

## William Jeanes

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William Jeanes was a major figure in automotive journalism for more than three decades. He began in New York as a staff writer for *Car and Driver* in 1972. In 1975, he left the magazine to become an associate creative director at Campbell-Ewald, Chevrolet's advertising agency, where he worked on Chevrolet and Goodyear.

In 1977, he became a vice president at SSC&B:Lintas and was in charge of the Citicorp Travelers Checks auto racing effort. He later became a senior vice president and managed the business side of the agency creative department.

He is a native of Corinth, Mississippi, was educated in the Jackson, Mississippi, Public Schools, graduated from Millsaps College, and served as a Lieutenant in the U.S. Navy.

In 1982, he accepted a senior vice presidency at J. Walter Thompson/Detroit where he was the management supervisor on the Ford Division account.

By late 1984, he had tired of attending meetings for a living and became a freelance writer. He wrote for *Car and Driver*, *Autoweek*, *American Heritage*, *Playboy*, *Air & Space Smithsonian*, *Parade*, and a number of other automotive and general interest magazines.

In 1987, he returned to *Car and Driver* as editor-in-chief, a post he held until 1993 when he became senior vice-president, group publisher, at Hachette Magazines. In that post he was publisher of both *Car and Driver* and *Road & Track* as well as five other magazines.

During his time at Hachette, he also became the founding editor of *Classic Automobile Register*. Later, as an executive at American Media, he was founding editor of *AMI Auto World Weekly*. He left organized work in 2002 and was a freelance writer living in Pass Christian, Mississippi, until Hurricane Katrina.

He was a member of the Millsaps College board of trustees for more than a decade and is now a Life Trustee. He was that institution's Alumnus of the Year in 1992 and in 2005 was writer in residence at Northwestern University's Medill School of Journalism in Evanston, Illinois. He also served two terms on the board of the Eudora Welty Foundation.

Now almost retired, he lives in Ridgeland, Mississippi, with his wife, Susan, and continues to write. His columns are a popular feature of the *Northside Sun*, and his writings and reviews on military aviation have appeared in several scholarly journals including *The Journal of Mississippi History*.