

In this issue:

A Conversation with...	3
Featured Research	4
Special Feature	7
Graduate Student News	10
In Memoriam	11

Executive Committee

President

Charles R. Taylor
Villanova University
raymond.taylor@villanova.edu

President-Elect

Patricia B. Rose
Florida International University
rosepb@fiu.edu

Vice President

Carrie La Ferle, Ph.D.
Michigan State University
laferlec@msu.edu

Secretary

Hong Cheng
Ohio University
chengh@ohio.edu

Treasurer

Les Carlson
Clemson University
carlsol@clemson.edu

Past-President

Joseph E. Phelps
The University of Alabama
phelps@apr.ua.edu

AAA Newsletter Editor

Shelly Rodgers
University of Missouri-Columbia
srodgers@missouri.edu

AAA Website Master

Joe Bob Hester
University of North Carolina-Chapel Hill
joe.bob.hester@unc.edu

Visit the AAA Website at:

<http://americanacademyofadvertising.org/>

The President's Column

by Ray Taylor

I want to start out this, my final column, by saying that it has truly been an honor to be your President. I know others have commented previously on the caliber of people in the American Academy of Advertising, but I want to reiterate that the AAA membership is characterized by outstanding scholars, educators, administrators, and practitioners, who also happen to be very friendly and pleasant individuals. I would like to encourage every one of you to stay involved in AAA activities by serving on a committee, attending our annual conference and/or simply corresponding with other members.

I believe that, thanks to the efforts of the Executive Committee and the membership at large, 2005 was an excellent year for the Academy. Last year, President Joe Phelps indicated a need to continue to stabilize the Academy's financial position. I am pleased to report that we



Ray Taylor

President, p. 2

Update on Loyola University New Orleans, Post-Katrina

with special guest Teri K. Henley

With the aftermath of Hurricane Katrina, AAA members have expressed concern about fellow members who were affected by both Hurricanes Katrina and Rita. Teri Henley, Associate Professor and Chair in the Department of Communications at Loyola University New Orleans, has privileged us with an update on how she and her faculty, staff and students were affected by Katrina, where they are now, and how they are coping with the aftermath. She begins by telling her story of leaving her home in New Orleans. She writes:

My husband Hank and I packed up our two cars with our golden retriever, Callie and headed up to Birmingham, Alabama on the Saturday before the storm. We packed light and casual-like we do for every evacuation. It usually amounts to a long weekend with my husband's brother and his family and then it is back to work. Well, you know the rest of that story. When it became apparent that we wouldn't be

going home for a while, we rented an apartment in Birmingham so my husband could continue doing his job. He's a district manager for the



Teri Henley

college publishers, John Wiley & Sons. So he needed an airport that was actually functioning and DSL and who knew when New Orleans could provide either of those-let alone creature comforts like food, water and the like. In spite of this, we are doing great. The dog loves having a stay at home dog-mom for the first time in her life. She is not going to be happy when I go back to work in January!

On the faculty front, our faculty

Katrina, p. 14

President, cont'd p. 1

have made some fundamental changes that have addressed this issue, and appear to have “turned the corner.” Of course, we should always be thinking about the future, and I know development will be a goal of the Strategic Planning Committee our incoming President, Pat Rose has put together in order to develop a formal plan for the Academy’s future. Pat is tapping the expertise of several past-Presidents, whose perspectives bring considerable insight to our operations.

Another bright spot of 2005 was the Houston conference broke our attendance record. Perhaps more importantly, due to member interest and the quality of papers presented at the conference, we are seeing a continuing trend toward increased interest in the conference, and are likely to again see very strong attendance this year. As the Academy is a volunteer organization, these types of successes are truly driven by the membership. I am also happy to report that membership rose this year, something for which our Membership Committee and Don Jugenheimer deserve recognition for.

While the Academy has always been a strong organization, we are at a crossroads in at least one respect. With membership increasing and interest in the conference at an all time high, we have an opportunity to expand more internationally. While on other business, I had the opportunity to present papers at the ICORIA conference in Europe, and at meetings in Asia. Whenever I had an audience, I made a point of promoting the AAA as a premier academic organization for the study of advertising. It was pretty clear to me that this was not a hard sell. At the same time, we really need to think of more ways to engage international scholars. Of course, the Asia Pacific conference, held every other year, is one pillar of strength in this regard.

There are several people that I really have to thank for their efforts on behalf of the Academy. Don Jugenheimer is a true professional and has done a tremendous job as Executive Secretary, putting in an enormous number of hours for the Academy. I do not know what I would have done without him staying on top of so many things. Bob King continues to do truly outstanding work as Conference Director, and was at the heart of the success of both the Houston and Hong Kong Conferences this year. As many of you already know, Bob is truly dedicated to the Academy and has been enormously helpful to a series of Presidents of this organization.

It was a pleasure to work with the officers who served with on the Executive Committee this year. Past-President Joe Phelps, President-elect Pat Rose, Vice President Carrie LaFerle, Treasurer Les Carlson, and Secretary Hong Cheng each had input into all decisions. The Executive Committee works as a team, and I am grateful to have

worked alongside people who are both highly talented and care a great deal about the Academy.

The committees made a great deal of progress this year. I am grateful to all of you who served on a committee this year, and hope you found it to be a rewarding experience. This year’s committee chairs were Mary Ann Stutts for the Awards Committee, Bonnie Reece for the Finance Committee, Wendy Macias for the Membership Committee, Jef Richards for the Publications Committee, Bruce Bendinger for Industry Relations, Jorge Villegas for the International Advertising Education Committee, and Linda Shipley for the Accreditation committee.

Russ Laczniaak’s service as *Journal of Advertising* editor is much appreciated, as is the excellent product he is putting out with the help of those who submit papers as well as reviewers. I am very appreciative of Shelly Rodgers’ efforts in bringing us a top quality newsletter. I can tell you first hand that Shelly puts a lot of time and energy into this document and the results are very impressive. Joe Bob Hester also provides a very valuable service to the Academy as our webmaster and does an excellent job. One final thank you is due to Courtney Carpenter of the University of Alabama, who helped us with the redesign of the AAA Directory. Thanks, Courtney!

Under the leadership of incoming President Pat Rose, next year is certain to see good things happen for the Academy. Pat will provide outstanding leadership and will have the assistance of President-elect Les Carlson, Vice President Jef Richards, Treasurer Kristina Frankenberger, and Secretary Kim Sheehan. Good things are ahead! Thanks again to all of our members – it has been a pleasure!!

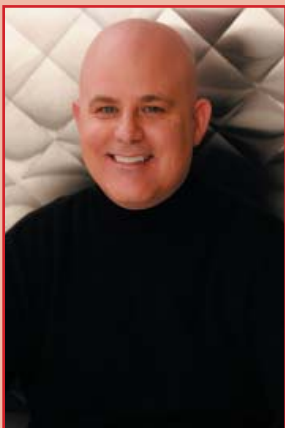
Thanks and Farewell

***From the AAA President and
all of the Executive Committee,
thanks for a wonderful and
productive year.***

***We look forward to your
continued support of the new
executive committee and this
great Academy - the AAA!***

A Conversation with...Craig Calder

Bio



Craig joined Doubleclick in June 2005 to lead the Motif rich media team. His creative vision and sales leadership have helped Motif gain impressive market share and double revenue the past three quarters. Prior to joining Doubleclick, Craig served as Vice President of Marketing for New York Times Digital from 2000-2004. Craig is credited with developing the concept for Surround Sessions, a session-based online ad model that was designed to increase ad effectiveness and make online branding a reality by leveraging reach and frequency metrics. He is the recipient of the 2003 Punch Sulzberger award for innovation and leadership in the business category at The New York Times Company.

Before joining NYTD, Craig served as Director on Marketing and Content at Nickelodeon Online where he managed the creation of the family of Nickelodeon online properties that include nick.com, nickjr.com and tvland.com. He also managed the development and execution of Nickelodeon Online's ecommerce and pay content strategy.

Previously, Craig helped launch the New York office of Eagle River Interactive where he served as creative director and managed strategy and design for a number of clients. He also served as senior creative director at Modem Media, where he developed ground-breaking interactive projects for brand-name clients.

Earlier, Craig worked in the publishing business for Time Warner and Ziff Davis, where he focused on direct marketing and brand development. In 1988, Craig founded Caldercom, a sales promotion agency specializing in marketing and design for the magazine industry, and served as its president until 1992.

Craig earned a bachelor's degree in journalism from the University of Missouri School of Journalism in 1983. He currently lives in Maplewood, N.J., with his wife and two daughters.

Q&A

Q How did you get started in the ad business?

A When I graduated from Mizzou in 1983 my goal was to break in at an advertising agency as a junior copywriter. I wasn't able to convince an agency to take a chance on me so I took a job at the St. Louis Globe Democrat in ad sales. I was doing small freelance copywriting jobs on the side and started to build a portfolio. Then my big break came.

I was laid off at the Globe. That forced me to focus on my freelance work and eventually led to a staff job at Wilson Sculley & Associates. WSA was a small direct response agency in Clayton, MO that had a couple of blue-chip clients. The two years I spent there was like getting an MBA in copywriting. I wrote envelope copy, subscription letters, promotion copy, print advertising, radio copy, direct response TV, book jacket copy and plenty of other things I can't remember. My greatest claim to fame at WSA was when I worked on an account that sponsored the Cardinals and I got to write the trivia questions on the Busch Stadium scoreboard for three seasons.

After working mainly on The Sporting News account at WSA I was starting to think about moving to a bigger market. I happen to see an ad in Ad Age for a copywriter at Sports Illustrated in New York. The issue was two weeks old and I was just a punk working in St. Louis so I figured I didn't have a chance. But I decided it was worth

taking a shot. So I sat down at the Mac Plus that I used for my freelance work and created a mock newspaper page with a picture that had recently appeared in SI of Robert Redford from The Natural. The headline read "Young Midwesterner Touted as the Next Roy Hobbs." The copy started: People don't often confuse me for Robert Redford and my copywriting pencils aren't carved from trees struck by lightning, but I do think I'm a "natural" for this job. The copy then went on to lay out my experience writing copy for The Sporting News and the fact that I had recently graduated from The University of Missouri of Journalism.

Two days later I received a phone call from the VP of Marketing at SI who told me he was sending me a plane ticket and wanted to see me in New York on Friday. I went to New York and met about ten executives including the Publisher. It seemed to go well but I figured they were looking at more experienced writers who probably had Ivy League educations. But what the heck, either way I got a trip to Manhattan and a tour of the Time Inc. Building.

The following Monday they made me an offer for more than double my salary at WSA and two weeks later I drove to Manhattan with everything I owned in the trunk of my dented Delta 88. That was in October of 1986 and I've been working in advertising in New York ever since.

Calder, p. 9

Featured Research

Business Models, Advertising and Emerging Technology

by George Zinkhan

From an early time period, I have been very interested in advertising and the ad industry. One reason for my fascination is that there are so many faces of advertising. For instance, advertising has a business component, and organizations are interested in finding ways to maximize returns on their promotional investments (Conchar, Crask, and Zinkhan 2005). Advertising is a kind of cultural product or artifact, and, as such, it reflects the underlying culture that spawns or sponsors the commercial messages (Zinkhan and Shermohamed 1986; Hong, Mudderisoglu, and Zinkhan 1987). Another approach to advertising emphasizes consumer perceptions and effects (Zinkhan and Fornell 1985).

Here, I focus on alternative business models and how these have evolved over the years. A good business model is a story that explains how an enterprise is designed to work (Margretta 2002). From a marketing perspective, the business model describes customers and what they value. From a managerial perspective, the business model describes how an organization makes money. In other words, what is the underlying economic logic that explains how we can deliver value to customers at an appropriate cost (Margretta 2002)?

In the following section, I discuss various business models that arose in the early days of radio. Some of these models were successful at the time, while the potential of other models was not realized until much later in the 20th century. In addition, I discuss some newer business models that are emerging in the Internet Age.

