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The President's Column

by Pat Rose

Thank you - one and all - for making Reno one of the best conferences ever. We surpassed every benchmark for attendance (230 registries), paper presentations (76), and fun. I have heard nothing but superb things about the Lake Tahoe cruise (thank you, Bob). We also had 149 paper submissions, 13 pages of advertising and 17 exhibitors. For your involvement in reviewing, moderating, presenting, discussing, listening and even "pushing me around," I thank all of you. And - you'll be delighted to know that I have permanently given up the wheel chair in favor of a cane. I get "pushed around" enough with or

without the chair.

As those of you who attended already know, Joe Plummer, Chief Research Officer of the Advertising Research Foundation, was our keynote speaker.

Joe's point of view on academic research has been consistent over the years: more academic research needs to become more



Pat Rose

President, p. 2

AAA Legends and Leaders

by Don Jugenheimer

Many members have asked about former leaders of AAA and what they are doing today. This is the second article in a series about these past "legends and leaders"—the title of our series. In this issue, two persons from Texas who have done much to further the purposes and goals of the Academy are being featured: Arnold Barban and Mary Ann Stutts.

Arnold Barban



Arnold Barban

A former President of AAA and Fellow of the Academy, Arnold Barban also received the "Sandy" (Charles H. Sandage Award for Teaching Excellence) and served in many leadership roles in AAA.

He was directly involved in establishing the *Journal of Advertising* and later was involved in developing the by-laws under which the *Journal* was folded into the Academy.

Arnold taught at the University of Illinois, University of Texas-Austin and University of Alabama; he was department chair at Illinois and at Alabama. He is also author or co-author of many advertising textbooks including books on advertising principles, media and readings.

Now living in Texas, Arnold continues his writing, although not articles or textbooks. He also enjoys volunteer work at the Blanco (Texas) Library and takes digital photographs of courthouses in the Texas Hill Country (his first college major was architecture, which still interests him). And some of those who attended the San Antonio national conference of AAA saw his skills with yo-yo tricks.

Arnold's telephone number is (830) 885-6878 and his e-mail address is barban@gvvc.com.

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President, cont'd p. 1

directly relevant to the industry. He challenged us to work more closely with industry, to collaborate with clients in data analysis, and to get more involved with issues of current interest to practitioners. Of prime importance is the current interest in consumer search strategies and habits in the new electronic environment. It was encouraging to see that many of you talked with Joe after the luncheon about research possibilities. It's a step in the right direction.

The Academy continues its own journey into the electronic age. By July, the full directory of members will be posted on the members' only section of the AAA Web site. You will be receiving the Conference Proceedings on CD-ROM -- and the Proceedings will be posted on the members' only section of the AAA site. We will also be posting the minutes of the Business Meeting (soon to be called the Member's Meeting) so that everyone is fully briefed on the state of the Academy.

We started to put next year in place even before we left Reno. We announced the 2007 officers including:

- ▶ President, Les Carlson
- ▶ President-Elect, Jef Richards
- ▶ Vice President, Kim Sheehan
- ▶ Secretary, Shelly Rodgers
- ▶ Treasurer, Kristina Frankenberger

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Joe Bob Hester
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Visit the AAA Web Site at:

<http://americanacademyofadvertising.org/>

- ▶ Editor of the *Journal of Advertising*, Marla Royne Stafford (University of Memphis)
- ▶ Webmaster, Assaf Avni (University of Texas at Austin).

Congratulations to all!

Poll Question #2

The Executive Committee hopes we are meeting your needs. We still need you to continue to tell us what those are.

Thus, the second question of the year - I told you that you would probably find one of these in each newsletter.

If the AAA were to develop an online "case" journal with cases geared to advertising majors (Harvard/Darden quality but without a heavy statistical/financial component) would you see this as a benefit worth the effort?

Yes _____ No _____

Please click here and simply say "yes" or "no" or e-mail me at rosep@fiu.edu. We will report the results in the September 2006 issue of the Newsletter.

Results of Poll Question #1:

Q: Do you still want hard copies of all AAA member addresses/emails, etc.?

A: 10% Yes ; 90% No

Based on your responses, the directory will be online starting June 2006. Thank you for your input!

A Conversation with...Bob Wingo

Bio



Bob Wingo

Just a few words can be used to describe Wingo Wingo. Dedicated. Award-winning. Genuine. The entire Sanders\Wingo (formerly SWG&M) team strives every day to live up to Wingo's example. Wingo's nearly 30 years' marketing and advertising experience and commitment to excellence fuels the Sanders\Wingo team. Following his graduation from the University of Texas at El Paso with a BBA in Marketing/Advertising in the early 1970s, Wingo began his career with some of the most respected names in American business.

Wingo joined the agency in 1983 and leads Sanders\Wingo in its new business contacts on local to international levels. He has spearheaded campaigns for clients as diverse as Farah U.S.A., Fuddruckers Restaurants, Dr. Scholl's, SBC, United States Postal Service (African American segment) and Shell Oil. His involvement with government agencies includes work for the Greater El Paso Chamber of Commerce, where he supervised the creation and production of a promotional and economic development campaign for the city.

In 2000, Wingo led Sanders\Wingo in a vital launch of its own, opening its first branch office in Austin, Texas. Now with two offices in the state of Texas, Sanders\Wingo continues to serve local, regional and national accounts.

Wingo's civic involvement includes service on the Chase Community Bank Board and an appointment to the Finance Commission of Texas (former board member) by then-Governor George W. Bush. In January of 2004, Texas Governor Rick Perry appointed Wingo to the Texas Economic Development Corporation Board, of which he recently became president. Wingo has been honored by numerous organizations for his contributions to the community and to the fields of marketing and advertising, including the 2002 Gold Nugget award from the University of Texas at El Paso; his selection as the University's 2003 winter commencement speaker and a Silver Medal award from the American Advertising Federation.

Q&A

Q How did you get started in the ad business?

A I've always been in advertising in some way—even as a kid driving my grandmother crazy endlessly singing the “N-E-S-T-L-E-S...Nestle makes the very best chocolate,” jingle. In school, I gravitated toward marketing, and started my career in the apparel industry. From general marketing I did time in sales and made my way to advertising before joining the agency. It wasn't a direct agency path, but I know what it's like to be a client. That's helped us build a better agency.

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

A One of the most challenging aspects of this business is also my favorite. Advertising is about getting in the minds of others. You do this for a target audience when creating a message. You do this with a client when determining key motivations and when trying to excite a prospective client. You even do this with your own team if you feel someone is holding back or not reaching that creative or strategic summit. You must maintain a natural curiosity about what makes people tick to keep this business fresh.

Q What new trends in advertising do you think will have the greatest effect on the industry?

A I think you'll see the traditional “age” demographic continue to morph into “lifestyle” demographics. We have growth in an aging population, but the lifestyle previously associated with these age groups is no longer consistent. Another example I recently learned was that the average age of a video game player is 29. Many of the boundaries the

Wingo At A Glance

Company: Sanders\Wingo

Position: President, CEO

Education: BBA in Marketing/
Advertising, University of Texas-El Paso

Selected Clients:

- ▶ Farah U.S.A.
- ▶ Fuddruckers Restaurants
- ▶ Dr. Scholl's
- ▶ SBC
- ▶ Shell Oil
- ▶ U.S. Postal Service

Web Site: <http://www.sanderswingo.com>

Featured Research

Advertising's Role in Society

by Hae-Kyong Bang

Since entering academia, my research has been heavily influenced by those who have mentored me. In addition to those who taught me at Ewha Womens'



Hae-Kyong Bang

University in Seoul, where I received my bachelors in English, I have been very fortunate to be trained by scholars from two schools that are very well represented in the AAA --- the University of Texas at Austin, where I did my M.A, and Michigan State University, where I did my Ph.D.

While studying advertising at Austin, I was lucky to be exposed to a broad range of advertising and communications coursework. I was very fortunate to take courses from top scholars such as John Leckenby, George Franke, and Ron Faber, among others. I think my time at Austin gave me a solid grounding both in advertising theory and research methodology.

During my time at Michigan State, the topics I became most interested in included advertising's role in society. My dissertation chair, Charles Atkin, is well known in the area of public service announcements related to alcohol advertising. Gordon Miracle's Advertising and Society course also had a profound influence on my thinking. Others, including Bruce Vanden Bergh and Bonnie Reece also had considerable influence and encouraged me to work in this area.

Advertising in product categories related to public health, including alcohol and pharmaceuticals, has been a major thrust of my research. In

addition to some early work on response to anti-drinking PSAs, I wrote an article on the liquor industry lifting its ban on broadcast liquor advertising for the *Journal of Public Policy and Marketing* in 1998 (Bang 1998). Another article focused on media portrayals of alcohol usage in Korea, in which found a very different pattern than is characteristic of the U.S (Bang and Sanchez 2002). Along with Steve Kopp at University of Arkansas, I also worked on a review of DTC advertising (Kopp and Bang 2002).

The above work only served to heighten my interest in advertising and society. An additional area of research focus has been on portrayals of minorities and children in advertising. In an article co-authored with Charles R. Taylor, we found Latinos to be under-represented more so than any other minority group, and more subtle stereotypes came through in the limited number of portrayals that existed (Taylor and Bang 1997). More recently, along with Stacy Landreth, we conducted a content analysis that demonstrates that while representation of Asian Americans (and to a lesser extent, Latinos) has increased, some stereotypes still persist.

