

Jayne Jamison '78

After graduating from the College of Communications, Jayne Jamison made what was supposed to be a temporary move to New York to gain experience in the advertising capital of the world. Twenty-five years later, Jamison is still there and is vice president/ publisher of *Seventeen* magazine.

Her first position in New York was as a media buyer at Grey Advertising and NW Ayer. After getting a feel for the territory, Jamison decided to parlay her agency skill set into an advertising sales position within the magazine publishing industry. The focus of her career began to parallel her personal life interests and passions, an important ingredient in her success.



While at *Family Circle* magazine, owned by the New York Times Magazine Group, her first child, Stephanie, was born. Unlike women before her, Jamison became one of the first female executives to return to work after her maternity leave. She has always been proud of the fact that she was able to seamlessly combine raising a family with a successful career. She continues today to offer employees flexible work schedules so they can do the same.

As her personal life shifted to motherhood, Jayne moved to *Child* magazine as advertising director, and she later became the publisher of both *Child* and *Parents* magazines (simultaneously). After her second child, Ross, was born, she expanded her focus while trying to reduce her waistline and went on to become the publisher of *American Health* magazine.

In 1997, Hearst Magazines was looking for someone with a proven track record who could turn around the 100-year-old Redbook, which was then a title referred to "as your mother's magazine." During her six years at Redbook, the title became THE magazine for today's "mothers and shakers," targeted to women like Jamison who were trying to balance the demands of the "me" and the "we" in their lives. By any metrics used to gauge success, the repositioning worked, reflected by the highest revenue and profitability in the magazine's history.

When Hearst bought iconic *Seventeen* magazine two years ago, Jamison was called on again with another tough turnaround situation. The brand needed to re-establish itself as a category leader in a very crowded field. Again, with a daughter almost 17 at home, Jamison had her very own daily focus group to bounce ideas off of. In the last two years, both the editorial product and advertising positioning have been revamped, and the results are being seen on the bottom line. One program certain to build the magazine's brand equity is a new multi-platform reality show debuting on MTV this fall, combining television, print, and on-line activity.

Jamison continues to support the University, serving on the College of Communications Board of Visitors and serving as commencement speaker for that college in 1998. Penn State has previously honored her with the Alumni Fellow Award in 1999, and the Collegian Alumni Interest Group (she worked in the classified advertising department as a student) recognized her for "professional accomplishments that exemplify the objectives of *The Daily*

Collegian and The Pennsylvania State University." However, she says she still wants to have dinner one night with the Nittany Lion.

Jamison lives in Manhattan with her two children, and her son Ross feels her next job should be at *Sports Illustrated*.

*This career summary is excerpted from the 2005 Distinguished Alumni Awards Ceremony booklet (June 3, 2005, The Pennsylvania State University).