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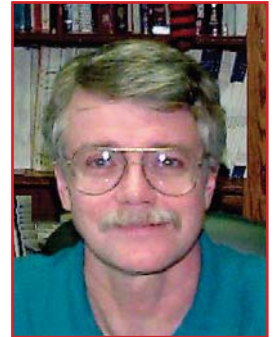
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## The President's Column

by Les Carlson

Greetings once again! Little did I know the true extent of my forecasting abilities when I offered suggestions about certain aspects of the Burlington Conference for which I and this conference might be remembered in the future. Specifically, those of you who attended the AAA Conference and who on Saturday were already beginning to worry about your travel arrangements to home destinations might recall my opening comments during the Saturday luncheon. These remarks included citing the "fire drill" the night before, but more importantly, the possibility of conference attendees being snowed in by an oncoming "Nor Easter" (or whatever the locals

call a particularly nasty storm brought about by a unique juxtaposition of wind, low pressure, cold, and moisture). I made those comments in jest but it was not until after my wife and I experienced very bumpy flights from Burlington to Washington, D.C. and then to South



Les Carlson

President, p. 2

## Building Bridges with Industry to Advance Advertising Knowledge

by Helen Katz

This is our second in a series of special features that examine the practical applications of findings published in the *Journal of Advertising*. The articles for this special issue of the *Journal* offer varied perspectives on how marketers can become more socially responsible, a subject that, as all these papers show, is extremely topical.

Special issue editors Polonsky and Hyman outline a multiple stakeholder perspective and discuss stakeholders' obligations to the practice of advertising (see Summary 5). This article serves as an introduction and overview to nine additional articles. From anti-smoking campaigns to consumer privacy protection to warning labels, all the authors have conducted noteworthy studies or analyses to help determine what could or should be done to help



Helen Katz

consumers better understand marketing messages.

The article by Torres et al. provides concrete advice on magazine warning labels, suggesting that overt messages result in more favorable brand attitudes and purchase intentions, a somewhat counter-intuitive result given how today's warnings tend to be in tiny

type placed as inconspicuously as possible (unless government regulation mandates otherwise). It would be interesting to replicate this study with products more potentially controversial than toothpaste. Shabbir and Thwaites tackle a related issue in their analysis of how humor can be used

Katz, p. 8

## President, cont'd p. 1

Carolina that I began to learn the extent of how true my prediction had been, at least for some of you. Indeed, AdForum was a very interesting read for several days right after the conference. By now, I hope that everyone eventually did get home as did lost luggage. Please know that the Executive Committee DOES remember these collective “site” experiences and will use this information in decisions about future conference locations. As you may know, the site selection decision is made well in advance and three cities in the South are under consideration as a locale for the 2011 AAA Conference.

Despite the travel problems encountered by some (many?) attendees, the 2007 AAA Conference was and is a success as indicated by other measures. Conference attendance, for example, was at or very near record levels and I have *you* to thank for that fact. Paper submissions, while not exceeding the record set last year, nevertheless were still at an extremely high level (just ask Kim Sheehan who as AAA Vice President coordinated the new online review process for the competitive papers). I also liked the Saturday “event” (but I always do) and again, thanks to Bob King for coordinating the logistics of yet another successful AAA conference.

I hope everyone also enjoyed the keynote speaker, i.e., A. Neill Cameron Jr., who is Vice President for Advancement at Clemson. Last summer I began working on at least some of the procedures and details that would eventually lead to this year’s AAA Conference. One of my earliest inquiries was to Neill because I knew that he had a wealth of experience in the advertising industry prior to joining the administrative team at Clemson. So, last summer, I asked Neill for names of individuals who might be willing to speak at our conference and who would be within a reasonable distance of Burlington. Neill was very

helpful and offered several contacts. However, the more I thought about this particular aspect of the conference, I realized that perhaps the best individual to speak would be Neill himself. This is because Neill has a blend of experiences, i.e., as an ad agency executive and as a college administrator that I thought would be most appropriate for the AAA audience, which is also composed of advertising educators, many of whom also have agency experience. As I told Neill later, the “best” candidate for this speaking opportunity was right in front of me all along.

The 2007 Asia-Pacific Conference continues to move forward and I can’t believe that in a few days, I’ll be on a Korean Airlines jet for a 15-hour (gulp) flight to Seoul. Thanks to Ray Taylor and again, Bob King for their hard work on this conference. I’ve seen the preliminary program and I noted that a number of you are also planning to attend. Maybe after a 15-hour (or more) plane flight, we’ll all look like we did at 3:00 a.m. during the fire drill exercise in Burlington. I’m told that Jef Richards has a number of very incriminating photographs (be sure to see our Photo Gallery in this issue)!

Finally, congratulations to the 2008 AAA Executive Committee officers who were announced at the Burlington conference:

- ▶ President – Jef Richards
- ▶ President Elect – Dean Krugman
- ▶ Vice President – Shelly Rodgers
- ▶ Secretary – Steve Edwards
- ▶ Treasurer – Herbert Jack Rotfeld

In sum, the Academy is in good hands, indeed, in the coming year(s)! **AAA**

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## AAA Turns 50

AAA is turning “50” in 2008. Plan now to celebrate this “golden” anniversary by attending the AAA Conference in San Mateo, California, March 27-30, 2008 (see call pp. 28-29).

See you there!

# A Conversation with...Amanda Schulte

## Bio



Amanda Schulte

*Amanda Schulte is a marketing coordinator at HDR, Inc., a national engineering firm located in Kansas City, Mo. She has worked as a radio morning show producer and co-host for Zimmer Radio Group in Columbia, Mo., and spent time as a media manager for Kansas City-based advertising agency VML, Inc. for clients such as Sprint, Burger King and State Farm.*

## Q&A

**Q** How did you get started in the ad business?

**A** As a freshman at University of Missouri, I gave serious consideration to a number of possible majors, but something about the J-school kept beckoning to me. I had always excelled at writing and thought advertising sounded like a fun career choice . . . at least, Angela Bower on *Who's the Boss?* seemed to enjoy it. To solidify my decision, I interned at a small advertising agency near my home town over the winter break of my sophomore year. That experience hooked me in and by the time I graduated I had six internships under my belt. Internships are the absolute best way for students to gain an understanding of the business and make valuable industry contacts. My agency job was born out of one of my internships.

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

**A** The hardest thing I have to do at work on a regular basis is perform under strict deadline. Most of my time is spent producing proposals for my company to win business and nearly every proposal I put together is due at a specific time on a specific date. If the proposal is even five minutes late, my company will not be considered for the project - and I will likely be looking for another job!

*A note from the editor: We've had the privilege of featuring a variety of practitioners from the industry, many who are veterans of the business. In 2007, we will hear from advertising practitioners who are early on in their careers. As with previous series, we hope you enjoy the perspectives of these young, talented practitioners who bring a somewhat different perspective to the ad biz. - Shelly Rodgers*

**Q** What special challenges does media selection present for businesses?

**A** As technologies are constantly changing, media selection has become an increasingly complex task.

Twenty years ago, a media planner could choose from print, television, radio, outdoor, transit, and . . . well, that was the bulk of it. Today media planners have the traditional options, plus endless online opportunities, mobile advertising, a more diverse cable selection, ever-increasing sponsorship opportunities, etc. Media practitioners today must be even more keenly aware of not only what media placement opportunities are available, but also the clients' target audience and advertising objectives.

**Q** What do you see as the greatest contribution that junior advertising practitioners bring to the business?

**A** I see the greatest contribution as familiarity with new technologies. I work with individuals from current college students all the way to those nearing retirement, so I observe daily the vast difference in overall computer skills, ability to efficiently utilize the Internet and quickly learn new software and web-based applications among the multiple generations in today's workforce. His or her comfort with technology allows the junior practitioner in any industry to be more creative, adaptable and efficient, thus making it the greatest asset. **AAA**

## Schulte At a Glance

**Company:** HDR, Inc.

**Position:** Marketing coordinator

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

### Selected Clients:

- ▶ Sprint
- ▶ Burger King
- ▶ State Farm

# Featured Research

## *From the Metrics of Involvement to Trademark Infringement*

by Judith Lynne Zaichkowsky

**M**y initial exposure to the concept of involvement was during the first year of my doctoral program at the Association for Consumer Research conference, in San Francisco 1979, where the issue was hotly debated. Low involvement was brought to the attention of researchers as the topic of the 1977 ACR Presidential address by Hal Kassarian, who eventually became my dissertation advisor. Hal's gift to me, as his student, was the task of developing a measure of involvement for my dissertation (Zaichkowsky 1985a, 1985b, 1986a, 1986b, 1988). Right after my dissertation was published in the *Journal of Consumer Research* it became painfully obvious that my 20-item scale was redundant in its length (Zaichkowsky 1990). The Revised PII and its application to advertising (Zaichkowsky, 1994) which balances cognitive and emotional aspects of involvement is a superior measurement tool to the original 1985 scale.

The use of the RPII to measure the effectiveness of advertising in an applied commercial setting was proposed to me in 1996 by Ira Berkowitz, who (I think) is currently with Grey Advertising in New York. Involvement Marketing Inc. was to pretest advertising to ensure that

consumer involvement levels with created ads were high. This company may exist today but I have never been 'involved' due to the distance between Vancouver and New York. However a new firm, Angus Reid Strategies ([www.angusreidstrategies.com](http://www.angusreidstrategies.com)) and their sister company VisionCritical ([www.visioncritical.com](http://www.visioncritical.com)) based here in Vancouver, are now interested in incorporating the RPII in their software, which tests effectiveness of communication venues and content. I will be working closely with a team of senior professionals from Angus Reid Strategies, including some of my former graduate students, advertising research practitioners, and statisticians to bring theory to practice.

I believe this little 10-item scale will be efficient and cost effective in giving indication of the ability of the ad to arouse emotional and cognitive involvement in the target market for the object being advertised, or for the ad itself. In fact, I think a great dissertation topic would be to challenge current practices of using expensive MRI (Magnetic Resonance Imaging) to look at brain activity during ad viewing. I hypothesize that my 10-item paper and pencil involvement Scale would perform well, showing high correlations to brain activity. The strain on the subject would be negligible. Also, the

cost difference between a 10-second paper and pencil test and a complex medical procedure is huge.

People often ask why I quit doing research on Involvement. The truth is that my

university asked what else I could do. So, after doing some consulting on a trademark infringement case, I saw a need for a central source of information on the topic.

Erlbaum has published my second book on trademark and brand identity issues: *The Psychology behind Trademark Infringement and Counterfeiting*. I am now doing some research with colleagues from the Copenhagen Business School on consumer preference and choice among similar designs, designer originals and knock-off copies. In general, we find consumers have an innate ability to identify good designs, but influences from well known brand names or designer labels can cloud this judgment.

I hope to continue both streams of research in more applied settings, working closely with people in industry. Academics are very good at creating information, but I am not sure we are doing enough to get our theories and knowledge in the hands of the day-to-day business world. **AAA**



**Judith Lynne Zaichkowsky**

### **Zaichkowsky At a Glance**

**University:** Simon Fraser University, Canada

**Position:** Professor of Marketing

**Education:** Ph.D. Marketing, University of California, Los Angeles

**Book:** "*The Psychology Behind Trademark Infringement and Counterfeiting*" Erlbaum, 2006.

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**Zaichkowsky, p. 6**

# Special Feature

## Trading Professors

by Bruce Bendinger, Jay Newell and Michael Hanley with contributions from Tom Reichert and Chuck McMellon

This year, the Industrial Relations Committee is focusing on making video visits something that all AAA professors are comfortable with - using the iSight/Apple technology.

Jay Newell has prepared an excellent introductory piece that introduces the ins and outs of this technology, found on the AAA website at <http://www.aasite.org/education.html>. In addition to never leaving home, an added benefit of a computer-based videoconferencing system is the ability to invite guest professors to lecture or conduct a seminar on a cutting-edge ad topic that sometimes is not covered in textbooks. A virtual guest professor can bring new information that is more current and in-depth.

In March, Bruce Bendinger, of Chicago's Copy Workshop, visited Tom Reichert's 300-student Introductory class without leaving his office. Bruce's visit was part of AAA Industry Relations' pilot program to bring industry professionals into the classroom to speak on various subjects.

The visit was accomplished using Apple MacBooks, with a built in digital camera, speaker and iChat, which is software that comes with the computer and Bruce's system, which has an iSight camera attached to an older Mac.

