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The President's Column

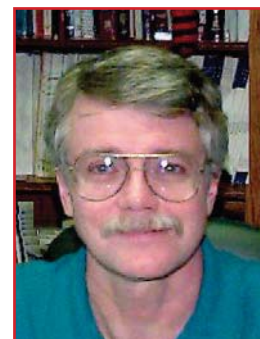
by Les Carlson

Greetings! I hope your summer has been productive or at least uneventful if the latter of these two options is your preference. As the fall semester looms, let me remind you of a few upcoming items on the AAA calendar.

First, you should have received, either via an email or by one of several listservs that I used to distribute it, the Call for Papers for the 2008 AAA Conference to be held in San Mateo, California, March 27-30, 2008. The deadline for submission of papers is Friday, October 5, 2007 to be received at the AAA Web site (aaasite.org or americanacademyofadvertising.org – either of these designations will work, though the

latter appears to send you directly to the former). More details on submission procedures will follow. Shelly Rodgers, the 2008 AAA Vice President, will be coordinating the paper and special session submission process.

Second, as you may already know,



Les Carlson

President, p. 2

2007 AAA Asia-Pacific Conference in Seoul Makes a Splash

by Charles R. Taylor

More than 450 people attended the 4th American Academy of Advertising Asia-Pacific conference on May 31-June 2, 2007. This year's conference was co-sponsored by the Korea Advertising Society. The conference was held at Korea University, where delegates enjoyed access to the outstanding facilities at the LG Posco Building, and was co-chaired by Charles R. Taylor, Doo-Hee Lee, AAA Conference Director Robert King, and Changjo Yoo, President of KAS. AAA President Les Carlson and Past President Pat Rose also played a coordinating role and were in attendance, as were several AAA Fellows and other Past Presidents.

The conference produced an excellent academic program, including 70 competitive papers and 11 special sessions. In all, more than 100 individuals made academic presentations.



(L to R) Les Carlson, 2007 President of the American Academy of Advertising; Changjo Yoo, 2007 President of the Korea Advertising Society

Special session topics included, "A Comparison Between U.S. and Asian Advertising Research Paradigms," "Social Marketing and Health Communication in Asia," "Alternative Media in a Global

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President, cont'd p. 1

a main feature of the 2008 AAA Conference is the celebration of the 50th anniversary of the American Academy of Advertising. Jef Richards, who will be serving as AAA President in 2008, is working on a number of items to commemorate this milestone in the Academy's history. I would like to thank former AAA President Joe Phelps for alerting the AAA Executive Committee several years ago about this golden anniversary for our organization and especially Jef for assuming ownership of this important task.

Certainly a highlight of my late spring/early summer was attending the 2007 Asia-Pacific Conference in Seoul, Korea, which was co-sponsored by AAA as well as the Korea Advertising Society. My wife joined me for this conference and we both acknowledged that we wished we would have allocated more time to spend in Korea (although Linda didn't seem to be as enthralled with visiting the DMZ as was I). KAS organized a number of sight-seeing events and dinners which were, in a word, spectacular (see our Photo Gallery starting on p. 22). The dinner at the Korean Cultural Center was especially enjoyable because conference attendees were treated to an evening of traditional Korean food, folklore, and music as well as my humble attempt at giving a traditional greeting in Korean (my farewell was a bit better, I think, though the Koreans may have thought otherwise).

As President of AAA, I was accorded much undeserved hospitality and graciousness by the Korean hosts. I even met a recent Korean graduate of my alma mater. I realized from my conversation with him that Nebraska's treatment of graduate students hasn't changed very much in the 20+ years since I earned my Ph.D. there despite some considerable turnover in the marketing department faculty! Some things never change and that's not necessarily a bad thing.

I learned a number of things at the conference sessions that I attended. For example, Korea is the most "wired" country in the world in terms of individuals having cell phone access and capability. Koreans also trade their cell phones for newer models quite frequently and their old phones are "recycled" by being shipped to places such as Vietnam. One Korean presenter made a point of telling the audience what those of us from North America could expect in the future regarding cell phone technology (which, I might add, was already available in Korea). In addition, Korea, like the US, is experiencing what a former colleague of mine at the University Arkansas referred to as "industrial hollowing." Specifically, in Korea manufacturing jobs are migrating from Korea to other "less developed" countries i.e., from Korea to other nations in Southeast Asia. Finally, I found the sessions on overseas views of the United States and U.S. products particularly interesting and even somewhat surprising. It seems that the world-wide appeal formerly accorded companies such as Nike is indeed long gone, at least according to the researchers who made these claims at the conference.

I've been told that this particular Asia-Pacific Conference had record attendance and I am especially indebted to our Korean co-sponsors for what was a very successful conference. In particular, KAS President Changjo Yoo and events coordinator Kyunghee Bu deserve our thanks as well as former AAA President Ray Taylor who served as co-chair of this conference along with Doo-Hee Lee. I'm also appreciative of Bob King who again provided conference attendees with the insights and planning that we needed to maximize our enjoyment of this conference and setting. There will be another Asia-Pacific Conference in 2009 (China) and I encourage you to plan to attend the next rendition of AAA conferences that occur on the Pacific rim. Given how much I enjoyed this conference, I wish that I had attended the previous Asia-Pacific Conferences that preceded the 2007 version.

Again, enjoy what remains of your summer, though, by the time this column reaches you, many of you will be back in your classrooms. **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. 26-27).

See you there!

A Conversation with...Jessica Hendren

Bio



Jessica Hendren

A suburban Detroit native, Jessica Hendren graduated from Western Michigan University with Bachelors degrees in Advertising & Promotions and Spanish. As a copywriter on the McDonald's team at Arc Worldwide in Chicago, she works on retail merchandising, packaging, and out-of-home advertising. Basically, most signage (posters and banners), packaging (Happy Meal boxes) or promotional materials (trayliners) in or on a McDonald's restaurant is created and produced by the team.

Q&A

Q What are you working on with the McDonald's account?

A I write copy for the in-store merchandising of Adult, Youth and Menu projects. Adult projects range from new product launches, such as Snack Wrap, to sweepstakes, like Monopoly. Youth projects consist mainly of Happy Meals, which I loved as a kid and love writing for now. Finally, Menu encompasses products being tested in regional markets. For example, Southwest Salad had to be tested, altered, and tested again before being launched nationally. For both Adult and Menu projects, I have the privilege of also writing copy in Spanish for our Hispanic markets, which is one of the most challenging and rewarding aspects of my job.

Q Why are visual elements in advertisements important? What is the relationship between visual and verbal elements? Can there be one without the other?

A The idea that language and imagery must be married together is essential for McDonald's. As a general rule for our merchandising kits, the imagery plays up the quality of the food by using natural styling, lighting and coloring. The

language, then, must tell some sort of story. Whether it's about flavor, ingredients, or the personality of the product depends on the product itself and how familiar it is with our customers. Most importantly, both the imagery and the language must remain unmistakably McDonald's in order to stay true to the brand.

“It's a really fun job, a really great brand, and my work gets incredible exposure!”

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

A As a creative, you have to learn to take feedback and criticism in a poised, professional manner, especially when it's coming from the client. The hardest thing I do at work on a regular basis is to take client feedback and use it to rework what I've written into something even better. It's easy to come back to them with something that works, but isn't necessarily good writing. It's not so easy to present a second round of copy that's more impressive than the first.

Q What do novices bring to the business that is different from more veteran counterparts?

A I think that new, young professionals bring a hunger and a drive to the workplace that tends to be diminished in veterans. We're out to prove to ourselves that we can make it in this industry and out to prove to our new employer that they made the right decision in hiring us. Also, as a result of growing up with nearly infinite technology, we see things in a whole new way. To us, no idea is laughable or impossible. **AAA**

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

Featured Research

A Holistic Approach to Advertising

by Yasuhiko Kobayashi

The time has come to consider advertising study by incorporating the Holistic Approach. The theme of a “Holistic Approach” is nothing new. Reductionism, an integral core in modern science from the late 19th to the early 20th century, comes under fire in the late half of the century. When such interrelated components are decomposed for analysis, the sum of such analysis will not define the total system as it exists. It is impossible to mechanically analyze components that have strong and/or obvious interrelativity.

A paradigm shift occurs in science giving breadth to “complexity science,” a world where reductionism and post-reductionism intersect, in other words, revival of the holistic approach.

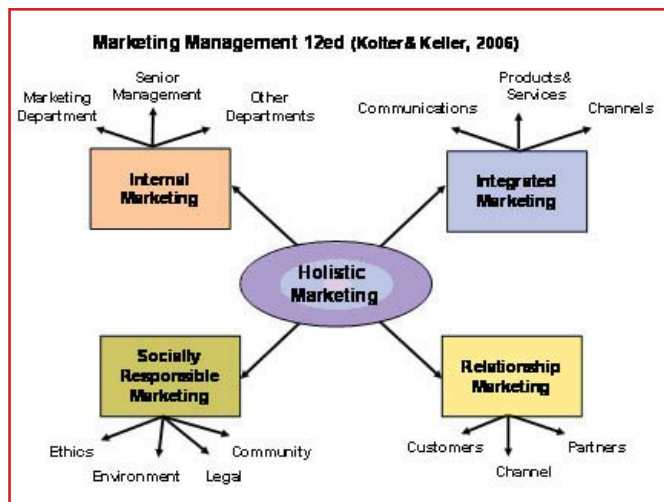
When science gained citizenship as an ideology similar to religion, the interaction between society and science became so that it instilled a “structure to not see” in human beings. As science further penetrated the industry it began to alienate itself as an independent entity from human existence and exacerbated the divergence of technology/ knowledge and human values. This is particularly evident in economics, business administration, and marketing, with their social science nature. With the growing trend of specialists, as opposed to generalists, technology and knowledge grew further away from human morals and corporate ethics.

The various issues

that unraveled in the socioeconomic and cultural phenomena of the past century can be attributed to the lack of a holistic approach. Here, in contrast to reductionism, the holistic approach is defined as a perspective to take the entirety of the subject where the elements and the whole cannot be divided. It is a way to understand the phenomenon based on the notion that all elements that make up the organic whole are interrelated and interdependent. Critical of the mechanical analysis, where the perception is disengaged from the existence, this approach has been supported by those who aim to bring the two together to capture the totality of the existence. It is in line with the stance taken by dialecticians as well as in cognitive sociology, historical economics, phenomenology, structuralism and systems theory.

Realities of the Holistic Approach: U.S.A.

The following diagram (see bottom of page) is from *Marketing Management 12th edition* by P. Kotler and K. Keller. This diagram has been chosen in hopes of shedding some light on how the holistic approach is recognized in the world of American



Yasuhiko Kobayashi

vs. Japanese marketing.

It positions Holistic Marketing in the center, next to Integrated Marketing, Internal Marketing, Socially Responsible Marketing and Relationship Marketing. Despite the phrase, this diagram is actually a description of a reductionists’ approach. It doesn’t provide any explanation to the relation between the components and remains a mechanical charting of marketing terminologies. This can be considered an accurate description of the American marketing philosophy as it seeks to expand spatially without any concept of time. In fact, the marketing world, in general, seems to recognize the holistic approach, not in its essential meaning intended with the phrase but as “cross media approach,” an integration of mass and Web media. The holistic approach in Japanese marketing also seems to have fallen victim to the Kotlerian paradigm. Granted, to survive in the highly competitive American society, specialists and professors, in particular, are under constant pressure

Kobayashi, p. 12

Building Bridges with Industry to Advance Advertising Knowledge

by Helen Katz

The articles offering summaries for this issue of the newsletter tackle the important issue of how the medium works together with the message to communicate to the audience. Each study provides a different approach to dealing with this critical topic.

For Spears and Germain, the focus is on understanding the evolution of visual images in print ads. Their content analysis of 1,223 print ads across the twentieth century reveals that depictions changed depending on the economic, political and social climate of the era. While their study chose one particular category (animals), their conclusions are likely true across many other areas: the visual symbols used need to be considered in the context of prevailing social, economic, or political themes to maximize their impact on consumers.

Print was also the focus of a study by Malthouse et al., looking at reader engagement with magazines' editorial content and the impact of that on ad response. They found that the level of engagement does indeed influence the way that ads are received.

Looking at messages more broadly, Jasso et al. undertook a study on ethnicity and product involvement to determine how the presence of a more "ethnic" (in this case, Hispanic) message and character in a print ad can affect those consumers, and how that varies based on the level of their involvement in the category. They found that the effect was strong (and positive) for low involvement products (such as a shampoo or soft drink), where ethnicity can provide important markers. In contrast, with high involvement categories (auto, personal wear), there was less of an impact. This makes sense, because the reader is likely more focused on making decisions on the product itself rather than the peripheral cues.

Turning to one of the newest media forms, Choi and Lee undertook a study to better understand the Web as a means of communicating about direct to consumer (DTC) pharmaceutical products. This has been a rapidly growing category for advertising in recent years, but with less attention paid to its impact (or what makes it work) than for other categories appearing on the Web. Their study revealed that the Web is indeed considered the most credible source of information on prescription drugs, which has important implications for how pharmaceutical companies (and their agencies) market DTC to match the right message to the right medium.



Helen Katz

A related study of online DTC Web sites was undertaken by Sheehan. She looked at how the presentation of information on 100 of these sites complied (or not) with broadcast guidelines. Her conclusion was that these sites presented a lot of complex information, but not in ways that are readily comprehended by consumers, with a focus (for example) on the drug benefits without sufficient clarity in presenting the risks. It is likely (and necessary) that the Food & Drug Administration (FDA) will need to step in and ensure that the guidelines presently established for broadcast DTC messages are also applied to the Internet.

