Hey, Colleagues, we know.

Or, as the 140 C-suite women advertising executives proclaimed in *Ad Week* and *Ad Age* on March 12, 2018: “Hey, Sisters, we know,” as they launched the Time’s Up™/Advertising movement (timesupadvertising.com).

The Time’s Up™/Advertising pledge declared: “We are committed to achieving equity and safety in the workplace for all.” As such, the women advertising executives collectively stated, “We look at the lack of diversity in this group of women and see the long-term effect of power structures that encouraged some of us to rise but held others back. We see you. We see your talent. We see the gap. We want share of voice and share of power, for everyone” (timesupadvertising.com).

**Rationale**

Now it’s the academy’s turn. Our classrooms are filled with women. In fact, on many campuses, women outnumber men. Yet, when it comes to those running the advertising industry, well let’s just say advertising leadership doesn’t look like our classrooms. We believe that academics need to better prepare our students — women and men alike — to reach back, rise up and share power (once they have it). The first step is to consider how to bring the issues of equity, diversity and sexual harassment to light in our classrooms – and not just in ethics classes. Thus, we submit this proposal.

In the spirit of the women who launched the Time’s Up™/Advertising movement, we are proposing a half-day session beginning with a panel of professionals to talk about these issues. This will be followed by a brainstorming session to tease out ways to bring these discussions forward into our classrooms. The session with end with creating best practices for empowering our students both in and out of our classrooms.

The Time’s Up™/Advertising mission is the perfect jumping off point. It is “to drive new policies, practices, decisions, and tangible actions that represent a more balanced, diverse, and accountable leadership; address workplace discrimination, harassment, and abuse; and create equitable and safe cultures within our agencies” ([https://www.vml.com/news/women-advertising-leaders-launch-times-upadvertising](https://www.vml.com/news/women-advertising-leaders-launch-times-upadvertising)). Let’s start this discussion in our classrooms with the next generation of advertising practitioners.

As these 140 women advertising executives stated, “*Bring your voices. We need you.*” And so, we say to our academic colleagues, “*Bring your voices. We need you.*”

**HALF-DAY PROGRAM**

This half-day workshop is inspired by the work of these ground-breaking advertising women, as we are proposing a session committed to laying the educational foundation to help achieve equity, diversity and safety in the workplace for all. Our half-day session will include 1) a panel presentation, 2) breakout discussions and 3) creation of best practices. It is framed by the Time’s Up™/Advertising following three action steps.

**Time’s Up™/Advertising Action 1**

“Commit to creating solutions that work, starting with examining the processes and policies that have failed us.” For academics, this means talking about equity and addressing what harassment is and how to identify it. This will also speak to the root causes and then consider how to teach students to address these challenges. It’s our job to prepare students to be change agents in an industry that is ripe for change.
**Time’s Up™/Advertising Action 2**

“Identify and mentor people representing diversity across the industry and who are ready to become agency leaders.”

This means identifying the right leaders for the panel, people who will engage in a rich discussion that will help us help our students become the leaders of tomorrow’s agencies.

**Time’s Up™/Advertising Action 3:**

“Adoption of progressive agency training and education that brings this discussion and its solutions out into the open in our agencies.”

The ultimate goal of this session will be to create best practices for teaching about 1) sexual harassment, while 2) expanding students’ understanding of diversity and equity issues and, in the process, prepare our students to proactively address these challenges.

**Panel**

**Time’s Up™/Advertising Education Action 1: Creating Solutions by Examining the Problem**

Examining micro-aggressions to sexual harassment, as well as the inequities that underpin its rise, will be the launch pad for a needed discussion on the challenges within the advertising industry. Processes and policies that have failed the ad industry will be explored focusing on “why.”

**Participants**

**Time’s Up™/Advertising Education Action 2: Identifying Mentors to Help Shape Leaders**

We will identify six panelists representing advertising industry leaders, a legal expert, and academics who have been at the forefront of equity issues. The panel will be moderated by Sheri Broyles (U North Texas, Denton, Texas), an acclaimed teacher and scholar who has explored the experiences of women in advertising creative for more than a decade.

**Breakout Sessions**

Following the panel, participants will break into groups to share experiences and thoughts on best practices. Points from these discussions will then be shared with the larger group.

