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This AAA 50th Anniversary Newsletter is dedicated to the memory of AAA Presidents Alan D. Fletcher and Vernon Ray Fryburger, Jr. and to all of the great leaders and members of AAA — past, present and future.

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A special thank you to all of our contributors, including those who went to the ends of the earth to find photos of AAA past presidents, and our members and authors who gave generously to make this 50th Anniversary issue possible.

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OF ADVERTISING

50TH ANNIVERSARY
1958-2008

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The President's Column

by Jef I. Richards

THIS IS A HUGE MONTH for the American Academy of Advertising. A major reason, of course, is that this is the month of our annual conference. But I expect this conference to be especially notable. Another reason, as you see in this *Newsletter*, is the introduction of our new logo. And finally, but certainly not least, we are starting to celebrate the 50th Anniversary of the AAA!

I say the conference will be *notable*, because it will be different from any we've had in the past. Just three years ago our typical number of papers presented at the conference was about 50-60. Two years ago we increased that number to 76. And this year we've upped it again, to 101. And along with more papers, we expect to have more authors attend. So we really do expect this to be the biggest conference ever. And there will be an event, I'll discuss in a moment, and a few surprises to make it the best conference ever. The setting, San Mateo, also is outstanding. If you attend, I whole-heartedly encourage you to rent a car

and explore the area.

The new logo is a major development. Besides appearing in this 50th anniversary *Newsletter*,

you should find it on the *Journal of Advertising*—the issue due out this month. It also will be ever-present at the conference. You'll recall that as a member you were given the opportunity to vote on a variety of designs. The one you selected was then "cleaned up" a bit by one of our members, Karen Lee, and the red and black color scheme was chosen. I hope you like the final product. I think it's beautiful. No one seems to know how long the former logo



Jef Richards

Richards, p. 5

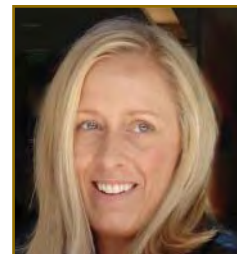
It's Hard to Say "Good-Bye"

by Shelly Rodgers

Well, here we are – our final issue of the AAA *Newsletter* during our (near) four-year journey together. And what a journey it has been!

For starters, I have had the privilege of serving during the reign of four incredibly smart and very talented presidents: Ray Taylor, Pat Rose, Les Carlson and now, Jef Richards, who have shared their support, advice and enthusiasm for the *Newsletter*, for which I am eternally grateful. I can't say enough good things about these four amazing leaders who I am lucky enough to know – and even luckier to know as good friends.

When I think about my editorship, I am filled with pride (and am quickly humbled)



Shelly Rodgers

at the thought that you, the AAA membership, entrusted this important publication to me. More than that, you entrusted me with your stories, ideas, joys and even your sorrows. For this, I have been changed for the

better.

During our time together, we have celebrated your accomplishments and have marveled at your work as the world's leading advertising educators, practitioners, students and scholars. You have generously shared yourselves with us, not only making this *Newsletter* possible but **making this *Newsletter*!**

Rodgers, p. 6

Richards, cont'd

has been used, but it appears to be about 20 years old. That design has served us well, but it was looking dated. It also has been used in a variety of colors and distortions. The new one, as you can see for yourself, is much more contemporary, and we hope to be much more consistent in its future use. It's our new face. And, personally, I think it's a pretty face.

The 50th Anniversary celebration is a central focus of the AAA for this entire year but at no time will that be more apparent than at the conference. Aspects of that celebration will be in evidence throughout the conference. Then, as I've already mentioned to you in at least one earlier note, Friday night at the conference will be our Anniversary Party. In case you missed it, the party will be a "Sneaker Ball." We're hoping lots of you will show up in gowns and tuxes, completing the ensemble with your best sneakers. Mine are already packed. Formal attire isn't required, of course, but I encourage you to join in the fun. If not formal, wear whatever makes you comfortable, so long as it's legal. This will be a night about celebrating. And hopefully the next *Newsletter* will have lots of pictures documenting that spirit.

Oh, and there's one more thing that makes this a big month. With this issue Shelly Rodgers, who has served as a truly exemplary editor, is publishing her final *Newsletter*. And it is the most impressive one ever created for the

Academy. I can't say enough about all Shelly has done to continuously seek ways to further enhance the quality of this *Newsletter*. But I'm sure we'll find another way for her to contribute to the AAA.

I can't end this without acknowledging and thanking all those who have contributed so much to making this month and this year what they promise to be. I especially want to point to everything the past president (Les Carlson) and the past, past president and executive director (Pat Rose) have done to advise me, but that just scratches the surface. I've talked with several of you on a weekly basis. There are so many people who make up this organization, and contribute immense amounts of time and effort on its behalf that even this single, 2008 conference could not happen without thousands of hours of donated time, by scores of people. When I think about how many have contributed so much to get us to this 50th year, I have a hard time wrapping my brain around it. Let's keep this thing going, so the youngest of you can be around to celebrate the 100th Anniversary!

Oh, there is one person I do want to single out for recognition and thank in this big month. He is a co-author of mine, one of the original founders of the AAA a half century ago, and someone who continues to contribute after all this time: Billy I. Ross. Thank you, Bill, for your part in creating such a great organization.

I hope to see all of you in San Mateo. And Happy Anniversary!!!

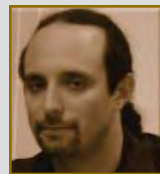


Favorite Ad Campaign Character

My favorite advertising character is Tony the Tiger. He was created by Leo Burnett during the "golden age of spokes-characters" in 1951, so he is just a bit older than the American Academy of Advertising. He was introduced with Katy and Kangaroo, Elmo the Elephant, and Newt the Gnu (a gnu?), but he was the original "survivor" as the other characters were eliminated. Decades later, he is still engaging, fresh, and interesting, promoting exercise and good sportsmanship to kids (yes, along with sugared cereal). Tony the Tiger... he's GGGRRREAT!

— **Barbara J. Phillips, University of Saskatchewan**

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Rodgers, cont'd

This 50th anniversary issue is a commemoration of our 50 years together, to honor those who are present, to pay tribute to those who have gone before us and to leave a small piece of our legacy behind for those who will come tomorrow and 50 years from now.

If I had to summarize this issue in just a few words it would include words like “changes” and “challenges” “opportunities” and “progress.” Most of all, this issue celebrates advertising education and provides thoughtful features that reflect back and look ahead—enthusiastically, critically and optimistically—at what advertising education is, has been and could be.

Throughout these pages (and consistent with AAA’s mission), we have tried to integrate a diversity of perspectives and viewpoints on advertising education. After nearly 2,000 emails and some 200 contributors in this issue alone, I am deeply indebted to so many individuals that I decided to list the names of our entire membership on the Dedication page.

This issue is also dedicated to two of our former presidents who recently passed away, Alan Fletcher and Vernon Fryburger. To further honor these distinguished leaders, Don Jugenheimer and Arnold Barban have written two lovely tributes, in the *Reflections* section.

You will also find within these pages the “first-ever” photo collection of 50 years of AAA Presidents—the result of many, many individuals within and outside the Academy who went to the ends of the earth (or close to it) to find the 43 presidents shown here. I am especially grateful to my research assistant, Petya Eckler and my Discovery Fellow, Melanie Morgan, for their help with this. We are still hopeful to find (unearth) the two photos that are missing:

“ You have generously shared yourselves with us, not only making this *Newsletter* possible but making this *Newsletter!* ”

Samuel V. Smith and John E. Mertes, Jr.

I am excited, also, to share with you a poem written just for this special occasion by George Zinkhan entitled “On 50 Years of Advertising Education.” Thank you, George, for this beautiful prose which, as I told George, gave me goose bumps the first time I read it.

Our beautiful cover design and inside cover section designs are provided by Ron Smith and his two students, Elaine and Stacy (Penn State). Thank you, Ron, Elaine and Stacy for making this such a special issue for us.

And that’s just the beginning of what this issue has for you! We hope you enjoy this special commemoration of our history together.

Before I close, I want to thank you, the AAA membership, one more time for the hundreds and hundreds (and hundreds) of contributions over the years in the form of columns, special features, favorites, tributes, photos, notes, calendar items and announcements. Thanks especially to Jef Richards my academic “brother” (see AAA family tree) for inspiring and helping with this issue. It is my hope that we continue the tradition of celebrating our members through this publication as we pass the torch to our next *Newsletter* editor, Jisu Huh (University of Minnesota). Welcome, Jisu. You’re in good hands (and so are we).

I must take one final moment to thank my wonderful husband, Jon Stemmler, for his layout and design assistance with the *Newsletter*, as well as my two children, Brianna (almost 5) and Brandon (almost 2) for their hugs of support.

And now, as we unveil our “Golden” Anniversary *Newsletter*, we hope you sit back and take your time as you leaf through nearly 150 pages of smart, heart-warming, uplifting, endearing stories told here.

Thank you, AAA, for allowing me to share in these (*your*) stories!



Favorite PSA

The video, editing, music and message combine for about as strong of a presentation as I have ever seen. It’s memorable, you are actually looking for and waiting to see who the sponsor is. The take away message is “Talk to your daughter before the beauty industry does.”

[<http://youtube.com/watch?v=JaH4y6ZjSfE&feature=related>]

— Debbie Treise, University of Florida

Favorite Quote by Shirley Polykoff, Copywriter

When people zig, I zag.

— Chuck McMellon, Hofstra University

Favorite Web site

AdLand <http://commercial-archive.com>

— Jay Newell, Iowa State University

On 50 Years of Advertising Education

by George M. Zinkhan

American Academy of Advertising:

What's in a name, after fifty
illustrious years of virtuous outpourings?

“**America**,” north & south: named for Amerigo Vespucci,
first to realize the full mass of continents,
blocking the path to Asia & her riches.

Amerigo, in his own words (his own time):

“We may rightly call these regions ‘a New World,’
a place where the people do not eat at fixed times,
but as often as they please.”

“**Academy**:” a Greek institution – tracing back
to the time of Plato’s philosophy, founded &
sheltered under a sacred grove of olives.

The Socratic method, dialectic give & take,
designed to get at the heart of the Republic,
Life, the Laws, “the state at fever heat . . .”

“**Advertising**:” stamped, printed, broadcast, podcast,
nation branding, “new communication initiatives,”
Nielsen ratings, “hearing each other,” goodbye to all that,

Pre-conference scholars, “recent data,” reviewing,
publishing, rejecting, rejoicing, awarding,
mentoring, educating, Asian riches, & bright future.

American Academy of Advertising:

What's in a name, after fifty years
of luncheons & friends & learning?



Recounting 50 Years of the American Academy of Advertising (AAA)

by Billy I. Ross

In 1957, Harry Hepner, Syracuse University, presented the idea of an organization for advertising educators to Robert Feemster, advertising director for Wall Street Journal and chairman of the Advertising Federation of America (AFA). Feemster agreed such an organization would be a good idea and asked J. Leroy Thompson, first director of the Dow Jones Educational Service Bureau, to invite advertising teachers for an initial meeting during the 1958 AFA convention in Dallas.

Those attending the first meeting were: Donald Davis, Pennsylvania State University; Jerry Drake, Southern Methodist University; Milton Gross, University of Missouri; Harry Hepner; Donald G. Hileman, Southern Illinois University; Frank McCabe, Providence, R.I., Royal H. Ray, Florida State University; Billy I. Ross, University of Houston; and Thompson.

At the meeting, Hepner explained that there was no organization serving advertising teachers found in psychology, business and journalism academic units. All those attending agreed with exception of Gross and Drake, both active in the national professional advertising fraternity, Alpha Delta Sigma (ADS), who saw

no need for such an organization since they felt that the fraternity served that void.

The others decided to proceed and voted to adopt the constitution and by-laws provided by Hepner for the new organization. It was to be called the American Academy of Advertising (AAA) and interim officers were selected. Academic titles were used for the officers and those named included Hepner as National Dean; Ross as National Associate Dean; George T. Clark, New York University, as National Registrar; and McCabe as National Bursar. In addition to the national officers, regional deans were to be named later for each of the districts of AFA and AAW.

The second national meeting was held in Minneapolis, Minnesota, June 7-10, 1959 again during the AFA annual meeting. The interim officers were elected to continue in their current positions for another one-year term. The early organizational structure of the Academy followed the regional districts of AFA and AAW. In the first AAA *Newsletter*, published in 1961, the names of the first Regional Deans were announced. Those selected were:

Regions:

- 1 Dion J. Archon, Suffolk University
- 2 Roland L. Hicks, Pennsylvania State University
- 3 A. B. King, College of William and Mary
- 4 Royal H. Ray, Florida State University
- 5 Charles H. Sandage, University of Illinois



Billy I. Ross

- 6 J. S. Schiff, Pace College
- 7 F. B. Thornburg, University of Tennessee
- 8 H. D. Wolfe, University of Wisconsin
- 9 James E. Dykes, University of Kansas
- 10 John E. Mertes, University of Oklahoma
- 11 Robert A. Sprague, Whitworth College
- 12 C. L. Oaks, Brigham Young University
- 13 Robert V. Zacher, Arizona State University
- 14 Max Wales, University of Oregon
- 15 Charles J. Dirksen, Santa Clara University
- 16 Charles E. Wolff, Long Beach State College

Each of the regional officers was encouraged to establish regional meetings in conjunction with AFA and AAW regional meetings. The national meeting each year would continue with either AFA or AAW. The first three meetings were with AFA and the third in 1961 was with AAW in Seattle.

At the 1960 Academy meeting in New York City, Hepner was named the first Academy Fellow. During the 1960-61 academic year, membership grew from 123 members to 241. In addition to working with AFA and AAW, the Academy established working relations with the Association

Ross, p. 14

Ross at a Glance

Position: Distinguished Professor

University: Manship School of Mass Communication, Louisiana State University

Degree: Ph.D., Southern Illinois University – Journalism, 1964

Professional experience: advertising manager, publisher, reporter, public relations director

Billy I. Ross served 17 years as director of the journalism school at Texas Tech University and was a long-standing member of the Accrediting Council on Education in Journalism and Mass Communications. He is a past president of the American Society of Journalism School Administrators, the American Academy of Advertising and Kappa Tau Alpha. Ross is an AAA Fellow.

Academy Dreamin'

by Bruce G. Vanden Bergh



*"All the leaves are brown
And the sky is gray.
I've been for a walk
On a winter's day.*

*I'd be safe and warm
if I was in CA.
Academy dreamin'
On such a winter's day.*

As I sit here in my home study staring out at the gray skies on such a winter's day, my thoughts turn to the Academy's 50th Anniversary and all the places and personalities that have made up this 50-year journey through time. The only way I could bring many of these memories together in one place was to put them into a dream where you can throw logic to the wind and do that sort of thing. A dream where the living and the dead can be in the same room. A dream where the young and the old can come together at one great Academy meeting in a place like sunny California. A dream where the best and most memorable events of past conferences can make for one grand Academy meeting in your mind. So, I take total artistic license as I ask you to dream along with me on such a winter's day.

It's the opening reception and the room, somewhere in time, is packed with a new generation of advertising educators from both near and far. That is a big change over the last twenty years. There was a time not too long ago when there just was not enough Ph.D.s to staff the advertising programs across the country. That is no longer the case.

I see apparitions of those early pioneers who took a very tiny subject area and built it into an academic

discipline mingled with current Academy members. I see Sandy Sandage and Wat Dunn of Illinois over in the corner talking and smiling at the vibrancy of the Academy in 2008. Nearby is John Crawford of Michigan State, Vernon Fryberger of Northwestern and Kim Rotzoll of Illinois walking through the reception invisible to the naked eye but knowing that they had built something lasting. I see Ernie Larkin of Oklahoma by the buffet shaking hands with Bill Ahrens, who authored the best-selling text *Contemporary Advertising*, and laughing along with Don Heileman of Tennessee as he tells them about his fear of flying and how he used to travel to conferences by car, bus or train. I think I see Jerry Lynn of Tennessee challenging Nugent Wedding of Illinois to a game of tennis or racket ball. Those were two of the most competitive people I've ever met in this business. There are others too who you might add to personalize your dream reception.

Dreams are funny because the next thing I see is Bob King standing up at lunch telling us that the buses for our afternoon outing will be leaving promptly at 3 p.m. and if we don't get there by three, we will be left behind. I make the last bus just as the doors close and take a seat near a window. Where are we headed? I hear something about a boat trip up in the Rocky Mountains. How could that be? The bus ride takes us through Bolder and the University of Colorado, but then I look outside and think I see the mountains of Vermont which quickly turn into the mountains surrounding the shores of Lake Tahoe. And then Lake Tahoe turns into Bear Lake in the Rockies which quickly melts into the Vancouver harbor which becomes foggy San Francisco Bay. The boat ride was great. It was colder out than we had expected (because it always seems like it is colder than expected in late March or early April), but the wine and beer warmed us up and made the composite panoramic view of Colorado, Vermont, Vancouver, Nevada and California all the more spectacular. When we returned to land, we were whisked away from the shores of Tahoe to the New England Culinary Institute at the Inn at Essex in Vermont for one of the best meals in all the years I have been going to AAA conferences. You can do that in dreams.

Vanden Bergh, p. 15

Vanden Bergh at a Glance

University: Michigan State University

Awards: American Advertising Federation's Distinguished Advertising Educator Award, 1995

Distinguished Faculty Award (MSU), 2002

Distinguished Alumni Award (The University of Tennessee, Knoxville), 1994

Bruce G. Vanden Bergh is a Professor in the Department of Advertising, Public Relations, and Retailing at Michigan State University (MSU). He was the chair of the Department of Advertising at MSU from 1986 to 1997 and President of the American Academy of Advertising in 1995.

Alan D. Fletcher

by Donald Jugenheimer

Alan Fletcher held most elected offices in AAA at one time or another. He served as President in 1983 but had been an officer for several years before then. Alan retired from Louisiana State and before that taught at Tennessee, Illinois State, Georgia and South Carolina. He was author of more than a dozen textbooks and workbooks on advertising and was a greatly loved and respected teacher who cared deeply about his students, about advertising education and about his friends. His students won awards from DMEF and other competitions and he was also active in AEJMC. Alan received his bachelor's degree from Georgia and his master's and Ph.D. from Illinois.

Alan cared deeply about AAA and its success and recently expressed regret that he was no longer able to be as active in the Academy as he had once been, although he had been planning to come to the San Mateo



Alan Fletcher

conference if his family situation allowed. Above all, Alan Fletcher was a gentleman as well as a scholar and teacher. Perhaps Jef Richards summed it up best a few years ago at the time of Alan's retirement, when Jef ended his tribute with two simple words: "Class act." Alan Fletcher died February 9, 2008 at his home in Knoxville.

Don Jugenheimer is Professor and Chair of the Department of Advertising at Texas Tech University.



Our Dad....

Growing up, we knew what our Dad did: He was a professor at a university, teaching advertising. And although we did travel as a family with him to annual conferences, we still saw him first as our Dad and second as a professor. What we didn't see was the longstanding relationships he had with his colleagues across the country, many of whom we have heard from in the days since he died. It has been such a comfort to hear from so many of you who knew him on a professional level, and recognized so many of the same personal qualities we saw in him as our Dad. He had a keen sense of propriety (he always wore neckties to class, even in hot Baton Rouge summers), a clever sense of humor and a gentle good nature that was endearing to all. He was so pleased to have been part of AAA and would have liked nothing more than to be able to celebrate its 50th anniversary this year. Our Mom joins us in thanking all of you for your friendship with our father, and for your kindnesses to our family.

— Susan Edwards, Jennifer Maulick and Amy Portnell



Alan Fletcher's daughters (L to R): Susan, Jennifer, Amy

Vernon R. Fryburger

by Arnold M. Barban

I learned in early February that Vernon Fryburger had died in late January at his home in Lake Bluff, Ill.



Vernon Fryburger

He was born in Cincinnati, Ohio on June 9, 1918. As mentioned elsewhere in this *Newsletter*, I first met Vernon around 1963 at the American Academy of Advertising meetings in Atlanta. He was there primarily to give a speech to the Advertising Federation of America conference of industry practitioners. He was the only academic to address the AFA members, and this inclusion on the program represented his prominence as an advertising educator. I recall having several lengthy conversations with him at the conference, and was greatly impressed by his views on advertising education. He was decidedly forward-thinking and effectively argued for a scholarly and theory-based view of advertising.

I believe he first met C. H. (Sandy) Sandage while a student at Miami University of Ohio, where he received a B.S. in Business Administration; Sandy taught there before joining the University of Illinois at Urbana-Champaign. Vernon co-authored, with Sandy, many editions of *Advertising Theory and Practice*, which was **THE** leading advertising textbook for many, many years. He was an assistant professor of journalism at UI from 1947 to 1953 and received a Ph.D. in Economics there in 1950. His first appointment at Northwestern University was in 1953, where he remained until retirement.

His writings and scholarship were greatly instrumental in Northwestern's reputation as a leading program in advertising. Vernon served as President of AAA in 1965, at a time when advertising educators were wrestling with the issue of theory-research versus teaching-practice. He was influential in arguing for a more scholarly approach and, to reflect this position, invited AAA to hold its annual meeting at Northwestern in 1969 (which, I believe, was the first time AAA met on a university campus).

His election by AAA as a Fellow testifies to his significant contributions to advertising education. It was an honor to have known him.

Arnold M. Barban is Professor Emeritus at The University of Alabama.



Academy Stands the Test of Time, Looks Ahead to Next 50 Years and Beyond

by Joseph R. Pisani

As a past-president of the Academy, I am honored and flattered to have been asked to contribute this article for the AAA 50th Anniversary *Newsletter*.

The Academy has stood the test of time because it has been blessed with a succession of strong, visionary leaders and talented, loyal members whose dedication and contributions have helped advertising education to grow and to improve over the past half-century. I am privileged to have known personally every Academy president since joining the Academy in 1966: 38 since that time. It has been my pleasure to watch the Academy grow and prosper under the leadership of these dedicated individuals.

The Past

The Academy has come a long way since the first meeting at the 1958 Dallas AFA (Advertising Federation of America) convention. Eight educators attended including Dr. Harry Hepner (Syracuse University), the first AAA president (1958-59) and the first Academy Fellow (1960); two subsequent AAA presidents and Fellows, Billy I. Ross (University of Houston, 1960) and Royal H. Ray (Florida State University, 1962); and Academy Fellow (2004) Donald G. Hileman (Southern Illinois University, University of Tennessee, Knoxville). Dr. Hepner recognized the need for an organization serving the teaching, research and service needs of advertising educators in business schools and journalism schools. He proposed the idea to Robert Feemster, advertising director

for the *Wall Street Journal* and president of the AFA who asked Dr. J. Leroy Thompson, the first director of the Dow Jones' Educational Service Bureau, to invite the teachers to attend the Dallas convention. At that meeting, interim officers were appointed and an organizational structure was developed. At the 1959 meeting in Minneapolis, the interim officers were elected for a one-year term. Thanks to the vision of these early leaders, the Academy was born. It has grown into the viable international organization of 600+ members.

The Present

"The Academy is established as a professional organization for teachers in advertising and for industry professionals who wish to contribute to the development of advertising education" (AAA Constitution Article II, Section 1). Article II, Section 2 lists seven general objectives of the Academy and Article III lists seven principal Academy functions for attaining them. Generally, the objectives and functions are related to teaching, research and fostering liaison and cooperation with academic colleagues, related academic disciplines and the many organizations associated with the advertising industry. How well has the Academy performed in fulfilling its mission, attaining its objectives and accomplishing its functions over the past 50 years? The answer is "extraordinarily well."

The annual AAA national conferences and the International conferences in Japan, Hong Kong, Korea and Beijing in 2009 provide a forum for the presentation and discussion of refereed original research papers. Academic colleagues can exchange ideas and information about teaching and present and discuss current issues and problems in advertising. In the last ten years, there has been a significant increase in the number of papers authored by graduate students accepted for presentation. Fledgling authors receive valuable feedback and suggestions from colleagues on how to improve their papers for publication in leading journals. This trend is clear evidence of how graduate education in advertising has improved. The Academy's publications provide

Pisani at a Glance

Position:

Professor Emeritus and former Chairman of the Department of Advertising

University:

University of Florida

Degrees:

Ph.D., University of Maryland, College Park

M.B.A., University of California, Los Angeles

B.S., Fordham University

Joseph R. Pisani, a New York City native, joined the University of Florida advertising faculty in 1973 and headed the Department for 19 years before stepping down in 2001. Professionally, Pisani worked for Goodwin, Dannenbaum, Littman & Wingfield Advertising and Public Relations in Houston, Texas. Since 1972, he has served as a part-time consultant to businesses, government agencies, advertising agencies, media and educational institutions. In 1991-92, he served as President of the Gainesville Advertising Federation, and in 1995, the GAF awarded him the AAF Silver Medal. Pisani served as the 2003 President of the American Academy of Advertising, a national organization of advertising educators. He retired from UF on May 31, 2005 and now works as an independent consultant.

Pisani, p. 13

Pisani, cont'd

refereed and respected outlets for authors to publish their research. Papers accepted for presentation at AAA conferences are published in the *Conference Proceedings* unless the author(s) chooses to include an abstract in order to submit the original or revised paper to the *Journal of Advertising* or other academic journal for publication.

The *Journal of Advertising* focuses on advertising theory and research. It was established in 1971 by the Academy primarily as a vehicle for Academy members to publish their research. Today, anyone may submit a paper for publication. The *Journal of Advertising* is by far the most read and widely respected of the academic journals devoted to advertising. In 2008, the Academy will publish the *Journal of Interactive Advertising*. This successful electronic journal should grow in readership and paper submissions because of its association with the Academy. Members will benefit from an added vehicle for publication of papers on interactive advertising subjects.

The Academy recognizes outstanding achievement in advertising teaching, research and service through a variety of awards. The Research Committee supports research by awarding Research Fellowships and administers the annual Doctoral Research Competition.

Although the Academy does not accredit advertising programs, it is involved in the accreditation process through its appointed representatives on the ACEJMC (Accrediting Council for Education in Journalism and Mass Communication). Many Academy members serve on accrediting teams as the advertising representative giving the Academy indirect influence over the content and quality of advertising curricula.

The Academy maintains relationships with the leading advertising industry organizations including the American Advertising Federation, the Association of National Advertisers et al. Perhaps its strongest tie is to the AAF through the AAF Student Chapters and the annual National

Student Advertising Competition (NSAC).

All of the aforementioned activities offer a clear picture of how far the Academy has advanced and grown in reputation over a half century. Without a doubt, it is the premier organization for advertising educators.



Joe Pisani

The Future

Advertising has changed dramatically over the past 25 years and advertising education has changed to keep up. Globalization, the growth of interactive advertising and mobile advertising are just three areas that will affect the future direction of the Academy. The US is a major player in the world economy. The saturation of US markets and the growth of global markets forced companies to look abroad for continued growth and profits. Likewise, foreign corporations expanded their markets by investing in the US. As broadband connections to the Internet continue to increase, the opportunities for advertisers to reach world-wide markets also will increase. Cell phones have evolved into portable hand-held devices that marry email, telephone, video, music, texting and Internet connectivity. As these devices proliferate, the opportunities for interactive advertising are limitless. Advertisers can reach customers 24/7 no matter where they are and can target messages precisely to mirror their behavior in the moment. Technological innovations will continue to affect the field of advertising. The Academy's future is to be at the forefront of these innovations through cutting-edge research and teaching that will help these technologies to grow and prosper.

So, Academy members, past and present, congratulate yourselves for a job well-done over a half-century. You are the Academy and you will guide its future. Academy leaders will continue to be strong and visionary. No one knows with certainty what lies ahead, but as long as marketers and advertisers take advantage of new opportunities to reach their customers, the next half century for advertising and the Academy looks bright indeed. I have no doubt that the Academy will continue to grow and prosper. Happy 50th, AAA!



Favorite Line from the Book *The Advertising Man*

As a college freshmen in 1972 I read *The Advertising Man*, a fictional look inside the New York ad business of the 1960s. The characters were ruthless, creepy, smarmy and often inebriated. Sound familiar? Like in *Mad Men*? The last few lines have stuck with me ever since: "No skyrockets, no parades. You just end up drunk on somebody's lawn."

— Michael Hanley, Ball State University

Ross, cont'd

of National Advertisers, Association of Industrial Advertisers and the American Association of Advertising Agencies.

Charles L. Allen, Oklahoma State University and chairman of the Academy Research Committee made two early studies of advertising education. The first was a comprehensive study of advertising education in the United States and the second a separate study on schools with major programs in advertising education.

One of the first major breakthroughs in the acceptance of the Academy as the primary organization representing advertising education came on September 30, 1963. Then Chairman of the Academy Board, Royal H. Ray and Robert V. Zacher, President of the Academy, met in New York at the American Association of Advertising Agencies (AAAA) office with the Commission on Advertising Education. The Commission included presidents and representatives of the major advertising organizations. They were the only academic representatives present. At the meeting, Ray Mithun, AAAA, pointed

out that his Committee on Agency Personnel recognized two special needs: 1.) The endowment of some chairs in advertising in graduate schools; 2.) The encouragement of more scholarships for undergraduate and graduate study.

Another major development of the Academy was the establishment of the *Journal of Advertising* in 1972. Daniel K. Stewart (Northern Illinois University) was the first editor. Donald Jugenheimer, former AAA executive director and AAA president, was the first Subscription Manager and later the first Business Manager.

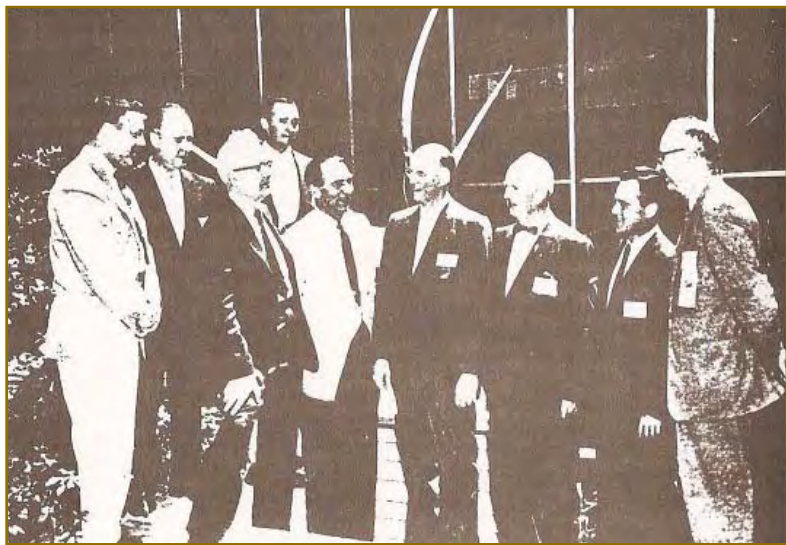
The first executive secretary for the Academy was Keith Hunt (Brigham Young University) who had previously served as AAA President in 1982. His service as executive secretary was from 1983 to 1986. Prior to being president, Hunt was editor of the *Journal of Advertising* from 1978 to 1983.

During that period he reported that the *Journal* was so broke that it couldn't print the second issue because it didn't have enough money to pay the printing bill for the first one. With the selection of Patrick Kelly to be

in charge of subscriptions, the *Journal* became financially sound.

He also reported that one of the most demanding events during the period when he was both editor of the *Journal of Advertising* and President of the Academy, was when a European company started publishing a journal in the same name. It would not change the name of the publication until some of the Academy members who published books with the international publisher that owned the other journal wrote letters that indicated they would no longer use that publisher unless the title was changed – and, it was changed. Hunt is the only Academy member to serve as president, executive secretary and editor of the *Journal*, and later selected as a Fellow.

Others who followed Hunt as executive secretary included Robert L. King (University of Richmond), Dennis G. Martin (Brigham Young University) and Donald W. Jugenheimer, who started in 2005 when on the faculty of Southern Illinois University and is now at Texas Tech University. In 2007, the Academy Board voted to change the



Founding Meeting, June 10, 1958, Sheraton Hotel, Dallas, Tex. Left to Right: Donald G. Hileman, Southern Illinois University; Frank McCabe, Providence, RI; Harry Hepner, Syracuse University; Billy I. Ross, University of Houston; Jay Leroy Thompson, Wall Street Journal, Royal Ray, Florida State University; Donald Davis, Pennsylvania State University; Milton Gross, University of Missouri; and Jerry Drake, Southern Methodist University (Source: *Journal of Advertising* September 1992)



1960 Presentation of Certificate, Annual Meeting, New York, N.Y. Harry Hepner, Syracuse University, receives certificate of appreciation as outgoing president of the Academy from Billy I. Ross, University of Houston, incoming Academy president. Hepner was announced as the first fellow of the Academy (Source: *Journal of Advertising* September 1992)

Ross, cont'd

title of the position to Executive Director.

During the period of Bob King's service from 1986 to 2002 he reported what he considered the most important progress made. This included expansion of the membership by almost 50 percent, establishment of good business procedures, bringing the control of annual conferences "in house," establishment of electronic communication through the AAA web page, the decision to join with Sage on the publishing of the *Journal of Advertising* and the development of a number of new awards.

In addition to the "Fellow" recognition that was established in 1960, other awards have been initiated. The Distinguished Service Award followed shortly. Other awards along with the date and first recipient(s) are listed below:

- ▶ 1982 - Outstanding Contribution to Research – Ivan L. Preston
- ▶ 1988 - *Journal of Advertising* Best Article – David W. Stewart and Scott Koslow
- ▶ 1999 - Billy I. Ross Advertising Education – John H. Murphy II
- ▶ 2001 - AAA Research Fellowships – Wei-Na Lee, Brung-Kwasn Lee, Denise E. DeLorme, Leonard N. Reid, Cynthia Morton and Jorge Villegas
- ▶ 2003 - Doctoral Dissertation Award – Joo Young Kim and Joo-Hyun Lee
- ▶ 2003 - Charles H. Sandage Award for Teaching Excellence – Elsie S. Hebert
- ▶ 2005 - Kim Rotzoll Award for Advertising Ethics & Social Responsibility - Kim Rotzoll

In 2002, the Board divided the executive secretary responsibilities into two positions. It retained the executive secretary position and established the Director of Conference Services. At that time Dennis G. Martin became the executive secretary and Robert L. King became the first Director of Conference Services.

New international conferences were established in 2001. Both the first and the second in 2003 were held in Kisarazu, Japan. A 2005 international conference was held in Hong Kong. The Asia-Pacific area was chosen since so many Asian faculty and graduate students were from that area, also the majority of the non-US members live in the area. The 2007 conference was held in Seoul, Korea.

From the seven original members of the Academy the membership in 2007 was 470. The Academy's web page is www.americanacademyofadvertising.org. Jef I. Richards, current AAA president (University of Texas at Austin) served as the first webmaster in 1995-1999.



Vanden Bergh, cont'd

Meals! The variety of meals. There was the Mercado in San Antonio, a meal complete with Polynesian dancers in Orlando, a buffet in Old Montreal, the colonial atmosphere of Williamsburg, meals on boats in Vancouver, Nevada (twice), and San Diego, and a meal in Colorado complete with a band singing old John Denver tunes. There were more, but those are the ones my subconscious has let into my dream. I'll let you fill in your own memories from Tucson, Lexington, Houston, Jacksonville, Baton Rouge and other venues. Oh, and there we are at Second City in Chicago, too, laughing at some great improv performances.

For some reason the St. Louis Gateway Arch is in my dream. I find myself crammed into this little egg-shaped vehicle creaking up the inside of the arch. It has a tiny little window in it and you can see the bare infrastructure of the Arch as you ascend to the top. I am feeling a little claustrophobic and cannot wait to get out at the top of the Arch. As I get out of the egg thing, I start to feel my fear of heights kick in. I quickly look out through the narrow windows on the counters that are designed so you can look straight down to the ground. That might have seemed like a great idea to the designer, but not to me. My stomach is feeling a little woozy so I run to the other side and hop back in the little egg-shaped car choosing claustrophobia over my fear of heights.

Just as I get to the ground I hear my clock radio turn on and that familiar Mommas and Pappas' song gets stuck in my head again.

*"All the leaves are brown
And the sky is gray.
I've been for a walk
On a winter's day.*

*I'd be safe and warm
if I was in CA.
Academy dreamin'
On such a winter's day.*

It would be great to turn over and continue with my dream. But, I surely will settle for seeing all of you in San Mateo to celebrate the 50th Anniversary of the American Academy of Advertising and the continuation of our collegial organization's successes of the past and the present.




Harry W. Hepner: First AAA President

“ Once we discover how to appreciate the timeless values in our daily experiences, we can enjoy the best things in life. ”
— Harry W. Hepner



Harry W. Hepner
Syracuse University
1958-59

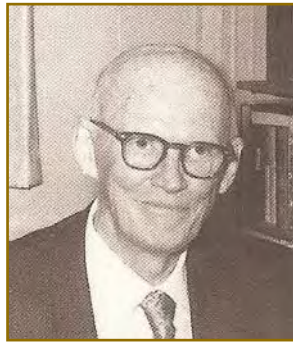
Harry W. Hepner, the first president of the American Academy of Advertising, 1958-59, from Syracuse University, was born in Freeburg, Pa. Son of a teacher and farmer, Hepner received his Bachelor's degree at Muhlenberg College in 1916. He attended graduate school at Cornell University and Carnegie Institute of Technology, 1918-19. Hepner received his Master's degree from Syracuse University in 1924 and attended graduate school again in 1931. Hepner was a Republican, and a Protestant. As an adult, he lived in St. Petersburg, Fla. He served in the US Army from 1917-18 and achieved the rank of 2nd Lieutenant. Hepner served as a Fellow with the APA, and was a member of Phi Beta Kappa. In 1953, he won 1st prize in B. C. Forbes' Book Contest. According to *Contemporary Authors* (Vol. 114), Hepner revised his textbooks "to show that college students who wish to make constructive contributions to our changing social order can do so in business as well as in certain other fields that are usually chosen... to 'improve the world'." 

Biography provided by Answers.com.