All of the above emphasis leads to the study I would like to provide more detail on here. Bonnie Reece and I conducted a content analysis of portrayals of minorities in children's television commercials (Bang and Reece 2003). We analyzed 813 commercials and found that while Caucasians remained the predominant models in terms of numbers and appearance in major roles,

Table 1. Age of Most Prominent Character

	Caucasians		Blacks		Hispanics		Asians	
	n	%	n	%	n	%	n	%
Child	523	65.0	302	72.9	53	74.7	68	90.7
Teen	106	13.2	60	14.5	14	19.7	2	2.7
Adult	162	20.1	51	12.3	4	5.6	5	6.7
Elderly	14	1.7	1	0.2	0	0.0	0	0.0
TOTAL	805	100.0	414	100.0	71	100.0	75	100.0

Chi-square=42.57 (df=6, p<.001)

representation of minorities, especially African Americans, has improved in recent years. However, minorities were more likely to have minor roles in comparison to Caucasians and to be portrayed disproportionately in ads for certain product categories and in specific relationships and settings. For example, African American children appeared with disproportionate frequency in food ads compared to others, while Asians were less likely to be shown in family settings or in the home. An additional finding was that minorities were seldom shown alone in an ad.

Our study also found that representation of Caucasian adults was higher in children's ads than adult representation of minority groups (see Table 1). A concern that emanates from these findings is the possible perception that minority children are left unsupervised more readily than Caucasians. Our conclusion to the study emphasized the need for increased representation of minority groups from a societal perspective. Expectancy theory and cultivation theory suggest that exposure to mass media images (or lack of exposure) can have a profound impact on individuals. Especially with children, we should be concerned about potential consequences if a group is not well represented or if it is represented in a stereotypical manner.

In the future, I plan to continue to

Bang, p. 5

Bang, cont'd p. 4

research issues related to advertising and society. The current focus on advertising practice and obesity is of particular interest to me, and I plan to continue my other streams of research as well.

Hae-Kyong Bang is an associate professor of marketing in the College of Commerce and Finance Department of Marketing at Villanova University. She received her Ph.D. in mass communication from Michigan State University in 1993. Bang's research interests include advertising and social responsibility, service advertising, and customer satisfaction in service marketing. Her work is published in numerous scholarly journals including the International Marketing Review, Journal of Consumer Affairs, Advances in International Marketing, Journal of Service Marketing, Psychology and Marketing, among others. Bang has been a member of the American Academy of Advertising since 1996.

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Legends, cont'd p. 1

Mary Ann Stutts



Mary Ann Stutts

Still active chairing the Awards Committee for the Academy, Mary Ann Stutts also served in leadership roles as AAA President, Secretary and Treasurer. She teaches as Professor of Marketing at Texas State University, where she has garnered six teaching awards, including the Presidential Teaching Excellence Award, Texas State Alumni Teaching Award of Honor, College of Business Outstanding

Teacher, District 10 AAF Outstanding Educator Award and Educator of the Year Award from the Austin Advertising Federation.

Mary Ann has been co-advisor of Texas State's AAF student competition team for the past 24 years; the teams have advanced to national competition ten of the last 16 years, twice winning first-place nationally.

Mary Ann also has been active in the American Advertising Federation, including service as Chair of the Academic Committee. She has published in most of the major journals in our field.

Her telephone number is (512) 245-3190 and her e-mail address is maryann.stutts@txstate.edu.

Wingo, cont'd p. 3

industry previously set by age are rapidly dissolving.

Another area where we're seeing phenomenal shifts is in ethnic marketing. Our nation's demographics are changing. Fortunately, we're seeing many minority markets grow in size. We're also seeing a growing respect from the advertising industry. You'll see less stereotypical ethnic advertising as you see markets merge. This is positive not only for our industry but also for the way society views these issues.

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

A The key skill for this business is not one that's easily taught: how to deal with failure. The greatest winners are the most skilled losers. The word "no" is multi-dimensional. Is there a philosophical conflict not previously identified? Is it a comfort-level easily overcome if addressed? Business can be frustrating when you're passionate, but if you don't seek a greater understanding of failure, you've been defeated twice.

Coming in 2007 "So What?"

Special series with Helen Katz on making research findings more relevant to advertising practitioners

Reflections on what AAA means to me

by Saravudh Anantachart

As a scholarship recipient, I came to the U.S. to pursue my postgraduate degrees in advertising. In my master's classes, professors encouraged students to read various advertising articles. And the *Journal of Advertising* was among the sources we used most. From this, I felt interested to learn more about the *Journal*, and eventually joined the American Academy of Advertising because I wanted my own issues of *JA*. That was my initial reason to become an AAA member.



Saravudh Anantachart

However, when I became a doctoral student, AAA came to mean much more to me. With the encouragement and support of my adviser, submitting research papers to the AAA Conference each year became my terminal goal rather than just a passive role as before. In 1998, my research study was accepted to the Lexington Conference. After driving a long way from Florida to Kentucky, I was fascinated by the friendly, warm, and unique atmosphere of the Conference. I had a chance to sit and listen to many well-known professors who made lively presentations of their research studies. I also presented my paper and had professors and participants listening and commenting. As an international student, I witnessed the culture of gathering and discussing among academics which is rarely seen in my country.

After completing my degrees, I left the U.S. to start my teaching career at Chulalongkorn University, the

institution that had granted me the scholarship to receive my education in the US, in Bangkok, Thailand. That is half way around the world from the U.S. What I missed most was the opportunity to attend AAA Conferences in the U.S. Still, AAA Newsletters kept me connected and up-to-date with other members. I learned what was going on in the AAA from the Newsletters all the time.

A few years later, I was so happy to learn that AAA was going to hold the first-ever conference outside the U.S., in the Asia-Pacific region. Without hesitation, I suddenly planned, worked, and submitted my research to join this Conference. Flying to Japan with a new title as a professor, I felt a lot different from the day I walked into the Conference as a student. Though I had more confidence, I felt that more expectation was also waiting for me. It was an impressive time for me to meet my former professors, make new friends, and build future research collaborations.

So, if the question is repeatedly asked what AAA meant to me: from an international viewpoint, my answer is that it means everything for my career, from the first day of my student years in the U.S. through the current paces of my professional life. Thanks AAA!

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A Message from M.E. Sharpe (printer of the Journal of Advertising):

Did you know that all AAA members, their institutions, and their publishers are entitled to advertise a book, program, or job opening in the pages of the *Journal of Advertising* at half off the usual rates? Prices (before the discount) start as low as \$200 for a half-page, and even the back cover is available for \$450 (or \$225 with the AAA discount).

Please contact M.E. Sharpe's Advertising Coordinator, for details (bladd@mesharpe.com).

Saravudh Anantachart is currently Associate Professor and Head of the Advertising Sequence in the Faculty of Communication Art, Chulalongkorn University, Bangkok, Thailand. He teaches consumer behavior, integrated marketing communications, and research methods. Anantachart has also been teaching at Bangkok University and the University of Thai Chamber of Commerce in Bangkok. His main research interests are in the areas of attitudinal aspects of brand equity, and management of integrated communications. He holds an MBA from Chulalongkorn's Graduate School of Business in Thailand, and master's and doctoral degrees in advertising from the University of Florida. His works appear in the Thailand's Journal of Communication Arts, Journal of Promotion Management, and various Proceedings of advertising and marketing conferences. Anantachart has been an AAA member since 1994.

Special Feature: One of AAA's "Greats" Retires

with Tom Bowers

Thomas A. Bowers (Ph.D. Indiana University), Interim Dean and James L. Knight Professor in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill, retires on July 31, 2006. When asked about the timing of his retirement, Bowers states that this is his 35th year at North Carolina, and "that seemed like a nice, round number." A few years ago, Bowers had decided to retire in 2006, thinking that date would come after Dean Richard Cole stepped down. Bowers planned to assist the new dean for one year.

However, the search to find Cole's replacement last year was unsuccessful, and the provost asked Bowers to serve as interim dean for one year. Bowers states, "That has worked out very well, and I could not have written a script for a better way to wrap up my career at Carolina."



Tom Bowers

Bowers continues: "It is almost impossible to pick exactly the right time to retire, so one must err on the side of too early or too late, and I chose early. I am in good health right now, but I have been concerned about the risks of retiring too late and not being able to enjoy retirement. I am still haunted by what happened to Kim Rotzoll."

As for post-retirement, Bowers hopes to do some volunteer work or

consulting, especially activities related to writing and editing. "Mary Ellen and I are making a list of places we want to travel to, and we will start with Tuscany and Rome in October," Bowers says. Bowers will be 64 in September. The AAA Executive Committee and all its members wish Tom well in his retirement.

Bowers is past chair of the Academic Committee of the American Advertising Federation. He was president of the Association for Education in Journalism and Mass Communication and chair of the Accrediting Committee of the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

*He co-authored *Fundamentals of Advertising Research* and was editor of *Journalism Educator*. His articles have appeared in *Journalism Quarterly*, *Editor & Publisher*, *Advertising Age* and *Journalism Educator*. He is also the author of several book chapters.*

AdForum Gets New Manager

Joe Bob Hester (Ph.D. University of Alabama), Assistant Professor in the School of Journalism and Mass Communication, University of North Carolina-Chapel Hill, is the new manager of AdForum.

AdForum, created by Tom Bowers in 1999, provides an electronic meeting place for advertising educators and researchers to share ideas, concerns, news, teaching tips, research ideas and anything else related to advertising education. It arose from Bowers' work with the Freedom Forum Seminar for Advertising Teachers. Hester replaces Bowers after his retirement (*see story above*).

For more information, visit: <http://advertising.utexas.edu/AAA/adforum.html> or contact Joe Bob Hester at: joe.bob.hester@unc.edu.



Joe Bob Hester

AAA Gets New Webmaster

Assaf Avni has been named AAA Webmaster. He replaces Dr. Joe Bob Hester beginning January 2007. Avni is a doctoral student and an assistant instructor for advertising creativity at the University of Texas at Austin. He holds an MA in advertising from UT Austin and a BA in advertising from Michigan



Assaf Avni

State University. In addition to his academic path, Avni worked as an art director and a web designer for a number of years and has recently founded AdTIP.org, an online journal bridging the gap between theory and practice in advertising.

