

In this issue:

A Conversation with...	3 & 7
Featured Research	4
Special Series	6
Graduate Student News	14
AAA Notes	17

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The President's Column

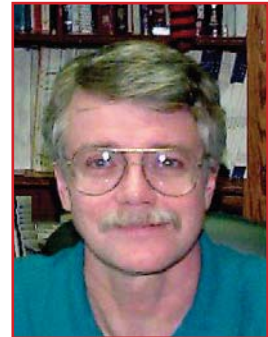
by Les Carlson

For the final time, Greetings! As this is my last column as American Academy of Advertising President, let me say again, as I did in my first President's column, how honored I am to serve in this capacity for you and this organization. Being an officer in AAA and on the AAA Executive Committee for several years has truly been a highlight of my academic career. I look back on the years I've spent on the Executive Committee and I'm humbled by the dedicated and talented individuals who have preceded me as well as those who will follow.

I assumed that since the only officer position I've not held in AAA was that of Secretary that I might even be in line for some type of Executive Committee longevity award! However, I discovered that I've merely followed in the footsteps of Ray Taylor who has held the same AAA officer positions as me, so no award will be forthcoming.

As Charlie Brown would say, "Rats!"

Seriously, some very special thanks are due to the 2007 members of the Executive Committee, i.e., Pat Rose, Jef Richards, Kristina Frankenberger, Shelly Rodgers, Kim Sheehan and Don Jugenheimer all of whom made my year as President as stress-free as possible. I'd like to note that much progress has been made with respect to updating, standardizing and simplifying the AAA financial record keeping. I take no kudos for these very important accomplishments. Rather, EC members



Les Carlson

President, p. 2

Special Feature

Third Party Site Optimization

by Ryan Ghiardi

In the past, consumers using the Internet to research their next big automotive purchase had to rely on brand vehicle sites like gm.com and Toyota.com. Now, consumers looking for information on warranty, trade-in-value, price, incentives, etc. can find this information on third party sites such as Edmunds.com or Cars.com. These sites also allow consumers to review vehicles and check out vehicle comparisons. If consumers want to learn more about the models they are interested in, they can quickly become educated by

navigating the content on these sites. Automotive manufacturers like GM and Toyota now have to find a way to influence consumers that visit these third party sites towards their brands.

The introduction of these third party



Ryan Ghiardi

Third Party, p. 9

President, cont'd p. 1

such as Kristina, Don and Pat are deserving of the Academy's thanks in this area. Also, Kim managed superbly another near record number of submissions for the Burlington Conference as well as publishing the 2007 Proceedings in CD format. Shelly served admirably and conscientiously as Secretary and is now successfully transitioning to her new position as Vice President where she is handling what is NOW the new record for AAA conference submissions! As you know, Jef is coordinating the 50th anniversary celebration, which will take place at the 2008 AAA conference. He will be serving as your President for 2008 and because of this, I know the Academy is in good hands for the future. In sum, I could not have had a better group of EC officers to serve with me during my presidency had I hand picked them myself.

I also appreciate the AAA Committee Chairs, Bruce Bendinger, Wendy Macias, Nancy Mitchell, Margie Morrison, Nora Rifon, Mary Ann Stutts and Ray Taylor. That the AAA Committee structure operates as smoothly and as efficiently as it does is a tribute to individuals such as these. I should note that under Nora's direction, the Publications Committee undertook a number of initiatives, one of which I asked the committee to investigate. The PC has recommended and the EC has approved a change in the term of the *Journal of Advertising* Editor. Beginning with the next *JA* Editor, the term for serving as *JA* Editor will be three instead of four years with the potential for one additional and consecutive three-year term. It is hoped that this reduction might lead even more individuals to consider this very important position as well as alleviating potential editor fatigue that can arise over the course of a four-year appointment.

I couldn't complete this column or my term of office without again thanking Bob King. During my previous years as an AAA member, I had an idea of Bob's contributions to this organization, but it wasn't until I became President that I truly understood everything that he does and has accomplished on our behalf. His skills and success with respect to negotiating hotel contracts as well as planning and organizing the many, many details accompanying our annual

conferences are almost beyond comprehension.

Most of all, I want to thank you, the members of AAA. It is you who volunteer and run for AAA offices and positions, attend our conferences, vote in our elections and initiatives, write the papers that make our conferences and journal successful, serve on committees and most importantly, contribute to AAA's image as a truly welcoming organization. I could (but won't) cite other organizations with which I'm affiliated that brand themselves as welcoming but are not. I'm grateful that I was able to preside over one that truly cares about new and existing members.

So, in closing, old AAA Presidents never fade away, they just continue to attend AAA conferences and participate in other AAA events! You'll see me around as AAA has become an integral part of me. Best wishes for the remainder of the semester and a rewarding New Year! **AAA**

Your Vote Was Decisive

by Jef Richards

The American Academy of Advertising is getting a facelift, or more specifically, a new logo. After 20+ years of use, the existing logo had become what many in the Academy felt was dated and tired, and no longer reflected the contemporary aura of leading-edge advertising organization that is the mission and passion of the organization. Members of the Executive Committee agreed that the upcoming 50th Anniversary celebration was a perfect time to update the look and feel of the AAA brand, as a way of symbolizing a renewed commitment to a forward-looking Academy.

In order to generate options, students and faculty at The University of Texas were solicited for logo ideas. More than 50 designs were submitted. To further expand the options, a commercial logo design company, LogoBee, provided yet another nine designs. From all of this, the EC selected a "final four" designs.

Those four logos were presented to the AAA members for a vote (along with the original logo, for a total of five choices). An astounding 29% of you did, in fact, vote. And, one logo stood out as the clear favorite: obviously, this confirmed the fact that we should update the logo. It turned out to be one crafted by LogoBee.

That logo was then "tweaked" by one of our members, Dr. Karen Lee. Karen, whose background includes extensive corporate and institutional creative work, has adjusted the final version to be particularly fitting for the 50th Anniversary. She is also currently developing graphic standards, including fitting the logo to a new letterhead design, etc. This new symbol of the AAA will be rolled out in early 2008. Stay tuned!

Thank you for participating in this process. We know that most of you will like what has come out of this process. **AAA**

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A Conversation with...Andrew Wind

Q&A

Q How did you get started in the ad business?

A It was really a series of reckless decisions. I did a lot of photojournalism in high school and college, won a few awards, made great contacts, even did some lecturing to other students, but three years into my program, I was burned out. So I took an introductory class in advertising on a lark and switched halfway through my senior year. A year and a half later, I was done with school, so I worked on my book and saved money for a few months and moved to New York City with no job, a couple thousand dollars, a couple suitcases and a few sample campaigns. In a fun twist of fate, I found my first New York ad gig through photojournalism contacts.

Q If you could change one thing about the ad industry, what would it be?

A Client mobility. Consumers today really express themselves through their favored brands, and it's getting harder for consumers to find a brand message they can rely on because they change so often. This all stems from the commoditization of advertising in the minds of marketers — but that really falls on agencies' shoulders. Agencies need to differentiate themselves from other agencies by taking more proactive risks to evolve their clients' brands. At the same time, agency leaders need to recognize clients don't develop relationships with agencies, they develop relationships with people, and if your account team or best creative walks out, they take a lot of the clients' loyalty with them.

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

A Thanks to Tivo, satellite radio and popup blockers, consumers are able to filter out advertising messages they don't want to see. Agencies and clients need to accept that they've been overdoing it and have made advertising a nuisance. That said, the remedy is simple: Make advertising appealing again. That means fewer projects, larger budgets and better creative. It's the baseball equivalent of using a bigger bat — you swing less and you hit more balls. Everyone should take a lesson from BMW films or Orbitz's banner games and stop relying on bad advertising that slips through the filters and instead create advertising that causes people to turn their filters off.

Bio



Andrew Wind

Andrew Wind is a copywriter at DraftFCB-New York (formerly Foote Cone & Belding-New York) and native St. Louisan who desperately misses Bread Company and toasted ravioli.

Q How important is the interpersonal chemistry in selecting an advertising agency?

A It's the most important thing to consider when applying at an agency. Many young people think they need to break into the industry however they can, so they take whatever job is handed them. Bad idea. Conversely, others only want to make it into an edgy, sexy creative shop, so they miss out on what might be a better fit. Every agency has a different personality and their creative barometer is only one aspect of that. Since you're not going to find many young creatives who are willing to sensibly edit their job searches, it's nice to see agencies bringing in young creatives as freelancers to see if it works out.

Q When does humor work in an ad? What pitfalls should companies avoid in using humorous appeals?

A When considering humor as a vehicle, we should ask ourselves: First, is it appropriate for my client's brand? And second: Is humor pertinent to the messaging? I see a lot of ads that are funny for the sake of being funny, and they cross the line between creative that's been written for the clients' benefit and creative that's been written for its own benefit. My former CD wisely called it "talking to ourselves." And she was right. Any agency that lets arbitrarily humorous creative leave the stable should fear developing a reputation for being in this business for themselves and not their clients. **AAA**

Featured Research

My Life in Pictures: Ten Years of Studying Complex Advertising Images

by Barbara J. Phillips

When Linda Scott published her two manifestos in 1994 calling for both a new perspective in studying advertising images and a focus on the reader of those images, it could not have come at a better time for me. I was a doctoral student searching for a way to make sense of the complex pictures that I saw daily in the advertising that surrounded me, and Linda's work gave me both the permission and the tools to start my own research program. I thought that if I understood nothing about these complex images, I'd better start with the basics, so I gathered up six ad pictures and asked consumers how they thought about them. I also asked the creatives who made them what they were thinking. I noticed that some of the real ads had copy and some didn't, and I wondered whether it mattered. These wonderings became the research questions of my dissertation.

By the time my dissertation was published (Phillips 1997; 2000), McQuarrie and Mick had provided both a vocabulary and a foundation for the study of rhetorical figures (McQuarrie and Mick 1996; 1999). Better yet, Ed McQuarrie became a valuable collaborator in the quest to wake up advertising scholars to the fact that pictures matter—that they are not peripheral cues that provide a pleasant feeling on the way to the main message contained in the ad's verbal arguments. In fact, we were able to show that direct verbal arguments are facing extinction,

Figure 1



being replaced over the last fifty years by the increasing prominence of rhetorical figures and especially visual rhetorical figures (Phillips and McQuarrie 2002).

Consider the Blix bathroom cleaner ad shown in Figure 1 (a real ad with the brand name altered). It fits the definition of a rhetorical figure because it is an artful deviation from audience expectation that occurs at the level of style and is not judged as an error (McQuarrie and Mick 1996). That is, we don't usually keep grenades in our

bathroom cupboard next to the cleaning supplies, so the ad is a deviation from expectation. However, consumers don't think this picture is some kind of error; they realize the advertiser has made a style choice in portraying the explosive cleaning power of the product in picture form instead of some other way. Ed and I wondered, does it matter if the

Phillips Bio



Barbara Phillips

Barbara Phillips is Professor of Marketing at the University of Saskatchewan, where she has been teaching marketing and advertising courses since 1996. She received her MA and Ph.D. in Advertising from the University of Texas at Austin; her undergraduate degree in Marketing is from the University of Manitoba. Dr. Phillips' research program focuses on visual images in advertising and their influence on consumer response. She has won several teaching awards and has published over 15 articles in peer-reviewed journals, books and conference proceedings, such as the *Journal of Advertising and Marketing Theory*. Along with Dr. Edward McQuarrie, she has received the "Best Article" award in the *Journal of Advertising* and the Dunn Award from the University of Illinois for "excellence in advertising research." For more information about Barbara Phillips, please visit her faculty homepage.