AAA Presidents



Daniel S. Warner
University of Washington
1961



Royal Ray
Florida State University
1962



Robert Zacher
Arizona State University
1963



James E. Dykes
Kansas University
1964



Vernon Ray Fryburger, Jr.
Northwestern University
1965



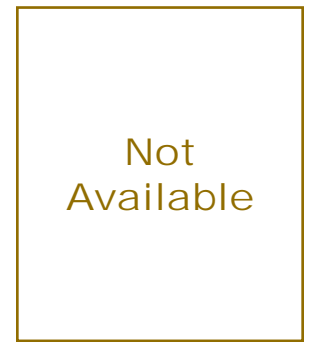
Billy I. Ross
One of the First Founders of AAA
Louisiana State University
1960



John E. Mertes, Jr.
University of Oklahoma
1966



John Crawford
Michigan State University
1967, 1968



Samuel V. Smith
University of Houston
1969



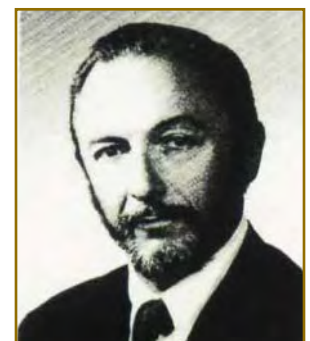
S. Watson Dunn
University of Illinois
1970, 1971



Stephen A. Greyser
Harvard Business School
1972, 1973



Kenward L. Atkin
Michigan State University
1974, 1975

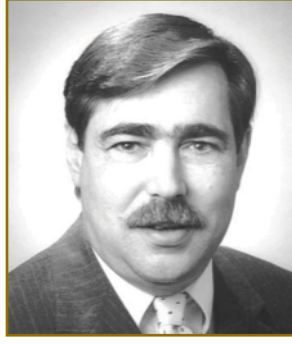


Edward C. Stephens
Syracuse University
1976

AAA Presidents



Richard Joel
Yeshiva University
1977



Leonard Lanfranco
University of Missouri-Columbia
1979



Willard "Tommy" Thompson
University of Minnesota
1980



Arnold M. Barban
University of Alabama
1981



H. Keith Hunt
Brigham Young University
1982



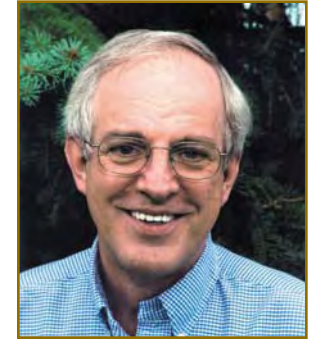
Barbara J. Coe
First Female President of AAA
North Texas State University
1978



Alan D. Fletcher
Louisiana State University
1983



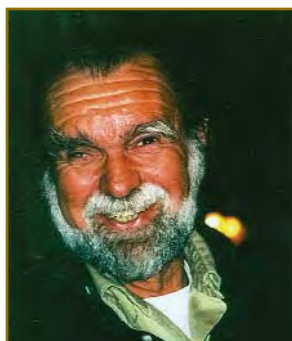
Donald Jugenheimer
Texas Tech University
1984, 1985



Donald R. Glover
University of Nebraska-Lincoln
1986



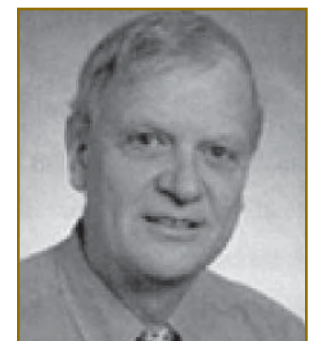
Nancy Stephens
Arizona State University
1987



Ernest F. Larkin
University of Oklahoma
1988



Anthony F. McGann
University of Wyoming
1989



John D. Leckenby
University of Texas at Austin
1990

AAA Presidents



Kim B. Rotzoll
University of Illinois
1991



Patricia A. Stout
University of Texas at Austin
1992



Rebecca H. Holman
University of Wisconsin-Lacrosse
1993



Helen Katz
GM Planworks
1994



Bruce Vanden Bergh
Michigan State University
1995



Ivan L. Preston
First Recipient AAA "Outstanding
Contribution to Research Award"
University of Wisconsin
1996



Mary Ann Stutts
Texas State University
1997



Richard F. Beltramini
Wayne State University
1998



M. Carole Macklin
University of Cincinnati
1999



Darrel D. Muehling
Washington State University
2000



Russell N. Laczniak
Iowa State University
2001



Mary Alice Shaver
University of Central Florida
2002

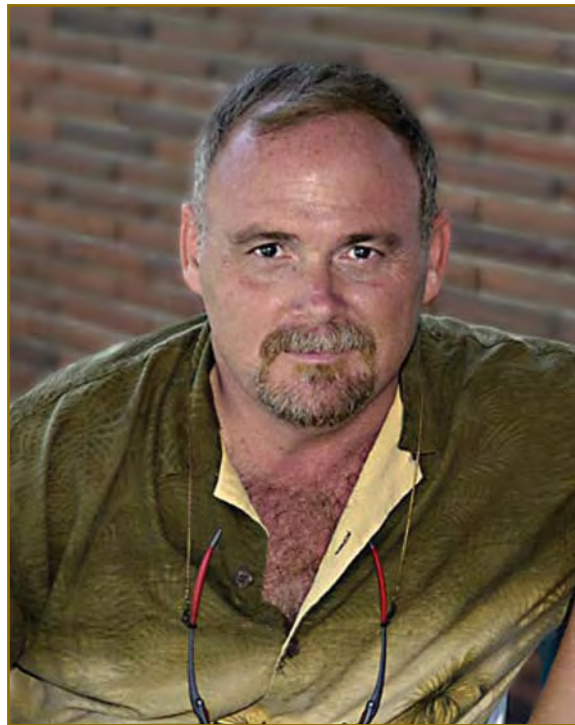


Joseph R. Pisani
University of Florida
2003

AAA Presidents



Joseph E. Phelps
University of Alabama
2004



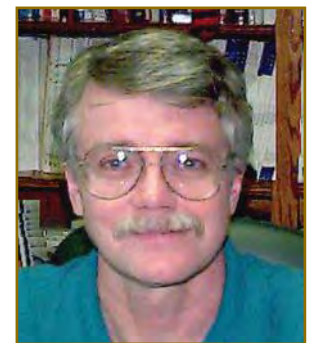
Jef I. Richards
45th President during AAAs 50th Year
University of Texas at Austin
2008



Charles R. Taylor
Villanova University
2005



Patricia B. Rose
Florida International University
2006



Les Carlson
Clemson University
2007

Favorite Outdoor Ads

-- Alex Wang, University of Connecticut-Stamford



Reflections on AAA, with Some Focus on the Early Days of JA: A Forty-five Year Perspective*

by Arnold M. Barban

At the time of the AAA founding in 1958, I was a graduate student in Marketing at the University of Texas-Austin and frankly, was unaware of the event. It was not until around 1963 that I attended my first Academy meeting. The meeting took place in Atlanta and was held in conjunction with the Advertising Federation of America, forerunner of the present-day AAF. No academic papers were presented; rather, a group of us (I recollect something like a dozen or so educators) sat around a table and discussed “advertising education.” Vernon Fryburger, of Northwestern University, was (to me) the leading educator there – and his attendance primarily was to give a speech to the AFA conference of industry practitioners.

That pattern — of meeting with an industry group — continued for several years until 1969, when we met on the campus of Northwestern University. That shift - from industry tag-along to an independent **academic** meeting on a college campus - represented a major philosophical change in thinking by the advertising educators of that era. However, the re-focus did not come about easily. At the time of the conference at Northwestern, my view is that a schism had developed among advertising educators in the Midwest and those mostly in Southern states. The “Southern” educators were primarily the founders of AAA, and they are to be commended for their foresight. The schism, to oversimplify, was the issue of theory versus practice (or stated another way, research versus teaching).

At the 1969 meeting there was extensive discussion about launching an Academy publication. Earlier, Sandy

Sandage, of the University of Illinois (where I had joined the faculty in 1964) attempted to secure funds for a scholarly journal. A proposed grant from the Hearst Foundation did not materialize, but Sandy did get money from the University of Illinois to publish four issues of *Occasional Papers in Advertising*. He referred to the publication as a possible forerunner of a “*Journal of Advertising*.” The four issues were published between January 1966 and May 1971 and were in conjunction with the AAA.

From my perspective, the discussions at the 1969 Academy meeting regarding publication of a “*Journal of Advertising*” followed along the lines of the schism mentioned above; namely, should the journal be “academic” (theory-research) or teaching-practice in orientation. Much of the discussion was vigorously debated. However, all parties did finally come together after reflection and agreed to proceed with establishing a scholarly-oriented publication. The Academy adopted a resolution that (1) established a five-person journal board of directors (Arnold Barban, Vernon Fryburger, C. H. Sandage, Dan Stewart and the AAA board chair), (2) gave the journal board of directors a high measure of autonomy, and (3) required only that the journal board report to AAA at each annual meeting.

Some disagreements between the Journal Board and AAA did occur after 1969, but the final result was the publication of Volume 1, Number 1 of the *Journal of Advertising* in fall 1972. The *Journal's* first editor (then called “Editor-in-Chief”) was Dan Stewart, of Northern Illinois University; Dan was an advertising agency executive turned educator. Between 1969 and 1972, Dan had worked endlessly to secure funds from industry and academic people, as well as AAA, to launch the publication. In those early years, Dan had the task of soliciting articles, finding on-going financial support from assorted sources and – among other tasks - personally pasting mailing labels on each *JA* copy. (Let’s just say, we’ve come a long way!)

From my 45 year perspective of the AAA’s 50-year existence, I am most optimistic for the future of AAA and advertising education. I see a “continually increasing trend line” namely, that as new theories and issues become clearer, they will

Bio

Arnold M. Barban (Ph.D., M.B.A., B.B.A., The University of Texas at Austin) is Professor Emeritus, The University of Alabama. Barban served as President of the American Academy of Advertising in 1981-82, and was selected as an AAA Fellow in 1986. Barban received the AAA Outstanding Teaching Award (“Sandy” Award) in 1997. Among the many books and journal articles published, Barban has been a consultant to numerous advertisers, advertising agencies and media organizations, as well as the Department of Defense.



Arnold Barban

Barban, p. 27

Memories of AAA, Goat Island

by H. Keith Hunt

My exposure to AAA started with the Goat Island, R.I. conference when Laird Landon and I (both on the FTC staff for a year) presented the two sides of “implied uniqueness” using the Wonder Bread “creates healthy bodies 12 ways” because of using enriched flour, the same flour used by all bakers in white bread. I really liked the folks at AAA and became a regular attendee.

I was *Journal of Advertising* editor back when we still used the UI colors on the cover, taking over from Tom Russell and passing it on to Tony McGann approximately 1978-82. I was president in 1982-83. My president and editor terms overlapped at the time a journal was launched in Great Britain using our name, taking six months out of my life to resolve, with them finally adding “International” to their name.


Many well known authors of advertising, marketing and consumer behavior texts came to our aid in persuading the publisher to change the name. I was the first executive secretary, in 1983-86. I was elected an AAA Fellow in 1987.

I stayed active in AAA through the Reno conference, presenting papers with Pat Kelly and Don Jugenheimer and others on real-world advertising



H. Keith Hunt

research, but finally made the decision that I was committed to more than I had time to do and I made the difficult decision to stop being active in AAA.

I have the warmest of feelings for AAA and the wonderful times many of us had together. 

An earlier version of this article appeared in the December 2006 issue of the AAA Newsletter, “Legends & Leaders” series, bylined by Don Jugenheimer.

AAA Provides the Better Context


by Ivan L. Preston

This column looks at a homegrown “white-bred” retiree who joined AAA so long ago I can’t remember the year for sure. Some of my remarks here repeat those from AEJMC’s Ad News, Winter 2006, including that I attended AEJMC first, in 1964. But AAA had been started in the late 1950’s, and the appeal of its attention solely to advertising was unquestionably obvious.

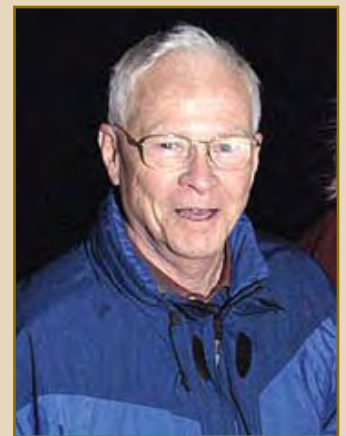
AEJMC’s Ad Division was not formed until 1966, but the climate remained frosty for some time. In the late 1960’s I observed that AEJMC’s publications were listing its divisions with Advertising not placed first. The editor to whom I pointed that out professed not to understand my comment even though the list was otherwise presented in pure alphabetical lock-step.

In the 1990s, we were still striving for recognition at my school among those who felt the focus should stay primarily on the traditional topic. The name was eventually changed from School of Journalism to School of Journalism & Mass Communication, despite my pointing out the redundancy of journalism certainly being mass communication. I often referenced us in faculty meetings as being the School of Apples and Fruit.

AAA has certainly been a fine antidote for such things, although AEJMC has now been an excellent venue for advertising since at least the early 1990’s. Nonetheless, AAA provides the better context. By treating advertising as the main topic rather than a peripheral one, it celebrates the field more openly. It grounds our topic more appropriately in marketing/selling rather than in the media, and emphasizes advertising’s own goals, stressing how it uses the mass media rather than how they use advertising.

AAA has enabled me to meet the people more relevant to my field, including an ever-increasing number of marketing folks. And besides, it’s more fun, too! 

--An earlier version of this column appeared in the December 2006 issue of the AAA Newsletter.



Ivan Preston

American Academy of Advertising is World Class

by Mary Alice Shaver

It was a privilege to serve AAA on the Executive Committee for several years and then, in 2002, as President.

It was also surprising to find myself as President of a group I had nearly not joined when I was a Graduate Student. (I sent in the money at an odd time – and Bob King, being wise in the ways of finances returned my check with a note saying I should join at the beginning of the calendar year and not spend my tiny resources on a six-week membership. But I took his advice and was glad of it.)

The year 2002 was one of many changes for AAA. The Board had not met, as usual, in September 2001, but postponed the meeting until December for safety concerns. In March 2002, we found there were several additional concerns, primarily due to the falling CD rates after September 11 and the unfortunate fact that many of our CDs came up for renewal at a time when interest rates were seriously down. In a very short time, the Academy had lost 10 percent of its overall resources despite years of astute investing. In our study of the situation, we realized that, in at least one membership category, we were actually losing money for each new member recruited. The only solution – and one that was long debated and argued with angst all around – was that our dues structure was in need of revision. One of our past Presidents – I believe Darrel Muehling – charted the dues and benefits of comparable organizations and found AAA to be seriously behind our cohort in member dues and to offer at least as many, if not more, benefits to our members. In sum, we were more of a bargain than we could afford to be. Not wishing to take away any of our great benefits – the *Journal*, the Awards, the very affordable annual convention just to name a few – the only remaining route was to raise dues for the first time in many years. To show the wonderful nature of our members, there was only one complaint. We did have a few members fail to renew; however, the numbers began to rise again fairly soon.

The other big change during 2002 was the appointment of a new publisher for the *Journal of Advertising*. We received proposals from four well-known publishing companies and, as you all know, we chose M.E. Sharpe after a full day of conference calls to one of the Board who could not attend.

There are many generous people in the Academy and many wise ones as well. As with every successful volunteer organization, our members give selflessly of their time, experience and energy for the benefit of the whole. We



Mary Alice Shaver

have been very fortunate in our leadership, and I would particularly like to commend Bob and Helene King for their many years of work on the Academy's behalf. We have had some excellent member leaders – too numerous to mention – who have guided the AAA and helped it to grow in many ways. A more recent example of the innovative character of our organization is the very successful Asian conferences, which grow in popularity each meeting. Our conferences – both the annual and the Asian American meetings - are world class.

We are fortunate to have so many Asian members and so many student members as well. Each of our members, from large schools and small, from the profession, from this country or afar, contributes to our understandings of the field and of the world. If I could wish for one thing more, it would be that we could have more members from Europe and South America.

Happy 50th birthday, AAA. May we accomplish as much in our next 50 years!



Mary Alice Shaver is Professor and Director of the Nicholson School of Communication at the University of Central Florida. She served as President of the Association for Education in Journalism and Mass Communication in the 2004-2005 academic year. She was President of the American Academy of Advertising in 2002. Her publications include a book, Make the Sale: How to Sell Media with Marketing (2nd edition, 2004) and numerous book chapters and articles. She has been editor of the Journal of Advertising Education. She was at the University of North Carolina-Chapel Hill for 17 years following graduate school. She was Chair of the Department of Advertising at Michigan State University for the three years prior to going to UCF. She was associate director of the Freedom Forum Advertising Seminar (with Tom Bowers) for eight years at UNC and has worked with Tom on the AEJMC teaching workshop since 1996.

Favorite Organization

AAA has always been my touchstone: for keeping up with new and innovative research and scholarship, for keeping up with new teaching ideas and practices, for keeping up with top advertising minds, and for keeping up with dear friends.

— Jan LeBlanc, University of Arkansas

AAA and International Advertising

by Shintaro Okazaki

My regular attendance of the AAA Annual Conference started in 2003. On my way to the First Timers' Breakfast, Carrie La Ferle welcomed me with her warm and friendly smile, guiding a nervous first-timer to the meeting. There, I met a formally dressed, somewhat reserved gentleman. His name was Charles Ray Taylor. We happened to sit side-by-side in the bus out to the Rocky Mountain excursion. It didn't take much time to realize we share a similar "passion" for international advertising, in particular an interest in the debate over standardization versus localization of advertising. Our conversation ranged from his earlier work with Gordon Miracle to his recent criticism of the slow progress in international advertising research. At the end of the excursion, we agreed to try to find a way to collaborate, promising that we would email each other if one of us obtained funding in the future.

Three months later, I received a grant from the Yoshida Hideo Memorial Foundation (Tokyo) for my project on advertising standardization in the European Union. I immediately contacted Ray. This was the opportunity we had been waiting for. In this project,

Ray and I developed and proposed a global advertising standardization model, validating it with responses from European subsidiaries of multinational corporations. In the survey, 107 responses were collected from American and Japanese firms operating in the European Union. We examined the factors influencing the degree and the consequences of standardized advertising in the UK, France, Germany, the Netherlands and Italy. This collaboration worked marvelously and we published three papers based on this project in leading journals, including the *Journal of Advertising*.

Despite this chance discovery of a future research partner, it is generally very hard to get to know people on a deeper level at the AAA meetings. Its membership directory is full of people I consider my mentors—Tom Duncan, Sandra Moriarty, Richard Pollay, Alan Resnik, Bruce L. Stern and Marc Weinberger, among others—I cannot recall ever having met any of them in person. I may have passed them in hallways without recognizing them simply because I don't know what they look like. For example, at last year's Burlington conference with the terrible snow storm, I met a friendly guy in a Sheraton hotel elevator. He came in with a professional-looking camera around his neck. He had a red

AAA badge on his jacket, so I asked if he had been hired by the AAA to take conference pictures, and he briefly replied "Yes." Later, I saw him at the AAA Luncheon and learned he was Jef Richards with whom I had exchanged emails several times!



Shintaro Okazaki

In Burlington, I organized a pre-conference with one of my dearest friends, Barbara Mueller, who has also been an AAA member since the early 90s. We first met in 2004, when the third International Conference on Research in Advertising (ICORIA) was held in Saarbrücken, Germany. Barbara's 1987 study on the Westernization of Japanese advertising (and her 1992 partial replication) has been among the most cited cross-advertising studies according to the SSCI, and has generated an enthusiastic following. I was no exception. However, she had been somewhat "absent" after her 1996 *JAR* article on British beer advertising. I asked her if she would be interested in replicating her 1987 study, updating the results with contemporary Japanese and American samples. Again, the Yoshida Hideo Memorial Foundation provided generous support for this project, and we flew to Japan in September, 2006 to conduct a complete replication of her 1987 study with a much larger sample size. The results indicate that Japanese advertising now employs much more Westernized appeals than it did in the past. Moreover, American advertising tends to use soft appeals, even more so than its Japanese counterparts. Barbara and I are continuing our research collaboration this year with an attempt

Okazaki, p. 27

Bio

Shintaro Okazaki is Associate Professor of Marketing at Universidad Autónoma de Madrid (Spain), from which he obtained his Ph.D. He also received an MBA from Oregon State University and held managerial positions with Citibank N.A. Tokyo Branch prior to entering academia. Shintaro's research involves cross-cultural advertising, international marketing and mobile commerce. Shintaro has published in numerous major advertising and marketing journals, and serves on a number of editorial boards. He won IJA's Best Reviewer Award in 2007, and serves on the Executive Board of the European Advertising Academy and on the Council of the Japan Academy of Advertising.

AAA: 50 Years and Never Stronger

by Robert L. King

I am honored and pleased to share some thoughts about the Academy on the occasion of the 50th anniversary celebration of its founding.

From time to time, someone contacts me, referring to me as the Academy's "organizational memory". Whatever else, that is a scary thought, or maybe it is just a nice way of saying that I've been around for a long time. But it does cause me to reflect on my years of involvement in AAA activities, and those thoughts will be part of my observation of the 50th anniversary. In that spirit, I share them with you.

First, the "atmosphere" of the Academy is unique. Like most faculty members, I have affiliated with a substantial number of professional associations over the years, some large and some small, with national or with regional memberships, and with wider or narrower fields of interest. Some were organizationally remote and bureaucratic, and the atmosphere of their conferences reflected an air of hierarchy. I am reminded of my assignment some years ago as a Virginia Tech faculty member to welcome a minister of the German government upon his arrival at Roanoke Airport, and to escort him to campus. As we drove through the rolling mountain country with views of grazing horses he said: "Ach! Sehr schön! Just like the Harz Mountains – so many horses!" And I responded in my fragile German: "Yes, but we have a major problem." "Ja? What is that?" he asked. "We have more horses' asses than we have horses!" It translated well, and our guest had a very good laugh.

My point in sharing that incident is simple: AAA's ratio of horse parts among its membership has been exceptionally favorable from the beginning, and it remains so today. Whether one is a doctoral student, a relatively inexperienced faculty member, or a founding father of the profession, we meet each other openly and with cordiality and respect. Whatever else, we are not professionally arrogant or stuffy.

Second, the Academy has a tradition of actively involving its members as fully as one is able and willing to work. Again, permit me to share a personal experience. Until the late-1980s, the Academy "planned" its annual conference by asking for a volunteer at the current year's event to host the next year's event, and to handle all logistical details. I recall the lengthy and deadly silence which accompanied that "call for a volunteer" during the 1984 conference. Somehow, I timidly raised my hand, resulting in my hosting the 1985 conference in Charleston, South Carolina. And what a ride it has been ever since! I estimate that my super wife (Helene) and I have personally



Bob King and wife, Helene King

duplicated, collated, stapled, and stuffed and stamped more than 35,000 packets of conference and membership materials. And Thank God for the electronic age! My son (Keith) and daughter-in-law (Zeli) have so ably assisted me with Academy-related computer issues without making me feel like a first-class idiot. (Yes, I discovered the power switch on my computer and mastered its use several years ago!).

And then there were tours of duty as AAA's newsletter editor, *JA*'s book review editor, Executive Secretary, and Director of Conference Services! My point: the Academy is eager to utilize fully the abilities and time that its members are prepared to offer. But be forewarned: If you raise your hand, be prepared to replace part of your wardrobe. Academy activity can burn off more calories than, well — almost anything else that you really enjoy doing!

Third, over the years the Academy has continued to broaden the scope of its programs in order to bring in new groups of members, and to serve all of its members better. Perhaps there is no better example than the introduction of the Asia-Pacific Conference series in 2001. About ten percent of AAA's membership has resided outside the US, mostly in East and Southeast Asia. However, only a few of our Asian members were able to attend AAA's annual conferences, and US members did not visit Asia in consequential numbers.

When the idea of sponsoring an Asia-Pacific conference series was introduced to the Executive Committee in 2000, there was serious discussion regarding the minimum number of attendees necessary to qualify the 2001 event in Japan as "successful." One member suggested 40, and another suggested 50. I countered that my minimum

King, p. 29

The Problem with the AAA Directory: Can You Shoot Pool or Not?

by Charles Patti

Earlier this month, I went to the AAA membership directory to check an email address. Now as directories go, the AAA directory is as good as most. Better, really. Not only do we have all of the normal categories (name and contact details), we have columns for our interests, including ‘other interests’ and methods (very scholarly). Having grown up with many of the folks listed in our directory, I assure you there are many omissions. Now, I’m not a self-appointed keeper of little-known information about our colleagues, but after more than 30 years of interacting with this group, I can fill in that ‘other interest’ column pretty easily. But, before I do that, let me tell you how this all got started.

It was one of those very cold, grey days in Champaign-Urbana. The kind of day that three months later, made up my mind about where I’d start my full-time academic career: Arizona State University in sunny, Tempe, Ariz. But on that bitter cold February morning in 1974, Arizona wasn’t on my mind. I was about to meet my first group of advertising students. I was Kim Rotzoll’s graduate assistant and as Kim so often did, he was giving me an opportunity to give my first lecture in Introduction to Advertising in the College of Communication at the University of Illinois.

That was quite a semester—teaching from the classic, Sandage and Fryburger text, Kim Rotzoll evaluating my first teaching assignment, and then later that semester, Gordon White asking me to teach in his Advertising Copy and Layout course. And, meeting my office mates (Charlie Frazer and Christine Urban). Both would become life-long friends and colleagues.

I doubt if there were ever two more kind, caring and nurturing teachers than Kim and Gordon. They deeply touched everyone they came into contact with. However, there was another strong influence on me in those days—Nugent Wedding. I always felt that Nugent cared as much as Kim and Gordon, but he couldn’t have had a more different style—in and out of the classroom. Kim and Gordon would see you anytime. They’d listen patiently to everything you had to say. With Nugent, it was a different story. At first, when I felt I needed to see Nugent about my dissertation, I’d ask for an appointment. His response: “Sure, how about 6 A.M. here in my office?” I soon learned the right reply, “Well, that’s fine with me, Professor Wedding, but if you happen to get here earlier, that’s OK too. I usually arrive around 5.” And, so this little game went on for two years, until I finished my dissertation (with a committee of Nugent Wedding, Wat Dunn and Jim Carey) and then moved on to ASU. My first graduate assistant at ASU was Vince Blasko—a longtime AAA member (and another one who needs his ‘other interests’ column filled in). Two other AAAers joined us at ASU in the Fall of 1974 (John Murphy and Dick Mizerski). And, shortly after that, Len Reid, Dick Beltramini, Nancy Stephens and Mary Ann Stutts joined us. Suddenly, ASU went from having one AAA member (AAA Fellow Bob Zacher) to a group of eight of us: Four have been AAA Presidents.

A few years after all of these people left ASU, I left too and joined the Marketing Department at the University of Denver where another AAA President, Don Glover, joined us. Over the past twenty-five years, I’ve had the pleasure of writing a book with Charlie Frazer, two books with John Murphy and another with Sandy Moriarty. I’ve done consulting projects with AAAers Dean Krugman, Hugh Cannon, Don Schultz, Dick Mizerski, Bob Lauterborn and Clarke Caywood. There were also research projects with these friends, editorial work for our Journal and other journals, committee and task force assignments, etc.

Patti, p. 29

Patti at a Glance

Position:

Professor and Director of the Integrated Marketing Communication (IMC) Program of the Daniels College of Business at the University of Denver

Major Activities:

Marketing Educator of the Year, Marketing Educators’ Association, 2007

James M. Cox Professor of Customer Experience Management, 2007

Professor Emeritus, Queensland University of Technology, 2008
Senior Fellow, The Cable Center, 2008

Director of IMC Program; Director of Customer Experience Management Program

Charles Patti has extensive leadership and administration experience in the areas of coordination, department and school head, director of executive MBA, associate dean, acting dean and chair of committees at university, college and school, and department levels. He is experienced with fund raising, financial management, accreditation, program development, community relations and international collaborations. Patti’s scholarship includes publications in international journals, proceedings, books, case studies, book chapters, book reviews and industry/consulting reports. He has examined topics that focus on marketing management, marketing communications (particularly advertising) and learning and teaching issues.



Charles Patti

Okazaki, cont'd

to explore global advertising appeals in multiple markets.

The AAA Annual conference has often been a global platform where we can encounter many scholars from Europe and the Asia-Pacific region. Flemming Hansen (Denmark), Philip J. Kitchen (UK), Peter Neijens (Netherlands), Patrick De Pelsmacker (Belgium), John R. Rossiter (Australia), Manfred Schwaiger (Germany) and Ralf Terlutter (Austria) are among the most respected international scholars who flew across the ocean to our Burlington pre-conference last year. I met Doug West (UK), Editor of the *International Journal of Advertising*, in person for the first time at the 2006 Reno Conference. He is the person who provided me with my first opportunity to serve on the editorial board, and he encouraged me to work as a referee for this prestigious journal. From my homeland, Japan, Kazue Shimamura and Morikazu Hirose are among the few Japanese who have a truly international vision of advertising education. We first met at the 2003 Baton Rouge conference and developed a very close relationship. Later, they introduced me to one of the most influential scholars in Japan: Shizue Kishi. One of John Lackenby's first Ph.D. students, she returned to present her work at our Burlington pre-conference last year.

Why Spain? This is one of the most frequent questions I am asked at the AAA meetings. Ten years ago, I was an entrepreneur who set up my own joint venture with Spanish engineers. However, when I started my Ph.D. in my spare time, I realized this was what I had been looking for over the past 20 years: Research. As soon as I defended my dissertation in 2002, I dived enthusiastically into my academic career. In the same year, an unforgettable moment occurred at the very first conference I ever attended,

organized as a joint meeting between the AEJMC, the ASJMC and the AJE on January 5 in London. The discussant of my session was Mary Alice Shaver, who warmly encouraged me to pursue my interests in cross-cultural advertising research.

You may not believe that I "survived" the March 11, 2004 brutal terrorist attacks that resulted in the tragic loss of lives in Madrid. The commuter train I usually take was one of those bombed in such a deadly manner. I was fortunate not to be on it that morning, as I didn't have early classes.

Despite this devastating experience, there are many reasons I think this is an amazing country to live in. Spain is a multicultural, multifaceted country, a nation of diversity where different values and ideologies peacefully coexist. Besides "Castilian" (commonly known as "Spanish"), there are three more official languages defined by the Constitution, each associated with a particular region. Although I don't buy the famous Franquista slogan "Spain is different," Spaniards are indeed different in many ways. Most people are extremely generous and intellectually mature. Some are bravely liberal and stubbornly humane. In recent years, the Spanish government has

Barban, cont'd

be incorporated into curricula and thus better prepare students to be knowledgeable and socially-responsible practitioners. The role that the American Academy of Advertising and the *Journal of Advertising* have played in this evolution is truly remarkable. When I think back to that first AAA meeting I attended in 1963 and compare it to the conferences I have attended over the past thirty-five or so years, the contrast is remarkable – and clearly positive! By 2000, when I retired from the University of Alabama, it was comfortable to observe that advertising education was much more of a true **academic** discipline than it had been in 1963.

We owe much to those early pioneers who founded AAA – including the first five presidents: Harry Hepner, Billy I. Ross, Dan Warner, Royal Ray and Bob Zacher. They saw a need and took action. Along with many other outstanding advertising scholars and educators, who through research and innovative thinking along the way added much to our knowledge – as well as those who often took controversial stances on social and ethical issues – we are greatly in their debt.



** Some thoughts expressed here first appeared in: Arnold M. Barban, "Some Observations and Thoughts on the Founding and Early Years of the Journal of Advertising," Journal of Advertising, Vol. XXI, No. 2, June 1992).*

undergone many important social reforms in the areas of individual and gender rights, secular education, and health care services for the elderly, children and the disabled. These are among my favorite characteristics of Spain.

Indeed, many people have helped me with just such generosity. I'd like to close this essay by expressing my special gratitude to two very special persons. Javier Alonso, my dissertation supervisor and my collegial mentor in Spain. If I had not met him, I would not have even started my dissertation. "Gracias." Enrique Bigné of the University of Valencia, an AAA member and one of the leading advertising scholars in Spain, provided me with greatly needed support on two very important occasions in my academic career. "Gracias."



What has Changed (or Not) in the American Academy of Advertising

by John D. Leckenby

The first AAA Annual Conference I attended was held in Newport, Rhode Island, in 1974. In fact, it was the first academic conference of any organization I had ever attended. Things had begun to change quite a bit, as I understand it, from AAA conferences of earlier years.

For starters, we had the privilege of actually staying in a hotel for this conference. Earlier, conference goers stayed in dormitories of the university which sponsored the conference during times, such as spring break, when students were away. This was done to lower the cost of attending the conference. Although a university would sponsor the conference, I do not recall it ever being held on a campus. It was usually held in a hotel in the same city as the university sponsoring the conference. Many times we did not even visit the university conference as we were too busy “conferencing” on the hotel site. Academy members often did not know, even when the conference was over, where the next conference would be held the following year as no one “volunteered” to host the conference the following year. It was a big job (ask Dr. Robert King, our Director of Conference Services, who has organized our conferences now for many years.); it was often, unfortunately, a thankless job as well. As things were often run “on the cheap,” there were plenty of complaints about the quality of hotels, conference rooms, food and the like. But about the comradeship, I remember no complaints. The conference was smaller than now, perhaps a hundred or so people and everyone knew each other quite well.

It might be worthwhile to note that



John Leckenby

I remember at that 1974 conference and for many of the subsequent conferences only a very few female professors in attendance—perhaps as little as three individuals on some occasions. It is a great credit to this organization that such early female members as Dr. Mary Ann Stutts of Texas State University-San Marcos were in that small elite group and continue to attend and actively promote the goals of the Academy. I do not believe it was always easy for this group in our Academy; yet, at the same time, some of the reasonably early Presidents of the Academy were female. Professor Barbara J. Cole became the first female President in 1978. So, I believe there was a certain amount of progressive spirit among the (then) majority, male members. It is quite wonderful to attend a contemporary conference and find so many female colleagues as members of the 3A's. It amazes me to remember it was not always this way.

The aforementioned Dr. King has often remarked at conferences that this organization has the lowest ratio of horses a---s to horses of any

organization of which he has been a member. I do believe this is true in my experience. I do not remember very many big egos causing disruption of conference meetings either in paper sessions or in Executive Committee meetings of which I was a part. And there were many who deserved to push their egos around since they were highly regarded in the field for their achievements. I never, ever remember leaving a single annual conference saying to myself, “I wish I had never come here.” On the contrary, I enjoyed planning right away for the next year's conference. It has been a joy of my own academic career to be fortunate to be part of such an organization. Coming to the annual conference and getting the support of our fellow colleagues is a gift to all of us, especially during those inevitable times in all careers when things on our local campuses are not what we had hoped they might be at any given time.

At around 1978 or so at an AEJMC Annual Convention, Professor Steve Chaffee (a great contributor to modern communication theory and then of the University of Wisconsin) was on a competitive paper session I attended. I remember being so impressed that the presenter for his paper was his co-author, a young doctoral student. It occurred to me then that it would be great to submit papers with my own doctoral students to the American Academy of Advertising competitive paper sessions for the conference. Up until 1982 or so, almost all competitive papers and other sessions were comprised of professors and not students. It has been wonderful to see our annual conference grow with the addition of so many

Leckenby, p. 31

Patti, cont'd

As many of you know, I spent nine wonderful years as Head of the School of Marketing at Queensland University of Technology in Brisbane, Australia. During that time, several AAAers helped us as visiting professors, including Pat Rose, Don Schultz and Charlie Frazer. My time in Australia also brought me in close contact with AAAer John Rossiter and Journal of Advertising author Michael Ewing. During my ten years as a Visiting Professor at the Graduate School of Business at Bocconi University (Milan), I had the pleasure of meeting Eduardo Brioschi, the winner of the 2005 Charles H. Sandage Award for Teaching Excellence.

I learned a lot from all of these (and other) AAAers. But, this is not what I'm sharing with you today. Remember, I'm trying to fill in that 'other interests' column in the AAA Directory. So, here's a little quiz for you. Below is a list of little known facts about a group of AAA members. See if you can match the little known fact to the member.

Little known fact to be included in the AAA Directory ('other interests') column	AAA Member	Correct Answers
Played guard on a department basketball team (Marketing Mixes) that went 17-2 against the rival team (Invisible Hands).	Vince Blasko	Len Reid
Has traveled the world, but most enjoys shooting pool.	Don Schultz	Gordon Miracle
Has published widely, but most impressive accomplishment is rebuilding a 1957 Edsel.	Hugh Cannon	Richard Mizerski
Great teacher who once won a hula-hoop contest. Hint: This is not Don Schultz.	Pat Rose	Mary Ann Stutts
Award-winning teacher who can't keep office hours because doesn't wear a watch.	Herb Rotfeld	Vince Blasko
Speaks Italian (not usually when teaching). Hint: This is not Eduardo Brioschi—well, Eduardo speaks Italian too.	Dick Beltramini	Joe Pisanì
Has been seen playing basketball without shoes.	Mary Ann Stutts	Herb Rotfeld
Holds some kind of record for the most number of pets owned; yet, can travel internationally.	Gordon Miracle	Pat Rose
Has over a million miles in the United Airlines frequent flyer program—and still won't take me in to the Red Carpet Lounge.	Richard Mizerski	Don Schultz
Wears bow ties to bed—likes to be prepared to lecture at all times.	Bob King	Hugh Cannon
High teaching ratings generated by preparing and serving students the Soprano's recipe for veal scallopini.	Joe Pisanì	Dick Beltramini
Had to supply this AAAer with copious amounts of lanolin hand cream from sheep wool while I lived in Australia. Don't ask.	Len Reid	Bob King

After 50 years of existence, I propose that a new AAA task force be formed to gather and disseminate the really important "other interests" of AAAers. After all, what good is an email address if you don't know if the person can shoot pool or not?



King, cont'd

expectation was 70, but that if we reached 80 I'd think I'd died and gone to heaven. We attracted 93 registrants! This event opened a new dialogue

“...let us pause to celebrate the Academy's service to the profession during its first fifty years. Prosit!”

with our Asian members, bringing them into closer contact with the Academy. As expected, new international friendships and research alliances were formed, and U.S. faculty members returned to their home universities from Asia better prepared to address implications for advertising in a global marketplace. Interest in the series has grown, resulting in the hugely successful 2007 conference co-sponsored in Seoul by the Korea Advertising Society. And now we look forward to Beijing in 2009!

The Academy's programs have been expanded in other important ways, too, including creation of a program of research awards for faculty and doctoral students, and establishment of new awards in recognition of a variety of members' achievements.

I have so much more to say but I have used up my allotted space. But I cannot close my 50th anniversary comments without acknowledging at least a few of the people who were fundamental to the Academy's establishment and growth over these years. First, we owe a debt of gratitude to Billy Ross, one of the Academy's "founding fathers" in Dallas in 1958, and still an honored and active AAA colleague. And how fortunate we are to have enjoyed good leadership over the years by people like John Leckenby and Kim Rotzoll and Ivan Preston and so many other true scholars and gentlemen and gentlewomen!

I have worked in official capacities with 22 of AAA's 45 presidents. But what about the next fifty years? That, my colleagues, depends upon you—your voluntary participation in the life of the Academy, in its programs and its elections. But that is another story for another day. For the moment, let us pause to celebrate the Academy's service to the profession during its first fifty years. Prosit!



AAA: Past, Present and Future

by Don Jugenheimer

The American Academy of Advertising should raise its annual dues! What, you say! Pay more?

Yes, I firmly believe that AAA delivers more per dollar of dues than any other organization I know. For only \$65 a year (and \$35 for students), you get so much: The *Journal of Advertising* alone would cost you \$76 for an annual individual subscription -- \$96 for overseas -- but AAA charges nothing extra for foreign memberships. AAA also provides the Newsletter, the annual national conference and a biennial Asia-Pacific conference, job notices for those looking and those hiring, research and dissertation assistance, awards, recognitions, contacts, information sharing and so much more.

AAA is the best bargain in higher education. And I should know, because I've been a member of AAA for more than 40 of its 50-year history. And I've been fortunate to hold most elected offices, including two years as President and three years as Executive Director of AAA.

So let me tell you what it has been like, what it is now and where I think it is going.

Years go, the annual conference had maybe 40 or 50 persons attending and it was easy to meet everyone. Now we get more than a hundred and I know only just more than half of them. If we continue to grow, I hope we don't become anonymous, because one of the best things about AAA is its manageable size.

It was difficult to fill the conference program and most sessions were plenary in format back then; this year, we are adding extra concurrent sessions, four at a time, and the only solution for the future may be a longer conference. We used to accept more than 80 percent of papers submitted, but this year it is down to 51 percent and we will inevitably take fewer than half in future years, as submissions continue to increase. Program sessions used to focus on media, message or research, but now we have entire sessions just for information processing, physical and psychological reactions to advertising,

activity motives and other deep topics.

We used to give only internal awards; but this year AAA is starting external awards, with a public-service award program that you'll learn more about next month in San Mateo.



Don Jugenheimer

As for academic publications, we had only the *Journal of Advertising* (and I had the privilege of being the first subscription manager and, then, first business manager for *JA*); but now AAA is also hosting the *Journal of Interactive Advertising*, and I hope we sponsor more academic journals in the future. That is directly in line with AAA's mission.

And for years, annual dues were \$35 for all regular members; now the dues are \$65 but, as I said at the start, worth much more.

Advertising education, too, has changed with AAA. Our courses once concentrated on each medium: Print, broadcast and direct-mail advertising. Now, most programs cover the advertising functions or IMC and possibly metrics. In the future, I think we'll be offering instruction focused around behavioral targeting and measurement. Our "creative" advertising course was copy and layout; now "creative" includes all aspects of advertising: Message, media, research, production, account service, management and account planning. The future will bring a special and specific message and offer for each person.