Radio Days

Guglielmo Marconi invented the

radio (spark transmitter with antenna) in 1894 in Bologna, Italy and filed for a British Patent in 1896. Originally, radio technology was applied as a means for ships at sea to communicate with each other to communicate with those on shore. However, other applications emerged, and everyday users soon multiplied. For instance, in 1921, the RadioShack Corporation formed in Boston to sell equipment to “ham” operators, taking its name from the small wooden building for radio equipment on ships (<http://history.acusd.edu/gen/recording/radio.html>). As more families adopted radios, it was a real challenge to develop content. Thus, there is an interesting parallel to the early days of the Internet. Who will create (quality) content, and who will pay the production costs? In the early 1920s, several business models were suggested.

In the early days, radio stations depended entirely on the generosity of their owners, who saw the stations mainly as vehicles for generating positive publicity. In brief, station owners did not expect their radio investments to generate a positive return. There are interesting parallels to the World Wide Web. Many web site owners and most bloggers don't expect their activities to generate a positive revenue stream. Nonetheless, as the costs of operating a radio station mounted, the search began for more sustainable business models. For instance, Jack Binns (1922) reviewed looming economic problems in the infant radio industry and noted that the significant expense of running a radio station meant that free broadcasting services obviously could not go on forever.

In the 1920s, there was a general belief that broadcasting needed to be

organized as a business. One financing idea was for manufacturers to make voluntary contributions that then could be used

to create content. A related idea was for radio manufacturers to create their own content. Not surprisingly, such programming was not of high quality.

Another proposal at this time was to broadcast scrambled signals, which could only be unscrambled by special coin-operated receivers. Although this particular approach would not be tried for radio at this time, similar setups would eventually be adopted in later decades for such operations as Subscription TV, premium channels on cable TV, and satellite TV and radio (<http://earlyradiohistory.us/sec020.htm>).

In 1922, AT&T began promoting the controversial idea of using advertising to finance programming, and the first radio commercial was broadcast in 1922 by the Queensboro Corporation that paid \$100 for a ten-minute message promoting the sale of apartments in Long Island (<http://history.acusd.edu/gen/recording/radio.html>). Initially AT&T claimed its patent rights gave it a monopoly over radio advertising, but, in a 1923, industry settlement paved the way for other stations to begin selling time. Eventually advertising-supported private stations became the standard for U.S. broadcasting (<http://earlyradiohistory.us/sec020.htm>). Of course, this same advertising model was successfully applied to the television industry in the



George Zinkhan

1950s. Many Internet sites also try to implement the advertising model in the 21st century. It certainly can be argued that the advertising model has a long history of success, in terms of creating quality entertainment in a variety of media. Nonetheless, the supremacy of the advertising model does come under challenge in recent times (Watson et al. 2000).

Emerging Business Models

As discussed above, traditional business models (e.g., the scrambled signal) are frequently applied in the internet age. At the same time, new models are emerging. Two examples are briefly discussed here: a) Object Orientation and b) the Entertainment Tax.

The strategy of “object orientation” takes its name from a successful procedure in computer programming (Watson, Zinkhan, and Pitt 2004). In brief, organizations can focus on their core competency (e.g., serving customers, inventing new products) and then outsource the majority of business functions. For instance, a firm could hire PricewaterhouseCoopers to be its accounting department and hire UPS to be its shipping and distribution department. Of course, such outsourcing has been popular for years. But, the wide availability of computer networks and information technology makes it relatively easy (and effective) for a firm to monitor in great deal the actions of outsourcing partners. In some instances, a firm might decide that communicating with customers is a core competency that is best retained in-house. In other circumstances, a firm may choose to hire a comprehensive ad agency to manage all of its promotional activities. Again, there are important implications for the industry, as the ad agency is now being asked to function

Zinkhan At A Glance

University: University of Georgia

Position: Coca-Cola Company
Professor of Marketing

Education: Ph.D., University of Michigan, M.B.A. in Operations Research, University of Michigan

Select Award: AAA Outstanding Contribution to Research, 2004

more like an internal department than like an external agency.

The internet and its possibilities also threaten traditional ways of conducting business. Consider the film and music industries. It is estimated that more than 60 million Americans illegally download copyrighted material (i.e., films, music) every year (www.rfisher.org/main2.htm). Is it possible to ignore this threat and conduct business as usual? Fisher (www.rfisher.org/main2.htm) argues that new business models must be developed for the film and music industries. One possibility is that the government would charge a tax on the sale of every device designed to play back film or music content. The proceeds of this tax could then be distributed to content producers, based on market shares. Of course, the probability of such a model being adopted in the near future is somewhat remote. Nonetheless, it is important to realize how long it took for some of the radio models of the 1920s to be successfully implemented.

Summary

Advertising is a creative and inventive field. Such invention is not limited to ad copy or promotional ideas. As business models develop and evolve, the ad industry will find new ways to interact with clients and consumers.

References

Binns, Jack (1922), “On the Crest of the Radio Wave,” *Popular Science*

Monthly (June).

Conchar, Margy P., Melvin R. Crask, and George M. Zinkhan (2005), “Market Valuation Models of the Effect of Advertising and Promotional Spending: A Review and Meta-Analysis,” *Journal of the Academy of Marketing Science*, 33 (No. 4), 445-461.

Hong, Jae W., Aydin Muderrisoglu, and George M. Zinkhan (1987), “Cultural Differences and Advertising Expression: A Comparative Content Analysis of Japanese and U.S. Magazine Advertising,” *Journal of Advertising*, 16 (1), 52-62, 68.

<http://earlyradiohistory.us/sec020.htm>, accessed October 31 2005.

<http://history.acusd.edu/gen/recording/radio.html>, accessed October 31, 2005.

www.rfisher.org/main2.htm, accessed October 31, 2005.

Magretta, Joan (2002), *What Management Is: How it Works and Why it's Everyone's Business*. New York: Free Press.

Watson, Richard T., Pierre Berthon, Leyland F. Pitt, and George M. Zinkhan (2000), *Electronic Commerce: The Strategic Perspective*. Fort Worth, TX: The Dryden Press.

Watson, Richard T., George M. Zinkhan, and Leyland F. Pitt (2004), “Object-Oriented: A Tool for Enterprise Design,” *California Management Review*, 46 (Summer), 88-110.

Zinkhan, George M. and Claes Fornell (1985), “A Test of Two Consumer Response Scales in Advertising,” *Journal of Marketing Research*, 22 (November), 447-452.

Zinkhan, George M. and Ali Shermohamed (1986), “Is Other Directedness on the Increase? An Empirical Test of Riesman's Theory of Social Character,” *Journal of Consumer Research*, 13 (1), 127-130.

Reflections on what AAA means to me...

by Federico de Gregorio

My very brief time so far as a new assistant professor here at the University of Alabama's Advertising and Public Relations department has been a most interesting and reflective period. At the time of this writing, I have been a faculty member for exactly three months.

I was told that the first year, and the first semester in particular, is generally rather stressful due to the process of acclimating to the social mores and behaviors of a new department, settling down and making a home in a new town, getting a research program in gear, and of course figuring out the potentially hair-pulling complexities of campus parking. However, while readjusting to my new status as a faculty member has taken some getting used to, it really cannot compare to the last four months of the doctoral program. There was a wedding to attend (my own), a dissertation to defend (what honeymoon?), and literally ten days later a relocation to undergo. Given all that, my life right now is the very picture of stability.

As one can no doubt imagine, this year has been one of great personal



Federico de Gregorio

change and adaptation. One thing that has NOT changed, and will not in the foreseeable future, has been my membership in the AAA. Although I have been a member for a scant two years, the organization has been a constant presence in my academic life during that time. It provided the opportunity for my first ever academic conference presentation (site of the unforgettable night-time tour of Baton Rouge), and saw fit to award me the financial means to complete my dissertation. It has also indirectly served as the premier standard by which I judge my research – namely, how does it compare with the work being published in the Journal of Advertising?

More broadly, the AAA provides a sense of community. There is a comfort in knowing that I am part of a relatively small, but intellectually mighty, group of scholars dedicated to advancing advertising knowledge. At a somewhat less abstract level, the community has served, and certainly will

continue to serve, as a source of friendships, stimulating discussions, and inspiration for future research endeavors.

Thus, while great change has occurred recently in my life and uncertainty tinges the future accompanied by the ominous ticking of the tenure clock, the AAA shall remain a steady constant. Or to put it another way, the American Academy of Advertising shan't be rid of me for a long time yet!

Federico de Gregorio is an assistant professor in the Advertising and Public Relations Department of the College of Communication and Information Sciences at the University of Alabama. He holds (with a demonic grip) a doctorate in mass communication from the University of Georgia, and an MA in advertising from Michigan State University. Prior to that, he went through a grueling period in life involving a BA in communications, with a specialization in advertising, from Hawaii Pacific University. Prior to his entry into academia, Dr. de Gregorio was employed as a copywriter at Ogilvy and Mather Hawaii.

His research interests focus on the melding of art and commerce (particularly in the form of product placement), consumers' implicit processing of persuasive messages, and the use of music as a marketing tool. His teaching areas include media planning, advertising management and strategy, and the social role/impact of advertising.

He has been a recipient and co-recipient of top division conference paper awards from the National Communication Association and the Association for Education in Journalism and Mass Communication. He also was awarded a Doctoral Dissertation Award in 2005 by the American Academy of Advertising.

He is a member of the American Academy of Advertising as well as the Association for Education in Journalism and Mass Communication. The two organizations continue to thrive in spite of this.

Have Items for the Newsletter?

Please send us your:

- ▶ Job announcements
- ▶ Calls for papers
- ▶ Announcements about awards
- ▶ Names of graduate students to be featured
- ▶ Photos for Photo Gallery

Send to the Editor, Shelly Rodgers, at:
srodgers@missouri.edu

or fill out the online submission form at:
<http://www.missouri.edu/~rodgerss/submission.html>

Special Feature: The Tale of Two Editors

Herbert J. Rotfeld

Editor, Journal of Consumer Affairs

As with any journal, the vision of the Journal of Consumer

Affairs is set a bit by the sponsoring organization. American Council on Consumer Interests, the owners of JCA, was originally founded by the efforts of the same man who founded Consumers' Union. As such the journal has its roots in the consumer movement,



Herb Rotfeld

and the interests of consumers in the marketplace.

Unfortunately, many people who send us papers do not understand that a study of what interests consumers is not a study of the consumers' interests. We end up rejecting without review many manuscripts each year that are inappropriate for the journal in that they are written as basic consumer psychology theory or marketing management, and they lack any research questions or concerns about consumer interests and/or public policy that can impact those interests.

This also means that JCA is pan-disciplinary -- we publish manuscripts from a wide range of academic disciplines, and this is reflected in the membership of our editorial board. If you look close at the names on the list, you will see academic scholars in colleges of business, human sciences, communications or agriculture, departments of economics, marketing, law or nutrition, and government agencies covering the work of FDA, HUD, Bureau of Census, FTC or the USDA. In most articles, the list of co-authors will commonly include people from different academic disciplines. In our four decades of existence, I am the first marketing department editor (with degrees in mass communications) and past editors have been from economics, psychology and other fields.

So we have a long tradition of quality research and a leading journal in this very special area. I need to attract authors to continue the tradition.

As continuing editor of JCA, my goals include the following. First, one must assume that the board of directors asked me to serve for a second term because they saw the quality and direction of the journal and wanted this to continue. Through various efforts, we have brought the submission rate to over 100 papers per year, dropped the

David W. Stewart

Editor-elect, Journal of the Academy of Marketing Science

I am pleased to have been named the next editor of the *Journal of the Academy of Marketing Science* (JAMS). My editorship will begin in June of 2006. I very much appreciate the opportunity to share information about JAMS and my own editorial vision with the membership of the AAA.