Phillips, p. 5

style chosen is a visual figure (Figure 1), a verbal figure (“Blix: Stain Grenade”) or a straightforward claim? It turns out, it does—while verbal metaphors invite the generation of multiple positive inferences about the product, visual metaphors compel them (McQuarrie and Phillips 2005).

Around this time, we realized that the language used to discuss verbal figures of speech (e.g., metaphor, irony, rhyme) didn’t really help us explain the types of pictures that proliferate in real advertising. After collecting several hundred ad pictures, patterns began to form. More importantly, we thought the ad patterns could be tied to different consumer responses (Phillips and McQuarrie 2004). We invite researchers to examine our typology and empirically test its tenets for validation or refutation and improvement. We also are providing chapters of testable research hypotheses for new scholars who want to know what aspects of rhetorical figures to study, in a forthcoming book we are editing for M.E. Sharpe (McQuarrie and Phillips 2007).

Lately, I have been spending most of my time looking at fashion ads. These ads rely solely on a few complex pictures to communicate the essence of the brand, differentiate the product from all others, and persuade consumers to pay thousands of dollars for an article of clothing. I thought that if I understood nothing about these complex images, I’d better start with the basics, so I gathered up six ad pictures and I’ve been asking consumers how they think about them. My next step is to ask the creatives who made them what they were thinking. I’ve noticed that real fashion ads rely on the brand name to communicate a lot, and I’ve wondered whether keeping the brand name the same or changing it will matter. I’ll check back with you in another ten years. **AAA**

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Phillips At a Glance

University: University of Saskatchewan (Canada)

Position: Rawlco Scholar in Advertising; Professor of Marketing

Education: Ph.D. from the University of Texas at Austin (Advertising Department)

Research interests: Visual images in advertising including spokes-characters, rhetorical figures and fashion

Awards:

- ▶ *Journal of Advertising* Best Paper Award (with Edward McQuarrie) 2002 and 2005
- ▶ University of Illinois Dunn Award (with Edward McQuarrie and David Mick) 2004
- ▶ *Journal of Advertising* Reviewer of the Year 2000 and 2002

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Building Bridges with Industry to Advance Advertising Knowledge

by Helen Katz

It isn't often that advertising researchers go back to the origins of the industry to examine the work of the 'founding fathers.' But Eighmey and Sar, in their piece examining Harlow Gale, do just that, showing how his early work to identify and explain the 'psychology of advertising' paved the way for the work later conducted by both academic and industry professionals.

Physiological effects of advertising were explored by Bradley, Angelini and Lee in their investigation of the impact of negative political ads on consumers. They showed that, when exposed to such ads, viewers were more likely to reflexively try to avoid the message content (as measured by the eyeblink startle reflex).

Another outcome of advertising's impact is studied by Eng and Keh in their article looking at the value of advertising and brands on company performance. Their econometric analysis of this phenomenon shows that advertising does, indeed, improve the returns of a firm, which is something to hearten all advertising professionals, as well as the

companies whose brands they work on.

Beverland et al. examine in greater detail the agency-advertiser relationship. In particular, they used in-depth interviews with representatives from both 'sides' to explore how agencies do – and do not – show proactivity in their dealings with the clients for whom they work. They found four characteristics of that proactivity all related to the agency's ability to continue to offer up new ideas and strengthen the partnership between them, rather than simply reacting to client wishes and putting all their efforts in at the time of a renewal.

This month's media articles focus on two emerging areas within the agency world. First, Wakefield et al. look more closely at sponsorship programs, to see whether the level of sponsorship makes a difference in consumer impact, and what factors effect that. They conclude that the cueing of the sponsorship can be a critical component to success (or the lack thereof).

Finally, Peters et al. look at an

advertising medium that has barely gotten off the ground.

Their paper, an exploratory investigation of wireless advertising, used depth interviews to investigate consumer reactions to this form of communication. They found that the participants (students) were fairly open to the idea of receiving messages in this way, realizing a social benefit rather than the more traditional informational or entertainment orientation of more traditional ads. **AAA**



Helen Katz

Journal of Advertising Summary #1

Peters, Cara, Christie H. Amato and Candice R. Hollenbeck (2007), "An Exploratory Investigation of Consumers' Perceptions of Wireless Advertising," *Journal of Advertising*, 36 (4): 7-20.

The growth of mobile commerce (m-commerce) provides exciting communication opportunities for reaching an increasingly mobile, "on-the-go" market. Our research explores the perceived benefits and costs of Wireless Advertising Messages (WAM), one emerging m-commerce technology consisting of commercial messages sent directly to consumers' cell phones, pagers and personal data assistants. We address the following research questions: 1) why might cell phone users in the target market want to receive wireless advertising messages; 2) what potential benefits

Journal, p. 9

A Note from the Editor

This concludes our *Journal of Advertising* summary series. I hope you've enjoyed reading these brief summaries of these accomplished authors of *JA*. I would like to thank Helen Katz for bylining our series. Many of you have commented on how much you've appreciated hearing Helen's unique perspectives and insights and, for those of you who are new to the AAA, Helen is a former AAA President too! We are grateful for all that Helen does for AAA.

I also need to thank Marla Royne, current editor of *JA*, for her enthusiasm for this series. Marla's creative input at the beginning of this series helped to shape it into what we hope was informative and interesting to you, our AAA members. Last but not least, I want to send a special thank you to all of our *JA* authors who contributed to this series, and to the AAA members who make this Newsletter possible.

—Shelly Rodgers, Editor

A Conversation with...Steve Sweitzer

Bio



Steve Sweitzer

Steve Sweitzer has served as Group Creative Director and Senior Partner at TBWA Chiat/Day in Los Angeles and New York and Executive Vice President, Executive Creative Director at Hal Riney & Partners in San Francisco. His creative efforts include work for Nissan, Reebok, Sony Playstation, Saturn and Energizer. His work for the GM Electric Car earned him the Kelly Grand Prize Award for print advertising and an Emmy nomination for the companion TV spot. Other award highlights include wins in the One Show, Cannes, and Andy's and Clio's. Sweitzer is currently Chief Creative Officer and Partner of Woodruff Sweitzer, an idea company that provides product development, brand management, artist management, advertising, marketing, public relations and design.

Q&A

Q How did you get started in the ad business?

A Growing up on a farm in Audrain County, Missouri, my father constantly told me to choose a career where you “use your mind, not your back.” Sound wisdom coming from the days of digging post-holes for fences or scooping truckloads of grain by hand. I was no stranger to doing both, so I learned this lesson quickly. Lucky for me, I could draw pretty

well. My folks didn't really know what to make of this development, but encouraged me, nonetheless. At an early age, they enrolled me in a correspondence course called “Famous Artists School.” It was way back east in Westport, Connecticut. Every month they would send me homework to complete. Usually, they were simple drawing and painting exercises, which I dutifully completed and sent back on time. The instructors, (none who were famous) would grade my work and mail it back, along with the next assignment. This went on for a year until I received my diploma—complete with my name along side all the famous artists (Norman Rockwell!) who were part of the school. Probably the most important thing I learned was the importance of meeting deadlines. I had begun to learn how to be creative within a specific time frame. Only later would I realize how important this was. In school, I tried to explore a lot of new ways to use art and that led me to advertising. It's full of opportunities for people who have more than one interest. I got my first job because I could write,

art direct and oversee print and video production.

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

A The mission at our company is to “bring our best thoughts forward every day for our clients.” To do this properly, one must dedicate a certain portion of the day to “think.” For example, we do not allow meetings between the hours of 10 a.m. and 2 p.m. These are the hours dedicated to thinking and crafting our work. Writers write. Art directors art direct. Account services create plans for client growth and so on. It seems weird that we have to set aside time to think, but if we don't, we get caught in the machinery of business and the quality of work suffers.

Q Do you have any advice to clients searching for an agency?

A Make sure you are comfortable with the level of creative from the shops you've decided to talk to. The worst thing is to award your account to the most creative shop and then ask them to dumb down the work. **AAA**

Sweitzer At a Glance

Company: Woodruff Sweitzer

Position: CCO and Partner

Awards: Andy's, Clio's, Kelly Grand Prize Award for print advertising, and awards from One Show and Cannes

Selected Clients:

- ▶ Nissan
- ▶ Reebok
- ▶ Sony Playstation
- ▶ Saturn
- ▶ Energizer
- ▶ GM Electric Car

Special Feature

Members Helping Members through the Media Research Lab at The University of Texas at Austin

by Erin Geisler

The mass media have evolved at lightning speed over the past fifty years. “New Media,” including the Internet, Digital Video Recorders (DVRs), iPods, BlackBerrys, iPhones, video on-demand and video games, have proliferated of late. With these new technologies comes an explosion of information competing for our attention. As a consequence of these changes there remains a great deal of uncertainty calling for actionable research to address the most imperative concerns taking place in this complex environment. Researchers at the Media Research Lab in the Department of Advertising at the University of Texas at Austin are working to understand these changes and have recently assisted other American Academy of Advertising members in conducting their own research by providing access to the lab’s online consumer panel.

The purpose of the Lab—the only one of its kind in the country—is to provide researchers at UT, as well as other academic institutions and corporations across the country, with the infrastructure to quantify changes and answer questions so that media of all kinds can identify new and meaningful ways to connect with their audiences. Dr. Terry Daugherty is an assistant professor of advertising at The University of Texas at Austin and director of the Lab.

“I’ve always been fascinated with media, how it has evolved, how we are engaged by it and how we rely upon in our daily lives,” said Daugherty who has also worked in the media advertising industry. “Technology and the mass media are not only delivering new communication vehicles today, they’re changing how we consume media making media research critical.”

There are two components to the Lab: the physical lab itself and the consumer online panel. The physical lab features collaborative space for planning research, dedicated research stations for conducting experiments and data collection, continuous response measures for



Dr. Terry Daugherty, assistant professor in the Department of Advertising and director of the Media Research Lab.

collecting immediate feedback, an eye tracking system for monitoring visual behavior, and physiological measurement tools for monitoring biological responses to media consumption.

The Lab’s online panel is an opt-in, informed consent, privacy-protected resource of over 20,000 consumers who participate in web-based research.

Development of the panel

began in 2003 with the following goals: (1) to provide undergraduate and graduate classes with real world data to do hands-on teaching/training on the various aspects of conducting research; and (2) to create an infrastructure for students and faculty to conduct theoretically-driven research using an adult population from all over the world.