And our students have transformed

Jugenheimer at a Glance

Education: Bachelor's, Masters, Doctorate--University of Illinois at Urbana-Champaign

Consulting:

American Airlines, IBM, Century 21 real estate, Aetna Insurance, Pacific Telesis, US Army Recruiting Command

Research Conducted for:

US Department of Health, Education and Welfare, International Association of Business Communicators, National Liberty Life Insurance

Donald W. Jugenheimer is Professor and Chair of the Department of Advertising at Texas Tech University. His teaching specialties are media management, media economics and advertising media. Jugenheimer is author or co-author of sixteen books and many articles and papers. He also served as President and Executive Director of the American Academy of Advertising and as Advertising Division Head of the Association for Education in Journalism and Mass Communication.

Jugenheimer, p. 33

Memories and Irony of a Small Academic Association

by **Herbert Jack Rotfeld**

It was fall semester of some bygone time. In the space of a few months, I started the doctoral program classes at Illinois, joined AAA (it was sort of required, or so it seemed), had my first journal article accepted (at *Journal of Consumer Affairs*), worked on what would later become the second and third articles (with officemate Len Reid), and taught my first collection of undergrad students who eventually wanted to have me beheaded. When a cut cornea put an eye patch on my head, each advertising faculty member and graduate student thought he or she was the first ones to tell me I looked like a famous



Herb Rotfeld

Ogilvy advertising icon; in late afternoon, Wat Dunn in rare sarcastic form said, “I’m certain no one told you that you are the man in the Hathaway shirt.”

Yet in the strongest single memory from this period, Don repeatedly berated me on how I had to “unlearn” everything I knew about communications from my advertising courses. He was a doctoral student who came up from the journalism program, so he “knew” that cultural studies, phenomenology and other such stuff provided the only correct way to understand the world. To Don, advertising students were not real communications

Rotfeld, p. 32

Leckenby, cont’d

doctoral students accompanying their supervising professors to competitive paper sessions. The history of media development has shown clearly the new ideas and concepts are invented by those who are relatively young (we are all “young at heart,” of course); similarly, I believe our organization has benefited by the inclusion of young doctoral students on our annual programs.

It is a testament to the quality of this organization that our own Dr. Robert (Bob) King has organized so many wonderful conferences for us. And, every year, I know he gets a few very difficult complaints and perseveres. Yet, I believe he fairly single-handedly transformed our conferences from possibly “hit or miss” affairs (we never knew if we would break even or go into the hole financially in the university-sponsored days) to clarity in both the organization of the conference and the financials of the conference—both of which are critical. I doubt if we would be alive as an organization today if the procedures had not become more systematic for annual conference planning. How nice it is now for many years to know where the conference

will be held and in what hotel at the end of each conference. Not so in the good old days.

It is worthwhile to note the goals set down for this organization toward the beginning as recorded by Dr. Billy I. Ross (“Billy I. Ross Answers the Question: What is the American Academy of Advertising?” *Gamma Alpha Chi NEWS*, July-September, 1961, 7.):

The 1962 yearbook listed the purposes of the American Academy of Advertising as:

- ▶ To coordinate effort to advance advertising education;
- ▶ To assume leadership, to appraise advertising;
- ▶ To emphasize the value of professional education for advertising;
- ▶ To study, evaluate and improve advertising education;
- ▶ To stimulate research concerning advertising education;
- ▶ To develop closer liaison between academic disciplines; and
- ▶ To encourage closer cooperation between teachers of advertising.

I believe it is the case that as of 2008, a number of these important goals have largely been achieved by members of the Academy. Yet, there is work to be done in all the above areas—some more than others, undoubtedly. And, most importantly, we can be optimistic that the next fifty years will bring greater achievement than the first fifty.

John D. Leckenby (Ph.D.) is a Professor in the Department of Advertising of the College of Communication and Everett D. Collier Centennial Chair in Communication at The University of Texas at Austin. He received his Master’s degree in Advertising and Ph.D. in Communications from the Institute of Communications Research at the University of Illinois at Urbana-Champaign. Before joining the Department of Advertising, Leckenby was professor of advertising at the University of Illinois at Urbana-Champaign. His major interests are in the fields of media reach/frequency models and copy research. Leckenby was chair of the Department of Advertising of UT Austin from 1985 to 1987. He has served on the Copy Research Council of the Advertising Research Foundation (ARF), and as President of the American Academy of Advertising (AAA). His is currently co-editor (with Hairong Li, Michigan State University) of the Journal of Interactive Advertising.



Rotfeld, cont'd

scholars, a view shared by some of the faculty.

Skip ahead about a decade when I unexpectedly ran into Don at an AAA conference. After he graduated from Illinois, he worked at an advertising agency for a few years and then got a faculty job in an advertising department. A decade after that, some of the faculty who spoke of advertising scholars with derision when I was a student, attended an AAA conference or three, while others were listed as UIUC advertising faculty.

As was quite common in the 1970s, I left town ABD after all my classes were finished. Most others landed jobs where they stayed for years, but my first faculty job was in the boondocks at a small “regional college” where the journalism department head bragged of hiring the school’s first non-Christian and non-white faculty as instructors. Unfortunately, his societal views were less than contemporary as he blithely described us with now-forbidden terms of ethnic derision. It was from there that I happily flew to my first AAA conference. To my sense of being alone, no other students or faculty I knew were at the start of the opening reception. Kim was not coming at all; other UI faculty such as John or Spencer came in later.

At that first reception, I asked someone if he could point out Ivan Preston. We had talked on the phone for many hours, and our letter exchanges in those times of postal delivered mail were quite extensive. But we had never met.

With confidence, I went to Ivan, put out my hand and said my name. An eternity passed with his responding thousand mile stare. I’m thinking “Great! He doesn’t remember any of it,” until the look was replaced by the wide smile and thunderous greeting. I must possess the same stare today, since every year people who know me well give their names when greeting me at AAA saying I didn’t seem to remember them. On the last morning of my first conference, there were no sessions. The conference ended with a getaway brunch where I had my last talk of the weekend with Ivan. I returned to the boondocks able to tolerate anything for the rest of the semester.

In the twelve years that followed, I bounced back and forth between faculty positions in communications and business colleges. At AAA, it didn’t matter. But the meetings themselves provide a strange collection of memories.

Every year, Gordon White asked about the health of the dog that followed me around when I was a student. One year I asked Kim about their search to replace a retiring faculty member. When he said they were just starting, I asked if they had met a man from Michigan State I knew was graduating soon. When he said no, I dragged them together for an eventual match that lasted many years.

At the meeting near the University of Missouri, our hotel seemed to be located in the middle of the interstate cloverleaf,

so any “escape” from the grounds required a car. But then, since it was Spring break in a campus-dominated town, everything was closed anyway. In South Carolina, we were

in a hotel that was condemned. After we’d use a room for the last time it would be shut down and dismantled, like the sets of a cancelled television program filming the last episode. Another conference at a different location, our dinner was on an aircraft carrier, but the weather didn’t cooperate so people were grasping at the coffee cups to warm their hands.

One year, a strike at a large airline prevented a number of people from coming to town, so Mike sent his visuals and an audiotape to the meeting with directions for someone to show it in his absence. I flew to a couple of conferences in a small plane piloted by Vince, but my sole memory of the meetings was that the flying time between stops pushed my tolerance of sitting without access to a toilet.

Through the 1970s and 80s, the single consistent memory was the vanishing attendees. The quarter finals of the NCAA basketball tournament would be on the same weekends as the meetings, so most members would go into various rooms to watch the games. Those of us who didn’t watch the games would go to dinner or to town alone or waited until the games ended.

In both conferences at Denver, we were in the middle of the blizzard and I did not adjust to the altitude. The first time, I nearly passed out during my presentation. The second time, I got motion sickness during a bus ride up a mountain to look at a frozen lake covered in snow that might have also had a polar bear in there for all I know.

I was at Penn State when Kim called to tell me he accepted the job as head of the advertising department at UI. I told him that it means he must be prepared to become AAA president, though he said that no one would ever elect him to that sort of thing.

Through the decades, I repeatedly volunteered for committees or other service in the Academy. I applied to be editor of the newsletter or of the journal. But I was never appointed to do anything until recent times, and therein lies another collection of tales for a different writing. As part of the membership committee that started the first-timer breakfasts not long ago, I was listening to everyone else’s introductions, from the new attendees to various officers. I was one of the last to be introduced as I said, “I’ve been a member for ___ years, and the membership has wisely never asked me to hold a position of authority.”

It got a decent laugh back then, as it did every time I repeated it.



Rotfeld at a Glance

University: Auburn University

Position: Professor of Marketing

Editor: *Journal of Consumer Affairs*

AAA Service: Treasurer

AAA Award: Kim Rotzoll Award for Advertising Ethics and Social Responsibility Outstanding Contribution to Research

Jugenheimer, cont'd

from traditional and Generation X into today's Millennials, and future educators may teach each student individually – and maybe not on a college campus.

AAA mirrors advertising, just as advertising mirrors AAA. Advertising used to aim for response; now we aim for engagement – and in the future, we'll aim for more two-way communication. Our media targets were demographics; now they are usage, and in the future will be individuals.

In some areas, it is difficult to predict what will occur in the future. Interactivity was once restricted mostly to direct mail, and now it is on the Internet, but who knows what is coming next? We have gone from mass media to today's targeted media and next to tomorrow's one-on-one communication, or maybe not even

using media as we know them. Rating and share have evolved into GRPs and TRPs. Selling has been transformed from hard sell to relationship marketing and, in the future, maybe responding to customers instead of their responding to advertising.

The fastest growing audience segment was once the 18- to 34-year olds; now it is my group, over 50. We have gone from coupons to the Internet and are headed for products and services bundled for each individual customer.

I have always said that AAA is my favorite organization, for many reasons: You get a lot for what you pay, you can know most of those attending the annual conference and every member is interested in much the same things as you are.

I owe thanks to AAA for letting me be so involved for so many years. In

case you are not aware and you care, I am not retiring – but I am giving up more than 40 years of classes and meetings to devote more time to writing and consulting. Of course, I'll still be a member of AAA.

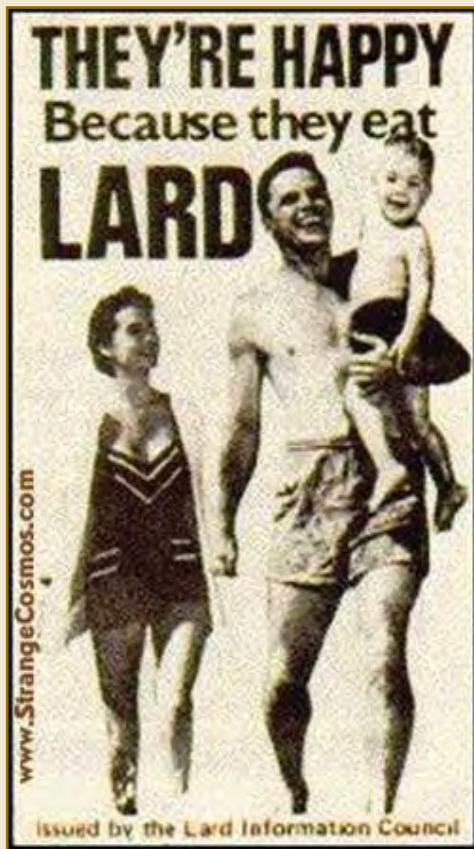
I cannot name all the persons in AAA who have helped and who have given so much, or I'd wind up listing almost half the membership. One thing of which I'm most proud is that I have taught three students who went on to become presidents of AAA.

Thank you for this opportunity to review the history of AAA and my experiences with it, for the opportunity to be a member and to serve this great organization and for the opportunity to teach advertising with some of the best colleagues worldwide—better than any of us deserves.



Favorite "Oldies" Ads

— Millie Wells, Florida Gulf Coast University



Musings and Perspectives Wrought by 57 Years in the Discipline

by Claude Martin

I began my career announcing radio commercials in 1951, soon to evolve into television broadcasting. I spent 14 years as a broadcaster, thus being on the delivery end of advertising. In 1964, while in the doctoral program at Columbia, I had the opportunity to teach my first advertising class at St. Francis College in Brooklyn. Incidentally, the class consisted of 42 catholic nuns who for some inexplicable reason were pursuing a business degree. No ensuing class of either undergraduate or graduate students could quite rise to the challenge presented by those women, all of whom came to class in traditional garb and surprisingly exhibited a degree of exhilaration and studious commitment about advertising and marketing far beyond my expectations. This served as a springboard for my subsequent 43 year experience on the Michigan faculty in teaching, researching and consulting.

Over these 57 years, what has changed? To paraphrase the Virginia Slims commercial: “We’ve come a long way baby!” I was fortunate enough to be at the end of the era of network radio as a dominant media in advance of the rapid growth of television starting in the second half of the 1950’s. For both radio and TV, the common denominator was either a 60- or 30-second commercial (contrasting with today’s seeming micro-bursts) and most of them were done “live.”

Some of the gray flannel suit, three-martini crowd (as many advertising people were correctly characterized) came to love “take a chance” demonstrative live commercials such as those for Timex’s “It keeps on ticking” (after being immersed in water) using TV newsman John Cameron Swayze; others embraced celebrity ads (print ads had Bob Hope, John Wayne and Ronald Reagan for both Chesterfield cigarettes and Whitman’s chocolates); others embraced “slice of life” scenarios; and others borrowed heavily from the hard sell style of the carnival pitchman (Anacin’s classic ad comes to mind with its pounding hammers and bolts of lightning, which one wag suggested produced the headaches for Anacin). My recollection is that most commercials I either delivered or produced were much more “hard sell” than many of today’s ads. I admit I still become nostalgic when I hear the voice of the pitch man trying to sell me “might putty” or the like on TV or the incessant infomercials. Almost embarrassingly I remember similarly pitching storm windows, freezer plans and the like....delivered “with enthusiasm” as directed by the sponsor.

Meanwhile the character of marketing/advertising academics was also in sharp contrast to today. Most

“theory” was heavily driven by economics prior to the 1950s to 1960s. Basically, there were not many outlets for such research and theory development (the first advertising journal was *Journal of Advertising Research*, founded in 1960 and it had mostly invited and/or non-reviewed papers at the time) and as you can see from the AAA website, the *Journal of Advertising* was not in existence until later on. In the 1950’s there were some isolated theories that involved advertising, such as “motivational research” that evolved from the popular press or were the result of commissioned research by companies.

But suddenly in the 1960’s academics found a whole new approach when marketers “discovered” psychological, sociological, and psycho-sociological theories and began to apply them to buying behavior. One significant difference from today is the example of John Howard’s seminal model that many consider the birth of modern consumer behavior theory. It initially appeared in his marketing management textbook, not in a journal. Others like Sheth and Kollat and Blackwell had similar non-journal exposure.

I have only scratched the surface of differences I have experienced since that first radio commercial I read in 1951 and that first ad class I taught in 1964. However, I would like to spend the remainder of this space citing some major achievements and some challenges we in the advertising discipline face.

First, it is my perception as a teacher, researcher and editor that advertising has evolved into a true academic discipline with a significant body of ongoing research (including three major journals) and far more participation in teaching and research activities. It is also my perspective that the quality of that effort has definitively improved. Today’s young academic now has a body of theory and research to build upon as compared to earlier researchers such as Stuart Britt, Ivan Preston, Arnold Barban, Bart Cummings, Steve Greyser and Charles Sandage who had to cast their nets into unknown waters.

Second, I was privileged in the early 1990’s to serve on the National Advertising Review Board. Our discipline is somewhat unique in having the NARB as an arbiter of



Claude Martin

Martin, cont'd

disputes (largely generated by comparative advertising) among competing advertisers. This system composed of advertisers, agency representatives and public members has been able to adjudicate these disputes in the timely and less costly manner. Thus, our discipline has been able to settle these disputes outside the more costly and contentious litigation process. We should be justly proud of this.

Third, we have an immense challenge brought on by new media, especially the Internet. When television burst on the scene in my younger years, the advertising emulated (at least initially) what had gone on previously in radio. Thus, the gestation period for TV was far gentler than the prospects for Internet advertising and its many unknown dimensions.

Fourth, this leads me to the longest running unsolved challenge for advertising: Assessing its effectiveness. Jerry Thomas of Decision Analyst lays down the challenge saying, "The advertising industry, as a whole, has the poorest quality-assurance systems and turns out the most inconsistent product (their ads and commercials) of any industry in the world." While we might disagree with that perspective, it is based on some persistently disturbing elements cited by Thomas:

- (1) Unlike most of the business world, which is governed by numerous feedback loops, little objective, reliable feed-back is received about advertising;
- (2) After 40 years of testing advertising, we cannot tell if a commercial is any good or not, just by viewing it;
- (3) Advertising often has short-term effects that sales data might reflect, and long-term (years later) effects that most of us might easily overlook in subsequent sales data. Because of these limitations, sales data tend to be confusing and unreliable as an indicator of advertising effectiveness; and
- (4) Few companies have the budget, the patience, the accurate databases and the technical knowledge necessary to succeed at marketing mix modeling.

Even so, marketing mix modeling does not help us evaluate the contribution of a single commercial but rather

Martin at a Glance

University:

University of Michigan, Ross School of Business

Position:

Isadore and Leon Winkelman Professor Emeritus of Retail Marketing

Degrees:

Ph.D., Columbia University

M.B.A., University Of Scranton

B.S., University Of Scranton

Claude Martin's research focuses on the study of the process of new service development and the structure of service vs. product dominant firms. He also studies sleeper effect vs. decay in advertising, viability of mail intercepts for testing advertising, and assessment of advertising research ethical guidelines and performance.

the cumulative effects of many different commercials over a long period of time. Also, marketing mix modeling does not tell us why the advertising worked, or failed to work.

I agree with much of the Thomas assessment . . . simply put, we have not invested time or effort in truly gauging the effectiveness of advertising.

Finally, this veteran advertising researcher and editor's caution to the more newly minted ad researcher: We have come light years in the techniques used for data analysis. I would urge a renewed attention to the quality and integrity of the data and information which we use for such analyses. Some of you are aware that I have participated in litigation. As a result, I have been increasingly aware of the concern with "junk" science. I'm not advocating you all leap into the litigation process—it can be exciting, but also very frightening. However, I strongly recommend you do some inquiry into the federal court rules and criteria that have evolved out of the Daubert decision of the Supreme Court concerning research.

In doing so, focus on the integrity of data issues as they impact validity and reliability. It will give you better insight into making your research more meaningful and a better fit with scientific principles.

Thanks for this opportunity, and Happy 50th Birthday AAA!



Favorite Book

My favorite book is "The Great Gatsby" By F. Scott Fitzgerald. I wrote my B.A. thesis on this book as I was quite fascinated by the "Jazz Age" Fitzgerald depicted after World War I. This book later played a significant role in my life, leading me from Hong Kong to the graduate program at the University of Minnesota at Twin Cities. Back then, I applied to several different graduate schools in the U.S., and was trying to make a final decision. Bill Wells emailed me from Minnesota, and assured me that if I joined the University of Minnesota, I would be able to frequent Fitzgerald's hometown, St. Paul. So I packed my bags and spent four unforgettable years in Minnesota.

-- Qimei Chen, University of Hawaii at Manoa

Some Thoughts on the Academy: Past, Present and Future

by Charles R. Taylor

My first Academy meeting was the San Antonio meeting in 1992. I was near the end of my doctoral program at Michigan State, studying under Dale Wilson in the Marketing Department. While I was at MSU, I had the good fortune of doing advertising and communications minors. So in addition to the Eppley Center, I spent a good bit of time at the CAS building. This proved to be a very important point in my life, as I was able to gain a background in communication theory as well as take specific courses in advertising. I was very fortunate to get to know MSU faculty such as Nora Rifon, Bonnie Reece, Bruce Vandenberg, and Helen Katz and, Lincoln James who was there at the time. Dr. Gordon Miracle would prove to be highly influential in my career, as working under him on projects spurred my interests in international advertising as well as regulation. Most important of all, I met my wife, Hae-Kyong Bang, while working one of Dr. Miracle's research projects. For those of you that know East Lansing, our first date was actually at Crunchy's (a pizza place), based on a need to discuss some of the work we were doing for Dr. Miracle (or so I said!).

Dr. Miracle played an instrumental role in introducing me to AAA. In fact, it was a worked up version of a term paper I wrote for his class on advertising's relationship to industrial concentration ratios that I presented at the San Antonio meeting in 1992. I truly had a great time at the meeting – it had been a long time since I had been to San Antonio and I had not gotten to see the Riverwalk, which was beautiful. More important, it was remarkable as to how friendly

Taylor at a Glance

Education:

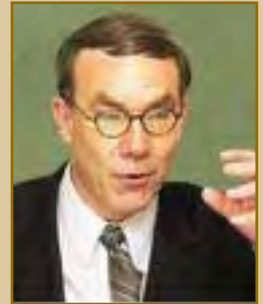
1992 - Ph.D., Michigan State University, East Lansing, MI
1987 - M.B.A., Michigan State University, East Lansing, MI
1984 - B.B.A., University of Michigan, Ann Arbor, MI

AAA Positions Held:

President, 2005
Vice President, 2001
Treasurer, 2002-2003
Research Committee Chair, 1998-2000

AAA Awards:

Outstanding Reviewer Award, Journal of Advertising, 2004
Competitive Research Fellowship Award, 1994



Ray Taylor

Academy members were and how it was possible to interact with virtually everyone there, including top scholars.

The true interest attendees had in advertising was very impressive to me -- the general marketing meetings were more fragmented, and even from this early point, AAA felt like home to me. Of course, it also helped that MSU students in my wife's cohort, such as Hairong Li, Kartik Pashupati and Kak Yoon, among others, regularly attended the meetings.

Strengths of the Academy

As I attended more meetings, it became apparent to me that a major strength of AAA was its sense of community. When I think of the Academy, the first thing that comes to mind is the friendships I have made. It is wonderful to be able to meet such good people that share a professional interest. Of course, the professionalism of the Academy's membership is also a great strength. We truly have many of the best advertising scholars, textbook authors and teachers in the world among our ranks. As a result, it is very easy to develop rewarding professional relationships with colleagues through the Academy.

Something particularly impressive to me about the Academy is the ability to interact with those who have truly helped build the field while simultaneously meeting with young researchers who are on top of emerging issues. It is really something to think, for example, how long some members of the Academy, many from major Ph.D. programs, have been studying advertising on the Internet -- and how this happened well before the Internet recently established itself as a major advertising medium. Of course, more recently, this research has moved in many directions, including user generated content and gaming.

The level of enthusiasm in sessions at the annual meeting and at the Asia Pacific conferences really does exceed that of most other academic conferences. We are very fortunate to have many people who have a true intellectual curiosity about the field in the Academy. Again, it is really something to see leaders in the field participate actively in so many sessions. It is also a big positive for the Academy that it is a mark of distinction for a Ph.D. student to present his or her work at the conferences.

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Taylor, cont'd

Looking Ahead: Some Suggestions for the Future

It was a true honor to serve on AAA's Executive Committee from 2001-2006 and to have served as chairman of a few other committees at various times. The professionalism of those I have had the pleasure to serve with on EC is unmatched, in my experience.

It is my belief that the Academy, which has benefited greatly from the vision of its founders and early members has continued to improve over the years. I have always been impressed to see how much people really care about the Academy. It is in this spirit that I would like to offer a few suggestions as the Academy moves forward:

1) Supporting Our Journals

The Academy has every reason to be proud of our flagship journal, the *Journal of Advertising*. Since I have been in academia, the Academy has benefited a great deal from the hard work of editors Len Reid, George Zinkhan, Les Carlson, Ron Faber, Russ Laczniak and now Marla Royne as well as the editorial review board members, ad hoc reviewers and authors. It is my belief that the *Journal of Advertising* is the premier *Journal* devoted to publishing academic research in the marketing communications. I very much look forward to receiving each issue because I always learn something new.

With the above said, I can't help but get frustrated at times when others in the field, most often in business schools, do not fully appreciate the *Journal*. A few times when working with co-authors in Europe and Asia I have been informed that some other outlets that I don't hold in quite as high regard as *Journal of Advertising* are rated higher. Even at home, many top marketing departments have done what I believe to be a disservice to the field by recognizing only work in the top three or so general journals of the

field, each of which is not necessarily well suited to many types of highly relevant advertising research.

Of course, the *Journal of Advertising* is highly regarded in many quarters. My main point is that, as members of the Academy, we should do what we can to get the word out as to just how high quality it is. One way to affect this is to be sure we cite relevant work that appears in the *Journal* when we publish in it and other outlets. Really, it should be the first place we look to find relevant literature on advertising topics

“ The true interest attendees had in advertising was very impressive to me — the general marketing meetings were more fragmented, and even from this early point, AAA felt like home to me. ”

anyway. In spite of the fact that there are some real measurement issues, ISI/ SSCI citation indices are highly influential in many parts of the world. So citing the *Journal* can help.

Another mechanism is to be sure to fill out surveys that ask for rankings of marketing and communications journals. I sometimes feel like *Journal of Advertising* gets caught in the middle here -- when a business school professor does a survey, many respondents may have little interest in publishing on an advertising topic and when a study is conducted by faculty of a communications/journalism college, people with interests in other areas might also be included.

I'd also like to mention that I am highly enthused about the Academy's recent decision to affiliate with the *Journal of Interactive Advertising*. John Leckenby and Hairong Li (and now Karen Lancendorfer as well) have done a great job building this *Journal* and I believe that it will be

an important vehicle for bringing the Academy additional recognition, particularly if it gets SSCI indexed, which strikes me as quite possible over time given the quality of the *Journal* and the tie-in with the Academy. Thus, I would encourage Academy Members to support the *Journal of Interactive Advertising*.

2) Encouraging Internationalization

Today, it really goes without saying that we are in a global economy. While the Academy has always had its share of international members, I believe there is more we can do in this regard. We have had the good fortune of people such as John Rossiter, Eduordo Brioschi, Patrick DePelsmacker, Kyung Hoon Kim, Yashuhiko Kobayashi, Shizue Kishi and Morikazu Hirose among others, frequently attending our meetings. I'd encourage all members to reach out to international scholars who attend our annual meeting. This year, for example, we will have a special session that includes top European scholars such as Peter Neijens and Edith Smit (University of Amsterdam), Shintaro Okazaki (Autonomous University of Madrid), Manfred Schwaiger (Munich School of Management), and Ralf Terlutter and Sandra Diehl (Klagenfurt University, Austria and University of Saarland). It is very helpful to the Academy to interact with these scholars and make them feel like the Academy is home. The good news is that these are very nice people who are a pleasure to meet.

Supporting the AAA Asia Pacific conferences is also important. I had the pleasure of co-chairing the most recent meeting held in Seoul with Doo-Hee Lee of Korea University. The next meeting is being run by Hairong Li and Bob King and will be held in Beijing (see call for papers in this issue). Bob has really done an outstanding job building this

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Reflections on what AAA means to me

by *Joaquin Aldas-Manzano*

September 1998, Valencia (Spain). In those days I was a doctoral student preparing my doctoral thesis on Advertising Media Planning. I needed to access some of the papers Dr. Leckenby had published in the AAA Conference proceedings, and I subsequently became a member of the AAA. It has not been easy. Only Bob King knows how many logistical problems I have had to pay my fees to an association which does not accept credit cards (joke! And thanks Bob).

Geographical distance has not allowed me to attend the AAA Conference in all these years. It is true I have not been able to enjoy the warmth of the Academy members at the annual Conference; but reading the proceedings and this Newsletter has developed a feeling of being part of a group of rigorous researchers and a group of really good people. The invitation to write this Reflections column is a good example of this. Which other Association would be interested in the opinion of an unknown professor from abroad?

Receiving the *Journal of Advertising* is a refreshing experience which, fortunately, takes place four times a year. I have probably read hundreds of journal articles from dozens of journals, but few of them are able to combine such a rigorous approach to advertising research with the exact level of methodological complexity. It is one of the few journals I can recommend to my undergraduate students with being sure that equations are not going to mask managerial implications.

I know these reflections should be written in an upbeat tone, but allow me to state an advantage of being a member of the AAA that is particularly important for me. Since I became a member, the US had enjoyed and suffered different historical events. As a member of the AAA, distance has not been important for understanding laugh and sorrow. For instance, when I was watching Katrina's news in TV last month I stood up and took the AAA membership directory from the bookshelf. I read the names of some colleagues from the Southeastern universities, and I was able to associate faces to events.



Joaquin Aldas-Manzano

Aldas-Manzano, p. 40

Reflexiones acerca de lo que la AAA significa para mí

por *Joaquin Aldas-Manzano*

Septiembre de 1998, Valencia (España). Por aquel entonces yo era un estudiante de doctorado que estaba preparando su tesis doctoral sobre planificación de medios publicitarios. Necesitaba acceder a algunas de las comunicaciones que el Dr. Leckenby tenía publicadas en el libro de actas de la Conferencia de la AAA, y así me convertí en miembro de la Academia. Y no ha sido fácil. ¡Sólo Bob King sabe cuántos problemas logísticos he tenido para poder pagar mi cuota a una asociación que no acepta tarjetas de crédito (¡es broma! Y gracias por todo, Bob).

La distancia geográfica no me ha permitido asistir a la Conferencia de AAA en todo estos años. Es verdad que por ello no he podido disfrutar de la compañía de los miembros de la Academia en la Conferencia anual; pero la lectura del libro de actas y este Boletín que ahora tienen en sus manos me han permitido tener la certeza de que la AAA está formada por un grupo de investigadores rigurosos, es cierto, pero también por grupo de excelentes seres humanos.

La invitación para escribir estas Reflexiones es un buen ejemplo de ello. ¿Qué otra asociación tendría interés por conocer el punto de vista de un profesor extranjero desconocido?.

Recibir el *Journal of Advertising* es una maravillosa experiencia que, además, ocurre nada menos que cuatro veces al año. Probablemente habré leído centenares de artículos en distintas revistas especializadas, pero pocas de ellas son capaces de combinar una aproximación tan rigurosa a la investigación en publicidad con el nivel justo de complejidad metodológica. Es una de las pocas revistas que puedo recomendar a mis estudiantes de grado con la tranquilidad de que el exceso de ecuaciones no va a enmascarar las relevantes implicaciones directivas de sus artículos.

Sé que estas Reflexiones se deben escribir en un tono optimista, pero me van a permitir ustedes que, saliéndome de este tono, destaque una ventaja de ser miembro de la AAA que es especialmente importante para mí. Desde que me hice socio de la AAA, los EEUU han disfrutado unas veces y padecido otras, muy distintos acontecimientos históricos. Mi pertenencia a la AAA, ha permitido que la distancia geográfica no me haya impedido compartir con mis

Aldas-Manzano, p. 40

AAA and Me

by Hairong Li

I first attended the American Academy of Advertising conference in Reno in 1991 when I was a second-year doctoral student at Michigan State University, and a paper I coauthored with my professor and a classmate was accepted for presentation. I was excited to see several scholars whose names I already knew from reading their articles. I introduced myself to them and I felt pretty good. I also met many people from other universities and learned what they were studying. I had a unique experience at that conference and since then, I have attended the AAA conference almost every year. I have been a member of other associations, including AMA, ACR, AEJMC, ICA and SCP over the years and attended their conferences. However, the AAA conference is my reserved annual event, and I alternate attendance at other conferences, pending my travel budget. On reflection, I must say that I have benefited greatly from my eighteen years of being a member of AAA.

Networking

For many of us, meeting new people, especially well-known scholars in our field is always fun. That is one reason I was attracted to conferences. I was a stranger for most people when I first attended the AAA conference; by the second and third year, many attendees seemed to know who I was. I even thought that attending a conference is like placing an ad—the effective frequency is the magic three!

The return on investment at the AAA conference gradually became visible. I was invited to serve as a discussant for a special topics session on international advertising at the 1995 conference in Norfolk, Va., and later as panelist and moderator

several times. I started to invite members I knew to join the sessions I proposed. I first chaired a special topics session on Internet research methods at the 1998 conference in Lexington, Ky. I was nominated to serve AAA in different capacities, including chair of the prestigious Publications Committee in 2004 and co-chair of the AAA 2009 Asian-Pacific conference to be held in Beijing, China.

An AAA member who is very special to me is Professor John Leckenby of The University of Texas at Austin. By the time we knew each other well, he had already published pioneering studies in Internet advertising. We often chatted about this emerging area at the AAA conferences. After the 1999 conference, we emailed extensively about the new discipline of interactive advertising, leading to the idea of developing an online journal. We worked together, and on September 15, 2000, the first issue of *Journal of Interactive Advertising* was released. Pondering on the past eight years, I feel that nothing could be more professionally rewarding than working with good colleagues for a shared vision.

Keeping Abreast of Research

Advertising is an ever-changing business. As researchers, we always want to stay abreast of current issues and studies in our field. The AAA conference is one of the best venues



Hairong Li

for this purpose. For example, the 2008 conference in San Mateo, Calif., will offer a pre-conferences, 34 regular sessions and more than 100 presentations. The information is so fresh and intensive that no other conference could match it as far as advertising research is concerned. When I receive the conference program each year, I am eager to read it and see who will present what papers. For me, the conference program is like the radar through which I can quickly find what issues are being studied, who is studying what and what topics are trendy. It gives me an orientation as to where advertising research is moving so that I can better plan for my future research.

At the AAA conference, I often have difficulty choosing which sessions to attend because of so many remarkable papers. Interesting topics, well-known authors and presenters from our department are things I would consider. I am always impressed with many presentations at the AAA conference that are made by graduate students and their professors. I find these presentations often cutting-edge and inspirational. It is a good tradition of the AAA that faculty members mentor their graduate

Li, p. 41

Aldas-Manzano, cont'd

Fast forward to October 2005. I am now an Associate Professor at the University of Valencia in Spain, and I still think that the decision I took 7 years ago was worth it, certainly I and my students continue to benefit from my membership to the AAA.



Joaquin Aldas-Manzano is Associate Professor of Marketing at the School of Economics, University of Valencia, Spain. His research interests include consumer behavior, advertising media planning and quantitative marketing research methods. He has published in European Journal of Marketing, Journal of Product and Brand Management, Qualitative Marketing Research, Journal of Innovation Management and best Spanish refereed journals.

Reprinted from the March 2006 AAA Newsletter

Aldas-Manzano, cont'd

compañeros norteamericanos los gozos y las sombras de estos años. Hace unos meses, a modo de ejemplo, cuando estaba viendo en la televisión las noticias sobre el Katrina, me levanté de la silla, cogí el directorio de miembros de la AAA y busqué los nombres de compañeros de las universidades del sudeste. Esto me permitió poner caras conocidas al ciudadano anónimo que veía en esas noticias y sentirme más cerca de ellos.

Octubre de 2005, mucho tiempo ha pasado ya. Aquel estudiante de doctorado es ahora Profesor Titular en la Universidad de Valencia en España y cada vez está más convencido de que la decisión que tomó de asociarse hace ahora siete años mereció realmente la pena, para él y para sus estudiantes.



Joaquín Aldas-Manzano es Profesor Titular de Marketing en la Facultad de Economía de la Universidad de Valencia en España. Su investigación se ha centrado en el Comportamiento del consumidor, la planificación de medios publicitarios y las técnicas cuantitativas de investigación en marketing. Ha publicado diversos artículos en el European Journal of Marketing, Journal of Product and Brand Management, Qualitative Marketing Research, European Journal of Innovation Management y en las principales revistas españolas de marketing.

Taylor, cont'd

conference, as have previous co-chairs, and it is important to the future success of the Academy. So I hope to see many of you in Beijing!

3) Volunteering for Academy

The Academy was founded as and remains a volunteer organization. There are opportunities for all to serve -- particularly on committees and/or by running for office. As peoples' lives just seem to have gotten busier in recent decades, and with so many competing priorities, it is a pretty big commitment to volunteer ones time. Yet, the Academy needs the help of people just like you. Perhaps the best case I can make for volunteering is to simply say how fortunate I am to have served the Academy in various capacities -- I truly believe I have received much more in return than I have put in. Please keep in mind that we need volunteers now just as much as we ever have.

4) Celebrating Who We Are

As I mentioned in the first part of this column, I feel most fortunate to have been able to get perspectives from both communications and business. The material covered,

especially communications theory in my advertising and communications minors very much had an impact on my research agenda and how I think. Both communications and business perspectives on advertising are very valuable and sometimes when we are lucky enough to successfully blend these perspectives, the output is wonderful. The Academy should celebrate that it welcomes all who study advertising, regardless of what college or program they come from. The diversity of perspectives clearly has helped to advance the field and will continue to do so. It would have been very easy for the founders and subsequent leaders to take a narrow and exclusionary focus. I am grateful that they did not.

Parting Thought

There are so many good memories from meetings subsequent to San Antonio that it is difficult to pick just one or a few. One that does jump to mind though is Hae-Kyong and I coincidentally sitting next to Ivan Preston on the plane to Vancouver in 1996. Ivan had a map in hand and was carefully charting out where we

were flying over. I was a just a young faculty member at Villanova at the time, but Ivan showed a great deal of kindness to and interest in us. I was also surprised to learn that he had been born in Bryn Mawr, Penn. where I live, and that he could recite all the stops on the R5 "Main Line" train line in suburban Philadelphia. I also found out that he was a Pittsburgh Penguins fan. Of course, I already knew all about Ivan's work on puffery -- but it sure was nice to become his friend. To Ivan and the other friends I have made through AAA that are too many to list here -- thank you!

To me, this is what AAA is all about.



Charles R. Taylor is a John A. Murphy Professor of Marketing and Senior Research Fellow, Center for Marketing and Public Policy Research at Villanova University. His research interests include marketing and public policy issues related to advertising and promotion - legal and managerial issues in outdoor advertising; signage research; cigarette, alcohol, and prescription drug advertising; trademark issues; domestic and international legal guidelines and policy issues; and, advertising effects research.

The “Three Amigos”

by Russell N. Laczniak, Darrel D. Muehling and Les Carlson

Let’s make it official – Les Carlson, Darrel Muehling and Russ Laczniak first met as fellow Ph.D. students at the University of Nebraska-Lincoln in the early 80s. Contrary to popular belief, we did not grow up in the same neighborhood and we do not have the same parents. Our title, “The Three Amigos” was dubbed by Ivan Preston at the AAA Conference in Lexington, Kentucky in the 1990’s. Interested parties will have to ask Ivan for an explanation. While our memories may have faded, one thing is very certain: We have been attending American Academy of Advertising conferences regularly since 1991.

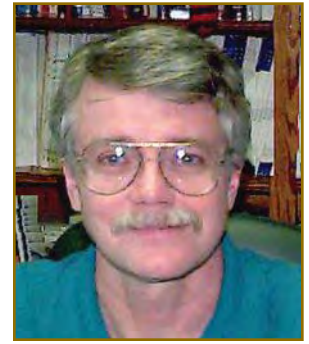
As students of Sandy Grossbart at UN-L, our research interests clearly focused on advertising. Thus, as graduate students we all joined the AAA (mainly to get access to the *Journal of Advertising* at an astonishingly low price). We attended our first AAA conference in



Russell N. Laczniak



Darrel D. Muehling



Les Carlson

Reno, Nevada (in 1991) as assistant professors (Les @ Clemson, Darrel @ Washington State, and Russ @ Iowa State), and let’s say, we were immediately hooked. Russ recalls a 1991 conversation with Tony McGann (ex-*JA* Editor and University of Wyoming marketing professor) where Tony suggested he attended the AAA Conference on a “whim in the 70s and had been attending ever since.” Our story is similar. We were not certain what to expect from our first AAA conference, but needless to say, we enjoyed the experience immensely.

And, we came back – again and again.

We sometimes wonder what the AAA was like back in the late 50s when a handful of academics and practitioners got together and decided to form an academic organization focusing on, among other things, the advancement of advertising education and research. There was no Internet, no email, no PowerPoint presentations. Heck, there weren’t even computers in those days. There were no members representing

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Li, cont’d

students to present new studies. I am glad that a paper I co-authored with one of my graduate students is accepted for presentation at the 2008 conference. I believe she will remember this presentation as her first time at the AAA conference.