Says Reichert, "We easily established an audiovisual connection using two Apples, two cameras and the Internet. The process wasn't entirely seamless but, as Bruce says, it was a lot cheaper than flying in a speaker and easier than entertaining."

"I highly recommend Jay Newell's description of the connection process," said Reichert. "It simplified things. Bruce talked about creativity. The students loved it. More important, because he was able to see them (most of them, anyway), he worked off their feedback and was more 'on' than usual."

Michael Hanley and Jay Newell also traded lectures for their media planning classes. Hanley, who edits the *International Journal of Mobile Marketing*, lectured on cell phone advertising from his home in Indianapolis to Newell's media students at Iowa State. A week later, Newell worked his product placement research into a lecture on brand integration as a media tactic for his Ball State students.

While they both used the Macintosh-based iChat videoconference utility, they each approached the lectures differently.

The Iowa State students had little prior exposure to cell



Students in a prof-to-classroom judging event at Syracuse University

phone advertising, so Hanley created a PowerPoint with examples from multiple countries. Students viewed the PowerPoint slides on a second screen in the classroom. Students had no problem switching their attention between the incoming image of Hanley and the PowerPoint slides.

In contrast, Hanley's students were familiar with product placement, so Newell dropped the PowerPoint in favor of a printed handout. Both professors created an in-class project in which students proposed brand integrations that combined a product that Newell specified with a television show of their choice. Students in Hanley's class went on camera to discuss the outcomes of their projects. Both guest lectures were successful. Students were exposed to alternative media formats. Based on test question items, students were able to retain key points from each presentation.

Compared to an in-person professor exchange, the electronic version requires significantly less time and funds. There was no travel, and as both Ball State and Iowa State had Macs with the iChat software, the connection was free. The time investment for lecture preparation was little different than a non-electronic class meeting. Michael and Jay plan to continue swapping lectures and create a lecture

Professors, cont'd p. 6

### Professors, cont'd p. 5

list of experts from around the country for future classes.

On May 3, Bruce made another virtual guest appearance in Chuck McMellon's Principles of Advertising class at Hofstra University to discuss media evolution.

To communicate over the Internet both locations used AOL Instant Messaging (AIM), which is free.

The rest was simple. Chuck just called Bruce via



Dennis Martin of BYU talking to media planning students at Iowa State

## Recommendations for interactive video lectures:

- ▶ “Ice breakers” are important to establish a videoconference as a two-way communication. Michael had the Iowa State students introduce themselves. I had a list of students in Michael's class, and was able to call on them by name.
- ▶ Shorter is better for the lecture; 15-25 minutes is adequate.
- ▶ The videoconference technology allows multiple teaching formats. Lectures, activities, and Q&A sessions are all viable approaches.
- ▶ Testing the iChat computer connections before the class is essential.
- ▶ Establishing a Plan B due to technical glitches is helpful. Michael had an in-class project ready for his students. I had his cell phone number, and could switch to an audio conference call if necessary.

— Jay Newell, Iowa State University

AIM and presto! They had visual and sound contact with each other.

Chuck was then able to put Bruce up on the big screen in his classroom via the classroom podium and computer. What followed was a 15-minute discussion with Q&A.

The only problems were that the built-in camera could only show about 75 percent of the classroom and the wiring to the classroom podium and big screen needed some complex thought to figure it out correctly.

Nevertheless, the students thought it was the coolest thing.

So did Chuck and Bruce.

Those interested in learning more about this new offering should contact Bruce Bendinger - Industry Relations - [copywork@aol.com](mailto:copywork@aol.com). **AAA**

### Zaichkowsky, cont'd p. 4

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# Reflections on What AAA Means to Me...

by Courtney Childers

When asked to recount what led to my membership in the American Academy of Advertising, I instantly remembered back to my first week in the doctoral program at the University of Alabama. Lance Kinney, while instructing the Research Methods course, suggested that we as graduate students, actively “get involved” in academic organizations for research submissions and networking purposes. With further explanation, my attention was piqued... the thought of receiving a copy of the *Journal of Advertising* delivered to straight to my door (saving much photocopying time and many library visits) was an added benefit. After class, I ventured online and with the simple suggestion of a seasoned professor, I joined AAA in August of 2003.

What a difference AAA has made in my short academic career! From my very first conference trip to Baton Rouge with Caryl Cooper and Tom Reichert in celebration of Joe Phelps’s presidential term to last year’s conference in Reno, the annual AAA conference is now a standard entry in my date book. Each year, I look forward to seeing familiar faces, catching up with U.A. grads, and listening to scholarly presentations. Above all, I enjoy the “community” of scholars within the Academy. During my first few trips as a lonely graduate student, AAA members were always supportive and very welcoming of my attendance. Members instantly made me feel as if I was part of a family... a family of scholars.

On a more personal note, I also cannot thank the Academy enough for positively recognizing my

## Bio

Dr. Courtney Childers’ research interests deal with societal issues and advertising. Specifically, Dr. Childers’ dissertation, titled *What is Most Important to Kids? Developmental Differences and Behavior Associated with Nutritional Content of Food-Product Advertising Targeting Children* and winner of the 2006 American Academy of Advertising (AAA) Outstanding Dissertation Award, addressed the relationship of childhood obesity, children’s food choices and advertisements targeting youth. She has also conducted research in the areas of sexual imagery and gender role portrayals in advertising.

Childers has published in *Journalism & Mass Communication Quarterly* and *Media Psychology* and has two encyclopedia entries in press. She has over 10 research presentations at academic conferences such as the Association for Education in Journalism and Mass Communication (AEJMC), Southern States Communication Association (SSCA), the Broadcast Education Association (BEA) and the International Communication Association (ICA). Three of these paper presentations won Top Student Paper division awards.

One of Childers’ passions is teaching. She served as a GTA every semester while pursuing her graduate degrees at the University of Alabama. As for teaching, Childers has been awarded several distinctions, including Outstanding GTA in the Department of Advertising and Public Relations 2003 and the ICA Instructional and Developmental Division’s Excellent Teaching by a Graduate Student Award in 2005. Prior to graduation, she received the Award for Excellence in Teaching by a Doctoral Student 2006, a campus-wide top teaching recognition at the University of Alabama, selected from 250 other graduate student teachers.

Before joining the faculty at the University of Tennessee, Childers was an instructor at the University of Alabama for two years. She also worked in the marketing department at ARAMARK/MT Dining Services at Middle Tennessee State University for four years and has consulted on advertising efforts of new businesses across southern Tennessee.

Dr. Childers is a member of AEJMC, AAA and ICA.



Courtney Childers

dissertation research. As a winner of the 2006 AAA Doctoral Dissertation Competition, I was able to use the generous grant money to fund the participation of 258 parent/student pairs during the data collection phase of my research. Not having to go further in debt to complete my doctoral education was a blessing beyond belief. The Academy’s

acknowledgment of my research opened many doors during the lengthy job search process as well. Having found a wonderful home as an Assistant Professor of Advertising at the University of Tennessee, it was such a thrill to receive my award check from Margie Morrison, a future colleague, at the 2006 conference. It truly was a “full circle” moment! **AAA**

to mask deceptive ad claims.

As Hassan et al. demonstrate in their analysis of anti-smoking campaigns' impact in 8 former communist EU countries, it is not only placement or size, but consumer comprehension that can influence responses to the brand. Their study findings that government and non-profit groups can benefit from having their messages (mis)perceived as coming from commercial sources, is in fact heartening given that many of these campaigns are created by the same agencies who are devising ways to sell soap and cars to those same consumers. Nan and Heo's study looking at cause-related marketing points out that, while consumers' appreciation for the effort may enhance attitudes to the company, it will not necessarily translate to brand or ad attitudes.

That these issues are truly global is confirmed by the next paper, by Dolnicar and Jordan, which reports on a multi-country study to examine consumer attitudes toward privacy, offering a segmentation based on attitudes toward a topic that is growing more important every day, as marketers are able to collect more personal and household consumer information than ever before, through the Internet, along with third-party data collection companies. It would be interesting to see if the authors' segments would apply equally in the area of online marketing or interactive and addressable television. We hope you enjoy this special issue of the *Journal of Advertising*. **AAA**

## Journal of Advertising Summary #1

**Torres, Ivonne M., Jeremy J. Sierra, and Robert S. Heiser (2007), "The Effects of Warning Label Placement in Print Ads: A Social Contract Perspective," *Journal of Advertising*, 36 (2), 49-62.**

Social Contract Theory suggests that consumers may, somewhat paradoxically, put a relatively high value on an advertised brand that prominently displays warning information, rather than minimizing it. Our research probes the relevance of social contract assumptions by reviewing current print advertisement warning practices with a content analysis of consumer magazines, and testing the effectiveness of label placement strategies with a between-subjects experiment. Validating social contract assumptions, our study shows more positive consumer responses for recall, attitude toward the ad, attitude toward the brand, purchase intention and responsible advertising when warnings are overtly rather than discreetly placed in print ads.

To better assess current magazine warning label practices and help in the design of test ads used in our study, a content analysis was conducted on a random sample of consumer magazines. The content analysis uncovered significant differences in the warning placement practices between product categories such as food and tobacco. Within a product category, tobacco and alcohol products displayed a large warning placement variance. Some companies choose to display the warning prominent, next to their brand name or logo, while others place the warning in a less-prominent location. Our study examined the results of these warning placement differences in a between-subjects experiment.

The experiment employed a two-location (bottom vs. top of the ad) between-subjects design. Two test ads, for a fictitious toothpaste brand, were created and placed in binders along with two filler ads. Along with the questionnaire, each subject was assigned a binder containing two filler ads and only one of the two advertising types: (1) warning at the bottom of the ad away from the brand name (discreet) (N=249) and (2) warning at the top of the ad near the brand name (overt) (N=228). Our results offer preliminary evidence that consumers display more positive responses for advertising outcomes such as attitudes toward the advertisement and brand when warnings are placed overtly compared to discreetly in print ads.

These results provide marketers some suggestions on how to effectively advertise. First, attitudes toward the ad, attitudes toward the brand and purchase intentions of the advertised brand are more favorable when consumers are exposed to overt, compared to discreet warnings in print ads. Based on these results, marketers may wish to openly display warnings in advertising media for relevant product categories. Secondly, since warning label recall is higher for overtly communicated information, marketers could increase recall of their advertisement by more prominently displaying the product warning message. Lastly, consumers perceive the company to be a more responsible advertiser when the warning label is more prominently displayed in the ad. Hence, corporate social responsibility initiatives can be supplemented with overt warning label placement strategies in advertising media.



## Journal of Advertising Summary #2

Shabbir, Haseeb and Des Thwaites, "The Use of Humor to Mask Deceptive Advertising – It's No Laughing Matter!" *Journal of Advertising*, 36 (2), 75-85.

The specific research problem that was addressed by this study was to explore whether and to what extent humor was being used to "mask" or conceal underlying deceptive advertising claims.

The study further highlights an advertising based application of the dimensional qualitative research (DQR) approach. Specifically, this technique was used to illustrate how narratives could be constructed using the seven dimensions or modalities characteristic of this technique and how a complex advertising research problem could be addressed using the construction of such narratives. Masking as a process of concealing unethical advertising content is also highlighted in this study as one of several possible ways that the unintended consequences of advertising may infringe on consumer rights for responsible and ethical advertising practice.

The authors constructed narratives of a total of 238 ads sampled within the UK. Narratives were constructed using the seven dimensions of the DQR approach; namely, behavioural, affective, sensory, imagery, cognitive, interpersonal, drugs (or health related) and socio-cultural modalities within the advert. We found that 73.5 percent

**The implications for advertisers are twofold; one, to consider the DQR approach in facilitating the creative design and content of ads and two, to screen ads for masking effects especially of unethical ad content.**

of these ads contained deceptive claims and a further 74 percent of this sub-sample was found to be masked by humor. Particular forms of humor were also found in greater frequency with particular types of deceptive advertising claims raising teleological concerns of some pattern behind the masking of unethical advertising content.

