

AAA Newsletter

June, 2003

An Official Publication of the American Academy of Advertising

AAA 2003 Conference a Smashing Success!

By the time you read this column on the AAA Web Site, I and about 60 of our colleagues will be in Japan to participate in the second AAA Asia-Pacific Conference. I wish that all of you could join us to experience the beauty of Japan and the friendliness of her people. Unfortunately, tight travel budgets, terrorism, and SARS kept some members from attending, but not to the extent that would have forced a cancellation of the Conference. Believe me, for the past two months, I have been nervous about the possible spread of SARS to Japan. I did not relish having to make a decision to cancel the Conference. Luckily, SARS has not spread to Japan and my worst nightmare failed to become a reality. In the next issue of the Newsletter, I'll devote a portion of the President's Column to a description of the Conference activities. It won't be as witty as something Herb Rotfeld would write, but it will be informative.

I am pleased to report that the AAA Conference in Broomfield was a great success. I received many positive comments about the quality of the program. Two long-time members told me that it was the best they had experienced in years. The credit belongs to vice-president Les Carlson and president-elect Joe Phelps who coordinated the refereed paper sessions and the special topics sessions respectively, to the reviewers who volunteered their valuable time, to the authors and presenters of the papers and to the chairs of the special topics sessions. Also, I received many compliments about the Conference hotel. Again, Bob King did his usual outstanding job of finding the location and handling the negotiations and meeting arrangements with the hotel. As president, I was delighted to hear favorable feedback.

Representatives from thirteen different nations attended the Colorado Conference which clearly indicates that our influence as the premier organization for professors who teach marketing and advertising is becoming increasingly multinational. We had a record number of new members, many from outside the U.S., attend the First Timers' Breakfast. Again this year, the International Advertising Education Committee headed by Kartik Pashupati put on an excellent International Advertising Pre-conference program.

A personal highlight of the Conference was the opportunity to present Dr. Elsie Hebert, a long-time friend and colleague, with the "Sandy" Award in recognition of her 40 years of teaching excellence at Louisiana State University and as an adjunct professor at the University of Louisiana Lafayette. Please read the article about Elsie's accomplishments in this Newsletter.

Mary Alice Shaver, immediate past-president, announced the results of the election for 2003-2004 officers at the Conference. Ray Taylor (Villanova) was voted president-elect; Pat Rose (Florida International University) vice president; Les Carlson (Clemson University) treasurer and Glen Nowak (Centers for Disease Control) secretary. Joe Phelps (Alabama) automatically becomes president and I move on to past-president. Nine former presidents of the Academy attended the conference and the annual past-presidents breakfast which has to be a record.



Joe Pisan's Column
Continued on page 2

AAA Newsletter: June, 2003

Special Topics Conference Sessions by Eric Haley, Associate Professor, University of Tennessee School of Advertising and Public Relations

Putting together a special topics session for AAA provides an opportunity for academy members to come together and exchange ideas about a specific issue of interest. These sessions are gratifying in that the focus is on ideas much more so than the specifics of individual studies.

In my experience with AAA I have organized or been a part of panels that deal with pedagogy, strengthening the position of advertising programs within U.S. universities, and bringing varied theoretical perspectives to bear on the method of interviewing. I have learned two related things about putting together these sessions:

- First, the presentations by participants should be short and provide varied ideas for discussion. The inclusion of multiple perspectives is critical to the success of these sessions.

-Second, you should think of those attending the special topics session as your co-panelists. Presumably, the people who chose to come to your session over the others scheduled at your same time came because they had an interest in the topic at hand. Invite them to participate. Very likely, they have interesting contributions to make about the issue. The more satisfying special topics sessions seem to be those where the entire room is involved and speaking.

Special topics sessions are your chance to finally have the discussion you always wished you could have about any number of things related to advertising scholarship and education. So get talking!

Guest Column

President's Column (continued)

The change from cTc Press, the former printer of the Journal of Advertising, to M.E. Sharpe, the new publisher, has gone smoothly. The same is true for the transition of editors from Ron Faber (Minnesota) to Russ Lacznik (Iowa State). On behalf of the Academy membership, I want to thank Ron Faber for leading the JOA to a position of prominence among the most respected academic journals during his tenure as editor. The Journal won the Golden Pages Award for the fourth time in the past three years which is a fantastic accomplishment. The Executive Committee agreed to send Ron to London to accept the Award on behalf of the Journal and the Academy.