The Internet was also examined by Sohn et al. in order to determine how consumers' expectations of the level of interactivity on a Web site influence their attitude toward the site. They found that when expectations were not met, the attitude is impacted – and in both directions (expectation high and too little interaction available or expectation low and there was more interactivity), suggesting that advertisers should not implement interactive features purely for the sake of it while ignoring consumer expectations.

Another important new form of advertising is explored in Chowdhury et al.'s study on the simultaneous presentation of ads on TV, comparing that to the more traditional sequential format (program then ad then program). They found that when ads were presented at the same time, those with relatively weak messages or fewer cognitive arguments benefited more than ads with stronger messages. We hope you enjoy the summaries provided and be sure to check out this issue of the *Journal of Advertising*. **AAA**

Journal of Advertising Summary #1

Choi, Sejung Marina, and Wei-Na Lee (2007), "Understanding the Impact of Direct-to-Consumer (DTC) Pharmaceutical Advertising on Patient-Physician Interactions: Adding the Web to the Mix," *Journal of Advertising*, 36 (3), 291-304.

People are going online for health related information at an increasing rate. Search for health information has emerged as the third most common activity among Web users, just behind email and search for product information.

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Meet Elizabeth Taylor Quilliam

When Michigan State Ph.D. candidate and AAA member Elizabeth Taylor Quilliam becomes the first Harrison/Omnicom Professor in Advertising at West Virginia University this fall, it will be tempting to consider her achievement an overnight success.

Meet Elizabeth Taylor Quilliam, nee, Elizabeth Taylor, a recent graduate of the Mass Media Ph.D. program at Michigan State University. Yes, you heard it right, and this is not the Twilight Zone. Liz's mother wanted to name her daughter Elizabeth and decided that the woman in those movies was just a passing ingénue; who knew? You might be saying right now, "but how could anyone not know the movie star Elizabeth Taylor?" And how did Elizabeth Taylor Quilliam get that endowed position? She is just a student. Didn't she take the vow of poverty?"

Quilliam will, indeed, go directly from a graduate assistantship to an endowed professorship. But, this is not her first foray into the world of advertising, nor her first career. After graduating from Oberlin College in 1974, she contemplated graduate school, but first wanted to repay her student loans. That decision led to a long and successful marketing career; along the way, she earned an M.B.A. from Case Western Reserve University, was profiled in Fortune Magazine, and collected two gold Effies. Finally, nearly 30 years after college graduation, she followed her dream and entered the Mass Media Ph.D. Program at Michigan State University.

Immediately following college graduation, Quilliam accepted a job with a Cleveland bank, ultimately

leading to her focus on marketing communications. In 1985, she became the first employee and chief marketing officer of a start-up bank joint venture in New York City, the NYCE ATM network, where she initiated and implemented a wide array of programs leading the company from concept to market leadership. Along the way, both NYCE and Quilliam garnered several advertising and marketing awards.

Quilliam subsequently worked for the Credit Union National Association, and later Equifax, as chief customer relations officer and head of sales and debit strategy. In 1998, she established a consulting practice in Madison, Wisc., and spent the next six years providing marketing communications and sales support to an array of clients. But that's not all. She is a past president of the Board of the Wisconsin Youth Symphony Orchestra, a former ESL (English as a second language) tutor, a wife and mother of two, Tasha and Brett, and played the role of Mrs. Arable in the Children's Theater of Madison production of *Charlotte's Web*.

In 2003, Liz decided to finally give up her lucrative income and take a walk on the wild side. As a doctoral student at MSU, Quilliam taught classes in the Department of Advertising, Public Relations, & Retailing. Consistent with her research focus on marketing and society, she served as a research assistant for her advisor, Dr. Nora J. Rifon, on NSF and Microsoft grants addressing privacy and online safety. With other MSU faculty members, Dr. Mira Lee, Dr. Yoonhyeung Choi,



Elizabeth Taylor Quilliam

and department chair, Dr. Richard T. Cole, she studied advergaming on food marketers' Web sites, supported by a grant from the W.K. Kellogg Foundation. In 2005, she was inducted into the academic honor society, Phi Kappa Phi, and in 2006 was named as her department's Outstanding Mass Media Ph.D. student. Despite her commitment to issues of public policy and her vow of poverty, she was the recipient of a Michigan State University Distinguished Fellowship, a Dissertation Completion Fellowship, and a Food, Nutrition, and Chronic Disease award.

As a budding academic, Quilliam has made presentations at both academic and business conferences. A member of several organizations including the AAA and the American Marketing Association, her work has been published in the *Journal of Consumer Marketing*, several trade publications, and is forthcoming in two book chapters.

Who knew that there could be two celebrities named Elizabeth Taylor? Overnight success? Some might say it is just doing well by doing good. **AAA**

For example, a 2003 survey by Von Knoop et al. revealed that approximately 80 percent of those who had chronic medical conditions went online in search of information on their diseases and treatment options. With its capability to offer a considerable amount of information in an appealing, interactive and customized manner, the Web has joined traditional media as a major source of health information. Consequently, pharmaceutical companies are devoting significant resources to direct-to-consumer (DTC) promotions on the Web.

Although the Internet enables consumers to access needed information in private and at their convenience, a lack of established regulations makes the quality and accuracy of the information questionable. Since consumer perceptions of media credibility generally influences the effectiveness of media messages, this study focuses on understanding the Web as a medium for DTC communication by (1) determining consumer credibility perception of the Web, in comparison with other traditional media, for prescription drug information; and (2) assessing the Web's relative influence on consumers' interactions with physicians along with other factors identified in the literature. An online survey with 1,506 Web users with diverse demographic characteristics was carried out.

Findings of this study suggest that the Web is perceived as the most credible source of prescription drug information among various types of media. Furthermore, this study demonstrates the importance of the Web's credibility in influencing consumers' subsequent behaviors. When consumers perceived the Web as more credible, they were more likely to talk to their doctors about the drugs they saw advertised on the Web and request prescriptions. Another key finding of the study is that although consumers as a whole exhibited moderately negative attitudes towards DTC advertising, their attitudes towards DTC advertising in general influenced how they interacted with physicians regarding the advertised medications. Age also appeared to have an impact: Older individuals were more responsive to DTC advertising on the Web.

In light of the findings of the study, pharmaceutical marketers are advised to be cognizant of the importance of Web credibility as a prerequisite for enhancing the impact of DTC promotional efforts on the Web and to develop Web sites and Web-based marketing strategies that deliver credible information and promote trust in their companies. From the IMC perspective, pharmaceutical companies should make concerted efforts to integrate the Web with traditional media in their DTC campaigns to effectively fulfill their marketing objectives. While DTC advertising in print media and television are said to generate awareness among a wide segment of consumers, the Web may be better suited for providing comprehensive and personalized

information that consumers can use in their dialogue with physicians, thus inducing a higher level of involvement in their health related decisions.

Journal of Advertising Summary #2

Chowdhury, Rafi M. M. I., Adam Finn, and G. Douglas Olsen (2007), "Investigating the Simultaneous Presentation of Advertising and Television Programming," *Journal of Advertising*, 36 (3), 239-250.

Ad avoidance is a robust behavioral phenomenon demonstrated by TV viewers. The advent of personal video recorders (PVRs) has further empowered TV viewers to avoid advertisements. In order to reduce ad avoidance, the simultaneous presentation of programming and advertising through the use of split screens has been proposed as an alternative to the traditional sequential format of television advertising. This type of advertising reduces the size of the program to fit a smaller part of the screen during the presentation of the advertisement. The simultaneous presentation format creates a form of forced exposure, as consumers are forced to view the advertisements while they view their preferred program. Although this ensures that the number of people viewing the advertisement is equal to the number of people viewing the program there are unanswered questions regarding the effectiveness of this format. Simultaneous viewing of programming and advertising creates a context, where the program "distracts" from processing of the advertising message. The type of message being advertised (relatively strong or relatively weak) and its interaction with the distraction effect of simultaneous program involvement may moderate the effectiveness of advertisements when they are presented simultaneously with programming.

An experiment compared the sequential presentation of advertising interrupting TV programming (sports) with their simultaneous presentation, in terms of ad avoidance intention, generation of cognitive responses and brand evaluations. 105 business students at a North American university participated in this study (102 usable questionnaires were collected).

Compared to the sequential presentation format, the simultaneous format reduces the intention to zap ads (change channels while ads are playing). This format may be utilized by advertisers to reduce ad zapping. The distraction effect of the simultaneous viewing of the program weakens the dominant cognitive response generated by the advertising message. Compared to sequential presentation, simultaneous presentation of advertising and programming reduces support arguments

Asia-Pacific, cont'd p. 1

Environment,” “Interactive Advertising in a Global Context,” and “Engaging Consumers with Mobile Advertising,” among others. One additional session was organized in cooperation with the International Advertising Association, titled “Corporate Social Responsibility: Promoting the Common Good.” Hairong Li of Michigan State also brought a sizable group of his overseas program students to the conference.

As in previous conferences, studies on Korean and Taiwan advertising remained strong. The conference also provided a venue for research on some under-studied countries such as Vietnam, Thailand and even Uzbekistan!

Also like previous conferences, this conference provided numerous opportunities for the delegates to meet with old friends and get to know new ones. Doo-Hee Lee, President of the Korea Advertising Society, was invited as a guest speaker to the conference. A 14-member delegation representing 13 leading advertising programs and one major trade publication in the Chinese mainland, for the first time in AAA’s history, attended the AAA conference and received a warm welcome from the Academy. Their extensive interaction with other attendees during the conference has opened endless collaborations and exchange opportunities for the future.



(L to R) Joe Phelps, University of Alabama; Daniel Ng, Bradley University; Saravudh Anantachart, Chulalongkorn University (Thailand)

Our Korean hosts extended wonderful hospitality to the visiting delegates. The conference kicked off with some delegates visiting the Korean Folk village to get a look at an historic aspect of Korea. Some additional highlights included dinner and entertainment at the famous W hotel in Seoul, including musical entertainment by Dr. Kyunghee Bu and some of her students, and a visit to the National Palace of Korea. Attendees were also treated to a traditional Korean music

show and an outstanding dinner at Samcheonggak, a truly beautiful venue spotlighting traditional Korean culture (see photo gallery for more photos).

AAA is grateful to the many industry sponsors of the conference and to Korea University for providing the use of its excellent facilities. The conference was rewarding for many both professionally and personally, as it gave delegates an opportunity to visit a world class city (Seoul) and to learn more about Korea. Moreover, the meeting continued the tradition begun by Bob King of AAA holding an Asia-Pacific Conference semi-annually. The AAA Executive Committee has approved holding a conference in Asia again in 2009. We encourage you to begin planning for a research paper or special-topic session that you would like to propose for the next Asia-Pacific Conference. We look forward to seeing you at the 2009 Asia-Pacific Conference! **AAA**

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and brand evaluations for relatively strong ad messages, but not for relatively weak ad messages. This implies that the simultaneous format is beneficial for advertisements with relatively weak messages. The simultaneous presentation format is more suitable for ads that use less cognitive arguments and more peripheral cues such as affect generating visuals, music, style, tone etc. This format may be more appropriate for affective and image based advertisements rather than argument based advertisements. Advertisers should also be aware that the program environment has a stronger impact on simultaneously presented advertisements.

Journal of Advertising Summary #3

Huh, Jisu, and Rita Langteau (2007), “Presumed Influence of Direct-to-Consumer (DTC) Prescription Drug

Advertising on Patients: The Physicians’ Perspective,” *Journal of Advertising*, 36 (3), 305-326.

This study explored the influence of the *presumed influence model* in the context of direct-to-consumer (DTC) prescription drug advertising. We specifically examined whether presumed influence of DTC advertising is found among physicians and how the perception of presumed influence of DTC advertising affects physicians’ responses to DTC advertising in two different ways: (1) physicians’ interaction with patients and (2) physicians’ support or lack of support for DTC advertising regulation.

A systematic random sample of 1,000 physicians in five specialty areas (general practice, family practice, internal medicine, OB/GYN, and psychiatry) who were practicing medicine in a major metropolitan area in the Midwest were mailed questionnaires. An additional sample

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of 200 physicians was also obtained from a large-size county hospital with academic affiliation in the same geographic area. Three mailing waves yielded 404 useable questionnaires, of which 323 were from the general sample and 81 from the booster sample. Adjusted return rates computed by excluding the undeliverable returns were 40.0% for the general sample and 43.7% for the booster sample.

Results partially supported the influence of *presumed influence model*. Physicians perceived the highest degree of DTC advertising influence on patients' inquiry with their doctors and requests for advertised drugs and the lowest degree for beneficial influence of DTC ads. Physicians tend to support government regulation of DTC advertising and their support is consistent across different demographic and perceptual variables. While physicians' responses to patients' request for an advertised drug is mixed, greater presumed detrimental effects predicted refusal of patient requests, even after controlling for physicians' demographic and attitudinal characteristics. However, acceptance of patients' requests and recommendation of other drugs are found unrelated to presumed DTC advertising influence.