The study argues that the effect of masking underlying unethical content may mediate the severity of the deceptive claims. Similarly, depending on the degree of perception this mediation may operate at an unconscious level. Other contexts of masking unethical advertising content are not explored in this study but many opportunities exist for validating the patterns and inter-relationships found within this study but also to explore other potential masking contexts. Further examples of potential masking contexts would for instance include the masking of violence by humor or sexual imagery and the masking of racist imagery by humor and testimonials. The implications for advertisers are twofold: one, to consider the DQR approach in facilitating the creative design and content of ads and two, to screen ads for masking effects especially of unethical ad content, thereby improving the ethical content of advertising practice in general. The use of masking to promote pro-social is also a further application that could be explored.

## Journal of Advertising Summary #3

Hassan, Louise M., Gianfranco Walsh, Edward Shiu, Gerard Hastings, and Fiona Harris (2007), "Modeling Persuasion in Social Advertising: A Study of Responsible Thinking in Antismoking Promotion in Eight Eastern EU (European Union) Member States," *Journal of Advertising*, 36 (2), 15-31.

The EU wide HELP antismoking advertising campaign was launched in March 2005 and aims to: 1) encourage a tobacco-free lifestyle, 2) help existing smokers to stop smoking, and 3) promote tobacco-free public places. The principle component of the campaign is television advertising. Multiple national television channels were used, along with three pan-European providers.

The purposes of our research are to advance the process of empirically integrating "responsible thinking" as a relevant construct in an advertising persuasion model as well as to explore the potential effects of source misattribution. We built a conceptual model linking comprehension of and attitude toward the campaign with outcome measures: responsible thinking toward smoking and quit intention. The model relationships were examined in eight former communist EU countries, chosen for two reasons. First, higher smoking rates are reported for Eastern Europe which emphasizes the importance of social marketing interventions in those countries. Second, much marketing knowledge is based on our understanding of (western) developed market economies; this challenges marketers to explore the applicability of marketing concepts to transitional countries. To test the hypotheses, we re-analyzed data where interviews were conducted with 25,113 consumers in the EU, of these 8,047 respondents were sampled within the eight former communist EU nations, 1,985 indicated that they were current smokers. Of these, 780 remembered having seen at least one of the three advertisements. Examinations of the model were undertaken via structural equation modeling.

Our study has demonstrated the central significance of comprehension in this context, rather than attitude toward the campaign. When the social marketing message is misattributed to commercial sources, a good understanding of the meanings within the advertised message results in higher levels of responsible thinking as well as greater intention to quit smoking. This is interesting and confirms the hypothesized mindset of consumers within these former communist EU Member States where commercial companies are conduits for fulfillment of western values and lifestyles.

Our study has shown that in social marketing the capacity of an advertisement to get its audience to think about the issues it raises and the (mis)perceived source of the message can both influence the effectiveness of a campaign. On a theoretical level this tells us more about how persuasion through social advertising works. On a practical level it has important implications for how social advertising campaigns from governmental, charitable and commercial sources should be developed to maximize conversion to socially responsible behaviors.

## Journal of Advertising Summary #4

Dolnicar, Sara and Yolanda Jordaan (2007), "A Market-Oriented Approach to Responsibly Managing Information Privacy Concerns in Direct Marketing," *Journal of Advertising*, 36 (2), 123-149.

Marketing communications media technologies have the potential to be intrusive and influence consumers' perceptions of marketing communication. Aggressive direct marketing (DM) is one communication tool that has the potential to lead to consumer concern about information privacy. Concerned consumers change their behavior: they refuse to buy through risky channels or provide information, thus jeopardizing the aim of DM. Responsible DM can prevent such reactions and build trust. Typical measures taken and recommended to protect consumers from privacy violations are of a regulative rather than a market-oriented nature, which is directly opposed to companies' profit maximization aims. We propose a segmentation-based approach of responsible DM, based on consumer heterogeneity in regards to privacy concern and privacy-related behavior.

Two independent empirical studies were conducted in South Africa and Australia. Market segmentation techniques were used to examine the potential of a market-oriented approach to responsible DM.

The key findings are that (1) the level of privacy concern among consumers in both countries is high, although (2) there is a substantial amount of heterogeneity among respondents both with regard to information privacy concerns and privacy-related consumer behavior. Furthermore, (3) the level and nature of privacy concerns are associated with specific privacy-related behavior, both actively protective (for instance, requesting deletion of private information from the company's database) and passively protective (avoiding to shop over the telephone). Finally, (4) the use of three items capturing privacy concern dimensions and three items capturing behavioral information leads to a very distinct consumer privacy segmentation of consumers which can be used for market-oriented responsible DM.

Organizations can use this approach to target groups of consumers with the most suitable approach in terms of information privacy (and not target very sensitive segments at all). Such a market-oriented approach to responsible marketing represents a useful addition to the mainly regulations-driven toolbox of measures designed to prevent information privacy violations. In addition, it fits in with the economic rationale of companies seeing that it improves the effectiveness of their communication with consumers.

## Journal of Advertising Summary #5

Polonsky, Michael Jay and Michael R. Hyman (2007), "A Multiple Stakeholder Perspective to Responsibility in Advertising," *Journal of Advertising*, 36 (2), 5-13.

The scope of responsibility within advertising is defined broadly as reflecting the obligations that parties within the communication process have to one another. The communication process, which is the basis of advertising, traditionally has focused on interactions between organisations and targeted consumers. This focus fails to recognise that the communication process involves other stakeholders who can affect or be affected by one another.

This theoretical work draws on several examples from industry and posits a complex set of obligations among stakeholders within the advertising process. These broad-ranging obligations mean that breaches of responsibilities, as distinct from laws, can occur throughout the process. Thus, activities acceptable to one set of constituents - even 'legal' under existing regulations - may counter expectations about obligations to others and thus be viewed as irresponsible.

Advertising practitioners are advised to consider how their activities might be viewed by every stakeholder, rather than to limit their focus to targeted consumers. Although this broader scope complicates advertising planning, it should help to reduce the number and severity of problematic activities as well as to anticipate potential criticism and to develop coping strategies.

This article serves as an introduction to the special issue of the *Journal of Advertising* on responsibility in advertising and an overview of the nine included articles. These articles cover a range of issues and are authored by academicians from many countries.

## Journal of Advertising Summary #6

Nan, Xiaoli, and Kwangjun Heo (2007), "Consumer Responses to Corporate Social Responsibility Initiatives: Examining the Role of Brand/Cause Fit in Cause-Related Marketing," *Journal of Advertising*, 36(2), 63-74.

Cause-related marketing (CRM) involves a company's promise to donate a certain amount of money to a non-profit organization or a social cause when customers purchase its products/services. In this study, the authors examine 1) the relative effects of CRM versus a baseline condition where no such strategy is used and 2) the relative effects of a CRM program involving high brand/cause fit versus one that has low brand/cause fit and whether or not these effects are dependent upon a consumer's level of brand consciousness.

The authors conducted an experiment that involved a sample of one hundred college students. Participants were exposed to an advertisement for a fictitious brand of orange juice. There were three versions of this ad: a regular ad that did not contain a CRM component, an ad with a CRM component that had high brand/cause fit, and an ad with a CRM component that had low brand/cause fit. Participants were randomly assigned to one of the three experimental conditions.

The study found that the ads with a CRM message (both the high-fit ad and the low-fit ad) elicited more favorable attitudes toward the company, but not attitudes toward the ad or the brand. The experiment revealed no systematic effects of brand/cause fit on consumer responses. However, as anticipated, significant interactions between brand/cause fit and brand consciousness emerged. For participants with high brand consciousness, high brand/cause fit led to more positive attitude toward the ad and attitude toward the brand than low brand/cause fit. In contrast, for those who were low in brand consciousness, brand/cause fit had no impact on either ad or brand evaluations.

It is clear that consumers respond favorably to CRM. The advantage of a communication message with an embedded CRM component over a similar message without a CRM component primarily resides in its ability to elicit more favorable consumer attitudes toward the company. Thus, the decision of engaging versus disengaging in CRM is more relevant when the priority is to enhance company image than when it is to build brand equity. On the other hand, the decision of engaging in what types of CRM is more relevant when the priority is to build brand equity than when it is to enhance company image. In this case, the decision is a particularly important one when the target audience involves brand conscious consumers.

# A Tribute to Ronald J. Faber, 33rd AAA Fellow

by Jisu Huh

**R**onald J. Faber, professor in the School of Journalism and Mass Communication at the University of Minnesota – Twin Cities, has been elected 2007 Fellow of the American Academy of Advertising. He received the award at the annual AAA conference held in Burlington, Vermont. 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.

Ron has made substantial contributions to the field of advertising as a researcher and educator. In over twenty years of his involvement in the AAA, he has served as an Academy Officer as well as on the Publications and Research Committees and has been editor of the *Journal of Advertising*. During his tenure as editor, the *Journal of Advertising* won Emerald Golden Pages Award for Best Research Implications among Journals in Marketing three years in a row.

Ron has been extremely devoted to advertising education and has successfully prepared numerous undergraduate and graduate students for industry and academic careers. Ron's contributions at the graduate level have been especially influential. He has developed and taught a variety of graduate seminar courses in advertising and prepared the next generation of advertising scholars with independent and critical thinking ability, strong theoretical foundations and solid research skills. He also maintains professional partnerships with his former students around the world and continues to provide guidance and feedback.

Ron's sharing of his passion for, and knowledge and expertise of advertising research does not stop at his



Ron Faber

relationship with his own students but has been extended to colleagues in the field including myself. As a junior faculty at the University of Minnesota, I have had the privilege of working closely with Ron and witnessing his devotion to advertising research and education for the past four years.

Ron has been a great mentor and role model for me as well as others as a researcher and educator. Ron is

very generous and enthusiastic in sharing his knowledge and expertise of advertising research with others through providing feedback on papers and serving as a reviewer for about thirty journals in advertising, marketing and mass communication. Two Outstanding Reviewer Awards for his excellent service as a reviewer for the *Journal of Advertising* and the *Journal of Consumer Research* is just one example of how his contributions have helped so many others.

In addition, Ron has an extraordinary track record of significant scholarly research in advertising and consumer behavior including over 40 articles in the premier advertising and marketing journals. His work has been recognized for its significant theoretical and practical contributions to the field of advertising and marketing by both the academic community and the industry.

Ron is truly one of the greatest leaders in advertising research and education and richly deserves the recognition as the 33rd Fellow of the American Academy of Advertising.

Thank you, Ron, and congratulations!

## VeePee's Big Adventure

by Kim Sheehan

**W**hen I was asked to run for Vice President of the AAA, I have to admit I paused for a moment to think about it. Did I want the responsibility of running the competitive paper competition? Would I have enough time to do it? Could I really put together an entire Proceedings without losing my mind? Two things convinced me: the fact that I thoroughly enjoy working on the Executive Committee as Secretary of the AAA, and the fact that I

was on sabbatical from September 2006-April 2007. And so began my Big Adventure with the Burlington Conference.

For the 2007 conference, I wanted to streamline the submission and review process. Email submissions are great, but it is easy to lose important messages or for emails to get routed to a junk box. After some research into different web-based programs, I recommended the Confmaster program to the EC who unanimously supported its use. Confmaster, incidentally, is managed by a German professor, Thomas

Preuss who must never sleep, because all of my emails were answered within an hour or two, regardless of when I sent them. This allowed me to get back to members with questions fairly quickly. While any new system has some bugs, the technical problems with Confmaster were minimal. We'll continue to use Confmaster for the 2008 conference. If you have any suggestions about improving the system, please let me know, as I'll be working with Thomas to bring the new officers up to speed with Confmaster.

While the 2006 conference still

VeePee, p. 13

# Tribute to Richard W. Pollay, Recipient, Kim Rotzoll Award

by Timothy Dewhirst

**D**r. Richard (Rick) W. Pollay, Professor Emeritus of Marketing at the University of British Columbia's Sauder School of Business, was the recipient of the Kim Rotzoll Award for Advertising Ethics and Social Responsibility at the 2007 American Academy of Advertising conference held in Burlington, Vermont. The award recognizes individuals that have demonstrated outstanding commitment and lifetime achievement relating to advertising ethics and social responsibility.

Rick has had a longstanding interest in the social and cultural effects of advertising in which he has published numerous articles – spanning five decades – in highly regarded, peer-reviewed scholarly publications such as the *Journal of Marketing*, *Journal of Consumer Research*, and the *Journal of Advertising*. In doing content analyses of the changes in print advertising of the 20th century, he developed and applied new methods for measuring cultural values, advertising informativeness, materialism, a typology of headlines, and the changing themes and tactics employed in advertisements. Perhaps Rick's best-known work, being much used in the classroom, is his article "The Distorted Mirror" that was published in a 1986 issue of the *Journal of Marketing*.