The aim of using the online panel in the classroom is to facilitate students as active participants in the learning process and engage them in research using this resource as a driving mechanism for discussion, assignments and projects. “In each of our research classes students develop a project to analyze current media usage trends and brand preferences,” explained Daugherty. “They start with secondary research and then examine primary research via the panel. Not only are these students developing strong analytical abilities through these real-world activities, they also are bridging the gap between the rigor of the classroom and what will be expected of them when they graduate and enter the work force,” he added.

Without question, one of the most surprising outcomes since establishing the panel has been the amount of interest expressed by external faculty in using this resource, especially from AAA members. To date, more than 35 studies have been conducted using the panel for both teaching and research purposes through collaborative and independent projects involving colleagues at UT-Austin, as well as at the University of Southern California,

Members, p. 11

Journal, cont'd p. 6

might cell phone users in the target market gain from such usage; and 3) what drawbacks (e.g., monetary costs, effort expended, or loss of privacy) do cell phone users in the target market anticipate in using WAM?

Sixty-minute, semi-structured, depth interviews were conducted during a three-month period with twenty volunteers from a major state university within a large Southern city. Volunteers were screened based on their familiarity with cell phones, computers/PDA communications and text-messaging. Each of the twenty informants reported frequent cell phone and computer/PDA usage and a familiarity with text messaging. The depth interviews were analyzed using standard protocol. Four methods of validation were used to ensure accurate representation and reliability of the data: triangulation, respondent validation, constant comparative method, and comprehensive data treatment.

Data from in-depth interviews

indicate that informants perceived WAM as a way to stay “in the know,” build relationships with companies, and feel part of an “in-group.” While other studies have identified social motivation from the perspective of user networks and the potential for virtual marketing, the findings of this study uncovered the presence of social motivation in WAM communication between consumers and firms. Messages from solicited companies were perceived as “personal,” “informative,” and “special,” sent from firms who “care” about individual customer needs. However, few would pay for WAM and most would discontinue usage if companies sent unsolicited messages.

Findings of the study offer several relevant implications for advertising professionals. First, habitual, often isolated, behavior associated with frequently checking WAM messages, offers a unique opportunity to reach potential consumers in heightened buyer readiness states, undistracted by competing messages. Second, active and impulsive activities such

as games, giveaways, location-based offers and notifications supported by cross-media campaigns reinforce message checking rituals and promote browsing to fill time. Last, successful companies need sophisticated customer relationship management (CRM) systems that compile participant demographics, lifestyle characteristics, brand preferences, and purchase behaviors to ensure that personalized messages are accurate in targeting interested parties.

Journal of Advertising Summary #2

Beverland, Michael, Francis Farrelly, and Zeb Woodhatch (2007), “Exploring the Dimensions of Proactivity within Advertising Agency-Client Relationships,” *Journal of Advertising*, 36 (4).

How should agency personnel manage relationships with their clients to effect renewal? We examine how

Journal, p. 10

Third Party, cont'd p. 1

sites are making consumers more strategic and educated in their buying decision. Consumers feel that they will get non-biased information and a better understanding of the features and benefits of each vehicle than from the actual brand site.

One way to respond to this trend is to use conquering. Marketers are not only buying online advertising for their own third party Web pages they are purchasing ad placements on pages that contain competitive, editorial and product information. Some third party sites encourage conquest buys as a unique opportunity for marketers, while others avoid these placements in fear of alienating existing ad clients.

A perfect example of a conquest buy is on automotive site Edmunds.com, where the Toyota Tundra is labeled as Edmunds Editor’s choice. When consumers go to research the Toyota Tundra, the Web page has an ad placement for Chevy Silverado that highlights that the General Motors truck is the Motor Trend Truck of the Year and an Edmunds consumer choice winner. By clicking on the ad consumers are taken to an enhanced landing page that is housed within

Ghiardi Bio

Ryan Ghiardi is a Interactive Marketing Manager at Digitas working on-site for General Motors based out of Detroit, MI. He has worked in the automotive industry in various account service positions for JWT, Mullen Advertising and Goodby, Silverstien and Partners. Ryan is a graduate of Western Michigan University Advertising and Promotion Department in Kalamazoo, Michigan.

Edmunds.com to learn more about the Chevy Silverado. One of the key benefits to this is that you are not redirected to another site, you stay on Edmunds.com. GM hopes that consumers wanting to learn more about the Toyota Tundra will be influenced to click on the banner to learn more about the Chevy Silverado and not the Tundra.

With the Web you’ve only got a few precious seconds to peak the consumer’s interest so marketers need to make sure their online buys are targeted and efficient. That is why they are placing their online advertising where it can be the most effective: on the competitions’ pages. **AAA**

agencies shape relationships with clients. Such research is important because clients rate agency proactivity highly in renewal decisions, and many agencies are repositioning themselves as solutions providers to extract greater value from relationships. As well, little is known about the nature of agency proactivity and the means by which agencies can ensure the success of such actions. To examine the dynamics of agency-client interactions we developed ten case studies. Each case study involved in-depth interviews with agents and their respective clients. We were able to explore both points of view, resulting in some surprising findings.

Our findings identified four characteristics of agency proactivity and four tactics associated with effective proactivity within relationships. Critically, although adapting to client needs was important for ensuring dissatisfaction with agencies did not occur, relying on this more reactive stance was insufficient to ensure renewal. Thus, adaptation within relationships is a hygiene factor whereas proactivity motivated clients to renew relationships with agencies. Proactivity within relationships was an agency-initiated action that sought to expand the horizon of the relationship by suggesting strategic changes to clients that would improve their competitive position. Although not all suggestions were adopted, such proactivity acted as a signal to the client that agencies were investing the relationship.

To increase the odds of clients adopting their ideas, agencies used four tactics. First, agencies needed to ensure their suggestions were credible by grounding these suggestions in externally verifiable data and placing the suggested solution in the context of the client's business. By doing so, clients saw that agency suggestions were not just a self-interested attempt to cross or up-sell. Second, clients

identified that too many agencies waited until formal review periods to suggest new directions. However, relying on formal review periods was dangerous because clients believed that agencies were just going through the motions. Instead, proactive agencies used both formal and informal communications channels to suggest new ideas. Third, proactivity was more effective within relationships at the later stage of their life cycle where the agency had built up sufficient trust with the client and a deep understanding of their business. Finally, since proactivity involved relationship specific investments, agencies needed to invest significant resources in relationship management (one went as far as independently tracking client brands to generate future insights).

Journal of Advertising Summary #3

Bradley, Samuel D., James R. Angelini, and Sungkyoung Lee (2007), "Psychophysiological and Memory Effects of Negative Political Ads: Aversive, Arousing, and Well Remembered," *Journal of Advertising*, 36 (4).

This study investigated the automatic physiological responses elicited in humans by exposure to negative political advertisements. Specifically, this study examined how such advertising activated viewers' aversive motivational systems. Psychophysiological experimental methods were used, including the introduction of the eyeblink startle reflex used to measure aversive system activation. Fifty-one undergraduate students in communications courses at Indiana University viewed 28 television advertisements from the 2000 presidential election, with an equal number advocating voting

for Bush and Gore. From these 28 advertisements 18 were chosen for this analysis based on 194 pretest participants' normative ratings on two different scales about how positive and how negative the advertisements were perceived, leaving the 6 most negative, 6 most positive, and 6 moderate advertisements, with 3 ads each for Bush and Gore in each category. Measurement of the eyeblink startle reflex during viewing of the negative political advertisements did indeed demonstrate that an activation of the aversive motivational system occurred. What these physiological responses indicate is that while watching these negative political ads, viewers were reflexively preparing to move away so to avoid the message's content.

Advertising practitioners should be aware of the automatic activation that advertisements can have on viewers' motivational systems. This is particularly true for those political advertisements viewed as being negative in tone and content. Although negative political advertisements have been shown to garner more attention and are remembered better, which research has shown can be beneficial with proper tailoring, campaign designers must also be aware of how such messages can activate the aversive motivational system. This study shows that these negative political advertisements activate the inherent, biological need to move away from negative stimuli. An implication is that viewers will want to avoid the message and will associate the candidate with these aversive feelings. Practitioners should realize that they need to strike a balance between the negative content and the level of emotion such advertisements can elicit to avoid a possible negative impact on the public perceptions of their candidate.

Journal of Advertising Summary #4

Wakefield, Kirk L., Karen Becker-Olsen, and T. Bettina Cornwell (2008), "I Spy a Sponsor: The Effects of Sponsorship Level, Prominence, Relatedness and Cueing on Recall Accuracy," *Journal of Advertising*, 46 (4).

In event-based communication and sponsorship-linked marketing programs, what is it that influences a person's ability to recall a sponsor? Is it the sponsorship level? Is it a worthwhile sponsorship investment to be an "anchor" sponsor or gold level sponsor in terms of the recall amongst viewers of the event or is it just as valuable to be a "mid-tier" or bronze sponsor? Do well-known or prominent

brands and brands with a clear relationship to the event have distinct advantages in terms of memory for the sponsor-event relationship? This paper seeks to answer these questions as combined effects and the nature of cueing is also considered. Variation in cueing is used in this study based on the premise that it is not only what

Journal, p. 12

Members, cont'd p. 8

Michigan State University, Ohio State University, University of Tennessee and the University of Georgia, among others. Two AAA members, Dr. Wendy Macias, associate professor in the Department of Advertising and Public Relations at the University of Georgia, and Dr. Sally McMillan, associate professor in the School of Advertising and Public Relations at the University of Tennessee, were the first to kick-start this trend using the panel last year to identify groups of American senior citizens in order to examine their attitudes and behaviors towards online health information.

"The panel enabled us to do a broad-based survey among a specialized population, as we wanted to reach Internet users who were over the age of 55. We found the quality of the panel members to be very high. The response rate and response time were both excellent, and the panel members seemed to take the survey very seriously by providing quality answers and thoughtful responses. Overall, the experience was very positive and I will likely use the panel again in the future," said McMillan. Macias and McMillan hope that health information providers will use their panel findings to more effectively communicate with older consumers, which is not a monolithic group, but quite diverse in their health activities.

Considering 70 percent of the U.S. population uses the



Tom Peake, a master's student in the Department of Advertising, works on Media Research Lab projects.

Internet and that online panels are expected to account for as much as 50 percent of all consumer research, there is no doubt that technology has changed how we conduct research. The downside of course is trying to accommodate all of the requests to access the panel. Another AAA member scheduled to use the panel this year is Dr. Jay Newell, assistant professor in the Greenlee School of Journalism and Communication at Iowa State University. "The panel is obviously a terrific resource, but I would also like to see this sort of cooperation among AAA members become a model for more research work," states Newell.

"The development of this resource within an academic institution is at the forefront of technologically generated knowledge and reflects the most basic core values of teaching, research and service in education," according to Daugherty. Of course, none of this would be possible if not for the strong support of the panel by the faculty in the Department of Advertising at UT-Austin. For this, Terry, Wendy, Sally, Jay and many others—Thank You! **AAA**

Erin Geisler is the Public Affairs Representative for the College of Communication at the University of Texas at Austin and can be reached at Erin.Geisler@austin.utexas.edu For more information on the Media Research Lab visit <http://mediaresearch.communication.utexas.edu/>. Portions of this feature and photos (provided by Terry Daugherty) can be found at the UT-Austin website.