Avni is currently researching management of creative teams and is teaching creativity, theory and practice. His research areas include: creativity, creative process in teams, managing creativity and organizational innovation.

Avni's dissertation advisor is Dr. Minette Drumwright. He plans to complete the Ph.D. program by Spring 2007. For more information, please visit: <http://www.creativi-t.com> and <http://advertising.utexas.edu/whoware/people>.

Tribute to Darrel D. Muehling, Recipient AAA Research Award

by Russell N. Laczniak

Darrel D. Muehling, Professor and Chair of Marketing at Washington State University, was selected as the recipient of the 2006 “Outstanding Contribution to Research Award” for the American Academy of Advertising. He received the award at the annual AAA conference held in April in Reno, Nevada. The award recognizes an individual who has made a substantial contribution to advertising research over a career of at least 20 years.

During his career, Muehling has published in excess of 50 journal articles, including 26 in premiere advertising journals (i.e., *Journal of Advertising*, *Journal of Advertising*

Research, and *Journal of Current Issues and Research in Advertising*). Moreover, three of Muehling’s articles have been finalists for the “Best Article” award in the *Journal of Advertising*, with his 1991 article (coauthored with Russ Laczniak and Jeff Stoltman) winning this award. Clearly, Muehling’s research has had (and continues to have) a significant impact on the advertising field.

Muehling has made significant research contributions in a number of important areas. For example, he was one of the first researchers to investigate the role of attitude toward the ad in the persuasion process. Moreover, his work on the involvement concept has been important and equally notable. However (and most importantly), Muehling’s research has been integrative. For example, his award-winning *Journal of Advertising* article was one of the first to investigate the influence of attitude toward the ad on brand evaluations across differing involvement conditions. His more recent work continues to utilize these same concepts, but does so across varying conditions and circumstances. For example, one of Muehling’s most recent papers (in the 2004 *Journal of Advertising* which he co-authored with David Sprott) investigates the influence of attitude toward the ad on purchase intentions for receivers evaluating ads that feature nostalgic claims. He has a forthcoming article in the *Journal of Advertising* (with Paul Bolls) which studies consumers’



Margaret Morrison (Chair, Research Committee) and Darrel Muehling (Recipient of Outstanding Contribution to Research Award).

processing of social identity cues under low-involvement conditions. These articles suggest that Muehling continues to build knowledge related to early research dealing with attitude toward the ad and involvement. His research is programmatic— it represents the work of a true scientist.

Muehling personifies the ideals of the American Academy of Advertising. He has co-authored papers with numerous scholars and serves as a mentor for up-and-coming researchers. Muehling regularly attends sessions (and shares his views of research with those who ask), and he is constantly promoting the Academy to potential members. He has served as President, Vice-President and Chair of the Publications Committee of the AAA. Muehling is not only an outstanding scholar – he is a true ambassador for advertising education and research.

Congratulations, Darrel! You are truly deserving of this award.

Help Populate New AAA Archive

Got Minutes? Or AAA committee reports? Or old AAA newsletters? Or conference programs? If so, your Executive Committee is interested in hearing what you have! At our spring meeting in Reno, the Executive Committee discussed ways to formalize the written history of the AAA. While we have fairly complete records from the last ten years or so, we are interested in building our archive to have a more complete history of the AAAs available for all members. Our plans are to make this information available in the Member’s Only section of the AAA web site. In fact, our current newsletter archive (dating back to 1986) will be available at the web site later this summer. So, if you have any old written materials in your files that pertain to the business of the AAA, please contact this year’s secretary, Kim Sheehan (ksheehan@uoregon.edu, or call 541-346-2088) to discuss the best way to make these materials available to AAA members. We look forward to hearing what you have, and to sharing it with the membership!

Tribute to John D. Leckenby, 2006 AAA Fellow

by Patricia A. Stout and Hairong Li

John D. Leckenby, professor and Everett D. Collier Centennial Chair in Communication, in the Department of Advertising at The University of Texas at Austin, has been elected a 2006 Fellow of the American Academy of Advertising. He received the award at the annual AAA conference held this year in Reno, Nevada. The Fellow award, which is the Academy's highest honor, recognizes a leader who has made a substantial lifetime contribution to improving advertising education and research. Leckenby is one of fewer than 30 other individuals who have received this prestigious distinction since it was established in 1958.

Leckenby has been an active member in the American Academy of Advertising for over thirty years. He served as President (1990) and Vice President of the Academy, as well as serving on the AAA Publications Committee and as editor of the AAA Proceedings. Leckenby has been a fixture at AAA meetings. In a recent study of the most productive members of the AAA over the past 20 years, he was ranked first in the frequency of individual appearances on the AAA conference program out of over 900 distinct authors (Edwards and LaFerle 2003).

Leckenby is one of the best known scholars in our field and has made significant contributions through his rigorous studies to our knowledge of advertising management, media planning, and interactive advertising. He is co-author (with Nugent Wedding) of *Advertising Management: Criteria, Analysis, and Decision Making*. He is also co-founder and current co-editor of the *Journal of Interactive Advertising*. He is one of the most cited scholars in advertising media research; his studies have greatly advanced our understanding of the effectiveness of media planning, especially in the interactive world. His work has been published in the top advertising, marketing and communication journals, including *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Current Issues and Research in Advertising*, *Journal of Marketing Research*, *Journalism Quarterly*, and *Journal*



L to R: Hairong Li, Michigan State; John Leckenby (who was named AAA Fellow), University of Texas at Austin; Patricia Stout, University of Texas at Austin

of Consumer Affairs, among others. In 1997, Leckenby was honored as the recipient of the American Academy of Advertising "Outstanding Contribution to Research Award."

One of Leckenby's greatest contributions and indeed his greatest legacy will be in the number of undergraduate and graduate students who have benefited from his mentorship. His gift as a teacher is his inspiration of students through his enthusiasm for advertising and advertising research. He has directed over two dozen doctoral dissertations and dozens of masters theses. His mentorship of students and young faculty has had an important impact

on influencing the careers of countless top-notch graduate students and growing the number of advertising educators and practitioners dedicated to expanding knowledge of the field of advertising.

Leckenby continues to influence his students and colleagues. His commitment to our discipline has been realized through his research, teaching and service to advertising education and to the Academy. His contributions have enriched our knowledge and the practice of advertising as well as our lives.

Thank you, John, and congratulations!

Do you have Notes, Awards or 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 the 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>

Tribute to Herbert J. Rotfeld, AAA Rotzoll Award Winner

by Joyce M. Wolburg and Nora J. Rifon

Herb Rotfeld, Professor of Marketing at Auburn University, is this year's winner of the Kim Rotzoll Award for Advertising Ethics and Social Responsibility of the American Academy of Advertising. For those who have known Herb in recent years, he may be best known for the commentaries on ethical and problematic issues, which have made him famous. However, those who only know Rotfeld for his commentary are missing a large chunk of his accomplishments. Since the '70s, he has been a prolific researcher with a highly distinguished record of articles published in top journals including: *Journal of Advertising*, *Journal of Advertising Research*, *Current Issues and Research in Advertising*, *Journal of Public Policy and Marketing*, *Journalism Quarterly* among others. Two articles that are considered seminal in the field are Rotfeld and Rotzoll (1981) "Puffery vs. Fact Claims—Really Different?" and Rotfeld and Preston, (1981) "The Potential Impact of Research on



L to R: Joyce Wolburg, Herb Rotfeld, Nora Rifon

Advertising Law." Rotfeld is also a past recipient of the AAA Research Award.

Rotfeld's initial research with Kim Rotzoll in the '70s and early '80s looked at ethical and legal issues connected to the regulation of advertising. He always stayed connected to those issues but over time extended his research to the ethics of clearance and standards

issues, the blurring of lines between advertising and content, controversies over fear appeals, the information value of advertising, corrective advertising, chilling effects, self-regulation issues, etc. In the late '90s, he began writing the *Misplaced Marketing* column in the *Journal of Consumer Marketing*, which ultimately led to his book, *Adventures in Misplaced Marketing* in 2001. The vast majority of these columns and substantial parts of the book also deal with ethics by calling attention to inappropriate uses of marketing and advertising that get in the way of more appropriate solutions to problems.

Even more impressive, he continues his research activities while editing the *Journal of Consumer Affairs*.

Being a recipient of this award is not only a special honor in its own right, but it is also a tribute to Kim Rotzoll, who was Rotfeld's teacher, co-author, mentor, and friend. Rotzoll's contribution to the field of ethics continues to grow through the work of Herb Rotfeld.

Congratulations, Herb!

Advertising Education: Yesterday - Today - Tomorrow

A new book, *Advertising education: Yesterday -Today -Tomorrow*, has just been released.

Its authors, Billy I. Ross, Anne C. Osborne and Jef I. Richards offer insights to the teaching of advertising at four-year colleges and universities. The book covers the early history, the current status and has an unusual projection for its future.

The teaching of advertising as a university discipline started a century ago when New York University offered the first course listed as Advertising. John Wanamaker Company's advertising manager, W. R. Hotchiss, taught the course during the 1905-1906 school year.

Today more than 1,000 four-year schools are teaching advertising courses. Currently, 145 schools located in 41 states and the District of Columbia offer advertising programs.

As early as the 1990s many schools with both advertising and public relations programs joined the two programs into one. By 2005, the joint advertising/public relations program has grown to 10,426 students while the advertising-only program remained the largest with an enrollment of 16,588. Two of the largest advertising programs, University of Texas and Michigan State University, offer programs at the bachelor, master and doctoral levels.