This study offers important implications for pharmaceutical marketers in planning more effective marketing communication campaigns and more efficient budget allocation between DTC and DTP (direct-to-physician) promotional tools. Marketers should pay special attention to attitudes of physicians. Understanding the underlying motivations and reasons behind some physicians' negative attitudes and responses to DTC advertising can help devise a more effective communication strategy for enhancing more positive views of DTC advertising among physicians. We also suggest that some portion of pharmaceutical marketing efforts and resources should be allocated to communicating the role and beneficial aspects of DTC advertising directly to physicians.

Journal of Advertising Summary #4

Torres, Ivonne M. and Elten Briggs (2007), "Identification Effects on Advertising Response," *Journal of Advertising*, 36 (3).

This study examines two important variables for advertisers, ethnicity and product involvement. We investigate the effectiveness of Hispanic-targeted advertising by exploring the impact of ad model's ethnicity on attitudes toward high- and low-involvement products. Based on our conceptual framework, the level of

involvement of the product being advertised moderates the relationship between ethnic identification and advertising attitudes.

Four advertising types were created and placed in a fictitious magazine that included articles, test ads, and filler ads. Each participant was randomly assigned a magazine containing only two of the four advertising types: (1) Hispanic character advertisement with high-involvement product (car); (2) Hispanic character advertisement with high-involvement product (watch); (3) Hispanic character advertisement with low-involvement product (shampoo); and (4) Hispanic character advertisement with low-involvement product (soft drink).

We had a sample of 339 respondents; however, respondents who identified with more than one ethnic group or did not belong to the group of interest (i.e., Hispanic) were not included in the analysis. Only respondents who identified as Hispanic were included in the analysis. We had a final sample of 207 Hispanic respondents. A high percentage of our respondents (82%) were married. Forty-eight percent of the Hispanic participants were women, and 52% were men. Their ages ranged from 18 to 57 years ($M = 29.6$). For education level, 58.1% of participants had not obtained high school degrees, 16.3% had attended college, and 25.6 had obtained college degrees. Sixty-two percent of the participants earned between \$10,000 and \$39,999 a year; 28.5% earned between \$40,000 and \$79,999 a year.

The results are important for firms that wish to allocate financial resources to ethnic marketing as efficiently as possible. The key question investigated in this paper is whether Hispanic advertising is beneficial for high- and low-involvement products. The results of our quasi-experiment suggest that appealing to strong Hispanic identifiers may be highly desirable in terms of creating favorable attitudes when advertising low-involvement products. For high-involvement products, Hispanic-targeted advertising may not be as effective since ethnicity may not be an important cue. Based on our results, it is reasonable to conclude that Hispanic character advertising for low-involvement products seems to be more beneficial. Advertisers cannot miss the opportunity to understand Hispanic culture and target Hispanic consumers more efficiently by allocating their ethnic advertising dollars to the marketing of low-involvement products more aggressively, for it seems to be a better investment based on our results.

Journal of Advertising Summary #5

Malthouse, Edward, Bobby Calder, and Ajit Tamhane

(2007), "The Effects of Media Context Experiences on Advertising Effectiveness," *Journal of Advertising*, 36 (3).

This study presents a quantitative examination of engagement with the editorial content in magazines on advertising effectiveness. We identify different dimensions of engagement and show that a reader's level of engagement is related to reactions to an advertisement. The more readers experience a magazine as "making them smarter" providing a "personal timeout" or giving good advice and tips, the more effective an ad in the magazine is. It is further shown that these effects are robust over the 100 largest magazines in the United States using a national sample (recruited from the NFO panel) of 4,347 consumers.

The dimensions of engagement can help advertising practitioners create more effective advertising and make better media buying decisions. We conjecture that ads congruent with the editorial content will outperform those that are not congruent. Our dimensions of engagement show how consumers think and feel about magazines and how magazines fit into their lives (e.g., makes them smarter, timeout, advice and tips, etc.). The dimensions provide tangible criteria for evaluating how readers of some magazines engage with its content and can then guide producing creative that builds from this engagement. Some of our dimensions are now measured on syndicated marketing research surveys for major U.S. magazines and can be used to optimize media planning decisions.

Journal of Advertising Summary #6

Sohn, Dongyoung, Cunhyeong Ci, and Byung-Kwan Lee (2007), "The Moderating Effects of Expectation on the Interactivity-Attitude Relationship," *Journal of Advertising*, 36 (3), 261-271.

Since the advent of the Internet as an advertising medium, it has long been believed that the more interactive a Web site, the better communication outcomes it generates. Despite a considerable volume of literature concerning what interactivity is and does, it still remains unclear whether interactivity is always beneficial, or may sometimes cause negative outcomes. If interactivity is not always a good thing, then, under what circumstances does it generate good or bad results? This study is an attempt to find whether and how the effects of a Web site's interactivity on consumer's attitude toward the site vary systematically depending on the level of interactivity they expect – *expected interactivity* (EI).

By conducting a 3 (high/medium/low Web site interactivity) x 2 (high/low expected interactivity) online experiment, two competing hypotheses of how EI works were tested – 1) whether EI could reverse the direction (e.g., from positive to negative or vice versa) of the interactivity-attitude relationship (direction-effects hypothesis), or 2) whether EI would change just the magnitude of the effects of interactivity on consumer's attitude toward the site without changing its direction (magnitude-effects hypothesis).

Data were collected from 174 subjects participated in the experiment, and it was found that subjects with low expected interactivity toward the site showed a less favorable attitude when the site's interactivity level was high than low, while the opposite was the case with those with high expected interactivity.

The results suggest that making a Web site interactive may not always yield desirable outcomes, which supports the direction-effects hypothesis instead of the magnitude-effects hypothesis. The findings of this study bring into question the belief that interactivity is always a good thing, and urge advertising practitioners to avoid blindly opting for technological fads. Implementing interactivity features without considering what consumers expect may nullify the advertising efforts and investments.

Journal of Advertising Summary #7

Spears, Nancy, and Richard Germain (2007), "1900-2000 in Review: The Shifting Role and Face of Animals in Print Advertisements in the Twentieth Century," *Journal of Advertising*, 36 (3), 171-185.

The key objective of the research was to investigate how visual images of animals in print advertisements changed and evolved over time. Animals as visual images were selected for study because it is widely recognized that consumers have a long-standing history with and attraction to animals. Animals are frequently used in print ads. In some industries, the use of animals in ads actually increase sales compared to brands that do not use animals in their promotions. To accomplish our objective, we studied 1,223 print ads from 1900 to 2000 that had visual images of animals. A conceptual model was developed to guide our understanding of how visual images, such as animals, relate to societal changes across time.

The results indicated that depictions of animals changed in accordance with economic, political, and social changes across the 20th century. Different animals were dominant in most decades, but the symbol changed in accordance with the times both within and across decades. Some

themes were commonly shared between animals in print ads and society, but these underwent a shift across the century. Themes moved from those related to the economy/political climate to themes related to social issues such as relationships and search for identity. Some themes had a limited overlap with themes of the times in which they occurred. Nostalgic images changed from ones of strength/energy of taming the frontier in the first half of the century to individualism and machismo in the wilderness in the second half. Changes within decades were characterized by animals that displayed new themes or intensified and/or modified current themes. Overall, the results indicated that animals in print ads change, but that the changes are accomplished differently, depending upon the times and the specific animal.

Advertising practitioners should find the results useful. The findings suggest that, in times of national crisis, visual images in print ads that hearken back to simpler times may be effective. Capturing confidence and hope for economically prosperous times can be accomplished by showing powerful and energetic horse images, for example. Advertisers should be sensitive to thematic social undercurrents and gradually modify existing types of visual images and introduce emerging new themes. The advertiser should consider visual images in the context of the day-to-day life of the ordinary consumer to encapsulate prevailing social themes.

Journal of Advertising Summary #8

Sheehan, Kim (2007), *Journal of Advertising*, 36 (3).

Prescription drug marketers are spending more resources on developing strong Internet presences, with much of their efforts devoted to their Web sites. While their usage of the Internet is increasing, there has not been a similar increase in attention by the Food and Drug Administration in terms of setting regulations for communication to online consumers.

To date, the FDA suggests that guidelines for other electronic media (i.e. television and radio) should also apply to such messages for branded drugs online. To that end, this study examines how DTC branded web sites present risk information using schema theory. Schema theory, when applied to Web pages, suggests that online users have developed ways of reading Web pages, or schema, that are different than printed pages yet are consistent from Web site to Web site. For example, online users read the first several sentences at the top of

a Web page but rarely scroll down a page to read all the information contained therein. Web designers, therefore, tend to put important information near the top of pages, and provide well marked links to important information throughout the site. Violating this known schema leads to the probability that online visitors will miss important information.

The sample of almost 100 DTC Web sites that were running television and/or print advertisements directing consumers to the Web site produced results that is troubling from both a regulatory and a schema theory perspective. Few of the DTC pages presented information in a way consistent with current guidelines for broadcast media, that is, risk and benefit information did not appear to be presented in fair balance and in close proximity to each other. Additionally, many sites present risk information in small type at the bottom of a page crammed full of text. In fact, most DTC Web sites are information rich and are challenges to navigate, with pages that require significant scrolling, few links, and long and rambling sentences. This formatting is detrimental to message comprehension as the layouts go against conventional Web design knowledge based on schema theory.

It is likely that visitors to DTC sites are regularly exposed to key benefit information about prescription drugs but are missing important risk information to help them make valid decisions about their health care. The FDA needs to review broadcasting guidelines to include the Internet channel in its current fair balance policies. **AAA**

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

to devise new concepts, leaving them no time to provide the appropriate philosophical interpretations. In any case, the term 'holistic' is now the buzzword in the world of American marketing.

Who are the key members associated with holistic marketing in the U.S.? The concept of "Brand Journalism" (2004) as introduced by Larry Light, CMO of McDonald's, has profound significance. Sergio Zyman, the former CMO of Coca-Cola, has also made a statement such as, "The End of Advertising as We Know It" and "The End of Marketing as We Know It." In their book, *"The Fall of Advertising and The Rise of PR"* (2002), the father and daughter combination of Al and Laura Ries also stress how brands are developed not by ads but by PR. In all of these cases, advertising is assumed to be mass advertising.

It was in 2004 when Procter & Gamble announced that a cross-media approach will be the core of their future advertising campaigns that holistic approach came into the limelight in this industry.

Thus, holistic marketing will most likely be assumed by 'Total Holistic Marketing.' As it stands, the U.S. interpretation of the approach is "holistic marketing from a reductionist's approach." Interestingly, professors of Columbia Business School have written a book titled, "Total Integrated Marketing," a redundant phrase that perhaps obscures the concept of integrated marketing.

Realities of the Holistic Approach: Japan

The first citing of holistic marketing in Japan as an industry term is by HakuHodo Institute of Life and Living (HILL) in 2000. Back in 1981, they introduced the concept "from consumer to living people research."

Kobayashi Bio

Dr. Yasuhiko Kobayashi is a professor of advertising and integrated marketing communications in the IMC program, Graduate School of Business, Aoyama Gakuin University, Tokyo, Japan, and regular visiting professor in the Department of Integrated Marketing Communications (IMC) at the Medill School of Journalism, Northwestern University. He is also Director of Nikkei Advertising Research Institute and President of Japan Academy of Advertising. He earned all degrees of B.A., M.A. and Ph.D. on marketing from the Graduate School of Commerce, Waseda University, Tokyo, Japan. He has been awarded four prizes from Japan Academy of Advertising for his books and papers.

Back then, HakuHodo has attempted a department integration unimaginable in the American advertising standards that was to move their creative staff, including copywriters, to its research division. Borrowing the term "seikatsu-sha" defined by an economist, Nobuyuki Okuma, HILL proposed a shift from consumers while making reference to Study of Living as presented by Wajiro Kon, all efforts to zone in on the living/life realities of the target which were unlikely to be founded in the American style of marketing.

The European style of holistic marketing is synonymous with the HILL approach, as it places significance on how to define consumers. In contrast, the American holistic approach focuses on the media mix, more in line with Dentsu and their cross-marketing model.

Taking a Holistic View of Japanese Advertising

Sergio Zyman, mentioned earlier in the American marketing section, wrote a book with a title that shocked the nation. In his words, advertising as we know it had ended. I agree that it's the end of American advertising but not necessarily as it relates to Japan. We must broaden the concept of advertising as Zyman's "advertising" is strictly about mass media advertising. As American marketing theories simply do not cover the practical realities of Japanese

advertising, we must introduce an alternative approach. Similarly, the P&G definition of 'holistic' only seems to indicate a cross-usage of commission-based mass media advertising (ATL) and fee-based SP/direct marketing advertising (BTL). Al and Laura Ries also make their case by breaking down the elements as mass media and PR (both an American approach).

Conversely, the prior chart shows how Japanese advertising is founded on communication. This approach, embodying concepts unique to Japan that I have been proposing as "kokoku (advertising)" and "senden (propaganda)" have been referenced, in Japanese, in an Italian advertising literature.

"Communication" comes from the Latin word of "communicare (to impart, share, or make common)," which generally represents an act where people try to share something within the group. In its numerous definitions, the most common is "the act of conveying meaning between people." However, given the significance of Internet and intranet communication network of our society today, it is more effective to take a phenomenological approach where one semantic system (compliant system) relates to another system via information to form a superior system. Hence, advertising from a reductionist science perspective may find the diagram on the next page useful

Kobayashi, p. 13

(whether you view this from top or bottom is a matter of thinking.)

