

**Call for Proposals  
(GRADUATE STUDENTS ONLY)**

**AAA 2022 Dunn Award – for Research Projects in Global Advertising by Graduate Students**

**Submission Deadline: Monday, November 1, 2021**

The American Academy of Advertising is fortunate to have received monies in memory of a former AAA President, S. Watson Dunn.

**The S. Watson Dunn Memorial Fund** is intended to fund future graduate student research projects in the area of global advertising. This need not be a dissertation. Each award, typically, is in the range of \$500 to \$1,000.

Awards are based on a competitive review of research projects. While members can submit as many single or joint proposals as desired within a given year, authors cannot receive funding for more than one proposal.

Winners must comply with the following requirements:

Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.

Winners must grant the Journal of Advertising, JCIRA, or JIAD first right of refusal on any papers resulting from the supported research. Should the winners not write a paper, a copy of the project results must be submitted to the AAA Research Chair. Winners receive half of the award at the time of selection and half of the award when the first completed paper is submitted to the Journal of Advertising, JCIRA, or JIAD – or – when the project results are submitted to the Research Chair.

Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2022 Dunn Award winner has until April 1, 2025 to complete the project in order to receive the second half of the award.

**Requirements for Submission of Proposals:**

ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format.

Submissions must include the following:

- A cover email, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors.
- Please designate a single contact person and provide phone and fax numbers for that person as well. This page is for record keeping only and will be removed before submissions are sent out for review.

- Proposals are double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal. Submitters will receive an email acknowledgement.
- To ensure that your paper is blind-reviewed, do not include a title page with your proposal (your cover email will serve as your "title page"). Additionally, per the instructions below, you must delete all properties from your proposal.
- In addition to the proposal, a resume/curriculum vitae for each author needs to be submitted.

**Procedure for deleting properties for e-mail submission (in Word 2007):**

- Click the Microsoft Office Button and point to Prepare.
- Click Inspect Document, and in the Document Inspector box be sure Document Properties and Personal Information is checked.
- Click Inspect and then select Remove All for Document Properties and Personal Information.
- Save the document.

(For other versions (e.g., Word 2016), refer to the Microsoft Office website:

<https://support.office.com/en-us/article/Remove-hidden-data-and-personal-information-by-inspecting-documents-356b7b5d-77af-44fe-a07f-9aa4d085966f>)

The body of the proposal should be no more than 10 pages.

**The body of the proposal shall include:**

- A literature review, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
- A methods section that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
- A conclusion, including expected results and implications.
- References

**Proposal Format Requirements:**

- 10-page limit, including references.
- Figures, tables, budget and timetable should be placed in an appendix and do not count toward the 10 page limit.
- Contents must be double-spaced.
- 12 point Times New Roman font (or equivalent)
- One inch margins on all four sides
- Title of proposal at the top of page one
- Page numbers

- An appendix that includes:
  - A timetable for completion of the research
  - A proposed budget, which should be both realistic and adequately detailed.

Proposals must be received by the Chair of the Research Committee **by 5pm EST on Monday, November 1, 2021**. Receipt of submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Winners will be notified in early 2022. The awards will be announced at the 2022 AAA Conference and communicated to the membership through the AAA Newsletter.

Please email your materials and all questions to:

Dr. Chang-Dae Ham  
Chair, AAA Research Committee  
Email: [cdham317@illinois.edu](mailto:cdham317@illinois.edu)