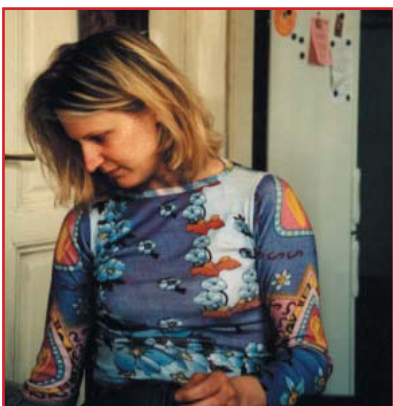
Support for the book came from the Manship School of Mass Communication, Louisiana State University, and the College of Mass Communications, Texas Tech University. For more information contact, Advertising Education Publications, PO Box 68232, Lubbock, TX 79414. A PDF of the book can be downloaded at: <http://advertising.utexas.edu/news/index.asp?articleID=238&news=article>.

The authors may be contacted individually by e-mail: billy.i.ross@ttu.edu or bilross@lsu.edu, Osborne@lsu.edu and jef@mail.utexas.edu. Ross is an emeritus professor at Texas Tech University and distinguished professor at Louisiana State University; Osborne is an associate professor at Louisiana State University and Richards is a professor at the University of Texas.

Graduate Students Speak...

by Katherine Sredl

Did they really have advertising in socialist Yugoslavia? Yes, and agencies and brands. They even went so far as to sell Pepsi and American Express. But that doesn't make sense! What about state socialist class and ethnic equality? Do you know what is even more of a paradox? In the



Katherine Sredl

US, we also celebrate equality, and advertise and use Pepsi and American Express. The opening dialogue was a typical experience in many of my graduate courses outside the Department of Advertising at the University of Illinois. For critics, advertising is an unambiguously manipulative cog in capitalism's wheel. From my dissertation research and experience with agencies and consumers in Croatia, I found new contexts for understanding advertising criticism.

There is a specific history in Croatia that points to "holes" in the thinking of these critics. Advertising was part of state socialism, so the "capitalism" argument falls apart fast. And after forty years of state socialism, how can any "ism" or social institution be seen as unambiguous? From this perspective, it is possible to tell the story of advertising, not only in Croatia, but also in the US, as a story of how people communicate about their lives through products, services, etc.

At my first AAA conference in 2005, talking to new friends, I found we had similar research perspectives. In fact, it seemed a given that we could criticize advertising as boring, offensive, sexist and so on, or even praise it as humorous, revolutionary, or amoral, as long as we didn't use any "ism." In the AAA, I could celebrate my career choice and research interests.

Sredl (PhD Candidate, Advertising Dept. University of Illinois) has spent nearly two years in Croatia conducting ethnographic fieldwork in advertising agencies, focusing on women's experiences of postsocialist transformations, especially class and consumption of beauty products and communications technology. Her advisor is Dr. Linda M. Scott and her dissertation title is "Gendered Market Subjectivity in Postsocialist Croatia." In addition to advertising and consumer behavior, her area of scholarly expertise is Balkan Studies. She also has three years of professional experience in international political communications with the Ministry of Foreign Affairs of the Republic of Croatia.

Yongick Jeong

Yongick Jeong is a doctoral student in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. He is assistant director of the Research Center, conducting the annual Carolina Poll and Super Bowl advertising survey and supporting students' research projects. He earned his M.A. in Mass Communication from California State University, Fullerton. Before starting graduate studies, he worked in advertising as a copy writer and research assistant in Korea.



Yongick Jeong

Jeong is interested in the impact of television context on advertising effectiveness. His research interests also include advertising effectiveness in sports broadcasts, especially as it relates to media planning, advertising as entertainment and its impact on consumer perceptions, and public opinion formation on the Internet.

Jeong's faculty advisor is Dr. Joe Bob Hester. His dissertation title is "The Relationship between Television Program Genres and Audience Evaluation of Embedded Commercials: A Model for Measuring the Impact of Context on the Effectiveness of Television Advertising." He is scheduled to complete his Ph.D. program May 2007.

Hyeonjin Soh

Hyeonjin Soh is a doctoral candidate at the University of Georgia, Grady College of Journalism and Mass Communication. Soh has two masters degrees—one in mass communication also from University of Georgia, and one in art in mass communication from Korea University, Seoul, Korea. Soh's research interests involve the role of audience factors in persuasion and the content and effects of stereotypes and representations in advertising. She has four publications in the AAA Conference Proceedings and a recent co-authored publication in the *Journal of Media Economics*. Soh has worked professionally as a marketing researcher for Cheil Communications, Inc., Seoul Korea, where she designed, conducted, analyzed and reported on various consumer research projects including clients like Samsung, Inc.



Hyeonjin Soh

Soh's dissertation title is "Measuring Trust in Advertising: Measurement Development and Validation." Her advisors are Dr. Leonard N. Reid and Dr. Karen Whitehill King.

Honors and Awards

Leckenby Inducted as Fellow of the Academy



John Leckenby

Dr. John Leckenby, Professor and Everett D. Collier Centennial Chair in Communication in the Department of Advertising, College of Communication at The University of Texas at

Austin, is the 2006 Fellow of the American Academy of Advertising. The award recognizes leaders who have contributed notably to the improvement of advertising education. Leckenby served as AAA President in 1990, and currently serves as Co-editor of the *Journal of Interactive Advertising* and Director of the Center for Interactive Advertising (ciAd) at the University of Texas at Austin. Leckenby is the 32nd Fellow of the Academy.



Herb Rotfeld

Rotfeld Wins Kim Rotzoll Award

Dr. Herbert J. Rotfeld, Professor of Marketing at Auburn University, received the Kim Rotzoll Award for Advertising

Ethics and Social Responsibility from the American Academy of Advertising annual meeting in Reno, March 30-April 2. The award recognizes outstanding contributions to furthering the study and practice of ethical and socially responsible advertising. Rotfeld, current Editor of *Journal of Consumer Affairs* and chair of the AAA Publication Committee, was the 10th recipient of the AAA's Outstanding Contribution to Research Award in 2000. Prior recipients include Drs. Ivan L. Preston (2005) and Kim B. Rotzoll (awarded posthumously in 2004).

Muehling Awarded Outstanding Contribution to Research

Dr. Darrel Muehling, Chair, Department of Marketing, Washington State University, was presented with the AAA's Outstanding Contribution to Research award. The award honors



Darrel Muehling

individuals who have made significant contributions to advertising research. Muehling has made contributions to advertising research over his career including several best paper awards at leading journals including the *Journal of Advertising*. Muehling was AAA President in 2000 and has been cited as one of the frequent contributors to the top journals in advertising. Muehling is the 15th recipient of this award since the AAA was founded in 1958.

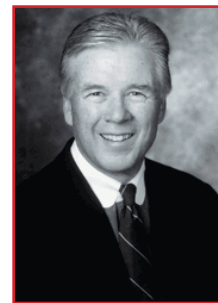
Dartmouth Professor Inducted into Medill Hall of Achievement

Dr. Thomas Duncan (Ph.D. University of Iowa), Visiting Associate Professor of Marketing at the Tuck School of Business at Dartmouth College, was inducted into Northwestern

University's Medill School of Journalism Hall of Achievement in 2005. Before coming to Tuck, he presented an MBA seminar on IMC to the Swedish School of Business and Economics in Helsinki, Finland. In Lusch and Vargo's new book, *The Service-Dominant Logic of Marketing*, he and Sandra Moriarty have a chapter called "How IMC's Touchpoints Can Operationalize the Service-Dominant Logic." He continues to consult with the Dentsu ad agency in Tokyo, which has a goal of becoming the leading IMC agency in the world.

SMU Professor, Co-Authors Win Best JAMS Article

Dr. Tom Barry (Ph.D. University of North Texas), Vice President for Executive Affairs and Professor of Marketing at Southern Methodist University, and his three co-authors



Tom Barry

received the Sheth Foundation Award for their article, "Spreading the Word: Investigating Antecedents of Consumers' Positive Word-of-Mouth Intentions and Behaviors in a Retailing Context" as the best article in the *Journal of Academy of Marketing Science* in 2005.

Fogelman Professor of Marketing Appointed as New JA Editor



Marla Stafford

Dr. Marla Royne Stafford, Professor of Marketing at the Fogelman College of Business, University of Memphis, is the new editor of the *Journal of Advertising*. As a longtime member of AAA, she has been a member of the Executive Committee, the Research Committee, the Finance Committee, the Awards Committee and the Publications Committee, which she chaired in 2000. She was the associate editor of the *Journal of Consumer Affairs* and has twice served as guest editor of the *Journal of Advertising*. Dr. Russell Laczniaik (Iowa State University) ends his term as current editor of JA in December 2006, at which time Stafford's 4-year appointment begins.

AAA Best Paper Award Goes to True Brand Loyalty



L to R: Jef Richards (Publications Chair), University of Texas at Austin; Joo-Young Kim, University of Georgia; Jon D. Morris, University of Florida (award recipients)

Joo-Young Kim (University of Oklahoma), Jon D. Morris (University of Florida), and Joffre Swait (Advanis Inc., Canada) were awarded the 2006 AAA Best Conference Paper Award. Their paper titled, "The Six-Construct Model of True Brand Loyalty," examines a model of six latent constructs and proposes that true brand loyalty can be explained as a product of five distinct antecedents: brand credibility, affective brand conviction, cognitive brand conviction, attitude strength, and brand commitment.

MSU Profs Receive Miracle Funds

Drs. Carrie La Ferle and Steven M. Edwards (Michigan State University) received funding from the Miracle Endowment in International Advertising to study Nation Branding and M-Commerce.

