2024, Boston, MA.

Chair: "From Radio to TV: Transitions, Boundaries, and Industrial Change in the 1950s-60s," Society for Cinema and Media Studies, 15 April 2023.

Co-Convener: "Advertising," Business History Mid-Year Conference, 30 September 2022 (online).

Chair: "Laughing on the Inside": Cartoonists, Plugola, and Sponsorship in US Broadcasting History Society for Cinema and Media Studies, 1 April 2022 (virtual).

Chair: "Broadcast Industry Transitions, 1930s-50s: Challenging Conventional Histories," Society for Cinema and Media Studies, 21 March 2021 (remote).

Chair: "Broadcast Industry Transitions, 1930s-50s: Challenging Conventional Histories," accepted at Society for Cinema and Media Studies, Denver, CO, April 2020 [cancelled due to Covid-19].

Chair: "Politics, Sponsorship, and Advertising in the 1950s TV Industry," Society for Cinema and Media Studies, Seattle, March 2019.

Convener: "Television Commercials, Past and Present." Flow Conference, The University of Texas at Austin, 29 September 2018.

Convener: "Social Media Influencers: Creators, Celebrity, Content, Audiences, Brands." Flow Conference, The University of Texas at Austin, 17 September 2016.

Chair: Metadata Committee panel, Radio Preservation Task Force Conference, Library of Congress, Washington, DC, 26 February 2016.

Moderator: "Historicizing the Aesthetics of Emergent and Convergent Media," International Association for Media and History, Indiana University, Bloomington, IN, 18 June 2015.

Chair/organizer: "Broadcasting History, Misremembrance, and the Archival Record," Society for Cinema and Media Studies, Montreal, 28 March 2015.

Moderator: "Resistance and Social Change," Joint Journalism and Communication History Conference, New York University, 21 March 2015.

Chair/Convener: "Branded Entertainment: Digital Advertising and New TV Business Models," Flow Conference, University of Texas at Austin, 12 September 2014.

Chair: "Branded Entertainment of the Past," Society for Cinema and Media Studies, Seattle, WA, 20 March 2014.

Chair: "Radio in Transition, Past and Present," Society for Cinema and Media Studies, Chicago, IL, 9 March 2013.

Moderator: “Media of Intentional Influence: Public Relations, Advertising, and Propaganda,” The Joint Journalism and Communication History Conference, New York, March 2012.

Chair: "The Eye vs. the Ear: Visuality in Radio History," Broadcast Educators Association, Las Vegas, NV, 17 April 2010.

Moderator: “History” panels, The Radio Conference, Toronto, ON, July 2009.

Chair: "Who Controls the Airwaves? Debates in Early Radio," Broadcast Educators Association, Las Vegas, NV, April 2008.

Invited Talks

Guest speaker, “Advertising as Content, Content as Advertising,” School of Communication, Queensland University of Technology, Brisbane, Australia, 16 November 2023.

Guest speaker, “Historical Research and Advertising,” Digital Media Industries Early Career Group, School of Communication, Queensland University of Technology, Brisbane, Australia, 14 November 2023.

Guest speaker, Wyndemere, Wheaton, IL, 5 July 2023.

Invited participant, *Advertising & Society Quarterly Colloquium*, Smithsonian National Museum of American History, Washington, DC, 17-18 November 2022.

Guest speaker, Professor Kevin Curran’s Business of Media class, 5 October 2022, 30 January 2024 (online).

Guest speaker, Professor Nora Patterson’s graduate class, 9 February 2022 (online).

Guest speaker, Communications Proseminar, taught by Prof. Richard John, Columbia University, New York, 25 October 2021.

Guest Speaker, “On Using Archival Materials,” *Advertising & Society Quarterly* study group, 15 October 2021 (online).

Invited participant and moderator, *Advertising & Society Quarterly Colloquium*, Duke University, Durham, North Carolina, 12 November and 15 November 2021 (online).