Time Spent with Select Media by U.S. Consumers 2003-2007 (hours per person)

	2003	2004	2005	2006	2007
Total television	1,543	1,546	1,548	1,555	1,555
Broadcast & satellite radio	1,003	986	978	975	974
Box office	13	12	12	12	12
Home video	60	67	76	84	91
Interactive TV & wireless content	7	11	15	19	26
Recorded music	184	185	179	175	175
Video games	75	77	78	82	86
Consumer Internet	164	176	183	190	195
Daily newspapers	192	188	183	179	175
Consumer books	109	108	106	106	106
Consumer magazines	121	124	124	122	122

you ask of a customer or spectator that matters but also how you ask them.

The study uses data collected during the last week of a professional baseball season. Participants in the study were recruited prior to admission to the game and asked to complete a survey. This study found differential effects of sponsorship levels (anchor, mid-tier, low-tier) and individual exposure levels on sponsorship recall accuracy. This field study provided support for lab studies indicating that individuals rely on prominence and relatedness heuristics when identifying sponsors of an event. Further, we examine differences in sponsorship recall accuracy dependent upon whether the response is subject to free recall vs. cued recall. The results indicate that free (or direct) recall is generally more accurate than cued recall, but that this effect differs based on the type of sponsor in terms of the sponsor's prominence and relatedness.

With regard to prominence and relatedness, we identify the advantage of "local prominence." High recall accuracy is found for a local car dealership, newspaper, restaurant, ice cream dairy and food service provider. Findings suggest that relatedness to the event may be influenced by geographic proximity. In terms of sponsorship level, while anchor sponsors are better recalled overall in this study, a prominent and related lower tier sponsorship can gain nearly the same impact of an anchor sponsor. The findings related to the nature of cuing are perhaps the most insightful. They show poorer recall accuracy with specific cuing (signage location in arena) than with direct recall from memory. This may be due to built up expectations of the audience for what sponsor should have superior signage locations. For those seeking to measure sponsorship effects over time, exactly comparable cuing is required for meaningful results.

Journal of Advertising Summary #5

Eighmey, John, and Sela Sar (2008), "Harlow Gale and the Origins of the Psychology of Advertising," *Journal of Advertising*, 36 (4).

Harlow Stearns Gale (1862-1945) was a seminal thinker about the psychology of advertising in the midst of the advertising era called the "Modern Period" by advertising research pioneer Daniel Starch. These were the years 1850 to 1911. Gale traveled to Germany in the late 1800s to study under Wilhelm Wundt, the founder of experimental psychology. Upon his return to the United States in 1895, Gale was given responsibility for the experimental psychology laboratory at the University of Minnesota and instituted a program of experiments and surveys on the psychological effects of advertising. This article analyzes Harlow Gale's program of studies in the context of his contemporaries and the light of current theories to reveal how startlingly advanced he was in his time.

Gale was the first to undertake advertising surveys and experiments concerning the effects of advertising on attention and memory. Indeed, he appears to have been the first person to conduct psychological experiments concerning attention. Following a programmatic approach, he was the first scholar to propose a conceptual definition of advertising. He based his definition on the results of a mail survey of business people who were using advertising techniques. Among the first to employ the survey method in behavioral science, Gale's questionnaire reveals the first application of the rank order (or "order of merit") method. He also was the first to create his own mock-up of advertising stimuli to isolate

the precise nature of the concepts he wished to test.

Gale articulated ideas similar to "attitude toward the ad" with both affective and cognitive aspects, central and peripheral cues, issue involvement, personal influence, and unconscious attitude formation. Citations of Gale's concepts, methods and accomplishments by Walter Dill Scott, Daniel Starch and others speak to his influence on their work and, thereby, to the larger world of advertising theory and practice.

Today, what Gale saw both as a respite from "artificial book psychology" and as an opportunity to test his perspectives with "very live and real psychology" has become a body of knowledge researchers continue to pursue under the name Gale first gave it – the psychology of advertising. Gale's work reminds us to look to the leading edge of advertising practice and consumer behavior to develop theory, and to revisit the work of original thinkers for perspective and inspiration.

Journal of Advertising Summary #6

Eng, Lili, and Hean Tat Keh (2007), "The Effects of Advertising and Brand Value on Future Operating and Market Performance," *Journal of Advertising*, 36 (4), 91-100.

Is brand value creation the new Holy Grail or is it much ado about nothing? To what extent do advertising and brand value contribute to firm performance, and at what level? Do advertising and brand value have lagged effects on firm performance (i.e., lasting beyond the current period)? The article by Eng and Keh (2007) seeks to answer these questions.

Previous research on advertising and brand valuation has examined the contemporaneous effect of either advertising or brand value, but not both, on firm performance. It is logical to bring together these two streams of research, as advertising has important pass-through effect on branding and helps to create value in a firm.

The authors examined the joint effects of advertising and brand value at both the firm and brand values. They hypothesized that advertising expense and brand value are jointly positively associated with (1) the firm's future operating and market performance, and (2) the brand's future operating performance. The sample consisted of valuations of top brands that were published in the *Financial World* magazine from 1992 to 1996. To test these hypotheses,

the authors also obtained matching longitudinal data on advertising expenses and financial indicators from various sources and conducted econometric analyses on the data. There were altogether 563 firm-year observations in the dataset.

The results show that both advertising and brand value improve future accounting returns at the firm level. However, advertising and brand value have only minimal impact on future stock returns. The authors find that advertising effects for the top brands can last up to four years, and support the notion that advertising expense results in better performance at the brand level in terms of brand sales and brand profitability. The authors also find brand value to be a good predictor of brand performance.

There are three managerial implications. Firstly, managers should continue to build their brands, as brand value creation can pay off financially. Yet, brand building has to be approached in a rigorous and systematic manner, in order to minimize wastage of resources. Secondly, particularly for firms with multiple brands in a single product category, individual assessment of each brand's contribution yields meaningful insights. The parent company has to make careful assessment of all its brands and allocate the resources accordingly in order to optimize returns. Finally, in striving to build brand value, managers should recognize the key role of advertising in determining firm performance. **AAA**

Thank You for Voting: New Fellow Criteria

by Pat Rose

I want to personally thank the 26+% of the members who voted on the by-laws change. You will be delighted to know that there was a unanimous vote to revamp the criteria for the Fellow Award to, indeed, make it our most prestigious award. While these criteria will be reflected in the by-laws, please be advised that:



Pat Rose

the designation of Fellow is for a lifetime of achievement in the advancement of advertising scholarship, education, and service to the discipline. Thus, the Fellow is the Academy's broadest and most prestigious award. The basic requirement shall be evidence of a substantial contribution to the accomplishment of the objectives stated in Article II of the Constitution, evidenced by the following accomplishments.

1. *Principal responsibility for publication of significant contributions to advertising scholarship in recognized journals or in book form; and*
2. *Recognition of a nationally known academic or practitioner who has contributed notably to the value and importance of advertising education; and*
3. *Significant service contribution to advertising*

education at the college, university or professional level.

Further, any member of the Academy may nominate another member. The nominating materials are sent to the AAA Nominating Committee.

In addition, the vote was unanimous to "clean-up" the inconsistencies and reduce the number of standing committees to eight.

Past AAA Fellows:

Ronald J. Faber	H. Keith Hunt
Charles Allen	John D. Leckenby
Arnold Barban	Gordon Miracle
Don Belding	Claude R. Martin, Jr.
Sidney R. Bernstein	Ivan L. Preston
Steuart H. Britt	Royal Ray
Phillip W. Burton	Leonard Reid
George Clark	Billy I. Ross
John Crawford	Kim B. Rotzoll
Barton Cummings	Charles H. Sandage
S. Watson Dunn	Jack Z. Sissors
James S. Fish	Esther Thorson
Vernon Fryberger	Daniel Warner
Stephen A. Greyser	Walter Weir
Melvin S. Hattwick	Gordon White
Harry Hepner	Robert Zacher
Don Hileman	

Graduate Students Speak...

by Susan Myers

When I entered the graduate program at the University of Memphis I thought it would be an extension of my existing education. I did not grasp the enormity of the task at hand until I was overwhelmed. A doctoral program is meant to be challenging. It requires adjusting your outlook on learning in order to create rather than absorb—but it is not something that you do alone.



Susan Myers

There are two lessons that I have learned in my experience that I would share with anyone starting the journey. First, take advantage of the human resources around you. A great deal of my learning came from the students ahead of me who could calm my fears and point me in the right direction. In addition, I found that my instructors and advisors never passed up an opportunity to help me succeed—I just had to ask. Each step of the way, the people around me have helped me grow as both a scholar and a person.

My second suggestion builds from the first—never underestimate the value of a good mentor. You need to find someone who is interested in your ideas, but more importantly you must find someone who is interested in you as a person and expects you to do work that is as good as their own. My mentor has pushed me to do more than I thought that I could because my journey is not about personal accomplishment alone but about living up to the potential that she has so graciously attributed to me.

Susan Myers is a Ph.D. Candidate at the Fogelman College of Business and Economics at the University of Memphis in the Department of Marketing and Supply Chain Management. Her research interests involve advertising and congruence as well as direct-to-consumer advertising. Her academic advisor is Marla B. Roynce who is the current Editor of the Journal of Advertising. Myers' work has been presented at a number of conferences including AMA, MPPC and SMA. In addition, she has been published in the Journal of Consumer Marketing and has received a grant from the AAA. Susan received her BBA and MBA from Henderson State University in Arkadelphia, Arkansas.

Jie Zhang

Jie Zhang is a third-year Ph.D. student in Advertising at the University of Texas at Austin. She earned her M.A. in Journalism and Mass Communication at the University of Oklahoma and her B.A. in Advertising at Shanghai University, China. Before coming to the States,



Jie Zhang

she worked as a media buyer at an advertising agency in Shanghai. She first-authored a number of conference papers at AEJMC, AAA and AAA Asia-Pacific. She has broad research interests in advertising, marketing and communication technology. Her past research topics include offensive advertising campaigns, convergence of blog and other media in China, cross-cultural comparisons of corporate communications, service advertising and women images between US and China. She is currently involved in several research projects with UT-Austin faculty on the issues of new media presentation and effects.

Jie Zhang's research advisor is Dr. Wei-Na Lee.

Nakeisha Ferguson

Nakeisha Ferguson is an ABD third-year doctoral student at the University of Texas at Austin's Department of Advertising. She earned her M.A. in Journalism and her B.S. in Business Marketing at University of Missouri-Columbia. Nakeisha was recently awarded the Valuing Diversity Scholarship by the American Marketing Association



Nakeisha Ferguson

Foundation for her research she calls *Hip-hopertising*, a fusion of hip-hop culture and marketing communications. Prior to pursuing her Ph.D., Nakeisha worked as a marketing consultant for several not for profit organizations across the country. Her primary areas of interest include urban and ethnic marketing and hip-hop culture. She has conducted research on topics such as the processing and memory effects of brand placements in hip-hop, affective responses to urban language in advertising and ethnic consumer competition. Her professional academic experience is comprised of variety of teaching and assistantships in courses including Introduction to Advertising, Advertising Campaigns, Principles of Marketing and Marketing Research.