According to the diagram, advertising begins with a primal act of communication including “how do I deliver my thoughts?” “how do people state their case to one other?” or “how do I want to present myself?” The act of advertising has been practiced in politics, education, and especially in religion, far before companies caught on to it as means for delivering profit-based appeals. Long ago, samurais wore heavy armor to advertise their act of intimidation to their opponents. Sports uniforms are also similar in that it is an act to advertise their imposing nature. One Japanese warlord by the name of Kanetsugu Naoe led his troops wearing a helmet with the word ‘love’ in front. This was a use of symbols which, in this case, represented the Buddha of love and sun called Aizen-myoo. Some say that the advertising genius is Jesus Christ. More can be found in a book by Bruce Barton “The Man Nobody Knows” (Japanese translation by Yasuhiko Kobayashi).

Then we have a communication act taken by an organization. We can break down this corporate

communication into sales appeal for the purpose of selling goods and enterprise appeal for the purpose of fostering understanding of the company as an entity. If we take the latter as PR, we can consider the former as marketing communication. We can dissect this further into individual-targeted appeal that speaks to an individual on a personal-basis and a group-targeted appeal that speaks to an unspecified number of people through mass media. On the other hand, PR intended externally is about creating public opinion while those intended internally are to motivate employees. This would be ‘Internal Marketing’ in Kotler’s diagram. Whilst the concept of building employer brand for employees is gaining grounds, as in the diagram, this would be considered an act to communicate an internal agenda in Japan.

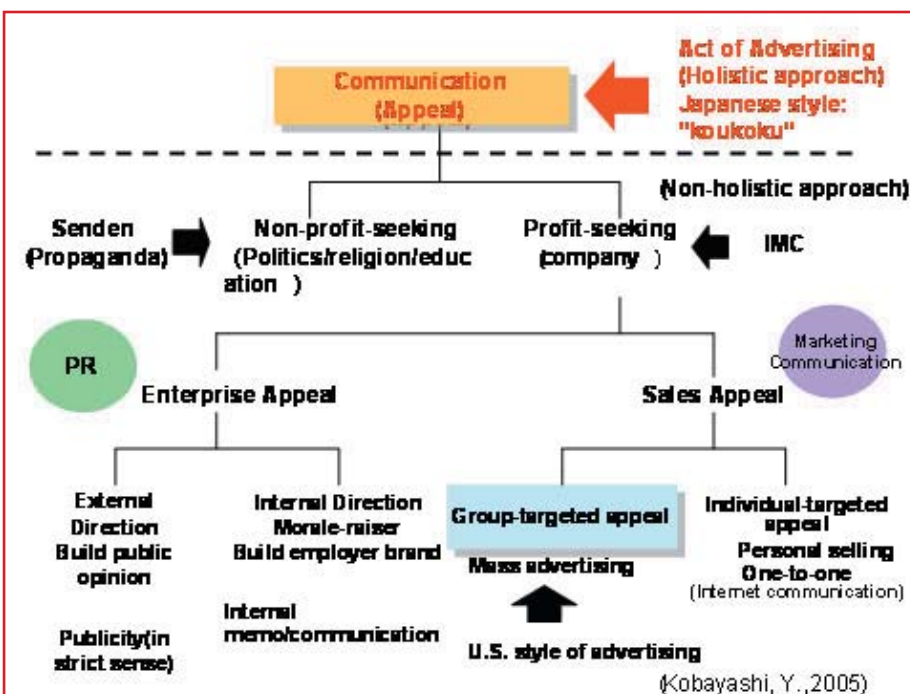
When we look up the word “advertising” it is defined as done by AMA as “a paid non-personal act using mass media.” This definition implies that American advertising must be about making a sales appeal to a group. As major American ad agencies historically began as media handlers, this group-targeted appeal is considered a natural foundation.

In contrast, advertising businesses in Japan have always had a somewhat comprehensive nature. In 1901, Dentsu was founded and it began a telegraphic communications business that was something unheard of for an ad agency anywhere in the world. This simple fact alone illustrates how the Japanese have no hesitation in using all forms of communication in order to deliver a message and to seek attention, a nature that has given the unique quality in the Japanese advertising industry.

Crossing over to 18th-century London, coffee houses were the place to socialize and exchange information. One theory claims this was their start of the communication and the advertising agencies but they didn’t necessarily take the route as Dentsu did. Back in Japan, newspapers were obviously a major medium yet even then, events and what we call BTL were naturally assumed as part of advertising.

When we study advertising agencies in Japan, unlike in the U.S. where disciplines from mass advertising to PR to SP are handled by separate specialist agencies, there is an inherent characteristic to handle all forms of advertising, in other words, to act as an all-round ad agency or information trading firm.

With such background in mind, we begin to discover the various levels at which advertising activities are perceived. One company president replied, “The most important element in advertising is that it’s a message from a person. The first words are always very important. It’s the person at the end of the phone or greeting you at the reception, the human communication takes priority in all of our advertising investment.” When asked, “What is advertising?” another president might say “TV ads.” Both are sound advertising formats. However, the level at which a person perceives advertising has



great bearing on how the advertising act is defined in a system. Those with a broad perspective will define the act in the Japanese frame of advertising (*koukoku*) while those in the American school of advertising will define it in the mass media realm. In other words, advertising represents that person's philosophy, aesthetics and the capacity as human beings.

When viewing this diagram, those who are capable of holistic thinking can instantly visualize the total landscape of the advertising act while others may choose to dissect the parts that form the advertising. I hope that this diagram would help the holistic and the reductionist schools to better understand each other. Another contrast found between American and Japanese marketing is that American companies perceive brand from the product brand position while Japanese companies take advertising from the corporate brand position.

A distinguished ad person is one who can maintain a balance between knowledge and wisdom. A Japanese playwright from the Edo period, Chikamatsu Monzaemon wrote in one of his stories, "Naniwa Miyage" that the essence of art is found in the subtle boundary between the real and the unreal and the truth of art lies between truth and falsehood. This is a vital concept as we further our search into the secrets of advertising. One who can experientially embrace this subtlety, I think, has outstanding quality. In his theoretical work, "Fushikaden (The Flowering Spirit)," a 15th C. playwright, Zeami Motokiyo wrote "To conceal is to glow." Whilst the American school of advertising encourages brands to constantly show how wonderful they are, Zeami proposes that the power of beauty

is maximized when revealed at the most opportune moment. Such are the approaches that become essential when we are engaged in advertising.

The Japanese '*koukoku*' and American advertising are different, a contrast that becomes evident when

“ In a world where communication is devoid of humans or Internet communication of a transmitter, recognizing the importance of productive collaboration and optimizing the communication function and objectives is the most urgent issue demanding top priority in future research. ”

we take a holistic view of the Japanese advertising. The American advertising spawned from the American culture, as well as ideas which are uniquely different from that of Japan, serving the sole purpose to turn the heads of people to something that has naturalized into their environment. Japan had no such basis but one day imported the techniques and theories, giving rise to the ad industry as we know it today. The reason it managed to thrive was that there was a basis to accept this new concept. However, even though it may look the same, advertising that developed in two different societies will inevitably develop various differences. This is why when we apply the American logic to resolve an advertising issue in Japan, something just does not add up. To fully embrace the Japan-unique communication, it is crucial to recognize the fundamental differences that shape the surface of advertising. It is the holistic approach that allows the mind to process the "total" picture. How do we apply holistic approach to advertising studies as defined in the human science context? What is the course of action? The time has come to seek the quintessence of practical science that combines knowledge and action.

From here, I'd like to take a practical perspective in incorporating

the holistic approach. It is difficult to provide an explicit view of the holistic approach. On a personal level, this may be possible, with practice, to a certain degree but on a general or group level, such explanation is difficult and it is where we tip our

hat to the reductionist school. However, what is important in this practice is to understand the limitations of didactic science. Obviously, it is a sound practice to leverage scientific tools to the extent that it can be. There are some advertising theories that

have been in existence for a while but we need to be aware that theories are, in actuality, influenced by facts. Time can also influence theories that when we try to seek the facts through theories, it sometimes fails because of these influences from time and changing values.

In fact, Oriental and Japanese philosophy have long been concerned with integrating the "part" and the "whole" and have developed outstanding philosophical theories that transcend this division. Those involved in '*koukoku*,' '*senden*,' and distribution not only study business administration and marketing studies that are mere rehash of American-based theories but also incorporate an approach that integrates the 'part' and the 'whole' which are inherent in Oriental and Japanese thoughts.

For example, "subjectivity" and "objectivity" have long been a controversial topic in Western philosophy. This is a clash between the "self" which possesses the 'individual' or 'part' properties and the "whole" where things exist with absolute properties. In contrast, it was the man of modern philosophy, Kitaro Nishida who catapulted Japanese thoughts into a sound philosophical stature outwardly claiming, "The

world of truth exists in the 'pure experience' where the subjective-objective dichotomy is transcended and the self and the material become as one." This has liberated us from 'idealism' where physical realities are affirmed subjectively and 'materialism' where physical realities have definitive properties divorced from the subjective. The attempt to transcend the part-whole distinction has long been pulsating in the Oriental and Japanese school of thought. The constant inductive-deductive practice of assuming the part from the whole and vice-a-versa is the only way to come to perceiving the truth.

British philosopher and mathematician, Alfred North Whitehead, in 1931, during his lecture at Harvard School of Business titled "On Foresight" talked about the relationship between scientific understanding and the nature of a commerce/business person as well as between the risk of a nearsighted perspective in business and intuition. This provides a valuable insight into the brand theory today. It is also interesting to note that this philosophy of integration has been carried on by marketing academics at Harvard, namely Neil H. Borden and Theodore Levitt. Without using the term IMC, Levitt touches on the issues in integration in "Innovation in Marketing" published in 1962.

Conclusion

Advertising phenomena can fundamentally be perceived through the holistic approach. Ads cannot exist without humans. It must bring together marketing and communication and accept humans as living beings. Advertising is a natural human act, rooted in human realities. The ambiguity in working with a contradictory soul known as humans in a emotion-based world where science just isn't enough...

sustaining an organization, knowing that it's a living entity – these are the joys and thrills of being an ad man. Let us think about ads from a regular person's mindset because what we need is a "sense of balance." It is about having an emotive as well as a scientific ability to understand the changing and the unchanged. We must develop our aestheticism to rightfully recognize the value and the ever-evolving presence of the living thing. As Whitehead (1925) said, "When you understand all about the sun and all about the atmosphere and all about the rotation of the earth, you may still miss the radiance of the sunset."

In a centralized society such as Japan, progress in mass media is considered extremely problematic and a major risk. As a means for delivering information, mass communication objectifies an unspecified number of people, propagating a one-way communication. The mass then is compelled to become the "subject to receive information" and play a role in universalizing one aspect of the culture. However, with the rapid increase in the information volume exacerbated by the proliferation of the Internet, the reality of the mass becoming increasingly significant as the selector and evaluator of such information is overlooked. **AAA**

Note: This paper is a revised version of the keynote speech at the

2005 36th National Session of the Japan Academy of Advertising.

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Graduate Students Speak...

by Tom Mueller

The University of Florida's Mass Communications program has taken me into a new fast-paced world of application and learning. It's the application of what I have assimilated in my sports and entertainment marketing career and learning the knowledge I will require on the journey to becoming a productive doctoral student and scholar.

I work out of the department of advertising, and find it to be a welcoming environment where the professors are helpful and guide me in foundational research and teaching skills. There is a dynamic of collaboration, which allows us to respond quickly to new opportunities.

My former employer, Wasserman Media Group, is the agency of record to represent naming rights for the new NFL Giants and Jets stadium in New Jersey. As part of that process, the department of advertising is developing a very innovative value analysis to be utilized as part of the sales process. It is a privilege to work within the group of professors and students that has been assembled for this turnkey project.

Two areas that remain constant priorities are improving my ability to explicate concepts in research and being effective when teaching. It's imperative that a PhD student learn how to prepare research and illuminate trends that can be built upon the literature that exists. I am also teaching ADV 3502 – advertising sales - and find the classroom to be a tremendous responsibility. I am integrating real-life, practical examples into my personal teaching style, which I hope will assist students in being competitive in the workplace.

What I am determining at this point is, "What do I have to say that will be of interest and value to others?" That is the filter I apply when developing research topics, and when preparing class lectures and notes. When my academic work allows me to provide a message of salience that has practical value I will have done my job well.

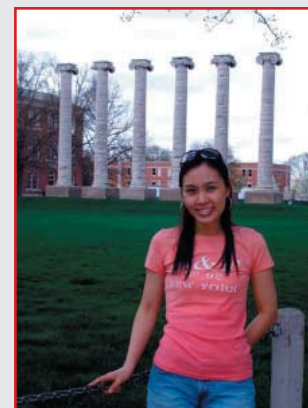
Tom Mueller is a first year Ph.D. student in Mass Communications at the University of Florida. He received his MBA from Otterbein College in Westerville, Ohio in 2005. His research interests focus on branding development and measurement and its application to the sport, event and entertainment industries. His career has spanned the gamut of motorsports, as a newswriter and photographer, PR practitioner, head of professional competition for a national sanctioning body, and sports agency owner. Prior to returning to academics, Mueller was as an account supervisor for Wasserman Media Group, where he headed an effort to bring the auto sport of rally racing into the ESPN Summer X Games in Los Angeles.