An additional stream of research by Rick has focused on public attitudes toward advertising. His "Here's the Beef" article, published in a 1993 issue of the *Journal of Marketing*, was honored as the premier recipient of the American Marketing Association's "Best Article in Advertising Award" for outstanding contribution to the literature. The award committee assesses research five



Richard W. Pollay's acceptance speech in Burlington

years after publication to judge research that "has stood the test of time as a much cited, memorable, and significant research effort" from all papers published in the American Marketing Association journals: the *Journal of Marketing*, the *Journal of Marketing Research*, and the *Journal of Public Policy and Marketing*.

Apparent from the latter half of his academic career, Rick has a significant stream of research that focuses on tobacco marketing and public policy issues. Over 100 research work products on the topic are apparent, including expert reports, affidavits, and peer reviewed papers that draw upon analyses of advertisements and related corporate documents. Rick's most recognized paper with respect to tobacco marketing is an analysis of share of voice and resulting brand market shares among youth and adults; entitled "The Last Straw," published in the *Journal of Marketing* during 1996. The paper won the American Marketing Association's "Best Article in Advertising Award," making Rick the only two-time winner of this distinction. He has also contributed to three U.S. Surgeon General's reports, which pertained to the targeting of youth, ethnic minorities, and women.

Rick's contributions as an expert witness in tobacco litigation have been influential and notable. During the Quebec Superior Court judgment that upheld Canada's Tobacco Act, the scope and thoroughness of Rick's expert witness work led a judge to describe him as "a virtual living encyclopedia on tobacco advertising and a scrupulously rigorous marketing researcher."

On a personal note, Rick served as my Ph.D. supervisor from 1998 to 2003, and he has been the ultimate mentor and friend. Congratulations, Rick! You are very deserving of this award. **AAA**

## Have items for the Newsletter?

Please send us your:

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

Send to the Editor, Shelly Rodgers, at:  
[srodgers@missouri.edu](mailto:srodgers@missouri.edu)

or fill out the online submission form at:  
<http://www.aaasite.org/SubmitNewsletter.html>

## VeePee, cont'd p. 11

holds the record for the number of paper submissions, the Burlington Conference was a close second with 140 competitive papers submitted. More than 150 AAA members served as reviewers and we ended up with 72 papers accepted for presentation at the conference. As with the 2006 conference, we scheduled four papers for every 90-minute session. I was excited to see so many graduate student papers accepted to the conference; it is safe to say that the future of advertising research is very, very bright!

To be able to interact with so many different academics, professionals and

students was a delight. The best part of the job is celebrating the acceptance of your papers! The worst part of the job, as you might imagine, is informing people that their papers were rejected. I truly appreciate how gracious those of you who received this news were, and I appreciate your candid comments and suggestions regarding the process. The review process is not perfect, and can always



Kim Sheehan

be improved. I'll be sharing some thoughts with next year's VP on this topic at our meeting in September.

One of the highlights of the conference for me was the New Member's Breakfast, where I was able to put faces to many of the names that I have been emailing for the past six months. I also met many new and old AAA members at the breaks and the meals and of course in the bar (guns up!). Overall, my time as VP confirmed that the AAA is a vibrant, exciting and intellectually stimulating community. Thank you for the opportunity to serve the membership. See you all next year! **AAA**

## The American Academy of Advertising welcomes these members:

Abbott Ikeler, Emerson College  
Alan D. Fletcher, Louisiana State University  
Neill Cameron, Clemson University  
Alex Wang, University of Connecticut-Stamford  
Anand Sankar, Duke University  
Andrew B. Aylesworth, Bentley College  
Anna V. Andriasova, University of Texas at Austin  
Benjamin Arthur DiChiara, DiChiara Creative Advertising & Marketing  
Bud Davis, Weber University  
Brittany Duff, University of Minnesota  
Bruce L. Stern, Portland State University  
Bryan Greenberg, Elizabethtown College  
Cheryl DeVuyst, North Dakota State University  
Christine Marie Kowalczyk, University of Memphis  
Chunsik Lee, University of Minnesota  
Claudia Rae Carlson, Carlson Consulting  
Clea Christine Conner, New School University  
Daniel Haygood, Knoxville, Tennessee  
David Koranda, University of Oregon  
David A. Weagle, Embry-Riddle Aeronautical University  
Don Waters, VCU Adcenter  
Elaine Young, Champlain College  
Elizabeth Johnson Avery, University of Tennessee  
Elizabeth Crisp Crawford, University of Tennessee  
Elizabeth M. Tucker, Austin, Texas  
Ereni Markos, University of Massachusetts  
Fang Liu, The University of New South Wales (Asia)  
Genandiy Chernov, University of Regina  
Glenn J. Karwoski, University of St. Thomas  
Hongwei Yang, Appalachian State University  
Hye Jin Yoon, University of Georgia  
Hyuksoo Kim, Emerson College  
J. Scott Armstrong, The Wharton School, U. of Pennsylvania  
Janssen Warren Spain, SRDS  
Jennifer Gerard Ball, University of Texas at Austin  
Jerome Martin Juska, Florida Atlantic University  
Jianqin Jenny Yang, Kansas State University  
Jie Zhang, University of Texas at Austin  
Joshua Hylton Godwin, University of North Carolina - Chapel Hill

Kelty Logan, University of Texas at Austin  
Kenneth G. Mangun, Urbana, Illinois  
Kristi Bentley, Design Integrity  
Lauren Labrecque, University of Massachusetts  
Les Dlabay, Lake Forest College  
Lilly Anne Buchwitz, San Jose State University  
Linden Dalecki, The University of Texas at Austin  
Lisa Angela Christy, Wieden + Kennedy  
Lu Zheng Lubama, University of Alabama  
Lynn E. Eaton, Duke University  
Maiko Shiratori, The One Club  
Marcie Ann Mutters, Buchanan & Associates  
Michael Anthony, North Central College  
Michael D. McNiven, University of Georgia  
Michael O. Wirth, University of Tennessee  
Molly Catherine Ziske, Loyalty Strategies  
Nakeisha Shanell Ferguson, University of Texas at Austin  
Nam-Hyun Um, The University of Texas at Austin  
Nancy Kerr, Champlain College  
Nancy Katherine Wilson, University of South Carolina  
Patrick De Pelsmacker, University of Antwerp  
Paul David Bolls, University of Missouri  
Peter Neijens, University of Amsterdam  
Pete Monge, Providence College  
Philip James Kitchen, Hull University  
Robert T. Wheeler, California State University, Fullerton  
Robert Walter Aitken, University of Otago  
Ronald Glen Smith, Penn State University  
Scott H. Black, SRDS  
Sindy Chapa, University of Texas Pan American  
Sora Kim, University of Tennessee  
Steve H. Sohn, Emerson College  
Timothy Charles Laubacher, Buchanan & Associates  
Timothy K. Mantz, Argosy University  
Voltaire Miran, Chicago, Illinois  
Wendy Maxian, Texas Tech University  
Wolfgang M. L. Seufert, Friedrich-Schiller-University Jena  
Wonkyong Beth Lee, University of Waterloo  
Yulia Lutchny, University of Minnesota

## Reflections on Academic Advertising's "Man in Black"

by Fred Beard

Academic advertising lost one of its senior statesmen late last year when Ernest Larkin (Ph.D., University of Iowa) passed away at age 71. I had the privilege of knowing Ernie as both a former student and colleague. Ernie kept his professional and personal lives separate, although both were equally unique and colorful.



Photos provided courtesy of Susan Larkin

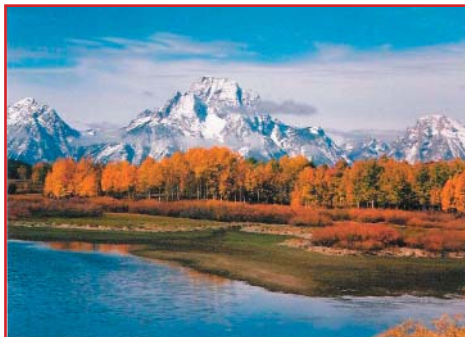
Ernie was actively engaged in service throughout his career, serving twice as head of AEJMC's advertising division and once as president of AAA. He and his second wife, Susan Schoebel, developed and coordinated the national AAA/INAME Student Newspaper Advertising Competition, sponsored by the Newspaper Association of America Foundation.

Ernie authored two books (one with Susan Schoebel Larkin), co-founded the Oklahoma Newspaper Advertising Bureau and frequently consulted in the newspaper business. He retired with emeritus rank from the University of Oklahoma after teaching for 24 years.



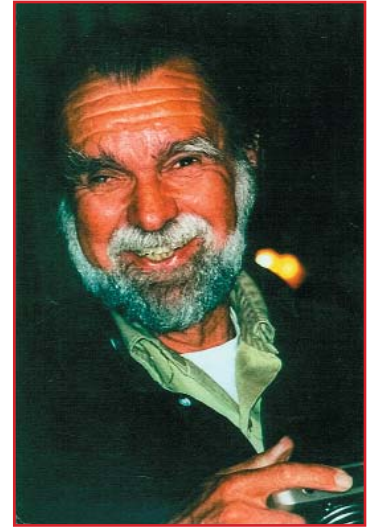
So why the "Man in Black"? The obvious answer would be the Dingo boots, black chinos and black shirt Ernie always seemed to wear. Ernie, in fact, bore what I always thought was a striking resemblance to the Western film actor Jack Elam, with his black wavy hair, salt-and-pepper beard and single prosthetic eye that occasionally tracked somewhat independently of the other. Combined with Ernie's equally Elam-like gruff and crusty demeanor, the effect was intimidating, especially for students or even junior colleagues. At an event in Ernie's memory last December, Susan revealed that, throughout their courtship she continued to call him "Dr. Larkin."

Other recollections? Ernie was the first serious user I knew of something called the "personal computer." He was also the classic packrat. Upon entering his office, you were confronted with a nearly floor-to-



ceiling configuration of file cabinets, boxes, stacks of paper and small business machines, with narrow pathways going sharply off to the left and right, and which presumably met on the other side, where Ernie must have had a desk. Even after he retired and moved out, University Hauling removed enough furniture for four offices.

As I said, Ernie kept his personal and professional lives separate, and I lost track of him after he retired. I am pleased to be able to report, though, that academic advertising's "Man in Black" spent much of the last decade of his life camping in the American West, which he loved, and shooting and compiling a remarkable photographic record of its most magnificent scenery and wildlife, several of which are featured here. **AAA**



Ernest Larkin

### With Sincere Appreciation

Ernie genuinely celebrated his great AAA friendships over the years. When I first met him he seemed like a tour guide in whatever city you held your meetings. And there was always a core group who enjoyed the plans he made. I too had such a deep respect for being a part of the AAA/INAME programs that provided a means for your members' students to test their talents in public service advertising.

I wish everyone the best. Working with you all over the years truly was an honor in my life too. The love of advertising that was planted in me as a child was certainly given additional depth as I would sit in on AAA presentations and drink in the research I found so fascinating . . .

Lots of good memories. Thanks, AAA!

— Susan M. Larkin

## Graduate Students Speak...

by Jun Rong Myers

**L**ike many graduate students, submitting manuscripts to academic conferences and journals can be both a dread and a thrill for me. It is challenging and even intimidating since you can never say for sure everything will go as your theories predict. It is thrilling as every little decision you make during this process demands the originality of an artist and the rigor of a scientist.

Two years ago, I was so intimidated by the conference submission process, that I did not even know where to start. My adviser Dr. Ron Faber saw this problem immediately, and encouraged me to get involved first, and learn the ropes and sharpen my skills along the way. The result was my first national conference presentation in the 2005 AAA conference at

Houston. I still remember vividly that session where I discussed with my colleagues an important topic in the field of advertising in front of a stellar audience chaired by Dr. Russell Lacznik. I learned a lot from the encouraging comments and feedback I got from the audience. In addition, I went to many interesting sessions during that conference, and made many great friends in the AAA community. I enjoyed every bit of this first conference experience. Most importantly, it really built my confidence and helped me finally overcome the psychological barrier.

To me, getting involved in these activities is the best way to learn and grow as a researcher!