Dave Stewart

JAMS is an international journal devoted to publication of papers that study and seek to improve the science and practice of marketing. JAMS will celebrate the thirty-fourth anniversary of its first issue in 2006. It is the official publication of the Academy of Marketing Science. Founded and sponsored by the Academy of Marketing Science, the journal serves as a vital link between research and practice. It provides readers with the most accomplished and authoritative scholarship in the field, advancing knowledge of the major substantive issues that affect the practice and theory of marketing.

The ongoing mission of JAMS is to publish high-quality, stimulating scholarship that extends the boundaries of the marketing discipline and that improves the practice of marketing. The journal is devoted to comprehensive coverage of the marketing discipline and publishes papers in a wide array of areas including advertising, integrated marketing communications, consumer behavior, channels of distribution, ethics and social responsibility, macromarketing, legal and public policy issues, marketing research, marketing strategy, sales management, product planning, sales promotion, organizational buying behavior, marketing theory and philosophy of marketing science, buyer-seller relationships, business-to-business marketing, international marketing, Internet marketing, market definition, analysis and market segmentation, pricing, nonprofit marketing, research methodology, marketing management, services marketing and retailing and wholesaling, among others.

JAMS publishes a variety of types of articles including empirical research, conceptual papers and thought-provoking essays that extend the boundaries of the marketing discipline and challenge dominant conceptual and methodological paradigms. It also publishes Research Notes, brief articles finely focused on specific marketing topics in the field. JAMS

Rotfeld, p. 8

Stewart, p. 8

Rotfeld, cont'd p. 7

acceptance rate below 20%, brought the ACCI into getting a new commercial publisher to handle distribution and publishing, expanded the general visibility of the journal and raised the ISI impact score. In the coming four years, we are hoping that we might be able to increase the amount of quality material acceptable each year to enable us to go from being semi-annual to quarterly.

I have to stop, for a moment, to comment on some of the above "measures" of success. Take the "acceptance rate," for example, which is the ratio of number of papers published divided by the number of papers submitted in the year. No editor of a quality journal accepts questionable material in order to fill an issue, nor is any editor in the habit of rejecting material for space concerns. If an editor publishes the same amount of acceptable material every year, but gets an increasing amount of really poor materials that reviewers reject, then the acceptance rate goes down. So the acceptance rate is a statement of how much bad material gets submitted in the year, not a statement of journal quality. Our acceptance rate under 20%, which I'm told is good, but I'm not sure about good for what.

The ISI impact score looks at a collection of business journals

-- several of which are not really academic journals -- and sees how many times these journals cite articles in a finite period. The impact score for 2004, for example, is the number of citations in 2004 in those selected journals of papers that were published in 2002 and 2003 in the target journal, divided by the total number of article published in that period. If just one article generates a large number of citations, the citation rate goes up. If we have a number of papers not expected to be cited, such as biographies of the winner of the distinguished service award, the score is forced down. Since the lag time from initial submission to printing in many journals is often a year or more, you should be able to see the difficulty in saying this measure anything of quality, just short run ability to generate citations in a small area of journals. When you add in the fact that we have economics and nutrition and other articles that might not necessarily of interest in business management journals, our score goes down. So while our ISI impact score took a major jump under my time as editor, I am not so certain that it is an important thing per se.

I should note that most changes to JCA were made within the first couple months after I took over during my first post as editor. During that time, Marla Stafford was recruited as

associate editor and to be editor of a special section called Bits Briefs and Applications for the types of papers that previously were published in a now-defunct sister publication of JCA, Advancing the Consumer Interest. Gaining her assistance was my first decision as editor, and it is probably the best one made, and I am sorry that she has decided to end her time with the journal at the end of 2005. Our new associate editor Brenda Cude of Georgia will be taking over in January 2006.

On lesser changes, I reduced the typical turnaround from manuscript receipt to decision from 4-5 months down to 2-3 (or less), increased the quantity and quality of reviewer feedback to authors and have worked to become conscious that reviewers need feedback on their job, too. I personally write every email and letter to authors and reviewers, I counsel authors on improving papers, and we have tried to get reviews that focus on helpful information to authors instead of just giving us editorial decisions. This must be working, since we've had many complimentary letters from authors on the reviews and our process, calling us the most helpful journal they ever dealt with and we've even had a large number of positive letters from authors whose papers were rejected.

Maybe I'm doing something right.

Stewart, cont'd p. 7

also includes special sections on Marketing and the Law and on Book and Software Reviews.

JAMS also publishes an annual special issue. The special issue for 2007 will be co-edited by Robert Lusch, Steve Vargo and David Ballantyne and will be devoted to papers that focus on Service-Dominant Logic and other emerging paradigms of marketing thought. Papers for this special issue should be submitted to the guest editors by the end of April, 2006. I am also seeking ideas and formal proposals for special issues for 2008 and 2009.

Over the past decade, JAMS has made enormous progress under a succession of very strong editors. Based on both citation counts and perceptual measure JAMS is generally ranked among the top five journals in marketing. It is my goal to continue this progress in building the reputation and influence of the Journal.

As editor I want to publish the highest quality manuscripts across the full range of topics and sub-disciplines within marketing. It is my intention to provide rapid turn around (90 days or less) on submissions and to assure that the feedback from reviewers is constructive and devoted to improving submissions regardless of the ultimate decision regarding publication of the paper.

We are currently working with the publisher to create a seamless electronic journal management system that will facilitate electronic submission of papers and reviews, thereby eliminating paper submissions.

I strongly encourage members of the AAA to submit their best work to JAMS. I also invite members of the AAA who are interested in reviewing for the JAMS to send me an indication of their interest. I can be reached at david.stewart@marshall.usc.edu.

Calder, cont'd p. 3

Q What's the hardest thing you have to do at work on a regular basis?

A The hardest thing I have to do in my job is helping high-level media executives to "See the Forest through the Dead Trees." It's been my job for the past ten years to convince people who have spent their whole careers in "old media" (TV, radio, print) that "new media" (online advertising, rich media, podcasts, blogs) makes business sense to include in their marketing mix.

The newspaper industry is probably where this trend has been most evident. The editorial side of the newspaper business has embraced the internet and has used online to better serve their audience by supplementing the traditional print product with Web sites, video, blogs, RSS feeds, slide shows, email and much more.

But the business side of the newspaper business is another story. Circulation groups and Ad Sales departments at newspapers all too often view a robust web

product as a threat to their existing print subscriptions and the cause of declining ad revenues. What they fail to understand is the internet represents growth for a declining industry and connects them to an entirely new audience that doesn't regularly get their news from print.

It warmed my heart to see the recent study from the J-School on how newspaper Web sites have yet to take advantage of rich media to help boost classified sales. When I was VP of Marketing at NYTimes.com from 2000-2004, I pushed for rich media in our online classifieds but was met by resistance from the print team because they were afraid it would encourage print clients to move dollars from the paper to online.

Q What do you see as the up-and-coming trend in advertising?

A Advertising campaigns that use viral marketing, non-traditional media and user generated content to promote brands online get me excited. One of the best examples would be the Burger King work by Crispin Porter + Bogusky <http://www.cpbgroup.com/>.

They launched the Subservient Chicken site <http://www.subservientchicken.com> with a tiny budget and used PR and press coverage to create an online phenomenon. Next they followed up with a campaign that staged a Chicken Fight to promote BK's Spicy Chicken Sandwich <http://www.cpbgroup.com/awards/chickenfight.html> that included a PPV televised match and a betting line in Las Vegas. Finally, they followed up with a campaign for Chicken Fries that featured the rock group COQ ROQ. The CPB team went out and recruited musicians and invented a humorous mythology and history for the band. They promoted the

group like any other band complete with a Web site <http://www.coqroq.com>, DVD, ring tones, clothing, fan club and a myspace.com community page.

And just when you thought they had taken the Burger King phenomenon as far as it could go, CPB launched <http://www.bkmarks.com/> just in time for Halloween. Not only are people promoting their client's brand for free, they're paying for the privilege. It's nothing short of pure brilliance. There's something about the sun in Miami that makes the folks at CPB extra smart.

Q What skill sets should students have to "hit the ground running" in the ad biz?

A I think anybody who is successful in advertising has to have a passion to do great work, to be curious to learn new things and not be afraid to fail.

In terms of actual skills the baseline package is strong writing, the ability to pitch your ideas and to be able to meet deadlines.

You don't have to be an expert with the latest bleeding edge technology and software because it's going to change in six months. But you should be comfortable with technology and be able to leverage the latest and greatest to execute any basic marketing concept.

One skill I find invaluable is the ability to be able to tell a story with financial data.

That means becoming proficient with Excel and being able to understand a basic P&L statement. It may not be creative, but knowing the financials is critical when you reach a management level at an ad agency.

Finally, don't get too comfortable. Take your shot at being Roy Hobbs. Move to New York, Chicago, Minneapolis, Miami or San Francisco and swing for the advertising fences.

Calder At A Glance

Agency: Doubleclick

Position: Director of Sales & Marketing

Education: B.J. Journalism, University of Missouri-Columbia

Selected Clients:

- ▶ Adidas
- ▶ Verizon
- ▶ McDonalds
- ▶ Sony Pictures
- ▶ Warner Brothers

Doubleclick:

- ▶ Founded in 1996
- ▶ Full-service digital-marketing agency
- ▶ Headquarters in New York, Denver, Chicago, San Mateo, Toronto, Europe and Asia-Pacific

URL: <http://www.doubleclick.com/>

Graduate Students Speak...

by Kimberly Greene



Kim Greene

Enrolling in graduate school is a big step for any student. I was very concerned about the workload. Sure, I was accustomed to working and studying hard for classes, but I knew that obtaining my Master's degree would require hours of hard work and dedication. Besides these issues there was one question that laid heavily on my mind: How will I get myself organized as a graduate student?

It is difficult to balance school work with your social life and other responsibilities. I was worried about getting my work done after my first week of classes and knew I had to take action in order to stay on track. I found that two main ways to stay organized are to invest in a personal planner and to work a part-time job.

Personal planners are a great tool to use because you can write down all of your class times, exams, study sessions and any other events going on in your life. It is always best to look a week ahead in your planner in order to prepare accordingly for scheduled tasks. A part-time job is a great way to improve your time management skills. Knowing that you have set times to work will make it easier to set a schedule for yourself as far as studying for exams, doing homework, and attending study sessions.

It is easy to become overwhelmed by your classes in graduate school, but staying organized will help shine light at the end of the tunnel.

Kimberly Greene is a second year Master's student in the Department of Advertising at Michigan State University. She received her B.A. in Advertising from The Pennsylvania State University College of Communications in 2004. Her research interests include consumer behavior, strategic planning and diversity in advertising. She is currently working on her thesis examining the aspects of alcohol advertisements that target college students.

Ashok Lalwani

Ashok K. Lalwani is a doctoral candidate in marketing at the University of Illinois, Urbana-Champaign. He holds an engineering degree from the Indian Institute of Technology, New Delhi and an M.S. in Marketing from the National University of Singapore, as well as from the University of Florida. His work experience includes an executive position in the marketing division of a multinational firm and a lectureship in marketing.



Ashok Lalwani

Lalwani has won numerous awards – at the international, national, university, college, and department levels -- for his research and teaching. His research has been published or is forthcoming in the *Journal of Consumer Research*, *Journal of Personality and Social Psychology*, *Journal of Global Marketing*, *Journal of Professional Services Marketing*, *Journal of International Consumer Marketing*, *The Service Industries Journal*, *The International Journal of Retail and Distribution Management*, and *Advances in Consumer Research*, among others.

Lalwani is interested in understanding biases in consumers' thoughts and behaviors, especially in the domains of price perceptions, cultural influences in survey responding, and product evaluations. His dissertation title is "Negativity and Positivity Biases in Product Evaluations: The Impact of Consumer Goals and Attitudes." His faculty advisor is Dr. Kent Monroe, J. M. Jones Professor of Marketing, Department of Business Administration, University of Illinois, Urbana-Champaign.