Guest speaker, Graduate Communications Seminar, taught by Prof. Richard John, Columbia University, 25 October 2021 (online).

Invited panelist, “Advertising in Popular Culture: *Doris Day Show*,” *Advertising & Society Quarterly,* 24 September 2021 (online).

“Advertisers and American Broadcasting: The Rise and Fall of Single Sponsorship (1920s-1960s).” Swedish Advertising History Network, Stockholm, 9 September 2021 (online).

Guest speaker, CMJ 520: Media History, taught by Prof. Michael Socolow, University of Maine, 15 October 2020 (online).

Guest Speaker, Graduate media history course taught by Prof. Patrick File, Reynolds School of Journalism & Center for Advanced Media Studies, University of Nevada, Reno, 26 October 2016, 25 October 2017, 22 October 2018, 24 March 2020, 25 March 2021 (online).

Guest Speaker, Graduate Seminar, "Media Industries," taught by Prof. Alisa Perren, The University of Texas at Austin, 27 October 2016, 6 November 2018, 3 November 2020 (online).

Invited panelist, *Advertising as Cultural Heritage: Legacies of the Films that Sold*, Berlin, Germany, 20-22 May 2020 (cancelled due to COVID-19).

Invited participant, *Advertising & Society Quarterly Colloquium*, Duke University, Durham, North Carolina, 10-11 October 2019.

Panelist, "*American Journalism* Best Articles," American Journalism Historians Association, Dallas, Texas, 4 October 2019.

Guest speaker, "Adventures in the Archives," Phi Alpha Theta Induction and Dr. Joseph Coady Department Dinner, College of Mount Saint Vincent, 1 May 2019.

Guest speaker, Communications Proseminar, taught by Prof. Richard John, Columbia University, New York, 30 October 2018.

Invited Participant, *Advertising & Society Quarterly Colloquium*, Smithsonian Institution, National Museum of American History, Washington, DC, 11-12 October 2018.

Invited Participant, "Author Meets Critics: The Real Mad Men," *Advertising & Society Quarterly* 19, no. 3 (2018). http://muse.jhu.edu/article/704489

Invited Participant, Author's Talk, Mara Einstein's *Advertising: What Everyone Needs to Know*, New York Public Library, Mid-Manhattan Branch, 11 April 2018.

Guest Lecturer, "*The Adventures of Ozzie and Harriet*: Branded Content in Transition, 1956-58," Communication Studies, College of Literature, Science, and the Arts, University of Michigan, Ann Arbor, MI, 8 November 2017.

Invited Participant, "Commercial Broadcasting," *Radio Preservation Task Force 2: From Archive to Classroom*, Library of Congress, Washington DC, 4 November 2017.

Invited Participant, *Advertising & Society Quarterly Colloquium*, Duke University, Durham, North Carolina, 12-13 October 2017.

Invited Participant, "Roundtable on Digital Advertising," *Advertising & Society Quarterly* 18 (no. 1), held at R/GA, New York, 10 November 2016. Video is accessed here: http://muse.jhu.edu/article/652407

"Branded Entertainment During the Golden Age of Radio." The Kimberly Fund Dinner, College of Mount Saint Vincent, 24 September 2016.

"Blacklisting as an Advertising Strategy: J. Walter Thompson and *Kraft Television Theatre."* Faculty Research Forum, College of Mount Saint Vincent, 21 April 2016.

"A Word from Our Sponsor," Broadcast Educators Association, Las Vegas, NV, 18 April 2016.

"When Worlds Collide: Sharing Historical Advertising Research on Tumblr." Moving Image Analytics: Research Infrastructures for Film Heritage, National Library of Sweden, Stockholm, 16 October 2015.

Sabbatical Research Presentation. College of Mount Saint Vincent, 8 December 2014.

"Branded Entertainment: Past and Present." AEF Visiting Professor presentation, BBDO-NY, 10 June 2013. Video featured on the Advertising Educational Foundation website: http://www.aef.com/on_campus/professor/vpp/6000

Faculty Research Forum, College of Mount Saint Vincent, 24 April 2013.