Diversion

The AAA conference also is a nice diversion from the routines of our campus lives. We dine in local restaurants and drink at bars until late night. We sit together with students and faculty of our department at the Friday awards luncheon. We dress casually to enjoy the signature event – Saturday afternoon tour and dinner. We read Herb Rotfield’s amazing notes from the AAA conference after the trip. We have been to so many places as part of the AAA conference over the years, including Kisarazu, Japan; Hong Kong, China; and Seoul, Korea for Asian-Pacific conferences. I want to applaud Dr. Bob King, director of conference services, for his excellent planning and

Bio

Hairong Li (Ph.D.) is an Associate Professor of Advertising and Director of China Programs for the College of Communication Arts and Sciences at Michigan State University. His research focuses on emerging issues of marketing communications in digital, strategic and global areas. His funded projects have explored advertising in social networking media, mobile promotion, emerging brands, event sponsorships, dynamic conceptualization, 3-D visualization, product affordances and virtual experience, mobile advertising, online consumer behavior, perceived intrusiveness of rich media, effects of interactive messages, Internet access and e-government.

wonderful arrangements for the conference each year. Without his expertise and dedication, I think the AAA conference would not have been such a fun event.

2008 marks the 50th anniversary of the American Academy of Advertising. It is a lucky year for all of us. I look forward to yet another great conference in San Mateo, Calif.



Amigos, cont'd

Asia, Europe and other continents around the globe. There were no awards for teaching or service, no formal committees, no Asian-Pacific conference and there certainly was no *Journal of Advertising*.

In many respects, however, the AAA hasn't changed that much. When we ask ourselves why we continue to attend conferences, there are a few things that ring clear. Make no mistake – the research topics are interesting and the paper presentations are good. Individuals actually attend the sessions and engage in meaningful (and non-confrontational) discussions. Perhaps we continue to attend because of Bob King's special events such as the Lake Tahoe cruise in 1991 or Ivan Preston's Mariachi Dance in San Antonio (the following year). It's a conference and an academy that's fun to be a part of. Over the past decade and a half, we have served in a variety of offices, including President, VP, and Treasurer, as well as chairing or being a member of the Publications Committee, Finance Committee, Membership Committee and others. Given that we all have served as Officers (and thus have participated in our fair share of Executive Committee meetings) we still keep coming back (and believe us, one EC Meeting is enough to keep most people away).

Honestly, it is the people (the AAA members) that are the backbone of the Academy. There are "characters" for sure (and I guess we may qualify for that title ourselves); but the warmth and acceptance of all members old and new has called us back time and again. Yes, it's a group of academics, but more than that, it's also a group of friends.

I concur with virtually everything Russ and Darrel have noted above and I'll add a few other comments to what they have already mentioned. My very first AAA conference was at Reno in the early 1990s. I was amazed at what

my registration fee purchased (I still am) – that first dinner cruise on Lake Tahoe was a real highlight (as was the second—thanks, Bob) – and that AAA attendees actually went to sessions, were nice to me, and were interested in my research.

What I appreciate most about AAA is that it provided me as well as many co-authors a venue for disseminating my advertising work. It was through AAA that I was able to establish myself as an advertising researcher because before my affiliation with AAA, I had been pigeon-holed as a consumer behavior investigator because of the nature of my dissertation. Promotion/advertising-related marketing positions were opened up to me because of the advertising research that had its genesis at AAA. For example, some of my earliest work on parental perceptions of advertising targeting children as well as environmental advertising was created for and presented at AAA conferences.

AAA has given me much more than I will ever be able to give back to this organization. I sometimes wonder how my career might have evolved differently had my initial contacts with AAA been characterized by the "caste system" and/or favoritism that I've witnessed in other professional organizations with which I'm affiliated (in particular, one which promotes itself as a "welcoming" organization but which, in reality, is not). AAA is

wonderfully free of such features; may it always be so.

Not only is AAA welcoming to newcomers, it is also accepting of ideas and research topics that are not always accepted as "mainstream" investigative endeavors in marketing. A case in point is public policy research. Very early in my career, I realized that I was most interested in those topics which had implications for practitioners and academics but which also had ramifications for public policy makers. I'm amazed to hear from at least some marketing Ph.D. students who we interview that part of the "socialization" they receive during their Ph.D. education is to avoid public policy issues. How sad and what an indictment of Ph.D. "training" at certain universities/schools. Fortunately, I see public policy issues constantly being presented and discussed at AAA conferences and in the JA.

So, let me close this column by saying thanks to everyone at AAA. Russ and Darrel mentioned that Ivan had coined the phrase, "Three Amigos." To my recollection, that's not the only term he applied to us, "The Nebraska Triad" was another (maybe there were others as well). In any case, may we all strive to be more like Ivan Preston – long-time, active members in AAA who are always welcoming to newcomers like we were years ago. 

Favorite Nike Commercial

As a Red Sox fan, I love Nike's 2004 Red Sox World Series Commercial, which celebrated the long awaited Sox World Series victory for the first time since 1918. What makes this great ad even greater? Audience resonance! It nostalgically depicts fans' romance with and undying loyalty for the Red Sox through the generations.

— Seounmi Youn, Emerson College

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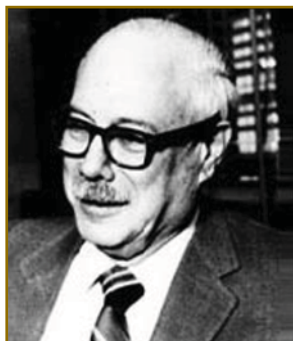
In Remembrance

During this, our “golden” anniversary, we pause to pay tribute to these – and all of advertising’s “heroes” – who have gone before us to make advertising education, and our great Academy, what it is today.

— Jef I. Richards, AAA 2008 President



Harry W. Hepner



Sidney R. Bernstein



Donald G. Hileman



Vernon Fryburger



Frank Parsons



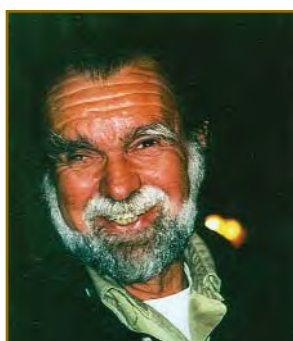
S. Watson Dunn



Alan D. Fletcher



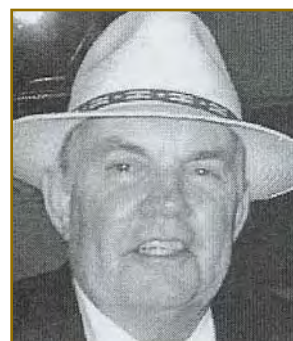
Charles H. Sandage



Ernest Larkin



Kim B. Rotzoll



William F. "Bill" Arens

Reflections on Advertising Education

by Pat Rose

My friends know that I am an educator first, an administrator second and a researcher third.

Thus, I do not fit the family tree (no piled high and deep and entered academe as a middle aged whatever). I have made teaching and, whenever possible, mentoring my priority. I hope to do more of both.

The first headline I wrote as editor of the *Journal of Advertising Education* was:

“The times they are a-changin*... and so must we.” I have not changed my tune. However, I am reminded of the fact that the more things change, the more they remain the same. While the basic definition of advertising used to be a “paid, mass-mediated attempt to persuade,” the expanding variety of digital devices combined with broadband has lead to an explosion of rich media content created by and for consumers as indicated by the growth of YouTube, Myspace, etc. has changed that definition. No longer is advertising just print and broadcast (and, there are readers who will remember when there was only radio, no television, and certainly no cable). The plethora of media available to us today (including word of mouth and word of Internet postings) is enormous.

When I first joined the academy, IMC was “the” buzzword. It served

me well. Along with colleagues and friends, I shouted its praise. And, when others said no, it should be strategic communications – I agreed with them. Should not everything we communicate be strategic? And, just recently there’s been talk about strategic branding. Makes sense: We all know, per Al Ries, “That a brand is a singular idea or concept that you own inside the mind of the prospect.” It better well be on strategy!

And yet, Claude Hopkins (go back and read your advertising history), once said, “The right name is an advertisement in itself.” Was Hopkins the forerunner of IMC, strategic thinking and strategic branding? He certainly pre-dated all of these discussions. Hmm! A name is not paid advertising.

Speculation: Are we – as advertising educators – still looking for our brand (and name)? In our quest for FTEs and desire to attract students, are we continually trying to appear “new and improved”? Why? It seems fairly obvious whether we teach advertising – in the broad sense (which one must do today based on the overabundance of what many of us <not our students> still consider non-traditional media outlets), or marketing communications, or IMC, or promotions, or strategic communications, or strategic branding – we should be teaching, basically, the same thing. Are we not teaching

students to understand the product or service from a customer perspective, to really, really understand the customer so



Pat Rose

that we can come up with insights, to strategize how to engage this customer and then to execute that strategy where it will be noticed? Is this really any different today than yesteryear?

For better or worse, all education has changed: It is no longer reading, ‘riting and ‘rithmetic. Indeed, we deal with students who, as college seniors, can’t calculate percentages. And, the number one thing the professional community and potential employers continue to say is: We need graduates who can write. Certainly research is not the way we knew it: Students, and even some faculty, equate secondary research with “Google.” The books in our libraries collect dust. Students’ attention spans are shorter; sometimes they even find it hard to take in sound bytes. After all, they live with text messaging. Why should they want to read anything lengthy, let alone write it? Equally perturbing, ad agencies brag about not doing advertising, it’s all in relating. Indeed, CP&B has stated, “We make creative content ... Then we think of ways to distribute that creative content. It might be on a T-shirt, in an online film, an event, a book or something we can’t even imagine yet.”

Rose, p. 49

Favorite Book

One of my favorite books is *Advertising in Contemporary Society* by Kim Rotzoll and James Haefner with Steven Hall (3rd Edition, 1996). The institutional views illuminated by Rotzoll et al. establish the foundation for the most important things we know about advertising—why certain idea systems make way for advertising and others don’t, and why advertising takes its rightful place as a powerful institution in society.

-- Joyce Wolburg, Marquette University

Celebrating 50 Years of Advertising as Art

by Dennis Martin

I visited the *Coal Umbrella* art gallery last night to see Byron Stout's exhibition. He's a 24-year-old upstart, so my expectations were low. The next morning it dawned on me that his work had touched my soul, and that Byron was the youthful vessel I had been trying to fill since the beginning of my teaching career. He was the embodiment of thousands of brilliant, spirited young minds that had sat at my feet, and had taught me as much as I taught them.

Byron's work portrays the Utah Rocky Mountain landscape as a world where consumer culture is a natural part of the environment. My favorite oil painting shows majestic Mount Nebo rising in the east, her foothills gently rolling into a valley filled with wheat fields and apple orchards. In stark contrast, Chevron and Sinclair Oil signs stretch high into the sky as if to say, there's no escaping the kingdom of advertising, even up here in the Rockies. Byron accepts the postmodern notion that art can be anywhere or anything. He's representative of a generation that accepts commercialism as a natural part of the order of things, a notion consistent with Baudrillard's assertion that today, "everything is cultural."

Having practiced and taught advertising for 40 years, my world view has evolved. I went from the naïve true believer who tilted at all critical windmills, to one who appreciates and even welcomes thoughtful critique. Thanks in large part to my Illinois mentor, the late Kim Rotzoll; I relish ad bashing with graduate students whenever they want to play that game. As members of the Academy, we have an obligation to study the critics who consider advertising the equivalent of cultural pond scum, but now isn't the time. As we honor the 50th anniversary of the American Academy of Advertising, it's appropriate that we celebrate advertising as an American art form. I'd like to focus our attention on what is beautiful, and yes, even redemptive about advertising art. We'll begin our tour of advertising in

the Sixties, and end up at the turn of the century.

The Sixties – The Volkswagen Revolution: After Bernbach's death in 1982, *Harper's* told its readers he "probably had a greater impact on American culture than any of the distinguished writers and artists who have appeared in the pages of *Harper's* during the past 133 years."

Hyperbole? Perhaps a bit. But Harper's is not a low brow periodical. It appeals to an educated audience by promising "an American journal of literature, politics, culture, and the arts published from 1850." Tongues wagged when Harper's knighted Bernbach, but

none could dispute his "impact on American culture" in light of the millions of Americans who were bitten by the Love Bug. Just one year before Bernbach's death, the 20 millionth Beetle popped off the production line in Puebla, Mexico and headed straight into a museum.

The Seventies – Plop Plop, Fizz Fizz Spices Up a Decade with Clio Winning Humor: This decade produced some of the best humor in advertising, including Alka-Seltzer ads that won several awards celebrating their artistry.

They made us laugh with commercials like, "Try it, you'll like it," and "I can't believe I ate the whole thing." Apparently, they had a winning art form in the 70s, because Alka-Seltzer is back at it again with a similar "Plop, plop, fizz, fizz" TV campaign in 2008.



Martin at a Glance

University:
Brigham Young
University

Position: Professor

Education: Ph.D.,
University of Illinois

Research areas:
Advertising;
Cultural
Anthropology; History of Advertising



Dennis Martin

Martin, p. 47



The Eighties – It’s 1984; Macintosh Mocks IBM by Introducing the Computer for the Rest of Us. This commercial ranks among the most ubiquitous “advertising as art” downloads on the Internet.

Apple’s advertising art helped sell more computers than the factory could deliver. With a frequency of 1, Apple sold out their entire Mac inventory in one week. Take ten seconds and read the text from this classic TV spot. It’s an angry, dogmatic diatribe that played only one time in the 1984 Super Bowl.



Today, we celebrate the first glorious anniversary of the Information Purification Directives. We have created, for the first time in all history, a garden of pure ideology. Where each worker may bloom secure from the pests of contradictory and confusing truths. Our Unification of Thoughts is more powerful a weapon than any fleet or army on earth. We are one people, with one will, one resolve, one cause. Our enemies shall talk themselves to death and we will bury them with their own confusion. We shall prevail!

But this story is filled with irony. Although Apple won a small battle, Microsoft won the war by cloning the Macintosh pull-down windows interface and gobbling up 90 percent of the PC market with its Windows operating system. Apple devotees take relish in Steve Jobs’ classic revenge. In 2001, he plowed through the middle of the “garden of pure ideology” introducing the wildly successful iPod worldwide, a cultural revolution that now exceeds \$3 billion in sales and climbing. Microsoft has struggled in vain to gain a foothold in the powerful Internet culture created by the likes of iTunes, iPhone and Google. Apple’s latest advertising art is fresh and alive. Can you think of any memorable advertising from Microsoft lately?

The Nineties & Beyond 2000: The Internet – Hotter than Victoria’s Secret Online

Click the link below to see one of the most popular, most viewed commercials during Super Bowl XLII



[<http://myspacetv.com/index.cfm?fuseaction=vids.individual&videoid=27487178>].

In 1993, the Internet became a reality with 5 million users worldwide. By 2007, over 750 million people used the World Wide Web. This year, about 8 percent of all ad spending will go to the Internet, possibly surpassing radio’s market share for the first time. Total Internet spending is projected to grow 29 percent in 2008, to \$27.5 billion.

Perhaps as much as any other consumer brand, Victoria’s Secret Internet advertising has generated enormous online traffic. Their Web site includes the *Victoria’s Secret Lingerie Catalog* and *Victoria’s Secret Fashion Show*, visually appealing and always controversial. The attention received by Victoria’s Secret for their aggressive advertising campaigns has generated priceless word-of-mouth buzz and media coverage for the brand.

Should we consider sexy lingerie as an advertising art form? Recall Baudrillard’s assertion that today “everything is cultural.” Like it or not, Victoria’s Secret created an entirely new culture, a new form of advertising art that took lingerie out of the closet and launched it into the middle of the American middle class. What’s the secret behind Victoria’s Secret? The brand is the product; it’s far more about the advertising than the product.

As one pundit wrote about Budweiser, you don’t drink the beer, you drink the advertising. Perhaps that’s the best argument we can make for celebrating advertising as an art form. Art is much less an intellectual pursuit and much more of an emotional experience that we drink in. It’s something we feel, and fortunately, some of it has great taste appeal. Raise your glass with the Academy and toast 50 years of advertising as a vibrant American art form!



Favorite Ad Agency Person

Raymond O. Mithun was the co-founder Campbell Mithun. Beginning in 1933, he built and shaped the advertising agency until it became the largest in Minnesota and one of the largest in the United States. An advertising statesman and civic leader, Raymond Mithun left us with this recipe for success, ‘Think no small thoughts. Pursue perfection. Be a pioneer. Listen, hard.’

— **John Eighmey, University of Minnesota**

Favorite TV Commercial

Among my all-time favorite television commercials were those for Nestle Taster’s Choice instant coffee that ran from 1990 to 1997. They starred British actors Anthony Head and Sharon Maughan as neighbors in an apartment building. Over 13 episodes, they met, dated and fell in love, building an emotional connection between the brand and consumers along the way.

— **Bonnie Reece, Michigan State University**

Teaching in Advertising: A 35-Year Perspective

by Tom Bowers

I was humbled by the request to contribute to AAA's 50th anniversary *Newsletter*, and I congratulate the organization on this occasion. However, I need to set the record straight: I was not a charter member of AAA 50 years ago. I can look back on a 35-year teaching career and involvement with three important organizations in advertising education. While their acronyms may be confusing, together they gave me important perspectives that shaped my teaching.

AAA meetings gave me a chance to focus exclusively on advertising issues in research and teaching. I also became acquainted with colleagues from business schools and others who did not attend meetings of the other advertising organizations. Representing AAA on the Accrediting Council allowed me to stress the

important place of advertising programs in schools of journalism and mass communication and to lobby for higher standards. It is important for AAA to continue to be involved in accreditation, and I hope it will do so.

AEJMC brought me in contact with many teachers and activities beyond advertising, especially in fields such as public relations, history and regulation. The Advertising Division's programs on teaching gave me a chance to share ideas about teaching and to borrow classroom strategies and techniques.

The AAF Academic Committee was important to me because it was part of an organization of advertising professionals and gave me a perspective on advertising issues I could not get from the other groups. I laud AAF for its inclusion of advertising teachers at its top governance levels, its support of the National Student Advertising Competition (NSAC) and its participation on the Accrediting Council.

I would also like to use this platform and my 35-year perspective to offer advice to advertising teachers. I will resist the temptation in this kind of venue to try to predict the future of advertising and advertising education. I am not even sure if "advertising" will continue to be an appropriate term to describe the activities you will teach in the next 25 years. You can be sure that the business of communicating with consumers and fostering relationships with them will change in dramatic



Tom Bowers

ways. Those activities will be shaped primarily by technology, and teachers have to understand the technology and its implications. That makes it important for advertising teachers to develop a broad perspective about the field. In addition to helping students learn about those activities, teachers should guide them to become entrepreneurs who can create and sustain profitable ways of communicating and selling. Students in your classrooms will not only be practicing the new "advertising," but they will also be shaping its business forms.

Involvement with more than one advertising education organization can give teachers a broader perspective. The business school perspective of AAA can and should help teachers learn more about entrepreneurship and how to create and sustain commercial ventures in advertising (or whatever it may be called). Involvement in AEJMC can help advertising teachers understand other forms of persuasive communication and how technology will affect such communication. AAA and AEJMC's Advertising Division can play leading roles in disseminating research about the new advertising. AAF can help teachers learn how businesses succeed (and

Bowers, p. 51

Bowers at a Glance

Service Positions:

- ▶ AAA representative, Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), 1999-2004
- ▶ President, Association for Education in Journalism and Mass Communication (AEJMC), 1988-89
- ▶ Head, AEJMC Advertising Division, 1979-80
- ▶ Editor, *Journalism and Mass Communication Educator*, 1983-1988
- ▶ Member (1997-2004) and chair (2003-04), Academic Committee of the American Advertising Federation (AAF)
- ▶ Co-director (with Mary Alice Shaver), Freedom Forum for Advertising Teachers, 1988-1995

Tom Bowers retired in 2006 after 35 years on the faculty of the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. He was Associate Dean and Senior Associate Dean from 1979 to 2005, and interim Dean, 2005-06. Bowers lives in Chapel Hill, N.C., with his wife, the former Mary Ellen Woolley, who was Senior Vice President for educational services of AAF. They dote on their grandchildren (and vice versa), and he is writing a history of the UNC School of Journalism and Mass Communication.

Asia-Pacific Conference in Hong Kong: An Unforgettable AAA Meeting

by Hong Cheng and Kara Chan

Together with Bob King, we co-chaired the third AAA Asia-Pacific Conference in Hong Kong in 2005. Our fondest memories of this conference include the glamorous Harbour Plaza Hong Kong hotel on Victoria Harbor where the conference attendees stayed, the vivid displays of “old Hong Kong” at the Hong Kong Museum of History during a conference tour and the spectacular view of Hong Kong at sundown from the Café Deco at Victoria Peak. What has stuck in our memories the most is the three-day gathering of more than 100 delegates from 14 countries and territories at the state-of-the-art Lam Woo International Conference Centre at Hong Kong Baptist University for research paper and special-topic sessions.

Compared with the Academy’s prior Asia-Pacific conferences, this one had several features that we still remember vividly: Both the number of delegates and breadth of the regions they represented were a record for AAA’s young Asia-Pacific conference series at that time. While half of the special-topic sessions were devoted to teaching, the number of competitive papers focusing on advertising in the Chinese mainland

increased noticeably, representing 20 percent of the total papers presented at the conference. In the meantime, a considerably larger number of delegates were from Australia and, of course, Hong Kong. As in previous conferences, studies on Korean and Taiwan advertising remained strong. The conference also provided a venue for research on some “under-studied” countries such as Vietnam, Thailand and even Uzbekistan!


Like previous conferences, the one in Hong Kong provided numerous opportunities for the delegates to meet with old and make new friends. Among the new friends were 14 delegates representing 13 leading advertising programs and one major trade publication in the Chinese mainland. It was the first time in the Academy’s history that a delegation from the Chinese mainland attended an AAA conference. It was during this conference that the idea was initially mentioned to have the 2009 AAA Asia-Pacific Conference in Beijing.

Another unforgettable memory is the proceedings of this conference, published on the AAA Web site. It was the first time that an AAA proceedings



(L to R): Kara Chan of Hong Kong Baptist University, Bob King of the University of Richmond and Hong Cheng of Ohio University, co-chairs of the 2005 AAA Asia-Pacific Conference in Hong Kong, posed outside the Lam Woo International Conference Centre where the conference was held.

was published electronically, in order to increase accessibility and reduce the cost.

As co-chairs of the conference (and with Bob King, to whom we owe a huge debt of gratitude for organizing this conference), we are very happy and honored to have had the opportunity to serve our Academy in this capacity. Happy 50th birthday, our beloved AAA! 

Rose, cont’d

We can’t even imagine yet... is that not what education is all about? Said better than I by Jean Piaget, “The principle goal of education is to create men (and women) who are capable of doing new things, not simply of repeating what other generations have done – men (and women) who are creative, inventive and discoverers.” If we add this to “advertising” education – are we really not talking about creating graduates who can communicate to others in a convincing manner and who are prepared to face the challenges of tomorrow, no matter who they are?

So – to the past and future of advertising education: Let’s not get bogged down with names and the ‘now’. Let’s be proud of the term advertising and celebrate it. Advertising has been good for us and to us – and will be good for the future. Let’s

concentrated on teaching our students the essentials of thinking and communicating, and truly understanding that, as Carl Rogers said, “The only person who is educated is the one who has learned how to learn and change.” Yes, the times they are a-changin*...

*Bob Dylan 

Pat Rose, AAA Executive Director and Professor Emeriti at Florida International University, is a past President of the AAA, the 2004 VP and conference chair and Proceedings Editor of AAA’s second Asia-Pacific Conference. Rose is currently editor of the Journal of Advertising Education. She has also served as Head of the advertising division of AEJMC, President of the Miami Ad Fed and on the executive board of the Florida IAA chapter. Rose came to academe after 25 years in the profession. Rose’s areas of expertise are Hispanic and Latin American IMC.

Tips for the Overburdened Professor

by Jorge Villegas

Hey professor of advertising.
Feeling overwhelmed?
Experience anxiety attacks due to the sickening speed of change in advertising?

Can't differentiate between a widget, a wiki and a webkinz?

You're not alone.

In 1994 in our flagship journal, advertising read its own obituary in a paper bluntly called "the death of advertising." A death that, as far as I know, did not arrive that decade. On the contrary, advertising is alive and well; but today the industry is changing faster than we can understand it. Books published in 2007 seem outdated while new data, although easy to find through a maze of Web sites, databases and other sources, can be just as overwhelming in complexity and amount.

Recently, I taught a class in effective online advertising and I wanted to check the number of newsletters via email that I receive about online marketing and advertising. I was amazed by all the data that I receive each day. So how do I cope with this onslaught of information? How do I know if the new big thing is hype or the end of advertising as we know it? The answer is "I don't really know" but I have learned or applied these different techniques or ideas that I hope will be useful to you:

1. Students

- a. As a general rule, if I know about it, it is old news. I program into my courses short assignments that require students to gather new technology in advertising or particular Web sites that they consider creative. The number of eyeballs looking for great ads and the 20-year gap between students and me is a recipe for shock and amazement. Also, just because students have already graduated does not mean that they are not a resource to tap anymore. Facebook and traditional email help me learn about the adventures and projects of our talented alumni.

2. Webinars

- a. Many organizations like AMA, DMA and companies like Forrester offer free Webinars that require a good Internet connection and one hour of your day. Yes, who has time for this? We should. Do you know what a sponsored email is? I learned what it is a couple of weeks ago in a great Webinar organized by Bulldog Solutions. Truth be told, I paid attention to half of the presentation while I prepared a lecture, but I learned some interesting trends for email marketers.

3. Judicious Use of e-Newsletters

- a. You can overwhelm even the best email software if you subscribe to too many newsletters. I am guilty of this. During the day, I receive at least 30 e-newsletters. Most of them go to the trash after reading them for 20 seconds or less but the e-newsletters from IAB, Jupiter Research and Effie are priceless.



Jorge Villegas

4. iGoogle

- a. Can Google do something wrong? The home page in my web browser is igoogole. This is a very interesting feature of Google that allows a user to create a page that pulls automatically information from different sources. For example, if you add a tab called advertising, Google will populate the Web site with widgets (AKA portable pieces of the WWW) from Ad Age, Adland and Ads from the World.

5. Disconnect

- a. I am aware that I am offering a recipe for information overload that could blow a fuse in your brain so I have as a personal policy to not check e-newsletters during the weekend or on my research days. I refuse to get a Blackberry or any other technology gadget that might make access to these resources too easy during my time to walk to my class, driving or during weekends. Technology is able to do a lot for us but it can't stretch the time that we have available.

In a world where Google's market capitalization is at least 10 times larger than any of the big five advertising networks and traditional mass media outlets are bleeding their audiences into interactive media, there is no place to hide for the members of the advertising industry, or us.

Jorge Villegas is Assistant Professor of Advertising at the University of Florida. He holds a Ph.D. in advertising from the University of Texas at Austin.



First James L. Knight Professor of Advertising, UNC-Chapel Hill, Turns “Professor Emeritus”

by Tom Bowers

Bob Lauterborn was apprehensive when he moved to Chapel Hill, N.C., in 1978. He had left a high-profile position as director of marketing communications and corporate advertising for International Paper Company in New York City. He was giving up a home in suburban Westchester County for a slower-paced life in what people told him was the “Southern Part of Heaven.” The lure (and the apprehension) was appointment as the first James L. Knight Professor of Advertising in the UNC School of Journalism and Mass Communication.



Bob Lauterborn

He soon learned that his new responsibilities would be as demanding as his previous ones. That is the message he would give now as he contemplates his June 30th retirement from the UNC faculty. “I have half-a-dozen friends in the business who’ve been flirting with the idea for years,” he said, “and I make sure they understand that it’s not early retirement, that it’s a second career requiring as much work as whatever they’re doing now.”

Bob said he would also tell them what a member of

the search committee asked him after he delivered a stimulating lecture during his interview: “You do have 25 more of those lectures, don’t you?” He found that it was not easy to learn to teach, and he recalls another piece of advice that served him well: “It’s not about teaching. It’s about learning.”

He did learn about teaching, and he became quite good at it. His goal was to teach real life advertising and not something out of a book, and he had done most of the things he talked about. That meant he could illustrate how the theories worked or didn’t work. He was also not shy about asking old friends in the business to come to Chapel Hill to supplement his teaching, particularly in areas where his personal experience was thin.

Looking back on his 21 years of teaching, Bob reflected on the most rewarding aspects of teaching: “Seeing the lights come on. I love to see students suddenly get it, suddenly understand something, suddenly put the pieces together. You can watch it as it happens; actually see it in their faces. It happened with a whole bunch of them the other day in my advertising principles course when I talked through a case history for them. Click, click, click, all over the room. I got such a kick out of it that I almost reconsidered retiring!”

Lauterborn also found it especially rewarding when students wrote back to attribute personal successes to something they learned in his courses. “It sends me over the moon,” he exclaimed, “and I still stay in touch with students from my first year of teaching.”

Lauterborn, p. 52

Bowers, cont’d

fail) in their application of the new forms of communication.

I also want to share some of my perspective on teaching after 35 years, something I also do in my blog: [<http://weblogs.jomc.unc.edu:16080/tbowers/>]. It took me several years to learn enough about teaching to make it a truly enjoyable activity for me. Like many teachers of my generation, I had no formal (or informal) instruction in teaching methods when I faced my first advertising principles class at UNC in 1971. My colleagues did not talk much about their teaching,

and the prevailing culture was that no one else should come into my classroom or tell me how to teach. I am glad that attitude is disappearing, and I encourage all teachers to create an environment in which they observe each other, offer suggestions and discuss ways to become better teachers. Much of what shaped my teaching came from observing others.

This limited space will not allow me to share all that I learned, but I can offer the single most important piece of advice I can give to teachers: *Get to know your students!* Getting to know students as individuals will make teaching more enjoyable for

you and will help you to understand the forces that shape their lives and performance in your course. When I started teaching, we were unaware that students might have personal problems that interfered with their performance, and perhaps they didn’t have those problems. Today’s students, however, are buffeted by the pressures of other courses, family situations, jobs and even mental health issues. Some colleagues from earlier years might have dismissed such problems and said they were of no concern to them, but today’s teachers cannot ignore the total student.



Lauterborn, cont'd

Students' gratitude was apparent when a former student nominated Bob for a campus-wide mentoring award at UNC last year. The student compiled quotations from more than 20 of Lauterborn's former students, some of whom were working outside the United States. They lauded him for helping them find internships and jobs, for mentoring them after graduation, and for his dedication to students and love of the advertising business. One former student said Lauterborn's "ming-boggling energy" beyond the classroom got her a job at Apple, Inc., her first year out of college. Another said, "I think of Bob's energy when I think I have none. I think of his humor when I have nothing to laugh at. I think of what else I can do when I think I am done."

Now, it's time to move on, Bob says. When he told Dean Jean Folkerts about his retirement plans, he said, "As of the end of the spring semester, I'll become 'emeritus.' That sounds kind of cool to me and beats the heck out of 'retired.' If I'd stayed in corporate America, I'd just be another pathetic old guy shuffling through the revolving door to oblivion with his little cardboard box of memories. In academia, there's a sense that even if you're no longer in a classroom on a regular schedule, you're still a person with something to contribute—writing, guest lecturing, doing executive-education seminars, whatever."

And he will do all of those things and more. Lauterborn has lots of plans, including executive education programs, a new book entitled *Print Matters: How to Write Great Advertising*, creative workshops in New Zealand, and teaching in Macedonia, India, Croatia and China. Another book, *IMC 2.0*, is due out in early fall.

He still loves teaching and interacting with the students, but his primary reason for retiring is the realization that the advertising business is in "full-throated revolution." He said the ad world is going digital at an accelerating pace while he is still an "analog guy." To him, the core thinking process in advertising hasn't changed and he believes he

was on the leading edge of that curve. "But the application of that thinking is now foreign to my experience, and I don't want to be reduced to teaching out of a book," he concluded. He was always proud of the fact that he'd done most of the stuff he talked about in his courses, but he knew that would be less and less true in the future.

In his 10-year post at International Paper, he was responsible for IP's corporate advertising, multi-divisional marketing communication programs and marketing public relations. Among his achievements was IP's "Power of the Printed Word" campaign to help young people improve their reading and writing skills, which won the Kelly Award as the best magazine advertising program in America.

Before joining IP, he spent 16 years with General Electric in various corporate and marketing communications management positions. As creative director of GE's 400-person A&SPO house agency, he developed the FOCUS creative approach now used by several multinational advertisers and agencies. Over his 30-year professional career, Lauterborn worked on all sides of the advertising profession—account, media, creative and client. He was vice chairman of the Association of National Advertisers and chairman of the Business Marketing Association. He is a past board member of the Advertising Research Foundation, the Business Publications Audit organization, the Council of Better Business Bureaus, and the National Advertising Review Board.

His first book, *Integrated Marketing Communications: Pulling It All Together and Making It Work*, published in September 1992 by NTC, has been translated into 13 languages. He is also a co-author of *The New Marketing Paradigm* (1996, NTC), is a frequent contributor to professional journals and a frequent speaker at professional and academic conferences worldwide.



Tom Bowers retired in 2006 after 35 years on the faculty of the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill.

Favorite Book

My favorite book about advertising is the novel "e" by Matthew Beaumont. Written entirely in the form of e-mails, it is a satire about a London ad agency's attempt to win part of the Coca-Cola account. There may be too much industry jargon to make it popular with the general public, but the stereotypes of agency personnel along with a healthy dose of bungling and backstabbing are hilarious.

— **Bonnie Reece, Michigan State University**

Favorite Journal Article

Flemming Hansen (1981), "Hemispherical Lateralization: Implications for Understanding Consumer Behavior," *Journal of Consumer Research*. June, Vol. 8, Iss. 1; p. 23.

— **Nora Rifon, Michigan State University**

Favorite Ad Books

The Mirror Makers: A History of American Advertising and Its Creators by Stephen Fox and *Confessions of an Advertising Man* by David Ogilvy

— **Olaf Werder, University of New Mexico**

Student Competitions Combine Classroom Knowledge With Real World Applications

by Mary Ann Stutts

As students prepare for entry into the real world of advertising and marketing, many students and faculty have come to realize that today's employers insist on a combination of classroom knowledge and real world experience. This partially explains the growth in university programs/degrees that place importance on internships and student competitions that help students gain real world experience while in college. Examples of well-known student competitions in marketing and advertising include the Direct Marketing Competition, the Bateman Public Relations Competition, the Yellow Pages Competition, and the premiere student competition in advertising, the American Advertising Federation National Student Advertising Competition (AAF/NSAC).

Generally, these competitions consist of a written case provided by the client to student teams in courses or voluntary groups across the country. The teams conduct research and use the research to prepare a complete marketing and/or advertising campaign. They then present their campaign, usually in written and oral form, to a panel of judges who may or not be in the same physical location as the students.

Critics sometimes complain that NSAC is too expensive for the number of students who benefit. This does not have to be the case in today's world of high-tech computers and software programs. Students at most universities today have access to equipment/software either in their classrooms/labs or their personal computers. Student teams at Texas State University-San Marcos have won nationals with little or no travel/preparation budget as well as with a

large budget. It truly does come down to who can develop, support and present the best advertising ideas to a panel of judges from industry. In my experience, most judges are capable of getting past any "glitz" and judging a campaign on its merits and ability to achieve stated goals.

Having been a faculty advisor to student AAF teams for the past 30 years, I have seen the benefits that accrue to students who participate in the AAF/NSAC and their faculty advisors. The most rewarding benefit to a faculty advisor is to see the "light go on" in the heads of students as they suddenly see the "big picture" of how everything from research to promotions to creative fit together in a winning campaign. Similarly, to see the appreciation and respect that students develop for their team members, if the team is made up of diverse majors (e.g., marketing, advertising, public relations and communication design) is very rewarding.

But most importantly, what benefits do students receive? In my opinion, they learn life-changing values. For example, they learn the value of teamwork that is geared toward one goal: to develop the best campaign possible, that is sound strategically as well as creatively; not necessarily to win, since we all know that is subjective; but, to walk away knowing that you did your best and would not change a thing. They learn to be competitive in a positive sense which serves them well in their professional journey through life. Students develop long-lasting relationships with one another that last a lifetime. NSAC builds tremendous networking possibilities not only for a particular team, but for teams that come before and after.



Mary Ann Stutts

Linked to NSAC, through AAF, are scholarship opportunities and awards such as the Most Promising Minority Internship Program and the Vance Stickell Internships, to mention a few. From a student's perspective, perhaps the most important thing they walk away with is the knowledge that many employers across the country, especially advertising agencies, know the value of a student who has gone through an AAF competition at any university. The AAF/NSAC experience does, indeed, "set the applicant apart" from the typical college graduate seeking an entry level job in advertising. The employer knows that the student is ready to hit the road running with minimal oversight. In many an interview it is the AAF/NSAC experience that provides the common ground between interviewee and interviewer. But, it does not stop there. The AAF/NSAC experience "keeps on going, and going and going," serving as the most rewarding class or activity the student participated in their college career and one that bonds them together with other AAF'ers throughout life.



Mary Ann Stutts is Professor of Marketing and AAF advisor at Texas State University-San Marcos.

We Built It and They Came

AAF's Most Promising Minority Students Program

by Wally Snyder, President and CEO, American Advertising Federation

For 12 years, the American Advertising Federation's Most Promising Minority Students Program has connected the best minority college students in the country with an industry hungry for multicultural talent. Each February, the 50 Most Promising Minority Students come to New York where they are introduced to the industry—and the industry is introduced to them. Over three days, they are mentored by advertising professionals, attend workshops on résumé writing and portfolio building, visit major agencies and media companies, and meet with recruiters.

These students are among the best advertising students in the United States, and the criteria for their selection is rigorous. Just to be considered, they must have a 3.2 cumulative GPA, write an essay and be nominated by a professor or senior-level industry professional. Their applications are then judged by a panel of respected advertising executives. The chosen students represent the future of a more inclusive industry and AAF's commitment to building it.

The program began in 1997 as a response to repeated requests from agency executives who believed in hiring a diverse workforce but were having trouble finding minority entry-level candidates. The AAF's mission has always been to connect all parts of the industry—agencies, clients, media companies and academia. So we utilized our own diverse connections and recruited top minority agencies and media companies into the AAF membership to provide insight and infrastructure. That included Tom Burrell and Burrell Communications; Byron Lewis and Uniworld; Héctor Orcí and La Agencia; Sam Chisholm of the Chisholm Group; Don Coleman of what was then Don Coleman Advertising; Eddie Arnold from Nielsen; and Clarence Smith of Essence. With their help on what became the Mosaic Council, we held a luncheon for the inaugural class of the 25 Most Promising Minority students.

We got immediate and overwhelming support from a number of major marketers, including Bob Wehling and Procter & Gamble; Evelyn Ogilvy and Verizon; and Andrea Alstrup and Johnson & Johnson, as well as general market agencies, including David Bell, who was then with FCB; the late Ken Kaess of DDB; Ed Wax of Saatchi & Saatchi; and Carla Michelotti and Don Richards from Leo Burnett. Louis Carr from BET and Rance Crain from Advertising Age represented the media. For a year, with this group, we developed principles and practices on how to effectively



Wally Snyder

market to multicultural audiences and recruit and hire minority talent, to build off of the success of that first Most Promising Program.

We had one benchmark for evaluating the program after the first year: Did any of the students get hired? And the answer was an overwhelming YES. We built it... and the industry came. Now, 12 years later, the program continues to be so successful because it draws a truly diverse class of students each year from campuses throughout the country, utilizing the network we already have in place with our college chapters.

The success of the Most Promising alumni demonstrates the success of the program. Two years ago we conducted a survey of 75 percent of MPMS graduates and discovered that more than two-thirds are still in the industry, a retention rate very few programs can match. And their stories are further proof.

Ted Jun, class of 2006, is now an account manager at DDB Chicago. He said, "The MPMS Program allowed me to introduce myself to at least a dozen agencies—all in one room, all of which had seen my résumé and wanted to interview me."