**Best Practices**

**Time’s Up™/Advertising Education Action 3: Adoption of Solutions as Best Practices**

On the heels of the first two steps the participants and panelists will work together to adopt best practices, which will be published as part of the two-page Conference Proceedings.

**Panelist Bios:**

**Diane Fallon**
Principal, Brand Advertising
The Richards Group

Diane joined The Richards Group in 2000 from Temerlin McClain, where she was EVP/managing director responsible for JCPenney and Adams Golf.

She started her career in New York at Grey Advertising as a copywriter. After 18 years of award-winning work, she left advertising and her role as executive creative director at Tracy-Locke to run the international photography division of The Image Bank, a wholly owned subsidiary of Kodak.

She now combines her passion for outstanding creative with her addiction to strategic analysis at an agency that completely understands her left-brain/right-brain schizophrenia. Her clients include The Home Depot, PulteGroup, and new business development. In 2010, Diane was named one of the most influential women in business in Dallas-Fort Worth.
Becca Wegman
Owner, Chief Executive Officer
TM Advertising

Known for creating a culture of collaboration and creativity, Becca has spent the last six years re-inventing and revitalizing TM and its clients. In fact, in May 2017 Becca bought TM back from IPG, making the agency the first and only female-owned, independent advertising agency in Dallas, Texas. She was recently honored by Advertising Women of New York with the “Changing the Game” Award for her bold moves and successful transformation of the agency.

When she’s not running the agency, running a Tough Mudder or running around with her four (!) kids, Becca can be found donating her time to her community and favorite charitable organizations including the March of Dimes, the Marcus Graham Project and the American Heart Association.

To Be Determined
Signatory of Time’s Up Advertising

Emileight Hubbard
Attorney, Associate
Henry Oddo Austin & Fletcher

Emileigh is an associate attorney with experience representing clients in employment (including sexual harassment), commercial civil litigation, contract, intellectual property, and other business disputes. Emileigh grew up in Midlothian, Texas, and attended Austin College and graduated from St. Mary's Law School. Emileigh began her legal career as a law clerk in the United States District Court for the Eastern District of Texas where she completed clerkships for both the Honorable Amos L. Mazzant and the Honorable Christine A. Nowak.

Jean M. Grow, PhD
Professor of Advertising, Marquette University
Co-author of Advertising Creative: Strategy, Copy & Design

Jean has been doing research on gender bias in advertising for more than 20 years. She has interviewed creative women across the world including Canada, Italy, Mexico, Peru, Spain, Sweden and United States. She recently published a study utilizing data from Red Books analyzing trends on the under-representation of women in creative across 50 countries worldwide. In summer 2018 Jean presented this work in Prague the Czech Republic, Trondheim Norway and as part of a roundtable with Dutch women in media in Amsterdam. In summer 2017, Dr. Grow delivered the keynote at the Open University of Hong Kong and in spring 2019 will be keynoting at Austral University in Valdivia Chile. Jean has presented at the 3% Conference, San Francisco and London, and in 2018 she wrote the academic curriculum for 3% in a Box.

Grow has won numerous fellowships and published extensively in such journals as the International Journal of Advertising and Advertising & Society Quarterly, and is co-author of Advertising Creative: Strategy, Copy and Design (Sage). Prior to joining the academy Jean worked in the advertising industry. Her clients included Coca-Cola, Kellogg’s and Zenith; and she worked with agencies such as DDB, FCB and Leo Burnett. She continues to consult, with clients such as Flamingo International/London and Nike.

Sheri J. Broyles PhD
Professor, Mayborn School of Journalism, University of North Texas
Scripps Howard’s National Teacher of the Year

She is an awarding-winning teacher, having been named a University Distinguished Teaching Professor and Scripps Howard’s National Teacher of the Year. Her courses include Principles of Advertising, Account Planning, Copywriting, Advertising Campaigns and a Maymester course in New York City. Broyles founded SWOOP, UNT’s student-managed advertising and PR agency, and was instrumental in establishing Mayborn’s ad team that competes in AAF’s National Student Advertising Competition. She has served on the Accrediting
Council on Education in Journalism and Mass Communications and regularly serves on accrediting site teams.

Broyles' professional background includes work in advertising, public relations and marketing for a symphony orchestra and as a copywriter for a Dallas advertising agency. She holds a Bachelor of Music and an M.A. in Journalism from the University of Missouri and a Ph.D. in Psychology from Southern Methodist University.