Research Presentation. Lambda Pi Eta Communication Honor Society, College of Mount Saint Vincent, New York, 18 October 2012.

"Dramatizing a Bar of Soap." NY Old Time Radio Convention, Newark, NJ, 13 October 2012.

"Television Broadcast Networks Face the Future: Thinking Outside the Box?" Faculty Lecture Series, College of Mount Saint Vincent, New York, 4 December 2006.

"Entertainment Industry Integration Strategies." Ministry of Economics, Trade, and Industry; the Institute for International Studies and Training; and the Research Institute of Economy, Trade and Industry, Tokyo, Japan, February 2002.

"Fine Tuning: Advertising Men and the Shaping of Commercial Radio in the 1930s." Seminar on Technology, Society, and Culture; University of Delaware, Newark, 26 Sept. 1995.

Pedagogical Conference Presentations

"Using *Inner Sanctum* to Teach Radio Storytelling." Saving America's Radio Heritage: Radio Preservation, Access, and Education Conference, sponsored by the Radio Preservation Task Force, Library of Congress, Washington, DC, 26 February 2016.

"Basing Classroom Discussion on Students' Contributions by Using Google Sites." Excellence in Teaching Colloquium, College of Mount Saint Vincent, 21 January 2016.

"Using Google Sites for Writing Assignments and Peer Feedback." Writing to Learn Colloquium, College of Mount Saint Vincent, 18 May 2012.

"Comparing Course Management Systems: Challenges for Faculty." Excellence in Teaching Winter Colloquium, College of Mount Saint Vincent, 18 January 2012.

"Careers after the BFA." at Alumni Panel, School of Dance, College of Fine Arts, Ohio University, Athens, OH, 13 April 2012.

"Course Wikis for Sharing Student Work." Curriculum SwapShop on Using Social Media in the Classroom, Broadcast Educators Association, Las Vegas, NV, 15 April 2010.

"YouTube in the Classroom: Strategies for Finding, Showing, and Sharing." Excellence in Teaching Workshop, College of Mount Saint Vincent, 21 January 2010.

"Online Writing Assignments: Blogs v. Wikis." Writing to Learn Colloquium, College of Mount Saint Vincent, 15 May 2009.

"The Art of Teaching the Business: Media Industries and the Critical Studies Curriculum," workshop participant. Society for Cinema and Media Studies, Chicago, IL, March 2007.

Awards, Grants, Fellowships

Exploratory Grant. Hagley Museum and Library, Wilmington, Delaware, June 2023.

Sabbatical. College of Mount Saint Vincent. Fall 2020-Spring 2021.

"Article of the Year, 2018," for "*The March of Time* Radio Docudrama: *Time* Magazine, BBDO, and Radio Sponsors, 1931-39." *American Journalism* 35, no. 4 (2018): 420-443.

Broadcast Historian Award for *A Word from Our Sponsor*, Library of American Broadcasting Foundation, 18 April 2016.

Course Release. College of Mount Saint Vincent, Fall 2016.

Faculty Fellow. International Radio and Television Society, Consumer Electronics Show, Las Vegas, NV, 4-8 January 2016.
Sabbatical. College of Mount Saint Vincent, Fall 2013-Spring 2014.
Grant. Carsey-Wolf Media Industries Research Fellowship, University of California – Santa Barbara, April 2014.
Grant. Alvin A. Achenbaum Travel Grant, Hartman Center for Sales, Marketing and Advertising History, Duke University, May 2014.
Faculty Fellow. Time Warner Thought Leadership Faculty Seminar, July 2012, July 2014.
Faculty Fellow. Visiting Professor Program, Advertising Educational Foundation, BBDO-NY, 3-14 June 2013.
Faculty Fellow. International Radio and Television Society, New York, 15-16 November 2011.
Faculty Fellow. National Association of Television Programming Executives, Miami Beach, FL, 24-26 January 2011.
Faculty Fellow. Academy of Television Arts and Sciences Foundation Faculty Seminar, Burbank, California, 11-15 November 2008.
Travel funding to conferences, College of Mount Saint Vincent, 2006-19.
Grant-in-Aid. Center for the History of Business, Technology, and Society; Hagley Museum and Library, Wilmington, Delaware, 1995.
Grant. Shell Oil Co. Graduate Grant, Dissertation Research, University of Texas at Austin, 1995.
Fellowship. University of Texas Graduate Preemptive Fellowship, 1992-94.
James Aronson Award for Outstanding Masters' Thesis, Hunter College, 1992.