Metaphorical Research Wins 2005 Best JA Article

Drs. Edward F. McQuarrie (Associate Dean for Graduate Studies, Leavey School of Business, Santa Clara University) and Barbara J. Phillips (Professor of Marketing at the University of Saskatchewan) won the *Journal of Advertising's* Best 2005 Article Award, instituted in 1988 to honor the best article published each year. Their article, which ran in the Summer 2005 issue of *JA*, is titled

"Indirect Persuasion in Advertising: How Consumers Process Metaphors Presented in Pictures and Words." McQuarrie and Phillips were honored with \$500 and a plaque during the annual AAA conference in Reno, March 30-April 2. The award is based on nominations from AAA members and a final vote by the *JA* Editorial Review Board. Phillips and McQuarrie also won *JA's* Best Article Award in 2002.

Bard Professor Wins Pollay Prize

The Sauder School of Business, University of British Columbia, is pleased to announce the inaugural winner of the Richard W. Pollay Prize for Intellectual Excellence in Research on Marketing in the Public Interest – Prof. Marvin Goldberg, Bard Professor of Marketing, Pennsylvania State University. Throughout his long career Marv Goldberg has produced consistently excellent research on the effects of marketing on children, research that has been widely cited and durably influential. He has worked in several applied domains, most notably toys, food, alcoholic beverages and tobacco, recently contributing to the authoritative Institute of Medicine's *Food Marketing to Children and Youth*. He has consulted with governments, testified in litigation, provided institutional leadership to advance the field, and continues to be as excellent, productive and relevant a scholar as ever.



Mary Ann Stutts

Stutts Awarded McCoy Professorship

Dr. Mary Ann Stutts (Texas State University-San Marcos) was awarded a three-year McCoy College of Business Administration Professorship starting June 2006. As part of the professorship, Stutts will oversee

projects intended to bring added value and recognition to the McCoy College of Business at Texas State University-San Marcos.

Four AAA Members Awarded "Best" JA Reviewer

This year's *Journal of Advertising* "best reviewer" award goes to Bill Bearden (University of South Carolina), Denise DeLorme (University of Central Florida), Bill Kilbourne

The Research Committee is proud to announce the 2006 Research Fellowship Competition and 2005/2006 Doctoral Dissertation Competition winners. These recipients were recognized at the annual conference in Reno. The Outstanding Contribution to Research on Advertising winner also was announced.

Research Fellowship Competition

Marla Royne Stafford & Susan D. Myers, University of Memphis, "Direct to Consumer Advertising: A Look at Erectile Dysfunction Medications"

Kim Sheehan, University of Oregon, "Prescription for Perplexity: Does Risk Presentation Affect Risk Comprehension at DTC Web Sites?"

Doctoral Dissertation Competition

Courtney Carpenter, The University of Alabama, "What is Most Important to Kids? Developmental Differences in Response to Spokescharacter Appearance and Behavior Associated with Nutritional Content of Food Products in Advertisements Targeting Children"

Stevie Watson, Mississippi State University, "The Relevance of Skin Tone: Viewers' Responses to Black Models in Advertising"

Juran Kim, The University of Tennessee, "Developing an Integrated Model of Interactivity in the Context of Travel Related Web Sites"

Outstanding Contribution to Research on Advertising

Darrel Muehling, Chair, Department of Marketing, Washington State University

(Clemson University), and Tina Lowrey (University of Texas at San Antonio). Reviewers are selected by the *JA* editor based on their willingness to review and timeliness and quality of the reviews.

Job Changes, New Hires, Promotions



Edith Davidson and her daughter, Elizabeth

Auburn University Gets New Assistant Professor

Edith Davidson, Ph.D. will join the faculty in the College of Business, Auburn

University as an Assistant Professor of Marketing Fall 2006.

Other Notes

Hong Kong Prof Produces DVD

Dr. Kara Chan (Hong Kong Baptist University) produced a DVD titled "Branding in China". JWT sponsored the production of 55 copies to be distributed to IAA accredited higher education institutes as teaching material for international advertising.



Lance Kinney

U of Alabama Prof Guest Teaches in Virgin Islands

Dr. Lance Kinney, Associate Professor of Advertising and Public Relations at the University of Alabama, traveled

to the U.S. Virgin Islands as a guest of the local American Advertising Federation April 2006 to speak about how brands can use event sponsorship to generate brand equity, along with how to prepare proposals seeking sponsorship investment.

Edwards Family Expands

Anderson Marc Edwards was born to Drs. Steve



Anderson Marc Edwards

Edwards and Carrie LaFerle (MSU) Easter morning. He weighs 6 pounds, 11 ounces and is 20 inches long. His big sister, Jordan, is 3.

Rodgers-Stemmle Family Grows by 1

Brandon Todd Rodgers-Stemmle was born to Dr. Shelly Rodgers (MU) and Jon



Brandon and Brianna Rodgers-Stemmle

Stemmle May 4. He weighs 6 pounds, 8 ounces and is 19.5 inches long. His big sister, Brianna, is 3.

Help us grow! The AAA Membership Committee is asking for your help in recruiting new members.

Do you have a colleague in your department who is unaware of the AAA? Or, a graduate student in your program who is pursuing an academic career and hasn't taken advantage of the benefits of the Academy? The AAA Membership Committee needs your assistance in recruiting new members, and in spreading the word about the AAA and what it has to offer.

Did you know that:

- ▶ Regular membership is only \$65.00 per year.
- ▶ Student membership is only \$35.00 per year.
- ▶ Members receive the Journal of Advertising, AAA Conference Proceedings, official AAA mailings, and the on-line AAA newsletter – all at no additional cost.
- ▶ A subscription to the Journal of Advertising alone (without membership) costs \$74!
- ▶ Members are eligible for a variety of industry fellowships and research grants.
- ▶ The annual AAA conference features cutting edge advertising research, presented in a friendly and collegial environment.
- ▶ AAA conference registration fees are among the lowest of any academic conference, and include several meals, receptions, and a special Saturday evening social event.
- ▶ Joining the AAA is so easy. Simply, go to the AAA website (<http://americanacademyofadvertising.org/>) and complete the application form.

The AAA website is also an excellent source of information about the Academy and the benefits of membership. The future of the American Academy of Advertising depends upon our continued growth. Do your part. Recruit a new member or two, or three... The AAA Membership Committee thanks you, and so will the new members you helped to recruit!

Events & Deadlines

June 2006

1: June AAA Newsletter available on the AAA Web Site

8-10: 2006 Marketing & Public Policy Conference, Long Beach, Calif. (see announcement, p. 30)

11 - ADDY Awards, Hyatt Regency Embarcadero, San Francisco (see aaf.org)

11-12: 2006 AAF National NSAC Conference, San Francisco (see aaf.org)

13: AAF Club Achievement Awards, Hyatt Regency Embarcadero, San Francisco (see aaf.org)

20-21: 1st Annual ARF Audience Measurement Symposium, NYC (see arfsite.org)

30: 2006 International Conference on Research in Advertising in Bath, England (continued to July 2006)

July 2006

1: (continued from June 2006) ICORIA Conference in Bath, England

5: WARC Conference Advertising & Consumers: The Age of Engagement or the Age of Low Attention? Lee Meridien Piccadilly, London (see warc.com)

10-12: 2006 AMA Nonprofit Marketing Conference, Washington (see marketingpower.com)

13-15: ARF/Yaffe Center Conference Innovation through Collaboration: Brand Building through Entertainment & New Media, Los Angeles (see announcement p. 29)

August 2006

4-7: 2006 Summer Marketing Educators' Conference, San Francisco (see marketingpower.com)

15: Deadline for submissions to the September 2006 AAA Newsletter

16: Deadline AAA nominations 2007 Doctoral Dissertation Competition (see call p. 23)

September 2006

1: September 2006 AAA Newsletter available on the AAA Web Site

10-13: AMA Annual Marketing Research Conference, Chicago (see marketingpower.com)

October 2006

15: Deadline article submissions Journal of Mobile Marketing (see call p. 27)

31: Deadline article submissions International Marketing Review (see call p. 26)

November 2006

1: Deadline for AAA Proposals 2007 Research Fellowship Competition (see call p. 19)

1: Deadline for AAA nominations 2007 Outstanding Contribution to Research on Advertising (see call p. 21)

15: Deadline for submissions to the December 2006 AAA Newsletter

30: Deadline for article submissions Journal of Business Research (see call p. 25)

December 2006

1: December 2006 AAA Newsletter available on the AAA Web Site

January 2007

2: Deadline AAA nominations for 2007: Distinguished Service Award, Charles H. Sandage Excellence in Teaching Award, Billy I. Ross Advertising Education Award, Kim Rotzoll Award for Advertising Ethics and Social Responsibility (see call p. 22)

February 2007

15: Deadline for submissions to the March 2007 AAA Newsletter

March 2007

1: March 2007 AAA Newsletter available on the AAA Web Site

April 2007

12-15: 2007 AAA Conference in Burlington, Vt. (see call p. 15)

Please Note: Events and deadlines are subject to change. See referenced Web sites for more details.