Sangruo Huang

Sangruo Huang is a graduate student in the Department of Advertising, Public Relations, and Retailing at Michigan State University. She holds a B.A. in Advertising and an Honors Certificate in High-Tech Innovation and Entrepreneurship from Zhejiang University, a top university in China. In her first year at MSU, Sangruo achieved a perfect GPA for all her coursework. At the same time, she assisted a senior professor at MSU's Eli Broad College of Business in researching and writing a book, "Marketing: Connecting with Customers". She also served as program assistant for a global education and networking program at MSU for advertising professionals of China Advertising Association in summer 2007. Sangruo worked as a business reporter in China prior to moving to the U.S.

Presently, Huang is participating in a research project on advertising in social networking media. Her primary research interests are in the area of strategic use of digital technology in marketing communications and global branding. Huang is planning to further her study in a major doctoral program.

Sangruo Huang's faculty advisor is Dr. Hairong Li.



Sangruo Huang

Lu Zheng

Lu Zheng is a second-year doctoral student in Mass Communication at the University of Alabama. She earned her B.A. in Western Languages and Literatures from Beijing University. She holds two M.A. degrees, one in French studies from Rice University and one in Advertising and Public Relations from the University of Alabama. She received a President's Fellowship at Rice and a Graduate Council Fellowship at the University of Alabama. She earned the Outstanding Achievement in Applied Statistics by a Non-Major award at UA and was inducted into Kappa Tau Alpha in 2006. Zheng worked as a news reporter at Xinhua News Agency from 2000-2001 and she worked for Ruder Finn, a New-York based PR firm in Beijing, this past summer (2007).

Zheng's work has been presented at national and international academic conferences including the AAA Asia-Pacific Conference, AEJMC and NCA. Her most recent peer-reviewed publication is in *Advances in International Marketing*. This study examined the informativeness and advertising appeal usage in Chinese, French and American magazine advertisements. Her current research interests include cross-cultural advertising, drug advertising, media effects and entertainment theory.

Zheng's dissertation advisors are Dr. Jennings Bryant and Dr. Joe Phelps.



Lu Zheng

Ziad Ghanimi

Ziad Ghanimi is a first-year Ph.D. student in the Department of Advertising at the University of Florida, the same department where he earned his Master's degree. Ghanimi received his Bachelor's degree in 1999 from ISCAE a business school in Casablanca, Morocco, with a double major in marketing and advertising. He then worked as a product/brand manager for several French multinational companies operating in Morocco, Africa, the Middle East and Europe, before being awarded a Fulbright scholarship to pursue graduate studies in the US. Ghanimi assisted in teaching classes in Advertising Strategy and Media Planning and co-authored a number of conference papers. His research interests include creativity in advertising and the influence of religion on consumer behavior. Ghanimi is currently working on a research project comparing Muslim males' and Muslim females' perceptions of advertising.

Dr. Marilyn Roberts, Dr. Lisa Duke-Cornell and Dr. John Sutherland are members of the committee supervising Ghanimi's dissertation.



(L to R) Dr. Marilyn Roberts, Ziad Ghanimi, Dr. Lisa Duke-Cornell

HONORS AND AWARDS

UTA Prof Wins Top Paper Award

Professor Lara Zwarun's (University of Texas at Arlington) paper, "Policy Worth Perpetuating? An Analysis of How Well Kids' Food Ads



Lara Zwarun

Comply with CARU Self-Regulatory Guidelines," won First Place in the Research Paper Award Competition at the Southwest Education Council for Journalism and Mass Communication (SWECJMC) symposium. It will be published in *Southwestern Mass Communication Journal* this spring.

UTA Prof and Student Receive Best Paper Award



Pat Stout and Galit Marmor-Lavie

Dr. Pat Stout and Galit Marmor-Lavie, doctoral student in Advertising (University of Texas at Austin), have received an award for Best Paper from the National Communication Association. The paper, "Understanding Spiritual Need and the Spiritually-Inclined Consumer: Advertising in the New Age," will be presented at the NCA conference in Chicago in November.

College for Creative Studies Hosts MPA Kelly Awards

The Advertising Design Department of the College for Creative Studies in Detroit was proud to host The Magazine Publishers of America Kelly Awards for Outstanding Magazine

Advertising. The winners and finalists were on display the week of September 24 in the Walter B. Ford II Building third floor Advertising Design hallway display area. The MPA Kelly awards are named for Stephen E. Kelly, a former MPA president who devoted his career to magazine publishing. He promoted the concept that creative magazine advertising make the difference in results--a concept that became the guiding principle for the MPA Kelly Awards.

The One Show Traveling Exhibition and College Competition winners made their second appearance at CCS from late September through October. The atrium of the Walter B. Ford II Building and third floor Advertising Design hallway display area was filled with advertising's best work in print, radio, television, design, interactive and new media. The Advertising Design Department and the One Club are working together to make this an annual fall exhibition for benefit of all Detroit and regional agencies, schools, universities and creative services companies.

For more information about events, internships, sponsored projects and partnerships, please contact Mark Zapico, Chair of Advertising Design at 313-664-7870 or mzapico@collegeforcreativestudies.edu.

Winning Paper Investigates Access of Rural Children in China to Traditional and New Media

Professor Kara Chan, Professor of Communication Studies, won the 2007 Emerald Literati Network Award for Excellence for her co-authored paper entitled "How rural children in China consume media and advertising." She is the only award recipient from Hong Kong in the Marketing category.



Kara Chan

GRANTS AND FELLOWSHIPS

UMN Researcher Awarded \$1.1 Million from NIDA

Professor Ron Faber (University of Minnesota) is part of a research team from mass communication, cognitive



Ron Faber

psychology and marketing that has been awarded a grant from the National Institute on Drug Abuse (up to \$1.1 million over three years) for research examining how adolescents and young adults process anti-marijuana messages. The team includes: Marco Yzer (Mass Communication) and Angus MacDonald (Psych) [Principle Investigators] with Ron Faber (Mass Communication), Bruce Cuthbert (Psych.) Monica Luciana (Psychology) and Kathleen Vohs (Marketing) as co-investigators. Brittany Duff, an AAA member and Ph.D. student at Minnesota, will also be working on this project as a Research Assistant.

The project title is: "The Neuroanatomical Basis of Anti-Drug Media Messages: The Impact of Effectiveness and Risk Factors."

The three-year project will employ four studies. One study selects existing anti-marijuana PSAs (video format) using a perceived effectiveness evaluation dimension. In another experimental they test whether perceived effectiveness predictably correlates with known determinants of marijuana use. A third study (also) uses physiological measures to obtain real time evaluations of the PSAs to determine the best evaluation dimension for our final study. For that fourth study, participants will undergo an MRI scan. While being scanned, they will watch PSAs that the first

studies indicated are either effective or ineffective, and will also evaluate each PSA in the scanner using a joystick.

This project is a pioneering study in its integrative approach. It will identify and then correlate brain activity in certain brain regions with communication measures to advance our understanding of why PSAs have the effects (or non-effects) they do.

UTA Prof Named Health Fellow

Dr. Pat Stout (University of Texas at Austin) has been named as the Chancellor's Health Fellow in Health Care Ethics and Communications for one year beginning August 1, 2007. The purpose of this fellowship is to work with a consortium of ethicists assembled from across the UT System and the state to enhance the educational, research and patient care programs of the University of Texas System with initiatives directed toward the role and efficacy of ethical considerations in healthcare with an emphasis upon communication strategies. The fellowship includes an award of a \$25,000 academic enhancement fund to be used for research and educational purposes.

JOB CHANGES, NEW HIRES, P&T

Prof. Katherine Frith will assume her new position as Associate Professor at the School of Journalism in the College of Mass Communication and Media Arts, Southern Illinois University beginning December 2007.



Katherine Frith

OTHER NOTES/NEWS

MSU Hosts Global Program

Dr. Hairong Li (Michigan State University) hosted a global education

and networking program for professionals of China Advertising Association September 2007.

The program included academic seminars, visits to advertising agencies, and relationship building activities between Chinese and American advertising professionals. This is the third year the program has been offered at MSU. A story about this program is available online at <http://www.hometownlife.com/apps/pbcs.dll/article?AID=/20070916/NEWS06/709160399>.



Hairong Li

BOOK RELEASES

Building Buzz

Kim Sheehan's new book, "Building Buzz to Beat the Big Boys: Word of Mouth Marketing for Small Business" will be published early in 2008 by Praeger Publishing. The book, co-authored with ad agency owner Steve O'Leary, helps small businesses, particularly retail businesses, learn how and why word of mouth can be used to create customer communities. Melding academic research with real life lessons from small business owners, the book should serve as a valuable tool for teachers and practitioners alike. For more information: <http://www.greenwood.com/catalog/C34598.aspx>.



Kim Sheehan

International Business

Michael S. Minor at the University of Texas Pan American announces the publication of the 11th edition of: Donald A. Ball, Wendell H. McCulloch, Jr., J. Michael Geringer, Michael S. Minor and Jeanne M. McNett, *International Business: The Challenge*

of Global Competition (New York: McGraw-Hill/Irwin, 2008).

Additional Titles

Go Figure! New Directions in Advertising Rhetoric edited by Edward F. McQuarrie and Barbara J. Phillips (see announcement on p. 41).

Strategic Copywriting: How to Create Effective Advertising by Edd Applegate (see announcement on p. 39).

Emotions, Advertising and Consumer Choice by Flemming Hansen.

In Defense of Advertising by Jerry Kirkpatrick.

Madison Avenue and the Color Line: African Americans in the Advertising Industry by Jason Chambers (release date December 2007).



Jason Chambers

How to Succeed in Advertising When All You Have Is Talent (2nd edition) by Laurence Minsky.

Humor in the Advertising Business: Theory, Practice, and Wit by Fred Beard.

Cases in Advertising and Marketing Management: Real Situations for Tomorrow's Managers by Edd Applegate and Art Johnsen (see announcement on p. 40).