Consulting

Moving Image Advertising Project, Stockholm University, Sweden, 16 October 2015.
Invited Lecturer at Ministry of Economics, Trade, and Industry; the Institute for International Studies and Training; and the Research Institute of Economy, Trade and Industry, Tokyo, Japan, February 2002.
"Entertainment Industry Integration Strategies." Report commissioned by the Japan External Trade Organization, 2001.

Industry Conference Attendance

Visiting Professor Program, Advertising Educational Foundation, 7-9 June 2022 (virtual)
Moderator, Visiting Professor Program, Advertising Educational Foundation, New York, 7-11 June 2021
Moderator, Advertising Educational Foundation, Virtual Panel, 3 December 2020
Moderator, Visiting Professor Program, Advertising Educational Foundation, New York, 23 October 2020
Moderator, Visiting Professor Program, Advertising Educational Foundation, New York, 1-5 June 2020
Best of Cannes 2018, The Paley Center for Media, New York, 18 July 2018

Giants of Broadcasting, Library of American Broadcasting Foundation, New York, NY, 6 October 2016
National Association of Broadcasters, Las Vegas, NV, 18-19 April 2016
International Radio and Television Society Faculty Seminar, Consumer Electronics Show, Las Vegas, NV, 4-8 January 2016
"Gaming the System: Branded Entertainment for Producers," PGA New Media Council East, New York, NY, 30 September 2015
Time Warner Thought Leadership Faculty Seminar, New York, NY, 21-22 July 2014
Branded Content, New York, NY, 18 March 2014
Media Summit NY 2014, New York, NY, 4-5 March 2014
Advertising Week, New York, NY, 23-36 September 2013
Advertising Educational Foundation, Visiting Professor Program, New York, NY, 3-14 June 2013 (BBDO, JWT, Ogilvy, R/GA, TVP, Google)
"Ad Tech," Producer's Guild of America, 29 April 2013
"Branded Entertainment," Producer's Guild of America, New York, NY, 3 October 2012
Time Warner Thought Leadership Faculty Seminar, New York, NY, 23-24 July 2012
"New Media, New Demand Measurement," CITI, Columbia University, New York, 25 June 2012
"Reaching Consumers in the Digital Age: Marketing, Ad Sales, and Promotion at Today's Media Companies," International Radio and Television Society Faculty Seminar, New York, NY, 15-16 November 2011
Faculty Fellow, National Association of Television Programming Executives, Miami Beach, FL, 22-25 January 2011
"Transitioned Media," Columbia Institute of Tele-Information, Columbia University, New York, 21 May 2010
National Association of Broadcasters, Las Vegas, 16 April 2010
"User Generated Content: From Threat to Opportunity," Columbia Institute of Tele-Information, Columbia University, New York, 17 April 2009
Faculty Seminar, Academy of Television Arts and Sciences Foundation, Burbank, CA, 11-15 November 2008
National Association of Broadcasters, Las Vegas, 16 April 2008
"Digital Television: Beyond HD and DTV," Columbia Institute for Tele-Information, New York, New York, 2 November 2007
Advanced Media Panels, sponsored by the National Academy of Television Arts and Sciences, New York City, 2006-08

Professional Activities & Service

Memberships

Business History Conference
Radio Preservation Task Force
Society for Cinema and Media Studies
Broadcast Education Association