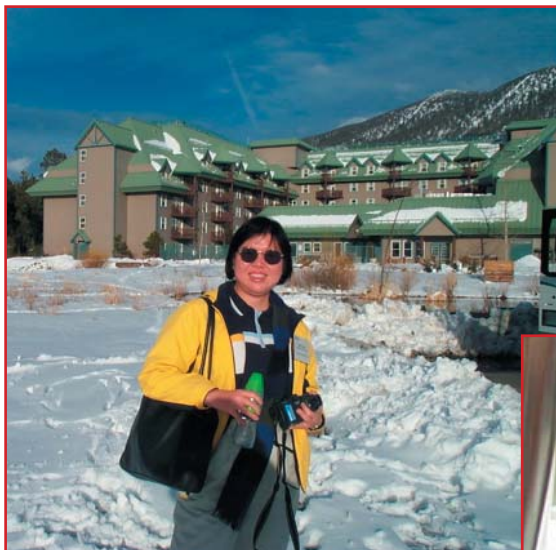
Photo Gallery...AAA in Reno



Left: Conference attendees at Lunch and Awards Ceremony (Friday, March 31)



Above: Joe Phelps, University of Alabama



Above: Kara Chan, Hong Kong Baptist University



Above: L to R: Les Carlson, Clemson University; Kristina Frankenberger, Western Oregon University; Kim Sheehan, University of Oregon, and Jef Richards, University of Texas at Austin

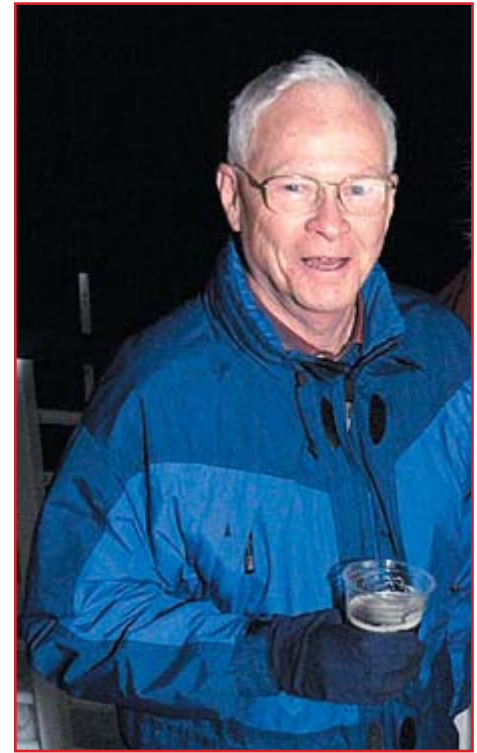


Left: AAA Conference Director Bob King with wife Helen

Photo Gallery...AAA in Reno



Left: Jodi Smith and Assaf Avni (new Webmaster), doctoral students, University of Texas at Austin



Above: Ivan Preston, University of Wisconsin



Right: Lance Kinney, University of Alabama



Above: L to R: Russ Laczniak, Iowa State University (JA editor); Ray Taylor, Villanova University (immediate past president); Margaret Morrison, University of Tennessee; and Pat Rose, Florida International University (AAA president)

Photo Gallery...AAA in Reno



Left: L to R: Xiaoqi Han, Marquette University; Kara Chan, Hong Kong Baptist University; Hong Cheng, Ohio University; Hairong Li, Michigan State University; Yinjiao Ye, University of Alabama

Right: Keynote Speaker Robert L. Barocci, President & CEO, The Advertising Research Foundation



Above: Sheri Broyles, University of North Texas; Herb Rotfeld, Auburn University

Photos courtesy of: Hong Cheng, Jef Richards, Kara Chan

AAA Calls for Proposals, Nominations

CALL FOR PROPOSALS **American Academy of Advertising** **2007 Research Fellowship Competition**

The American Academy of Advertising Research Fellowship Competition promotes the continued scholarship of professors and advertising professionals who have completed their education and are doing research in advertising. Doctoral students are not eligible to participate in this competition, and joint research with doctoral students is likewise specifically excluded, unless that research will not be part of the student's dissertation.

Each award, typically, is in the range of \$1,000 to \$3,000. Any topic that is appropriate for potential publication in Journal of Advertising is eligible for the competition.

Awards are based on a competitive review of research proposals. Winners must comply with the following requirements:

1. Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
2. Winners must grant the Journal of Advertising first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the first completed paper is submitted to the Journal of Advertising.
3. Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2007 Fellowship winner has until April 1, 2010 to complete the project in order to receive the second half of the award.
4. Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.

Requirements for Submission of Proposals

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format. Submissions should include the following:

1. A cover email, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors. Please designate a single contact person and provide phone and fax numbers for that person as well. This page is for record keeping only and will be removed before submissions are sent out for review. Proposals are double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal. You will receive an email acknowledgement.

To ensure that your paper is blind reviewed, do not include a title page with your proposal (your cover email will serve as your "title page"). Additionally, per the instructions below, you must delete all properties from your proposal.

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

- 1) go into "file"
- 2) go into "properties"
- 3) under the headings of "Summary" & "Custom" please erase all affiliations. Under "Custom" be sure to delete all lines in the "Properties" box and you do this by clicking on the "delete box" that is present in the same window.

Electronic submissions must be received no later than **5pm Thursday, November 1, 2006** by Professor Morrison.

2. The body of the proposal, which should be no more than 10 pages, excluding tables & figures.

The body of the proposal shall include:

- ▶ A literature review, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.

Continued on next page...

AAA Calls... (cont'd)

- ▶ A methodology section that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
- ▶ A conclusion, including expected results and implications.
- ▶ References

Proposal Format Requirements

- ▶ 10 page limit, including references. Figures, tables, budget and timetable may be attached as addenda to the proposal.
 - ▶ Contents must be double spaced.
 - ▶ 12 point Times New Roman font (or equivalent)
 - ▶ One inch margins on all four sides
 - ▶ Title of proposal at the top of page one
 - ▶ Page numbers
3. An appendix, including:
- ▶ A timetable for completion of the research
 - ▶ A proposed budget, which should be both realistic and adequately detailed.
4. In addition to the proposal, submit one resume/vitae for each author.

Proposals must reach the Chair of the Research Committee by **5pm on Thursday November 1, 2006**. Submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Winners will be notified the last week of February 2007. The awards will be announced at the 2007 AAA Conference and communicated to the membership through the AAA Newsletter.

Researchers who previously have received an AAA Fellowship are eligible for the award. Researchers who have submitted proposals that have not been awarded support in the past may resubmit proposals for similar projects.

Submit materials to:

Dr. Margaret Morrison
Chair, AAA Research Committee
School of Advertising and Public Relations
476 Communication
University of Tennessee
Knoxville, TN 37996-0343
email: mmorris3@utk.edu
phone: (865) 974-5101

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](#)

AAA Calls... (cont'd)

CALL FOR NOMINATIONS

American Academy of Advertising 2007 Outstanding Contribution to Research on Advertising

The American Academy of Advertising Outstanding Contribution to Research on Advertising Award is designed to honor an individual who has made an outstanding contribution to the discipline of advertising through a systematic and sustained program of published research. The award carries a one thousand dollar prize. This award will be given *only to active and contributing AAA members for exemplary research on advertising* and is not necessarily awarded every year.

Requirements:

To be eligible, a nominee must have:

1. Received a doctorate more than 20 years ago.
2. Been promoted to rank of Professor (not Assistant or Associate Professor) prior to nomination.
3. Been an active member of AAA for at least 5 years prior to nomination.

Active Membership is defined as:

- ▶ Must have been an AAA member for the last five consecutive years.
- ▶ Must have participated in AAA conference activities in one or more of the following ways in the last five years:
 - ▶ Session chair or discussant
 - ▶ Track chair
 - ▶ Paper presentation
 - ▶ Special topics session
 - ▶ Reviewer of papers for the AAA conference

In addition, active membership should include at least one, but probably two of the following:

- ▶ AAA Committee Member
- ▶ AAA Committee Chair
- ▶ AAA Officer
- ▶ Webmaster
- ▶ Newsletter Editor
- ▶ *Journal of Advertising* Editorial Review Board or have served as an ad hoc reviewer for several years.

Materials:

Nominations should include the following:

1. A letter of nomination providing an overview of the nominee's research contributions.
2. At least two supporting letters from leading scholars.
3. The nominee's curriculum vitae.
4. Copies of the nominee's five most influential works (include a representative chapter if one of the five works is a book).

Five copies of the above materials must reach the Research Committee Chair by **November 1, 2006**. (Please note that this is a received by, not a postmarked by, deadline). Faxed or e-mail submissions are not allowed.) The winner will be notified prior to the AAA Conference and is required to attend the conference to receive the award. The award will be announced at the 2007 AAA Conference and communicated to the membership through the AAA Newsletter.

Send materials to:

Dr. Margaret Morrison
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phone: (865) 974-5101
email: mmorris3@utk.edu

AAA Calls... (cont'd)

CALL FOR NOMINATIONS American Academy of Advertising

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 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. Other materials sent for consideration should include supporting printed information, publications or other relevant materials. However, no more than three examples of work should be sent with the nomination.

Nominations and supporting documentation should be sent to the Chair of the Awards Committee no later than **January 2, 2007**:

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
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CALL FOR NOMINATIONS **American Academy of Advertising** **2007 Doctoral Dissertation Competition**

The American Academy of Advertising is pleased to announce its 2007 Doctoral Dissertation Competition. The competition exists to promote doctoral research in advertising. Each award is in the range of \$1,000 to \$2,500. In addition to the standard awards, the Dunn Award is given for outstanding proposals in the area of international advertising. Awards are based on a competitive review of dissertation proposals.

Any topic in advertising may be addressed. Winners must grant the Journal of Advertising right of first refusal on any papers resulting from the dissertation. Recipients receive half of the award at the time of selection and half of the award when the dissertation has been defended successfully. Recipients have three years to complete their dissertation from the time of the award to receive the second half of their award. For example, winners of the 2007 Competition must complete their dissertation and have their committee chairperson send a letter notifying the Chair of the AAAs research committee by December 31, 2010.

Only members of the American Academy of Advertising working on their dissertation at the time of proposal submission are eligible for these awards. If funded, you must also maintain membership until you complete your project. Submissions based on completed or near completed dissertations are not eligible; submissions should be in the proposal stage. Applicants must be currently enrolled in a graduate program.

Applicants must submit a proposal package including the following documents. It is important to follow guidelines with regard to length and format. Proposals that do not meet the guidelines will not be entered in the competition.

