

## AAA Call for Awards

**Deadline: December 2, 2024**

The Awards Committee of the American Academy of Advertising announces its call for nominations for six prestigious awards:

1. Ivan L. Preston Outstanding Contribution to Research on Advertising Award
2. Distinguished Service Award
3. Billy I. Ross Advertising Education Award
4. Kim Rotzoll Award for Advertising Ethics and Social Responsibility
5. Charles H. Sandage Award for Teaching Excellence (called the "Sandy")
6. Mary Alice Shaver Promising Professor Award

YOU ALL KNOW SOMEONE worthy of recognition, and nominating is easy. All you have to do is to write a nomination letter with bullet points as to the **key reasons this person should receive the award**. Your key reasons should relate to the criteria listed for the award (See descriptions of six major AAA awards below). Email it to the Awards Committee chair at [karen.lancendorfer@wmich.edu](mailto:karen.lancendorfer@wmich.edu). The committee will consider your points and, if appropriate, contact the nominee for more information. It's THAT simple.

The deadline is **December 2, 2024**.

Below are descriptions of six major AAA awards, which also are available on the AAA website, and in some cases the website might include additional or more up to date information. Nominators are encouraged to check: <http://aaasite.org/> (under the "Awards" tab)

Note that **you must be a member of AAA** to make a nomination. All awards are presented at the annual conference of the Academy. No more than one of each award will be presented in any given year. These special recognitions may not all be awarded every year.

For a list of past honorees, please visit the AAA website.

~ Karen Lancendorfer, Chair, AAA Awards Committee

[Karen.lancendorfer@wmich.edu](mailto:Karen.lancendorfer@wmich.edu)

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### **Ivan L. Preston Outstanding Contribution to Research on Advertising Award**

The Ivan L. Preston Outstanding Contribution to Research on Advertising Award is designed to honor an individual who has made an outstanding contribution to the discipline of advertising through a systematic and sustained program of published research. The award carries a \$1,000 prize. This award will be given only to active AAA members for exemplary research on advertising.

While research is a factor in other awards, this is the Academy's top research award, and as such the threshold for honoring a nominee is high. Factors that will be considered for this award include, **(1)** the systematic and sustained nature of research across 20 years or more, **(2)** the volume of research publications during that time, **(3)** the quality of that research, and **(4)** its overall impact on the field. In addition, **(5)** only research clearly involving or affecting advertising and related communications methods (e.g., public relations, direct marketing, sales promotion) will be considered, and **(6)** to be eligible only AAA members who are actively involved will be considered, i.e., they've done significantly more than just pay annual dues (see below).

**Active Membership:** Note that a nominee need not have been an AAA member the entire time of research productivity, but determining whether they are an active member will include considering (a) the number of years they have been a member (must have been an AAA member for the last 5 consecutive years), (b) the number of conferences attended, (c) the number of panel or research paper presentations made at conferences, (d) the number of times they served as a reviewer of conference papers, (e) the number of times they served as a reviewer for one of the AAA journals, (f) acting as an editor or webmaster for the AAA, (g) serving on an AAA committee, (h) Chairing an AAA committee, and (i) serving as an AAA officer. A nominee need not have participated in all of these, but any of them can contribute to a determination that the nominee is actively involved.

**Nomination:** It is highly recommended that a nomination letter address each of the above factors, making a case for why the nominee is deserving of this high honor. And it should include the names of 3 to 5 leading scholars who might be able to testify to the nominee's research contribution.

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### **Distinguished Service Award**

The Distinguished Service Award is given to individuals who have rendered distinguished service to the Academy organization and/or advertising education, going beyond the expectations or requirements of their jobs. Being an officer, editor, or committee chair is deemed part of a faculty members' job.

The person should be a champion of advertising education, active in providing opportunities for the professional development of students and faculty, and someone who unselfishly performs this meritorious service. Service is normally unpaid.

**One need not be a member of the AAA to be considered for this award.**

It is expected that the Distinguished Service Award will be given infrequently, and only for truly distinguished service. Generally, the award is given in recognition of the organization's mission in areas that we don't generally recognize such as we do for editors, the association's officers, or committee chairs. This is not a leadership award.

**Nomination:** A nomination letter should address each of the above factors, making a case for why the nominee is deserving of this honor.