International Association of Media and History
Academy of Television Arts and Sciences (Los Angeles)
National Academy of Television Arts and Sciences (New York)

Leadership roles

Co-Director, Eastern Region, and Metadata Director, Radio Preservation Task Force, National Recording Preservation Board, Library of Congress, 2014-2017
Co-chair, Radio Studies Scholarly Interest Group, Society for Cinema & Media Studies, 2013-16

Grant Panelist

Documentary Film, Division of Public Programs, National Endowment for the Humanities, 12 April 2021, 16 April 2024
Humanities Collections and Reference Resources, Division of Preservation and Access, National Endowment for the Humanities, Washington, DC, 6 November 2014

Awards Reviewer

Faculty-Student Screening Committee, Peabody Awards, 2015-2022
Library of American Broadcasting Foundation History Award, 2018, 2020, 2022, 2023
Faculty Video Competition, Broadcast Education Association, 2011-16
Selection Committee, Visiting Professor Program, Advertising Educational Foundation, 2014, 2017, 2020

Editorial Boards

Advertising & Society Quarterly
Journal of Radio and Audio Media
Journal of 20th Century Media History
Media Industries Project Research

Book Manuscript Reviewer

University of Illinois Press, 2025
University of Georgia Press, 2022, 2023
University of Texas Press, 2019, 2022, 2023
University of California Press, 2016
Oxford University Press, 2015
Indiana University Press, 2015

Journal Manuscript Reviewer

Advertising & Society Quarterly, 2021, 2024, 2025
American Journalism, 2020, 2021, 2023
Business History Review, 2014
College Literature Review, 2014
Endeavor, 2017
Historical Journal of Film, Radio, and Television, 2011
Journal of Cinema and Media Studies, 2019
Journal of Radio and Audio Media, 2010, 2011, 2012, 2013, 2017, 2018, 2023
Journalism & Mass Communication Quarterly, 2015
Media Industries Journal, 2015, 2018, 2020

Radio Journal, 2023
Television and New Media, 2018, 2019, 2020, 2021, 2023

External Reviewer
Media Studies Program, SUNY Oneonta, November 2020
Critical Advertising Major, Queens College, 2019
Faculty Promotion Reviewer, Drew University, January 2021
Faculty Grant Proposal, Denison University, 2013

Doctoral Dissertation Outside Committee Member
David Noell, "Broadcasting Faith: Regulating Radio from the New Era to the American Century," Columbia University, New York, 27 March 2020
Jeremy Groskopf, "Profit Margins: The American Silent Cinema and the Marginalization of Advertising," Georgia State University, June 2013

Conference Paper Reviewer
American Journalism Historians Association, 2024, 2025
History Division, Broadcast Educators Association, 2012, 2016
Joint Journalism and Communication History Conference, 2012
Broadcast Education Association, 2016

Education

Ph.D., Radio-Television-Film, Critical/Cultural Studies, The University of Texas at Austin, 2005
Dissertation: "Admen and the Shaping of American Commercial Broadcasting, 1926-1950"
M.A., Communications, Hunter College, City University of New York, 1992
Thesis: "Expendable Assets: Creatives and Creativity in the American Advertising Industry of the 1950s and 1960s" (James Aronson Award for Outstanding Masters' Thesis, Hunter College, 1992)
Bachelor of Fine Arts, Dance, summa cum laude, 1983; Bachelor of General Studies, 1981 Ohio University, Athens

Teaching Experience

Professor, 2019-21, **Associate Professor**, 2010-19, **Assistant Professor**, 2005-2010
Instructor, Communication Dept., College of Mount Saint Vincent, 2004-2005
Introduction to Media Studies
Media Programming and Management
TV Studio Production
TV Sitcom Production
Video Field Production
New Media and Society
Internship
First Year Experience
Freshman Seminar: Advertising, Popular Culture, and Celebrity