Tom Mueller

Jeesun Kim

Jeesun Kim is a second-year Ph.D. student at the University of Missouri's School of Journalism. She earned her M.A. in Mass Communication at the University of Florida and her B.A. in Mass Communication from Sogang University in Seoul, Korea. Before starting the Ph.D. program, she worked as an online news coordinator at Voice of America in Washington, DC and as a PR consultant at a research-based PR consulting firm in Seoul, Korea. She is interested in how individuals' attitudes are formed and changed in persuasive communication. Her research interests include health communication and the role of social media in building relationships with the public. She has been involved in several research projects with the University of Missouri faculty on the issues of news frames, psychological processing of online information and health literacy.

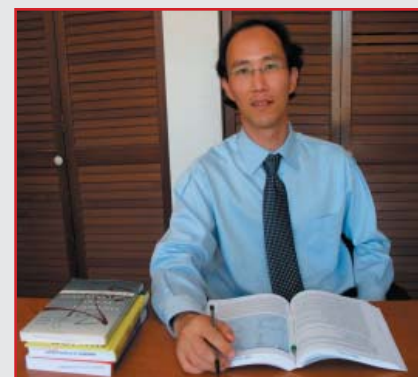


Jeesun Kim

Jeesun Kim's research advisor is Dr. Glen T. Cameron.

Jin Seong Park

Jin Seong Park is a fourth-year doctoral student in the Department of Advertising at the University of Florida. He has an M.A. in advertising from Marquette University and B.A. in mass communication from Korea University, Seoul, Korea. He has taught International Advertising and Principles of Advertising for several semesters at the University of Florida with emphasis on advertising's strategic integration into the broader context of marketing. He also assisted in teaching Advertising Strategies and Advertising Research courses.



Jin Seong Park

Park first-authored and second-authored two publications in *Journal of Business Ethics* and *Journal of Communication Inquiry* as well as a number of conference papers at AAA and AEJMC. Park's research focuses on the social cognitive effects of drug advertising. Specifically, he is interested in how consumers process drug and disease information in direct-to-consumer advertising and make decisions about health issues.

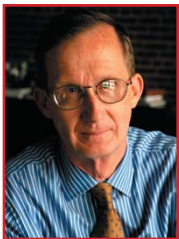
Jin Seong Park's faculty advisor is Dr. Michael F. Weigold. The title of his dissertation is "Effects of Consumer Mood States on Processing of Disease Information in DTC Antidepressant Advertising and Perceived Future Risk of Depression."

HONORS AND AWARDS

Roche Elected to "Star" Hall of Fame

Professor Bruce Roche (University of Alabama emeritus) has been elected to the Hall of Fame by *The University Star* newspaper at Texas State University. Roche served as faculty advisor to the newspaper from 1958 to 1967. The best known member of the 16 persons in the Hall of Fame is Lyndon Baines Johnson, who edited the newspaper as a student at the San Marcos institution.

Eighmey and Anghelcev Receive Top AEJMC Paper Award



(L) John Eighmey and (R) George Anghelcev

Prof. John Eighmey and M.A. student George Anghelcev (both University of Minnesota) received the Advertising Division's top faculty paper award at the 2007 AEJMC Annual Conference. The paper is titled "Motivation Crowding: The Hidden Costs of Introducing an Incentive into Advertising to Promote Altruistic Behavior."

Liu and Mizerski Get Emerald Publishing's International Award

Dr. Fang Liu and Professor Dick Mizerski, from the marketing discipline at the University of Western Australia in Perth, were awarded the inaugural Emerald Publishing Research Fund International Competitive Award for research, entitled "The Effect of Mother Tongue Compared to Official Language on the Effectiveness of Communicating Commercial Knowledge Through Television in P.R. China."

Ha Receives Media Management Award, Named J&MCQ Associate Editor



Louisa Ha

Dr. Louisa Ha, Bowling Green State University, won the 2007 AEJMC Picard Award for significant contribution in media management and economics from the Media Management Economics Division for her edited book, "Web-casting Worldwide: Business Models of an Emerging Global Medium." She has also been named associate editor of *Journalism and Mass Communication Quarterly*, effective October 1, 2007.

Stutts Wins Teaching Excellence Award

Dr. Mary Ann Stutts, Professor of Marketing at Texas State University-San Marcos, was presented with the Everette Swinney Faculty Senate Award for Teaching Excellence by President Denise Trauth at the annual fall convocation on August 21, 2007. This award is given annually to a faculty member who has demonstrated excellence in teaching during his/her career. Stutts has been a member of the marketing faculty in the McCoy College of Business and has co-advised the American Advertising Federation student competition team since arriving at Texas State in 1982.



Jami A. Fullerton

Professor of advertising at Oklahoma State University-Tulsa) has been named the Headliner Award winner for 2007 by the Association for

Fullerton Wins AWC's "Headliner Award"

Marquette Books author and advertising professor Jami Fullerton (Associate

Women in Communications (AWC). Fullerton is co-author with advertising professor Alice Kendrick of Southern Methodist University of *Advertising's War on Terrorism: The Story of the State Department's Shared Values Initiative*. For more information on the authors and the book, please visit <http://www.marquettebooks.com/massmediabooks/advertisingswaronterrorism.html>

Patti Named Cox Professor

Dr. Charles Patti, Department of Marketing at the University of Denver, was recently appointed to the James M. Cox Professorship of Customer Experience Management—the first in the country. The appointment is endowed by the Cox Communications company of Atlanta, Georgia.



Charles Patti

GRANTS AND FELLOWSHIPS



Carolyn A. Lin

Lin Receives US Dept of Ed Grant, Releases New book

Carolyn A. Lin (Professor, Department of Communication

Sciences, University of Connecticut) received a U.S. Department of Education research grant (\$273,913) to conduct a social marketing campaign and prevention program on reducing high-risk drinking behavior among college students. She also collaborated with other researchers and generated four on-going federally-funded projects (totaling over \$4 million in current funding). Her new book, entitled *Communication Technology and Social Change: Theory and Implications* (Lawrence Earlbaum Associates, 2007), was co-

edited with David J. Atkin (Professor, Department of Communication Sciences, University of Connecticut).



Glen Cameron

Gregory Chair Receives "Millions" in Grants

Professor Glen T. Cameron, Missouri School of Journalism's Maxine Wilson

Gregory Chair in Journalism Research, has received the following external research grants:

▶ "Understanding Umuti: Communication Core for The International Center for Indigenous Phytonutrient Studies (TICIPS)," NIH, National Center for Complementary and Alternative Medicine, \$396,000; Center budget \$4.4 million.

▶ Black Newspapers and Cancer Coverage, Center of Excellence in Cancer Communication Research (CECCR), National Cancer Institute, Saint Louis University, \$11.5M total award from NCI; \$1M MU.

▶ Center for Missouri Health Literacy Enhancement (MHLE) funded by the Missouri Foundation for Health, \$8.5M. "Strategic Communication Research for Baby Boomer Chronic Health Campaign," Department of Health and Social Services, Missouri, \$100K.

▶ "State and Prospects of Mobile Communication in South African Healthcare Settings," Center for a Digital Globe, University of Missouri, \$10,000.

▶ "Linking Telehealth and Traditional Healers in South Africa," University of Missouri South Africa Exchange Program, \$5,000.

UT Austin Doc Student Awarded Diversity Scholarship

Nakeisha Ferguson, doctoral student at the University of Texas at Austin, was awarded the American Marketing Association Valuing Diversity Scholarship. More details can be found at the following link: http://www.themarketingfoundation.org/valuing_diversity_recipients.html.

[themarketingfoundation.org/valuing_diversity_recipients.html](http://www.themarketingfoundation.org/valuing_diversity_recipients.html).

JOB CHANGES, NEW HIRES, P&T

U of Guelph Welcomes New Asst. Prof.

Dr. Timothy Dewhirst has accepted the position of Assistant Professor in the Department of Marketing and Consumer Studies at the University of Guelph. His research focuses on tobacco marketing issues, including advertising strategies, brand management, targeting of youth, new product development, consumer perceptions of risk, public relations and sports sponsorship and public policy. His new contact information is:

Department of Marketing and Consumer Studies
College of Management and Economics
University of Guelph
Guelph, Ontario, Canada N1G 2W1
Email: dewhirst@uoguelph.ca
Tel: (519) 824-4120 Ext. 53276
Fax: (519) 823-1964

Shen Becomes Associate



Fuyuan Shen

Dr. Fuyuan Shen has been promoted and tenured to Associate Professor, Department of Advertising and Public Relations in the College of Communications at Penn State University.

UMR Names New Business Program Director

Dr. Morris Kalliny, Assistant Professor of Marketing at the School of



Timothy Dewhirst

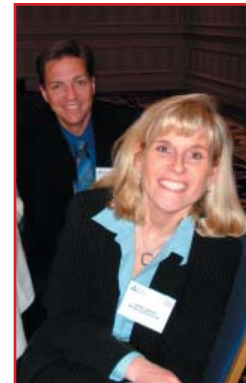
Management and Information Systems, University of Missouri-Rolla, now serves as the Business Program Director for the business department at UMR.

Temerlin Welcomes Two New Faculty

The Temerlin Advertising Institute at Southern Methodist University is delighted to welcome to its family Drs. Carrie La Ferle and Steve Edwards. Edwards and La Ferle joined SMU in the fall of 2007 as Associate Professors of Advertising after many years as tenured faculty at Michigan State University.



Morris Kalliny



Carrie La Ferle and Steve Edwards



Sally McMillan

and Information at the University of Tennessee.

Bolls Receives Associate Status

Dr. Paul Bolls, Strategic Communication Faculty at the Missouri School of Journalism, has been promoted and tenured to Associate Professor.



Paul Bolls

TRAVEL NEWS

MSU Welcomes UCSC Students

On July 22nd, thirty students from Università Cattolica del Sacro Cuore (Italian for Catholic University of the Sacred Heart, or UCSC) in Milan, Italy arrived at Michigan State University for a three-week intensive program in creative advertising, public relations strategy and the principles of promotions and sponsorships. These students, under the direction of Dr. Rossella Gambetti from UCSC and Rebecca Hayes and Dr. Richard Cole from MSU, had a whirl-wind visit to the United States, with visits to Chicago, Campbell-Ewald in Detroit, a Tiger's game (where Rick Cole threw out the first pitch!), and various other locations in Michigan in addition to their course work. This program, nicknamed "Study On-Board," is part of a broader effort at Michigan State to increase the Department of Advertising, Public Relations and Retailing's international presence.

OTHER NEWS

AAA Welcomes Macias Baby

Baby Mitchell Martin was born to Dr. Wendy Macias (Department of Advertising and Public Relations, College of



Mitchell Martin

Journalism and Mass Communication, University of Georgia) and husband, Harold on June 19, weighing 9 pounds, 3 ounces and 21 ¼ inches long. He and big sister, Aubrey (3 ½), are doing very well.

Duncan and Moriarty Update

Tom Duncan and Sandra Moriarty are enjoying their retirement but continue to do IMC consulting and seminars. They have finished a 3 1/2 year consulting effort with Dentsu, the world's largest free-standing agency, which resulted in a major reorganization of the Tokyo-based

agency in order to better integrate its internal operations. A case study of the Dentsu restructuring will appear in the September issue of ADMAP. This summer they also conducted two two-day seminars in Croatia at the Zagreb School of Economics and Management, one for professionals and the other for MBA students. Then they conducted a day-long seminar for the Havas Media Group held at the INSEAD campus in Fountainebleau, France.

Chan and Cheng Capture Asia-Pacific Conference

Drs. Kara Chan (Department of Communication Studies, Hong Kong Baptist University) and Hong Cheng (EW Scripps School of Journalism, Ohio University) have graciously provided photos of the 2007 AAA Asia-Pacific conference in Seoul, Korea, which are available for viewing at the following link: <http://www.coms.hkbu.edu.hk/karachan/aaa4apc/index.htm>. Be sure to see these and all photos in our Photo Gallery. Thank you both for the beautiful conference photos.



Kara Chan

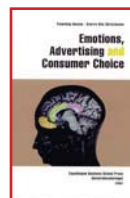
Hixson Elected to Legislature

Prof. Thomas Kim Hixson, Associate Professor and Graduate Coordinator of the Communication Department at UW-Whitewater, was elected to the Wisconsin State Assembly last November. Hixson defeated a two-term incumbent to represent the 43rd Assembly District. He is on a leave of absence from the University while serving in the legislature.

BOOK RELEASES

Emotions and Advertising

A new book on emotions by Flemming Hansen was recently released: *Emotions, Advertising and Consumer Choice*, Copenhagen Business School Press (CBS Press), 2007, 462 pages.



In Defense of Advertising

Complimentary ebook *In Defense of Advertising* by Jerry Kirkpatrick is available for a limited time to all members of the American Academy of Advertising. Go to <http://www.tljbooks.com/offer.html> for download. The hard copy is also available for a limited time at 20% off the list price.



Jerry Kirkpatrick

Media Flight Plan Goes Green

Slacker Internet Radio is a new interactive case study that will be launched September 1 on the Media Flight Plan website. Adopting professors can now assign this new case study simply by going online to www.mediaflightplan.com and clicking [Ground School], then [Slacker Internet Radio]. This is the first in a series of case studies that authors Dennis Martin and Dale Coons will print "paperless" on their Web site. It's an innovation that will eliminate ink and paper case studies in future hard copies of MFP, thereby holding prices down and saving a few hundred trees and gallons of UPS gasoline. In addition to the online text for the case study, the MFP website will also post a wealth of marketing/media data for the Internet radio category, including MRI, CMR, SRDS, and other marketing sources, all by permission. Professors can receive a complimentary desk copy by emailing the publisher at: orders@mediaflightplan.com.