Christina Chung

Christina Chung is a doctoral candidate (Marketing) at the School of Mass Communication and Journalism, University of Southern Mississippi. She received a B.A. in Business Administration from Sejon University in Seoul, Korea, and two MA degrees—one in Information Science from the School of Library and Information Science, Tsukuba University (Japan), and one in Public Relations from the University of Southern Mississippi.



Christina Chung

Her professional experience is in the area of public relations, where she worked for a company in Korea, planning events such as signing ceremonies, new product launching seminars, and joint marketing events for foreign IT companies. She has also worked as a freelancer seminar organizer in Japan.

Chung's research areas include: Online consumer behavior; the effectiveness of new technology for organizational communication, cross-cultural research, measuring trust and ethical aspects in business practices, integrated marketing communication. Her dissertation title is "What Cultural Variables Explain the Perception of Online Communication Trust: The Comparison of American and Japanese Online Consumer Behavior." Her dissertation advisor is Dr. Barry J. Babin, Chair, Department of Management and Marketing, University of Southern Mississippi. Chung plans to complete the PhD program Spring 2006.

Leo Bogart, Influential Marketing and Advertising Figure, Died at Age 84

Leo Bogart, a noted researcher and author on the role of media in society as well as an influential advertising and marketing specialist died at the age of 84 on October 15, 2005. He was a leading American sociologist and served as president of the American Association of Public Opinion Research and also the World Association of Public Opinion Research.

He wrote about a dozen books, including three while in his eighties. He wrote a column for *Presstime Magazine* for many years and served as executive vice president and general manager of the Newspaper Advertising Bureau in New York. “No one can expect editors and reporters to be polling experts, but they should have the good sense to consult those who are,” Bogart said.

Dr. Bogart, who also studied advertising and public opinion, argued that market forces should not be the sole determinant of media content. He decried the increasing presence of violence and sex in film and television, asserting in his most recent book, “Over the Edge,” that advertisers degrade content through their desire to capture the youth market.

He was an influential figure in the marketing and advertising industries. He served for many years as the executive vice president and general manager of the Newspaper Advertising Bureau, the sales and marketing organization of the newspaper



Leo Bogart

Notable Quotes by Leo Bogart

- ▶ “Advertisements may be evaluated scientifically; they cannot be created scientifically.”
- ▶ “The Great Idea in advertising is far more than the sum of the recognition scores, the ratings and all the other superficial indicators of its success; it is in the realm of myth, to which measurements cannot apply.”

industry.

He taught marketing at New York University, Columbia University and the Illinois Institute of Technology. He was a senior fellow at the Center for Media Studies at Columbia and a Fulbright research fellow in France.

At his death, Dr. Bogart was a director and senior consultant for Innovation, an international media consulting firm, and wrote a column for *Presstime*, the magazine of the Newspaper Association of America.

Dr. Bogart was born in Lwow, now Lvov, Poland, and moved to the United States with his family at age 2, eventually becoming fluent in seven languages.

After graduating from Brooklyn College in 1941, he joined the Army Signal Intelligence Corps. Fluent in German, he intercepted German communications during World War II. He chronicled that experience in his memoir, “How I Earned the Ruptured Duck: From Brooklyn to Berchtesgaden in World War II.” He earned a doctorate in sociology at the University of Chicago.

After checking into Mount Sinai on Aug. 7, Dr. Bogart learned that he had babesiosis, a malarialike infectious disease that destroys red blood cells. It is typically found in coastal islands of the Northeast, and Mrs. Bogart said her husband might have contracted it on a trip to the couple’s home on Long Island.

In addition to his wife, he is survived by two children, Michele H. Bogart and Gregory Charles Bogart; and one grandchild.

Contributions to this story from: the Meriam Library Communication Studies News, Nieman Watchdog, NAA Presstime, AMLA Newsletter, The New York Times, and The SanDiego Union Tribune.

Remembering Leo Bogart

Philip Meyer

Knight Chair in Journalism
University of North Carolina at Chapel Hill

▶ Leo created the “read yesterday” measure of newspaper readership, which became the gold standard for determining how many people look into the newspaper on an average day. He left a wonderful record of this process in his book *Preserving the Press*. I have long thought that his efforts to save newspapers from their own shortsightedness were underappreciated. Al Gollin agreed with me on that score, but Leo, bless his soul, never complained. We’ll miss him.

Kip Cassino

Optimum Online

▶ This is indeed sad news. Dr. Bogart was a giant in our field. As he and others of his caliber leave us, it is worth asking where their replacements are? The number of true visionaries in media research is growing smaller by the year. They are the people who guide the rest of us, and allow us to look up from the trenches of workload that surround us every day.

University of Alabama's Kinney Named to Distinguished Lecture Series

Dr. Lance Kinney, associate professor of advertising and public relations in the University of Alabama's advertising and PR department, delivered a lecture on sports event sponsorship as part of the University of Alabama's Graduate Sport Management Program Distinguished Lecture series. Kinney outlined trends and presented research for the program's students, faculty and advisory board members on Friday, October 28. Kinney also made a sports sponsorship presentation to the Montgomery, Alabama Advertising Federation membership, and delivered a lecture to business students and faculty at Troy State University in Troy, Alabama.



Advertising, Communication University of China, Beijing, July 2005.

Hong Kong Professor Publishes New Book

Professor Kara Chan of Hong Kong Baptist University has edited a book titled *Advertising and Hong Kong Society* (2006: Chinese University Press). It will be used as a textbook for the subject "Social Communication and Advertising". She and her colleague Dr. Ni Chen are now editing a book titled *New Vision in Advertising and Public Relations* (2006: City University of Hong Kong Press, in Chinese).



Journal of Consumer Affairs Gets New Associate Editor

Dr. Brenda Cude (University of Georgia) has been named the successor of Marla

Royne Stafford as associate editor of the *Journal of Consumer Affairs*. She is in the Department of Housing and Consumer Economics. Her post begins January 1, 2006.

U of Tennessee Professor Gets Tenured to Full

Professor Eric Haley (Ph.D. - University of Georgia) was promoted to full professor at the University of Tennessee School of Advertising and Public Relations effective August 2005.

AAA 2006 Membership Renewals Due

It is time to renew your AAA membership for 2006. You should have already received your renewal mailing in mid to late November, but if not, please email Wendy Macias, Membership Committee Chair, at wmacias@grady.uga.edu. The due date is January 1st. Thanks for your continued support!



U of Tennessee Professor Named Interim Associate Dean

Dr. Sally J. McMillan, Associate Professor, has

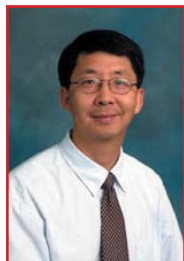
been named the Interim Associate Dean of Academics College of Communication and Information University of Tennessee. She can be contacted at: sjmcmill@utk.edu.

New Assistant Prof Joins U of Alabama

Dr. Federico de Gregorio has joined the Department of Advertising & Public Relations at the University of Alabama as an assistant professor of advertising. He is also the author of the "Reflections" column (see p. 6).

AAA Editor Receives \$2.6 Million Grant

Dr. Shelly Rodgers (Missouri School of Journalism) editor of the AAA Newsletter, is a co-investigator on a \$2.6 million grant funded by the Missouri Foundation for Health. The grant will be used to design a comprehensive smoking cessation program for the State of Missouri with emphasis on University college students, Middle Schools and High Schools. Rodgers will lead the strategic communication efforts of the grant. The timeline is three years.



U of South Carolina Professor Awarded NAC Grant

Dr. Ran Wei (University of South Carolina) is the principal investigator of a National Advocacy Center Special Grant, "Audience Viewing Behavior of the Justice Television Network" (\$23,687) from the U.S. Department of Justice. Dr. Wei was also appointed to the Editorial Advisory Board of *Journalism & Mass Communication Quarterly*, February 2005, and served as a guest professor at the College of

Do you have Notes, Awards or Items for the Newsletter?

If so, please send them to the Editor, Shelly Rodgers, at: srodgers@missouri.edu

Or, fill out the online submission form at: <http://www.missouri.edu/~rodgerss/submission.html>

Events & Deadlines

December 2005

1: December AAA Newsletter available on the AAA website

5: Nominations for 2007 AAA Officers due (see call p. 18)

15: Deadline for submissions to the 25th Annual Advertising & Consumer Psychology Conference in Houston, Texas

31: Nominations/applicants for *JA* Editor due (see call p. 20)

January 2006

1: New officers and committee chairs/members begin new terms

2: Deadline to receive nominations for the AAA Billy I. Ross Advertising Education Award (see call p. 19)

2: Deadline to receive nominations for the AAA Kim Rotzoll Award for Advertising Ethics and Social Responsibility (see call p. 19)

2: Deadline to receive nominations for the AAA Charles H. Sandage "Sandy" Award for Teaching Excellence (see call p. 19)

2: Deadline to receive nominations for the AAA Distinguished Service Award (see call p. 19)

9: Deadline for submission to *JA* special issue on Responsibility in Advertising (see call in September issue of AAA Newsletter or *JA* website)

20-21: 5th International Marketing Trends Congress in Venice, Italy

February 2006

15: Deadline for submissions to the March AAA Newsletter (online submission form)

15: Deadline for submissions for the AEF Visiting Professor program (see call p. 31)

March 2006

1: March AAA Newsletter available on the AAA Website

1: Deadline for full papers to the Child & Teen Consumption 2006 Conference in Copenhagen

30-31: AAA 2006 Conference in Reno, Nevada (see call in September issue of the AAA Newsletter or AAA website)

April 2006

1-2: AAA 2006 Conference in Reno, Nevada (see AAA website for details)

27-28: Child & Teen Consumption 2006 Conference in Copenhagen

30: Deadline for submissions to the special issue of the *Journal of the Academy of Marketing Sciences* "Evolving to a new dominant logic for marketing: Continuing the debate and dialog" (see call p. 16)

May 2006

15: Deadline for submissions to the June AAA Newsletter

19-21: 25th Annual Advertising & Consumer Psychology Conference in Houston, Texas

June 2006

1: June AAA Newsletter available on the AAA website

5-8: 2006 Marketing and Public Policy Workshop, University of Southern California (see call p. 21-22)

8-10: 2006 Marketing & Public Policy Conference, Long Beach, California

July 2006

17-28: AEF Visiting Professor Program (see call p. 31)

August 2006

September 2006

October 2006

17-28: CMO Council Summit 2005 (see call p. 17)

November 2006

Katrina, cont'd p. 1

not teaching this semester, at least at Loyola. Some have secured a one semester appointment at other universities. But Loyola made the commitment to continue to pay us, so I felt like I had to be available for whatever Loyola asked me to do. For me that has meant numerous hours on-line communicating with students and trying to track down advisees. A number of my colleagues have used this "surprise sabbatical" as a chance to work on research, but in my capacity as chair of the largest department on campus, I have been bogged down with quite a lot of administrative work.

Our students are spread all over the country. Many of the Jesuit universities took our students in tuition-free. That allowed Loyola to keep the Fall tuition that had been paid. We are working now to figure out schedules for Spring, so trying to determine what students took while they were away is the challenge. We will have to be very flexible about allowing transfer credit back in.

As for advertising, Henley states that this is the first Fall in 15 years that she has not taught the Campaigns course. She writes: And I must say that has been the hardest part about being out of school. I develop such a bond with those students. Some will come back and take it in the Spring, but some have taken it at other universities. One of the most interesting stories is one student of mine who enrolled at the University of Tennessee. We are both strong NSAC competitors in our District. He was on our NSAC team last year that placed first in the district and third

"We take everything day by day and try to figure out how to solve that day's problems. If that isn't an exercise in critical thinking I don't know what is."

at nationals. Needless to say there was a little friendly ribbing there, but ultimately every campaigns group wanted him in their agency because of his involvement with our winning NSAC team. He emailed me saying he was feeling the "love." Henley is still in the process of trying to contact all 550 majors to determine their needs.