Senior Seminar
Honors Theses: Susan Young, 2011; Nicole-Ashley Carumba, 2016; Kayla Juarbe, 2020
Instructor, School for Continuing and Professional Studies, Department of Film, Video & Broadcasting, New York University, 1999-2004
The Business of Entertainment (16 semesters)
Instructor, Journalism and Technical Communication Department, Colorado State University, Fort Collins, 1997-98
Videotape Editing
Electronic Field Production
Teaching Assistant, Radio-Television-Film Dept., The University of Texas at Austin, 1993-94
History of Electronic Media
Television Production I
Teaching Assistant, Film & Media Studies Department, Hunter College, 1991-92, 1998
Introduction to Media Studies

Media & Press

Reviews of *A Word from Our Sponsor*

Jessica Bay, *Journal of Radio and Audio Media*, vol. 24, no. 1 (2017): 179-181.
Michael Stamm, *American Historical Review*, vol. 120, no. 1 (February 2015): 279-80.
Cheryl Williams, *Advertising & Society,* vol. 16, no. 1 (2015).
Jack Shafer, "It's an Ad, Ad, Ad, Ad World," *Reuters*, 13 March 2014. http://blogs.reuters.com/jackshafer/2014/03/13/its-an-ad-ad-ad-ad-world/
Andrew Sullivan, "The Tail Becomes the Dog," *The Dish*, 15 March 2014. http://dish.andrewsullivan.com/2014/03/15/the-tail-becomes-the-dog/
"Book Notes." *European Journal of Communication,* vol. 29, no. 4 (August 2014): 524.
D. O. Cullen, "Review." *Choice: Current Reviews for Academic Libraries*, vol. 51, no. 9 (May 2014).
Catherine Martin, "A Word from Our Sponsor," *Confluence*, 27 March 2104. http://blogs.bu.edu/confluence/2014/03/27/a-word-from-our-sponsor/
Aaron Hughey, "A Word from Our Sponsor Explores World of Advertising, Communication," *BGDaily News*, 9 February 2014. http://www.bgdailynews.com/features/a-word-from-our-sponsor-explores-world-of-advertising-communication/article_108d2468-6e69-554f-ae61-e7d6938d30ce.html
Michael J. Hayde, "A Word from Our Sponsor," *Radio Recall,* February 2014. http://www.mwotrc.com/rr2014_02/sponcors.htm
Donna Marie Smith, "A Word from Our Sponsor." *Library Journal,* vol. 138, no. 18 (1 November 2013): 98.

Audio interviews available online

"The Golden Age of 1980s Television Commercials," *Everything 80s* podcast, 24 September 2025, https://open.spotify.com/episode/6A3rq3BIO7qyvbjQSC8KwN?_reload_cause=banner-auto-reload

"Radio Ads," *Ephemeral Podcast,* 11 April 2022. https://open.spotify.com/episode/0ihpiYuyulELnctLHDV0Ew

"Cynthia Meyers on the Radio Blacklist," interviewed by Brian Frye, *Ipse Dixit* podcast, 9 June 2021. https://shows.acast.com/ipse-dixit/episodes/cynthia-meyers-on-the-radio-blacklist

"Shifting TV Landscape, Challenging Opportunities," *Matt Townsend Show,* BYU Radio, 21 November 2017, http://www.byuradio.org/episode/112e60fb-2ff0-454d-b236-e148b01d9185/the-matt-townsend-show-shifting-tv-landscape-learning-difficulties-challenging-opportunities?playhead=1118&autoplay=true

Brent Bambury, "How Trying to Shame Advertisers Could Backfire Big Time," *Day 6: CBC Radio*, 16 June 2017. http://www.cbc.ca/radio/day6/episode-342-shaming-advertisers-midnight-sun-baseball-rebirth-of-the-concorde-ear-hustle-and-more-1.4161820/how-trying-to-shame-advertisers-could-backfire-big-time-1.4161828

"Partake in the Factional Wrangle," Episode 33, *Aca-Media* podcast, 17 November 2016. http://www.aca-media.org/episode33