*Jun Rong Myers is a third-year Ph.D. student at the School of Journalism and Mass Communication, University of Minnesota. Her main research interests are advertising effects and consumer information processing. Currently, she has been examining the effects of both simple and complex uses of visuals and imagery in marketing communication and social marketing communication contexts. Her academic adviser is Dr. Ron Faber who was recently inducted as a Fellow into the AAA. Myers' work has been presented in several national and international academic conferences, such as AAA, AEJMC, AMA, SCP, ICA, and has a manuscript accepted for publication to Journalism & Mass Communication Quarterly.*



Jun Rong Myers

## Assaf Avni

**Assaf Avni** is a doctoral candidate 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 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 the Creative Intensive Network, an online community dedicated to the promotion of creativity and innovation in research and education. Avni is also a volunteer judge for Destination Imagination, the world's largest creativity and problem solving organization for kids and teenagers.

This May, Avni received the William S. Livingston Outstanding Graduate Student Academic Employee award. The award is given to one assistant instructor at the University of Texas each year in recognition of their distinguished service.

In February, Avni was selected by the college of communication students at UT to receive the Texas Exes Teaching Award. Each year the Texas Exes give voice to UT students and allows them to choose 28 of the best teachers on the UT campus.

His research interests over the past few years have been in the areas of creativity, creative processes in teams and organizational innovation.

*Avni's dissertation advisor is Dr. Minette (Meme) Drumwright and he plans to complete his Ph.D. by December 2007.*



Assaf Avni

## Olesya Venger

**Olesya Venger** is pursuing an M.A. in Advertising and PR at Marquette University. She received her M.A. in Journalism from the University of "Kyiv-Mohyla Academy," Ukraine and received a Graduate Certificate in Mass Media Studies from the University of Oslo, Norway. Earlier this year she presented several papers on political communication strategies at the midwinter AEJMC conference, one of which was published at the Global Media Journal. Her paper on Ukrainian political advertising won a top paper award at 2007 College of Communication M.A. Student/Faculty Symposium at Marquette University. Venger was also awarded a DMEF fellowship to attend a direct marketing seminar in New York in 2007. Her main research interests are educational games and advergames research. Product placements in games and its effects on consumers are central to Venger's master thesis entitled "Advertising-as-Entertainment: Advergames, Online Games Product Placement and a Consumer Psyche."



Olesya Venger and Leda

*Venger's faculty advisor is Dr. Joyce M. Wolburg.*

## Honors and Awards

### AAA Research Awards

The American Academy of Advertising awarded dissertation and research fellowships to several AAA members at its recent annual conference in Burlington, Vermont.



**Hyunjae Yu**

Hyunjae Yu (Grady College of Journalism and Mass Communication, The University of Georgia) was awarded a Doctoral Dissertation Fellowship

for his proposal "Food Advertising and Children: Understanding the Role Television Advertising Plays in Conflicts between Parents and Children Regarding Healthy Food Choices."

Four Research Fellowships were also awarded. Recipients and the titles of their proposed studies were:

Shintaro Okazaki (Universidad Autonoma de Madrid), Morikazu Hirose (Tokyo Fuji University) and Hairong Li (Michigan State University), "Consumer Response to Mobile Marketing Communications: Effects of Promotion Strategy, User Mode, and Perceived Benefits"



**Shintaro Okazaki**



**Carrie La Ferle and Steve Edwards**

Carrie La Ferle and Steven M. Edwards (Michigan State University), "Self-Construals Across Ethnicity, Age, and Gender: Implications for Advertising Appeals."

Padmini Patwardhan and Hemant Patwardhan (Winthrop University), "Account Planning in Indian Advertising: What Ad Agencies Know, Feel and Do About It."



**Hairong Li**

for their proposal, entitled "The Role of Virtual Affinity in Advertising Response: A Study of Social Networking Websites."

AAA fellowships are competitive and awarded on an annual basis. Interested parties should contact Margaret Morrison, chair of the Research Committee at mmorris3@utk.edu for more information.

### Florida Profs Receive AAA Best Paper Award

Hyung-Seok Lee and Chang-Hoan Cho are this year's recipients of the AAA Best Paper award. Their paper, entitled "Sporting Event Personality: Scale Development and Sponsorship Implications" was one of 14 papers nominated by AAA reviewers for the award. The authors, both from the University of Florida, identified five sporting-event personality dimensions (diligence, uninhibitedness, fit, tradition, and amusement). These dimensions are related to an overall attitude toward the event, which then influences sponsorship evaluation and overall attitudes to the brand sponsoring the event. The authors were awarded plaques at the 2007 AAA's Awards Luncheon in Burlington.



**Chang-Hoan Cho**

Hairong Li and Janice Bukovac-Phelps (Michigan State University) received funding

### Four AAA Members Awarded "Outstanding" JA Reviewer

Each year, *JA* recognizes "outstanding reviewers" for their contributions in reviewing articles for the *Journal*. This year, the award goes to: Ron Faber (University of Minnesota), Frederic Brunel (Boston University), Peggy Kreshel (University of Georgia), Patrick De Palsmaker (University of Antwerp). Thank you to these and all *JA* reviewers for your continued service to the *Journal*!

### JA Best Article Award

This year's "best" *Journal of Advertising* article goes to James H. Leigh, George M. Zinkhan, and Vanitha Swaminathan. The award-winning article is titled "Dimensional Relationships of Recall and Recognition Measures with Selected Cognitive and Affective Aspects of Print Ads." The article was published in the Spring 2006 issue of the *Journal*, Volume 35, Issue 1, pp. 105-122. Congratulations also to this year's other nominees:



**James H. Leigh**



**George Zinkhan**



**Vanitha Swaminathan**

"Do Marketers Get the Advertising They Need or the Advertising They Deserve? Agency Views of How Clients Influence Creativity" by Scott Koslow, Sheila L. Sasser and Edward A. Riordan.

"Advertising Standardization's Positive Impact on the Bottom Line. A Model



of When and How Standardization Improves Financial and Strategic Performance” by Shintaro Okazaki, Charles R. Taylor and Shaoming Zou.

## *Pollay Wins Kim Rotzoll Award*

Dr. Richard W. Pollay is the 2007 winner of the Kim Rotzoll Award for Advertising Ethics and Social Responsibility, which recognizes outstanding contributions furthering the study and practice of ethical and socially responsible advertising (see Tribute p. 12).

## *Faber Inducted as 33rd Fellow of the Academy*



**Ron Faber**

Dr. Ronald J. Faber, Professor School of Journalism and Mass Communication at the University of Minnesota, is the 2007 Fellow of the American Academy of

Advertising. The award recognizes leaders who have contributed notably to the improvement of advertising education and research. Faber is former editor of the *Journal of Advertising* and recipient of numerous research and teaching awards. Faber is the 33rd Fellow of the Academy (see Tribute p. 11).

## *Patti Named Marketing Educator of the Year, New Endowed Chair*



**Charles Patti**

Prof. Charles Patti (University of Denver) was named Marketing Educator of the

Year 2007 by the Marketing Educators' Association at their annual conference in San Antonio, Texas. Professor Patti was also appointed to the James M. Cox Endowed Chair in Customer

Experience Management at the University of Denver.

## *Asst Prof Receives Six Ad Awards*

Dr. Kimberly Selber, Assistant Professor of Communication at University of Texas-Pan American, was awarded four local ADDYs and two International Summit Creative Awards Spring 2007.

## **Grants and Fellowships**

### *Grant Awarded to Examine Online*

#### *Investors*

Dr. Alex Wang, Assistant Professor of communication sciences at University of Connecticut, has been awarded an \$112,000 grant from the National Association of Securities Dealers Foundation, which tests the effectiveness of online disclosure information among online investors.



**Alex Wang**

## **Job Changes, New Hires, P&T**

### *U of Alabama Welcomes Three New Faculty*

Three new faculty will join the Advertising & Public Relations Department at the University of Alabama in August: Dr. Yunjae Cheong (Ph.D., University of Texas), as assistant professor in advertising; Dr. Eyun-Jung Ki (Ph.D., University of Florida), as assistant professor in public relations; and Ms. Teri Henley (Loyola University, New Orleans), as instructor in advertising and public relations.



**Yunjae Cheong**

## *UTPA Gets New Ad Faculty*

Dr. Jennifer Lemanski (a new Ph.D. from the University of Florida at Gainesville, May 2007) will be joining the faculty at UTPA (University of Texas-Pan American) as an assistant professor.

## *Missouri J-School Appoints*

### *Interim Dean*

Dr. Esther Thorson, Associate Dean of Graduate Studies and Research Director of the Reynolds Journalism Institute, has been appointed Dean of the Missouri School of Journalism while current Dean, Dean Mills spends a year planning for the newly established Donald W. Reynolds Journalism Institute in anticipation of the J-school's centennial celebration in 2008.



**Esther Thorson**

## *One of AAA's "Greats" Retires, Takes on New Roles*

Although Prof. Pat Rose has officially "retired" from Florida International University this May, she has been appointed Professor Emeriti of Advertising and Public Relations. In addition to continuing her position as editor of the *Journal of Advertising Education*, Rose will be assuming the position of Executive Director of the American Academy of Advertising starting January 2008. She also hopes to continue teaching executive courses at the graduate level.



**Pat Rose**

## *Bowling Green Gets New Full Prof*

Dr. Louisa Ha, Bowling Green State University, Department of Telecommunications, has been promoted to full professor.



Louisa Ha

## **Journal News**

### *International Journal of Mobile Marketing*

The *IJMM* invites article submissions for the December 2007 issue. See call p. 40.

### *Journal of Advertising*

With the increase in submissions to the *Journal of Advertising*, we are actively seeking reviewers to evaluate manuscripts across a wide range of topic areas. If you are interested in reviewing for the *Journal*, please send an e-mail to [joa@memphis.edu](mailto:joa@memphis.edu).

### *Journal of Advertising Research*

The *Journal of Advertising Research* has calls for 2008 on the following topics: multicultural segmentation, ethics, mobile marketing, and marketing in Asia. See p. 38 for announcement.

### *Journal of Consumer Affairs*

Starting in 2008, the *Journal of Consumer Affairs* will have electronic submissions. *JCA* will move from a semi-annual to tri-annual publication starting with Volume 42. Also, *JCA*'s first-ever special issue on "Financial Literacy: Public Policy and Consumers' Self-Protection" is due out 2008 with special issue editors John Kozup, Villanova University and Jeanne Hogarth, Federal Reserve Board. For more information see [http://www.blackwellpublishing.com/pdf/jca\\_author\\_guidelines.pdf](http://www.blackwellpublishing.com/pdf/jca_author_guidelines.pdf).

### *Journal of Consumer Research*

The *JCR* Policy Board is now opening a call for nominations for editorship of

the journal. Professor John Deighton, the present editor of the *Journal of Consumer Research*, will end his term on December 31, 2008. The editor, who serves a three-year term (plus approximately six additional months for revisions at the end of the term), is responsible for appointing an editorial review board, choosing associate editors, selecting manuscript reviewers, and accepting articles for publication. The next editor's term will begin on July 1, 2008. Nominations must be received by August 1, 2007. For more information, see <http://jcr.wisc.edu/callfor nominations.htm>. See call p. 43.

### *Journal of Current Issues and Research in Advertising*

*JCIRA* is proud to announce the "resurrection" of publishing invited review articles, which serve an important role for advertising education. The editors wish to extend this invitation to prospective authors with the opportunity for *JCIRA* to publish their substantive review article. Authors should contact the editors, Jim Leigh ([j-leigh@tamu.edu](mailto:j-leigh@tamu.edu) and Claude Martin [claudemartinjr@hotmail.com](mailto:claudemartinjr@hotmail.com)) to receive topic approval before commencing work. *JCIRA* will continue to publish competitively peer-reviewed articles, in addition to review articles, bi-annually.

### *Journal of Interactive Advertising*

*JIAD* invites calls for papers for a special issue on Online User-Generated Content. Submitted manuscripts are subject to a double-blind peer review process and must not have been published or accepted for publication or currently under consideration for publication elsewhere. Electronic submission should be via email in either Word or PDF format, with all manuscripts following the *JIAD* guidelines (<http://www.jiad.org/>). Special issue co-editors are Wenyu Dou, Ph.D. and Sandeep Krishnamurthy, Ph.D. The deadline for submission is July 15, 2007. See Announcement on p. 41 for more details.