Patrice Whithers, class of 2005 and a marketing manager at Verizon Communications, said, "I walked away with a job and am very proud to work for a company that values diversity."

Our alumni have become a resource as we continue to develop a pipeline to new minority talent. Tiffany R. Warren was a charter member, coming from Bentley College, and is now vice president, director of multicultural programs and community outreach for Arnold. And she

Snyder, p. 56

Relationships, Reputations, Real World: NSAC Continues to Challenge Ad Programs

by Alice Kendrick

In the same year that AAA celebrates its 50th anniversary, the National Student Advertising Competition (NSAC), sponsored by the American Advertising Federation, will mark its 36th year of challenging students and their faculty coaches at more than 200 schools to devise the best real-world campaign for a national brand.

In what many consider the most comprehensive integrated marketing competition, AAF student chapter members deliver live pitches of their campaigns to a panel of advertising professionals at the district level in the hopes of advancing to the national finals. The 2008 finals are in Atlanta in June. Student teams also produce a 32-page campaign plans book that counts for half of their overall score.

A current case study from a

member Lynda Maddox “was Sprite” while a student at Penn State in 1978. She now serves as George Washington University’s NSAC advisor, and has coached a national championship team. As a faculty advisor/coach, I “was Hearst” (1990) and “American Airlines” (1991).

SMU students have participated in most of the competitions since 1985, and we had the unbelievable experience of winning national championships in 2002 and 2004 under the guidance of Professor/Coach Peter Noble. Only a handful of professors, including former AAA president Mary Ann Stutts from Texas State University, have coached more than one team to the national championship. Many have said that the 2002 and 2004 wins helped put our advertising program “on the



Alice Kendrick

2006 study of the AAF Most Promising Minority Students in Advertising finalists revealed that more than half of that program’s alumni had participated in NSAC.*

Faculty advisors would also agree that the competition is quite challenging! Where else could a professor preside over students engaged in passionate debates about strategic direction, consumer engagement, ROI and whether that elegant piece of creative is actually on strategy – all in the same day? The NSAC advisor keeps students focused on the big IMC picture and I believe that his or her role in mentoring students about the teamwork aspect of advertising is one of the most important.



Alice Kendrick is Professor of Advertising, Temerlin Advertising Institute, Southern Methodist University, and a member of the AAF Academic Committee and the AAF Mosaic Advisory Board.

*Results are taken from *NSAC Employment Preference Survey Topline Reports*, by Jami Fullerton and Alice Kendrick, 2001-2007, and *Career Paths of AAF Most Promising Minority Student Winners: 1997-2005*, by Alice Kendrick, Jami Fullerton and Connie Frazier.

“Ad Team participation landed me my first job....They could see that my experience prepared me for an entry level position. Now, I feel a certain appreciation for coworkers who participated in NSAC. It’s like a secret club - you know what that person sacrificed and accomplished. There’s an immediate understanding. All we need is a secret handshake. When interviewing, I always take special interest in candidates who have participated in NSAC. It shows that the person has a dedication and work ethic that may not otherwise come through in the interview.

—Joel Giullian, Account Manager, Goodby, Silverstein & Partners (Daimler Chrysler 2001)

national or international brand is the focus of the campaign. This year’s brand is AOL. Previous years have featured brand powerhouses Coca Cola, Toyota, Hallmark, Yahoo! and Pizza Hut. It is not uncommon for former student competitors to introduce themselves to each other using the brand they spent so many long nights, weekends and spring breaks working on (“I was Maxwell House,” they might say). AAA

map” because of the visibility SMU received as the result. Whether we win or not, the competition is one of the most enriching and comprehensive experiences for our students.

So many of the country’s best and brightest have competed in NSAC and then gone on to successful industry careers. Surveys of NSAC finalists indicate that about 80 percent of members of district-winning teams plan to pursue careers in advertising. A

Advertising Practitioners Speak on Necessary Skill Sets

Over the past years, we've had the privilege of featuring a number of stellar advertising practitioners who have commented on a variety of topics in the "A Conversation with . . ." series in the AAA Newsletter. Here, we have compiled some responses to the question:

Q: What skill sets should students have to hit the ground running in the ad business?

A: Without a doubt, the number one skill a new hire at our agency needs to have is resourcefulness. One of our unwritten rules is that you're not allowed to say "no" or "it can't be done." So those who are resourceful and have the smarts to figure out how to get things done in the face of impossible deadlines and minimal handholding are the ones who will do well.

— **Bill Wright, Crispin Porter + Bogusky (September 2005 AAA Newsletter)**

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

— **Bob Wingo, SandersWingo (June 2006 AAA Newsletter)**

A: Get a relevant internship!! It's one thing you can do that will set you apart immediately. Also, be a consumer of culture... reading newspapers and magazines, observing consumer behavior, forming opinions on campaigns you see out there... all of these things will make you smarter and give you something to talk about intelligently in the interview room.

— **Melissa Lampe, Zipatoni (March 2007 AAA Newsletter)**



Larry Kelley on Advertising Teaching and Practice

Advertising is a practical skill set. Being in the practice, it is easy for me to tell students what is primarily theory and what is reality. Students feel that advertising is glamorous and is a pure creative field. While we have many creative thinkers, at the end of the day, if we don't sell something, we are fired. Now, that is the harsh reality of the situation. Because things are changing so quickly in the business, I can bring in the latest and greatest research or media that is impacting today's consumer. That is a big student benefit. Teaching is a tremendous occupation that has its own rewards. Teaching is all about communicating and motivating. That pays off in business as well. Teaching helps hone my communication skills. Students have a low tolerance for 'b.s.' so it guides me on 'ad speak'.



Larry Kelley is Executive Vice President of the Targeting Group at FogartyKleinMonroe, an independent advertising agency in Houston, Texas. A longer version of this article appeared in the June 2005 issue of the AAA Newsletter.

Snyder, cont'd

remains committed to the AAF by serving on the Mosaic Council and the AAF board executive committee.

At this year's program, 48 recruiters attended... to meet 50 students, an unbelievable ratio. But just like everything else in this industry, multicultural marketing is evolving, and we have to stay ahead of the curve. Which is why the Most Promising Program is now just one of the AAF's Mosaic Center on Multiculturalism's diversity initiatives. Three Mosaic Career Fairs are held around the country each year so that even more students and recruiters can connect. And in addition to the annual Mosaic Awards and Forum and our *Mosaic Principles and Practical Guidelines*, we've also developed the Mosaic Vendor Fair, which introduces minority- and women-owned businesses to agencies in the industry in order to help them compete for business.

Each of these programs and events was developed because the AAF is uniquely situated to bring all facets of the industry together. Our own diverse membership—made of students, professors and advertising professionals and companies from all across the country—allows us to make the connections that can change the advertising landscape.

Every year the Most Promising Minority Students Program opens doors for 50 new minority students who will join our industry and contribute their creativity, talent and distinct experiences.



Light a Fire – Integrate a Competition in Your Class

by JoAnn Atkin

One of the most rewarding experiences in my academic career is being a faculty advisor for a variety of national student marketing and advertising competitions. At Western Michigan University, the undergraduate advertising and promotion major is small (probably one-fifth the size of Michigan State University or the University of Texas at Austin) and situated within the Haworth College of Business. Since joining the faculty at WMU, I've implemented a variety of competitions in our capstone advertising and promotion course, IMC Campaign Management, to a varying degree of success.

The question I most often field from colleagues is "Why would you want to participate in a national competition as part of your course?" The perception is that participating in a national competition involves greater time, energy and commitment to prepare than a traditional lecture course. The competitions often require the instructor to wear a variety of hats, sometime simultaneously: Teacher, mentor, cheerleader, critic and coach. There are often times after-class



JoAnn Atkin

meetings and coaching sessions with student teams that last hours. Instructors are often not rewarded for it by employers (i.e., can we get tenure for this?). And, finally, instructors could be humbled in front of colleagues and peers if their students fall flat on their faces. Why in the world would anyone subject themselves to that experience?

My response: "Why wouldn't you want to participate in a competition?" National competitions have a place in our curriculum because the business of marketing, branding and advertising is all about competition . . . Competition for the best employees . . . Competition for the best ideas . . . Competition for the client. Isn't part of our job as educators to prepare students for the reality they will face when they enter the job market? I believe so.

Thank goodness there is competition for the competitions! Advertising educators have long relied on the American Advertising Federation's National Student Advertising Competition. While it may be the market leader, there are plenty of alternatives that provide similar benefits that should be considered by educators.

- ▶ The Direct Marketing Association Educator's Foundation offers the ECHO

competition which involves developing a direct/interactive marketing plan for national companies.

- ▶ The American Marketing Association (AMA) offers a Case Competition for student AMA Chapters.
- ▶ The Yellow Pages Association offers a Collegiate Advertising Competition.
- ▶ Even Harper Collins is sponsoring a collegiate marketing contest to help launch the paperback edition of *Freakonomics* by Steven D. Levitt and Stephen J. Dubner!

As educators, we should continually endorse these competitions because they bring to life the concepts, theories and processes we teach in the classroom every day. Even if the team loses or doesn't place, they still win. What students take away from the competitions is invaluable experience that helps them enter the job market as a more confident, better prepared graduate.

Over the years, my students have had the choice of which competition to use as their semester project in their capstone course. Each class breaks into small teams (4-8 students) and competes internally for the right to represent WMU at the respective competition. This semester will mark the 5th time WMU advertising and promotion students will participate in the NSAC District 6 competition where we've never placed higher than 2nd. Another class will be competing in EdVenture Partner's (EVP) National Case Study Competition, where we've placed in the top 10 nationally for the last six semesters. For those of you unfamiliar with the EVP competition, it is very similar to

Atkin at a Glance

University: Western Michigan University

Position: Assistant Professor

Degrees:

Ph.D., Michigan State University
M.B.A., Wayne State University
B.S., Wayne State University

Clients:

- ▶ DaimlerChrysler
- ▶ Ford Motor Company
- ▶ Health Alliance Plan of Michigan
- ▶ Disney
- ▶ General Motors Corporation
- ▶ Pfizer

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Osborne's Bull: from Outdoor Advertising to a Spanish Icon in 50 Years

by *Joaquin Aldas Manzano*,
University of Valencia, Spain

1957: A seven meters tall (23 feet) wooden bull was placed as an outdoor advertising of Osborne's brandy 'Veterano' in Spanish highways (See photo below).



1962: A new Act obligates ads to be at least 125 meters away from the highway. Osborne moves its bulls but increases its size to 14 meters (46 feet).

1964: Osborne's bulls can be found in all Spanish highways becoming part of the landscape (See photo below).



1988: The new Spanish highway Act bans any kind of outdoor advertising in Spanish roads. People protest. A survey indicates that 75 percent of Spaniards are opposed to Osborne's bull being removed from their landscapes and a popular initiative demands government to declare Osborne's bull as an 'artistic and cultural symbol'.

1994: Spanish Congress finally considers Osborne's bull as a cultural and artistic heritage and it won't be removed.

1997: The Supreme Court considers that the bull has lost its original advertising purpose and it is now part of the landscape.

2008: Seventy bulls are disseminated all around Spanish roads and even artists interpret it in a similar way Warhol did with Campbell's soaps (See photo below).



Favorite Billboard

One of the most successful campaigns for Head & Shoulders was in Poland, 2004-2005 (see photo). A heating element was dug into the ground beneath the billboard which caused all the snow settling above to melt.

— *Sela Sar, Iowa State University*



The More Things Change...

by Patricia A. Stout

“The next 5 years will hold more change for the advertising industry than the previous 50 did.”

— Berman et al., 2007

Each semester at the first meetings with students in my advertising classes, our initial discussions provide a context for our work over the coming weeks. Our first task is to tackle what is meant by the term “advertising” and the blurring of most facets of communication and media in the 21st century. Next, we attempt to understand the environment in which advertising and persuasive communication takes place. Articles in the popular press (e.g., *The Economist* and *Business Week*) and the academic journals (e.g., *Journal of Advertising*) are useful readings for students to prepare them for this discussion. Like me, you may have noticed how the more things change, the more they stay the same.

Even before 1994 when Rust and Oliver (“The Death of Advertising”) and Fox and Geissler (“Crisis in Advertising?”) traded point and counterpoint in the pages of *Journal of Advertising*, the advertising industry

has been “on its deathbed,” “passing through one of the most disorienting periods in its history,” and “getting ready for a whole new world.” The vanishing mass market, and with it the end of mass media advertising, sounded the death knoll.

A short list of some other trends also cited as powering the future of advertising include: Ever-evolving technologies; more diversity of media; more fragmentation of the audience and increased need for segmentation; increased clutter; increasingly empowered, yet also jaded consumers; and growth and diversification of population, including multicultural issues and globalization, among others. Depending on your perspective, such predictions can herald doom and gloom or offer challenge and opportunity.

For a great deal longer than 50 years, advertising has been responding to these changes; changes auguring turbulence, rather than death. These forces have been reshaping advertising and the American advertising professions since the first courses in advertising were offered in 1905.

Many commentators on the state of



Pat Stout

advertising and its future have offered suggestions of how academia will need to change to prepare students for this new world of advertising. What constitutes the study of advertising has broadened, just as the definitions of “advertising” and “persuasive communication” has evolved. While the range of topics covered within the curriculum has expanded, likewise the significance of a solid liberal arts background continues to demonstrate its worth (e.g., how can we understand consumer-generated media and social networking without an understanding of sociology?). The integration of efforts of advertising, public relations, promotion, marketing and communication continues in management of the brand. Integrated marketing communication (IMC) is a fixed approach in some programs; some programs have undergone self study to reflect a change in the naming of their programs.

Since 1965, our own Billy Ross, has worked with others to monitor the pulse of advertising education. The latest report – *Advertising Education: Yesterday, Today and Tomorrow* – offers not only a comprehensive history of advertising education, but a look at how advertising education continues to reform to respond to changing realities. Few of us would disagree that programs must

Bio

Patricia A. Stout, (Ph.D., University of Illinois at Urbana-Champaign) is the John P. McGovern Regents Professor in Health and Medical Science Communication and Professor in the Department of Advertising in The College of Communication at The University of Texas at Austin. She currently is a University of Texas System Chancellor’s Health Fellow in Health Care Ethics and Communications. Her research focuses on the effectiveness of health promotion messages and the use of social marketing. Her work on media and mental illness stigma has been funded by the National Institute of Mental Health (NIMH) and the Hogg Foundation. Her work has been published in journals including *Journal of Advertising*, *Psychology & Marketing*, *Journalism Quarterly*, *Health Education Research*, *Schizophrenia Bulletin* and in various book chapters. She served as American Academy of Advertising Treasurer, Vice President and President (1992). Her teaching includes courses in persuasive communication and decision making as well as communication for social change.

Stout, p. 60

AAAs 50th Anniversary “Who’s Who” Trivia Quiz

ENTER TO WIN 1 OF 2, \$50 GIFT CERTIFICATES TO BARNES & NOBLE!

Here’s how you play:

Step 1: Answer the questions below by matching the correct response to each question.

Step 2: Fill out an answer sheet, **provided at the 50th Anniversary Conference in San Mateo** (near registration table).

Step 3: Enter your answer sheet (**at the conference**) into our drawing.

Step 4: We will draw two entries with the correct responses and announce the winners at the AAA Conference in San Mateo!

Here are the questions:

1. The Boston Red Sox is this AAA Fellow’s favorite baseball team. Can you guess who?
2. Which AAA member was Jef Richards’ dog “Joe” named after? Hint: He’s one of the “Big Dawgs” of the AAA.
3. His name originated in Slavic languages and is the equivalent of the name “John” in English. Who is he?
4. His “other job” is photographer for the Indy 500 and Brickyard 400. Which AAA President is he?
5. Who is the oldest, living, international member of the AAA?
6. Which AAA Fellow has never taken a single class in advertising or mass communication?
7. His childhood hero was Mickey Mantle, he’s an avid runner and he loves to play handball. Guess who?
8. Born in Paragould, Arkansas, his childhood hero was Lou Brock, and he attended Worden High School. Who is he?

9. Which AAA President’s favorite dog is a golden retriever?
10. Her accomplishments in high school were an oxymoron: valedictorian and head cheerleader. Who is she?
11. Which AAA President has 13, four-legged pets living in the house?
12. The Rolling Stones is this AAA President’s favorite rock band. Who is he?
13. Which long-time AAA member and President established and ran “The All American City Basketball Tournament” for three years at Kentucky Wesleyan College in Owensboro?
14. Whose favorite comedian is Mel Brooks? Here’s a hint: It’s a former President whose favorite graduate student is “anyone but Don Jugenheimer” (an inside joke, for those who are new to the Academy).
15. Which AAA President went to 4th grade in Rome, Italy? Hint: His favorite comedian is anyone but Mel Brooks.

Select from these responses

- | | |
|---------------------|---------------------|
| A. Don Jugenheimer | I. Arnold Barban |
| B. Esther Thorson | J. Joe Pisani |
| C. Les Carlson | K. Ivan Preston |
| D. Richard Beltrami | L. Edoardo Brioschi |
| E. Joe Phelps | M. Billy I. Ross |
| F. Mary Ann Stutts | N. Pat Rose |
| G. L. J. Shrum | O. Jef Richards |
| H. Len Reid | |

Atkin, cont’d

NSAC, but condensed to one semester, with smaller teams (maximum 5 students), and does not require extensive funding. And, my direct marketing class has decided to partake in the ECHO competition this year.

Three senior-level classes. Three competitions. Am I expending more time and energy on my class preparation this semester than previous semesters? Yes. Is it taking more of my energy? Yes. Am I wearing a lot of different hats? Every day. Am I counting on long, after-class team meetings in the weeks to come as material and presentation deadlines approach? Oh yeah. As the saying goes “Education is not the filling of a pail, but the lighting of a fire.” Integrate a competition into your class and you will be amazed at how bright the fires burn!



JoAnn Atkin has successfully coached a number of student teams in regional and national student advertising competitions and is a co-faculty advisor for the Marketing Department’s Ad Club, an AAF-affiliated student organization. Atkin’s research interests are in alcohol moderation advertising and consumer privacy issues.

Stout, cont’d

embrace a more inclusive view of advertising, must embrace a call for change and innovation (as uncomfortable as that might be), must embrace the turbulence, or risk being marginalized. From some, this call for change squarely addresses evolving technologies via the convergence of media, audiences and content. Advertising education curriculum, at both the undergraduate and graduate level, aims to prepare students for this “brave new world” with analytical and critical thinking skills, nurturing their talent, enhancing their skill sets and contextualizing the role of communication in its many forms in society.

This year, the American Academy of Advertising celebrates its 50th year as an organization. For 50 years, a growing group of dedicated educators, practitioners and students have met at the annual conference to share what we’ve come to understand and know about research, teaching and the practice of advertising. Over this half century, technologies have evolved; media have become more diverse, the audience more fragmented. Clutter has increased, the population has grown and diversified and the consumer has become more empowered and yet jaded. Indeed, much has changed and yet little has changed. Without a doubt, speculation will continue on the future of advertising and adequate preparation of the future practitioners, researchers and educators of the discipline. Of that we can be certain.



Graduate Students Speak...

by *Ziad Ghanimi*

If someone had told me few years ago that one day I would be working on a Ph.D., I would probably have said “Really, and what about a Nobel Prize nomination?” I would love to say that the wonderful experience I am having at the University of Florida was the result of a careful planning but it was not really the case. My initial plan was to enter a Master’s program to find concrete answers to the eternal questions all marketing managers ask themselves. How effective is my advertising? Is there any formula to calculate return on investment? What is the effect of different campaigns for a single product on brand image? And so on. The choice of the United States seemed logical considering the history of advertising and its importance in terms of budget in this country. For someone who worked in markets with a limited number of local producers, few TV stations and a dozen of advertising agencies, the U.S. seemed like the “holy” site any advertiser should make a pilgrimage to, acquire as much knowledge as possible and come back to act as the advertising erudite.

My experience as a Master’s student went beyond my expectations. I was enjoying every minute spent in the classroom. Of course, I used any case study to find an answer to my existential questions but the only answer I was getting was: “I don’t have a general answer but I can help find one to something more specific.” First, that seemed really confusing, but subtly, I was being introduced to the principles of academic research in our field. Thus, I started collaborating on research projects. If there were no general answers, I could at least go back with some specific ones.

In that process, I discovered the pleasures of academic research, and to give me a sense of all its aspects, my professors gave me a chance to present at the pre-conference of the American Academy of Advertising in Reno, Nevada. Coming from a different culture, I was amazed by the way my professors were pushing (in a good way) their students, always trying to put them under a positive spotlight. That experience in Reno convinced me to enroll in the doctoral program. A warm welcoming from senior researchers, words of encouragement from everybody and fruitful discussions are what I will remember from my first AAA conference. After an intellectual experience like that, going back to solve day to day problems in the industry was not as appealing anymore.

I was born in an Arab Muslim country but attended a French school since kindergarten. As such, I was introduced to both the Arab and French cultures from an

early age and neither one of them was predominant over the other. While some might find this disturbing for one’s identity, it actually proved very helpful, professionally. Because of my two cultures I was able to play the role of cultural bridge between my directors based in France and the markets I was responsible for in North Africa and the Middle East.

Likewise, I believe that my understanding of both Western and Middle Eastern cultures would be an asset in my research projects. The Muslim World is living a period of transition that is not always going smoothly. In such a context, I am interested in understanding the effects of Islam on consumers’ behavior and their perceptions of advertising. Hopefully, this will contribute to a better understanding of the Western and Middle Eastern differences.



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. Ziad got 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. Ziad assisted in teaching classes in advertising strategy and media planning and co-authored a number of conference papers.



Ziad Ghanimi

Favorite Quote by Bertie C. Forbes

History has demonstrated that the most notable winners usually encountered heartbreaking obstacles before they triumphed. They won because they refused to become discouraged by their defeats.

— **Anonymous**

Favorite Quote by David Ogilvy

I’d rather hire an ambitious young man from Des Moines than a high-priced fugitive from a fashionable agency on Madison Avenue.

— **Jay Newell, Iowa State University**

Yulia Lutchyn

Yulia Lutchyn is a doctoral candidate in Mass Communication at the University of Minnesota, which is where she earned her Masters degree as well. Currently, she serves as a graduate instructor in communication research and advertising classes. She has also assisted in teaching various strategic communication courses. Before entering academics, Lutchyn worked as a PR practitioner and a journalist in Ukraine.

Her research interests focus on consumer information processing and decision-making, especially in the domains of advertising and health communication. Lutchyn has been involved in research on morphing technique in advertising, effects of time framing, and the role of habit in goal-driven behaviors. She was awarded several grants and fellowships for my research. Her work has been presented in several conferences, such as AAA, AEJMC, SCP and ICA.

Lutchyn's research advisor is Dr. Ronald Faber.



Yulia Lutchyn

Tae Hyun Baek

Tae Hyun Baek is a first-year doctoral student in the Grady College of Journalism and Mass Communication at the University of Georgia (advertising concentration). He holds an M.A. in Journalism and Mass Communication from the University of Georgia and a B.A. in Advertising and Public Relations from Hanyang University, Korea. Prior to starting graduate studies, Baek interned at the Franceschi Advertising & PR agency in Tallahassee, Florida and Calson Marketing Group in Korea.

His primary research interests include the effects of brand credibility in advertising management, prestige-seeking consumer behavior, international advertising, and health communication. He has authored or co-authored several conference papers at AAA and AEJMC. Currently, Baek is interested in how the combinatory mechanism of brand credibility and brand prestige works in consumer brand choice behavior across countries representing different cultural dimensions.

Baek's faculty advisor is Dr. Karen Whitehill King, a Professor and Head of the Department of Advertising and Public Relations at the University of Georgia.



Tae Hyun Baek

Xiaoqi Han

Xiaoqi Han is a first-year Ph.D. student of Marketing at University of Cincinnati. She earned her M.A. degree in Communication from Marquette University with a superb academic and research profile.

During the two years at Marquette University, Han coauthored with Dr. Jean Grow and Dr. James Pokrywczynski respectively, and produced three conference papers (two AAA papers and one MPPC paper) and one journal paper (*Journal of Communication Inquiry*). Han was the recipient of the Top Research Paper Award, 2006 in M.A. student/faculty research symposium from College of Communication at Marquette University. Since joining the University of Cincinnati, Han has streamlined her research mainly in consumer behavior and consumer psychology. Cross-cultural consumer cognition and behavior between the East and the West is what particularly interests Han. She is also highly interested in consumer judgment, consumer inference, brand identity strategy model and brand relationship. She is now assisting Frank Kardes, a world leading scholar in the consumer behavior field, on different projects regarding Omission Neglect and consumer behavior.

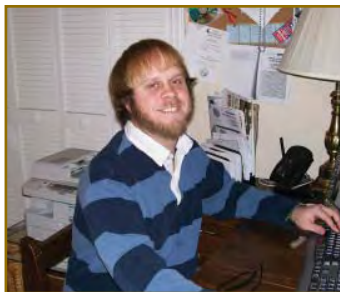
Han's advisor is Dr. Frank Kardes.



Xiaoqi Han

Scott W. Dunn

Scott W. Dunn is a second year Ph.D. student in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. He earned his M.A. in Communication and B.A. in Communication and English, both at Virginia Tech. His research focuses on the role that political advertising and other persuasive communications play in political campaigns. He has used research methods ranging from rhetorical criticism to experiments to examine how persuasive tools such as personal narratives can enhance the effectiveness of political ads. Scott has presented research at a number of different conferences, including the upcoming 50th Anniversary AAA conference. His current research interest is the role that partisan and ideological identities play in the processing of political messages.



Scott W. Dunn

Dunn's faculty advisor is Dr. Anne Johnston.

Szu-Chi Huang

Szu-Chi Huang is a second-year Masters student in Advertising at the University of Texas at Austin. She has earned double B.S. degrees in Business Administration and Business/Financial Laws at the National Taiwan University, Taiwan. Prior to her graduate study, she worked in JWT Taipei office as Account Manager for several years. Her past clients include multinational marketers like Unilever and Estee Lauder. She has held teaching assistantships in Principals of Marketing, Consumer Behavior, and Retail Merchandising in the Department of Marketing, McCombs School of Business. She is also a research assistant in the Media Research Lab.



Szu-Chi Huang

Huang first-authored a conference paper at the 7th International Marketing Trends Congress in Europe, and has two upcoming conference papers at AAA, 2008. Her research interests include consumer behaviors in technology-mediated environment, with the focus on media psychology and advertising deception. Her current projects investigate the influences of global media, the impact of new technology on Asian American, the consumer's attitude and confidence toward advertising-in-general, the issues of trust and credibility in new media and the deceptive effects of covert advertising.

Huang's advisor is Dr. Jef I. Richards. The title of her Masters Thesis is "Deception in Covert Advertising – From the Perspectives of Law and Consumer Behavior."

Mikyoung Kim



Mikyoung Kim

Mikyoung Kim is a third-year doctoral student in the Department of Advertising, Public Relations, and Retailing at Michigan State University. She received two M.A. degrees—one in Communication from Michigan State University and one in Mass Communication from Ewha Womans University, Seoul, Korea. She earned a B.A. in Mass Communication from Ewha Womans University.

Since starting her doctoral program at MSU, she has enjoyed many exciting opportunities such as teaching advertising and society (as a substitute instructor) and consumer behavior courses. In addition, she has been involved in several research projects as a research assistant to Dr. Mira Lee, including studying the effect of electronic word-of-mouth and product placement in computer games.

Her current research focuses on consumer information processing of non-traditional marketing communications. Her research examines cues that affect perceived credibility of electronic word-of-mouth. Kim's research has appeared in the *Asian Journal of Communication* and *Journal of Social Behavior and Personality*. She has also presented several papers at academic conferences including the International Communication Association and the National Communication Association annual conferences.

This year's AAA conference is Kim's first chance to attend AAA and she is really excited to meet great scholars and students and gain wonderful experiences in San Mateo!

Kim's faculty advisor is Dr. Mira Lee in the Department of Advertising, Public Relations, and Retailing at Michigan State University.

Andi Kuhn

Andi Kuhn will be finishing her Master's Degree this fall at the University of South Florida in Strategic Communication. She earned her first Bachelor's degree in Sociology at the University of Minnesota-Mankato and her second Master's in Visual Art at Eckerd College. She works as the Director of New Media at a small advertising agency in Tampa, Florida, Baisden+Company. She also owns a small freelance interactive design business (Big Sea Communication) and never sleeps.



Andi Kuhn

She studies advertising and new media, and has recently authored papers exploring the motivations for using social networking Web sites and also the effects of brand-sponsored social networking profiles.

Kuhn's faculty advisor is Derina Holtzhausen.

Sufyan Baksh-Mohammed

Sufyan Baksh-Mohammed is a Ph.D. candidate from Texas Tech University expecting to graduate by July 2008. He has worked for Weber Shandwick Public Relations (India) and Interactive Media (New York) in addition to having extensive experience in Marketing and Finance. He has been an instructor more than six advertising and public relations courses in two colleges. His research has been published in peer reviewed journals and has been presented at leading international conferences. Baksh-Mohammed's research is focused on media effects and integrated communications. He is one of the pioneers of research dealing with product placement in music. He is also actively involved in source effects research and health communications research focused on media effects on various health aspects like obesity. The title of his dissertation is "Effects of Company Spokesperson Ethnicity and Gender on Audience Perceptions of Credibility of the Spokesperson, the Message, and the Organization."



Sufyan Baksh-Mohammed

Baksh-Mohammed's faculty advisor is Michael Parkinson, Ph.D., A.P.R., Attorney at Law, Professor & Associate Dean for Graduate Studies, College of Mass Communications, Texas Tech University.

Wendy Maxian

Wendy Maxian is a third-year Ph.D. student at Texas Tech University's College of Mass Communications. She completed much of her education in Cleveland, Ohio, receiving her M.A. in applied communication theory and methodology from Cleveland State University and her B.A. in communication from John Carroll University. For the past few semesters, Wendy has taught advertising writing at Texas Tech and has thoroughly enjoyed the interactive learning experience her students have provided.



Wendy Maxian

Maxian's research examines how individuals interact with media, and the personal and social ramifications of that interaction. Currently, she is applying psychophysiological measures to understand individuals' emotional responses to advertising and the emotional attachments individuals have to the media they use.

Maxian's faculty advisor is Dr. Samuel D. Bradley, Assistant Professor, Department of Advertising at the College of Mass Communications, Texas Tech University.

Glenda Alvarado

Glenda Alvarado is a Ph.D. candidate at Texas Tech University in the College of Mass Communications. Alvarado worked for 15 years in the advertising profession before deciding to continue her education. She received her M.A. in Mass Communications from Texas Tech University in 2006 and anticipates defending her dissertation this summer. Alvarado looks forward to joining the faculty at the University of South Carolina in the fall. Her research interests are centered on sports sponsorship. She has examined the topic from the perspective of a sports consumer as well as from the point of view of a sports marketer. She is currently trying to determine how advertisers assess their sponsorships and work in partnerships with sports marketing organizations.



Glenda Alvarado

The working title of Alvarado's dissertation is "The Integration of Sponsorship into Corporate Marketing Plans: An Examination of Collegiate Athletic-Program Sponsors." Her dissertation is chaired by long-time AAA member Dr. Don Jugenheimer.

Kelty Logan

Kelty Logan is a doctoral student at The University of Texas at Austin. She earned her M.B.A. from Tulane University and her B.A. from UCLA. She was an advertising executive for 10 years working on global brands ranging from Procter & Gamble's Bold detergent to M&M/Mars' Snickers candy bar. She then moved to the client side as a marketing executive for another 20 years. One of her campaigns was listed among *Adweek's* top 10 ads of the 1990's.

Her research is focused on the new media consumption habits; specifically, the prevalence of simultaneous media usage and methods to measure the delivery of advertising across media.



Kelty Logan

Logan's faculty advisor is Dr. John Leckenby, Professor and Everett D. Collier Centennial Chair in Communication at The University of Texas at Austin.

Taejun Lee



Taejun Lee

Taejun Lee (David) is a first-year doctoral student in the School of Advertising and Public Relations at the University of Tennessee. He earned his M.A. in Advertising at the University of Texas at Austin and his B.A. in Advertising and Public Relations from Chungang University in Seoul, Korea. Prior to his graduate programs, he worked as an account executive in the advertising agency for various global and local advertisers. Before entering the private sector, Lee was a first lieutenant and a public affairs officer in charge of strategic and governmental communication in the Republic of Korea Air Force. Lee's research focuses on cultural perspectives on commercial speech (i.e., brand placement, sponsorship and branded entertainment in advanced marketing technology-driven milieu. He has been involved in several research projects with the University of Tennessee and the University of Texas faculty on cross-cultural studies on consumer attitudes, practitioners' managerial perspectives and legal and regulatory concerns with respect to brand placement and on information processing of generational cohort within travel/tourism industry.

Lee's faculty advisor is Dr. Lisa T. Fall.

Lin Zuo

Lin Zuo is a graduate student majoring in advertising and public relations, Gaylord College of Journalism and Mass Communication, University of Oklahoma. Zuo's undergraduate major is international business. Prior to joining the graduate program, Zuo worked as a marketing communication manager in a high-tech company in Beijing China for more than four years. Zuo's work interest is using integrated marketing communications approach to plan and execute campaigns.

Zuo has done a research paper about guerilla marketing with Dr. Sheri Veil, which has been published in *Public Relations Quarterly* winter 2006-07. Zuo is now working on the topic of media transparency in China with Dr. Katerina Tsetsura.

Zuo's thesis is about the synergy effect of traditional and nontraditional media campaign which is under the guidance of Dr. Doyle Yoon, faculty advisor.



Lin Zuo

Jungsun Ahn



Jungsun Ahn

Jungsun Ahn is a doctoral candidate in the Department of Advertising, PR, and Retailing at Michigan State University. She earned her M.A. in Advertising from MSU and her B.S. in Mass Communication from the University of Evansville. She has taught Advertising and Society and International Advertising at MSU.

Ahn's research focuses on effects of dual language use in advertising. She is interested in examining how bilingual consumers process and respond to advertising messages presented in their local and/or foreign languages. Her manuscript investigating the impact of dual language use on bilingual consumers' comprehension and memory of advertising information will be published in the *Journal of Advertising* in 2008.

She has defended her dissertation proposal and is working on collecting data for her dissertation, the title of which is "Code-Switching Across Two Different Alphabetic Languages: Implications for International and Cross-Cultural Advertising."

Ahn's faculty advertiser is Dr. Carrie La Ferle who is an Associate Professor in Advertising Department at Southern Methodist University, who advised Ahn's M.A. thesis while on the MSU faculty.

Poong Oh

Poong Oh is a Master's student in the Greenlee School of Journalism and Communication at Iowa State University. His research interest lies in developing and elaborating general communication theories, specifically group decision-making and deliberation from a relational/structural perspective. He has an interest in methodology and has attempted to apply various methods to different communicative phenomena: For example, social network analysis to social capital facilitated by TV programs; computer-assisted content analysis; and computer simulation modeling to group dynamics. His M.A. thesis is titled, "The Role of Television Programs in Formation of Social Capital" (with advisor Dr. Youngchul Yoon). Oh has a B.A. in Journalism and Communication/Philosophy and an M.A. in Journalism and Communication, both from Yonsei University (Seoul, Rep. of Korea). Oh served as a first lieutenant in the Republic of Korea Air Force and a media relations officer and instructor.



Poong Oh

Oh's current faculty advisor is Dr. Eric Abbott.

Sara Steffes Hansen

Sara Steffes Hansen is a doctoral student at the University of Wisconsin – Madison School of Journalism and Mass Communication. She earned her M.B.A. at the University of Colorado – Denver, and B.A. in journalism at the University of Wisconsin – Eau Claire. Since the mid-1990s, Hansen has worked in corporate and consulting roles to integrate interactive media with public relations, marketing and branding. She teaches public relations at the University of Wisconsin – Oshkosh, and advertising and journalism.



Sara Steffes Hansen

Hansen's research interests focus on interactive media related to advertising, marketing and brand experiences, particularly among young people. She has authored or co-authored papers at ICA and AEJMC conferences. Her dissertation is on studying brand interaction in online virtual worlds, related to social interaction, identity expression and interactive media effects.

Steffes Hansen's faculty advisor is Dr. Dietram A. Scheufele, a Professor in the School of Journalism and Mass Communication at the University of Wisconsin – Madison.

Brittany Duff

Brittany Duff is a second year doctoral student at the University of Minnesota. Before beginning the Ph.D. program, Brittany worked as an account planner at Campbell Mithun, working with clients including Burger King, General Mills and Foster Farms. She has taught the course Principles of Strategic Communication and is currently a research assistant on a grant project for the National Institute on Drug Abuse, researching the neuroanatomical basis of drug message processing.



Brittany Duff

Duff's research interests include advertising avoidance (specifically the effects of ignoring and inattention), affect and irrational wanting and looking at how neuropsychology can inform message effectiveness. Her research has been presented at national and international conferences including ACR, ICA, AEJMC, SCP, and she is very excited to have two papers at AAA 2008.

Duff's advisor is Professor Ronald J. Faber.

Song Tian



Song Tian

Song Tian is a third-year doctoral student in the College of Communication and Information Sciences at the University of Alabama. He received his B.A. in Journalism from Sichuan University, Chengdu, China and earned his Master's degree in Mass Communication at the University of Louisiana, Lafayette. Before starting graduate studies in the US, he had worked as a correspondent, reporter and news editor for nine years in several news media of China. Having published a number of articles on a broad range of issues, Tian received national and provincial awards for excellence in reporting from groups that include the Chinese Association of Metropolitan Newspapers and the Guizhou Province Journalists Association. Tian has research interests in international advertising, online marketing and media effects. His past research topics include advertising skepticism, direct-to-consumer advertising and cross-cultural comparisons of news coverage on health risk communication. He has presented his papers at AEJMC and is currently involved in several research projects with the UA faculty on the issues of research methodology in advertising and public relations as well as news selection in international news flow.

Tian's faculty advisor is Dr. Yorgo Pasadeos.

Kasey Windels

Kasey Windels is an advertising doctoral candidate at the University of Texas at Austin where she also serves as an Assistant Instructor for the course Psychology of Advertising. She holds a B.A. in Mass Communication from Louisiana State University and an M.A. in Advertising from the University of Texas at Austin, where she completed the Texas Creative portfolio sequence. Throughout her graduate career, Windels has held several internships, including copywriting internships at GSD&M and Conduit Interactive.

Windels' research interests center around the advertising agency, with special emphasis in the areas of creative advertising, organizational creativity and organizational behavior. Her recent research has been focused on gender in the advertising agency, with specific emphasis on the under-representation of females within agency creative departments.

Her dissertation is entitled "Proportional Representation and Regulatory Focus: The Case for Cohorts Among Female Creatives," which explores the impact that skewed gender proportions have on females' creative abilities in agency creative departments.

Aided by dissertation advisor Dr. Wei-Na Lee, Windels plans to graduate in May 2008.



Kasey Windels

Petya Eckler

Petya Eckler is a doctoral student of Internet health communication at the School of Journalism, University of Missouri. Her research interests include health communication, strategic communication, new media and international health communication. She has worked in the areas of tobacco control, breast cancer, cancer and arthritis. She received a bachelor's in journalism and political science from the American University in Bulgaria (AUBG) and a master's in journalism from the University of Missouri.



Petya Eckler

Eckler's dissertation advisor is Dr. Shelly Rodgers.

Favorite Book Quote

From *Up the Agency* by Peter Mayles

A codfish lays ten thousand eggs
The humble hen lays one;
The codfish never cackles to tell you what she's done;
And so we scorn the codfish
while the humble egg we prize
It only goes to show you that it pays to
ADVERTISE!!!

— **Hemant Patwardhan, Winthrop University**

Favorite Quote by David Ogilvy

From *The Unpublished David Ogilvy*

Superlatives belong to the marketplace and have no place in serious advertisement; they lead readers to discount the realism of every claim.