As for the psychological, mental and emotional health of her faculty, staff and students, Henley states: I can't speak for the students generally since I have only met personally with one of them. (My AAF student club president was at the AAF National Student Conference in Atlanta last month--she's not in school this semester and is just eager to get back and finish her courses at Loyola.) I do have more contact with the faculty. I will tell you from my perspective, there are times when I get down, but generally I am a pretty optimistic person who believes that everything that happens to us can have some good somewhere in it. A half-full kind of person, I guess. I have



From the Loyola University New Orleans Website: 9/7/05: Loyola University is fortunate that its campus was spared significant damage from Hurricane Katrina. These photos were taken right after the storm. University Police and Physical Plant personnel stayed on campus during the storm and are currently still on campus.

seen amazing kindness and concern. I have personally been so touched by that aspect, that it has been hard to have a pity party. That said--emotionally you go through all these phases of grief. Some days I am more optimistic than other days. I don't think any of us will really be able to assess how this has affected us until we have some perspective.

She continues: The day I rented an apartment, the

Birmingham News happened to call the complex manager and wanted a quote from a New Orleanian relocating. I was there and I am always one to help out a journalist under deadline. I said, "I can sit here and cry about it, or I can make a plan." That has pretty much been my approach the whole time. I can't say that all my colleagues feel the same way, but then at least two of them lost everything they owned--they lived in Lakeview. I just can't imagine what that would be like, though for five weeks (until we went back) we had no idea if we were in that situation.

The one thing that I hear over and over is how little stuff really matters. In fact, when I went home a couple weeks ago, I just gave away an entire set of dishes to someone who lost everything. Three months ago I would have really had to think about parting with some of "MY cherished

Katrina Update... (cont'd)

possessions.” When you have mentally lost everything (during the five weeks we had no idea how our home fared) it’s so much easier to let go. I am not sure how that will affect my teaching in advertising--because I just have had a really hard time buying anything extra. And those who know me find that really different. For example, I can’t bear to even buy a pair of shoes---that from a DSW-aholic! I hope this new perspective lasts. But it will be interesting to see how it plays out in my life and my teaching.

Related to that, I recall saying when I left campus on Friday August 26th, with classes to begin on the following Monday, I just felt overwhelmed with my to-do list. I wished it would just go away. Well, do you know that it was four weeks before I opened my work day-timer and wouldn’t you know--everything that was crucial on my list didn’t matter any more. That really changed my perspective.

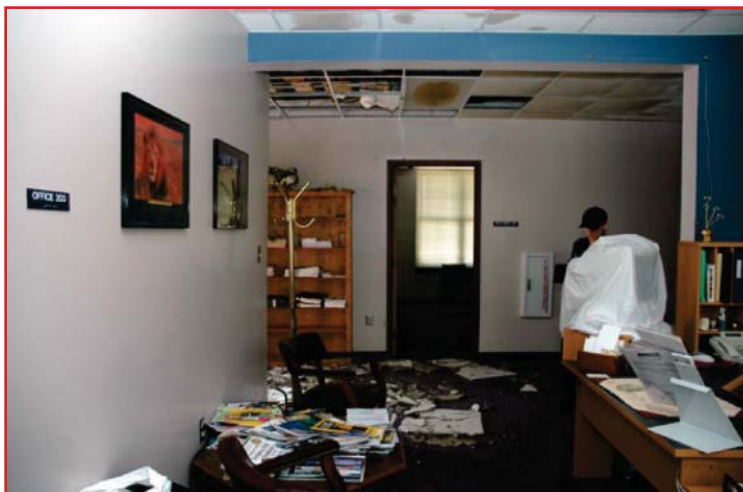
As for NSAC and Ad Club, Henley reports that these functions will “definitely” continue. She says: I am working right now to determine how I might collapse the Ad Campaigns capstone class with NSAC this year--generally they are two separate experiences. But be sure that Loyola will be there for the 7th District Competition in Macon, GA in April. I didn’t see any of my students at the Mosaic Awards, but I did see my student president in Atlanta--I mentioned that earlier. She is very excited about



Hurricane Katrina destroyed the University of Southern Mississippi’s J.L. Scott Marine Education Center and Aquarium, in Biloxi, Miss. Courtesy of the University of Southern Mississippi

committed to rebuilding Loyola, but as you might imagine, everyone is not real thrilled at that prospect while trying to keep up with scholarly activity and all the service that will be required.

In closing, Henley writes: the best observation that I can make is that all of this is a big question mark. I remember when Cal State Northridge shut down for a month from the major earthquake in 1994, but even then, it didn’t disperse the entire university all over the county. Absolutely every single person on campus has had their lives disrupted. I received a database of about 150 faculty and staff members whose homes were so destroyed that they have no place to live in New Orleans. I have already offered my guest house to one of our librarians to live in for as long as she needs it.



Many offices were filled with soggy paper and debris. Photo by Rachael R. Bolden, Mississippi Gulf Coast Community College

getting our chapter back up and running. According to Henley, classes are scheduled to begin January 9, 2006 and online registration starts later this month.

Unfortunately, Henley reports that she will be unable to attend this year’s AAA conference in Reno, Nevada. She writes: all of our travel funds for the year are frozen --as are sabbaticals, course releases, etc. And every full time faculty member will teach 4 classes in the spring and potentially 4 in an extended summer session. We are all

Have Photos for our Photo Gallery?

- ▶ Events from your University
- ▶ People in the spotlight
- ▶ Graduate students to be featured

Send to the Editor, Shelly Rodgers, at:
srodgers@missouri.edu

Call for Papers

CALL FOR PAPERS FOR THE SPECIAL ISSUE OF THE JOURNAL OF THE ACADEMY OF MARKETING SCIENCE “Evolving to a New Dominant Logic for Marketing: Continuing the Debate and Dialog”

Guest Co-Editors:

Robert F. Lusch, University of Arizona
Stephen L. Vargo, University of Hawaii

Consulting Editor:

David Ballantyne, University of Otago, New Zealand

For the past twenty years, there have been increasing calls for a paradigm shift in marketing. During the same period, both academic and applied marketing have been witnessing shifts in focal concepts, if not in underlying models and logic. Examples of these shifts are (1) transaction to relationship, (2) manufactured quality to perceived quality, (3) products to experiences, (4) value-added to value co-creation, (5) value delivery to value propositions, (6) supply chains to value networks or constellations, and (7) goods to service, among others. Vargo and Lusch (2004) have suggested that these shifts are converging on a new dominant logic, which has become known as “Service-Dominant Logic.” Others have suggested “solutions,” “relationship,” “network,” and “consumer culture,” sub-themes, if not alternative logics.

The purpose of this special issue is to investigate this convergence on a new dominant logic of marketing and of exchange in general. Service-Dominant Logic will serve as the initial focus but divergent and alternative themes of convergence are also encouraged. Specific topics and themes of interest include, but are not limited to, the following:

- ▶ Extension and elaboration of Service-Dominant Logic
- ▶ Historical analysis of the shifting and emerging paradigm(s)
- ▶ The co-creation of value, value propositions, brand, etc.
- ▶ Value networks and constellations
- ▶ Markets vs. marketing as the dominant logic
- ▶ Resource-advantage theory, and other resource and competence-based theories
- ▶ Capitalizing on customer competences and communities
- ▶ Managerial and cross-functional implications of the new dominant logic
- ▶ Macromarketing implications of the new dominant logic(s)
- ▶ Emerging research methods for the new dominant logic
- ▶ New pedagogical logics for a new dominant logic
- ▶ New communication methods and approaches (blogs, viral marketing, integrated marketing communication, dialog and conversation)
- ▶ The role of information technology and a flat world
- ▶ Management of processes vs. outputs
- ▶ The role of knowledge and innovation in the new dominant logic

Potential authors are invited to contact either of the guest editors for further clarification. Manuscript submission guidelines for the *Journal of the Academy of Marketing Science* (www.j-ams.org) must be followed. In addition please e-mail both guest editors an electronic copy of your manuscript in a Word or PDF file. **Manuscripts are due by April 30, 2006.** The anticipated publication date of the special issue is late 2007.

Robert F. Lusch
rlusch@eller.arizona.edu

Stephen L. Vargo
svargo@hawaii.edu

Announcement

Technology's Top Marketers to Deliver On-Demand™ Viewpoints at Chief Marketing Officer (CMO) Council Summit 2005

A group of high-level marketers from name-brand companies will articulate the importance of the On-Demand Marketing™ model at the CMO Council Summit 2005, to be held October 27-28 in Monterey, California. CMO Summit 2005 will focus on the adoption and implementation of On-Demand Marketing systems and practices to better serve channel and internal sales constituencies; further the delivery, availability and control of marketing content and digital assets; expedite go-to-market programs and streamline marketing processes; as well as introduce greater operational visibility, accountability and governance into the marketing organization. Executives from IBM, HP, Xerox, Intel and more will give real-world insights into On-Demand best practices as well as pain points. The CMO Council is a group of more than 1,500 high-level marketers dedicated to knowledge exchange and thought leadership. For more information visit www.cmosummit.org.

Contact: Matt Farrell

Phone: (212) 213-5400 ext. 217

E-mail: mfarrell@globalfluency.com.

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations and Job Announcements

When submitting Calls, Job Announcements or other announcements to the AAA Newsletter, please use the following guidelines:

- ▶ Type in a Word file of no more than 175 words, not including contact information (see Sample Call)
- ▶ Email Calls and all announcements to the Editor Shelly Rodgers (srodgers@missouri.edu)
- ▶ Submissions to the AAA Newsletter are due February 15th (March issue), May 15th (June issue), August 15th (September issue) and November 15th (December issue) of each calendar year
- ▶ URL link to complete call or job announcement
- ▶ [Click here for complete details](#)

Call for Nominations

American Academy of Advertising Call for Nominations

Year 2007 Officers
President-Elect
Vice President
Secretary

Year 2006 Academy Fellow(s)

The Nominating Committee (composed of the three most recent Past-Presidents of the Academy) will be conducting an election for Year 2007 AAA Officers and Year 2006 Academy Fellow(s). We welcome your nominations!

Your nominations should include:

- ▶ The position for which you are nominating
- ▶ The individual you are nominating (including the person's full name, phone number, and email address)
- ▶ Rationale/support for your nomination

If you would like more information, Articles V and VI of the Academy's Constitution (found in the Membership Directory and on the AAA website: www.americanacademyofadvertising.org) spell out the procedures to be followed and the descriptions of officers and their duties. Article II of the Bylaws describes requirements for Academy Fellows.

Nominations must be received by Monday, December 5, 2005. Send nominations to the incoming chairman of the Nominating Committee.

Please e-mail nominations to Charles R. Taylor at the following address: raymond.taylor@villanova.edu

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations and Job Announcements

When submitting Calls, Job Announcements or other announcements to the AAA Newsletter, please use the following guidelines:

- ▶ Type in a Word file of no more than 175 words, not including contact information (see Sample Call)
- ▶ Email Calls and all announcements to the Editor Shelly Rodgers (srodgers@missouri.edu)
- ▶ Submissions to the AAA Newsletter are due February 15th (March issue), May 15th (June issue), August 15th (September issue) and November 15th (December issue) of each calendar year
- ▶ URL link to complete call or job announcement
- ▶ [Click here for complete details](#)

AMERICAN ACADEMY OF ADVERTISING CALL FOR NOMINATIONS

The Awards Committee of the American Academy of Advertising announces its call for nominations for four prestigious awards: the Distinguished Service Award, the Charles H. Sandage Award for Teaching Excellence (called the "Sandy"), the Billy I. Ross Advertising Education Award, and the Kim Rotzoll Award for Advertising Ethics and Social Responsibility. Please refer to the AAA Directory and/or website for more information on each award: <http://www.americanacademyofadvertising.org> and <http://advertising.utexas.edu/AAA/>

The **Distinguished Service Award** is given by the American Academy of Advertising to individuals who have rendered distinguished service to the organization and/or advertising education. 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. One need not be a member of the AAA to be considered for this award.