### *Journal of Marketing and Journal of Marketing Research*

The American Marketing Association has announced that its two renowned journals, *Journal of Marketing* and *Journal of Marketing Research*, will increase from four to six issues annually beginning in 2008. The first issue of *Journal of Marketing* will be published January 2008, with issues published every other month thereafter. The first issue of *Journal of Marketing Research* will be published February 2008, with issues published every other month thereafter. This allows the Journals to stay abreast of increased submissions and reduces publication time.

In addition, *Journal of Marketing* announces a special section sponsored by the Marketing Science Institute and Emory Brand Institute titled "Marketing Strategy Meets Wall Street: Connecting Marketing Actions, Brand, and Customer Equity with Financial Performance and Firm Value," which will be published in the Fall 2009 issue. MSI and EmoryBI will sponsor a competition and conference on the special section topic, and papers resulting from the competition, along with any other papers submitted for the special section by the May 1, 2008, deadline, will be considered for publication. Dominique Hanssens (MSI), Roland Rust (JM), and Raj Srivastava (Emory) will co-edit the special section. For more information, see AMA's website at <http://www.marketingpower.com/>.

### *Journal of Public Policy & Marketing*

The *Journal of Public Policy & Marketing*'s spring 2009 special issue, guest edited by Stacey Menzel Baker, will address consumers' consumption constraints. Mass media does not accurately depict how the majority of the world's population lives nor do research samples in academic literature accurately represent the vast majority of consumers. Poverty, disabilities, illiteracy and lack of access to television and the Internet all affect consumer consumption, and

*JPP&M* invites scholarly articles that address consumption constraints. Articles may be theoretical or empirical and may employ traditional or innovative research methods that tackle compelling issues that are relevant to consumption constraints. Research for this section of *JPP&M* should have the potential to reduce consumers' vulnerabilities, transform consumers' lives, and contribute to public policy. The manuscript submission deadline is April 1, 2008. See the complete call for paper on p. 39 or by clicking on Announcements at [www.marketingpower.com/jppm](http://www.marketingpower.com/jppm).

## Conference News

### *Thanks from AAA*

The American Academy of Advertising wishes to thank all attendees of the annual AAA 2007 Conference in Burlington, Vermont. Be sure to check out our Photo Gallery starting on page 21, pictures courtesy of Jef Richards (UT-Austin). Start planning now to attend the 2008 annual conference - AAA's 50th Celebration - in San Mateo, Calif., March 27-30. See call on pp. 28-29.

### *Thanks from SRDS*

Thanks for welcoming SRDS to the American Academy of Advertising conference this past March 2007. We appreciate all of you who stopped by our booth to discuss how SRDS services can benefit your students and institutions. Many of you entered to win a new IPOD at the SRDS booth. The winners are: Richard T. Cole, Ph.D. (Michigan State University) and Lara Zwarun Ph.D. (The University of Texas at Arlington). Congratulations to the winners! Thank you all for making this year's conference a success. We look forward to seeing you all next year. Best Regards, Janssen W. Spain Account Executive, Client Services SRDS Media Solutions, [www.SRDS.com](http://www.SRDS.com) Direct Phone: 847-375-5019 [jspai@srds.com](mailto:jspai@srds.com) Office Schedule: Monday thru Friday 9:00am - 5:00pm Easier planning, Smarter decisions, Better campaigns.

## IAA Conference

The International Advertising Association (IAA) announces its 11th IAA World Education Conference, April 5-6, 2008, and 41st IAA World Congress, April 6-9, 2008, in Washington, D.C. A call for papers will be issued shortly. For more information, see <http://www.iaawashington2008.com> and the Announcement on p. 44.

## Travel News



**Arthur Kover**

Prof. Emeritus Arthur Kover has officially retired from his appointment as Management Fellow

at the Yale School of Management last year. Kover will travel to Australia this summer to lecture and work with new Ph.D.s at Curtin University in Perth.

## Other News



**Bruce Bendinger**

Bruce Bendinger is working in conjunction with Jay Newell to provide "virtual" guest lecturing to those who are interested. If interested, please contact Bruce at [copywork@aol.com](mailto:copywork@aol.com).

(see Special Feature p. 5). See also Bendinger's "The Czech Legion Project" online at <http://www.czechlegion.com>.

## Book Releases



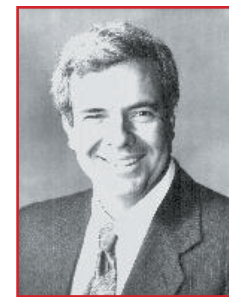
*Webcasting Worldwide: Business Models of an Emerging Global Medium* (Lawrence Erlbaum Associates, 2006) edited by Louis S. Ha and Richard J. Ganahl, III is now

available online at <http://www.erlbaum.com/ha>.

*Cases in Advertising and Marketing Management: Real Situations for Tomorrow's Managers* (Rowman and Littlefield, 2007) by Edd Applegate and Art Johnsen (see Announcement on p. 47).



**Edd Applegate**



**David W. Schumann**

*Internet Advertising: Theory and Research* (Lawrence Erlbaum Associates, 2007) edited by David W. Schumann and Esther Thorson

has recently been released. For more information, see Announcement on p. 48 or go online at <http://www.psypress.com/9780805851090>.

*In Defense of Advertising: Arguments from Reason, Ethical Egoism, and Laissez-Faire Capitalism* (TLJ Books, 2007) by Jerry Kirkpatrick can be found online at <http://www.tljbooks.com>.



**Jerry Kirkpatrick**

*Advertising's War on Terrorism: The Story of the U.S. State Department's Shared Values Initiative* (Marquette Books, 2006) by Jami A. Fullerton and Alice G. Kendrick.



**Alice Kendrick**



**Jami A. Fullerton**

# Events & Deadlines

## June 2007

1: June 2007 AAA Newsletter available on the AAA Web site at <http://www.aaasite.org>

7-9: AAF National Conference and NSAC Finals 2007, Marriott Louisville Downtown, Louisville, Ky. (see [aaf.org](http://www.aaf.org))

## July

15: Article submissions due for special issue of *Journal of Interactive Advertising* on online user-generated content (see Announcement p. 41)

## August

1: Article submission due for special issue of *Journal of Advertising* on creativity in Research in Advertising

1: Nominations due for editor of *Journal of Consumer Research* (see call p. 43)

31: 2008 AAA Doctoral Dissertation Competition applications due (see call pp. 35-36)

## September

15: Submissions to the AAA Newsletter due

15: Nominations/applications for editor of the AAA Newsletter due (see p. 30)

15: Article submissions due to *International Journal of Mobile Marketing* (see call p. 38)

## October

5: AAA Conference paper submissions due (see call and instructions for electronic submissions pp. 28-29)

14: 19th Annual DMEF Conference, Chicago

## December

1: December 2007 AAA Newsletter available on the AAA Web site at <http://www.aaasite.org>

## January 2008

2: Nominations for AAA Awards due (see pp. 31-34)

24: AD Bowl 2 Symposium on Television Extravaganzas and Communal Audiences, School of Journalism and Mass Communication, University of South Carolina (see call p. 42)

31: Article submission due for special issue of *Journal of Business Ethics* on Confucian/Chopstick marketing

## March

27-30: AAA Annual Conference - "50th Celebration", San Mateo, Calif. See <http://www.aaasite.org>

## April

5-6: 11th IAA World Education Conference (see p. 44)

6-9: 41st IAA World Congress (see p. 44)

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

# Photo Gallery - Burlington, Vermont



Left: Yongjun Sung (University of Texas at Austin) and Spencer Tinkham (University of Georgia).

*Photos courtesy of  
Jef Richards and Shelly  
Rodgers*

Right: (L to R) Edoardo Brioschi (Catholic University of the Sacred Heart, Milan, Italy), Wolfgang Seufert (Friedrich-Schiller-University Jena) and Manfred Schwaiger (University of Munich).



Left: (L to R) Carrie LaFerle (Michigan State University), Kim Sheehan (University of Oregon) and David Koranda (University of Oregon).

# Photo Gallery



Left: Wei-Na Lee (University of Texas at Austin) and Jorge Villegas (University of Florida).

Right: Yolanda Cal (Florida International University) hugging Deborah Morrison (University of Oregon).



Left: Ron Faber is presented with an award as the 33rd Fellow of the Academy.

# Photo Gallery



Left: Bob King (AAA Director of Conference Services), Bruce Bendinger (The Copy Workshop), and Bruce Vanden Bergh (Michigan State University).



Left: AAA President Les Carlson (Clemson University), Joe Phelps (University of Alabama) and Darrel Muehling (Washington State University).



Right: Harsha Gangadharbatla (Texas Tech University) and Yolanda Cal (Florida International University) at the Vermont Teddy Bear Factory.

# Photo Gallery



**Left: AAA former President Darrel Muehling (Washington State University) and AAA President Les Carlson (Clemson University).**

**Right: Kasey Farris (University of Texas at Austin) and Jodi Smith (University of Texas at Austin) at the Vermont Teddy Bear Factory.**



**Left: AAA Executive Director and former AAA President Don Jugenheimer (Texas Tech University).**



# Photo Gallery

**Right: Hairong Li (Michigan State University), Morikazu Hirose (Tokyo Fuji University) and Shizue Kishi (Tokyo Keizai University).**



**Left: John Rossiter and wife, Mary, (University of Wollongong, Australia).**

**Right: Harsha Gangadharbatla, Kasey Farris-Windeis and Laura Bright during the hotel "fire drill."**



# Photo Gallery



Left: AAA in-coming Treasurer Herbert Jack Rotfeld discussing his “cute” new computer.

Right: Hotel of the annual AAA conference, Burlington, Vermont.



Left: Jef Richards, President-Elect, announces AAA's 50th Anniversary celebration in San Mateo, California, March 27-30, 2008.

## *Picture of the Conference*

Former AAA President Richard Beltramini (Wayne State University) hugs “big Teddy” at the Vermont Teddy Bear Factory.



**CALL FOR CONFERENCE PAPERS AND PROPOSALS**  
**American Academy of Advertising 2008 Conference**  
American Academy of Advertising 2008 Conference, March 27-30, 2008  
50th Anniversary  
San Mateo Marriott, San Mateo, California

## Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2008 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All submissions are subject to blind review competition, and only completed papers (no proposals) may be submitted. Papers must conform to the style and guidelines of the *Journal of Advertising*. Authors of accepted papers must publish either the entire paper or a one-page abstract of the paper in the Proceedings. The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Publication of an abstract does not preclude future publication of the full research paper elsewhere.

## Special Topics Sessions

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

*All competitive and special topics submissions must include a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper/special topics session will result in the competitive paper/special topics session being withdrawn from the conference proceedings.*

## Requirements for Submission of Competitive Papers and Special Topics Proposals

PLEASE NOTE THAT ALL SUBMISSIONS ARE TO BE SUBMITTED VIA THE AAA WEBSITE  
(<http://www.americanacademyofadvertising.org> or <http://www.aasite.org>)

In order to facilitate the review process and alleviate customs problems with international mail, everyone will submit their paper or session proposal electronically via the AAA website. You will upload a copy of your paper in the MS Word format. Please use the procedures noted below for deleting identifying information from your submission.

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 by clicking on each line one at a time and then click on the *delete* box that is present in the same window. After you have deleted all properties, click "OK" and then save your document.

Electronic submissions will be accepted beginning September 1, 2007 and must be received no later than **Friday, October 5, 2007**. Please designate a single contact person for your submission. This individual will register at the conference website (accessible via <http://www.americanacademyofadvertising.org> or <http://www.aasite.org>) and will receive a user name and password via email after registration. Once this information is received, the individual will be able to upload the manuscript to the conference website.

Continued on next page...

# Announcements... (cont'd)

The contact person must provide contact information (email, phone and fax) as well as one or two keywords to facilitate the reviewing process (e.g., copy testing, media measurement, new technologies, ad-vertising education, etc.). The contact person will also indicate his or her agreement to a statement specifying that all paper presenters agree to register for the conference and participate as specified.

Please direct your questions regarding papers or proposals to the appropriate Professor and e-mail address as shown below:

**Competitive Papers:**

Professor Shelly Rodgers  
University of Missouri  
Strategic Communication  
Email: srodgers@missouri.edu

**Special Topics Proposals:**

Professor Dean Krugman  
University of Georgia  
Advertising & Public Relations Dept.  
Email: dkrugman@uga.edu

We look forward to your submissions and hope that you will be able to attend the 2008 Conference of the American Academy of Advertising to celebrate the 50th Anniversary of the AAA!