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### **Billy I. Ross Advertising Education Award**

The Billy I. Ross Advertising Education Award is to recognize innovative work that advances the field of advertising education. It is given to people who have completed a specific innovative project that advances advertising teaching. This project can be short-term or over some extended time period. Examples of projects might include: innovations for teaching an advertising course, an innovative textbook or uniquely valuable teaching tool (e.g., software, app), published work about innovative class projects in advertising, published research that advances advertising education, support materials (such as visual aids) for conference presentations about advertising education, and dissemination of information to advertising educators that is helpful in the classroom.

**Nomination:** A nomination letter should specify the key reasons this person should receive the award, considering the following criteria:

- Teaching oriented
- A unique project
- Measures of success
- Probable interest to others

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### **Kim Rotzoll Award for Advertising Ethics and Social Responsibility**

The Kim Rotzoll Award for Advertising Ethics and Social Responsibility recognizes individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. The award is designed to recognize the work of those whose contributions have made a truly outstanding contribution to advance understanding and/or practice of ethical and social responsibility issues in advertising. This is not a research award although research can be a part of this award's recognition of career-long accomplishments. However, the focus of the award is for advocacy, activity, and efforts beyond research publications. Past honorees include leaders who were not academic researchers.

**Nomination:** A nomination letter should specify the key reasons this person should receive the award, considering the following criteria:

- Applicants for this award must provide evidence of long-term and continued achievement in either ethics or social responsibility.
- For an academic, such evidence may be in the form of scholarly publications with an emphasis on their impact, either on other scholars, practitioners, or regulators.
- For an advertising practitioner or organization, clear results of specific programs or activities that have had a positive impact on society would serve as evidence, with an emphasis on the impact of such programs.
- The individual receiving the award should have a high profile in the field and be well known to typical AAA members.

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### **Charles H. Sandage Award for Teaching Excellence**

The Charles H. Sandage Award for Teaching Excellence recognizes outstanding contribution to advertising teaching. The "Sandy", as it is known, celebrates sustained and varied excellence in teaching, mentoring, and related activities. This is the most prestigious award to recognize and celebrate long-term and sustained contribution to advertising education.

The award recognizes effective teaching as multifaceted, and a meaningful nomination should explain, with reference to documents and with as much detail as possible, the outstanding teaching contributions of the nominee.

**Nomination:** A nomination letter should bullet the key reasons this person should receive the award. Supporting documentation should provide evidence of lifetime teaching excellence.

Examples of excellence might include (but are not limited to) the following:

- Record of effective, active, and engaging teaching pedagogy/process
- Development of innovative courses
- Demonstrable record of mentoring activities
- Case study development and publications

- Textbook and workbook publications
- Contributions to teaching development/scholarship of teaching
- Active involvement in and guidance of student research projects, undergraduate and graduate.
- Building support for educational partnerships within and across institutions.
- Performance of students as advertising (or business) professionals
- Performance of students as advertising (or other) teachers
- Letters from past students (not sufficient in and of themselves)
- Other academic/professional recognitions of teaching excellence

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### **Mary Alice Shaver Promising Professor Award**

The Mary Alice Shaver Promising Professor Award honors a junior faculty member who has demonstrated excellence and innovation in advertising teaching and research. The award is given to full-time faculty who have taught no more than 4 years and who are members of the American Academy of Advertising.

The potential awardee must be nominated by a current AAA member who is at the rank of full professor at the nominee's school. If the nominee's school is without an AAA member at this rank, a nomination can be made by an associate professor, with a supporting letter from a full professor who is an AAA member.

We acknowledge that excellence and innovation in teaching and research can manifest itself differently from person to person and from program to program.

**Nomination:** A nomination letter should be explicit about highlighting the nominee's unique merit relevant to the award selection criteria. The criteria upon which research and teaching excellence will be assessed include:

- Excellence in teaching assessed by a range of courses taught, students' teaching evaluations, and any supplemental materials (e.g., peer teaching evaluation, teaching awards, or any other recognition)
- Excellence in research assessed by quantity and quality of research productivity and publication venue, grants, and research awards
- Innovation in teaching as demonstrated in development of new courses, new teaching methods or tools, and any extraordinary contribution to the program's curriculum
- Innovation in research as demonstrated in developing innovative methods, novel contribution to theory development, and contribution to a new research stream, etc.

Nominees should gather the materials indicated below for submission should they be contacted by a member of the committee:

- A full CV
- Representative five publications
- Syllabi of all courses taught
- Composite students' teaching evaluations, or peer evaluations, if available