The **Charles H. Sandage Excellence in Teaching Award** recognizes outstanding contributions to advertising teaching. Examples of excellence might include: performance of students as advertising (or business) professionals, performance of students as advertising (or other) teachers, case study development and publication, textbook publication, letters from past students, innovative course development, and innovative ex-class room teaching development.

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 projects or other innovative efforts in teaching. Examples of projects might include: innovations for teaching a new advertising course, 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.

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. There must be evidence of lifetime achievement in either ethics or social responsibility. For an academic, such evidence may be in the form of scholarly publications and for an advertising practitioner or organization the results of specific programs or activities that have had a positive impact on society would serve as evidence.

Any member of the Academy may nominate an individual or an organization, in the case of the Kim Rotzoll Award, for any one or all of these awards. It is important to note that implicit in the award descriptions above, letters of support for the nomination alone are not considered adequate documentation, but the materials sent for consideration also should include supporting printed information, publications or other relevant materials.

Nominations and supporting documentation should be sent to the Chair of the Awards Committee no later than **January 2, 2006**:

Mary Ann Stutts
Texas State University-San Marcos
College of Business Administration
Department of Marketing
San Marcos, Texas 78666
Phone: 512-245-3190 **Fax:** 512-245-7475
Email: maryann.stutts@txstate.edu

CALL FOR EDITOR OF THE JOURNAL OF ADVERTISING

Term: 4 years beginning January 1, 2007. The term of the present editor of JA will expire on December 31, 2006, and the new editor's term is for four years. (There is customarily a transition period, during which the present and future editors work together to ensure continuity.)

Journal Sponsorship: The journal is sponsored by the American Academy of Advertising (AAA) and the editor's position is overseen by the AAA Publications Committee which reports to the AAA Executive Committee.

Journal Positioning: The Journal of Advertising (JA) is published quarterly, and is designed to encourage the discovery and development of (a) valid theory and relevant facts regarding the behavioral and philosophical aspects of advertising communications, and (b) the relationships between these and other components of the advertising business and related processes.

Desired Qualifications: Preference will be given to candidates whose educational background, experience and research accomplishments reflect the candidate's ability to provide direction for the future development of the journal. Candidates for the editorship should provide evidence of demonstrated excellence in research and publication in the field of advertising. The editor is expected to report to the AAA Publications Committee at the annual conferences and is required to be an AAA member during the period of editorship. Support from the editor's institution is required. More specific information will be provided upon request and finalists will be interviewed at the 2006 AAA conference the end of March in Reno, Nevada.

To Apply: Please submit (1) a letter of interest, (2) a statement of publishing philosophy and relevant experience, (3) current vita, and (4) a statement of support from your university director, chair, or dean, including specifics as to what resource support your university would contribute. Submit all documents in MS Word or pdf form via e-mail to rotfeld@business.auburn.edu. In the e-mail subject line, please put "JA Editor Application."

Deadline to Apply: February 1, 2006

All inquiries and applications should be addressed to:

Herbert Jack Rotfeld
2006 Chair, AAA Publications Committee

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations and Job Announcements

When submitting Calls, Job Announcements or other announcements to the AAA Newsletter, please use the following guidelines:

- ▶ Type in a Word file of no more than 175 words, not including contact information (see Sample Call)
- ▶ Email Calls and all announcements to the Editor Shelly Rodgers (srodgers@missouri.edu)
- ▶ Submissions to the AAA Newsletter are due February 15th (March issue), May 15th (June issue), August 15th (September issue) and November 15th (December issue) of each calendar year
- ▶ URL link to complete call or job announcement
- ▶ [Click here for complete details](#)

Workshop Announcement

The Second Workshop and Doctoral Seminar “Research in Risk: Public Policy and Social Dimensions”

Sponsored by: AMA, Consumer Behavior SIG, Marketing & Society SIG, & Society of Risk Analysis

The Second Workshop and Doctoral Seminar will be held immediately prior to the 2006 Marketing and Public Policy Conference at the University of Southern California on June 5-8. This workshop follows the very successful 2004 workshop at the University of Utah. The 2004 workshop attracted more than 40 doctoral students and faculty and provided a forum for discussion and identification of opportunities for joint research. Among the faculty members making presentations at the 2004 workshop were Russ Belk, Lauren Block, Baruch Fischhoff, Ingrid Martin, Connie Pechmann, Paul Slovic, and David Stewart. Resident faculty included Paula Bone, Pam Ellen, Debra Ringold, Debbie Scammon, and Josh Wiener, among others. For more information about the 2004 Workshop see http://www.business.utah.edu/go/the_school/821/

Workshop Format and Content

The 2006 Workshop will follow a format similar to the first workshop with significant time devoted to discussion and small group interaction. The workshop will be led by distinguished researchers presenting their relevant research. Participants will have the opportunity to interact with these discussion leaders as well as a number of other researchers active in the areas of marketing, public policy, and risk who will be present throughout the workshop as resident faculty. Basic processes of risk perception and risky behavior as well as multiple approaches to researching and understanding these processes and behaviors will be considered. Relevance of these issues to marketing and public policy will be a key focus. Participants will develop a mini research proposal with the feedback/guidance of presenters and resident faculty scholars. Extensive pre-workshop readings, as well as development of a statement of research interests, will prepare attendees to be active participants.

Workshop Faculty

An outstanding group of faculty will be presenting current research and discussing a variety of research methods for understanding/exploring the broad area of risk. Faculty participants will be announced as plans are finalized.

Invited Scholars*:

- ▶ Anthony D. Cox, Professor of Marketing and Chancellor's Faculty Fellow (Indiana University)
- ▶ Dena S. Cox, Eli Lilly Faculty Fellow and Professor of Marketing (Indiana University)
- ▶ Baruch Fischhoff, Howard Heinz University Professor, Department of Social & Decision Sciences, Department of Engineering & Public Policy (Carnegie-Mellon University)
- ▶ Punam Anand Keller, Charles Henry Jones Third Century Professor (Dartmouth University)
- ▶ Janis Pappalardo, Economist (Federal Trade Commission)
- ▶ Cornelia Pechmann, Professor of Marketing (University of California Irvine)
- ▶ Jason Shogren, Stroock Distinguished Professor of Natural Resources Conservation & Management (University of Wyoming)

****Other Invited Scholars remain to be confirmed***

Resident Scholars:

- ▶ Paula Bone (University of West Virginia)
- ▶ Pam Scholder Ellen (Georgia State University)
- ▶ Valerie S. Folkes (University of Southern California)
- ▶ Debbie MacInnis (University of Southern California)
- ▶ Laura Peracchio (University of Wisconsin-Milwaukee)
- ▶ Debbie Scammon (University of Utah)
- ▶ Joshua Wiener (Oklahoma State University)

Who Should Attend

The workshop is designed for advanced Ph.D. students and new faculty members who have an interest in developing a research stream in the marketing and public policy/risk domain. Doctoral students may enroll in the seminar for three hours of graduate course credit from the University of Southern California (USC's credit hour tuition will apply) or

Continued on next page...

Workshop Announcement... (cont'd)

independent study through their home universities. Other participants are welcome for the professional development experience. The workshop will be personally enriching: there will be numerous opportunities to interact (professionally and socially) with both leading marketing scholars and fellow initiates.

Additional Information and Application/Nomination

Additional information will be forthcoming at this site, at the MAS SIG site (www.massig.org) and the SRA (www.sra.org) website. Attendance will be limited and applicants will be selected on a competitive basis. Click on the link to Application form to apply and register online for the Risk Workshop.

Scholarships

A limited number of scholarships will be available to help cover housing and registration fees and a limited number of travel grants may also be available.

Logistics

The workshop will be held on the University of Southern California campus. Housing will be available in the immediate area. Registration for the workshop is \$100 and covers materials and some meals.

For more information, contact one of the following faculty members:

Ingrid M. Martin - imartin@csulb.edu

Michael Kamins - Michael.Kamins@Marshall.USC.EDU

David W. Stewart - David.Stewart@Marshall.USC.EDU

Job Announcement

Texas State University–San Marcos, School of Journalism and Mass Communication

- ▶ Job Number 2006-35: Mass Communication Generalist to teach at Round Rock Higher Education Center, 50 miles north of the main campus. Teach some combination of media and society, research methods, copyediting, media history and media theories.
- ▶ Job Number 2006-34: New Media/Convergence, undergraduate and graduate levels. Ability to teach new media related courses, online courses, state of the art technical skills in a variety of media technologies, and other mass communication courses preferred. Familiarity with media convergence, web design, Photoshop, Illustrator, Dreamweaver, Java, Flash and Final Cut Pro or Express preferred.

A terminal degree in related area preferred for both positions. A master's degree is required. Prior professional and teaching experience are preferred.

Texas State is located between Austin and San Antonio at the edge of the Texas Hill Country. The School is accredited by ACEJMC, has 1600 undergraduates and 50 graduate students. Cover letter should specify which position is being sought. Also send curriculum vita and list of three references to:

School of Journalism and Mass Communication,
Texas State University
San Marcos, TX 78666

Consideration of applications will begin Jan. 16, 2006, and continue until filled. Texas State is an equal-opportunity employer.

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations and Job Announcements

When submitting Calls, Job Announcements or other announcements to the AAA Newsletter, please use the following guidelines:

- ▶ Type in a Word file of no more than 175 words, not including contact information (see Sample Call)
- ▶ Email Calls and all announcements to the Editor Shelly Rodgers (srodgers@missouri.edu)
- ▶ Submissions to the AAA Newsletter are due February 15th (March issue), May 15th (June issue), August 15th (September issue) and November 15th (December issue) of each calendar year
- ▶ URL link to complete call or job announcement
- ▶ [Click here for complete details](#)

DEPARTMENT OF COMMUNICATIONS COLLEGE OF COMMUNICATION, CSUF Advertising Tenure Track Position

We have two openings for outstanding people who can complement a top ten advertising program and its students in all areas of advertising. In addition the ideal candidate will foster relationships between the department and the college, university and community. Primary teaching responsibilities for these positions will include one or more of the following; creative strategy, account planning, media and technologies, brand management and campaign planning. In addition, each position will require scholarly research and academic advisement to students in the advertising concentration. The course load is 4/4. Assignment to one or more courses housed at the CSUF Irvine campus is a possible condition of employment.

Qualifications

- ▶ Candidates must have a Ph.D. in communications or a terminal degree in a related field. Candidates who are ABD will be considered.
- ▶ Preference will be given to candidates with research, teaching and professional experience.
- ▶ Experience in fostering university partnerships with community and professional agencies is highly desirable.
- ▶ Candidate should have the ability to interact effectively with a culturally diverse range of students and colleagues.
- ▶ Appropriate background and ability to teach other mass communication or concentration courses will be considered a plus.

Appointment Date: August 2006

Rank & Salary: These are tenure-track positions at the rank of Assistant or Associate Professor. Salary is competitive and commensurate to rank, experience and qualifications. Periodic salary adjustments are enacted by the state legislature. Additional teaching in summer and intersession is often available. An excellent comprehensive benefits package is available, including health/vision/dental plans, spouse/domestic partner/dependent fee-waiver, access to campus child-care, a new affordable housing program, defined-benefit retirement through the state system, along with optional tax-sheltering opportunities.

For a detailed description of benefits, go to http://hr.fullerton.edu/benefits/compare_benefits.htm

Application Deadline: Review of applications will begin November 10, 2005 and will continue until the position is filled.