General questions about the conference can be directed to:

Jef I. Richards  
AAA President-elect at:  
University of Texas  
Department of Advertising  
Email: jef@mail.utexas.edu

## CALL FOR NOMINATIONS

### Editor of the American Academy of Advertising Newsletter

The Publications Committee of the American Academy of Advertising seeks nominations for the position of Newsletter Editor. The term of the present Editor of the AAA Newsletter will expire with the publication of the March 2008 newsletter. The new editor's term of service will begin with the publication of the June 2008 issue. The editor is responsible for administering and overseeing the publication of the AAA Newsletter. Specific responsibilities include soliciting articles and announcements, preparing the newsletter for electronic publication, and providing an annual report of activities to the Publications Committee.

The American Academy of Advertising will cover normal production costs, if any. Financial support required from an applicant's university is minimal, and related to the costs associated with the editor's communication to contributors (for example, the costs associated with phone/mail/email/fax communications). For more detailed information please contact the present newsletter editor, Shelly Rodgers at srodgers@missouri.edu.

Individuals may nominate themselves, and nominations for AAA Newsletter Editor must be received by **September 15, 2007**. Nominations must include the following materials:

- 1) A current curriculum vita or resume,
- 2) A letter of support from the applicant's institution,
- 3) At least one letter of nomination/reference,
- 4) A brief statement explaining the applicant's interest in this position.

Submit all materials to:

Dr. Nora J. Rifon, Chairperson  
AAA Publications Committee  
Professor  
Department of Advertising, Public Relations, & Retailing  
309 COM Arts  
Michigan State University  
East Lansing, MI 48824-1212  
Voice: 517.355.3295  
Fax: 517.432.2589  
rifon@msu.edu

Electronic submissions are acceptable.

## CALL FOR NOMINATIONS

### The Billy I. Ross Advertising Education Award

The American Academy of Advertising is proud to announce its call for applications or nominations for the Billy I. Ross Advertising Education Award. The primary purpose of the 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. The award is presented at the annual conference of the Academy and is accompanied by a cash award and a plaque commemorating the event. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aaasite.org>

Any member of the Academy may apply or nominate an individual for the award and preference will be given to Academy members. The award is not intended to be an addition to a project that has already been underwritten by another source. The application or nomination letter should include documentation and other evidence of how the project is an outstanding accomplishment or innovation in the field of advertising education. It is important to note that implicit in the award description above, letters of support for the nomination alone are not considered adequate documentation, but the materials sent for consideration should also include supporting printed information, publications or other relevant materials. However, no more than three examples of work should be sent with the nomination. Examples of projects might include (but are not limited to) the following:

- ▶ Innovations for teaching a new advertising course
- ▶ Published work about innovative class projects in advertising
- ▶ Published research that advances advertising education
- ▶ Support for materials (such as visual aids) for conference presentations about advertising education
- ▶ Dissemination of information to advertising educators that is helpful in the classroom

More than one award may be made in any given year, but the AAA is not obligated to make an award every year. The Awards Committee will determine the amount of the cash award. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than **January 2, 2008** to the Chair of the Awards Committee:

Dr. Mary Ann Stutts  
Texas State University-San Marcos  
McCoy College of Business Administration  
Department of Marketing  
San Marcos, TX 78666  
Phone: 512-245-3190  
Fax: 512-245-7475  
Email: [ms04@txstate.edu](mailto:ms04@txstate.edu)

## **CALL FOR NOMINATIONS** **The Distinguished Service Award**

The AAA Awards Committee would like to remind members of the Academy that they may nominate individuals for the AAA Distinguished Service Award. The Distinguished Service Award is given by the Academy to individuals who have rendered distinguished service to the Academy 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 Academy to be considered for this award. It is expected that the Distinguished Service Award will be given infrequently and only for truly distinguished service. The award is presented at the annual conference of the Academy and is accompanied by a plaque commemorating the event. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aaasite.org>

Nominations should contain substantial supporting materials. It is important to note that implicit in the award description above, letters of support for the nomination alone are not considered adequate documentation, but the materials sent for consideration also should include supporting printed information, publications or other relevant materials. However, no more than three examples of such work should be included with the nomination. For a list of past award winners please visit the AAA website. Nominations and supporting documentation for the Distinguished Service Award should be submitted no later than **January 2, 2008** to the Chair of the Awards Committee:

Dr. Mary Ann Stutts  
Texas State University-San Marcos  
McCoy College of Business Administration  
Department of Marketing  
San Marcos, Texas 78666  
Phone: 512-245-3190  
Fax: 512-245-7475  
Email: [ms04@txstate.edu](mailto:ms04@txstate.edu)



## **CALL FOR NOMINATIONS** **Kim Rotzoll Award For Advertising Ethics** **and Social Responsibility**

The Kim Rotzoll Award for Advertising Ethics and Social Responsibility recognizes outstanding contributions to furthering the study and practice of ethical and socially responsible advertising.

The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy. The award is made by the Awards Committee. This is not to be considered as an annual award and will be given only to individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. One need not be a member of the Academy to be considered for the award and any member of the Academy may submit a nomination. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aaasite.org>

The nomination letter and supporting documentation must provide evidence of the contributions of the nominee. The evidence submitted should be readily identifiable and measurable. For an academic, such evidence is likely to be exhibited in the form of scholarly publications (e.g., books and/or peer-reviewed articles). 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. There must be evidence of lifetime achievement in either ethics or social responsibility.

It is important to note that implicit in the award description above, letters of support for the nomination alone are not considered adequate documentation, but the materials sent for consideration should also include supporting printed information, publications or other relevant materials. However, no more than three examples of work should be sent with the nomination. For a list of past award winners please visit the AAA website. Letters of nomination and supporting documentation should be sent no later than **January 2, 2008** to the Chair of the Awards Committee:

Dr. Mary Ann Stutts  
Texas State University-San Marcos  
McCoy College of Business Administration  
Department of Marketing  
San Marcos, TX 78666  
Phone: 512-245-3190  
Fax: 512-245-7475  
Email: [ms04@txstate.edu](mailto:ms04@txstate.edu)

## CALL FOR NOMINATIONS

### Charles H. Sandage Award for Teaching Excellence

The American Academy of Advertising is happy to announce the call for nominations for the Charles H. Sandage Award for Teaching Excellence, affectionately known as the "The Sandy."

The award is in recognition of outstanding contributions to advertising teaching. The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy. Any member of the Academy may nominate or be nominated for the award and preference will be given to Academy members. Past Presidents of the Academy are not eligible until five years have passed since they have served on the Executive Committee. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aasite.org>

The nomination letter and supporting documentation should provide evidence of lifetime teaching excellence. It is important to note that implicit in the award description above, letters of support for the nomination alone are not considered adequate documentation, but the materials sent for consideration should also include supporting printed information, publications or other relevant materials. However, no more than three examples of work should be sent with the nomination. Examples of excellence might include (but are not limited to) the following:

- ▶ 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 (not sufficient in and of themselves)
- ▶ Innovative course development
- ▶ Innovative ex-class room teaching development

The Awards Committee will evaluate the nomination materials and decide if an award should be given. No more than one Sandy will be awarded in a given year, and there is no obligation to award a Sandy in any year. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than **January 2, 2008** to the Chair of the Awards Committee:

Dr. Mary Ann Stutts  
Texas State University-San Marcos  
McCoy College of Business Administration  
Department of Marketing  
San Marcos, TX 78666  
Phone: 512-245-3190  
Fax: 512-245-7475  
Email: [ms04@txstate.edu](mailto:ms04@txstate.edu)

## CALL FOR NOMINATIONS 2008 AAA Doctoral Dissertation Competition

The American Academy of Advertising is pleased to announce its 2008 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 2008 Competition must complete their dissertation and have their committee chairperson send a letter notifying the Chair of the AAAs research committee by December 31, 2011.

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 the proposal itself (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...

# Announcements... (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 should 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 should 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 **5 p.m. on Friday, August 31, 2007**. 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 2007 as to the status of their submission. The awards are announced at the AAA Conference and communicated to the membership through the AAA Newsletter.

Please email your materials and direct all questions 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 ANNOUNCEMENT**

### **New Benefit for 3As Members from M.E. Sharpe**

AAA Members Can Now Sign Up to Receive Pre-Publication Table of Contents Alerts for the *Journal of Advertising*

Here's How to Sign Up:

- 1) Go to the M.E. Sharpe journals page at: [www.mesharpe.com/journals.asp](http://www.mesharpe.com/journals.asp)
- 2) Select the Journal of Advertising from the drop-down right-hand menu and then click on "go"
- 3) On the JoA home page, scroll down past the description and click on the link "click here for information on online access"
- 4) On the menu on the left, click on the "alerting" box
- 5) Register according to the instructions – just create a user name and password as directed
- 6) Once you are registered, an "alerting" page will appear – click on the first gray box on the right: "publications"
- 7) On the "alerting publications" page, you can select JoA and any other M.E. Sharpe journal for which you would like to receive ToC alerts
- 8) Click on the "OK" box on the right
- 9) You will have the opportunity to revise your selections at any time.

# Announcements

## **CALL FOR ARTICLE SUBMISSIONS** **Journal of Advertising Research**

The *Journal of Advertising Research* is now accepting submissions for the following upcoming 2008 issues:

- ▶ Multicultural Segmentation
- ▶ Ethics
- ▶ Mobile Marketing
- ▶ Marketing in Asia

The mission of the *Journal of Advertising Research* is to act as the research and development vehicle for professionals in all areas of marketing including media, research, advertising and communications. The *JAR* provides a forum for sharing findings, applications, new technologies and methodologies, and avenues of solution. Its primary audience is the practitioner at all levels of practice and it is our goal to provide a vehicle for content that serves to bridge the gap between academic theory and practice.

Please see our guidelines for submissions online at <http://www.journalofadvertisingresearch.com/Contribute/Guidelines.asp>. Send manuscript submissions via email to [jareditor@warc.com](mailto:jareditor@warc.com).

We look forward to receiving your submissions!

Joe Plummer & Marissa Sison, Co-Editors, *The Journal of Advertising Research*

# Announcements... (cont'd)

## **CALL FOR ARTICLE SUBMISSIONS**

### **The Journal of Public Policy & Marketing Spring 2009 Special Issue on Consumers' Consumption Constraints**

The *Journal of Public Policy & Marketing's* spring 2009 special issue, guest edited by Stacey Menzel Baker, will address consumers' consumption constraints. Mass media does not accurately depict how the majority of the world's population lives nor do research samples in academic literature accurately represent vast majority of consumers.

The vast majority of the world does not live like the people whose lives are depicted on television, in movies or glossy magazines, or on the Internet. Nor is the vast majority of the world depicted in research samples in the academic literature. Fourth-fifths of people in the world live in poverty, one out of five people in the United States has some kind of disability, and one of five people in the United States is functionally illiterate. Half of the people in the world have never used a telephone and fewer than one-fifth have access to the Internet. In other words, many people are constrained in their consumption.

To address these concerns, articles may be theoretical or empirical and may employ traditional or innovative research methods that tackle compelling issues that are relevant to consumption constraints. Research for this section of JPP&M should have the potential to reduce consumers' vulnerabilities, transform consumers' lives, and contribute to public policy. The manuscript submission deadline is **April 1, 2008**.

For more details, see the following link:

<http://www.marketingpower.com/content/Spring%202009%20call%20for%20papers.pdf>

# Announcements... (cont'd)

## CALL FOR ARTICLE SUBMISSIONS International Journal of Mobile Marketing December 2007 Issue

The use of the mobile channel for 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 alike. Companies throughout the world have invested heavily in the creation and use of mobile marketing technology and services. Academics have conducted conceptual and empirical studies 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 issues, the Mobile Marketing Association (MMA) launched the *International Journal of Mobile Marketing* (IJMM) in June 2006. 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 International Journal of Mobile Marketing

The MMA *International Journal of Mobile Marketing* (MMA-IJMM) is published in June and December. It's the first journal dedicated to mobile marketing, and includes contributions from academics and industry experts and thought leaders. The *IMMJ* includes 10 peer-reviewed articles, seven from academics (professors, researchers or students) and three from industry experts. Articles should be conceptual, qualitative or quantitative in nature and add to the growing body of knowledge within the field of mobile marketing.