Succeeding in Advertising

Prof. Laurence Minsky of Columbia College Chicago has just completed the second edition of *How to Succeed in Advertising When All You Have Is Talent* (published by The Copy Workshop). The book



Laurence Minsky

is the result of eighteen in-depth conversations with industry creative leaders, including Alex Bogusky, Stan Richards, Steve Hayden, Ted Bell, Susan Gillette, Amil Gargano, Tom McElligott, Mike Hughes, Roy Grace, Don Easdon, Mike Koelker, Nancy Rice, Ed McCabe, Susan Hoffman, Linda Kaplan Thaler, Tom Burrell, Rich Silverstein, and Lee Clow. Filled with practical advice and creative development strategies, the Second Edition also features a collection of their award-winning advertising and some rarely seen examples from their early careers. It also features a Forward by Maxine Paetro (How to Put Your Book Together and Get a Job in Advertising), an Introduction by Luke Sullivan (Whipple, Squeeze This), and Afterthoughts by Sally Hogshead (Radical Careering), Patrick Hanlon (Primalbranding), and Tom Monahan (The Do It Yourself Lobotomy: Open Your Mind to Greater Creative Thinking), among others.



David Schumann



Esther Thorson

Internet Advertising

Internet Advertising: Theory and Research (Lawrence Erlbaum Associates, 2007) edited by David W. Schumann and Esther Thorson has recently been released. For more information, visit <http://www.psyppress.com/9780805851090>.

African Americans and Advertising

Dr. Jason Chambers' new book "Madison Avenue and the Color Line: African Americans in the Advertising

Industry" will be released by the University of Pennsylvania Press December 2007.

Cases and Advertising

Cases in Advertising and Marketing Management: Real Situations for Tomorrow's Managers (Rowman and Littlefield, 2007) by Edd Applegate and Art Johnsen has been released.

Humor and Advertising

Humor in the Advertising Business: Theory, Practice, and Wit (Rowman & Littlefield, 2007) by Fred Beard. For more information visit www.funnyadbook.com.



Fred Beard

Events & Deadlines

September

15: Nominations/applications for editor of the AAA Newsletter due (see Announcements p. 28)

15: Article submissions due to *International Journal of Mobile Marketing*

October

5: AAA Conference paper submissions due (see call and instructions for electronic submissions pp. 26-27)

14: 19th Annual DMEF Conference, Chicago

November

2: AAA 2008 Research Fellowship Competition deadline (see pp. 30-31)

15: Items due for December AAA Newsletter

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 Announcements p. 29)

24: AD Bowl 2 Symposium on Television Extravanzas and Communal Audiences, School of Journalism and Mass Communication, University of South Carolina

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

6-9: 41st IAA World Congress

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

Photo Gallery - Asia-Pacific Conference



*Photos courtesy of
Drs. Hong Cheng and
Kara Chan*

**ABOVE: Kara Chan,
Hong Kong Baptist
University, with Korean
school children outside
the Korean Folk Village**



Performance at the Korean Folk Village



AAA Conference attendees walking into the Korean Folk Village



**Changjo Yoo, 2007 President of the
Korea Advertising Society**

Photo Gallery - Asia-Pacific Conference



LEFT: (L to R) Yun Won Joo, Northwestern University; Yasuhiko Kobayashi, Aoyama Gakuin University (Japan); Hong Cheng, Ohio University



RIGHT: (L to R) Kwangmi Ko Kim, Towson University; Ping Shaw, National Sun Yat-sen University (Taiwan); Morikazu Hirose, Tokyo Fuji University (Japan); Kavita Kara, Nanyang Technological University (Singapore); Kara Chan, Hong Kong Baptist University; Hong Cheng, Ohio University



LEFT: Korean Cultural Night for conference attendees at *Samcheonggak*, the Korean Culture Center in Seoul

Photo Gallery - Asia-Pacific Conference



LEFT: (L to R) Kavita Karan, Nanyang Technological University, Singapore, Kwangmi Ko Kim, Towson University



RIGHT: (L to R) K. James Yoon, Sogang University, Hae-Kyong Bang, Villanova University, Seungwoo Chun, Dongkuk University



LEFT: (L to R) Yeo Jung Kim (a doctoral student at UT-Austin, Department of Advertising), Wei-na Lee, University of Texas at Austin, Yongjun Sung, UT-Austin, Department of Advertising

Photo Gallery - Asia-Pacific Conference



LEFT: (L to R) Darshan Mehta, DigitalBiz Corporation, Lynda Maddox, George Washington University, Marilyn Roberts, University of Florida, Edoardo Brioschi, Catholic University of the Sacred Heart, Italy



RIGHT: Si-Jin Lee, Kookmin University and Tai-Hoon Cha, Hankuk University of Foreign Studies



LEFT: Ronald Faber, University of Minnesota, and Marilyn Roberts, University of Florida

Photo Gallery - Asia-Pacific Conference



LEFT: Conference Director Bob King talks with members of the AAA



RIGHT: Les Carlson, AAA 2007 President, addresses attendees at the AAA Asia-Pacific Conference at Korea University in Seoul, Korea



LEFT: (L to R) Charles Ray Taylor, Hae-Kyong Bang, both Villanova University, and Kara Chan, Hong Kong Baptist University, at the reception party

Announcements

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 research related to the various types of advertising will be considered. This includes advertising effectiveness, advertising ethics, global advertising issues, and methodological issues. In addition, papers that examine the economic, political, social, and environmental aspects of advertising are welcome. Please note that the AAA uses the term advertising in a broad sense (similar to the consumer's and industry perspective) and is willing to consider articles that deal with related activities and integrated communications (e.g., sponsorship, event marketing, product placement, corporate advertising/PR, sales promotions/direct marketing communication, etc.).

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. These (special topic) 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). A broad definition of advertising applies to special topic sessions as well.

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 WEB SITE
(<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.

Continued on next page...

Announcements... (cont'd)

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.

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.

Announcements... (cont'd)

CALL FOR NOMINATIONS **American Academy of Advertising**

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

The **Distinguished Service Award** is given by the American Academy of Advertising to individuals who have rendered distinguished service to the organization and/or advertising education. The person should be a champion of advertising education, active in providing opportunities for the professional development of students and faculty and someone who unselfishly performs this meritorious service. One need not be a member of the AAA to be considered for this award.

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

The **Billy I. Ross Advertising Education Award** is to recognize innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching. Examples of projects might include: innovations for teaching a new advertising course, published work about innovative class projects in advertising, published research that advances advertising education, support materials (such as visual aids) for conference presentations about advertising education, and dissemination of information to advertising educators that is helpful in the classroom.

The **Kim Rotzoll Award for Advertising Ethics and Social Responsibility** recognizes individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. There must be evidence of lifetime achievement in either ethics or social responsibility. For an academic, such evidence may be in the form of scholarly publications and for an advertising practitioner or organization the results of specific programs or activities that have had a positive impact on society would serve as evidence.

Any member of the Academy may nominate an individual or an organization, in the case of the Kim Rotzoll Award, for any of these awards. It is important to note that implicit in the award descriptions above, letters of support for the nomination alone are not considered adequate documentation. Other materials sent for consideration should include supporting printed information, publications or other relevant materials. However, no more than three examples of work should be sent with the nomination.

Nominations and supporting documentation should be sent to the Chair of the Awards Committee no later than **January 2, 2008**:

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

CALL FOR PROPOSALS AAA 2008 Research Fellowship Competition

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

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

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

1. Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
2. Winners must grant the *Journal of Advertising* first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the first completed paper is submitted to the *Journal of Advertising*.
3. Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2008 Fellowship winner has until April 1, 2011 to complete the project in order to receive the second half of the award.
4. Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.

Requirements for Submission of Proposals

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

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

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

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

- ▶ 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 the "delete box" that is present in the same window.

Electronic submissions must be received no later than 5 p.m. Friday, **November 2, 2007** by Professor Morrison.

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

The body of the proposal shall include:

- ▶ A literature review, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
- ▶ A methodology section that succinctly outlines the research design, including the subjects (if any) and procedure. If

Continued on next page...

Announcements... (cont'd)

relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.

- ▶ A conclusion, including expected results and implications.
- ▶ References

Proposal Format Requirements

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

Proposals must reach the Chair of the Research Committee by 5 p.m. on Friday **November 2, 2007**. Submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Winners will be notified the last week of February 2008. The awards will be announced at the 2008 AAA Conference and communicated to the membership through the AAA Newsletter.

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

Submit materials to:

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

EDUCATION ANNOUNCEMENT

Advertising Educational Foundation (AEF)

The AEF invites you to take advantage of its varied educational materials and programs.

Inside Advertising Speakers Program

Sign up now for 2007-2008

Industry executives visit campuses nationwide to speak in the classroom and informal settings with faculty and students. Speakers are carefully chosen, and programs are customized to meet your class objectives. There is no need to commit to dates or a topic – just put your name on the list. AEF staff will follow up with you. You may sign up online at www.aef.com, in the **Professor Resources section**, or by calling the AEF at (212) 986-8060.

Advertising & Society Review

An online academic journal

Advertising & Society Review (A&SR) publishes articles, essays and other forms of scholarship about the role of advertising in society, culture, history and the economy. Recent issues have covered “Rethinking Sex in Advertising,” “Advertising in China” and “Advertising and Motherhood.” Edited by Professor Linda M. Scott of the University of Oxford in the UK, and distributed by Johns Hopkins University Press Project Muse, *A&SR* is available through your university e-journal collection and through www.aef.com.

12 UNITS AVAILABLE

Advertising and Society: An Online Curriculum

To provide professors and students with comprehensive, up-to-date units for teaching about advertising

Published as a supplement to *Advertising & Society Review (A&SR)*, 12 units with broadcast/print examples and reference guides are currently available through aef.com and your university e-journals. The remaining eight units will be rolled out with each issue of *A&SR* through 2007. Authored by William M. O’Barr, Professor of Cultural Anthropology at Duke University, the curriculum now offers:

- ▶ What is Advertising?
- ▶ A Brief History of Advertising in America
- ▶ “Subliminal Advertising”
- ▶ Advertising in Literature, Art, Film, and Popular Culture
- ▶ Advertising in the Public’s Eye
- ▶ Public Service Advertising
- ▶ Representations of Masculinity and Femininity in Advertising
- ▶ Advertising and Christmas
- ▶ The Interpretation of Advertisements
- ▶ The Role of Research in Advertising
- ▶ Multiculturalism in the Marketplace
- ▶ The Management of Brands

The AEF welcomes your comments and questions.

Please contact Sharon Hudson, Vice President, Program Manager at sh@aef.com or (212) 986-8060.

Announcements... (cont'd)

CALL FOR PAPERS

2008 Global Marketing Conference at Shanghai

March 20-23, 2008

Shanghai Jiao Tong University

Shanghai, China

Submission Deadline: Oct. 31, 2007

Hosted by the Korean Academy of Marketing Science
Shanghai Jiao Tong University / Yonsei University
China Marketing Academy
Marketing Committee of China Management Society

CONFERENCE CO-CHAIRS

Dr. Charles R. Taylor, John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, raymond.taylor@villanova.edu, Tel: (610) 519-4386 Fax: (610) 519-5364

Dr. Bernd Schmitt, Robert D. Calkins Professor, Dept. of Marketing, Columbia University, 3022 Broadway, New York, 10027 NY, USA, bhs1@columbia.edu, Tel: (212) 854-3468, Fax: (212) 854-7647

Dr. Udo Wagner, Professor, Faculty of Business, Economics and Statistics, University of Vienna, A-1210 Vienna, Brunner Strasse 72, Austria, udo.wagner@univie.ac.at, Tel: +43 (1) 4277-380 11, Fax: +43 (1) 4277-380 14

Dr. Jianmin Jia, Professor, School of Economics and Management, Southwest Jiaotong University, Chengdu, Sichuan 610031, Chengdu, P.R. China, jjia@cuhk.edu.hk, Tel: (86) 8760 0820, Fax: (86)8763 4343

CONFERENCE OBJECTIVES

Dynamic multiculturalism continues to be a vital aspect of global marketing that affects consumers and businesses around the world. The theme of this year's conference is, "Marketing in The Dynamic Global World." This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2008 Global Marketing Conference at Shanghai offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others. The program chairs welcome participation from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an ISBN number.

SPECIAL ISSUE OF PSYCHOLOGY & MARKETING

All papers submitted to 2008 Global Marketing Conference at Shanghai are eligible for review toward inclusion in the special issue. If you want your paper to be considered for possible publication in P&M, then please inform your intention to Professor Eunju Ko (Yonsei University, Seoul, Korea) ejko@yonsei.ac.kr. Please read 'Call for Papers: A Special Issue of Psychology & Marketing' attached to this call for papers for more information.

TRACKS FOR SPECIAL ISSUES OF FOLLOWING JOURNALS

Best papers from the following tracks can be published after going through a full review process. If you want your paper to be considered for possible publication in these issues, please indicate this when submitting the paper to the track chair.