"Cynthia Meyers, author of A Word from Our Sponsor," *Hollywood 2.0* podcast by Peter Katz, 7 October 2014. https://player.fm/series/hollywood-20/cynthia-meyers-author-of-the-book-a-word-from-our-sponsor or http://www.hollywood2.org/cynthia-meyers/

"Everything Old Is New Again," interview with Jeff Schechtman, Tellurion Media/Napa Broadcasting, 10 April 2014. http://specific-gravity.blogspot.com/2014/04/advertising-and-golden-age-of-radio-or.html

The Larsen Group podcast, Dr. Zara's Circles of Change, KQTH-FM Tucson AZ, 5 April 2014. http://mobi.drzara.ipressroom.com/podcast-for-april-5-2014

"Book Talk," interview with Doug Miles, WSLR-FM/Sarasota FL, 1 April 2014. https://www.youtube.com/watch?v=3cSAsLmZpS4

"A Word from Our Sponsors," *The Joy Cardin Show*, Wisconsin Public Radio, 10 December 2013. http://www.wpr.org/shows/word-our-sponsors?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TheJoyCardinShow+%28WPR%3A+The+Joy+Cardin+Show%29&utm_content=FeedBurner

Other media mentions

"No News Is Bad News," *On the Media,* WNYC, 8 May 2020 https://www.wnycstudios.org/podcasts/otm/episodes/local-news-on-the-media

Alfred Lubrano, "Pre-Corona Virus TV Commercials Make Us Cringe," 31 March 2020, *Philadelphia Inquirer*, https://www.inquirer.com/life/coronavirus-tv-commercials-beer-ads-burger-king-ford-sandals-20200331.html

Walter Isaacson, "Episode 7: Advertising: Disrupting Interruption," *Trailblazers Podcast*, Dell Technologies, 21 June 2017. https://www.delltechnologies.com/en-us/perspectives/

podcasts/trailblazers/s01-e07-advertising-disrupting-interruption.htm#autoplay=false&autoexpand=true&episode=106&transcript=false

Jack Shafer, "Not in Defense of Bill O'Reilly But against Calls for Advertiser Boycotts," *Politico*, 5 April 2017. http://www.politico.com/magazine/story/2017/04/bill-oreilly-boycott-fox-sexual-harrassment-214989

"The Real Mad Men of Advertising," documentary series, *Smithsonian Channel*, broadcast February 2017.

Charley Locke, "The Tricky Art of Podcast Ads Is about to Get Even Trickier," *Wired*, 28 February 2017. https://www.wired.com/2017/02/podcasts-new-ad-crisis/

Allyson McCabe, "In Ever Changing Music Industry, Cash for Hits Remains a Constant," NPR *Morning Edition*, 17 January 2017. http://www.npr.org/2017/01/17/509851163/in-an-ever-changing-music-industry-cash-for-hits-remains-a-constant

Greg Migliore, "Looking Back at Oprah's Free-Car Giveaway 10 Years Later," *Autoblog*, 12 September 2014. http://www.autoblog.com/2014/09/12/oprah-free-car-giveaway-10-years-later-featured/

Kabir Chibber, "Is WWE Helping to Reinvent TV?" *NewYorker.com*, 11 April 2014. http://www.newyorker.com/business/currency/is-world-wrestling-entertainment-helping-to-reinvent-tv

"Must-Follow Marketing Minds on Twitter 2014″ *Forbes.com,* 17 December 2013. http://www.forbes.com/sites/scottgoodson/2013/12/17/must-follow-marketing-minds-on-twitter-2014/

Jessica Grose, "Review: Robin Williams in *The Crazy Ones,*" *Bloomberg Businessweek*, 19 Sept. 2013. http://www.bloomberg.com/bw/articles/2013-09-19/robin-williams-is-no-don-draper-in-cbss-the-crazy-ones

"Entertainment Industry Integration Strategies." *IIST World Forum*, Institute for International Studies and Training, Tokyo, Japan, 15 March 2002. http://www.iist.or.jp/wf/magazine/0068/0068_E.htm