Contents of Electronic Submission Package

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in the formats indicated below. Submissions should include the following:

1. A letter of endorsement from the faculty member chairing the dissertation committee. The letter verifies the credibility of the proposed topic and timetable for completion. This letter must be signed by the dissertation chairperson and sent in a pdf file.
2. A cover email, including the following:
 - ▶ The proposal's title
 - ▶ The author's name, affiliation, and current contact information (address, phone, e-mail)
 - ▶ The name and contact information for the faculty member chairing the dissertation committee
 - ▶ A list of faculty on the dissertation committee.

To ensure that your paper is blind reviewed, do not include a title page with your proposal (your cover email will serve as your "title page"). Additionally, per the instructions below, you must delete all properties from your proposal.

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

- ▶ Go into "file"
 - ▶ Go into "properties"
 - ▶ Under the headings of "Summary" & "Custom" please erase all affiliations. Under "Custom" be sure to delete all lines in the "Properties" box and you do this by clicking on
 - ▶ Double check to make sure that the "track changes" option under "tools" is turned off
3. The dissertation proposal. Because proposals are double blind reviewed, the student's name, geographic location, or school affiliation should not be revealed in the body of the proposal. Each proposal should include:
 - a. A timetable. The timetable shall outline the schedule for the completion of the dissertation, including the expected dates of the final defense and graduation.
 - b. A budget that itemizes the expenses required to complete the proposed research.

Continued on next page...

AAA Calls... (cont'd)

Proposal Contents & Organization.

The proposal's text should motivate the topic through a thorough but brief literature review. The review should include a one paragraph statement that describes the importance of the contribution made by the proposed research. The literature review is followed by a set of research questions or hypotheses that are derived from the review. Questions/hypotheses are followed by a methodology section that succinctly outlines the research design, including the recruitment procedure (if any) to be used. If appropriate, authors must identify dependent and independent variables, treatment manipulations, experimental designs, data analysis techniques, statistical models, etc. in this section. The body of the proposal concludes with a brief statement of expected results and implications.

The Publication Manual of the American Psychological Association, Fifth Edition, provides an excellent resource for the style, contents and organization of a research paper and is strongly recommended to students.

Format Requirements

Proposals that fail to meet these guidelines will not be entered in the competition

- ▶ 10 page limit. The 10 pages includes the body of the proposal plus all tables and references, but does not include the budget and timetable. The latter items may be attached as addenda to the proposal.
- ▶ Contents must be double spaced.
- ▶ 12 point Times New Roman font (or equivalent)
- ▶ 1 inch margins on all 4 sides
- ▶ Title of proposal at the top of page one
- ▶ Page numbers

The submission package – including the proposal and letter of endorsement -- must reach the Chair of the Research Committee by **5pm on Thursday, August 16, 2006**. This is a received by deadline. Receipt of submissions will be acknowledged via email. Fax or postal mail submissions are not accepted. Winners are notified by early December. The awards are announced at the AAA Conference and communicated to the membership through the AAA Newsletter.

Please email your materials to:

Dr. Margaret Morrison
Chair, AAAs Research Committee
University of Tennessee
School of Advertising and Public Relations
476 Communication and Information
Knoxville, TN 37996-0343
phone: (865) 974-5101
email: mmorris3@utk.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

Calls for Papers, Proposals, Nominations

CALL FOR ARTICLE SUBMISSIONS Journal of Business Research Spring/Summer 2007 Issue

Earning Profit and Serving Society: The Role of Consumers' Behaviors, Business Strategies, and Public Policy

Topic: We propose that societal welfare emanates from a synthesis of consumer behaviors, business strategies and public policies. In an effort to spur research on the "consumer behavior – business strategy – public policy" nexus, we ask the following thematic question: What is the impact of consumers' behaviors, business' strategies and public policies on not only firm performance but also on societal welfare?

Neither are we the first to pose such a question (Day and Montgomery 1999, Wilkie 2005, Wilkie and Moore 1999) nor do we expect to have a definitive answer. In fact, we view our call as part of an effort to continue building on past work that is made more relevant in today's context. In that spirit, we are please to invite original research manuscripts that can be either conceptual or empirical and conform to the usual requirements of the *Journal of Business Research*.

We encourage authors to submit manuscripts from different traditions so as to enhance our understanding of the nature and purpose of businesses. In the context of the "consumer behavior – societal welfare" interface, research can help identify its nature, scope and domain, promote socially responsible consumer behaviors (De Young 2000), explore the trade-offs between personal and societal gains, or consumers' growing access to information and its impact on their decision making (Urban, 2005). We invite research in the "business strategy – societal welfare" link that develops frameworks to identify socially responsible business strategies or metrics that help assess the impact of socially responsible strategies (Barney 1991, Miles and Covin 2000). Lastly, we are also interested in the "public policy – societal welfare" interaction. Research can cover a broad array of topic such as the need or degree of public policy intervention that is desirable (Sunstein and Thaler 2003) or the extent to which self-regulation benefits firms (Stoeckl 2004). To summarize, we encourage research that addresses the impact of consumers' behaviors, business strategies and public policy on firm performance and societal welfare in any and all relevant contexts.

Our goal is to publish this collection of manuscripts in a special issue of the *Journal of Business Research* in spring/summer 2007. The deadline for receiving manuscripts is **November 30, 2006**. Please e-mail your manuscript (WORD or PDF) to either Easwar S. Iyer or C. B. Bhattacharya at the following address:

Easwar S. Iyer
Isenberg School of Management
University of Massachusetts
Amherst, MA 01003
iyer@mktg.umass.edu

C. B. Bhattacharya
Boston University School of Management
595 Commonwealth Avenue
Boston, MA 02215
cb@bu.edu

References

Barney, Jay (1991), "Firm Resources and Sustained Competitive Advantage," *Journal of Management*, 17 (March), p. 99 – 120.

Day, George S. and David B. Montgomery (1999), "Charting New Directions for Marketing," *Journal of Marketing*, 63, (Special Issue), p. 3 – 13.

De Young, Raymond (2000), "Expanding and Evaluating Motives for Environmentally Responsible Behaviors," *Journal of Social Issues*, (Fall), 56:3, p. 509-527.

Miles, Morgan P. and Jeffrey G. Covin (2000), "Environmental Marketing: A Source of Reputational, Competitive, and Financial Advantage," *Journal of Business Ethics*, 23:3 (February), p. 299 – 311.

Sunstein, Cass R. and Richard H. Thaler (2003), "Libertarian Paternalism is not an Oxymoron," *The University of Chicago Law Review*, 70:4, p. 1159 – 1202.

Urban, Glen L. (2005), "Customer Advocacy: A New Era in Marketing?" *Journal of Public Policy & Marketing*, 24:1 (Spring), p. 155 – 160.

Wilkie, William L. (2005), "Exploring Marketing's Relationship to Society," *Journal of Public Policy & Marketing*, 24:1 (Spring), p. 117 – 120.

Wilkie, William L. and Elizabeth S. Moore (1999), "Marketing Contributions to Society," *Journal of Marketing*, 63, (Special Issue), p. 198 – 218.

CALL FOR PAPERS International Marketing Review

Global Advertising: Insights from Multiple Markets

The dismantling of political, economic, and cultural barriers during the 1990s enabled multinational corporations to operate on a truly global basis, rather than on a multidomestic basis. The development of global media, such as satellite TV and the Internet, has led to both the growing homogenization of consumer tastes across the world, as well as the increasing employment of globalized and regionalized advertising campaigns.

The question today is no longer whether marketers should or should not globalize their advertising campaigns, but rather to what extent will it be possible to standardize a brand's campaigns in either all or some of the brand's markets throughout the world." The goal of this special issue is to present new insights into both the factors that influence the use of standardization, as well as the effects of such standardized advertising on consumer attitudes and perceptions, and ultimately, a corporation's performance. Manuscripts may have a theoretical and/or practical orientation. The primary criterion for assessing fit with the upcoming special issue of the International Marketing Review is that manuscripts present data from more than one market.

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

- ▶ Headquarters vs. local control in global advertising campaigns
- ▶ Role of new media in global advertising campaigns
- ▶ Role of legal and regulatory issues in global advertising campaigns
- ▶ Effectiveness of specific executional and/or creative techniques in different countries
- ▶ Assessments of the circumstances under which executions can be standardized across markets
- ▶ Culture and its impact on global advertising effectiveness
- ▶ Consumer attitudes toward, and acceptance of, standardized advertising
- ▶ Financial performance of standardized advertising
- ▶ Headquarters' versus subsidiaries' evaluation of advertising performance
- ▶ Brand equity and global advertising
- ▶ Longitudinal analysis of advertising performance
- ▶ Performance of globally integrated marketing communications

Submission Information

Deadline for Submission: 31st October, 2006.

Submitted manuscripts should follow the format as suggested in the Submission Guidelines on the journal website. The manuscript should be prepared in Microsoft Word format. The names, affiliations, and contact information (i.e., phone, fax, email addresses) of all authors should be provided on the cover page only. The author(s) should not be identified elsewhere in the manuscript. Submitted papers will undergo a double-blind review.

Authors may submit completed manuscripts electronically at any time prior to the deadline. Manuscripts and any questions should be directed to special issue editors:

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CALL FOR ARTICLE SUBMISSIONS Journal of Mobile Marketing December 2006 Issue

The use of the mobile channel for marketing, i.e. mobile marketing, is a growing worldwide phenomenon. Commercial mobile marketing initiatives began in 1997 and published research on the topic first appeared in 2001. Since then the field of mobile marketing has drawn the attention of academics and industry practitioners. Companies throughout the world have invested heavily in the creation and use of mobile marketing technology and services and academics have conducted a number of conceptual and empirical studies on mobile marketing in order to understand this powerful and growing phenomenon. However, there is still limited knowledge on mobile marketing enablers and key drivers.