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



David Schumann



Esther Thorson

Events & Deadlines

December

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

1: Sign up now for AEF's Spring 2008 Inside Advertising Speakers program (see call, p. 25)

17: Deadline for submissions to 11th IAA World Education Conference in Washington, D.C. (see call pp. 30-31)

January 2008

2: Nominations for AAA Awards due (see Announcements pp. 19-22)

15: Paper submission deadline for 2008 conference on NeuroEconomics in Denmark (see call pp. 32-33)

24: AD Bowl 2 Symposium on Television Extravaganzas 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

31: Deadline for paper submissions to the 2008 ACR Latin America Conference (see call, p. 27)

February

15: Application deadline for AEF's Visiting Professor Program (see call, p. 26)

March

1: March 2008 AAA Newsletter available on the AAA Web site at <http://aaasite.org>

9: Deadline to submit papers to Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference (see announcement, p. 23)

9: Paper submission deadline for 7th International Conference on Research in Advertising in Antwerp (see call, p. 34)

15: Deadline to submit manuscripts to International Journal of Mobile Marketing (see call, p. 24)

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

April

1: Deadline for submissions to Special Issue of Journal of Advertising on Advertising Regulation and Self-Regulation (see call, p. 28)

6-7: 11th IAA World Education Conference (see call pp. 30-31)

7-9: 41st IAA World Congress (see call pp. 30-31)

May

15-16: 2008 Conference on NeuroEconomics in Denmark (see call pp. 32-33)

June

1: June 2008 AAA Newsletter available on the AAA Web site at <http://aaasite.org>

23-27: Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference in Las Vegas (see call, p. 23)

27: 7th International Conference on Research in Advertising in Antwerp (see call, p. 34)

July

31 - August 3: 2008 ACR Latin America Conference in Sao Paulo, Brazil (see call, p. 27)

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

Announcements

CALL FOR NOMINATIONS

The Billy I. Ross Advertising Education Award

The American Academy of Advertising is proud to announce its call for applications or nominations for the Billy I. Ross Advertising Education Award. The primary purpose of the award is to recognize innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching. The award is presented at the annual conference of the Academy and is accompanied by a cash award and a plaque commemorating the event. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aaasite.org>

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

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

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

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

CALL FOR NOMINATIONS **The Distinguished Service Award**

The AAA Awards Committee would like to remind members of the Academy that they may nominate individuals for the AAA Distinguished Service Award. The Distinguished Service Award is given by the Academy to individuals who have rendered distinguished service to the Academy and/or advertising education. The person should be a champion of advertising education, active in providing opportunities for the professional development of students and faculty, and someone who unselfishly performs this meritorious service. One need not be a member of the Academy to be considered for this award. It is expected that the Distinguished Service Award will be given infrequently and only for truly distinguished service. The award is presented at the annual conference of the Academy and is accompanied by a plaque commemorating the event. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aasite.org>

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

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

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

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

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

The nomination letter and supporting documentation must provide evidence of the contributions of the nominee. The evidence submitted should be readily identifiable and measurable. For an academic, such evidence is likely to be exhibited in the form of scholarly publications (e.g., books and/or peer-reviewed articles). For an advertising practitioner or organization, the results of specific programs or activities that have had a positive impact on society would serve as evidence. There must be evidence of lifetime achievement in either ethics or social responsibility.

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

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

CALL FOR NOMINATIONS

Charles H. Sandage Award for Teaching Excellence

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

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

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

- ▶ Performance of students as advertising (or business) professionals
- ▶ Performance of students as advertising (or other) teachers
- ▶ Case study development and publication
- ▶ Textbook publication
- ▶ Letters from past students (not sufficient in and of themselves)
- ▶ Innovative course development
- ▶ Innovative ex-class room teaching development

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

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

CALL FOR PAPERS

Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference

June 23 – June 27, 2008 in Las Vegas

Welcome reception/registration will take place at the AmeriSuites (soon to be Hyatt Place) Hotel in Las Vegas, Nevada starting at 6 p.m. on June 23, 2008. This is the hotel we recommend that conference attendees make their room reservations at due to the low negotiated price (\$109 per night, single or double) which includes a full breakfast each morning and a number of other amenities (check out their website at www.amerisuites.com/reservations/locationdetail.asp?facid=4032&view=overview). This is a superb suites-only hotel, and it also has the advantage of being located one short block from the University of Nevada at Las Vegas which will be the site for all of our sessions (for those preferring not to walk, transportation will be provided). Contiguous to the building where our sessions will be held is the student union at UNLV which offers a number of good options for lunch each day. For reservations at AmeriSuites/Hyatt Place Las Vegas, call toll-free (888)-444-0611 and identify yourself as a participant in the CSD&CB Conference. A block of rooms has been reserved, but reservations must be made by May 10, 2008 at the latest to guarantee space at this special negotiated price. Make your reservations early to be sure that you secure your accommodations at this delightful suites-only hotel. Pending room availability, this rate will also apply to days before and 2 days after the conference.

Sessions begin Tuesday morning, June 24 ending each day by 4:30 p.m. and the conference ends at noon on Friday, June 27, 2008.

Conference venue and host: all sessions will be held on the UNLV campus and the conference is hosted by UNLV's Department of Marketing, College of Business.

Early Registration [by May 10, 2008] = \$275 (\$175 for students) and includes refreshments during all session breaks plus food/beverages at the Welcome reception on Monday night, June 23. Late Registration = \$325 (\$225 for students).

Papers focusing on topics related to customer satisfaction, customer dissatisfaction and complaining behavior, and linkages between any of these or related constructs and customer loyalty toward service providers, consumer or business products are welcome. Empirical and conceptual papers are equally encouraged. Please try to limit the length of your manuscript to not more than 25 pages (double-spaced; 12 pt font). All submissions will undergo an editorial board review process, and all accepted papers and abstracts will be published in copyrighted electronic proceedings and made available on a CD.

Due Date for Submitting Papers or Abstracts: March 9, 2008. Check out our website (<http://www.cobilstu.edu/jcsdcb>) for additional details including the registration form. To ask questions and/or to electronically submit your paper or abstract, contact:

Stephen Goodwin
Editor, JCS/D&CB
Professor of Marketing, College of Business
Illinois State University, Normal, IL 61790-5590
E-Mail: sagoodwi@ilstu.edu
Tel. (309) 438-2893.

CALL FOR SUBMISSIONS

International Journal of Mobile Marketing

June 2008 Issue

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

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

About the International Journal of Mobile Marketing

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

The journal is free to MMA members and published authors. There is a nominal subscription fee to non-members.

Invited Submissions:

Individuals interested in submitting articles (4,000-5,000 words) should submit their draft or prospectus to the MMA no later than **March 15, 2008**.

Submissions should be emailed in MS Word to mmajournal@mmaglobal.com. Suggested topics include:

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

The MMA *International Journal of Mobile Marketing* is developed by the MMA Academic Outreach Committee (AOC). The journal is co-edited by Michael Hanley, Assistant Professor, Department of Journalism, Ball State University and Michael Becker, EVP, Business Development, iLoop Mobile, Inc. Feel free to contact the AOC at mmajournal@mmaglobal.com to verify the appropriateness of a topic before submitting a paper for publication.

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 Spring 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.

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 and early 2008. 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
- ▶ Representations of Masculinity and Femininity in Advertising
- ▶ Public Service Advertising
- ▶ Multiculturalism in the Marketplace
- ▶ The Management of Brands
- ▶ Ethics and Advertising
- ▶ Advertising in China
- ▶ Advertising and Christmas
- ▶ The Interpretation of Advertisements

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 VISITING PROFESSORS **Advertising Educational Foundation** **2008 Visiting Professor Program** Application Deadline: February 15, 2008

"While I do teach the societal impacts of advertising and marketing to my media sociology students, prior to my VPP placement, I had never stepped foot in an advertising agency. My perceptions of the industry have become more nuanced and I have gained deeper insights into how advertising and marketing are 'made'. The VPP experience will have a lasting impression on my work as a sociologist and as a professor. I will certainly share the insights I have gained with my students and my research is already taking on new directions." – Professor Mary Ebeling, Drexel University

Background

The VPP is a two-week fellowship for professors of advertising, marketing, communications and the liberal arts (e.g. Anthropology, English, History, Psychology and Sociology). In 2007, 18 professors were hosted by 17 advertising agencies and The Advertising Council in New York City, Chicago and Durham, North Carolina. Whether a professor is placed with an agency, a marketing or media company depends upon his/her area of expertise. The number of placements in the VPP is contingent upon the number of companies willing to host a professor. Preference is given to professors with little or no industry experience and to those who have not already participated in the program. *Note: Program is only offered to professors teaching in the United States.*

Objective

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

Components

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

2008 VPP: July 14 - 25

Professors chosen by the VPP Selection Committee will be placed with host companies in New York City, Chicago and other major cities. Participants are expected to be available for the full two weeks.

Expenses

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

Application

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

Notification: April 2008

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

The AEF welcomes your comments and questions.

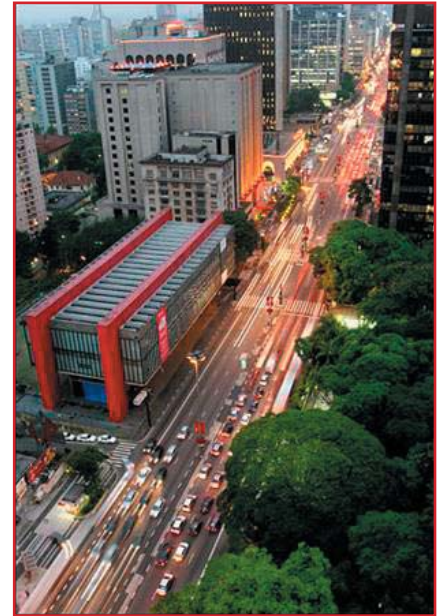
Please contact Sharon Hudson, Vice President, Program Manager, at sh@aef.com or (212) 986-8060.

CALL FOR PAPERS
ACR Latin America 2008
Sao Paulo, Brazil
July 31 - August 3, 2008
Renaissance Sao Paulo Hotel

Please join us for what promises to be another wonderful Latin American ACR conference! The conference will include the full array of sessions, including competitive and special topic sessions, workshops, and the film festival. Submission Deadline is **January 31, 2008**. For the Call for Papers and more information, go to the ACR website: www.acrwebsite.org, click on conferences, then on Latin American conference. Do not hesitate to contact any of the co-chairs with any questions you may have.

We hope to see you in July!

Claudia Acevedo, Jose Mauro Hernandez & Tina M. Lowrey



CALL FOR SUBMISSIONS

The Journal of Advertising

Special Issue Advertising Regulation and Self-Regulation

Manuscripts are being solicited for an upcoming issue of *Journal of Advertising* devoted to advertising regulation and self-regulation. Authors may submit empirical studies, analysis of legal issues currently faced by government or trade groups, or conceptual analysis of current issues in light of the existing literature. Papers should be theoretically well grounded and contain significant managerial and/or policy implications. The primary criterion for assessing fit with the special issue is whether the paper provides new insight into theory and/or practice of advertising regulation or self-regulation and their impacts on business practices.

Topics that would be appropriate for this special issue can focus on either government actions, non-government trade associations programs run without government sanction or control secondary regulatory impacts on advertising practices such as regulation, self-regulation by mass media vehicles. Specific topics can include, but are not limited to:

- ▶ Specific creative techniques that can raise regulatory concerns.
- ▶ Assessments of the circumstances under which self-regulatory organizations efforts influence advertising outcomes in either the U.S. or other countries.
- ▶ Evidence requirements for regulatory concerns or self-regulation.
- ▶ Regulatory issues involving specific target markets (e.g., children, low income consumers, consumers with limited education).
- ▶ Regulatory or legal issues in international advertising.
- ▶ Client/agency relationships and responsibilities for regulatory issues.
- ▶ Regulatory issues pertaining to new media, including privacy issues.
- ▶ Regulation of specific media types that impact advertising content (e.g. outdoor advertising; child-oriented television)
- ▶ Regulation and self-regulation of specific product categories such as pharmaceutical advertising to doctors or consumers (DTC), OTC drugs or nutritional supplements, food, tobacco, guns, or alcohol.
- ▶ Relationship of non-government trade groups to government regulators.
- ▶ Impact of government decisions on business activity, self-regulation practices or consumer trust in advertising messages.