— **Jerry Kirkpatrick, California State Polytechnic University**

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AMERICAN ACADEMY
OF ADVERTISING
50th ANNIVERSARY
1958-2008


SHERATON
BURLINGTON HOTEL

Restriction of Exposure to Diversity Adds Significant Challenge for Advertising

by David W. Schumann

During my academic career, I have been privileged to meet so many wonderful scholars in the advertising and consumer behavior disciplines, as well as to study the history of psychological research applied to advertising. I'm fascinated by the work of early pioneers as well as by those who have made more recent contributions. So what can I contribute here that may have meaning as we move forward? A daunting task but here goes.

Advertising has clearly been at the forefront of change in the world of global communication. Creative efforts combined with new technologies have revolutionized how we communicate to the consumer. The Internet has opened up a whole new medium for communication that is likely only the beginning. Esther Thorson and I quickly realized that our co-edited books on Internet Advertising are simply written documents marking historical points of time. I'm old enough to remember television shows that were sponsored by one company with advertisements that lasted minutes rather than seconds.

Advertising has changed

dramatically. Today, individuals have access to tens of thousands of commercial messages literally at the tip of their fingers.

One of the major functions of advertising is to expose people to product and service offerings and

“... consider the consequences of this phenomenon as it might benefit and/or detract from the overall good of society.”

provide information. Some of this information presentation is factual and thus accurate; some is not and is arguably deceptive. Favorable information is typically stressed, while unfavorable information is omitted, downplayed or provided in technical jargon. In today's fast paced world, to what degree are people actually taking the opportunity to expose themselves to information about products? How far do they go to seek diverse points of view or varied product options?

I would suggest not very far. Indeed, in recent years I have been exploring a phenomenon that I have come to term “restricting exposure to diversity.” As opposed to diversity seeking, this is diversity inhibiting. I employ a broad notion of diversity to include people, ideas, places, beliefs, products, services, etc. Do you know anyone who just listens to conservative talk radio or just reads the liberal press? We all know people like this. Perhaps we fit the description ourselves.

I have come to believe that many of us tend to

restrict opportunities for experiences and information input that is of a diverse nature (we can liken this to intergroup bias theory's focus on “ingroup” versus “outgroup”). Much of what we select for exposure is based on our self-identity and

reinforcement of that identity (the “ingroup” or “aspirational group”). This reflects an internal motivation that may be learned or behaviorally reinforced.

For example, many people would argue that they create cognitive short-cuts because of time constraints. Indeed, a study Karen Hood and I recently undertook to better understand Internet search behavior revealed that professionals restrict the number of Web sites they rely on to a select few, and tend to minimize the scope of Internet searches.

This restriction is also reinforced by external means, the major culprit being target marketing. Target marketing is focused on reinforcing membership in the ingroup or aspirational group. The consequence is a significant decrease of exposure to things on a daily basis that are of a diverse nature. I believe the tendency to restrict is clearly moderated by variables like education, previous experience, and what Torry Higgins refers to as promotive vs. protective conscious and unconscious motives.

So what does this have to do with advertising? This restriction of exposure to diversity inhibits the potential for new products and services to be included in consumers' evoked product/brand sets. This provides an added significant challenge for advertising as it will be

Schumann, p. 75

Bio

David W. Schumann (Ph.D. University of Missouri) is a consumer psychologist and holds the William J. Taylor Professorship of Business in the Department of Marketing and Logistics at the University of Tennessee. Schumann served as Department Head from 1992-97 and as Associate Dean from 1997-2002. His research interests focus on issues related to marketing communication strategy with specific emphasis on belief structures, attitude formation, persuasion, selective exposure, stereotyping and prejudice reinforcement.



David Schumann

The “Retirement” of One of AAA’s Great Leaders

by Chang-Hoan Cho

How can I pronounce your first name correctly... Cheng Whan, Cheng Hwan, Chang Han?” Dr. Leckenby was the first American professor who made a sincere effort to pronounce my first name correctly and finally made it. I met Dr. Leckenby when I came to the University of Texas at Austin in 1995. It didn’t take me long to choose Dr. Leckenby as my mentor and academic supervisor. His passion for education and research immediately inspired me to learn and made me want to teach and research advertising. He’s more than a role model for many scholars in advertising. He always sees people at their best, and views advertising in inspirational terms.

This is particularly true for international students who might be underrated because of their language barrier. Dr. Leckenby always encourages international students. He motivates and trains them to be their best, and tries to see research potential in them.

Dr. Leckenby is a great teacher. My two most memorable courses with him include: Interactive Advertising and Quantitative Methods in Advertising. The first helped me set my lifelong research program (interactive new media advertising) and the second inspired me to teach one of the most popular graduate courses, Quantitative Research Methods, at the University of Florida College of Journalism and Communications. I still use his online teaching materials for this class.

As a professor, I share some of my thoughts and beliefs with my graduate students. I do this because my most influential professor from my academic career did the same, and it meant a great deal to me.

Here are three pieces of useful advice I received from Dr. Leckenby:

1. “GPA is not a matter of discussion for doctoral students ... they are simply expected to get all As.” I give the same advice to my doctoral students. They’re stunned when they hear this, but they work hard to meet my expectation.
2. “You, as a professor, should have at least three ongoing research projects at any one point in time ... otherwise, you will get behind.” This lesson helped me build my research reputation and achieve tenure.
3. When I provided Dr. Leckenby lists for my doctoral comprehensive exam, he said, “You already know a lot about the subject of interactivity, so I want you to study something else ... your transcript says you have no course work on social and economic effects of advertising ... so, that is an appropriate topic for your exam.” Without this, I would have graduated with little knowledge about this

important subject area.

I always worked hard to meet his high standards, and this made me what I am. Dr. Cynthia Morton, a peer from U of Texas-Austin and a colleague at UF, always says, “You are Leckenby at UF ... you act just like him.” It is my honor to hear that compliment.



John Leckenby receiving AAA Fellow Award, 2006.

They say anyone is replaceable. Not Dr. Leckenby. I was saddened to hear about his retirement. Many students will lose the opportunity to learn, in person, from him. However, we know he’ll have an ongoing relationship with us, and his teachings will remain in our hearts.

Thank you, Dr. Leckenby, my forever SunSengNim (honorable teacher in Korean--the equivalent to Sensei in Japanese and Xiansheng in Chinese).



Dr. Chang-Hoan Cho is Graduate Coordinator and Associate Professor in the Department of Advertising, College of Journalism and Communications at the University of Florida.

Favorite AAA Memories

I have been lucky to have been Don Schultz’s editor for nearly thirty years and also fortunate enough to have worked on several of his ground-breaking books. I learned mountains about marketing and advertising theory and strategy. I also learned to be a better editor and learned to have fun working with ‘big ideas’.

Over 25 years ago, Don introduced me to Martin Block. Again, I was fortunate to work with one of the leading marketing and media researchers and thinkers on two ground-breaking books. I have felt fortunate and privileged to have worked with him and Tamara.

I always found Joe Pisani to be a great source of help and information--always a pleasure to be around, whether the situation was strictly professional or personal.

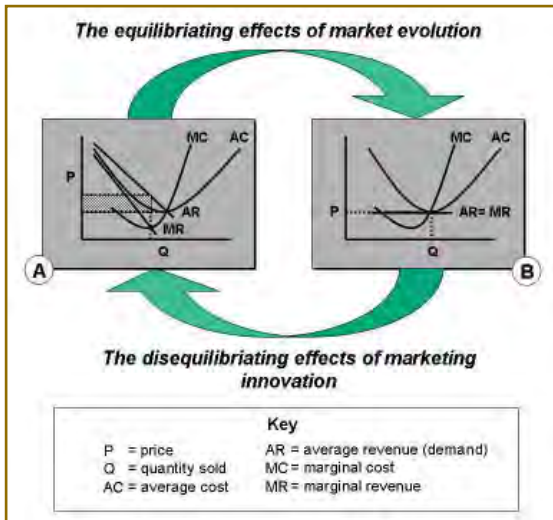
I originally met Bob Lauterborn through Don Schultz, when they wrote Integrated Marketing Communications fifteen years ago. As has been true for the other individuals, I learned how to look at problems and issues and develop creative approaches to solving them. Over the years he has been a pleasure to work with.

— Rich Hagle, Racom Books/Racom Communications Inc.

The Once and Future History of Advertising: Reflections on the Last 50 Years

by Hugh Cannon

Before I “reflect” on how advertising practices have changed over the past half century, or what cutting issues have emerged, let me share my bias: When I was an undergraduate, I wrote a paper for my “historiography” class entitled, “Synthetic History.” My thesis was that the relevant part of history is not what happened, but what might have happened. Actual events only help us formulate and test hypotheses about why history happened the way it did. If I extend this principle to advertising, I would argue that we should be less concerned about changing practices than with why they are changing. In the end, the future is what matters, and we look to the future by understanding the guiding forces we have learned from the past. Cutting-edge issues should grow out of these historical forces.



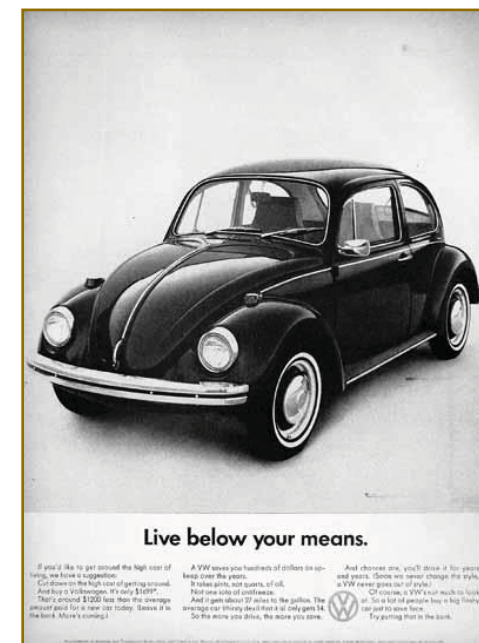
So, what are the forces? Again, let me share my bias. I see advertising as a handmaiden of marketing, and marketing as the engine that drives economic progress. The engine is the innovation cycle, characterized by the classical micro-economic analysis portrayed in the figure above. Marketers seek to differentiate their products, thus making the demand curve (AR), less elastic. This opens the door for economic profits (the rectangle in the left side of the Figure) by allowing the marketer to charge higher prices without customers flocking to the competition. Other firms see these profits, and emulate the products, thus creating substitutes. The demand curve becomes more elastic (the right side of the Figure), so anyone who raises prices above those required to cover costs are driven out of the market. Having lost their economic profits to competition, the marketers seek to innovate in an effort to differentiate their products once again.

Advertising is an important tool in the differentiation process. Our Academy was founded during a crucial transition in marketing and advertising practices, as suggested by Wendell Smith’s classic 1956 article on product differentiation versus market segmentation as alternative advertising strategies. He argued that early advertising followed a strategy of product differentiation, seeking to convince the mass market that their products were different and superior to the competition. For example, see the early Pillsbury ad above.



Smith’s strategy of market segmentation recognized that demand is heterogeneous. A company that faced too much competition in the mass market could gain advantage by focusing on the unique needs of a particular market segment. This is what Volkswagen did when it introduced its “Beetle” in the late 1950s, offering a no-frills car when the mass-market was demanding power and styling (see ad at right).

From the perspective of our economic engine, increasing competition was making it harder for marketers to differentiate their products. Naturally, they began to look for alternative



Cannon, p. 73

Cannon, cont'd

approaches. Tumbling to the idea of market segmentation and positioning was a natural consequence of their strategic ruminations.

Of course, nothing lasts forever. Competition would inevitably catch up with segmentation as well. What happens when segments become saturated, and demand again becomes elastic? One natural response is to seek greater efficiency through strategic management of every aspect of the company, including its marketing and advertising. This is what happened. Whereas, the mantra of the 1960s and 70s was to find unique brand names that should symbolize a product's position in the market, in the 1980s and 90s, umbrella branding had become the strategy du jour, seeking to increase efficiency by squeezing extra value from brand equity. To illustrate, compare the Crest ad below with Crest's famous 1963 "Look, Mom – no more cavities!" ad that positioned Crest as a decay-fighting toothpaste.

IMC was a second expression of the same era. I had the privilege of watching Don Schultz at Northwestern in the early 1980s as he was working through what was ultimately to become "integrated marketing communications." The idea was right for the times, again because competitive pressures called for increasingly efficient use of marketing communications. The rightness was reflected in the fact that many companies were experimenting with many of the same concepts as a natural response to the pressures they felt.

If our theory holds true, the next evolution will come as competition begins eating away the margins that efficient marketers have been able to create through effective brand management and IMC. Marketers will ask themselves, "Is there anything I can do that my competition can't copy?" The answer is yes. Competitors can't copy your

relationship with your customers. In today's competitive and affluent society, many consumers are simply overwhelmed by the task of shopping. They buy from a retailer like Amazon.com or Wal-Mart, or perhaps companies like Dell, not because they think they have the best products and prices, but because they offer good value and are convenient and trustworthy. This is



Hugh Cannon

also true of companies like Apple Computer, although they have managed to maintain a relatively high level of product differentiation. In each case, the relationship is built on a kind of implied "customer contract." The company says, "You can trust me to do the following things . . ." and the customer responds by being loyal. Ideally, the contract will have a "transformational" component as well as utilitarian value, as in the case of Apple Computer. The point, however, is that the modern relationship marketer will no longer be seeking to maximize profit through product differentiation, but rather, by increasing sales to existing customers, with margins maintained by lower transaction costs. In terms of the diagram shown in Figure 1, they make money by lowering the average cost curve (AC) in a way that competitors cannot copy.

The question is what issues will this create for advertising? For instance, what media will a company use when communicating primarily with existing customers? How will messages change when the key to success is customer loyalty rather than short-term sales? With the functional differences among brands disappearing, the "transformational" aspects of advertising are likely to become more and more important. How will this affect the creative side of advertising? While I don't believe technology is directly driving advertising change, the Internet and other digital technologies certainly provide useful vehicles through which changes may be carried out. Furthermore, they are profoundly changing the way people communicate, creating both opportunities and pressures to harness social networks and other consumer-driven modes of communication.

Cannon, p. 75

Four Segments Keep AAA Growing Strong: Founders, Senior Leaders, Tweeners and New Members

by Joseph E. Phelps

I've been a member for 18 years—a little more than one-third of this organization's existence. That's long enough to qualify my observations as longitudinal data and discuss trends and changes over the years. On second thought, it's best if someone else writes that article, as there are many who have paid their dues longer and who have been more directly involved in the maturation of the Academy. Instead of discussing changes, I will focus on a given and a constant that, together, explain the Academy's longevity.

The Academy is an association and as such the given factor is, was and always shall be the people. Members are the core essence of the Academy. This point might seem so obvious that it should go without saying. Perhaps, but consider the fact that we are discussing a group of scholars who have helped one another and prospered as a group for 50 years.

Contrast that record with the horror stories we've all heard concerning dysfunctional departments where faculty find it impossible to work together or be civil.

So, who are these people that comprise the Academy? In my simplistic segmentation scheme, I see four groups, categorized primarily by length of membership. As I describe each group I will be mentioning a few of you as examples so I ask the forgiveness of both those I list and those I don't. Although the segments are differentiated by term of membership, it is the consistent behavioral pattern across these groups (the constant) that reflect the best aspect and key strength of the Academy.

This set of behaviors is at its most basic nothing more than welcoming actions amongst members leading to the development of connections among these members. These connections develop over common interests in teaching and research and become the ties that bind members to one another. Membership will continue only as long as members get some benefit from associating with other members, so creating these ties is critical and explains the longevity the Academy has enjoyed.

Not surprisingly, this welcoming behavior has been practiced from the inception of the organization. The first segment, the *founders*, includes the instigators and leaders from the earliest few years of the Academy. This elite group includes Arnold Barban, Donald Davis, Harry Hepner, Royal Ray, Billy Ross and others. I do not know how many of the founders will be with us for this 50th anniversary. I believe that Billy and Arnold will be in San Mateo. If you see them or any of the other founders,



Joe Phelps

thank them for bringing us together—this year and every year before it.

Second, there are the *senior leaders*. It includes most everyone with a noticeably longer tenure than mine. This includes leaders such as Don Jugenheimer, Bob King, Ivan Preston, Pat Rose, Mary Alice Shaver, Mary Ann Stutts, Esther Thorson and many, many more. Whereas the founders created the organization, the senior leaders have been just that for the majority of the Academy's existence. This "generation" of members has imprinted the identity of the organization upon us and they deserve our thanks for keeping us together. They, along with the founders, have been very active in creating and maintaining connections among their peers and with newer members.

Third, there are the *tweeners*. This is perhaps the largest segment and it includes everyone that has been around for more than three years but less than the senior leaders. For a tiny bit more precision in placing people within this segment we can split it in two. The *elder tweeners* (this is my cohort and I've been called worse) includes people like Ron Faber, Jef

Phelps at a Glance

University: The University of Alabama

Department: Advertising and Public Relations

Position: Reese Phifer Professorship

Education:

Ph.D., University of Wisconsin-Madison

M.A., University of Wisconsin-Madison

B.A., Saint Norbert College

Joseph E. Phelps holds the Reese Phifer Professorship in the Advertising and Public Relations Department at The University of Alabama. His research agenda includes consumer privacy concerns, Internet-facilitated consumer-to-consumer communication and health communication. Phelps has published in a variety of marketing and advertising journals. He currently serves as the AEJMC representative on the Council of Communication's Committee on ISI.

Phelps, p. 75

Phelps, cont'd


Richards, Herb Rotfeld, Marla Royne and Ray Taylor. This segment provides strong leadership for the Academy and has for some time. I'm one of the lucky ones, whose mentors were early leaders in the Academy and who made it a point to make introductions and help me forge early connections. Just as importantly, other members made an effort to reach out and include me. I'm sure they don't recall but on my first AAA group activity/tour, Barbara Stern and Pat Stout invited me to walk with them and join their conversation. Later, the four horsemen, Les Carlson, Richard Kolbe, Russ Lacznik and Darrell Muehling asked me to join them at the bar. These seemingly tiny actions made a huge difference to me. I started to feel like a member of the group.

The *junior tweeners* (Ok, so naming the segments is not my strength), includes members such as Terry Daugherty, Steve


Edwards, Carrie LaFerle, Hairong Li, Shelly Rodgers, Kim Sheehan and Fei Xue. Many of the emerging leaders are members of this subsegment and they are building important ties with members across the segments.

The first two years of membership represent the most critical time for connections to develop. Lacking these ties, there is no reason for new members to stay long enough to enter the segments already discussed. This brings us to the *new members* segment. This group includes those with three years of membership or less. It includes graduate students, such as Tom Mueller, Nakeisha Ferguson, Susan Myers and Lu Zheng. It includes those just beginning their academic careers after completing a graduate program and/or following successful careers as advertising professionals. As the scope of this organization continues to grow beyond its national origin,

this segment also includes increasing numbers of our international colleagues who are attending the conferences and making membership decisions.

We each need to reach out, especially to new members who don't have the ready-made connections with which some of us enter. The Academy grows stronger when new connections are made and it is the organization that loses most when members do not feel welcome and turn away. In short, we must continue to make people feel welcome. The constant must remain a constant. If it does, the Academy will continue to grow (and I'm not talking about just numbers here) and members will be celebrating even bigger milestones in the years to come. 

Cannon, cont'd

None of these concepts are new in themselves, but put together, I find them very useful when trying to pierce the fog of current events. Clearly, practitioners are struggling to see through the same fog. Nor have the principles been well codified and taught in our texts and classes. This leaves a lot for us to do as we begin our second 50 years. 

Hugh Cannon holds the Adcraft/Simons-Michelson Professorship at Wayne State University. He received his Ph.D. (1979) and M.B.A. (1973) degrees from New York University, and an A.B. from Brigham Young University (1969). Prior to taking his present position at Wayne State, he taught Northwestern University and Miami University of Ohio. He is a frequent contributor to the advertising literature, having published and/or presented more than 200 scholarly papers on topics related to advertising and marketing. He is a past Treasurer of the American Academy of Advertising and was co-recipient of the Academy's Excellence in Research Award in 2000. He is a past VP/Executive Director of the Association for Business Simulations and Experiential Learning and now serves as Dean of Fellows for that organization.

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Schumann, cont'd

necessary to proactively infiltrate and disrupt the human tendency to restrict information flow.

While advertising reflects a commercial purpose, it also has a societal effect. Is this restriction of exposure to diversity positively impacting society? A number of people have recently argued that it is not. For example, Cass Sunstein, the famous legal scholar, recently posited that the lack of exposure to counter perspectives, especially given the tendency to customize web searches to reflect one's own point of view, may ultimately erode the practice of democracy. Will a lack of exposure to potential products and services that could fill certain important consumer needs potentially cause harm? The medical field provides us with an example. Will this restriction (self-imposed and reinforced through marketing strategies) prevent consumers from finding medical

products or services that will enhance their lives (e.g., homeopathic treatments)? Many non-profits and advocacy groups are currently struggling with this very issue.

While it is important to understand the value that advertising brings to society, it is also important to recognize that advertising principles and strategy may interact with human motivation to create potentially negative outcomes. Some may argue this type of restriction of exposure to diversity contributes to efficient markets and therefore, is positive. Some, like Sunstein see more disturbing outcomes. I'm not endorsing a specific position. There is validity in each viewpoint. My intention here was to raise a potential issue of concern to which advertising and marketing practices are clear contributors, and to ask us to consider the consequences of this phenomenon as it might benefit and/or detract from the overall good of society. 

AAA: Visions of Diversity

by **Barbara B. Stern**

*Here about the beach I wandered, nourishing a youth sublime
With the fairy tales of science, and the long result of time;*

*When the centuries behind me like a fruitful land reposed;
When I clung to all the present for the promise that it closed;*

*When I dipped into the future far as human eye could see;
Saw the Vision of the world, and all the wonder that would be.*

—Alfred, Lord Tennyson, “Locksley Hall,” 1842

By 2008, the 50th anniversary of the AAA, the vision of wonder that Tennyson foresaw is a reality, although always a work in progress: the science of advertising research is no longer a fairy tale; the present is filled with promise; and the future poised to build on the past.

AAA, its conferences, and the *Journal of Advertising* have been graceful and welcoming venues for the incorporation of diversity in research and methodology, both of which bode well for continued leadership in the field. In its 50-year history, AAA and *JA* have seamlessly included postmodern perspectives and methodological paradigm shifts as a matter of course in a changing world, ensuring the “dialectic give & take” (Zinkhan 2008) of scholarship minus bitter personal disputes or “anything goes” science. The organization deserves tribute for actualizing kindness as a mode of interaction that encourages members to behave like gentlepersons and scholars by walking the diversity walk.

The walk began with gender diversity, for notwithstanding the bleak depiction of women in “Mad Men,” the advertising industry has a history of welcoming women researchers. Indeed, one of the earliest books – *Selling Mrs. Consumer* (1928) – was written by a woman,

and female insights were viewed as essential to advertisers insofar as women were responsible for 80 percent of consumption. AAA reflects the importance of women in the field, for from 1978 to the present, nine presidents have been women, just slightly under the 50 percent mark. This is quite impressive, and light years ahead of Tennyson’s depiction of men’s treatment of women as “something better than his dog, a little better than his horse.”

We can also celebrate the first female editor of *JA*, and the presence of many younger women in the ranks poised to take on leadership roles. Even though African-American and Hispanic women have not been well-represented to date, diversity is on the increase because of the number of minority students in Ph.D. programs as well as organizations such as the Ph.D. project for minority students and the Black M.B.A. Association.

This increase in diversity reflects the new status of the US as a “minority country:” at present, all minorities taken together account for over 50 percent of the population of major cities such as Los Angeles, Miami and New York, representing a major change from the 1950s when whites were in the majority and minorities categorized as “others.”

However, in the past 20 years, even though *JA* articles reflected growing concern for global and ethical issues (Muncy 1998) few studies were published about the effects of diversity on the industry itself or the influence of social trends. In this regard, both AAA conferences and *JA* rarely present research on Muslim, Evangelical, Eastern European or US minority consumers other than African Americans, Hispanics and Asian Americans. Nonetheless, given the historical eclecticism of the organization, we are not only likely to be in the forefront of welcoming research on diverse messages, but also the prime driver of such research by means of stimuli such as special conference tracks, sessions and thematic journal issues.

In addition to research on diverse ads and audiences, another hallmark of AAA since the 1980s has been acceptance of methodology from various fields, notably the liberal arts, which from the outset were regarded as a source of real scientific methods rather than a repository of fairy tales. Even though over 80 percent of *JA* articles in the past twenty years have been empirical, qualitative inquiry is also well-represented in *JA* articles and AAA conferences. The strong history of support heralds the continued role of AAA as a home for visionary research currently in its earliest stages: neuroscience studies designed

Bio

Barbara B. Stern is a Professor II of Marketing and Vice-chair of the department at Rutgers Business School. Her research focuses on the meaning of texts in consumer behavior, and she uses textual analysis adapted from literary theory to examine stimuli such as ads and marketing communications associated with consumer responses such as attitudes to ads, product placement in television programs and verbal protocols.



Barbara Stern

Stern, p. 77

What Can Academic International Advertising Researchers Learn from Each Other?

by Gordon E. Miracle

When designing research to investigate a particular kind of topic, the researcher must decide on appropriate research aims, approaches and methods to use in order to obtain reliable and valid results. How do researchers make those decisions? How *should* they?

Ideally, a researcher should select the most appropriate research aims, approaches and methods for the topic. However, is that what researchers really do? Maybe researchers select those approaches and methods with which they are most familiar, or those which they learned in their graduate studies, or those which are most popular with their colleagues, or those that they think will maximize the chances that their research will be publishable. It is even possible that researchers' decisions on methodology are influenced by the culture of their countries, ethnic groups or regions. That is the central proposition of this article.

To test this proposition it is necessary to find out what approaches and methods international researchers employ and why. The barest beginning of an emerging literature on this topic can be found in Brioschi and Miracle (2007a) and 2007b), and Miracle and Brioschi (2008). They obtained information from French, German, Italian, Japanese, Korean and US academic advertising researchers. They added material from other published sources, correspondence and discussions with colleagues, and their own international research. Space limitations permit only a brief overview of their findings.

Similarities and Differences in Research Methods among Countries

Elisabeth Tissier-Desbordes (Brioschi and Miracle 2007a) reported that academic advertising research methods in France are influenced by media market structure, French



Gordon Miracle

advertising laws and the French culture. Advertising research traditions stem mainly from the French sociological perspective, which is dominated by research traditions from semiotics and post modernism, and focuses on such topics as emotions, authenticity, nostalgia and hyper reality. Research methods are mainly qualitative and based on "grounded" theory and interviews. The main paradigm is constructivism. In contrast, the research in French business schools is dominated by positivism.

Miracle, p. 78

Stern, cont'd

to measure the brain activity of consumers as they view ads. Adapting "hard science" methods to the study of advertising responses is truly a "New World" (Zinkhan 2008) ripe for exploration. At present, early findings from brain scan (MRI) research indicate that the measurement of brain activity yields more reliable results about advertising effects than self-reports, for what consumers say may differ from what they are thinking and feeling.

Thus, the first half-century of AAA reveals eager accommodation to social and cultural changes from the circumscribed world of the 1950s, dominated by the modernist inheritance of patriarchal culture and scholarship, to the open one of the 2000s, in which diverse voices and methods can challenge both the advertising industry and the research establishment. The spirit of Tennysonian optimism expresses the AAA mission far better than I can:

*Yet I doubt not through the ages one increasing purpose runs,
And the thoughts of men are widened with the process of the sun.*



Stern at a Glance

University:
Rutgers Business School

Position:
Professor II, Marketing

Education:
Ph.D. in English, City University of New York

Awards:

- ▶ Outstanding Contribution to Research, 1997
- ▶ Leavey Award for Excellence in Private Enterprise Education
- ▶ Women's Institute for Freedom of the Press Award

Gordon E. Miracle is Professor Emeritus, Department of Advertising, Public Relations and Retailing at Michigan State University (MSU). He has been an active member of the AAA since 1966, and was elected a Fellow in 1990. In 1995, he was the first recipient of the biennial S. Watson Dunn *Excellence in Advertising Award* from the University of Illinois for “significant contributions to the study and practice of international advertising.” In 1999, in Vienna, he received the *Viktor Mataja Medaille* from the Austrian Advertising Research Association for “Outstanding Contributions to Advertising Research” in Austria. In 1985, he was a Fulbright Research Scholar at Waseda University in Tokyo.

Miracle, cont'd

Rosella Gambetti (Brioschi and Miracle 2007a) reported that in Italy an interpretative approach is much more common in academic advertising research than a logical positivist approach. The Italian constructionist approach includes phenomenological sociology, symbolic interactionism and ethnomethodology. The objective is explanation, made possible through empathy, intuition, introspection and imaginative reconstruction. In Italy the most common research methods include in-depth interviews, participant observation and case analysis. Case studies are the most popular empirical advertising academic research method. The interpretive approach in Italy has sometimes evolved into an intuitive-based approach in which abstract variables are not amenable to empirical testing. These research objectives, approaches and methods are consonant with the Italian culture.

Yasuhiko Kobayashi (Brioschi and Miracle 2007b) reported that the Japanese culture is complex and leads to a holistic approach to advertising which, in turn, leads to Japanese advertising research that is the opposite of reductionism or analytical science. Thinking holistically, the Japanese utilize Zen and the dialectic to advance knowledge, especially using intuition, meditation, or intellectual investigation by discussion and reasoning through dialogue. New knowledge is generated by communication of truth from one mind to another, thought transference, tacit understanding, non-verbal Zen Buddhism and natural reality (wisdom and common sense). Methods of measuring meaning that are used in European countries and the USA may not be suitable.

Shizue Kishi (Brioschi and Miracle 2007b), with a Ph.D. from a US university, selected a conceptual framework for her research in Japan from the US consumer information

processing literature.

Although her approach was exploratory and descriptive and no hypotheses were tested, she described her research as positivistic, since it aimed to contribute to theory by seeking generalizations regarding consumer product uses and consumer purchasing processes. However, Kishi reported, this kind of research has not grown into a major research stream in Japan because: (1) It is difficult to collect reliable data in Japan with the methods used in the USA; (2) Researchers in Japan tend to use other kinds of methods; and (3) In Japan there are few university advertising programs and no formally organized departments of advertising to encourage systematic advertising research.


Lawrence Soley (Brioschi and Miracle 2007a) reported that US academic advertising research has evolved over many decades from mainly historical and descriptive research to a dominant positivistic or logical empiricism approach using the scientific method to test hypotheses, and more recently to a post-positivistic approach, using naturalistic/ qualitative techniques in the early stages, followed by quantitative techniques to explore generalizability of the results.

Marilyn Roberts (Brioschi and Miracle 2007b) reported that the generally low-context US culture implies a preference for explicit quantitative information. High individualism and masculinity, weak uncertainty avoidance, low power distance and a short-term orientation have influenced the methodological preferences of US academic advertising researchers. For example, the short-term orientation suggests the avoidance of longitudinal studies. The US low uncertainty avoidance implies a tolerance or comfort with a variety

of ideas, thoughts and beliefs which, in turn, may account for the wide range and complexity of different research aims, approaches and methods used.

Conclusion

Research aims, approaches, methods and dominant paradigms often differ among countries—even when researchers study similar topics. Since researchers are influenced by their cultures, they should not assume that they always know which approaches and methods are best.

See references for our plans to investigate this topic more fully. If you are interested in collaborating, or if you have suggestions, contact Gordon E. Miracle: miracle@msu.edu. 

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International Advertising as a Societal Mirror Reflecting New Phenomena

by *Doo-Hee Lee*

History is a collage of progress and change, a flux due to the development of new technologies, systems and the randomness of life. No matter what the causes are, humans are always at the center of this change. Advertising as a phenomenon, can be seen to mirror the changes people experience, but it can also be viewed as a motivator of change as well.

International advertising has become a great mirror that reflects changes in many nations. Until recently, it has been axiomatic that people of individual nations are significantly different in their values and behavior. This proposition however, must be revisited in the current era, as people across nations seem to be responding with similarities to various kinds of media messaging. This may be owed to an explosive and persuasive media revolution throughout the world. Powerful media now covers the globe engaging millions of people from diverse backgrounds and ethnic heritages. And more recently, the Internet has added an additional layer of sophistication to the delivery of media messages.

Under the current media environment, the common behaviors and responses to media among diverse nations warrants more thorough investigation and study by researchers. Surprisingly, exposure to the same information across nations has yielded similar consumption and purchasing behaviors. Teenagers in Seoul, Paris and New York all like to wear Nike shoes, listen to MP3 music and enjoy playing the same Internet games. Their preferences for consumption are creating the phenomena of global trends. Women who wear Armani and carry Prada

handbags on their shoulders can be seen on the streets in many different countries. Perceptive marketers now speak of global consumption trends rather than regional buying patterns.

A segment of a consumer market in a country can be similar to a segment in another country. They tend to behave simultaneously and as a result, similar segments can be clustered as a global group. I would like to call this segment group a “Global Syncro Group” or “GSP.” There could be many GSP’s across nations. Each GSP represents a similar consumption pattern and/or lifestyle.

I would like to propose a descriptive study of GSP’s. This study will uncover synchronized global markets. As a result, we may begin to view global market in a different light. This study may also reveal how and why they behavior simultaneously. In conducting the research some new research units can be created. A follow-up study of interaction between research units may even lead to a new theory of global consumption behaviors.

The study must be conducted together among international colleges, with the research synchronized in different countries. This kind of “grand scale” collaboration itself will also be meaningful in terms of innovation to be recorded in international advertising academic society history.

Despite the diversity of cultures of different nations, globally synchronized behavior will be a useful source for international advertising research and practices. The new phenomenon will lead to new research streams and strategies for innovative international advertising.

It is anticipated that in 50 years, the study of international advertising will have yielded a keen contribution to a common understanding of universal human behaviors. At this time, a glimpse of the societal mirror that is advertising will (it is hoped) reveal that the concept of the GSP has made a not insignificant contribution.



Doo-Hee Lee

Bio

Professor Doo-Hee Lee, Ph.D., is a leading scholar in the field of marketing and a key proponent of Korea University's globalization initiatives. In June 2004, he served as the co-chair of the Organization Committee for the Korea-China 21st Century Academic Forum. Over the last three years, Lee has spearheaded the foundation of the Asia-Pacific Association for International Education (APAIE) and currently is serving as chairman of its founding committee. His academic research interests include Internet marketing and advertising theory and he has published over 50 articles/cases and 11 books. He has bachelor degrees from Korea University and the University of Wisconsin-River Falls, a Master's degree in business administration from the University of Wisconsin-Madison and a Ph.D. in marketing from Michigan State University. Lee has served as president, chief editor and executive director of many academic associations and currently is the President of the Korea Advertising Society.

Advertising and the Digital Revolution: Why Understanding Media Choice is Job #1

by Esther Thorson

(With significant aid from the work of my colleagues Margaret Duffy and Shelly Rodgers)

The legacy news media—newspapers, television, broadcast radio, and many magazines—are in crisis.

It also is clear that the traditional advertising business is chaotic, though their business models seem more viable for now.

Here are some statistics that are important indicators of the impact that the digital revolution that is creating permanent whitewater for media businesses:

- ▶ Only one in four young Americans can name all four broadcast networks. If MySpace were a country, it would be the 11th largest in the world (69 million inhabitants).
- ▶ In 2006, college students rated their iPods as more important to them than beer. Fifty-seven percent of youth are content creators.
- ▶ The top ten jobs likely to be most in demand in 2010 did not exist in 2004. Newspapers' market values, circulation and revenues are in freefall.
- ▶ Audiences for network television news have decreased by more than one-third since 1994.
- ▶ In the second quarter of 2007, the proportion of US advertising revenue going online increased from 23 percent to 30 percent share, while the offline proportion shrank from 77 percent to 71 percent share.

These examples demonstrate how the proliferation of digitally based media such as social networks, blogs, and wikis and media devices such as PDAs, iPods and enhanced featured



Esther Thorson

mobile devices leads to a sea change in media choices and human behavior associated with those choices. More and more, the “features” of media and media devices are influencing the communication that occurs with them. To paraphrase McLuhan, the medium increasingly is the message. And these sea of changes are changing the news and advertising industries.

How can we make sense of the seemingly ongoing changes that have come with digitization? I would like to suggest a model that brings together a lot of the work that I have been doing with Shelly Rodgers in advertising (Salwen & Stacks, *An Integrated Approach to Communication Theory and Research*, in press) and Margaret Duffy (Newspaper Association of American, <http://www.growingaudience.org/news/webinar.html>) in news research. We think this may provide an opportunity to help news and advertising professionals and researchers understand how to adapt their industries successfully to the digital landscape.

The model is a version of uses and gratifications theory. It suggests *segmentation* of people by demographic and lifestyle features. It emphasizes the importance of “aperture,” which, according to Wells, Moriarty and Burnett (2006), is delivery of a message to a consumer when responsiveness will be maximal. These processes are then filtered through four *motivations*: Connectivity, information, shopping and entertainment. These need states can be satisfied with preferred *features* of the media. The number of media features has exploded and now includes all of those shown in Figure 1.

Another change that the digital media world has brought is more “voices” inherent in media messages. Here are some examples:

- ▶ Created: Entertainment, news and information produced by audiences
- ▶ Experiential: Product encounters (placement, advergaming, in-store)

Thorson, p. 81

Figure 1

Media Features	Media				
	Newspapers	Radio	TV	Cable News	Internet
Participation easy					X
Customizability					X
Time shifting	X				X
Time flexibility (24/7)				X	X
Mobility	X				X
Interactivity					X
Search capacity					X
Immediacy		X	X	X	X
Images			X	X	X
Sound		X	X	X	X
Doesn't require high attention		X	X	X	X
Doesn't require reading skills		X	X	X	X

Thorson, cont'd

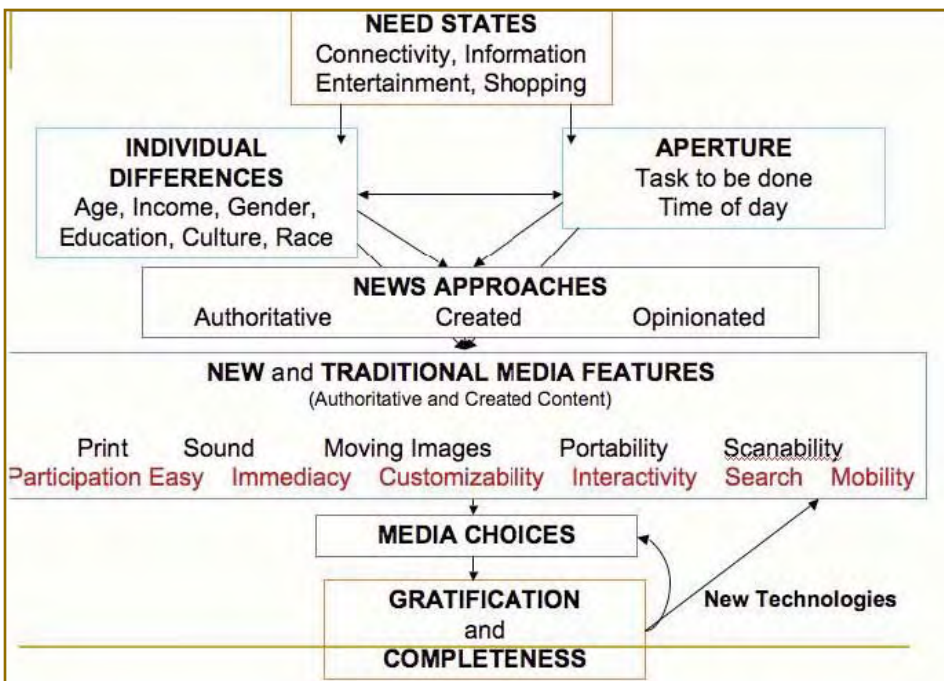
- ▶ **Communitarian:** Participation in a virtual community setting
- ▶ **Collaborative:** Users and advertisers co-create advertising and promotional messages and experiences
- ▶ **Authoritative:** Created and produced by professionals (classic advertising and news)

The model, shown in Figure 2, suggests that every act of media consumption can be understood by knowing *who* we're targeting, their aperture for the type of ad or news story in question, their *preference set for features*, and the *motivation* that they are trying to fulfill.

advertisers have the perfect aperture to provide her with digital access to all the different dress styles that have been rated by girls like her. Given the ubiquitous rejection to the authoritative voice, advertisers can invite people to generate ads (citizen voice) or to take professionally-made ads and do match-ups with them (collaborative voice).