In order to address these research issues, the Mobile Marketing Association (MMA) launched the online MMA Journal of Mobile Marketing in June '06. The MMA is requesting article submissions from industry practitioners and academics. Contributing articles should provide insight into the theoretical basis and practice of mobile marketing to help guide and influence the field of study as well as the commercial use of mobile marketing.

About the Journal of Mobile Marketing

The Journal of Mobile Marketing (MMA-JMM) is published by the Mobile Marketing Association (www.mmaglobal.com) twice per year (June and December). The MMA-MMJ, the first journal of its kind dedicated to mobile marketing, includes contributions from academics, industry experts and thought leaders. The MMJ includes 10 peer-reviewed articles, seven from academics (professors, researchers, or students) and three from industry experts. Contributing articles are conceptual, qualitative and quantitative in nature and will add to the growing body of knowledge within the field of mobile marketing.

The journal will be free to all MMA members and current authors. There is a nominal subscription fee to non-members.

Invited Submissions: Individuals interested in submitting articles (4,000-5,000 words) should submit their draft or prospectus to the MMA no later than **October 15, 2006**.

Submissions should be emailed in MS Word to mmajournal@mmaglobal.com.

Suggested topics include:

- ▶ Consumer acceptance: Factors driving or inhibiting
- ▶ Consumer demographic adoption curves (or something along these lines)
- ▶ Conceptual models and theory framing the field of mobile marketing
- ▶ Value chain, regulation, and related business influencers
- ▶ Mobile commerce
- ▶ Meta analysis on the current state of research and body of knowledge in the field
- ▶ Application of multimedia
- ▶ Analysis of the various delivery methods: SMS, MMS, IR, Bluetooth
- ▶ Analysis of future trends and impact of such

Note: *The MMA Journal of Mobile Marketing is developed by the MMA Academic Outreach Committee. Committee co-chairs are Michael Becker, chief technology officer, iLoopMobile, and Michael Hanley, assistant professor of advertising, Ball State University.*

By submitting an article or other written work to the MMA-JMM you represent and warrant that: (1) the work you submit is original and that you are the sole creator of the work and have full power and authority to all ownership in the work; (2) the work you submit has not been previously published anywhere in whole, or in part; (3) the work does not, and if published will not, infringe upon any copyright, trademark or other right of any third party; and (4) the work is true and contains no matter that is defamatory. You agree to cooperate with the MMA-JMM in its defense of any action related to the work you submit. In addition, you agree to indemnify and hold the MMA-JMM and the MMA harmless from any and all claims, losses and expenses that are a result of your breach of the foregoing representations.

By submitting any work to the MMA-JMM you grant to the MMA-JMM full and complete ownership in and to any and all work submitted in all forms of media now known, or hereafter devised, including but not limited to all print, computer, on-line, audio, video, Internet and other electronic media or publications in both the original and all foreign languages. You understand and agree that the MMA-JMM shall have the full right and authority to edit, market, and distribute any work submitted in its sole and absolute discretion.

Announcements

GRANT ANNOUNCEMENT

Southern Center for Communication, Health and Poverty



Dean Krugman

Dean Krugman and Jeff Springston of the Department of Advertising and Public Relations faculty at the University of Georgia's Grady College of Journalism and Mass Communication, played a pivotal role in securing a three-year \$3.5 million grant from the Centers for Disease Control and Prevention (CDC) to create a new center aimed at improving the health of the poor and near poor living in the South through better health communication and marketing.

Vicki Freimuth, who holds a joint appointment in both Grady and Speech Communication, is principal investigator for the center grant. In addition to conducting specific research studies, the center will focus on four core activities: research, communication and marketing, public health workforce development and administration. Grady College professor of advertising Dean Krugman will co-direct the marketing/communication core and Jeff Springston, professor of public relations will direct the research core. Freimuth is director of the administrative core.



Jeff Springston

The Southern Center for Communication, Health and Poverty will focus on reducing health disparities by discovering how the South's poorest and disproportional African-American populations respond to health risks and then developing interventions that can help them make sound health decisions. the communication/marketing core. Freimuth is director of

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- ▶ URL link to complete call or job announcement
- ▶ [Click here for complete details](#)

Announcements... (cont'd)

CONFERENCE ANNOUNCEMENT **Marketing & Public Policy Conference 2006** **Westin Long Beach, California**

Topic: “Portal to the Pacific – Public Policy in the International Arena”

All the information for MPPC for 2006 can be found at: <http://www.csulb.edu/depts/marketing/> and click on MPPC.

There you will find information on this year’s conference, including the conference agenda, registration and hotel links, and details about our closing event on the Queen Mary. The closing event is a cocktail hour sponsored by MAS SIG and a dinner sponsored by the Marshall School of Business, USC.

Some of the highlights of this year’s conference include the following:

- ▶ Robert C. Bonner, Gibson, Dunn, & Crutcher. He will talk about Crisis Management and Homeland Security related to our ports and borders.
- ▶ Jeffrey Margulies, Fullbright & Jaworski. Mr. Margulies and others will talk about 20 years of regulation based on California’s groundbreaking Proposition 65.
- ▶ Teaching Marketing Ethics as part of the Business Curriculum.
- ▶ Risk Communication, Natural Disasters and their Aftermath.
- ▶ Product Diversion Issues
- ▶ The Process of Financial Disclosures - Prevent Deception and Promote Competition.
- ▶ Many other exciting topics and discussions!

See <http://www.csulb.edu/depts/marketing/> and click on MPPC for the entire program listing.

We hope to see you at the Westin Long Beach for MPPC **June 8-10, 2006**.

Regards,
Ingrid M. Martin, David W. Stewart, and Michael Kamins
Co-chairs, Marketing & Public Policy Conference 2006

TEXTBOOK/SPEAKERS PROGRAM ANNOUNCEMENT **Advertising Educational Foundation**

New Readings Available for Your Courses

"Advertising and Society: An Online Curriculum" is an online textbook for courses on advertising and its relation to society, culture, history, and the economy. The first five (of 20) units are available and may be used free of charge as readings for college courses that deal with advertising. Titles of the currently available units are:

- 1) What is Advertising?
- 2) A Brief History of Advertising
- 3) Subliminal Advertising
- 4) Advertising in Literature, Art, Film, and Popular Culture
- 5) Advertising in the Public Eye

You can access them by going to the journal *Advertising & Society Review*, which is available through the electronic journal collection of most colleges and universities. Two new units are available each quarter and are published as supplements to issues of A&SR. If your institution does not have A&SR, you may access it through www.aef.com and following the links to "Online Curriculum." The Advertising Educational Foundation is the sponsor of this project.

Advertising Unplugged

Advertising executives get out of the boardroom and take to the chalkboard!

Sign up now for the AEF's 2006 - 2007 Inside Advertising Speakers Program

Through the Advertising Educational Foundation's Inside Advertising Speakers Program, ad pros visit colleges and universities nationwide to conduct one-day programs with students and faculty. Speakers are carefully chosen, and programs customized, to meet your class objectives. Past topics have included:

- ▶ Creative Process
- ▶ Diversity/Multiculturalism
- ▶ Ethics
- ▶ Gender Portrayals
- ▶ Global Advertising
- ▶ IMC
- ▶ Interactive
- ▶ Non-profit Advertising
- ▶ Sociology of Advertising

Since AEF speakers volunteer their time, expertise and travel expense, the only cost to the school is an overnight stay, if needed.

The AEF needs at least 4-6 weeks notice to plan a program. Why not get your request in now for Fall '06 or Spring '07? There is no need to commit to dates yet, or even a topic – just put your name on the list. The AEF will follow-up with you.

You may sign up online at www.aef.com, in the Professor Resources section, or by calling the AEF at (212) 986-8060.

SENIOR LEVEL FACULTY POSITIONS AVAILABLE

Exciting opportunities for Associate Professors or Professors to join the School of Advertising, Marketing and Public Relations at Queensland University of Technology (Brisbane, Australia)

About Us

The School of Advertising, Marketing and Public Relations is the largest school in QUT's Faculty of Business and has a distinguished record of achievement in research, teaching, and service to the community and the professions. The School provides undergraduate and postgraduate coursework and research programs in advertising, marketing, public relations, integrated marketing communication, and international business. QUT is a large, state-supported university that is internationally recognized for its teaching, applied research, and service to the local, national, and international communities. Teaching, research, community service and relationships with the business and professional communities are key activities for all academic staff members within the School.



What we are seeking

The School is particularly keen to attract individuals who are interested in playing a leadership role, enhancing the capabilities of the academic staff within the School and helping shape the curriculum and building research collaborations with academic colleagues and research partners in the community. In particular, a major focus of their research agenda will be to encourage and support other academic staff within the School of AMPR to undertake research and publish the results of their work.

We are particularly interested in applications from individuals with expertise in the areas of advertising, marketing, and public relations.

Further information can be found at the School website <http://www.ampr.qut.com/>

Qualifications

Completion of a PhD in one of the discipline areas of the School and demonstrated accomplishment in teaching, research, and service appropriate to the level of the appointment.



Queensland University of Technology
School of Advertising, Marketing and
Public Relations

Salary and Benefits

Associate Professor: \$89,755-\$98,889 pa (AUD)
Professor: \$115,622 pa (AUD)

Benefits available at QUT include a 17% employer superannuation contributions (retirement program), a generous study assistance scheme, salary packaging, relocation assistance (if applicable), extensive development and training programs and access to a range of state-of-the-art facilities.

Accreditations

The Faculty of Business is accredited by:

- AACSB
- EQUIS
- AMBA

Interested?

We currently have vacancies within the School that we would like to fill on an ongoing (tenured) basis at the levels of either Associate Professor or Professor. If you are interested in exploring these opportunities, please contact Professor Charles Patti, Head of the School of Advertising, Marketing and Public Relations, directly at: c.patti@qut.edu.au.

CIRCOS No. 00213J

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:

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