Submission Information

Papers are to be sent via a special email address at jaspecialissue@villanova.edu, stating in the subject line the general research approach. Manuscripts are to follow current JA manuscript guides found at <http://ja.memphis.edu/inforauthors.htm>

Manuscripts are due by April 1, 2008.

Charles R. Taylor
Department of Marketing
College of Commerce and Finance
Villanova University
Villanova, PA 19085-1678
Phone: (610) 519-4386
Herbert Jack Rotfeld
Department of Marketing
201 College of Business Building
415 W. Magnolia Ave.
Auburn University, AL 36849-5246
Phone: (334) 844-2459

CALL FOR APPLICATIONS
Sport Management Program, Division of Kinesiology
University of Michigan

Bettina Cornwell is joining the Sport Management Program, Division of Kinesiology as Professor of Marketing and Sport Management at the University of Michigan. She would like to invite PhD applications from students interested in researching sponsorship communication effects in sports and events. Information about the division can be found at <http://www.kines.umich.edu/>.

Topics of interest include but are not limited to:

- ▶ Implicit and explicit recall of sponsorship-linked marketing communications
- ▶ Health and public policy issues surrounding the use of sporting images to promote products
- ▶ Sponsorship and possible reconstructive memory and memory priming effects
- ▶ Examination of the role of active and passive sponsorship leveraging in sport
- ▶ Consideration of sponsorship portfolio effects

The ideal student will have a background that includes an understanding of experimental design and inferential statistics and interest in an inter-disciplinary approach to research.

Students will enroll in a PhD program in Kinesiology that combines cognate courses from psychology and business. Interested students will be expected to also apply for any appropriate fellowships, grants and scholarships. Applications for 2008 close soon. Information on these and the application process are available from the Rackham Graduate School at the University of Michigan: <http://www.rackham.umich.edu/>.

Bettina can be reached at tbettina@umich.edu.

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

Announcements... (cont'd)

CALL FOR PAPERS

Conference on NeuroEconomics (ConNEcs) 2008

May 15-16, 2008

Copenhagen Business School

Solbjerg Plads 3 · 2000 Frederiksberg

The purpose of the ConNEcs 2008 is to provide an international discussion forum for research in the intersection of the psychology and neuroscience of decision-making and to set a stage for the presentation of recent contributions. Theoretical, conceptual and empirical studies on (consumer) decision-making and related issues are invited. Methodological papers illustrating the use of measurements of eye-movements, brain scanning, facial expressions, verbal and pictorial scales are encouraged. Papers will be selected based on a peer review process involving experts in all of the above mentioned fields.

Relevant Topics

Relevant papers include topics such as:

- ▶ Understanding the underlying mental mechanism of biased decision-making (e.g. context effects etc.)
- ▶ The effects of consumer exposure to information, news products, promotion, price etc.
- ▶ Studies of emotional responses to marketing
- ▶ Financial and other decisions under certainty, uncertainty and risk
- ▶ Methodological studies demonstrating the use of FMRI, EEG, PET, Eye-movements, DTI etc. for decision-making research
- ▶ Studies inquiring into loyalty and brain processes associated with loyal behavior

Best Paper Award

The Best Paper will receive the Best Paper Award 2008. This is a 1500 Euro endowed prize, which is awarded by BRFKredit A/S. The Scientific Committee will select the Award recipient.

Procedures for Submitting Papers

Authors, who want to present a paper or a poster, should submit the following information:

- ▶ Submission type: Presentation or Poster (if presentation, please indicate whether you would also be interested in presenting a poster in case your paper will not be accepted for presentation)
- ▶ Title of paper
- ▶ Primary contact person's name, affiliation, mailing address, phone number and e-mail
- ▶ Short abstract (75-100 words) for the conference proceedings
- ▶ Names of other co-authors/participants and their affiliations, and whether they are presenting author(s)

Poster submissions:

Please submit an extended abstract (1 page, single spaced to provide a brief overview of your work)

Presentation submissions:

Please submit an extended abstract (750-1,000 words, single-spaced, extended abstract, which should provide a summary of the paper, including conceptualization, method and major findings.)

For all submission types please also return the enclosed response form as soon as possible, no later than **January 15, 2008**. Please e-mail (or fax) the abstract and response form to:

Majken L. Møller
Center for Marketing Communication
Department of Marketing, Copenhagen Business School, Denmark
E-mail: mlm.marktg@cbs.dk
Fax: +45 3815 2101

Any questions can be directed to Majken L. Møller mlm.marktg@cbs.dk

Continued on next page...

Important Dates

- ▶ January 15, 2008 Submit abstracts
- ▶ January 31, 2008 Confirmation of acceptance of the proposal
- ▶ February 15, 2008 Early Registration Deadline
- ▶ March 31, 2008 Send revisions
- ▶ April 30, 2008 Send presentation by e-mail or CD-ROM to Majken L. Møller
- ▶ May 9, 2008 Late Registration Deadline

More information about the conference is available online at our website: www.connecs.org

Announcements... (cont'd)

CALL FOR PAPERS

7th International Conference on Research in Advertising (ICORIA)

June 27-28, 2008

University of Antwerp Management School

THE 7th ICORIA CONFERENCE will be held in 2008 in Antwerp, one of the most interesting cities in Europe. Over 80 papers on topics related to Advertising and Brand Communication will be presented during the two days of the conference. We plan a reception in the University of Antwerp Management School on Thursday evening, and a Gala Dinner and party on Friday evening. The conference fee for registration before May 20, 2008 is €340 which includes admission to all sessions, lunches and refreshments on both days, Thursday reception, Friday dinner and party, and a €25 annual membership fee of the European Advertising Academy. Full information on travel & accommodation can be found on the conference website: www.icoria.org.

PAPER SUBMISSION: Please submit a five page summary of your paper **as soon as possible** (but no later than **March 9, 2008**) to: papers@icoria.org. All submissions will undergo blind peer review, so papers should be laid out in correct academic style and authors should not be identified in text. Your summary must include an Abstract, Introduction, Discussion and/or Conclusions, and list of References, as well as a brief description of your hypotheses, research objectives, methods, and findings. Papers should be composed of five pages; single-spaced; 12 point font; Times New Roman; title page, tables, figures and references excluded. The cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details, including: e-mail address, telephone, and postal address. Please refer to the Style sheet for details regarding the required submission format.

SUGGESTED TOPICS:

Advertising & Brand Communication issues, such as, but not excluding other topics:

- ▶ Accountability & effectiveness
- ▶ Attention & Processing
- ▶ Branding
- ▶ Brand portfolio analysis
- ▶ Channel & Multi media
- ▶ Content & creativity
- ▶ Consumer behaviour
- ▶ Corporate responsibility
- ▶ Cross-cultural issues
- ▶ Emotions
- ▶ Ethics
- ▶ Internet
- ▶ IMC
- ▶ Measurement & evaluation
- ▶ Media management
- ▶ Models of brand communication
- ▶ Product placement
- ▶ Public relations
- ▶ Relationship building
- ▶ Sponsorship & Events
- ▶ Special target groups
- ▶ Special industries & Organisations

PUBLICATION:

- ▶ All accepted paper proposals will be published in the Conference Proceedings CD-ROM
- ▶ A conference book with selected contributions will be published after the conference.

MORE INFORMATION: Please visit our conference website at <http://www.icoria.org> (if this link does not work, please type the URL in your browser).

If you have any questions about paper submission, please contact papers@icoria.org. For questions concerning the venue or practical arrangements, please contact nathalie.dens@ua.ac.be.

We look forward to receiving your submission and seeing you in Antwerp in 2008!

JOB ANNOUNCEMENT

Winona State University

Assistant Professor, Mass Communication/Advertising

RESPONSIBILITIES: To teach advertising courses including Advertising Copy Writing, Advertising Media Selection, Advertising Design and Advertising Campaigns. Based on preparation, experience and curricular needs, additional teaching assignments might include Mass Media Law, Mass Media Issues and Ethics, Mass Media History, Mass Communication Theory, and Research in Mass Media; to provide academic advising to students and student organizations; to fulfill other faculty responsibilities including attending department meetings, department and university committee meetings.

QUALIFICATIONS: An earned doctorate in advertising, mass communication, marketing communications or other appropriate field is required. At least three years of professional advertising experience also is required. The strongest candidates will have a record of creative or scholarly accomplishments in advertising, experience with interactive media, teaching experience, professional memberships and the demonstrated ability to work in a professional and collegial manner. Finalists will be asked to provide a portfolio and may be asked to deliver a teaching demonstration pertinent to this position.

WINONA STATE UNIVERSITY: The mission of Winona State University is to educate and enlighten our citizenry at a distinctive institution: a community of learners improving our world. As an emerging leader in education for the 21st century, Winona State University is committed to creating an environment to learn differently, work together differently, and make differences in our world. Located in the beautiful bluff country of the Mississippi River Valley, the Winona campus is largely residential and primarily services a traditional student age population, while the Rochester campus serves primarily non-traditional students. The Institute of Lifelong education, headquartered on the Rochester campus, meets the needs of the non-traditional student on each campus and provides the structure for outreach activities compatible with the mission of WSU. Commonly held principles help Winona State University prepare undergraduate and graduate students on both campuses. We value differences and work collaboratively, continuing a legacy of a century-and-a-half of service.

APPLICATION INFORMATION: Resume, undergraduate and graduate transcripts and a list of at least 3 references, with addresses and telephone numbers.

POSITION AVAILABLE PENDING BUDGETARY APPROVAL

ALL APPLICANTS MUST BE ABLE TO LAWFULLY ACCEPT EMPLOYMENT IN THE UNITED STATES.

*Persons writing letters of reference should be advised of Minnesota's open record law which can make such letters available to applicants upon request.

APPLY TO: Mass Communication Advertising Search, Human Resources, Winona State University, P.O. Box 5838, Winona, MN 55987; 507-457-5639 (Office); 507-457-2269 (Fax); jobs@winona.edu (E-mail); www.winona.edu/humanresources (Website).

A member of the Minnesota State Colleges and Universities System.

An equal opportunity educator and employer.

Women, minorities and individuals with disabilities are encouraged to apply.

JOB ANNOUNCEMENT

University of Minnesota

School of Journalism and Mass Communication, College of Liberal Arts

Assistant Professor, Strategic Communication

Appointment Start Date: August 25, 2008

Job Description: The School of Journalism and Mass Communication is seeking an outstanding colleague in strategic communication to extend departmental curricular strengths in public relations. This is a 100%-time, nine-month, tenure-track faculty position at the rank of assistant professor, beginning August 25, 2008. Research and scholarship may be in organizational and management studies; policy studies; social and behavioral theory; economics; history; international media studies or emerging areas of scholarship related to new media studies.