The relationship with M.E. Sharpe will be good for the Academy in the long run. Since the AAA leadership changes from year to year, it was difficult for the Executive Committee to get a true picture of the financial needs of the JOA. While Bob Pennington, the JOA business manager, did an excellent job of keeping the financial records, the record keeping was divorced from the Academy Treasurer, the person responsible for the overall financial health of the Academy, including the Journal. Under the new 5-year contract, M. E. Sharpe assumes all the financial activities of the JOA, thereby eliminating the need for a JOA business manager. M.E. Sharpe now pays the Academy a guaranteed minimum each quarter. As such, the Treasurer can accurately forecast JOA revenues when preparing the annual Academy budget.

To all of our exhibitors, advertisers, and sponsors, please accept my grateful appreciation for your continued and generous support. And a special thank you to Terry Hynes, my Dean, John Sutherland, my department chairman, and my faculty colleagues at the University of Florida for their generous sponsorship of the reception at the Estes Park Convention Center and for the personal honor they paid me by their presence.

AAA Newsletter: June, 2003

American Academy of Advertising: 2004 Annual Conference

Radisson Hotel in Baton Rouge, LA, March 25-28, 2004

Call for Conference Papers and Proposals for Special Topics Sessions

Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2004 AAA Conference and for publication in the Proceedings. All submissions are subject to blind review competition, and only completed papers (no proposals) may be submitted. Papers must conform to the style and guidelines of the *Journal of Advertising*. Authors of accepted papers are obligated to publish either the entire paper or a one-page abstract of the paper in the Proceedings. The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Publication of an abstract does not preclude future publication of the full research paper elsewhere. A submission must include a statement specifying that at least one author of the paper agrees to register for the conference to present the paper.

Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) that would not fit comfortably into the competitive paper format. Also permissible are topics that might appear in competitive papers. A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees (including why such a contribution is not likely to be available elsewhere, (3) names and specific roles of all participants (please note that blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants, and (4) details of how the session will be conducted under a unifying theme, including progression among sections and participants. Preference will be given to proposals offering the requested information in the greatest detail. Special topics chairs are responsible for generating a one-page summary (after the session) for inclusion in the Proceedings as a non-refereed publication. Submission must include a statement specifying that all presenters agree to register for the conference.

Requirements for Submission of Competitive Papers and Special Topics Proposals

- (1) Submit four copies of each paper or special topics proposal. Only one copy should include the author(s) names and affiliations. All submissions must be received physically no later than Wednesday, October 8, 2003, by either Professor Rose (competitive papers) or Professor Taylor (special topics proposals). Questions regarding submissions should be addressed to either rosep@fiu.edu or Raymond.taylor@villanova.edu.
- (2) Include a sheet of paper with the title of your paper or proposal and with the names and addresses (including email address) of all authors or presenters. Please designate a single contact person and provide phone and fax numbers for that person as well. You will receive an email acknowledgement.
- (3) Include a statement specifying that all paper and special topics presenters agree to register for the conference and participate as specified.
- (4) Specify a keyword to facilitate the reviewing process (e.g., copytesting, media measurement, new technologies, advertising education, etc.).

Please direct your papers or proposals to the appropriate address below:

Competitive Papers: Professor Pat Rose, Florida International University, School of Journalism & Mass Communication, 3000 151st Street, North Miami, FL 33181.

Special Topics Proposals: Professor Charles R. Taylor, College of Commerce and Finance, Villanova University, Villanova, PA 19085-1678

AAA Newsletter: June, 2003

Memories from the Colorado Conference!



Wendy Macias and Sally J. McMillan receive the Research Fellowship award



Esther Thorson (University of Missouri) receives the Contribution to Research Award.

Photos by Carrie LaFerle and Steve Edwards. Thanks you guys!



Joe Pisani salutes past president Mary Alice Shaver.



Doctoral Dissertation competition winner Joo-Hyun Lee



A chilly Kara Chan in the Rockies



Doctoral Dissertation competition winner JooYoung Kim



A smiling Joyce Wolburg wrote the best Journal of Advertising article!

Call for Papers

The Journal of Advertising

Special Issue on International Advertising

Manuscripts are being solicited for an upcoming issue of The Journal of Advertising devoted to international advertising. The goal of this special issue is to extend our theoretical and practical knowledge of international advertising. Authors may submit empirical studies or conceptual work. Papers that are theoretically grounded and also contain significant managerial implications are especially appropriate. The use of under-utilized research techniques in international advertising research, such as experiments and multi-method approaches are encouraged, as are comparative studies. The primary criterion for assessing fit with the special issue is whether the paper provides new insight into international advertising theory and/or practice.

Topics that would be appropriate for this special issue include, but are not limited to:

- The effectiveness of specific executional and/or creative techniques in different countries
- Assessments of the circumstances under which executions can be standardized across markets.
- Measurement issues and data equivalence in international advertising research.
- Advertising to target markets that cut across national boundaries.
- Culture and its impact on international advertising effectiveness.
- Country of origin cues in international advertising.
- Control (headquarters vs. local) in global advertising campaigns.
- Client/agency relationships in non-U.S. settings.
- The role of the new media in global advertising today.
- Legal and regulatory issues in international advertising.