Advertising in Pacific Rim (for International Journal of Advertising): Professor Shintaro Okazaki and Professor Charles R. Taylor. Please submit papers to Prof. Okazaki, Dept. of Finance and Marketing Research, College of Economics and Business Administration, Universidad Autónoma de Madrid, C/ Francisco Tomas y Valiente, 5, Campus Universitario de Cantoblanco, 28049 – Madrid, Spain, oarquitect@coac.net, Tel: +34 91-497-3552, Fax: +34 91-497-8725

Interactive Advertising (for Journal of Interactive Advertising): Professor Hairong Li, Dept. of Advertising, Public Relations, and Retailing, Michigan State University, East Lansing, MI 49924-1212, USA, hairong@msu.edu, Tel: (517) 355-1739 Fax (517) 432-2589

For more Information: <http://www.kamsconference.org/>

CALL FOR PAPERS

International Journal of Mobile Marketing

Dec. 2007 issue

Submission Deadline: Sept. 15, 2007

There is scant qualitative and empirical evidence to formulate an authoritative definition of mobile marketing and its key enablers. In order to address this void and provide a forum to expand the available body of knowledge on the subject of mobile marketing the MMA calls upon academics, students and industry professionals to submit articles to be considered for publication in the IJMM. The following discusses the importance of these articles and details the IJMM submission guidelines.

Research Agenda--Sample Topics to Consider

The use of the mobile channel for marketing, i.e. mobile marketing, is a growing worldwide phenomenon. Commercial mobile marketing initiatives began in 1997 and published research on the topic first appeared in 2001. Since then, the field of mobile marketing has drawn the attention of academics, students, and industry professionals. Leading industry brands are committing anywhere from 10 to 25 percent of their near-term marketing budgets to interactive digital media--including mobile. Technology companies throughout the world are investing heavily in the creation of mobile marketing solutions, and many new and important research studies are underway; however, with all this attention there is still much to learn about mobile marketing. There remains a gap in our understanding of what mobile marketing is and what drives consumer adoption and acceptance of mobile marketing. In order to help guide and influence academic studies and commercial use of mobile marketing, contributed papers should provide insight into the theoretical basis and practical application of mobile marketing. Authors may consider, but are not limited to, the following topics:

- ▶ Review of industry typology, definitions
- ▶ Mobile marketing theory, frameworks, constructs, and concepts
- ▶ Research methodologies and models suitable for studying mobile marketing
- ▶ Effectiveness of mobile marketing across various traditional media channels, i.e. the mobile enhancement of traditional media
- ▶ Mobile initiative metrics
- ▶ Mobile customer relationship management
- ▶ Effectiveness of mobile content, such as ringtones, mobile TV, video, images, etc., within the marketing mix
- ▶ Application of multimedia within mobile marketing initiatives
- ▶ mCommerce as it pertains to the marketing mix
- ▶ Analysis of the various delivery methods: SMS, MMS, mobile internet, IR, IM, Bluetooth, mobile email, mobile portals
- ▶ Analysis of future trends and impact of global, environmental, cultural, and/or political activities on mobile marketing
- ▶ Use of mobile channel for philanthropy or politics
- ▶ Demystification of the technology and elements needed to enhance mobile marketing adoption
- ▶ Effective methods for bringing mobile marketing academic research to professionals
- ▶ Mobile marketing, a global perspective

Feel free to contact the journal editor at mmajournal@mmaglobal.com to verify the appropriateness of a topic before submitting a paper for publication.

IJMM Article Submission Guidelines

All relevant papers that further the understanding of mobile marketing will be considered for publication. Only complete submissions will be considered. Each submission will undergo one or more blind reviews. Any paper that fails to meet the required revisions after two rounds of reviews will be rejected unless only minor changes are needed. Final, complete, manuscript submissions may be submitted at any time but must be received by the MMA no later than submission deadlines above.

Submitted articles should be emailed to the MMA IJMM Journal editor at mmajournal@mmaglobal.com.

Authors may contact the MMA at mmajournal@mmaglobal.com at any time with questions, and/or to inform the MMA of their intention to contribute an article by the submission deadline. For complete submission information go to the MMA website: <http://mmaglobal.com/modules/content/index.php?id=330>

Announcements... (cont'd)

CALL FOR NOMINATIONS

Mobile Marketing Association Academic of the Year Award \$2000 & \$500 grants

The Mobile Marketing Association Academic of the Year Award is presented to the leading individual researcher or research team that has provided unique and significant conceptual, qualitative, or quantitative research contributions to the mobile industry's understanding of mobile marketing theory and practices.

The Candidate(s)...

MUST:

- ▶ Be a full or part-time student(s), professor(s), and/or researcher(s) at an accredited academic institution.
- ▶ Have a demonstrable accumulated body of original research in the mobile marketing space.
- ▶ Submit a research proposal or completed study as appropriate per the nature of the work, along with the nomination form.

DOES NOT

- ▶ Have to be a member of the Mobile Marketing Association to be nominated.

Leadership

Did the candidate(s)...Generate a dialogue of importance for the Mobile Marketing industry that benefited the organization and/or the industry?

- ▶ Develop new directions, or push the industry forward, with respect to core practices or key issues facing the mobile marketing industry?
- ▶ Effectively advocate the goals of the organization to government, the public or others in the industry?
- ▶ Build value for the industry among consumers and those companies in the mobile marketing ecosystem?
- ▶ Solve problems, technical or process-related, central to the practice or well-being of the industry?
- ▶ Execute industry change, this year that the industry esteems as a defining accomplishment?

Character

Did the candidate(s)...

- ▶ Offer more of their time than reasonably expected in pursuit of a greater cause for the industry?
- ▶ Garner a reputation of leadership amongst their peers? Achieve the respect and admiration of friends and competitors, as the 'go to' person for the industry?
- ▶ Challenge the mobile marketing industry to greater achievement?
- ▶ Transcend politics and offer unbiased leadership in the tasks that were achieved?

Contribution

Did the candidate(s)...

- ▶ Achieve concrete results? Are these results acknowledged by the industry? Provide samples.

Additional Guidance

- ▶ Candidates who accomplish a significant amount, but gain little recognition from their peers or the industry, will not be considered for this award.
- ▶ Leadership must be accompanied by concrete examples of results – both from the candidate, peers and the industry. Reference letters are encouraged from company, competitors and industry.

Judging Criteria: Academic of the Year

- ▶ Leadership (40%)
- ▶ Character (30%)
- ▶ Contribution (30%)

Continued on next page...

Announcements... (cont'd)

Award

- ▶ Trophy and Plaque
- ▶ Opportunity to present a brief summary of research at MMA Annual Members' Event (geography to be determined)
- ▶ MMA will publish research paper
- ▶ Mobile Marketing Research Grant: \$2,000 to winner, \$500 to runner-up. Research grant(s) sponsored by M: Metrics and Zoomerang.

Nominations are open to the public and are to be submitted by email or fax prior to the nomination deadline. Winners will be selected by the MMA's Award Selection Committee and presented at the MMA Awards Dinner on November 14, 2007 in Los Angeles. Details on how to submit nominations can be found at <http://mmaglobal.com/modules/content/index.php?id=119>.

Announcements... (cont'd)

CALL FOR PAPERS

11th IAA World Education Conference

April 6-7, 2008

Washington, D.C. - USA

Championing Marketing Communications Education Worldwide

The International Advertising Association's (IAA) 11th World Education Conference seeks to advance global marketing communications education. It brings together advertising/marketing communications educators and professionals from around the world.

Faculty--teachers, scholars, and program administrators--are encouraged to submit papers. Papers may be either conceptual and/or empirical and focus on a variety of topics including:

- ▶ Contemporary issues in international advertising education
- ▶ International advertising – players, best practices, and trends
- ▶ Integrated marketing communications – ROI and multi-cultural concerns
- ▶ Branding and role of marketing communications in a digital age
- ▶ Sustainable development, Social responsibility, and Ethics
- ▶ Interactive media, Media convergence, Blogs
- ▶ Creativity for today's market realities

All papers must be in English and in keeping with the submission guidelines enumerated on the following page. Papers will be blind refereed. Accepted papers will be presented during the Conference and included in the Conference Proceedings. The Proceedings will be published electronically, and circulated on IAA's web site.

Conference sessions will feature presentations by leading international advertising educators/professionals; topics will include curricula, teaching strategies, research opportunities, networking, and internships as well as "open" discussion. IAA accredited institute program directors/faculty and IAA Academic Members registering for the 11th IAA World Education Conference will qualify for a substantially discounted registration rate for the 41st IAA World Congress, Washington, DC (April 7-9, 2008)

A Preliminary WEC Conference Program including information regarding Registration and Accommodations will be distributed shortly.

ELECTRONIC PAPER SUBMISSION GUIDELINES

1. The submission of a paper for review indicates that it or similar versions of it have not been previously published, accepted for publication or under publication consideration elsewhere.
2. Submitted papers may not exceed fifteen (15) double-spaced pages including appendices, references, figures, and tables. Abstracts and/or outlines will be considered for presentation only, but not for publication.
3. Please submit your manuscript in the following manner:
MS Word format file attachment e-mailed to:

John H. Holmes, Ph.D.
IAA Director-Educational Programs & Alliances
john.holmes@iaaglobal.org
4. Each submission must have a cover page that includes the following:
 - ▶ The paper's title
 - ▶ The author(s) name, position/professional affiliation, e-mail address, tel/fax numbers, and postal address of the principal author

The author(s) name should not be identified on any subsequent pages.

Continued on next page...

Announcements... (cont'd)

5. The deadline for manuscript submissions is December 17, 2007.

6. Papers will be blind reviewed. It is expected that the review process will be completed by January 21, 2008, at which time all contributors will be notified concerning the disposition of their submissions.

7. At least one author per accepted paper must agree to register for the Conference and to present the paper during the Conference.

Maximum length for publication in the Proceedings is ten (10) pages [5,000 maximum word count]. The author(s) of accepted papers must submit a finalized file in MS Word format.

DEADLINE FOR PAPER SUBMISSION IS DECEMBER 17, 2007

CALL FOR PAPERS

Special Issue: International Journal of Advertising

The International Journal of Advertising welcomes submissions to a special issue on Advertising & the Brain.

Guest Editors include Dr Gemma Calvert, Reader in Cognitive Neuroscience, University of Bath, UK Dr Peter Kenning, Professor of Marketing, University of Muenster, Germany Dr Carl Marci, Chief Science Officer, Innerscope Research, USA

Empirical and/or theoretical papers are invited by IJA on any aspect of neuroscience and psychology (N&P) in relation to advertising, including:

1. N&P and how advertising works (e.g. contribution to brand equity).
2. N&P and selective perception.
3. Effectiveness of MARCOMS and N&P.
4. N&P and the effectiveness of media planning.
5. Negative messages (such as political advertising) compared to positive and N&P.
6. N&P communications processing in different media (e.g. print, TV, radio, sales promotions).
7. N&P communications research methods best practice.
8. Case studies illustrating the practical use of N&P.
9. Interaction effects between media and N&P.
10. Ethical issues and implications in the use of N&P in the MARCOMS business.

Manuscripts should be sent to: IJASpecial@WARC.com Closing date for submissions is **December 1, 2007**.

Full details at <http://www.internationaljournalofadvertising.com/CallForPapers.aspx>

JOB ANNOUNCEMENT **University of Oregon** Fall 2008

The Position

The School of Journalism and Communication at the University of Oregon invites applications for a tenure-related assistant professor in advertising position beginning in Fall 2008. As we take our advertising program in new directions, we seek a colleague with a passion for innovation and great advertising.

The Creative Strategist is the defining concept for advertising education at the University of Oregon. All advertising classes focus on creativity, critical thinking, teamsmanship, and the evolving role of advertising in society.

The successful candidate will have potential for a distinguished research program in advertising, professional experience and informed relationships in the advertising industry, the potential for exceptional university-level undergraduate and graduate teaching, a strong interest in student mentoring, and a demonstrated commitment to working effectively with students, faculty and staff from diverse backgrounds. The PhD in advertising or a related field is required. ABD candidates will be considered.

Primary teaching responsibilities include teaching at the undergraduate and graduate levels on the Eugene campus and at the School's Turnbull Center in Portland. Teaching areas include Advertising Campaigns and courses such as Media Planning, Strategy, Brand + Account Management, Copy + Design, and Advertising & Society. The ability to teach across the curriculum is highly valued.

The School supports the research, teaching and service of new tenure-related faculty through a variable workload policy and summer support. The successful candidate will join an engaged faculty working to inspire students and to shape the future of journalism and communication.

The School of Journalism and Communication

The School offers doctoral and master's programs in communication and society as well as professional master's programs in news/editorial, magazine, strategic communication and literary nonfiction. The undergraduate program serves more than 1,400 majors and pre-majors in six majors: advertising, communication studies, electronic media, magazine, news/editorial and public relations and approximately 80 graduate students in master's and doctoral programs. Accredited by ACEJMC, the School is nationally known for its commitment to teaching excellence. In 2006, the School opened the George S. Turnbull Center in Portland where it offers undergraduate and graduate classes, workshops and seminars for students and for the professional community. More information is available through our web site at: <http://jcomm.uoregon.edu>

The University of Oregon

Located 110 miles south of Portland, the University of Oregon has an enrollment of 20,000. The Eugene metro area (pop. 215,000) is in a region noted for its dynamic quality of life and progressive cultural environment. We are about an hour's drive from the Pacific Coast and the Cascade Mountains. The University is an AAU research institution and a member of the Pac-10 conference.

Consideration of applications begins **September 15, 2005**. Please send resume and letter of interest to:

Associate Professor Kim Sheehan
Chair, Advertising Search Committee
School of Journalism and Communication
1275 University of Oregon
Eugene, OR 97403-1275

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act.