Combining the on-demand feature and aperture, automobile dealers can make sure people have digital access to comparison of features with competitors. Or, combining immediacy and customization with aperture, advertisers can use GPS

Figure 2



Of course, the model is overly simple and general, but I want to provide some examples of how it can handle the kind of questions about digitally-based advertising that Rodgers and Thorson addressed recently (in press). Starting with need states, when a teen is shopping for a prom dress, the primary motivation is connectivity (with girlfriends, the date etc.). When she's at the store,

technology to provide ads for their retail store as the individual walks or drives by.

Perhaps the most important solution to using the theory is GMOOT, or "give me one of those." Example: My competitor has cell phone coupons, GMOOT. This is, of course, tactical thinking. Thus, using the model to think about how advertising can be created in the digital environment

Thorson at a Glance

University:
University of Missouri

Position:
Acting Dean, School of Journalism

- Awards:**
- ▶ AAA Fellow
 - ▶ AAA Outstanding Contribution to Research Award

Esther Thorson is Acting Dean of the School of Journalism at the University of Missouri and Director of Research for the Reynolds Journalism Institute. Along with Professors Steve Lacy and Murali Mantrala, she has developed econometric models that link newspaper budget management with revenue/profit patterns. Thorson has published extensively on the news industry, advertising, news effects and health communication. Thorson has two central management goals, first to integrate theory and practice in graduate journalism and persuasion education, and second to bring scholarly research to bear on the news industry.

guarantees strategic thinking.

The bottom line, as always, is that for both researchers and professionals, Kurt Lewin's slogan is amazingly relevant: "There's nothing more practical than a good theory." A general theory of communication is an important step in reducing the chaos we all feel as we look at the impact digital technology is having on how we behave. Starting from theory means we can think about news and advertising in a new but navigable way. This will be crucial as we move into AAA's next fifty years. Never use exclamation points. Ever!



Advertising May Do More Than Affect Society, It Could Be Society: A Valedictory Note

by Arthur J. Kover

I have been writing about advertising for a long time now. This note sums up some issues that might be explored in the future; they are largely neglected by advertising researchers. I leave them to my successors.

As with all professionals, advertising researchers find comfort building on what has been done before. But there are many other aspects of the field that are almost neglected, partly because they are ‘uncanny’ (Harry Stack Sullivan’s term); they feel strange in language or orientation but still are, in my opinion, worth examining; the light they shed may be strange but any light can illuminate.

There is a collection of French academics who do fascinating work on the social role of advertising; that work bears further examination—and testing. The best known, of course, is Baudrillard. He wrote that the reality of the media is more seductive than that of everyday life. He wrote of the ‘seduction’ of the media and the replacement of life events by media events. In fact, he saw that attempts to overcome this replacement are doomed to failure. He is a Marxist moralist writing as a social scientist, one who sees decay in this society.

But others have gone beyond Baudrillard. Michel Maffesoli, a sociologist, argues that formal social groupings are disintegrating only to be replaced by temporary ‘tribes’ organized around pleasure, image, initiation and shifting allegiances. Central to these shifting tribes are the slogans, brands and advertising phrases of modern marketing. This resembles the work of deCerteau who also sees modern life as constructed of “fragments” of thoughts and ideas, much from advertising, with which people build a social or quasi-social life. Lipovetsky, another contemporary, argues that fashion is a bond, temporary as it is, which binds disparate groups of people together. As you may intuit, all these authors are thinking of a ‘tribal’ short-term organization of society, much of it built around advertising and marketing. And rather

Favorite Quote by Ralph Waldo Emerson

Do not go where the path may lead, go instead where there is no path and leave a trail.

— Denise DeLorme, University of Central Florida

Bio

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Arthur Kover

than thinking of these choices as subjective and solely emotional, Raymond Boudon (another French sociologist) argues a return to Max Weber’s idea of *Wertrationalität*, a rationality of values and beliefs in addition to the rationality of measurable goals.

Putting all this together, one can find an underlying thread of thought about advertising and marketing and society in these people. Advertising is not the twisted artifact of a consumer society. Rather, it is now the common language of contemporary society. And the choices, personal and social, made with the help of and through advertising can be rational. They point to new social groupings, however temporary. One must have a common language, if only the language of a short-lived ‘tribe’. Advertising supplies this. One must have goals and values, even if they are goals (to serious professors) of specious worth. Advertising helps supply these. One needs a society in which to live, even if that society is temporary. Advertising and marketing point to these societies—the so-called ‘tribes’.

We may not like this. I really don’t. But this is a fascinating, and possibly true, way to look at contemporary society and the role of advertising in it.

These suggestions also argue powerfully for advertisers and marketers to consider the social consequences of their work. They play with strong social forces, more powerful than the jeans one wears or the manufactured food that one eats.

Now will someone please take up these ideas and fly with them!



Research Is a Key Factor for Advertising Development

by *Edoardo Teodoro Brioschi*

Research on advertising theory and practice as well as on advertising education has been a fundamental element in my academic activity carried out at the Catholic University of the Sacred Heart in Milan for more than 40 years.

It was through this carrying out of an international research agenda on university advertising education institutes that, in 1974, I got in touch with the American Academy of Advertising and its (then) President Kenward Atkin, who invited me to join the Academy in the same year. In this regard, I think I am the oldest international member of the AAA.

I also carried out other research in the field of international advertising education. Recently in 2000, I collaborated on an international research project on university students' attitudes toward advertising (i.e., International Student Attitude Research Study) – coordinated by Bill Ross and involving 19 countries including Italy, the country I represent.

Of course, a fundamental aspect of research in advertising concerns advertising effectiveness, a research stream that has developed a great deal over the last 30 to 40 years.

Actually, this issue was dealt with and has developed since the 1960s, so that already in that decade the International Advertising Association and the Advertising Research Foundation published, jointly, a bibliography (IAA-ARF Bibliography “How Advertising Works”) of which I was national editor for Italy.

As we know, the issue of advertising effectiveness as its capability to achieve advertising objectives has produced many debates over the years on the variety of or standardizability of objectives, on their direct or indirect nature, etc.

Much of this debate was focused on the need to define precisely the classes of objectives to be pursued, the level of advertising activity that refers to effectiveness evaluation and the time necessary to measure such effectiveness.

Nonetheless, despite advances on this topic, the problem still consists of pointing out which research methods are trustworthy insofar as their ability to adequately measure advertising effectiveness. In this regard, it is also important

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La ricerca: fattore strategico per lo sviluppo della pubblicità

by *Edoardo Teodoro Brioschi*

La ricerca sulla teoria e sulla prassi della pubblicità così come sull'insegnamento universitario riguardante la pubblicità è stata un elemento fondamentale della mia attività accademica presso l'Università Cattolica del Sacro Cuore da oltre 40 anni a questa parte.

Fu proprio in seguito alla realizzazione di una ricerca internazionale che ha coinvolto le università con programmi di insegnamento in ambito pubblicitario che nel 1974 sono entrato in contatto con la American Academy of Advertising e il suo Presidente Kenward Atkin, il quale mi invitò a diventare membro dell'Accademia lo stesso anno. A questo proposito, penso di essere il membro non americano più antico dell'AAA.

Ho poi condotto molte altre ricerche nel campo dell'insegnamento pubblicitario a livello accademico. Più di recente (2001) ho anche partecipato per l'Italia a una ricerca – che è stata coordinata da Bill Ross e ha coinvolto 19 Paesi – sull'atteggiamento degli studenti universitari nei confronti della pubblicità (International student attitude research study).

In ogni caso, un aspetto fondamentale della ricerca sulla pubblicità riguarda l'efficacia della stessa pubblicità, un indirizzo di ricerca che si è sviluppato intensamente da 30-40 anni a questa parte.

Infatti, il tema è stato trattato ed approfondito fin dagli anni Sessanta, cosicché in quello stesso decennio l'International Advertising Association e l'Advertising Research Foundation hanno pubblicato insieme una bibliografia (IAA-ARF Bibliography “How advertising works”), della quale sono stato nominato curatore per l'Italia.

Come noto, il tema dell'efficacia della pubblicità, ovvero della sua capacità di perseguire determinati obiettivi, ha portato a svolgere molti dibattiti in quegli anni (sulla varietà o standardizzabilità degli obiettivi, sulla loro natura diretta o indiretta, ecc.).

Di qui l'esigenza di definire attentamente le classi di obiettivi da perseguire, il livello dell'attività pubblicitaria cui riferire la misurazione dell'efficacia e il momento in cui effettuare tale misurazione.

Ciò nonostante, anche una volta illustrati e chiariti i temi richiamati sopra, esiste il problema di individuare dei metodi di ricerca affidabili e, pertanto, in grado di misurare

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Edoardo Brioschi

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to emphasize that there are still unexplored issues regarding advertising potential and effects (technical effects, commercial effects, etc.).

Let's think for an instance about the development of studies concerning the concept and the dimensions of engagement in the last years. It seems that, beyond the classical advertising technical objectives (awareness, image) engagement may be

Brioschi at a Glance

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Università Cattolica del Sacro Cuore

Position:

Professor and Chair of Economics and Techniques of Business Communication

Awards:

- ▶ AAA Charles H. Sandage Award for Teaching Excellence, 2005
- ▶ Medal for Merit, International Advertising Association, 2006

considered a new objective. Hence, there is a need to study this link and the effects of advertising – especially developed through a touch-point approach and related traditional and unconventional

media – on the different dimensions of engagement.

Notwithstanding the evolution faced by research over the last decades, it should be noted that advertising research still proposes particularly sophisticated methods from a theoretical standpoint, but that, often, are very difficult to apply to company decision systems. That creates further barriers and misconceptions about “advertising” research.

As all of us well know, the fundamental challenge in advertising research is to identify and clearly evaluate the contribution of advertising efforts to the pursuing of economic, competitive and social company objectives. This is in order to make optimal allocation of advertising budgets in the short- as well as in the long-run.

Consequently, it is necessary to abandon some obsolete research methods, to improve some other existing methods and to have the courage to build new research tools adequate enough to cope with the issues of our times.

Let's come now to a third research topic. Gordon Miracle and I have been carrying out an intriguing theoretical research study for a couple of years, concerning the influence of country cultures on academic research methods and tools. As a matter of fact, research problem definition, aims, approaches, methods and dominant paradigms often differ among countries—even when researchers study similar topics. Specifically, the aims, approaches, methods and paradigms used by advertising scholars are both similar and different from country to country.

Information gathered so far by us was presented at the 2007 AAA Conferences in Burlington and Seoul. It was compiled

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adeguatamente tale efficacia.

In proposito va altresì sottolineato che ci sono ancora aree inesplorate con riferimento alla potenzialità e agli effetti della pubblicità (tecnici, commerciali, ecc.).

Si pensi, ad esempio, allo sviluppo negli ultimi anni degli studi riguardanti il concetto e le dimensioni dell'engagement. Al riguardo va tra l'altro osservato che esiste la possibilità che

– al di là degli obiettivi tecnici classici (espressi in termini di notorietà e di immagine) – anche l'engagement venga considerato un nuovo obiettivo. Di qui l'esigenza di studiare il

collegamento e gli effetti della pubblicità – in particolare sviluppata attraverso un approccio touchpoints e i relativi mezzi di comunicazione tradizionali e non convenzionali – sulle diverse dimensioni dell'engagement.

Malgrado lo sviluppo della ricerca negli ultimi decenni, va rilevato che la ricerca pubblicitaria propone ancora metodi particolarmente sofisticati da un punto di vista teorico, ma spesso assai difficili da applicare ai sistemi decisionali dell'impresa, il che crea ulteriori barriere e fraintendimenti con riferimento alla ricerca.

Come sappiamo bene, la sfida fondamentale per la ricerca pubblicitaria consiste nell'identificare e nel valutare chiaramente il contributo degli sforzi pubblicitari al perseguimento degli obiettivi economici, competitivi e sociali dell'azienda al fine di distribuire in modo adeguato gli stanziamenti pubblicitari nel medio e nel lungo periodo.

Di conseguenza, risulta necessario abbandonare alcuni metodi di ricerca obsoleti, migliorare alcuni altri metodi già esistenti e avere il coraggio di individuare nuovi strumenti di ricerca adeguati ad affrontare le problematiche dei nostri tempi.

Veniamo ora ad un terzo ambito di ricerca.

Gordon Miracle e io stiamo svolgendo da un paio di anni una ricerca teorica di particolare interesse sull'influenza esercitata dalle culture nazionali sui metodi e sugli strumenti della ricerca universitaria in tema di pubblicità.

Infatti, la definizione dei problemi di ricerca, gli obiettivi e gli approcci da seguire, nonché i metodi e i paradigmi dominanti nell'ambito di tale ricerca sono spesso diversi da

Brioschi Profilo

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Posizione:

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Premi:

- ▶ AAA Charles H. Sandage Award for Teaching Excellence, 2005
- ▶ Medal for Merit, International Advertising Association, 2006

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from French, German, Italian, Japanese, Korean and US researchers, as well as from published sources and discussions with colleagues. Clearly, differences in research paradigms stem from country conditions such as media structure, advertising laws and research traditions of disciplines. Similarities stem from readership of foreign journals, graduate education at foreign universities, and generally recognized research methods and paradigms.

However, the researcher's culture has an important influence on all of these differences and similarities. Moreover, not only does the country culture affect the research culture, but it also influences the research object, namely, the concept of advertising, its features and the approach to studying it. In the future, these findings suggest, at least preliminarily, that it will be perhaps even more important to identify more precisely the specific cultural variables that characterize each country culture.

Although the general nature of the way in which culture influences research is emerging, we must be cautious about drawing conclusions from a small sample of researchers. Therefore, it will be necessary to further develop and deepen the research project. This point notwithstanding, our findings obtained so far suggest that academic advertising researchers should be careful not to assume that the prevailing methods used in their culture are necessarily the best or most appropriate for a given topic in another culture.



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Brioschi, cont'd

Paese a Paese anche quando i ricercatori studiano temi simili.

Più specificamente, gli obiettivi, gli approcci, i metodi e i paradigmi cui gli studiosi pubblicitari fanno riferimento sono sia simili, sia differenti da Paese a Paese.

I risultati raggiunti in materia da noi fin qui sono stati presentati alle conferenze dell'Accademia tenutesi nel 2007 a Burlington e a Seoul. Tali risultati riguardano lo studio svolto presso un gruppo di ricercatori francesi, tedeschi, italiani, giapponesi, coreani e statunitensi come pure le informazioni raccolte da fonti disponibili e da discussioni con i colleghi.

Le differenze nei paradigmi di ricerca utilizzati derivano in modo specifico dalle condizioni proprie dei diversi Paesi considerati sotto il profilo della struttura dei mezzi di comunicazione, della legislazione pubblicitaria e delle tradizioni di ricerca delle diverse discipline impiegate.

Le uniformità derivano dalla fruizione di pubblicazioni straniere, dalla frequenza di Università straniere e, più in generale, dall'esistenza di metodi e paradigmi di ricerca largamente riconosciuti.

In ogni caso, la cultura del ricercatore svolge un'influenza rilevante sia per quanto riguarda le differenze, sia per quanto riguarda le uniformità. In futuro sarà quindi importante identificare in modo più preciso le specifiche variabili culturali che contraddistinguono le diverse culture nazionali.

D'altronde, va ricordato che non solo la cultura di un determinato Paese influenza la cultura di ricerca, ma che essa influenza altresì l'oggetto della ricerca, cioè il concetto di pubblicità, i suoi caratteri e, come già ricordato, l'approccio da seguire nello studio.

Si deve comunque rilevare che, benché ci siano evidenze in linea generale delle influenze esercitate dalla cultura di un determinato Paese sulla ricerca, dobbiamo essere cauti nel trarre conclusioni da un limitato campione di ricercatori. Perciò, sarà necessario sviluppare e approfondire ulteriormente il progetto di ricerca in esame.

D'altra parte, va sottolineato che i risultati ottenuti finora dalla ricerca suggeriscono che i ricercatori accademici nel campo della pubblicità debbono essere attenti a non ritenere che i metodi di ricerca prevalenti usati nella loro cultura siano necessariamente i migliori o i più appropriati in generale per studiare quel determinato tema.



Edoardo Teodoro Brioschi è titolare della Cattedra di Economia e tecnica della comunicazione aziendale nell'Università Cattolica del Sacro Cuore dal 1996. È inoltre direttore del Laboratorio di ricerca sulla comunicazione aziendale "Danilo Fossati". Ha introdotto l'insegnamento di Economia e tecnica della pubblicità nel 1972 e lo ha poi tenuto fino al 1996.

Favorite Quote by Bill Bernbach

The truth isn't the truth until people believe you, and they can't believe you if they don't know what you're saying, and they can't know what you're saying if they don't listen to you, and they won't listen to you if you're not interesting, and you won't be interesting unless you say things imaginatively, originally, freshly.

— Padmini Patwardhan, Winthrop University

Observations on What the AAA Can Do for Your Career

by Richard F. Beltramini

A number of years ago, I found myself having survived a doctoral program which sought to emasculate any semblance of self-esteem from my soul. As a newly-minted assistant professor, I next began ferreting about for direction along that tenure track up the mountain. And, while fear and poverty had served me well as motivators throughout grad school, I quickly learned that my “research is good” chest tattoo alone wouldn’t convince the promotion and tenure gods of my worth.

So I continued collecting data and writing papers, diversifying them across a wide variety of conferences and journals. My very first acceptance provided me an opportunity for my 15 minutes of fame before a sparsely-attended collection of self-absorbed academics, engaged only in prepping for their own 15 minutes of fame—hardly worth the four-hour flight and lost suitcase.

I presented another paper before the uber-conference for marketing types (a.k.a. “the meat market”) where I apparently failed to recognize a self-professed eminent scholar, who immediately reminded me this time before a packed room (lunch was being served immediately afterwards in the same room), “Young man, apparently you’re unfamiliar with my work in this area...” Again, not a particularly fulfilling experience in my ongoing quest for an organization with whom I would feel comfortable.

But then a close colleague of mine suggested I submit a paper to the American Academy of Advertising conference. And, that’s when amazing things began to happen (beyond my paper being accepted). I presented, and then attendees asked questions about the implications of my findings, rather than about the deficiencies of

Bio

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Richard Beltramini

my statistical precision. A couple of attendees even came up to me afterwards, and asked about where I planned to take the next steps in pursuing my topic. In fact, I recall distinctly being offered the opportunity to bounce my ideas off a few others in the future “if I thought that would be helpful.” Gone were the bloviates. Nowhere were the opportunists looking for someone else to write papers which they’d merely “co-author.” There were no topic-hoppers looking to feed off the creativity of others. I felt like Butch Cassidy asking the Sundance Kid, “Who are these guys?”

The American Academy of Advertising had introduced me to a group of colleagues who cared about being there, who listened to what I had to say and who genuinely wanted to see me succeed in my efforts to investigate topics of relevance. While I’ve never been known as a boy genius, I knew when I was on to something good here—an organizational home.

Now a lifetime later, although I resist the notion of morphing into a senior scholar, I do feel strongly about the importance of sharing a few observations with those of you who might still be trolling for

a professional association to call your own. So, if nothing else but to hopefully prevent others from having to learn the lessons I had to learn myself, let me offer without a shred of pretense intended, just a few observations the AAA has taught me, or “Young man (or woman), perhaps you’re unfamiliar with my longevity.”

First, care about your research. I’ve heard it rumored that there exist colleagues out there somewhere who equate “research” with simply counting hits. One year, after an AAA presenter concluded his presentation evidencing an array of law journal publications in which he’d published, I asked about the receptivity he’d experienced among his colleagues with such a record. His profound response rings true today, “You need to identify early on which audience you want to influence.”

Although this sounds vaguely like something I’m supposed to teach, the lesson never left me. Research as intellectual contributions meant to direct public policy, managerial practice or theory development might well entail focusing one’s efforts on unique lists of target publication outlets, replete with organizational

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Why I (and Others) Became an AAA Member: Results of a Brief Survey

by Marla B. Royne

I don't remember the exact year that I joined the American Academy of Advertising. I simply remember that I was a doctoral student and a faculty member suggested that we submit a paper to the AAA annual conference because it was "the top advertising conference." As a result of the paper's acceptance, I became a member of AAA; I've been a member ever since.

Yes, I initially joined because my paper was accepted. But I rejoined for other reasons. At that first conference, I met Ivan Preston who welcomed me warmly into the organization and immediately introduced me to other members. That feeling of warmth has never dissipated, most likely because we are a smaller more cohesive and focused organization as compared to other academic societies.

Over the years, I became more involved with AAA. As *Newsletter* editor, I had the opportunity to talk with and meet AAA members from around the globe. As Publications Committee chair, I learned about the workings of the *Journal of Advertising*. As an Executive Committee member, I gained knowledge and insight about the structure and policies of AAA. Now, as a faculty mentor, it is my turn to share my experiences and guide my own doctoral students in their professional endeavors. Even

“ We are diverse, yet the same. We study similar things in dissimilar ways. We transcend generations. We work together toward common, yet different goals. ”

prior to becoming the *JA* editorial assistant, Susan Myers followed my advice and joined the AAA. Susan joined for a variety of reasons, and of course, the minimal cost of AAA membership (which includes the *Journal of Advertising*) is the best value academia has to offer. In my view, membership is simply something that must be passed down through each academic generation.

I know why I am still a member of AAA. But I wanted to learn why others joined AAA and have remained with the organization for so many years. So I conducted a very brief survey of a handful of AAA members. Although my

Bio

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Marla Royne

sample is small and convenient, and the research is hardly scientific, its anecdotal flavor offers much insight.

For starters, several people reflected on that same warmth that I first felt from Ivan 17 or 18 years ago; in fact, one person also identifies Ivan as one of the first people s/he met at the conference. "Down-to-earth and non-pretentious," is how one member described the organization." Yet another member commented that, "people are collegial and hang together. Others consider AAA a family. As one member said, "I feel as if I grew up in the academy." Still others pointed to the smaller conferences which allow for more personal interactions and deeper friendships. A few members noted the diversity of membership and research orientations. A particularly insightful comment offered by one individual is that AAA offers, "Intellectual curiosity without paradigmatic hostility." Interestingly, two somewhat contrasting statements hold true: 1) The conference brings several disciplines together; and 2) Everyone is interested in the same area.


Along with these various professional and personal reasons why we joined this wonderful group, we can also recall the fun and laughs that we have shared together over the years. From bumpy bus rides in the mountains of Colorado to lake cruises in 35 degree temperatures, we are truly a unique organization that cannot be equaled. We are diverse, yet the same. We study similar things in dissimilar ways. We transcend generations. We work together toward common, yet different goals.

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Royne, cont'd

Indeed, there are many professional and fun reasons to join AAA. With that, I offer the results of my most recent research study: An Exploratory Investigation of the Reasons for Joining AAA!

Top 10 Reasons to Join AAA:

- 10) You get a free subscription to *JA*, the best edited advertising journal on the face of the planet. (No, this did not come from me!);
 - 9) The best people in advertising join;
 - 8) It doesn't break the bank to be a member, and you can attend the most cost efficient conferences known in academia;
 - 7) It's the only association where mass communication and business faculty agree that quantitative and qualitative research have equal value;
 - 6) You are guaranteed to see your name in print (in the membership directory);
 - 5) It's better than joining AA;
 - 4) You get to go to cool conferences in such fabulous and exotic places such as Sparks, Nevada, and the San Francisco Airport;
 - 3) You get a free tow if you break down (oops, wrong AAA);
 - 2) You always have an excuse to watch TV;
- But truly the number one reason for joining AAA...
- 1) **You become part of a supportive and friendly environment filled with smart people from around the world who all share a passion for understanding advertising.** 

Beltramini, cont'd


consequences perhaps, but stay true to your objective.

Second, make sure others care about your research. Another AAA colleague once suggested I preview my manuscripts with others prior to submission. Again, perhaps not rocket science, but I began a life-long practice of asking not only academic colleagues but also colleagues from my earlier life who drove (typically BMWs today) down the professional rather than the academic road. Trust me; the results of this practice are humbling. But in the end, we all benefit if our discipline resists the tendency to reduce our research to "pounding the crap out of a tack with a sledge hammer" (a verbatim observation from an industry practitioner with whom I shared an aisle on a flight back from another AAA conference).

Third, focus your research. This lesson actually came from someone in the next chair during a session at an AAA conference, who observed that the presenter's research resembled "a bb in a shoebox." Applying my carefully-honed focus group skills, she elaborated in response to my "hmm" citing the presenter's practice of changing research area annually like air conditioning filters. Indeed,

the point was well taken—it would be nice to be known some day as one of the world's leading experts in *something*, as few care to anxiously await anyone's topic de jour.

And lastly, balance your research. This is actually my strong suit, and the AAA lesson to which I've attended most religiously. If indeed you do not take yourself too seriously, you'll find the American Academy of Advertising provides members the opportunity to have some fun along with learning all these other life lessons. I honestly look forward to seeing many colleagues annually, not in comparing resumes, but in sharing conversations about the NCAA finals (inevitably scheduled to coincide with our conferences), riding a "motor coach" to a conference special event destination or sharing a ginger ale at the end of an action-packed day.

Bottom line, I'm proud to be a member of the American Academy of Advertising. It's provided me the home I was looking for three decades ago, and I hope everyone reading this will appreciate the spirit in which I've shared these simple observations on this special occasion of our 50th anniversary as a caring, down to earth bunch of really nice folks, who respect and enjoy one another. 

Advertising is Dead. Long Live Advertising!

by Sally McMillan

Advertising has been declared dead (e.g., Reis and Reis 2002; Rust and Oliver 1994). Causes of death have included technology, media fragmentation and the rise of “non-advertising” forms of marketing. Endicott offered evidence that, by 1994, the advertising industry had been in a 10-year slump despite the overall increases in the economy in the same 10-year period (Endicott 1994).

Flash forward to 2008. While estimated growth in advertising spending in measured media in the previous year was less than 1 percent, advertising still represented 2.05 percent of GDP in the US. The prognosis is for growth of close to 4 percent in 2008 because of the presidential political campaign and the Olympic Games (“Marketers” 2007). It appears that the announcement of the death of advertising may have been as premature as Mark Twain’s obituary, published 13 years before his death (Powers 2005).

Even though it isn’t dead, “traditional” advertising is struggling. That figure of 2.05 percent of GDP is the lowest level of advertising spending since the recession year of 1982. As noted above, many reasons have been posited for this morbidity, but technology is often painted as the primary culprit for this decline (“Crystal Ball-Gazing in the UK and Over the Pond” 2006). Nevertheless, some industry analysts have suggested that technology is the savior rather than the slayer of advertising because it enhances consumer experiences such as online sales transactions (McMillan 1994). Technophiles also argue that tools such as search engines do not pose a threat to the advertising world; they simply offer a different route to successful marketing (Mitchell 2005).

If we look at advertising broadly in non-media-specific terms, it does seem that technology is changing (if not killing) advertising. Some recent research I conducted among advertising practitioners suggested four primary differences between “traditional” and “digital” advertising: Compression of the hierarchy of effects, interactivity, variations in its intrusiveness and the ability to personalize (McMillan 2007).

Perhaps the problem is semantic. Maybe those who pronounce the death of advertising define it differently than



Sally McMillan

those who see technological change as advancing the field. Recently, Richards and Curran (2002) updated the definition of advertising. After a series of interchanges with advertising experts, they developed the following definition (p. 74): “Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action now or in the future.” This definition is media-independent. Regardless of technology, advertising should continue to exist – even in the age of what has been called a “platform promiscuous audience” (“Crystal Ball-Gazing in the UK and Over the Pond” 2006).

Traditional advertising seemed to focus primarily on the “medium” and the “future persuasion” elements of the definition of advertising – factors often associated with brand-building (Rust and Oliver 1994). Digital advertising has a broader range of foci including initiating contact, informing and/or referring, interaction and transaction. Additionally, digital environments tend to blur the nature of an “identifiable source” in advertising (McMillan 2007). Some

McMillan, p. 90

Bio

Sally McMillan is an Associate Professor in the School of Advertising and Public Relations and Associate Dean of Academic Programs for the College of Communication and Information and at the University of Tennessee. Her research focuses on exploring the concept of interactivity, definitions and history of new media, online research methods, health communication and impacts of communication technology on organizations and society. Her research has been published in journals such as *Journal of Advertising*, *Journal of Interactive Advertising*, *Journal of Advertising Research*, *Journal of Advertising Education*, *Psychology and Marketing*, *New Media and Society*, *Health Communication* and other key journals and books. She has also conducted research funded by agencies ranging from the National Cancer Institute to the American Academy of Advertising. She has received research and teaching awards from the Association for Education in Journalism and Mass Communication, the International Communication Association, the University of Tennessee and the University of Oregon.

Globe-Trekker Michael McBride

by Judy Oskam

Texas State University advertising professor Michael McBride is going global...again. This spring, he will share his advertising expertise with students at Kookmin University in Seoul, South Korea. McBride will teach Advertising Campaigns from the US perspective and Destination Branding and Advertising. He'll be showing Korean students winning ad campaigns from Texas State and from other national winners from the American Advertising Federation's National Student Advertising Competition.


McBride is no stranger to the international scene, having taught in both the Republics of Bulgaria and Moldova. His passion for international advertising began when he was named a Fulbright Scholar in the mid- nineties. Professor McBride sees himself as an ambassador of sorts, an invited guest with a mission to learn more about the people and culture of Korea.

"The main thing I hope students learn is, regardless of our cultural and geographic differences, we all are more similar than many think because we share many of the same dreams and desires for better and more secure lives," McBride said. "We care about many of the same issues and concerns

impacting our personal and professional lives."

In an email interview, Dr. Chong Min Lee, Advertising Department chair, responded that Kookmin University is following a trend to recruit and invite foreign scholars to Korea. He wrote that McBride is the right scholar to provide students with an opportunity to become familiar with global trends and standards.

Professor McBride understands that good teachers learn as much or more than their students. He realizes that, "as was the case while teaching in the Republics of Bulgaria in the mid 1990s and again in Moldova in 2005, we always can and will learn from each other and in the process become better than we were before."

McBride retired from Texas State University as professor emeritus in 2002. He has more than four decades of experience in education. McBride currently teaches mass communication classes at Texas State University's Round Rock campus. 

Judy Oskam is Associate Professor and Associate Director for Round Rock Programs in the School of Journalism and Mass Communication at Texas State University.


McMillan, cont'd

of these changes grow out of the direct marketing tradition, which has sometimes been blamed for the demise of advertising (Fox and Geissler 1994). Others are more associated with public relations, which has also been credited with killing advertising (Reis and Reis 2002).

Contemporary advertising includes all of the aspects of traditional advertising (e.g., media buying, copy testing) as well as many functions that were previously relegated to specialists (e.g., direct marketing, retail marketing). Interviews with practitioners suggest that advertising is not dead but has gone through a metamorphosis (McMillan 2007). One practitioner predicted (p. 26):

"I see a bright future, but I see one of constant change. We will not only evolve within our interactive industry (and thus have to deal with the difficulties of change), but also it seems as we evolve further, we cause a ripple effect in the traditional channels that we also have to deal with. I think the phrases 'for every action, there is an equal and opposite

reaction' is false in our industry... rather, 'for every action, there is double the reaction, and no telling if it is opposite or not.'"

All the "causes" that lead to premature announcements of the death of advertising seem to still hold true: Technology has advanced, media are fragmented and tactics such as direct marketing and public relations are increasingly important marketing communication tools. But advertising does not seem to be completely dead. Like the Phoenix, it is reborn as something that builds on the "old" while exploring the "new." Long live advertising! 

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Advertising—Or Is It Customer Communications?

by Roland T. Rust

In 1994, Rick Oliver and I published an article in the *Journal of Advertising* entitled, “The Death of Advertising.”

We hoped to shock people. Our viewpoint was that because of advances in technology, advertising in the traditional way was likely to lose market share to upstart approaches. Time shows that we were right. What’s more, the shifts that we predicted are still underway. What this should mean to advertising academics is that understanding the new technological environment and its implications is the most important academic imperative in the advertising field.

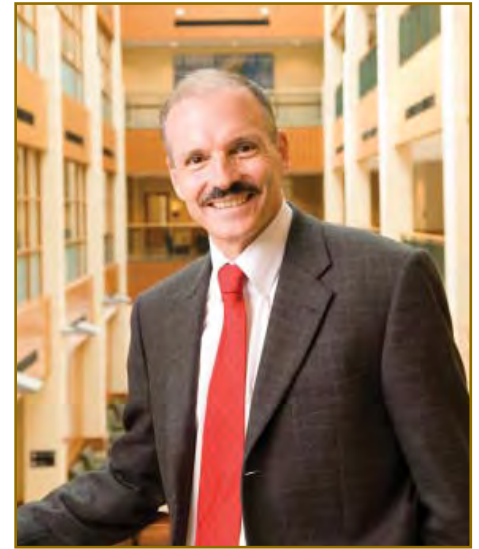
I leafed through a current issue of the *Journal of Advertising* recently, and what I saw was a little bit disturbing. Out of 10 articles in the issue, there was one on interactivity, one on product placement on TV, one on advertising in computer games and seven that were about response to advertising in traditional media. Let’s face it, decades of research have already told us a great deal about response to advertising in traditional media. We are past the point of

diminishing returns. The interesting topics now pertain to how technology change is reshaping the advertising field.

The biggest change, as a result of technology, is how communications with customers works. Traditional mass media advertising involves a one-to-many communication in which a product is advertised to many people at once. Then the immediate response to the ad campaign is measured, in terms of sales and in terms of intermediate measures such as recall and attitude toward the ad.

The way customer communications works now is often quite different. Many new technologies (e.g., the Internet, cell phones, etc.) foster interactivity. Behavior and decisions by the customer can be recorded and stored, because of advances in computer and database capacity and technology, which makes it increasingly possible for the company to deal with the customer as a personalized relationship over time rather than just an individual transaction. In other words, what we used to call advertising must now be concerned with communication from the customer to the company as well as communication from the company to the customer, and also a string of interactions over time rather than just a one-shot communication.

Also, relevant customer communication is not just between the company and the customer—it is also from customer to customer (C-to-C). The Internet, especially, has caused an explosion of C-to-C interaction, through the phenomenon of social networking. Businesses



Roland Rust

are trying to figure out how to harness this phenomenon and use it for commercial advantage. Early methods of doing this tend to involve the sleazy practice of hiring people to go online and tout the product, pretending to be real consumers. In time, though, there may be new, more ethical methods of taking advantage of social networking.

This technological revolution may require replacing the word “advertising” in favor of a label that has less one-way mass communications baggage. One candidate would be “customer communications,” which doesn’t presume which direction messages are moving, and also permits the possibility of C-to-C communications.

Another important implication of the technological revolution is that the company is not selling one product to many customers; it is, rather, selling many products to one customer. This is possible because of the relationship with the customer that is built through interactivity. This means we need to know how products relate to one another, and how that should affect customer communications.

Another implication of technology

Rust, p. 92

Bio

Roland Rust is Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is Chair of the Marketing Department and is Executive Director of the Center for Excellence in Service. He has won best article awards for articles in *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Service Research*, *Journal of Advertising* and *Journal of Retailing*, as well as MSI’s Robert D. Buzzell Best Paper Award. He is currently Editor of the *Journal of Marketing*. A national class distance runner in his collegiate days, he has been inducted into the DePauw University Athletic Hall of Fame.

Featured Researcher

Louisa Ha, Bowling Green State University

Louisa Ha is a Professor and Undergraduate Coordinator in the Department of Telecommunications at Bowling Green State University, Ohio, USA and is the founder and chair of the Emerging Media Research Cluster in the School of Communication Studies there. She created the International Advertising Resource Center Web site at [http://www.bgsu.edu/departments/tcom/faculty/ha/intlad1.html] since 1996. Her research interests are media management and media convergence, media technologies, media diversity, international communication and online advertising. In addition to being the recipient of the 2006 Barry Sherman Teaching Award in Media Management and Economics for excellence and innovation in teaching, she received the 2007 AEJMC Robert Picard Award for Books and Monographs for her senior edited book, *Webcasting Worldwide: Business Models of an Emerging Global Medium*. She has published over 30 refereed journal articles in journals such as *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Current Issues and Research in Advertising*, *International Journal of Advertising*, *Journal of Broadcasting and Electronic Media*, *Journal of Communication* and *International Journal on Media Management*. Her many research awards include two-time first place paper awards in Broadcast Education Association's media management and sales division paper competition, second best faculty paper in the Association for Education in Journalism and Mass

Communication's Media Management and Economics Division, the Mention of Honor of Advertising Research Foundation's Lysaker Prize Award for Outstanding Research in Media, and Outstanding Reviewer Award from the *Journal of Advertising*. She is on the editorial review board of the *International Journal of Advertising*, *Journal of Current Issues and Research in Advertising*, *Journal of Promotion Management* and *Journal of Web Site Promotion*. In addition to being the chief editor of the *Webcasting Worldwide* book, she has published eight refereed journal articles on the convergence of the Web with the TV and radio media. She is currently associate editor of the *Journalism and Mass Communication Quarterly*. She received her Ph.D. in Mass Media from Michigan State University. Her Bachelor and M. Phil. degrees in Communication are from the Chinese University of Hong Kong.



Louisa Ha

Rust, cont'd

is that long-distance communication is facilitated. This leads to the world "shrinking" or in one popular (but not particularly apt) metaphor, "the world is flat." Let us look now at the name, "American Academy of Advertising." It is unfortunate in three respects. "American" is unfortunate because it does not reflect the reality of our increasingly global perspective. "Academy" is unfortunate because it would seem to limit the membership to academics. "Advertising" is unfortunate, as discussed previously, because it has too much traditional one-way mass marketing baggage. My suggestion would be to change the organization's name to something like the "Association for Customer Communication." But then again, maybe some people would accuse a University of Maryland faculty member and University of North Carolina alumnus of promoting the ACC!

Favorite TV Show

I love TV, and one of my favorite shows is *Mad Men* on AMC. The show portrays Madison Avenue advertising professionals in 1960 and dramatizes provocative social and professional issues. From the show, I absorb a vision of advertising's past. But that vision gives me ideas about the future.

— Hye-Jin Paek, University of Georgia

Advertising Challenges: Looking Ahead

by Ronald J. Faber

AAA is celebrating its golden anniversary at a crucial juncture in history. As a result, it seems worthwhile to reflect on the field, its current challenges and where it may be going. In doing so, I can't help but be reminded of an ancient Chinese proverb that states, "May you live in interesting times."

When I first heard this proverb, I thought, "Yes, what a wonderful wish!" Living in interesting times would be exciting, challenging and full of opportunity and new experiences. It was only a few years later when I happened to mention this phrase in talking to some of my graduate students, that one of my Chinese students leaned over and quietly said, "You do know that's a curse in China don't you?" Clearly, I didn't. It was only then that I began to realize how "interesting" could also mean living through uncertain, anxious and difficult days.

As I look at the field of advertising now and off into the near future, I'm not sure if I see it as exciting and full of new opportunities or fearful and full of difficult problems to overcome. But, for better or worse, I am convinced that we are living in "interesting" times. Both advertising as a profession and as an academic discipline are in a state of great transition and change. Technology is changing media usage and its effectiveness for advertising as well as the very nature of how we buy. Globalization and development are changing the make-up and characteristics of the consumer market.