The journal is free to MMA members and published 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 **September 15, 2007**. For more information go to: <http://mmaglobal.com/modules/content/index.php?id=330>

Submissions should be emailed in MS Word to [mmajournal@mmaglobal.com](mailto:mmajournal@mmaglobal.com). Suggested topics include:

- ▶ Consumer acceptance: Factors driving or inhibiting
- ▶ Consumer demographic adoption issues
- ▶ 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 mobile marketing

The MMA *International Journal of Mobile Marketing* is developed by the MMA Academic Outreach Committee. The journal is co-edited by Michael Hanley, Assistant Professor, Department of Journalism, Ball State University and Michael Becker, EVP, Business Development, iLoop Mobile, Inc.

By submitting an article or other written work to the MMA-IJMM 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-IJMM in its defense of any action related to the work you submit. In addition, you agree to indemnify and hold the MMA-IJMM and the MMA harmless from any and all claims, losses and expenses that are a result of your breach of the foregoing representations.

You grant to the MMA-IJMM 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-IJMM shall have the full right and authority to edit, market, and distribute any work submitted in its sole and absolute discretion.



# Announcements... (cont'd)

## **CALL FOR ARTICLE SUBMISSIONS** **Journal of Interactive Advertising** **Special Issue on Online User-Generated Content**

On the World Wide Web, empowered consumers (Urban, 2005) are now not simply consuming content produced by firms, but also participating in the generation of content, in a variety of forms (e.g., blogs, consumer reviews, user-generated videos). Despite this new trend, we are only beginning to understand the theoretical implications of user-generated content and its place in interactive advertising. At this point, very little is known about the motivation of customers who produce user-generated content, the effectiveness of such content in swaying consumer attitudes, and how firms can successfully utilize such avenues to reach online consumers. Initial research claims that uploaders are "creative consumers" (Berthon, Pitt, McCarthy and Kates 2007) and not "lead users" (Von Hippel 1986). However, further theoretical and empirical study on this topic is warranted.

User-generated content is also of great interest to practitioners. Advertisers are struggling to find out how they can incorporate user-generated content into their campaigns. Some companies have encouraged users to create advertisements- with mixed results. Many industry executives are still not convinced of the effectiveness of encouraging user-generated content and fear negative reactions from users.

### **RESEARCH TOPICS**

This special issue is interested in a wide variety of theoretical and empirical lines of inquiry into user-generated content. Topics of interest include (but are not limited to):

- ▶ Appropriate advertising models and strategies for user-generated content
- ▶ Motivation of uploaders and downloaders of user-generated content
- ▶ Impact of uploading and downloading user-generated content on brand attitudes, identity and image
- ▶ User-generated content and online community
- ▶ Privacy and intellectual property issues in user-generated content

### **SUBMISSION INFORMATION**

Submitted manuscripts will be subject to a double-blind peer review process and must not have been published or accepted for publication or currently under consideration for publication elsewhere. Electronic submission should be via email in either Word or PDF format, with all manuscripts following the JIAD guidelines (<http://www.jiad.org/>).

### **ABOUT JOURNAL OF INTERACTIVE ADVERTISING**

The *Journal of Interactive Advertising* (JIAD) is an official online publication of the Department of Advertising, Public Relations, and Retailing at Michigan State University and the Department of Advertising at The University of Texas at Austin. *JIAD* is an online refereed journal design to promote our understanding of interactive advertising, marketing, and communication in a changing world. It is published twice a year, in March and September.

### **Important dates**

Submission deadline - July 15, 2007

Acceptance/Rejection notification - September 15, 2007

Notification of Second Review - December 15, 2007

Likely Publication Date - March 15, 2008

### **SPECIAL ISSUE CO-EDITORS**

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## Call for Papers:

# AD BOWL<sup>2</sup>

SYMPOSIUM

## Television Extravanzas and Communal Audiences



January 24-26, 2008 • School of Journalism and Mass Communications  
University of South Carolina • Columbia, South Carolina, USA

The Super Bowl. The Academy Awards. Season finales of popular sitcoms and dramas. Even in this age of TiVo, podcasting and an increasingly fragmented media environment, there are major moments when viewers gather to watch the drama unfold on the new secular altar: the big screen TV.

Ad Bowl Symposium I, which explored Super Bowl Advertising, Audience and American Culture, was a resounding success. Participants came from as far as Cairo and Glasgow to present papers that were insightful, intriguing, and stimulating.

Ad Bowl Symposium II will broaden the scope and will explore the way advertisers have used epic programming to reach the masses in an otherwise fragmented market. Papers may explore a broad range of topics including: the sponsorship of championship games; product placement in season finales of shows such as *Lost*, *American Idol*, and *24*; and the dichotomy of communal TV versus targeted media.

**For registration and further  
information visit**  
[www.jour.sc.edu/adbowl](http://www.jour.sc.edu/adbowl)

### Faculty and graduate students are invited to submit:

- Completed papers
- Proposals
- Abstracts
- Panel proposals

### Submissions to this symposium should address one or more of the following themes:

- Economic impacts
- Audience analysis
- Cultural influences
- Creative techniques
- Innovative teaching pedagogy
- Other related topics

### Papers, proposals, abstracts, and panel proposals should be addressed to:

Bonnie Drewniany, Symposium Chair  
Ad Bowl Symposium  
School of Journalism and Mass Communications  
Columbia, SC 29208 USA  
Electronic submissions should be sent to:  
[bonnied@gwm.sc.edu](mailto:bonnied@gwm.sc.edu)

### Submission guidelines:

- Electronic submissions (Word or RTF attachments) are encouraged.
- Paper copies may be submitted: four paper copies of the submission should be mailed.
- A detachable cover page should be included with the title of the paper or panel and authors' names, addresses, telephone numbers, and e-mail addresses.
- Cover page for electronic submissions should be in a separate file.
- Submission deadline (postmark) is September 30, 2007.
- All submissions will be jury-reviewed with notification to authors and organizers on or before October 31, 2007.

**CALL FOR NOMINATIONS**  
**Editor, Journal of Consumer Research**  
July 1, 2008 to December 30, 2011

Professor John Deighton, the present editor of the *Journal of Consumer Research*, will end his term on June 30, 2008. In preparation for the transition to the next JCR editor, the JCR Policy Board is now opening a call for nominations for editorship of the journal. The editor, who serves a three-year term (plus approximately six additional months for revisions at the end of the term), is responsible for appointing an editorial review board, choosing associate editors, selecting manuscript reviewers, and accepting articles for publication. The next editor's term will begin on July 1, 2008.

**NOMINATIONS MUST BE RECEIVED BY AUGUST 1, 2007**

*JCR* is one of the most prestigious publications in the field of social science research today. The editor not only plays an important role in the day-to-day operation of this journal, but also significantly affects the range of topics discussed in the area of consumer behavior.

Readers are asked to send in nominations of those who wish to be editor, and qualified individuals are encouraged to apply. Applicants/nominees must be scholars with an outstanding record relevant to the discipline of consumer behavior and also possess skills pertinent to administering academic publications.

Nominees need not identify potential associate editors at this time. All nominations should be submitted before **August 1, 2007** to the President of the Policy Board:

Professor Jeff Inman  
jinman@katz.pitt.edu

**CONFERENCE ANNOUNCEMENT**  
**11th IAA World Education Conference**  
April 5-6, 2008

**41st IAA World Congress**  
April 6-9, 2008

Plan now to attend these contiguous IAA Events in beautiful Washington, D.C. — a world class cultural destination.

To be added to the World Education Congress email alert list please e-mail [Nubia.Martinez@iaaglobal.org](mailto:Nubia.Martinez@iaaglobal.org).

Watch <http://www.iaawashington2008.com> for more information.

## **JOB OPENING**

### **Department of Advertising, Public Relations, & Retailing Michigan State University Two Open Rank Positions**

The Department of Advertising, Public Relations, and Retailing seeks candidates for two “open rank” positions for individuals with a proven track record of academic research productivity. Relevant professional business/industry experience is highly desirable. The successful candidate must be passionate about high quality research, committed to external grant activity, collegial and prepared to teach in one or more of the following areas: advertising management, integrated marketing communications, interactive and new media, international advertising and research methods. Applicants from the broadest variety of relevant disciplines are encouraged to apply.

For either position send a letter with curriculum vita to:  
Professor Bruce Vanden Bergh and Professor Nora Rifon, Co-chairs of search committee  
c/o Judy Osbun  
309 Communication Arts & Sciences  
Michigan State University  
East Lansing, MI 48824-1212

Send electronic submissions to Judy Osbun ([osbun@msu.edu](mailto:osbun@msu.edu)).

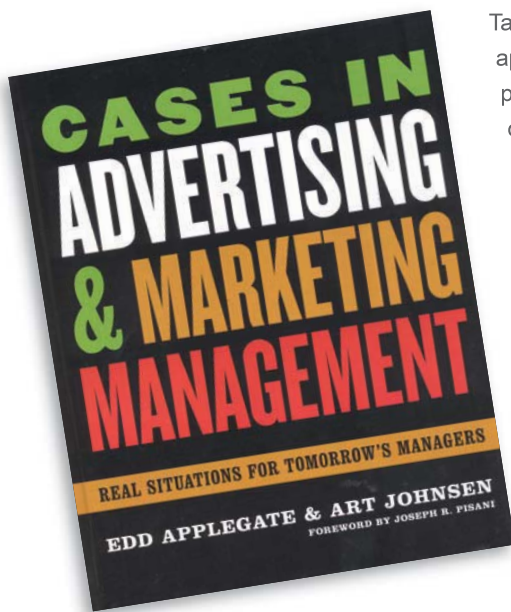
Questions about the department or position may be directed to:  
Richard T. Cole  
Chairperson, Department of Advertising, Public Relations, & Retailing  
Phone: 517-353-5020  
E-mail: [rcole1@msu.edu](mailto:rcole1@msu.edu)

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*Edd Applegate is professor of advertising at Middle Tennessee State University. Art Johnsen is managing partner of Locomotion Creative in Nashville, Tennessee.*

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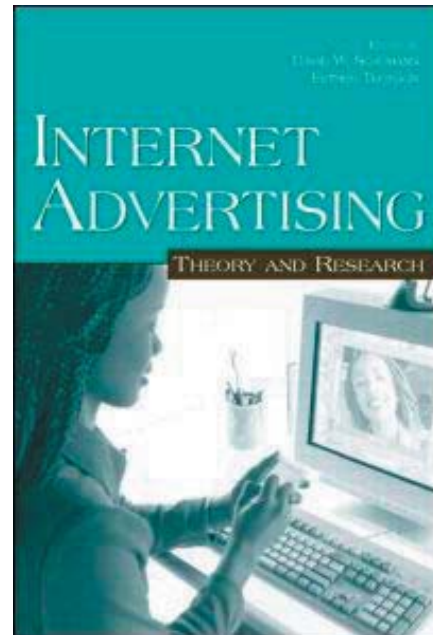
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1-800-273-5720

## BOOK RELEASE

### Internet Advertising: Theory and Research

Edited by David W. Schumann and Esther Thorson

- **List Price:** \$75.00
- **ISBN:** 978-0-8058-5109-0
- **Published by:** Lawrence Erlbaum Associates
- **Publication Date:** 02/15/2007
- **Pages:** 528
- **Trim Size:** 6 x 9
- **Binding(s):** Hardback



#### About the Book

Building on the research presented in their previous edition, *Advertising and the World Wide Web* (1999), editors David W. Schumann and Esther Thorson offer the expertise of active scholars in the area of Internet advertising in this new volume, and allow readers to reflect on the ever-changing nature of the Internet. *Internet Advertising* marks this important point in history, taking into account the state of practice, theoretical conceptualizations, empirical research, creative typologies, and potential considerations.

Nearly all chapters are in the form of integrated reviews of theory and research, which provide a source of both previous knowledge, as well as future focus for advertising strategy. The volume is arranged in four sections covering:

- the foundations of Internet advertising theory
- consumer response to Internet advertising
- topical areas in which Internet advertising has significant influence on the consumer
- human needs and trends that will likely have significant impact on the future of Internet advertising.

This contemporary analysis of Internet advertising will appeal to all practitioners and “students” of the Internet, and will effectively suit courses taught in this area. Click here for more information

[<http://www.psypress.com/9780805851090>].



## **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.aaasite.org/SubmitNewsletter.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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