JOB ANNOUNCEMENT
University of Nebraska-Lincoln
Visual Literacy Program of Excellence

The University of Nebraska-Lincoln College of Journalism and Mass Communications Announces an opening for a Tenure-Track Faculty.

The College of Journalism and Mass Communications invites applications for a tenure-track assistant or associate professor to teach three classes per semester at the graduate and undergraduate levels as part of the Visual Literacy Program of Excellence.

In addition to teaching, the faculty member will provide academic and career counseling and advising to students, actively pursue scholarship and provide service to the profession. Ph.D. preferred; M.A. required.

Candidate should demonstrate excellent skills in visual literacy and strong professional background in the areas of communication graphics and visual literacy. Women and minorities are encouraged to apply.

The review of applications begins **August 1, 2007** and will continue until the position is filled. Expected starting date is January 7, 2008. To apply for this position, please go to <http://employment.unl.edu>, requisition 070134, and complete the Faculty/Academic Administration Form.

Then send letter of application, curriculum vita, representative publications, teaching evaluations and three letters of recommendation to:

Frauke Hachtmann, Search Committee Chair
College of Journalism and Mass Communications
332 Andersen Hall
University of Nebraska-Lincoln
Lincoln, NE 68588-0449
Phone: 402-472-9848
Email: fhachtmann1@unl.edu.

The University of Nebraska is committed to a pluralistic campus community through affirmative action and equal opportunity and is responsive to the needs of dual career couples. We assure reasonable accommodation under the American with Disabilities Act; contact Frauke Hachtmann at 402-472-9848 for assistance.

JOB ANNOUNCEMENT

Middle Tennessee State University

The School of Journalism, College of Mass Communication, Middle Tennessee State University, in Murfreesboro, Tennessee, is looking to fill two positions in advertising, which will remain open until filled.

These positions are tenure-track, assistant/associate professor rank. Faculty will teach a variety of undergraduate courses in advertising, including Survey of Advertising, Media Planning, and Copywriting. Faculty may have the opportunity to teach graduate courses, too. Excellence in teaching, research/creative activity and service is expected for both positions.

MTSU seeks candidates committed to using integrative technologies in teaching. Ph.D. degree or Masters in field from an accredited college or university with three years professional experience in advertising or related field required.

Applicants should apply online at <https://mtsujobs.mtsu.edu>. Applicants should include a statement of teaching philosophy and research interests as the "Other Document."

Applicants may contact Dr. Carol Pardun, Director, School of Journalism, if they have questions (615-494-8925).

JOB ANNOUNCEMENT

DePaul University, Chicago

Advertising/Public Relations/Integrated Marketing Communication Positions

The College of Communication at DePaul University in Chicago invites applications for two tenure-track positions in advertising and/or public relations and/or IMC to begin August 2008. One of these positions will be at the rank of assistant professor. Rank for the second position may be at assistant or associate. Ph.D. required, although ABD will be considered for the assistant professor position. Professional industry experience important.

The successful candidates will join a dynamic, growing faculty who direct and support innovative and expanding graduate (master's) and undergraduate degree programs in public relations and advertising. Ideal candidates will have the ability to teach effectively in both introductory and advanced courses. We seek individuals with a strong ongoing program of research, interest in program building, and the drive to help us raise DePaul's national profile in public relations and advertising education. Our location in the heart of Chicago provides an unparalleled opportunity to forge strong working relationships with key industry professionals, and to offer students cutting-edge pre-professional training.

DePaul University is the nation's largest Catholic university and the largest private university in Chicago, with more than 23,000 undergraduate and graduate students. The university has a strong commitment to providing a comprehensive liberal arts education and emphasizes both teaching and research. The College of Communication has 32 full-time faculty serving more than 1200 undergraduate majors and 160 graduate students. The College is strongly committed to recruiting candidates from under-represented groups; hence, we solicit applications from women and people of color. Salary is competitive and commensurate with experience.

Please send a letter of application describing your educational and professional background, and teaching and research areas; CV, three letters of recommendation, one or more examples of published research, and copies of unedited teaching evaluations to Advertising/Public Relations/IMC Search Committee, College of Communication, DePaul University, 2320 N. Kenmore Avenue, Chicago, IL 60614-3298. Applications will be reviewed beginning **October 15, 2007** and continuing until the positions are filled.



NeuroPsychoEconomics

2007 Program (preliminary)

October 14, 2007

06:00 PM: Registration
07:00 PM: Reception

October 15, 2007

08:00 AM: Registration
09:00 AM: Welcome from the editors
09:30 AM: Key note speech

Key note speaker: Prof. Dr. med. Christian E. Elger, MD, FRCP, Head of the Department of Epileptology at the University of Bonn Medical Center

10:30 AM: Coffee break
11:00 AM: Presentations
01:00 PM: Lunch (on your own)
02:30 PM: Presentations
07:00 PM: Award dinner

October 16, 2007

09:00 AM: Workshop I
Dr. Bernd Weber, Life & Brain Center
Dissection of sheep brains
12:00 PM: Lunch (on your own)
01:30 PM: Workshop II
Dr. Nenad Vasic, University of Ulm
Foundations of functional magnetic resonance imaging (fMRI)
04:30 PM: Summary

Conference fee and accommodations

The conference fee is reduced for members of the Association for NeuroPsychoEconomics (apply for membership at <http://www.neuropsychoeconomics.org>). Conference materials including conference proceedings, coffee breaks, and award dinner are included in the conference fee.

- Students (members): EUR 90
- Students (non-members): EUR 170
- Academics (members): EUR 170
- Academics (non-members): EUR 280
- Others (members): EUR 280
- Others (non-members): EUR 395

Please register online at <http://www.neuropsychoeconomics.org>.

Association for NeuroPsychoEconomics
Wolfratshauser Str. 5a
Baierbrunn 82065, Germany
E-mail: info@neuropsychoeconomics.org
Internet: <http://www.neuropsychoeconomics.org>

1

GRANT ANNOUNCEMENT

J. Walter Thompson Research Fellowships

Each year, the Hartman Center offers travel grants up to \$750 for the use of any of the Hartman Center's collections. In addition, the Center will fund up to three J. Walter Thompson Research Fellowships. Each Fellow will receive a stipend of \$1000 during his or her stay in Durham. Fellowships are available to researchers planning to spend a minimum of two weeks at Duke doing research that focuses on the J. Walter Thompson Company Archives.

We strongly encourage applicants to speak with the Reference Archivist of the Hartman Center before applying for a grant. Past applications have demonstrated that those who spoke with the archivist about their projects produced stronger applications. We are happy to help identify potential collections and books of which you may not otherwise be aware.

Uses of Grant Money

Grant money may be used for travel to the Rare Book, Manuscript, and Special Collections Library, costs of copying pertinent archival resources, and living expenses while pursuing research here.

The Application Process

Application forms are available from the web site (listed below). Submit the completed form and required attachments to "Grants Program" at the address below, c/o Lynn Eaton or via e-mail.

Grants are also available from the Sallie Bingham Center for Women's History and Culture and the John Hope Franklin Collection of African and African-American Documentation. If you wish to apply to more than one center for the same project, simply check the appropriate boxes at the top of the application form to indicate that you have chosen this option. Grants will not exceed \$1,000 even if awarded jointly.

Deadlines

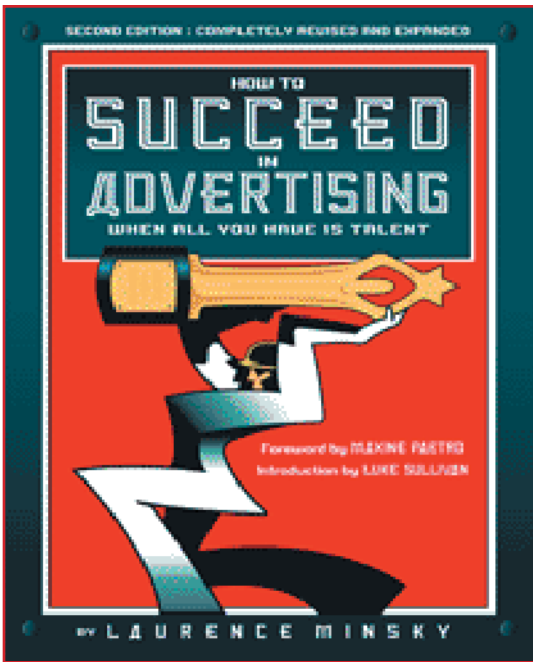
The next cycle of awards will be for use between March 2008 and August 2009. Request application information at any time; forms will be available beginning in October 2007. Applications must be received or postmarked by **January 15, 2008**. Awards will be announced on or before March 15, 2008.

Mailing Address

The mailing address for all three centers is:
Rare Book, Manuscript, and Special Collections Library
Box 90185
Duke University
Durham, NC 27708-0185 U.S.A.

For more information, please contact the Hartman Center Reference Archivist Lynn Eaton
email: lynn.eaton@duke.edu
phone: 919.660.5833
website: <http://library.duke.edu/specialcollections/hartman/>

BOOK ANNOUNCEMENT

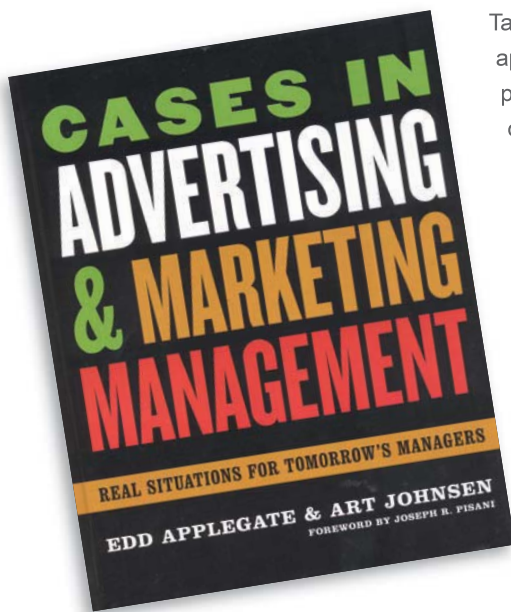


Laurence Minsky of Columbia College Chicago has just completed the second edition of **How to Succeed in Advertising When All You Have Is Talent** (published by The Copy Workshop).

The book is the result of 18 in-depth conversations with industry creative leaders, including Alex Bogusky, Stan Richards, Steve Hayden, Ted Bell, Susan Gillette, Amil Gargano, Tom McElligott, Mike Hughes, Roy Grace, Don Easdon, Mike Koelker, Nancy Rice, Ed McCabe, Susan Hoffman, Linda Kaplan Thaler, Tom Burrell, Rich Silverstein, and Lee Clow. Filled with practical advice and creative development strategies, the Second Edition also features a collection of their award-winning advertising and some rarely seen examples from their early careers.

It also features a Forward by Maxine Paetro (*How to Put Your Book Together and Get a Job in Advertising*), an Introduction by Luke Sullivan (*Whipple, Squeeze This*), and Afterthoughts by Sally Hogshead (*Radical Careering*), Patrick Hanlon (*Primalbranding*), and Tom Monahan (*The Do It Yourself Lobotomy: Open Your Mind to Greater Creative Thinking*), among others.

Perhaps the most important thing
you can teach your students is
how to think.



Take your students beyond theory and ideas and into real-world applications. *Cases in Advertising and Marketing Management* presents more than 40 problems your students can sort through, talk over, and solve — the same thing they'll spend their careers doing.

Based on actual cases from the authors' decades of experience, this text enhances other materials you may choose and builds on the foundation laid by other marketing and advertising classes. There is no better book available to help students begin their transition from the classroom to the job market.

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

Cases in Advertising and Marketing Management
Real Situations for Tomorrow's Managers

ISBN 0-7424-3836-2 \$29.95 paper

ISBN 0-7425-3835-4 \$79.00 cloth

Rowman & Littlefield Publishing Group
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— Now Available
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Readings in Advertising, Society, and Consumer Culture

Edited by

Roxanne Hovland, University of Tennessee

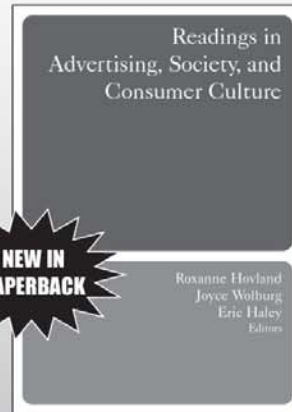
Joyce Wolburg, Marquette University

Eric Haley, University of Tennessee

2007, 440 pages. Tables, figures, references, index.

ISBN 978-0-7656-1545-9 Paperback \$44.95

This collection of classic and contemporary articles provides context for the study of advertising by exploring the historical, economic, and ideological factors that spawned the development of a consumer culture. It begins with articles that take an institutional and historical perspective to provide background for approaching the social and ethical concerns that evolve around advertising. Subsequent sections address the legal and economic consequences of life in a material culture, the regulation of advertising in a culture that weighs free speech against the needs of society, and the ethics of promoting materialism to consumers. The concluding section includes links to a variety of resources such as trade association codes of ethics, standards and guidelines for particular types of advertising, and information about self-regulatory organizations.



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About the Editors

M.E. Sharpe

www.mesharpe.com

TEL 800-541-6563 or 914-273-1800

FAX 914-273-2106

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

All calls must conform to the following guidelines:

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