Application Procedure: For consideration, send a letter of application, curriculum vita, and list of three references with contact information (phone and e-mail preferred) to:

Olan F Farnall
Search Committee Chair
Department of Communications, CP-400
California State University-Fullerton
800 N State College Blvd
Fullerton CA 92831-3599

For inquiries, call the Dept of Communications, 714-278-3517, or e-mail ofarnall@fullerton.edu

Cal State Fullerton is an Equal Opportunity/ Title IX/503/504/VEVRA/ADA Employer

Job Announcement... (cont'd)

Towson University in Maryland **Assistant Professor, tenure track in advertising**

Responsibilities: Teach courses in the undergraduate advertising emphasis including: principles of advertising, copywriting, media planning, advertising campaigns, and others in advertising or communication. Some graduate teaching is available. Advise students as necessary.

Appointment: Ten-month appointment with the possibility of additional summer compensation for teaching. Start date: Fall 2006.

Qualifications: Earned doctorate or ADB (completion of all doctoral work required by February 1, 2007). Demonstrated success as a classroom teacher is required. Professional advertising experience preferred. Experience in issues of civic engagement and/or interdisciplinary work is desired.

The Department of Mass Communication & Communication Studies annually enrolls approximately 1,000 majors served by 20 full-time and 45 part-time faculty. The Department offers undergraduate tracks in strategic public relations and integrated communication, journalism and new media, and advertising. A master's degree is offered in Communications Management.

Founded in 1866, today Towson University is recognized by U.S. News & World Report top public universities in the Northeast and Mid-Atlantic regions. Towson is nationally recognized for its programs in the liberal arts and sciences, business, education, communications, health sciences, and the fine and performing arts. The University places a strong emphasis on service learning and civic engagement through such activities as internships, practica, clinical placements, course assignments and student events. As the Baltimore area's largest university and Maryland's Metropolitan University, Towson articulates its research and scholarship mission through partnerships that link the University to the economic, educational and cultural life of the state of Maryland and the mid-Atlantic region. Towson enrolls more than 17,500 undergraduate and graduate students in 64 undergraduate majors, 35 master's programs and four doctoral programs. Located on a rolling 328 acres, the striking campus is eight miles north of downtown Baltimore and 45 miles from Washington, D.C. The campus and its surrounding cities provide an excellent environment for teaching and supporting the academic pursuits of the 600 full-time faculty who work here.

Application: The review of completed applications will begin on November 1, 2005 and continue until the position is filled. Submit a letter of application, curriculum vita, evidence of teaching effectiveness, three letters of recommendation, and an official graduate transcript to:

Dr. Charles Flippen, Chair
Department of Mass Communication & Communication Studies
Towson University
8000 York Road
Towson, MD 21252-0001
E-mail: cflippen@towson.edu

Towson University is an equal opportunity/affirmative action employer and has a strong institutional commitment to diversity. Women, minorities, persons with disabilities, and veterans are encouraged to apply.

Job Announcement... (cont'd)

University of North Carolina at Chapel Hill **Outstanding Assistant or Associate Professor of Advertising**

The School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill is searching for an outstanding person to join its faculty as an assistant or associate professor in advertising. Applicants will be expected to teach the Principles of Advertising course and at least one specific area of research/professional expertise (creative, media or management).

Duties and qualifications: This person will be appointed to either our Mass Communication Theory Tenure Track or our Journalism and Mass Communication Practice Tenure Track.

Theory Tenure Track. Persons in this traditional tenure track have a Ph.D. and may have some professional advertising experience. They typically teach two courses per semester, conduct significant research, participate in the graduate program and engage in service.

Practice Tenure Track. Persons in this track must have significant professional advertising experience at high levels and significant teaching experience or the promise of teaching excellence. They usually teach three courses per semester, engage in creative or professional activities, participate in the M.A. program and engage in service activities. A master's degree is preferred.

Rank will be based on qualifications.

Review of applications will begin **December 2, 2005** and will continue until the position is filled.

Starting date: July 1, 2006

Applications: Submit a letter, curriculum vita or resume, and at least three references. If you wish, submit course syllabi and other material, all to:

Professor John Sweeney
Advertising Search Committee
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
Campus Box 3365
Chapel Hill, NC 27599-3365
Telephone: (919) 962-4074
Fax: (919) 962-0620
Email: jsweeney@email.unc.edu
School's Web site: <http://www.jomc.unc.edu>

The University of North Carolina at Chapel Hill is an equal-opportunity employer.

Job Announcement... (cont'd)

Dean, College of Communication & Information Sciences University of Alabama

The College of Communication and Information Sciences at The University of Alabama invites applications and nominations for the position of dean. The dean is the chief academic officer of a dynamic and growing College with an extensive array of academic, professional, and service enterprises.

College of Communication and Information Sciences

The College is among the most distinguished academic units in Alabama's flagship university. Its academic programs are highly ranked. For example, the College's doctoral program ranked seventh in the nation among mass communication programs and the forensics program won its fifteenth national championship last year. The third largest academic unit in the University, the College has a faculty of distinguished teachers and scholars with international reputations.

The College is comprised of diverse academic and professional units. Academic units include the departments of Advertising and Public Relations, Communication Studies, Journalism, Telecommunication and Film, and the School of Library and Information Studies. Unique graduate offerings include a Master's program in Community Journalism and an MFA program in the Book Arts. The College's broadcast assets are extensive and include the award-winning Center for Public Television and Radio, four radio stations, and two commercial television stations.

The College provides superior research opportunities, including affiliation with the Institute for Communication and Information Research, which conducts research for government, private sector, and media clients. Grants, contracts, and gifts support both students and programs in the College.

The College maintains close ties with and provides leadership for professional and scholarly organizations. Alumni, who include Fortune 500 CEOs, Pulitzer Prize winners, and leaders in the communication and information professions, are loyal and generous supporters of the College.

Qualifications

We seek a leader of utmost integrity who will provide dynamic leadership for the diverse interests of the College. We seek a decision-maker who can build consensus and implement programs and support the University's continuing commitments to the highest quality scholarship, outstanding teaching, and cultural diversity.

The successful candidate will have an earned doctorate or other terminal degree and a national reputation based on scholarly, professional, or creative accomplishments. Professional experience in an industry associated with one or more of the College's units is desirable.

Faculty and students will welcome a dean who will provide leadership both within the College and with external constituents. A deep commitment to teaching and learning is a must as is the ability and desire to develop relationships with external constituencies. Experience in institutional development, major gifts, and sponsored research are pluses.

The successful candidate for the deanship is expected to have significant experience in academic administration and management; a strong commitment to collaborative decision making and faculty governance; a deep commitment to recruiting and retaining faculty, staff, and students of color; an understanding of the multiple missions of the College's degree programs and service departments; and a strong commitment to the successful placement of graduates. The

University of Alabama

The University, the state's oldest public university, is experiencing significant, planned growth. For five consecutive years, U.S. News & World Report named the University one of the top 50 public universities in the nation. It is the senior comprehensive doctoral-level institution in Alabama, with approximately 21,750 students. The University is located in Tuscaloosa, a city of some 80,000 residents in west-central Alabama. Tuscaloosa residents enjoy the convenience of a University community with proximity to Birmingham and Atlanta, two of the South's most dynamic urban centers. The excellent climate for outdoor activity, reasonable cost of living, and hospitality of the residents make the area attractive for all ages.

Continued on next page...

Job Announcement... (cont'd)

Application

Send a letter addressing the candidate's qualifications, a comprehensive curriculum vitae, and names and contact information of three references to:

Prof. Matt Bunker
Department of Journalism
Box 870172
University of Alabama
Tuscaloosa, Alabama, 35487-0172

Review of applications will begin February 1, 2006. We will continue to accept applications until the position is filled.

UA is an Affirmative Action, Equal Opportunity employer.

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations and Job Announcements

When submitting Calls, Job Announcements or other announcements to the AAA Newsletter, please use the following guidelines:

- ▶ Type in a Word file of no more than 175 words, not including contact information (see Sample Call)
- ▶ Email Calls and all announcements to the Editor Shelly Rodgers (srodgers@missouri.edu)
- ▶ Submissions to the AAA Newsletter are due February 15th (March issue), May 15th (June issue), August 15th (September issue) and November 15th (December issue) of each calendar year
- ▶ URL link to complete call or job announcement
- ▶ [Click here for complete details](#)

Job Announcement... (cont'd)

DEAN, GRADY COLLEGE OF JOURNALISM AND MASS COMMUNICATION UNIVERSITY OF GEORGIA

The University of Georgia invites nominations and applications for the position of Dean of the Grady College of Journalism and Mass Communication. The successful candidate should have substantial administrative and fiscal management experience for leading in a dynamic environment; significant intellectual achievement; ability to advance with vision and focus professional education and research at a large public university; the academic credentials or professional experience, terminal degree preferred, to be appointed a professor with tenure at a Carnegie Research Extensive university; be a collaborative, ethical, entrepreneurial leader with a track record of consensus building; and possess the ability to:

- ▶ Deepen and extend the research mission of the Grady College;
- ▶ Raise funds to support programs, research and facilities;
- ▶ Develop programs and relationships with the media, alumni and government;
- ▶ Support curricular innovation and ensure academic excellence;
- ▶ Vigorously support diversity initiatives;
- ▶ Foster the use of new technology in teaching, research and outreach.

The Grady College is one of the oldest and most highly regarded journalism and mass communication programs. The College is home to the George Foster Peabody Awards, the Cox Center for International Mass Communication Training and Research, and the Cox Institute for Newspaper Management Studies. Grady faculty have funded research and programs through grants from the National Institutes of Health, the Centers for Disease Control and Prevention, the Knight Foundation, the U.S. Department of State and many other foundations and agencies.

The college offers seven undergraduate majors in three departments, Advertising and Public Relations, Journalism, and Telecommunications. Grady College enrolls 1,250 undergraduate and 100 M.A. and Ph.D. students. Grady College has 55 full-time faculty, including highly productive scholars and award-winning teachers and faculty engaged in extensive outreach to professional constituents and the public.

To assure full consideration, **applications must be received by January 27, 2006**. Inquiries, applications and nominations will be treated in confidence to the extent permitted by Georgia law. Application materials (to include a letter of interest, a curriculum vitae, and the names, addresses, telephone numbers and e-mail addresses of five references) must be electronically submitted (MS Word format) to: UGADean@academic-search.org.

Assisting the University in this search is:
Ann Die Hasselmo, Ph.D., Managing Director
Academic Search Consultation Service
1825 K Street, NW, Suite 705
Washington, DC 20006
www.academic-search.org
Phone: 202/332-4049
ann.hasselmo@academic-search.org

More information on the search is available at: www.grady.uga.edu/dean_search or www.academic-search.org.

The University of Georgia is an Equal Opportunity, Affirmative Action Institution.

Advertising Educational Foundation (AEF) Description of Key Programs

Mission

The AEF is the advertising industry's provider and distributor of educational content to enrich the understanding of advertising as an essential component of our economic and social system.

Description of Key Programs

www.aef.com

AEF has recently launched its new and improved, comprehensive website, aef.com. The site provides access to materials and information on advertising not found elsewhere, devoted to consideration of advertising from the social, cultural, historical and economic perspective. Highlights include a collection of case histories, speaker presentations, book excerpts and class syllabi. aef.com offers extensive exhibits of current and historical advertising such as The Advertising Council's 60th Anniversary Retrospective and the Clio Awards. AEF Symposia presentations are streamed in their entirety—topics range from social responsibility and children's health and wellness to how advertising shapes the image of women.

Scholarly Journal: Advertising & Society Review

Advertising & Society Review (A&SR) is a peer-reviewed academic journal published by the AEF. The work of scholars from a wide range of liberal arts and social science fields appears in its pages; from history to political science, from women's studies to social psychology. Committed to representing the full spectrum of views about advertising, A&SR publishes original articles by academicians, as well as interviews, roundtables and panel discussions with participants from industry and academia. Linda M. Scott, Ph.D., University of Illinois at Urbana-Champaign, serves as Editor. A&SR is distributed online by Johns Hopkins University Press (JHUP) Project Muse, and is also available via aef.com.