Successful candidates will demonstrate promise for developing a strong program of research and publication; clear potential for securing external research support; promise of excellence in teaching at the graduate (including the professional MA in strategic communication) and undergraduate levels; and a capacity for, and commitment to, establishing linkages with the profession and related academic departments. Salary will depend on the successful candidate's qualifications, consistent with collegiate and university policies.

Qualifications: Applicants must hold a Ph.D. in Mass Communication, Advertising, Public Relations, or related discipline by the date of appointment. Advanced ABD's may be considered for appointment at the rank of tenure-track instructor with the stipulation that the Ph.D. is conferred in the first year of the appointment. Professional experience in strategic communications is highly desirable.

Applications will be reviewed beginning **November 14, 2007**, and will be accepted until the position is filled. To apply, you must submit a cover letter describing interest in the position and a curriculum vitae online by going to <http://www.employment.umn.edu/applicants/Central?quickFind=66653>. In addition, please have letters of evaluation from three references mailed directly to the School. The address is:

Chair, Strategic Communication Faculty Search Committee
School of Journalism and Mass Communication
University of Minnesota
111 Murphy Hall/206 Church Street S.E.
Minneapolis, MN 55455-0418

Additional application materials may be requested at a later date. Nominations of outstanding potential candidates for this position are also welcome.

The University of Minnesota is an equal opportunity educator and employer.

JOB ANNOUNCEMENT **University of South Carolina** **School of Journalism and Mass Communications**

The University of South Carolina's School of Journalism and Mass Communications seeks applicants for positions in varied areas of emphasis in teaching, research and creative activity. Positions are open rank unless otherwise specified, and we encourage applications from senior faculty.

The School has dual academic and professional tracks. Academic-track candidates must have a Ph.D. (ABD's considered), proven research record and some professional and/or teaching experience. Professional-track candidates must have significant professional experience (some teaching experience preferred). All applicants should be committed to research or creative activity, teaching and service in their areas.

We expect to hire faculty in the following areas:

▶ **Media Planning.** The ideal candidate would be well-versed in both traditional and new media and capable of also teaching one or more of our other advertising courses such as campaigns or advertising principles. Tenure-track and non-tenure track candidates will be considered.

▶ **Visual Communication.** The ideal candidate would have professional experience and teaching competencies in visual communication theory history and practice. This may include photography, graphic design, web design, video production, and multimedia. Portfolio of work required. Tenure-track and non-tenure track candidates will be considered.

The School of Journalism and Mass Communications offers bachelor's and master's degrees in journalism and mass communication, as well as a Ph.D. in mass communication. The University of South Carolina is a research university with more than 27,000 students located in South Carolina's capital city, located two hours from the coast and from the mountains. The School has an enrollment of about 1,400 undergraduates and 60 graduate students in print and electronic journalism; advertising and public relations; visual communications, and mass communications. The faculty consists of a collegial group of researchers and educators with a wide range of backgrounds and interests. For more information, see the School's website at www.jour.sc.edu.

Applicants should send a letter of application, CV, and the names of references to:

Dr. Lowndes F. Stephens, Chair
Faculty Search Committee
School of Journalism and Mass Communications
University of South Carolina
Columbia, SC 29208

The search committee's review of applications on a rolling basis will begin **November 15**, and continue until positions are filled. Rank and salary will depend on qualifications and experience. Employment begins in August 2008.

The University of South Carolina is an affirmative action, equal opportunity employer. Minorities and women are encouraged to apply.

JOURNAL ANNOUNCEMENT

The Journal of Public Policy & Marketing

Fall 2007 Issue

Special Section Examining Marketing and Childhood Obesity

With the recent upsurge of interest in obesity issues and marketing to children, Elizabeth S. Moore, Associate Professor and Notre Dame Chair in Marketing at the University of Notre Dame, has edited a set of papers that examine the contributions of specific marketing activities and environmental forces to the childhood obesity crisis and analyze proposed interventions. Although the incidence of childhood obesity in the United States now represents a critical threat to public health, there has been relatively little investigation of this issue from a marketing and public policy perspective.

The special section in JP&M includes contributions from marketing scholars, government officials, media experts and academics in the fields of medicine and public health. The four articles address substantive topics that are central to the current debate on food marketing to children and provide:

- ▶ a conceptual analysis of marketing's role as a contributor to the problem of childhood obesity, and what steps might be taken by food marketers to help alleviate this threat. The authors address a wide range of issues from product offerings, packaging and labeling to advertising impacts, pricing issues, food distribution in schools, and restaurant offerings.
- ▶ a comprehensive analysis of children's TV viewing based on a recent study conducted by the Bureau of Economics staff at the Federal Trade Commission. The article draws on an extensive database provided by Nielsen Media Research allowing the authors to conduct a more systematic and complete analysis of children's advertising exposure than previously available.
- ▶ a detailed content analysis of food marketers' websites for children. Findings are discussed in terms of eleven marketing practices that the authors identify as relevant and potentially of concern to policy makers. This study provides insights into the nature and scope of these marketing activities, to the challenges this new environment poses to young children and to the areas where protections may be needed.
- ▶ an empirical analysis that extends beyond marketing communications to product usage. The researchers ask whether fast food marketing directed at parents has an influence on children's eating behavior via parents' attitudes and beliefs about the social norms for consuming fast food.

Scholars interested in this important and timely topic will find that these papers provide detailed research agendas for future work in this area.

Interested readers can access the table of contents and executive summaries of *JPP&M* articles at www.marketingpower.com/jppm.

Announcements... (cont'd)

BOOK ANNOUNCEMENT

Strategic Copywriting: How to Create Effective Advertising

by Edd Applegate

This text, which is appropriate for courses that focus on the fundamentals of writing advertising copy, is a detailed how-to. Students will learn how to write and design ads for newspapers, magazines, and other print media, as well as commercials for radio and television.

"Applegate crafts good examples, and explains how to test and evaluate the effectiveness of advertising A book that delivers on content. Particularly noteworthy are the chapters on Internet advertising, public relations and corporate advertising, and direct mail." -- *Quill & Scroll*

Instructors who adopt the text for their courses have access to PowerPoint Slides that accompany each chapter.

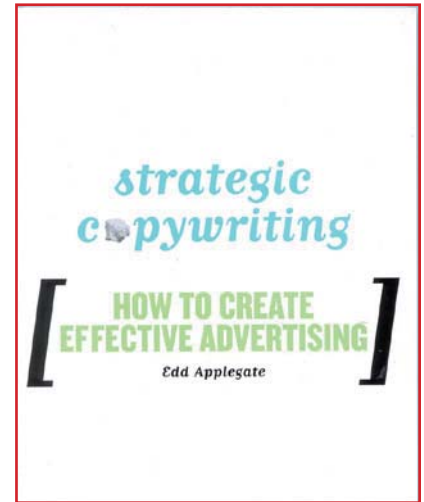
For additional information, see the web page at <http://www.rowmanlittlefield.com>.

Cloth--Discounted Price at web page--\$77.35 (0-7425-3067-1)

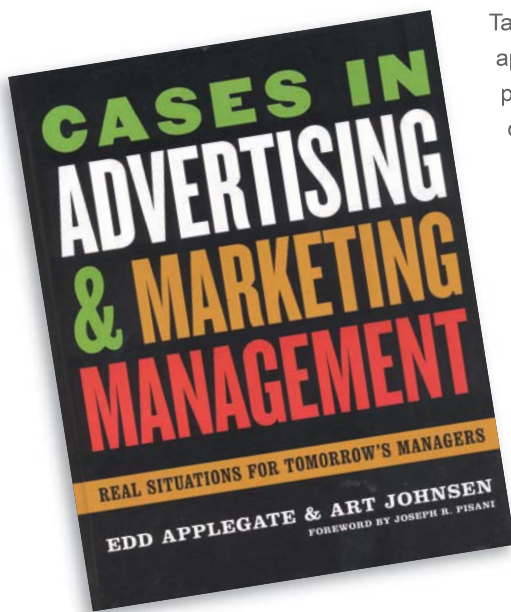
Paper--Discounted Price at web page--\$36.51 (0-7425-3068-X)

256 pp.

Edd Applegate is a professor in the School of Journalism, Middle Tennessee State University, in Murfreesboro.



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

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Go Figure!

New Directions in Advertising Rhetoric

Edited by

Edward F. McQuarrie, Santa Clara University

Barbara J. Phillips, University of Saskatchewan

2007, 336 pages. Tables, figures, bibliographic references, index.

ISBN 978-0-7656-1801-6 Hardcover \$79.95

It is often suggested that the leading practitioners of rhetoric today can be found on Madison Avenue. Advertising, considered as a kind of communication, is distinguished by its focus on causing action. Its goal is not simply to communicate ideas, educate, or persuade, but to move a prospect closer to a purchase.

Ed McQuarrie and Barbara Phillips have been involved in developing the scholarship of advertising rhetoric for many years. In this volume they have assembled the most current and authoritative new perspectives on this topic. The chapter authors all present new, original papers that represent advances beyond what is already known about advertising rhetoric. In the opening and closing chapters the editors provide an integrative view of the current state of the art in advertising rhetoric.



Contents

1. Advertising Rhetoric: An Introduction, *Edward F. McQuarrie and Barbara J. Phillips*
- PART I. THE STARTING BOX: USING THE PAST TO HYPOTHESIZE THE FUTURE**
2. Rediscovering Theory: Integrating Ancient Hypotheses and Modern Empirical Evidence of the Audience-Response Effects of Rhetorical Figures, *Eric D. DeRosia*
3. Rhetrickery and Rhetruth in Soap Operas: Genre Convention, Hidden Persuasions, and Vulnerable Audiences, *Barbara B. Stern*
4. What the Symbol Can't, the Icon Can: The Indispensable Icon/Symbol Distinction, *Val Larsen*
- PART II. THE BLACK BOX: UNDERSTANDING THE COGNITIVE PROCESSING OF RHETORIC**
5. A Model of the Cognitive and Emotional Processing of Rhetorical Works in Advertising, *Bruce A. Huhmann*
6. The Dark Side of Openness for Consumer Response, *Paul Ketelaar, Marnix S. van Gisbergen, and Johannes W.J. Beentjes*
7. Inspecting the Unexpected: Schema and the Processing of Visual Deviations, *Mark A. Callister and Lesa A. Stern*
- PART III. THE GIFT BOX: EXAMINING THE STRUCTURE OF STYLE**
8. The Case for a Complexity Continuum, *Tina M. Lowrey*
9. Pictorial and Multimodal Metaphor in Commercials, *Charles Forceville*
10. Reading Pictures: Understanding the Stylistic Properties of Advertising Images, *Kai-Yu Wang and Laura A. Peracchio*
11. Classifying Visual Rhetoric: Conceptual and Structural Heuristics, *Alfons Maes and Joost Schilperoord*
- PART IV. THE TOOLBOX: UNPACKING THE INQUIRY PROCESS**
12. A Visit to the Rhetorician's Workbench: Developing a Toolkit for Differentiating Advertising Style, *Edward F. McQuarrie*
13. Visual Analysis of Images in Brand Culture, *Jonathan E. Schroeder*
14. Expanding Rhetoric, *Linda M. Scott*
- About the Editors and Contributors
- Index

AAA Editorial Policy

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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