

Editor's Letter: The Changing Of Our Guards

With this issue, our *Journal of Advertising Education* begins its 25th year. For all those years JAE has enjoyed a not-so-secret weapon: an editorial review board that guides the direction and maintains the quality of the journal. The first editor, Keith Johnson, relied on a four-person board when the journal launched in 1996. The editorial review board has ten times that number now, plus a few, with the board composition reflecting the diversity in thought and background that drives our discipline.

On an issue-to-issue basis, editorial review board members are the first choices for peer reviews. They know the field and the journal. Editorial board members are also my go-to team for the commentaries that help JAE address the too-fast-for-research issues. The members of the board are polled annually on the journal's current activities and future direction, and their advice is well-taken.

This year we say thank you and farewell to three editorial review board members. Each is retiring with their health intact—an achievement in these COVID-19 times, but a grace note in careers that educated multitudes of advertising students and created the next generation of advertising scholars.

Kim Sheehan's name first appeared in the *Journal of Advertising Education* in 1997 as co-author of a piece on job-search skills. Joe Phelps made his JAE appearance in 2000 as secretary to the AEJMC Advertising Division. And we first saw the name Sheri Broyles in 2001, chairing the Advertising Division's Professional Freedom and Responsibility Committee. Between them, 65 years of service. And to them, thanks from us all.

With loss comes gain, as we have a cohort of advertising colleagues joining the board. Please welcome Craig Davis (Ohio), Juliana Fernandes (Florida), Harsha Gangadharbatla (Colorado), Juan Mundel (DePaul), and Sarah Turnbull (Portsmouth) to the editorial review board.

I don't get asked often enough how to become a member of the board. Write articles, review manuscripts, and then ask. After all, we're all in this together.

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