NEW! "Advertising and Society: An Online Curriculum"

William M. O'Barr, Ph.D., Duke University, authors the first comprehensive curriculum about advertising and its role in society. Its purpose is to expand and elevate the discourse about advertising in college classrooms with this online/virtual "textbook." It may be used in its entirety (20 units) as the primary textbook for a college course or adapted for use in courses where one or more aspects of advertising are considered. JHUP Project Muse is rolling it out two chapters at a time with each quarterly issue of Advertising & Society Review. The first two units—What is Advertising? and A Brief History of Advertising in America—are already available. In December, two more units will be added—Subliminal Advertising and The Interpretation of Ads. Access is via JHUP Project Muse and aef.com.

Inside Advertising Speakers Program

AEF partners with faculty and staff at colleges and universities to coordinate mini-"executive-in-residence" programs on the issues surrounding advertising. During the 2004-05 academic year, 93 schools across the United States took advantage of the opportunity to host top industry executives, establishing a dialogue about such topics as ethics, gender, ethnicity, global communications, and public service. The structure and nature of each visit is tailored specifically to the requirements of each campus and range from classroom visits, to general presentations to informal lunches.

Visiting Professor Program

Please see following page for details.

We welcome your feedback and participation.

Please email Kathy Grantham, Deputy Director, at kg@aef.com, or call 212.986.8060.

Thank you for your interest in the AEF.

Continued on next page...

2006 VISITING PROFESSOR PROGRAM FACT SHEET

How do marketers target various consumer groups? What is global advertising? How does account planning work? How is advertising developed? The Advertising Educational Foundation (AEF) presents the Visiting Professor Program (VPP).

Background

The VPP is a highly competitive, two-week fellowship for professors of advertising, marketing, communications and the liberal arts (Anthropology, English, History, Psychology and Sociology). In 2005, 13 professors representing top schools around the country were hosted by advertising agencies in New York City, Chicago and San Francisco. Whether a professor is placed with an agency, a marketing or media company depends upon his/her area of expertise. The number of placements in the VPP is contingent upon the number of companies willing to host a professor. Preference is given to professors with little or no industry experience and to those who have not already participated in the program. Note: Program is only offered to professors teaching in the United States.

Objective

To expose professors to the day-to-day operations of an advertising agency, marketing or media company; and to provide a forum for the exchange of ideas between academia and industry. The VPP gives professors a greater understanding of the industry while host companies have an opportunity to develop closer ties to academia.

Components

A two-day orientation is followed by individual fellowships. While at the host company, each professor offers a "Lunchtime Lecture" on his/her area of expertise and how it relates to advertising. Note: With the professor's permission, the Lunchtime Lecture may be videotaped for possible streaming on aef.com.

2006 VPP: July 17 – July 28

Professors singled out by the VPP Selection Committee will be placed with host companies in New York City, Chicago and possibly San Francisco/Los Angeles. Participants are expected to be available for the full two weeks.

Expenses

Host companies pay housing and per diem. Professors pay travel and out-of-pocket expenses.

Application

Visit the On-Campus section on www.aef.com for a program application. Application may be emailed. All other application materials must be mailed.

Application due date: February 15, 2006

Notification: April 2006

Contact

Sharon Hudson
Vice President, Program Manager
Tel: 212-986-8060
Email: sh@aef.com

*For those selected to participate in the program, AEF recommends a meeting between the visiting professor and host company to discuss mutual objectives in advance of the program.

Special Offer for AAA Members

Complete your collection of back issues of **Journal of Advertising** now and save

While supplies last, individual back issues of the *Journal of Advertising* will be available to members of the American Academy of Advertising at special prices.*

Use the list of available issues below to check your collection back home. Simply check off your missing issues, complete the order form, and return it to *M.E. Sharpe* with payment. *Quantities are limited* and will be provided on a first come, first served basis.

To: *M.E. Sharpe, Inc.*, 80 Business Park Drive, Armonk, NY 10504
Tel: 800-541-6563 or 914-273-1800 Fax: 914-273-2106

Please send the following issues of *Journal of Advertising*:

Vol./issue	Vol./issue	Vol./issue	Vol./issue	Vol./issue	Vol./issue	Vol./issue	Vol./issue
<input type="checkbox"/> 3.2	<input type="checkbox"/> 8.1	<input type="checkbox"/> 11.3	<input type="checkbox"/> 15.4	<input type="checkbox"/> 19.1	<input type="checkbox"/> 22.3	<input type="checkbox"/> 25.4	<input type="checkbox"/> 29.3
<input type="checkbox"/> 3.4	<input type="checkbox"/> 8.2	<input type="checkbox"/> 11.4	<input type="checkbox"/> 16.1	<input type="checkbox"/> 19.2	<input type="checkbox"/> 22.4	<input type="checkbox"/> 26.1	<input type="checkbox"/> 29.4
<input type="checkbox"/> 4.3	<input type="checkbox"/> 8.3	<input type="checkbox"/> 12.1	<input type="checkbox"/> 16.2	<input type="checkbox"/> 19.3	<input type="checkbox"/> 23.1	<input type="checkbox"/> 26.2	<input type="checkbox"/> 30.1
<input type="checkbox"/> 4.4	<input type="checkbox"/> 8.4	<input type="checkbox"/> 12.2	<input type="checkbox"/> 16.3	<input type="checkbox"/> 19.4	<input type="checkbox"/> 23.2	<input type="checkbox"/> 26.3	<input type="checkbox"/> 30.2
<input type="checkbox"/> 5.1	<input type="checkbox"/> 9.1	<input type="checkbox"/> 12.4	<input type="checkbox"/> 16.4	<input type="checkbox"/> 20.1	<input type="checkbox"/> 23.3	<input type="checkbox"/> 27.1	<input type="checkbox"/> 30.3
<input type="checkbox"/> 5.2	<input type="checkbox"/> 9.2	<input type="checkbox"/> 13.1	<input type="checkbox"/> 17.1	<input type="checkbox"/> 20.3	<input type="checkbox"/> 23.4	<input type="checkbox"/> 27.2	<input type="checkbox"/> 30.4
<input type="checkbox"/> 5.3	<input type="checkbox"/> 9.3	<input type="checkbox"/> 13.3	<input type="checkbox"/> 17.2	<input type="checkbox"/> 20.4	<input type="checkbox"/> 24.1	<input type="checkbox"/> 27.3	<input type="checkbox"/> 31.1
<input type="checkbox"/> 5.4	<input type="checkbox"/> 9.4	<input type="checkbox"/> 13.4	<input type="checkbox"/> 17.3	<input type="checkbox"/> 21.1	<input type="checkbox"/> 24.2	<input type="checkbox"/> 27.4	<input type="checkbox"/> 31.2
<input type="checkbox"/> 6.1	<input type="checkbox"/> 10.2	<input type="checkbox"/> 14.2	<input type="checkbox"/> 17.4	<input type="checkbox"/> 21.2	<input type="checkbox"/> 24.3	<input type="checkbox"/> 28.2	<input type="checkbox"/> 31.3
<input type="checkbox"/> 6.2	<input type="checkbox"/> 10.3	<input type="checkbox"/> 14.4	<input type="checkbox"/> 18.1	<input type="checkbox"/> 21.3	<input type="checkbox"/> 24.4	<input type="checkbox"/> 28.3	<input type="checkbox"/> 31.4
<input type="checkbox"/> 6.3	<input type="checkbox"/> 10.4	<input type="checkbox"/> 15.1	<input type="checkbox"/> 18.2	<input type="checkbox"/> 21.4	<input type="checkbox"/> 25.1	<input type="checkbox"/> 28.4	
<input type="checkbox"/> 6.4	<input type="checkbox"/> 11.1	<input type="checkbox"/> 15.2	<input type="checkbox"/> 18.3	<input type="checkbox"/> 22.1	<input type="checkbox"/> 25.2	<input type="checkbox"/> 29.1	
<input type="checkbox"/> 7.3	<input type="checkbox"/> 11.2	<input type="checkbox"/> 15.3	<input type="checkbox"/> 18.4	<input type="checkbox"/> 22.2	<input type="checkbox"/> 25.3	<input type="checkbox"/> 29.2	

Send to (PLEASE PRINT CLEARLY):

Name _____

Institution _____

Dept. _____

Street Address _____

City _____ State _____

Zip Code _____

Daytime Tel. # _____ Fax _____

E-mail _____

*For 1 to 4 issues: _____ @ \$5.50 each

*For 4 or more issues: _____ @ \$5.00 each \$ _____

Shipping:

For 1 or 2 issues: \$5.00 \$ 5.00

For each additional issue, add \$1.00 \$ _____

(For N.Y. residents) Sales Tax \$ _____

Total \$ _____

My check or money order is enclosed (in U.S. funds, drawn on a U.S. bank).

Charge my American Express Mastercard Visa

Card Number _____

Expiration date _____

Signature _____

Name _____

M.E. Sharpe

www.mesharpe.com
Tel. 800-541-6563 or 914-273-1800
Fax 914-273-2106

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations, etc.

All calls must conform to the following guidelines:

1. Calls should be no more than 175 words total, not including contact information (see Sample Call below)
2. Type calls in a Word or rich text format (rtf) file (no PDFs, please)
3. Single space paragraphs and double space between paragraphs; bullet items that group together well, such as a list of possible topics
4. Write the call in accordance with the Sample Call, provided below
5. Provide these additional details:
 - a. Organization making the call
 - b. Reason for the call
 - c. Date of the call (if a conference, provide conference start and stop dates)
 - d. Submission deadline
 - e. Theme (if a journal, provide special issue topic)
 - f. Brief list of topics (in bullet format)
 - g. Chair's name and complete contact information
 - h. Direct link to the complete call on your website (we'll link from the call you submit to the AAA Newsletter to your complete call on your website, where our members can get additional details if needed)
6. Ensure that all information is accurate (the Editor will edit for spelling, grammar and punctuation but not accuracy of factual information such as deadlines, email addresses, etc.)
7. Email all calls, job announcements or other items for the newsletter to the AAA Editor, Shelly Rodgers (srodgers@missouri.edu) or use our online submission form, located at: <http://www.missouri.edu/~rodgerss/submission.html>
8. Calls are due by the following dates:

AAA Newsletter Published on:

- ▶ March 1
- ▶ June 1
- ▶ September 1
- ▶ December 1

Call is due by:

- ▶ February 15
- ▶ May 15
- ▶ August 15
- ▶ November 15

Here’s an example of how to set up your call:

The 25th annual Advertising and Consumer Psychology Conference will be held May 19-21, 2006, in Houston, Texas. The conference is sponsored by the Society for Consumer Psychology (SCP) and will feature participation by academic researchers and practitioners involved in the retailing industry. The theme of the conference is “Brick & Mortar Shopping in the 21st Century.”

Possible topics include, but are not limited to:

- ▶ Methodological innovations for studying shopping behavior
- ▶ Shopping environments (such as Kozinet et al.’s (2004) work on retail spectacle)
- ▶ Consumers’ attitudes toward “physical” shopping the Mall as social gathering place
- ▶ Third party influences on shopping decisions
- ▶ Personality differences between those who prefer physical vs. e-shopping
- ▶ Synergies between brick & mortar retailers and their electronic counterparts
- ▶ Situational factors that promote/inhibit the choice to physically shop

The submission deadline is **December 15, 2005**. For more information about The Society for Consumer Psychology or the Advertising and Consumer Psychology Conference, please see our website at <http://www.consumerpsych.org> or contact the conference chair:

Tina M. Lowrey, Ph. D.
Dept. of Marketing, College of Business
University of Texas at San Antonio
6900 North Loop 1604 West
San Antonio, TX 78249
tina.lowrey@utsa.edu
+1 210.458.5384
+1 210.458.6335 (fax)