Submission Information

Manuscripts are due by January 15, 2004. Authors wishing to submit a manuscript should send five (5) copies of their manuscript to the special issue editor:

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College of Commerce and Finance

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E-Mail: raymond.taylor@villanova.edu

Phone: (610) 519-4386

Fax: (610) 519-5364

Call for Papers:

Special Issue of *Marketing Theory: Development of E Marketing Theory*

Special Issue Editor: Marla Stafford, Department of Marketing and Supply Chain Management, University of Memphis, Memphis, TN

The purpose of this special issue is to invite theoretical, conceptual and empirical papers that assess current and developing e-marketing theory, address the progress of theory development in e-marketing, and offer insight into its present state and where it might go into the future.

Theories of electronic marketing are still new, because electronic marketing is still a new and evolving phenomenon. Yet the explosive growth of e-marketing indicates the need to generate and build a strong theoretical base to understand e-marketing and move it forward as a sub-discipline. The following questions are of interest for this special issue, but papers need not be limited to these issues.

- What is the current state of e-marketing theory?
- What new theories are being developed specifically for e-marketing? What existing theories show promise for adaptation to e-marketing? Similarly, what theories have been tested and found useful in the e-marketing environment?
- How does current theory inform practical applications? What kinds of relationships exist between the discovery of theory and its application to a-marketing practice?
- Are there any conclusions that can be drawn from current e-marketing theory? What do these conclusions suggest with regard to academic research and practitioner application?
- How do developments in areas such as consumer behavior, services marketing, relationship marketing, advertising and others impact the theoretical foundation of e-marketing?
- What do we need to do to develop a strong body of knowledge in e-marketing?
- What kinds of theoretical frameworks would be useful to advancing e-marketing as a sub-discipline?
- How do current theories relate to each other and to a broader body of knowledge? What progress is being made toward development of a systematically related set of generalizations for empirical testing?

The deadline for papers to be considered is November 30, 2003. All papers should be sent electronically to Professor Stafford at mstaffrd@memphis.edu. For manuscript guidelines, see www.sagepub.co.uk.

AAA Newsletter: June, 2003

INT'L JOURNAL OF INTERNET MARKETING AND ADVERTISING (IJIMA) CALL FOR PAPERS

The diffusion of Internet has transformed the marketing paradigm from physical offerings to the virtual marketplace, from a predominantly one-way broadcast model to a totally interactive and real-time relationship. The innovation generates enormous interests in the opportunities and challenges of Internet marketing and advertising among businesses, governments, legislators, consumers, and academic researchers.

The IJIMA focuses on the emerging changes in theories, strategies, and management methods of marketing and advertising, brought about by the Internet and information technology applications, and their implications on associated processes, products, and services. Emphases will also be on the related social, political and economic issues as well as emerging issues of interest to professionals and academics. The journal publishes original and review papers, technical reports, case studies, conference reports, management reports, book reviews, notes, and commentaries. We welcome both submissions and inquiries from potential authors. Questions should be addressed to the Executive Editor, Dr. H.J. Rebecca Yen, at <ijima@cob.calpoly.edu>.

To submit a paper, please follow the guidelines in the "Submission of papers" section described on the IJIMA homepage at <<http://www.inderscience.com/catalogue/i/ijima/indexijima.html>>.

For special discount on journal subscription, please visit the URL at <<http://www.icebnet.org/journals/>>.

People News

Fred Beard, a member of the Gaylord College of Journalism and Mass Communication's faculty at the University of Oklahoma, has been promoted to the rank of full professor.

Congratulations to the following AAA Research Award winners:

- **Esther Thorson**, Winner of the 2003 Outstanding Contribution to Advertising Research Award

- **Joo Yung Kim** and **Joo-Hyun Lee**, winners of the 2002 Doctoral Dissertation Award.

- **Wendy Macias**, **Sally McMillan**, and **Satya Menon**, winners of the 2002 Research Fellowship Award

AAA Newsletter: June, 2003

Public Relations/Advertising Faculty Position: Penn State College of Communications

The College of Communications at Penn State is seeking candidates for a tenure-track faculty position in public relations and advertising to start August 2003. Candidates must have proven college-level teaching ability in one or more of the following areas: writing for public relations and PR campaigns, advertising media and media campaigns. A Ph.D. with professional experience preferred.

