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FOR IMMEDIATE RELEASE

USF PROFESSOR PARTICIPATES IN ADVERTISING EDUCATIONAL FOUNDATION PROGRAM

TAMPA, Fla— University of South Florida assistant professor Dr. Kelli Burns was selected as one of the 16 professors to travel to New York City to participate in a two-week fellowship for the Advertising Educational Foundation’s program.

Burns traveled to New York for a two-week fellowship that took place mid-July 2010. The components of the program were a two-day orientation followed by an eight-day internship. During the eight days, Burns was required to give a Lunchtime Lecture on her area of expertise and how it relates to advertising.

Burns presented her Lunchtime Lecture, which was called “Facebook’s Brand Likers,” to a selected agency. The agency she presented for was an interactive agency named R/GA, which was Adweek’s “Digital Agency of the Decade.”

Burns expressed the change of thinking she acclimated in result to this trip.

“Before the program, I tended to think of advertising agencies in a traditional sense, but R/GA showed me the breadth of experiences that interactive agencies create for consumers,” she said. “This experience has challenged me to think about advertising as something greater than paid media placement.”

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Burns is adamant about taking what she learned and using it in the classroom. “I expect to draw on the knowledge I gained from this experience for the benefit of my students,” stated Burns. “This experience was definitely relevant to my teaching and my social media research.”

The Advertising Educational Foundation was created in 1983 as a non-profit, operating foundation. Ad agencies, advertisers and media companies support the foundation. AEF is the advertising industry provider and distributor of educational content to enrich the understanding of advertising and its role in culture, society and the economy.

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