The College is the largest accredited undergraduate program of its kind in the nation and one of only four undergraduate programs in the northeastern United States accredited by the Accrediting Council on Education in Journalism and Mass Communications. The College provides instructional and research opportunities in advertising/public relations, film/video, journalism, media studies, and telecommunications. In addition to a Ph.D. program in Mass Communications, the College also offers M.A. programs in Media Studies and Telecommunications. Learn more about Penn State and the College of Communications on its homepage at <http://www.psu.edu/dept/comm/>. Send a letter describing qualifications, resume detailing teaching and research/creative experience and the names, addresses, and phone numbers of three to five references to AD/PR Search Committee, College of Communications, Penn State, 201 Carnegie Building, Box AAA, University Park, PA 16802.

Screening of applications will begin immediately and will continue until 8/1/03 or the position is filled. Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce.

PART-TIME ADJUNCT FACULTY PENN STATE COLLEGE OF COMMUNICATIONS

The College of Communications at Penn State is seeking candidates for part-time adjunct faculty for the 2003-2004 academic year to teach advertising/PR courses in one or more of the following areas: creative strategies, media planning, marketing communications research methods.

Appropriate terminal degree is preferred with evidence of successful teaching. Applicants near completion of doctoral degree programs will be given full consideration. Learn more about Penn State and the College of Communications on its homepage at <http://www.psu.edu/dept/comm/>. Send a letter describing qualifications, resume and references to: Part-Time Adjunct Faculty Search, College of Communications, Penn State, 201 Carnegie Bldg., Box AAA, University Park, PA 16802. Screening of applications will begin immediately. Employment starts 8/28/03. Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce.

Professor Elsie Hebert Receives Charles H. Sandage Award for Teaching Excellence

by Mary Ann Stutts

Professor Elsie Hebert received the Charles H. Sandage Award for Teaching Excellence at the 2003 AAA Conference in Denver. The award, known as the "Sandy," is given in recognition of outstanding lifetime contributions to advertising teaching. Selection criteria include performance of students as advertising professionals or teachers, innovative course development and innovative ex-class room teaching development.

Dr. Hebert retired from Louisiana State University in 1996 as Professor Emerita after a 30 year career at LSU. She currently teaches as an adjunct faculty member at the University of Louisiana Lafayette. Her career achievements are too numerous to innumerate, but a few examples demonstrate her dedication to students and to advertising education. Elsie was named Distinguished Advertising Educator by the AAF in 1994, Advertising Educator of the Year in 1989 by the Newspapers Classified Advertising Managers, and Advertising Educator of the Year by the Seventh District of AAF in 1988. In addition to her teaching, she received numerous service awards such as the American Academy of Advertising Outstanding Service Award in 2001, the 1995 AEJMC Advertising Division Distinguished Service Award, and the AAF Distinguished Service Award in 1998 for 15 years of service to the Academic Division.

Dr. Hebert served as Head of Advertising at LSU from 1970 to 1995, as Associate Director of the Manship School of Mass Communication, Director of the Journalism Extension Service, and as a consultant for the Louisiana Board of Regents for Higher Education. She served as the American Academy of Advertising's representative to ACEJMC for 13 years, was a member of the Advisory Boards for *Journalism and Mass Communications Quarterly* and *Journal of Advertising Education*. Elsie was also a member of the American Advertising Federation's (AAF) Academic Committee and was active in Newspaper Advertising and Marketing Executives (INAME) and the Newspaper Association of America (NAA).

The numerous teaching, service, and administrative awards tell only part of the story. Perhaps equally important are the comments from students, faculty, and industry professionals whose lives have been touched by Dr. Hebert. Here are just a few comments: "I can attest that Dr. Hebert carries a sincere personal interest for the advertising industry and holds her students' development and future close to her heart. The example she has set for me far surpasses that of any teacher or professional I know today." "She has a well-deserved reputation for being tough and for challenging her students. Above all, she was an exceptional classroom instructor who had a knack for getting the most out of her students." "She shows me the virtue of patience and tolerance in good as well as bad times. She reminds me of the importance of honesty and integrity when others yield to compromise." "Students discover from her example how to maintain professional integrity, diligence, and persistence to succeed." "Her energy amazes me....she is like the Energizer Bunny, who keeps on going and going....teaching excellence has been her commitment for 40 years."

AAA Newsletter: June, 2003

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Interested in joining the AAAs? The application form is available at our website:

www.americanacademyofadvertising.org

Membership includes an annual subscription to the Journal of Advertising, AAA Conference Proceedings, and all member mailings. You will also have voting privileges in all official AAA elections.

Dues are \$60 per year in US, Canada, Mexico and all international destinations. If you lies outside US, Canada and Mexico and wish the Proceedings to be delivered to you via airmail, dues are \$70 per year. Student memberships are \$30; \$40 outside of US., Canada and Mexico. Retired memberships are also \$30.

For more information, contact

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