In fact, as I look back, there was only one point in time that could rival the current period for change and turmoil for advertising. That was the 1950s. While our media-

created perception of the 1950s is a "Leave It to Beaver" one of happiness, harmony and comfort, from an advertising standpoint it was the period of monumental upheaval. We witnessed the growth of the most powerful and far reaching mass medium (television). This period experienced the rapid development of competitive parity brands for the first time in history and this led to the revolutionary formulation of the modern marketing concept and a concern about consumer wants and desires. Social upheaval greatly changed the demographic and social make-up of the profession (to be reminded of this, watch re-runs of the first season of the TV program "Mad Men" if you haven't already seen it). This decade brought about some of the biggest changes advertising has ever experienced. Yet, if anything, the near future looks even more unsettled for advertising.

Challenges for Advertising

The revolution in advertising we are currently experiencing in many ways parallels that of the 1950s. Just as television changed the nature of how audiences were reached and the format of advertising, the Internet and new media technologies are changing both how we reach consumers and the form brand communication takes. Similarly, the demographic make-up of both the producers of advertising and their audiences are once again experiencing a fundamental change. Instead of gender and social class changes, today's transitions are more global and cultural. With rapid national development in places such as Asia and Eastern Europe, advertising is flourishing around the world and the composition of agencies, client companies and consumers are all reflecting this global development.



Ron Faber

Finally, changes in product distribution, moving from brick and mortar stores to online shopping, are fundamentally shifting the goals and function of advertising. Direct and immediate action replaces the need to integrate information and retrieve it at a much later time. The ability to have comparative data on brands and prices in a single location alters consumers' reliance on non-compensatory to more compensatory decision making strategies. Each of these changes directly challenges what advertising can and needs to do.

These changes don't just influence the practice of advertising, but also call into question many of the underlying foundations of academic research and the AAA as an organization. Indeed, even as we have chosen to update the logo of the organization, two-thirds of our name may already be antiquated. Given the globalization of advertising, how reasonable is it to still think of our association as the "American" academy. Look around at the attendees of any AAA conference or at the author list in any recent issue of *JA*

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AAA Turns 50: A Personal Look Back and My Hope for the Next 50

by James H. Leigh

It is 1977, a snowy day on the University of Michigan campus. Claude Martin is approached by the director of the Division of Research about possibly revitalizing the advertising papers series that now-retired Jim Scott once edited and that hadn't been published for years. Claude and his trusty grad assistant – me! – begin to discuss how to respond. With no prior experience or coursework in advertising, I don't feel comfortable deciding what topics are important and who should author. A "eureka!" moment ensues – maybe we should put out a call for papers and see what we get. We decide to name the series, *Current Issues and Research in Advertising*. The challenge then is to get the word out that we're for real, and that's where AAA comes in. Thanks to the support and encouragement of AAA leadership – namely, Keith Hunt, Gordon Miracle and Kim Rotzoll, our need for a mailing list of the membership is realized.

With *JA* already in publication, it would have been easy to turn down our request, putting us back at square one. But NOOOO! From day one, AAA has been an ardent supporter of the effort, and I'm happy to report that this spring, *JCIRA* will publish Volume 30, Number 1. Claude and I are very appreciative of AAA's openness and continued support of our efforts. We know that without AAA at our side, *JCIRA* would have had a short history. It's worth noting that another professional association (that Claude and I are both members of!) wouldn't even rent its mailing list.

Flashing forward to 1981, the AAA leadership decides to provide \$1000 seed money to fund a research project. Being a brand new faculty member at Texas A&M and sensing a pressing need to conduct research on advertising topics (if I'm going to co-edit an advertising journal), I submit a research proposal and am fortunate to be named the

recipient of the first AAA Research Grant for the 1982—1983 academic year. The payoff for me (and for AAA) was enormous. Based on that one research project, I had one sole-authored and two co-authored (with my doctoral student, Anil Menon) lead articles in *JA*. Those publications by themselves

didn't get me promoted and tenured, but they definitely helped, to be sure. Unlike most other professional associations, AAA's ongoing commitment to helping members realize their career objectives by providing research funding opportunities is a welcome and much appreciated use of member dues. To me at least, this kind of activity is the hallmark of what an academic professional association should do for its members.

As you know, the Academy doesn't just limit its activities to funding research; it also provides a number of awards for exemplary work by its members. I am fortunate indeed to have been the beneficiary of more than my fair share. Being named to the Outstanding Contribution to Research in Advertising Award in 1995 was one highpoint of my career, but so was receiving a Best Reviewer award in 2005. For many years, I have felt that reviewing is perhaps the most important, but least appreciated activities we perform for the benefit of the discipline. Helping authors to enhance the contribution of their work to the field is challenging, and to be singled out in appreciation of that activity is personally satisfying. The most gratifying award I have received, however, came just last year when the article George Zinkhan, Vanitha Swaminathan and I published in *JA* in 2006 was named Best Paper of the Year by the members of the Editorial Review Board. To be sure, every article that ultimately appears in the *Journal* pages is meritorious in its own right. But, we did feel that we addressed a substantive and important advertising issue and provided compelling results. In that our peers concurred is especially rewarding. For AAA to promote and reward these activities provides clear and convincing evidence that the aims and aspirations of the association match those of the membership. That's all one can expect.

I have been a devout member of AAA for the last 30 years of its fifty year history. Over that time, there have been many changes in the advertising business and its practice, but AAA has been steadfast in its mission of serving members. The



Jim Leigh

Leigh at a Glance

University:

Texas A&M University

Position:

Associate Professor of Marketing

Awards:

- ▶ AAA Outstanding Contribution to Research in Advertising Award, 1995
- ▶ Exceptional Contribution by a *JPP&M* Reviewer Award, 1994
- ▶ *Journal of Advertising* Best Reviewer Award, 2005
- ▶ *Journal of Advertising* Best Paper of the Year Award, 2006, (with George Zinhan and Vanitha Swaminathan)
- ▶ 1987-88 Outstanding Research Achievement Award, Mays Business School, Texas A&M University


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Leigh, cont'd

content of the *Journal* and the conference *Proceedings* have ebbed and flowed, as they should, with changes taking place in advertising practice, but thankfully the Academy has not changed in its core mission.

There will always be individuals who question how a new emerging technology will impact the practice of advertising. Will advertising as we know it adapt and survive, or will it be supplanted by something else? Probably old-timers of print advertising feared for their livelihoods when TVs were invented, and it was later discovered that the two media outlets could both coexist. The advent of the Internet posed both challenges and opportunities for advertisers, and as we have seen, it has provided numerous avenues for advertisers and researchers

alike, judging by the number of articles published in *JA* in recent years that have focused on Internet advertising.

With the rise of cell phone acceptance, advertisers are now looking to capitalize on the opportunities afforded by applying location-based advertising. The implication of these trends is clear – there will be a place for AAA and associated advertising departments on college campuses as long as advertisers have a need to communicate with their prospective audience and consumers have a need and desire to know – and I don't foresee that changing in any of our lifetimes. The challenge for AAA is to evolve and adapt to the changing advertising environment and at the same time preserve those very things that make it such a special association. I am proud and honored to call myself a member. 

Faber, cont'd

and consider, should we be thinking in terms of national or regional organizations or more as a global community?

More critically, more and more of the research we report and cite is being conducted in a wide variety of countries and on subjects from many different nations. Thus, we need to be asking, "To what extent do any given set of findings represent generalizable propositions and to what extent may they be contingent on cultural differences?" Developing theories and drawing conclusions from


the literature of the future will depend on our ability to separate these factors.

The other part of our name that we must consider is, of course, "advertising." Academic departments and textbooks have been reflecting this concern by replacing advertising in their names with terms such as IMC, strategic communication, marcom and brand communication. This emanates from perceived limitations in the concept of advertising and the need to consider other forms of communication about brands. How all of this will be resolved is, at best, uncertain but at a minimum it suggests the need to be aware that advertising

is not something that exists in a vacuum, but is part of a much broader system of meaning. How we decide to deal with this issue will say a lot about the future of our field and its relevance.

Happily, there are also changes that are making our ability to understand advertising far richer and more specific. Advances in neuroscience, brain imaging and physiological

measures are allowing us to have a greater understanding of what actually happens in the "black-box" of our mind and how various responses really relate to brand choices. These techniques will, hopefully, further highlight our need to clearly distinguish between what appears in the ad and the perception or reaction of the receiver in drawing conclusions about advertising effects. Measures for implicit attitudes are helping us to focus on the emotional side of attitude and not just its cognitive manifestations. Advances in qualitative techniques and understanding socially constructed meanings of advertisement are equally important in enhancing our ability to understand advertising. Finally, new techniques like multilevel modeling may help us to integrate these diverse levels of influence and bridge some long-standing divides.

All told, it seems hard to argue with the notion that we are at a revolutionary time in advertising. There are moments when a voice in my head says "I pity the fool that decides to enter this field today." However, much more often, as I move off to my metaphoric rocking chair of retirement, I think that I will mostly envy those of you who will be lucky enough to be living and working in these most interesting of times. 

Bio

Ron Faber is Professor of Advertising and Mass Communications in the School of Journalism and Mass Communication at the University of Minnesota where he has taught for over 20 years. Prior to coming to Minnesota, he was a faculty member in the Department of Advertising at the University of Texas and worked at Marketing Science Institute. He is former editor of the *Journal of Advertising* and is currently a member of the editorial review boards and policy boards of several leading journals.

His current research interests focus on compulsive and impulsive behaviors, advertising using new media formats and techniques (e.g., advergaming, blogs, advitars and morphing), advertising and neuroscience; advertising effectiveness, and political communication. He is the co-editor (with Marla Stafford) of the book, *Advertising, Promotion, and the New Media*.

Celebrity Endorsement in Asia Pacific: An Exploratory Study

by *Wei-Na Lee*

Over the years, research in international advertising has produced interesting observations regarding the intricate relationship between culture and the practice of advertising. What makes the field a dynamic area of study is that cultures change and, correspondingly or not, so does advertising. Reported below is an exploratory effort to understand celebrity endorsement in the Asia Pacific region—a region of great economic vitality and much cultural fusion in recent years. It is a part of a large scale, multi-country and ongoing research investigation. Credits are due to my colleagues Sejung Marina Choi (UT-Austin) and Sunny Tsai (University of Miami). A portion of the following study was presented at 2007 AAA Asia Pacific Conference.

Motivation

Using celebrities as spokespersons to promote products and services has been a popular advertising strategy around the world. McCracken (1989) defines a celebrity endorser as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (p. 310). Celebrities are believed to deliver meanings to the ad and the product with more depth and power than average persons or anonymous actors. While an actor may provide demographic cues such as age, gender and profession, celebrities offer all these with meticulous accuracy.

Past research findings appear to almost always suggest that when cultures are different, so is the practice of celebrity endorsement. Implicitly, when cultures are similar, such practices should be very similar. However, research evidence to validate this belief is scant. A closer examination of culturally similar

countries appears to be a logical step toward a comprehensive understanding of the use of celebrity endorsement. For this purpose, Japan and Korea are deemed suitable for such cross-cultural comparisons. They share similar cultural orientations (Hofstede 1980) and are both known for their extensive use of celebrity endorsement in advertising.

A content analysis of primetime television commercials was carried out to answer the following research questions: (1) How extensive is the use of celebrity endorsement in primetime television commercials in Japan and in Korea? (2) Do Japanese and Korean celebrity endorsers share any common characteristics? (3) In what ways are celebrities portrayed in Japanese and Korean television commercials? (4) What types of endorsements do celebrities provide in Japanese and Korean television advertising?

The Content Analysis

Primetime programming on major national networks in Japan and Korea was recorded for one week during spring of 2004 and 2005. The samples consisted of only national brand commercials. Coding categories were adapted from past research with additional items specifically developed for this study. Two Japanese/English bilinguals and two Korean/English bilinguals, who were blind to the purpose of the study, were hired as coders. Prior to the main coding task, coders were trained with a small set of ads which were not part of the study sample. In general, intercoder reliability exceeded the acceptable level (Perreault and Leigh 1989).

A total of 2,730 and 911 national



Wei-Na Lee

commercials, including duplicates, from Japan and Korea were examined. Among them, commercials in which celebrities appeared were counted and selected for the final sample. This procedure yielded a total of 1,310 Japanese and 458 Korean celebrity commercials with duplications. This sample (with duplications) was used to answer the first question regarding the prevalence of celebrity appearance. To investigate the characteristics and usage of celebrity endorsers, 314 and 124 unique celebrities were identified from Japanese and Korean commercials.

Summary of Observations

Commercials in both Japan and Korea were found to employ a great number of celebrity endorsers, as expected. Celebrities appeared in 48 percent of Japanese commercials and about half of Korean ads were found to feature celebrities.

There were slightly more male than female celebrities employed in both countries. A majority of the celebrities in both Japanese and Korean commercials fell into the category of actors, followed by music artists. Comedians were the third most common type of celebrity in Japanese commercials, followed by athletes. An interesting category observed from both countries includes celebrities who were both actors and musicians at the same time. This trend of multi-talented entertainers is fairly common among

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Lee, cont'd

younger generations of celebrities in Asia. All of the celebrities featured in Japanese and Korean commercials were domestic stars with only a few exceptions of foreign celebrities.

A different pattern between the two countries emerged in terms of the function of celebrities in creative executions. In Japanese commercials, over half of the unique incidences of celebrity appearance portrayed celebrity endorsers as themselves, whereas a smaller percentage of celebrities acted as an average Joe character. The opposite was true for Korean commercials. An interesting observation is that about 10 percent of celebrity endorsements in Korea drew on a pre-established image of the celebrities by portraying the character for which they are already known, whereas such practice is not as common in Japan, with less than 1 percent incidence.

Approximately a quarter of Japanese and Korean celebrities appeared in commercials for more than one product. Considering the rather short duration of just one week for the study, this suggests that a considerable number of celebrities could be associated with multiple products simultaneously. The number of products

with which each of the celebrities was linked within or across categories ranged from two to six in Japan and from two to five in Korea. This appears to be a practice unique to Japan and Korea. Another notable observation was that a number of commercials featured more than one celebrity in a single ad. In both countries, a group of celebrities, related or not, sometimes appeared in a commercial sharing the burden of endorsing the product or augmenting each other in a collective manner.

Findings of this exploratory investigation suggest that the similar cultural milieus of Japan and Korea, indeed, might have led to a largely comparable practice of celebrity endorsement in advertising. However, there are still a number of fine differences in their executions. Although the findings here are descriptive, a number of insights may be worthy of further research. These insights include: Celebrity clutter, the use of mega vs. mini celebrities, multiple product endorsement by a celebrity, multiple celebrity endorsement of a product, the dominance of domestic celebrities, celebrities as the average Joe and celebrity ads as an extension of entertainment.

With the vitality of Asian consumerism and the Korean Wave, the Asia Pacific region is said to be moving toward the development of a regional Pan Asian culture, which could be very different from a global culture that is often represented by the dominant Western countries (Cho 2005). As carriers of popular culture, celebrities often play an important role

in the cultural fusion process. Celebrity endorsement in advertising may provide a helpful lens through which the Asian culture in transition can be carefully examined.



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Lee at a Glance

Education:

Ph.D., Communications, University of Illinois at Urbana-Champaign
M.S., Advertising, University of Illinois at Urbana-Champaign
M.A., Journalism, University of Wisconsin-Madison

Wei-Na Lee is currently Professor of Advertising at the University of Texas at Austin. Lee's research interests include cross-cultural consumer behavior, multicultural marketing communication, and consumers in a technology-mediated environment. Her work has been published in the *Journal of Advertising*, *Journal of Advertising Research*, *Psychology & Marketing*, *Journal of Business Research*, *International Journal of Advertising*, *Journal of Current Issues and Research in Advertising*, *Journal of Computer Mediated Communication*, among others, and she has various book chapters and conference proceedings. She co-edited the 2005 book *Diversity in Advertising*. She was the recipient of American Academy of Advertising Research Fellowship in 1992, 2002 and 2004, respectively. She has been a visiting professor at DDB Needham, Chicago and at D'Arcy Masius Benton and Bowles in New York City. Between 1998 and 2001, she was Executive Director of the Office of Survey Research at the University of Texas at Austin.

Technological Advances Increase Consumer Power, Improve AAA

by Carrie La Ferle and Steven Edwards

*“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change”
-- Charles Darwin*

Darwin’s words (Clark 2007) could not be more appropriate for advertisers and academics as we escalate into a technology based future; one with 24/7 wireless connections and consumers as our engaged partners.

A skimming of today’s top industry publications provides us with a glimpse of the present and a path to the future with buzz words that include: social networking, mobile phone advertising, consumer driven content, out-of-the-box advertising, engagement, personalization, accountability, responsibility and privacy. Yikes! That is quite a formidable list of concepts and skills that we need to embrace as teachers and researchers if we want to be among the species that survive.

Technology is a driver for everything today; from global accessibility and the demand for results to expanded media options and the changing nature of the marketing and advertising business (Malone 2007). In fact, the President and Chief Client Officer of Starcom Worldwide was recently quoted as saying that, “Digital asset management in advertising is an idea that is about to explode” (Malone 2007, p. 2)

Advertising is certainly a dynamic and resourceful industry; one that is constantly embracing new ways to reach consumers and with more effective messages. The 21st century is no exception, but it is challenging the core of the advertising industry with technology placing the consumer at the helm. Yet, the more things change the more they really seem to stay the same. Good advertising and successful products always have been about the *consumer*. Today however, we need to find ways to better understand our consumers and then help them to *help us* brand and enhance the value of our brand. Wait, read that last part again – “help them to help us brand.” Yes, we must take advantage of the new technology options and consumers’ desires to participate in the life and success of a brand.

As Rutherford (2007), CEO of Digitas Global puts it, “If Web 2.0 is about creating more positive relationships between brands and consumers in a networked world, then Marketing 2.0 is about creating co-operative, life-affirming marketing in this new world of freer, but more critical, and more connected consumers” (p. 36). Rutherford provides

an overview of individualization techniques suggesting co-creation opportunities such as Wikipedia; social connections such as those through MySpace, Facebook and YouTube;

Community creations such as Starbuck’s “Perk up Your Life”; and Causes and values/ideals such as what Dove has undertaken; as well as NikeiD where consumers can create their own shoes (www.nikeid.com).

A few advertisers during this year’s Super Bowl also emphasized some of the tools we will need in the future. Tide provided a funny, yet product-grounded spot with a call to action of sending viewers to a special web page (www.mytalkingstain.com) where consumers could create their own talking stain and compete to win prizes. Beyond this consumer-driven brand building content technique, Tide further followed up with several search links. But, according to Hershberg (2008) of Reprise, Pepsi was number one at providing an integrated multi-media consumer engaged campaign by using Justin Timberlake, Amazon and smart key word buys (Klaassen 2008). Check out some of Pepsi’s techniques for engaging consumers at this link www.pepsistuff.com.

Each of these technological advances, allowing for greater consumer power, has led to predictions of a new breed of marketer, the “renaissance marketer” (Liodice 2007). This is a marketer that will take a holistic view of the consumer with knowledge from multiple disciplines and who have an interest in being socially responsible. Looking at the *Advertising Age* 2008 Agency of the Year we can see the start of this idea taking hold with new hires coming from unusual places. Recent hires at Goodby, Silverstein & Partners (Cuneo 2008) include a rapper from YouTube, an avid car enthusiast/expert, and several students from a digital-media and management school in Sweden called Hyper Island (Hyperisland.se).

Other signs of where we are heading and the need to be open to change include facts about *Advertising Age’s* Global Agency of 2008. Tribal DDB is a digital “full service” agency with only 10 years in the business. They



Steve Edwards and Carrie La Ferle


La Ferle and Edwards, p. 99

La Ferle and Edwards, cont'd

have excelled to the top by embracing the future today with expertise in using widgets, rich media and consumer-generated content on a global scale (Mcilroy 2008). According to Tribal DDB, their future lies in "making ideas for our clients." Goodby, Silverstein & Partners further echo this belief in stating that "content is an evolution of where agencies are going" (Cuneo 2008). A good example of branded content and the potential power is Nike's + Web site ([http://nikeplus.nike.com/nikeplus/? locale=us_en](http://nikeplus.nike.com/nikeplus/?locale=us_en)), which provides a useful online community for runners (Walters 2007). Another interesting site that marketers hope will help to engage consumers and make them part of the branding process is hosting contests for consumer-generated advertising (<http://www.xlntads.com/>). Clients such as Nestlé's 100 Grand chocolate bars and Slim Fast have used this site's services.

So what do all of these changes and trends mean for academics and the AAA? First, we all need to re-read *Who Moved My Cheese?* to remind ourselves that while change can be scary, it is usually a good thing. We must start to embrace the new technologies to allow for sharing best practices across faculty; engage in interdisciplinary workshops and collaborations; and enhance our engagement with industry as well as our opportunities for global dialogue.

The annual AAA conference has always been a place for sharing and inspiring knowledge. Yet, one time (or even two times) a year for face to face discourse does not

seem to be enough in this new era of technology. We need to engage, encourage and support an ongoing dialogue through the AAA. Our Web site must evolve into a virtual meeting place filled with user friendly content for our classrooms and our research. Let's enhance our global affiliations both on- and off-line to better engage in global discussions about our research interests and to foster an ongoing environment for global learning. We must reach out from our comfort zone and employ the resources that will help us, as an organization, become responsive and relevant in an environment of accelerating change. In doing so, we will secure our place as one of the species that not only survives but thrives and leads. 

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Edwards and La Ferle at a Glance

Education:

Edwards

- ▶ Ph.D., University of Texas at Austin
- ▶ B.A./M.A., California State University at San Bernardino

La Ferle

- ▶ Ph.D., University of Texas at Austin
- ▶ M.A., Michigan State University
- ▶ B.A., Sociology, University of Western Ontario

Steven Edwards and Carrie La Ferle, who are husband and wife, are Associate Professors who recently joined the Temerlin Advertising Institute at the Meadows School of the Arts at Southern Methodist University in Dallas. Edwards' research focuses on persuasive communication in new media environments and explores feelings of intrusiveness and reactions of consumers to 3-D interactive experiences online. La Ferle's research includes cross-cultural consumer behavior, international advertising/marketing, brand placement and the social effects of advertising on society and their relationship to eCommerce.



AMERICAN ACADEMY
 OF ADVERTISING
 50th ANNIVERSARY
 1958-2008



Change is Good

by William C. Price

First of all, I want to thank all of you who are a part of the American Academy of Advertising for the important contributions you have made to the advertising profession. Please be proud of what you have done and what you will do to stimulate all of us to be more effective. Your meeting is chock full of excellent, pertinent topics. Most are “right on” and many are so smart I can’t even figure out!

Second, congratulations on your first 50 years. You certainly have been at the forefront of fueling new insights that have resulted in “change.” Those of us on the client firing line everyday really appreciate the research you have provided to justify our recommendations! I must admit I have asked a Ph.D. or two to attend a major presentation to make the agency look really smart. “OK, when I tug on my

right ear, Doc, that’s when you jump in a say the fancy stuff.”

Fifty years ago (see, we already have something in common), I was in college and working at my family’s newspaper in a small Missouri town. My parents were award-winning journalists who insisted I learn all aspects of the business – from writing news copy to selling and designing advertising space. I was a pretty good photographer, too. I also became adept in the “backroom” mastering hot metal type-setting on Linotypes and Ludlows (now extinct), running the presses, and even delivering the final press run to the post office and carriers. Our research was reader-based. Dillard Ory, the local shoe shine man, would stop in regularly to offer advice. Ovid Seeley, Bodine Mulvaney, Cooley Cooper and Rass Moss, a diverse economic group,

never held back on comments. They were a focus group and didn’t know it. Pretty simple research.

My basic beginning set the stage for a wonderful career in advertising, broadcasting, marketing, media and general management that keeps me scampering to stay in tune with all the changes. Change is good, exciting and lucrative. I believe:

NOW is the best time ever to be in our profession.

The blending of traditional forms with the new, emerging communication



Bill Price

strategies will make advertising much more exciting and effective. My company, Empower MediaMarketing, is hanging its hat on this change. We are becoming “integration” experts. We have reorganized the company to meet this challenge. We are small, light and aggressive, and we are taking integrated media marketing strategies to our clients realizing it is hard to teach old dogs new tricks.

When I started at Leo Burnett in 1963, right out of the Missouri Journalism School, the agency had limited media and copy research compared to what we have today. For example, we only had household ratings for radio and television. Now, there are at least 50 different ways to measure viewership. And think of the hundreds of video channels we now can measure! Back then, we did copy research by wooing visitors to the Prudential Building in Chicago (the highest in the city at that time) and paid them to take a few minutes from their visit to “look at some ads.” Now, copy research is SO very sophisticated. (This conference proves that).

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Price at a Glance

Position:

Chairman & CEO, Empower MediaMarketing, Cincinnati, Ohio

Clients include:

- ▶ U.S. Bank
- ▶ Long John Silver’s
- ▶ Dick’s Sporting Goods

Community Leadership:

- ▶ Leadership Cincinnati
- ▶ YMCA
- ▶ Multiple Sclerosis Society
- ▶ United Way

William C. Price has employed his more than 40 years of media experience to make Cincinnati-based Empower MediaMarketing (formerly Media That Works) one of the country’s premier independent media planning and buying companies. He joined Media That Works as chairman shortly after his wife, Mary Beth Price, founded the company in 1985. In 2005, the Society of Human Resource Management ranked Empower as the fourth best small business to work for in America. An account supervisor at Leo Burnett in Chicago early in his career, Price later served as a management executive at King’s Island theme park in Cincinnati and executive vice president of the Greater Cincinnati Chamber of Commerce. He holds degrees from Northwest Missouri State University and the Missouri School of Journalism.

Price, cont'd

I read recently we are on track to have nearly two billion Internet users by 2015. How's that for research opportunities (but you know that)?! Help! How do we measure ad recall in the digital world? Help! What is clutter (i.e., out of program promotional material) doing to ad recall? Help! Does anybody have a really valid ROI model? Help! Is marketing mix modeling really working? Help! Will immigration drive pop trends?

And now, here comes Google ready to perform much of the media services we provide! (We elected not to fight 'em. So now, we have a project underway. It is collaboration featuring their technical excellence and our strategic savvy).

One of the biggest changes media management experts are encountering is the force of the consumer becoming the BOSS (as first articulated so simply by A. G. Lafley, P&G CEO). We now must present our advertising as the consumer wants to receive it—not as we want to dish it out. It seems there is a new media form invented about every day. Or, there is a new way to use an old one. It takes tons of hours to stay on top of this change and to research what does and doesn't work.

And there is this problem on how

clients and agencies work together. Bottom line financial pressures are the culprit. The clients want full services. Agencies are willing to provide all the smart stuff but want to be treated fairly on compensation. With more media options and additional consumer and media research required, there are more costs. Hint: an academic study on agency/client compensation is worth pursuing.

I mention this because strict cost containment has a negative effect on what clients and agencies might want to do in research collaboration with academia. Often, research gets a back seat. We have an excellent research group at Empower. (We call it "Knowledge, Information and Invention"). As good as we are it is often difficult to get our clients to do the proper, upfront research either with us, our recommended outside suppliers, or those of you in academia who are so ably qualified. "Costs too much," they say. "Nope," we say, "better to take it out of the media budget rather than to spend all those bucks without sufficient knowledge." The battle goes on.

Many of us think the client/agency relationship can be greatly improved with a highly collaborative model where we create a mutually driven marketing team with open-book financials. Open book? That will take some real change.

Perhaps, this same collaborative strategy can work with academia and business. This past year, Empower crafted a relationship with the Strategic Communication sequence at the Missouri Journalism School. We PAY for a visiting professor – a fulltime Empower executive – to travel to Mizzou regularly to teach. She spends two-thirds of her time on teaching, the balance on clients at our agency. The objective is to help the students stay in tune with the real world, AND for Empower to stay in tune with what these bright minds are thinking and doing. It is a win/win for sure. We plan to do more. It is a new way – a change in how to collaborate.

So, here I am. Fifty years of advertising, etc., and still going strong. Not because I have to but because I love it so much. It is so cool to watch all of this incredible change going on. Please know that I know how much you and AAA mean to our profession. Keep doing your research and for goodness sakes, make it practical and applicable. Don't get too fancy for us.

By the way, Empower MediaMarketing is located in Cincinnati, and we note you will have your meeting in our beautiful city in March 2009. Our bright and cheery offices are located on Mt. Adams featuring 14 bars and restaurants. Count on us to tip a couple with you.



Favorite TV Ad

By far my favorite ad is the Tabasco® Mosquito TV ad. I relate to it personally because I love Tabasco and spicy foods (thanks to my time in Texas) and I think it is a good example of consumer insight.

— Wendy Macias, University of Georgia

Favorite Ad Campaign

I think that Apple's current Mac vs. PC campaign is genius. The two characters are perfect metaphors for the products they represent.

— Roy Winegar, Grand Valley State University

Addressing the Cusp of Change

by Don E. Schultz

At my first AAA Convention (University of Texas at Austin) in the middle 1970s, advertising education was a fairly simple topic. Or, it seems so now.

Sixty or 70 advertising educators (I was a Ph.D. student) met to discuss: (a) What to teach; (b) How to teach it; and (c) What tools to use. The agenda revolved around creative strategy, media, research, consumer behavior and a few “exotic” areas such as advertising law and ethics.

The 50th Anniversary AAA program highlights the changes of the past 30+ years. Topics such as mobile, online and Internet, social networks and word-of-mouth, brain functions, and at least three international sessions are ones the mid-1970s group had no knowledge of or ignored. The Convention content has changed, but, much of it still focuses on the same areas . . . creative, media, research, consumer behavior and the like. Topics that still remain important include traditional, outbound, media-delivered advertising. The new ones are important, but, I continue to wonder if the Academy’s focus is as relevant as it might be.

Clearly, the world is in the cusp of radical change . . . changes in economics, marketplaces, communications delivery systems, consumers and customers and changes in what, how and in what way “advertising” is supposed to relate and participate. So I fear the changes in Convention content aren’t nearly enough to see us to the next level of research and practice required for the next 50 years.

The changes occurring in all areas, globally, are so dramatic I believe only a careful re-thinking of the entire advertising subject will keep the Academy relevant in the coming half-century.

My primary concern is whether our research, writing and teaching is, or will be, based on a reflection of the past, or more hopefully, providing a glimpse of the future. Are we researching and teaching areas of critical future concern or simply extending what we already know by a few tentative steps? Are we preparing our students for the next

week or next year of their careers or for a marketplace of continuing change that will likely force them to adapt and adjust on the fly?

Some of the issues about which I’m concerned are:

► Most of today’s advertising models are based on an “agency-oriented” development approach. That is, advertising will be created outside the marketing organization by an agency or other group, using tools such as research, consumer behavior, creative, media and the like, to be delivered to identifiable audiences through various forms of outbound media. Is that really the future? Isn’t there increasing evidence consumers would rather connect with other consumers, even at a higher cost, than listen to the “for free” paeans of advertisers delivered through subsidized media? Is an external model of agency-marketer-media-consumer advertising development still relevant or, will consumers “do advertising” themselves?

► What about the “pull side of the market”? Most advertising models still assume outbound, marketer-controlled message distribution through independent media. Even new delivery systems such as mobile, wireless and even word-of-mouth still assume this advertiser-developed and controlled content. Will this be true in the future? Why will consumers pay attention to or access, process and store clearly biased advertiser information when almost unlimited amounts of alternative information, often from more trusted sources, is available with only a few key strokes of a search engine? Marketers clearly need both “push” and “pull” communication going forward. How do we connect the two in a cohesive, holistic view of the communication spectrum?

► What does the new neural research on how the consumer’s brain works impact our understanding of consumer behavior? Most historical research, certainly those experiments and studies from the 1950s through the 1980s, on how consumers take in, process, store and recall advertising information are based on primarily behavioral psychological models such as AIDA and the Hierarchy of Effects. Are those still relevant, or, should we start all over, e.g., are left brain-right brain discussions still worthwhile?

► Synergy is a big and growing issue; yet, we have



Don Schultz

Bio

Don Schultz (Ph.D.) is Professor (emeritus-in-service) of Integrated Marketing Communications at The Medill School, Northwestern University. He is also President of the consulting firm, Agora, Inc. He holds appointments as a visiting professor, Cranfield School of Management, Bedfordshire, UK, adjunct professor, Queensland University of Technology, Brisbane, Australia, and visiting professor, School of Business, Hull University, UK. He has been a visiting professor at Tsinghua University and Peking University, Beijing, China, and Hanken, the Swedish School of Economics, Helsinki, Finland. His articles have appeared in numerous trade journals and he is author/co-author of 18 books.

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Advertising: Evolution or Revolution?

by Larry Kelley

I just hired a Technology Director for our agency. In fact, in the past 18 months, we have added flash developers and 3D animators to our creative teams and have added Search Engine Marketing and Mobile Marketing Specialists to our connection team. We now have an analytical team that is responsible for creating client dashboards and marketing mix models.

Evolution or Revolution? Are you kidding me? We are in the midst of the most disruptive time in the history of our business. At least, that is what I tell myself, as we deal with the changing landscape of the advertising (or is it “communications” or is it really “ideas”?) business. Jeff Goodby, one of the principals of Goodby Silverstein, out of San Francisco said, “I have hired more different types of people in the past two years than I have in the past 20 years in the business.” By the way, Goodby Silverstein, one of the leading creative shops in the country has seen

its business mix move from 100 percent traditional media to a 50-50 percent blend of traditional and interactive within the past three years.

So, now we have programmers and developers sitting next to writers and art directors for reasons other than fixing the design programs on the Macs. This is now how we create. Technology and Analytics are as much as part of advertising as creative and media. Media and the analytics group are telling creative what is working or what isn't on a daily basis. It is indeed a brave new world.

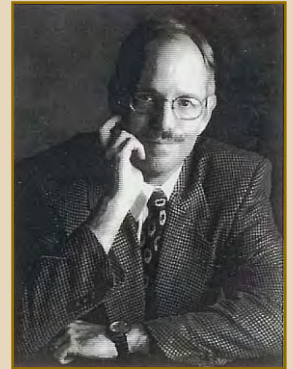
Those communications majors, who decided on advertising because the math was too hard in the business school or that engineering was too technical, are in for a rude awakening. The business is challenging both the left side and right sides of the brain. And it is doing so at warp speed.

We now have associates from Peru, Mexico, Vietnam, China, Korea, El Salvador and Germany. How the last one got here, I have no idea. We outsource our html programming to Argentina. We found an animation artist from Brazil. We work research and data analysis with a group from India. We have done television commercials in Spain. I got lost on my way home.

The point is that we aren't in Kansas anymore. The earth is truly flat. The advertising business is finally getting culturally integrated. If you aren't thinking in a multi-cultural way, you just aren't thinking. You can no

Bio

Larry Kelley is Executive Vice President of the Targeting Group at FogartyKleinMonroe, an independent advertising agency in Houston, Texas. Kelley is responsible for the strategic planning arm of the Targeting Group, which handles media and research. He is recognized as an industry thought leader and has received four EFFIES for advertising effectiveness. Kelley is widely published and quoted in trade and scholarly publications, including *Adweek*, *Ad Age*, and the *Journal of Advertising*. He is also a co-author with Don Jugenheimer of a second-edition media text entitled, *Advertising Media Planning: A Brand Management Approach*.



Larry Kelley

longer hide from the global impact on the business. People from all around the world want your job and they will work 24/7 and at half the price to get it.

Those communications majors that think they have some skills to knock out a Web site or produce an ad are in for a rude shock if they feel that, alone, will get them a job. It might in an emerging country, but it won't here in the States.

There is truly a communications revolution going on. It is the single most exciting yet scary time to be in the business. Exciting if you are in your 20's and scary if you are in your 50's. Finding talent is a huge challenge for the industry and getting compensated so that you can afford the right talent is even more of a challenge.

So, you really want to go into advertising, eh?

Actually, this is the best time to be getting into the business. As one speaker at the 4A's media conference said, “Whatever we say today, 90 percent of it will be wrong in two years.” What could be a better time to work in the field when you can not only create good advertising but create new rules, new markets and new methods? Business is more dependent than ever on “value creation ideas.” The central group to feed those ideas is the advertising industry.

Now that is a revolution that I want to be a part of!



Kelley at a Glance

Born:
Cedar Rapids, Ia.

Education:
M.A., Marketing Communications, The University of Texas at Austin
B.S., Journalism, University of Kansas

Clients:

- ▶ Advance Auto Parts
- ▶ Waste Management
- ▶ ConAgra Foods
- ▶ Dell

FogartyKleinMonroe:

- ▶ Founded in 1980
- ▶ Independently owned
- ▶ \$230 million in billings
- ▶ Staff of 180 in 5 offices

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

Fear in Ad Land

by David M. Smith

*“Nothing in life is to be feared. It is only to be understood.”
--Marie Curie*

Consumer generated content, digital, guerilla, mobile, product placement, long form, text messages, stunts, viral, buzz, social marketing. So much is being voiced and written and banded about these days concerning the proliferation of consumer media outlets, it can set one’s head spinning.

How many advertising messages, overt or covert, can a typical consumer experience and remember in a single day? No one knows. But it appears we haven’t yet reached a point of diminishing returns. How else can one explain the millions of dollars being allocated to ads inside subway tunnels and on a fellow human’s arm? Yes, tattoos are currently for sale to agency media departments.

Recently, there have been industry proclamations that media has taken a seat on the throne (or, at minimum, has one hand on the armrest) when it comes to our clients’ marketing departments and how they choose to tell the world about their products and services.

“In the end, being comfortable creates the freedom to express an idea.”

Catch—or intrude upon—the consumer in the right place at the right time, and you’ll engage them like never before.

If only it were that easy. Fact is, when this approach is condoned and executed, the consumer sees more, but cares less. Messages become wallpaper, rather than a beautiful painting on said wall.

So, where does that leave today’s copywriters and art directors? Scared and confused. But, not for the reasons so many industry pundits believe. The creative department at our agency, and countless other agencies, is genuinely excited about new media.

For years, our sandbox only had four or five toys in it: Television (the giant dump truck everyone wanted to play with), print, radio and outdoor. Recently, however, a new toy shows up almost every day. Widget, anyone?

Creative people love to express themselves. And never in the history of the world have there been so many cool ways to do just that. So why are we confused and scared? Because we see marketers everywhere ignoring the principles we’ve been taught, believe in, and have been successful with for so many years on so many brands.

We are taught to define a brand. Speak with a consistent voice. Sell a promise, not a product. These are the foundations of advertising that connect with consumers, and shift perceptions of brands and work in the marketplace.

Yet, we are being told every day that media now matters most. Not a thought-provoking headline or a poetic script. Rather, an ad on a toilet seat or in the bottom of a beer glass. Be the first to appear in such a place, and it really doesn’t matter what you have to say. Clever placement! Out of the box media selection! Let’s put an ad on a diaper!

So, where do we go with our fears? To work, that’s where. Remembering that a message, any message, is an opportunity to say something someone might find interesting. To create advertising the consumer actually wants to read or view. Howard Gossage, a famous advertising figure in San Francisco in the 1950’s, said it best: “The real fact of the matter is that no one reads ads. People read what interests them. Sometimes it’s an ad.”

It’s simple, really. The thrones at successful agencies have never been the province of one discipline. Rather, they are crowded places. Media, strategic planning, digital, events, direct, collateral and clients themselves all sit comfortably. In fact, think of it more as a La-Z-Boy sectional sofa than a throne.

In the end, being comfortable creates the freedom to express an idea. And, if that idea speaks in the brand voice, moves the brand forward and is interesting enough to start a dialog with a consumer, it is welcome. In other words, there is no room for fear on the La-Z-Boy.

David M. Smith is Executive Vice President, Executive Creative Director at Rubin Postaer Associates in Santa Monica, Calif. RPA is a \$1-billion, full-service, independently-owned advertising agency specializing in fully-integrated campaigns for clients such as American Honda Motor Company, Acura automobiles, La-Z-Boy and SOYJOY nutrition bars. He is a 1984 graduate of the Missouri School of Journalism.



David Smith

Birth of a Salesman

by Tim Arnold

My name is Tim. And I'm a salesman.

Face it my fellow madmen; we are like moths to a flame. We have ideas. We have solutions looking for problems. We have pictures and words and music in our heads, searching for context. And we are starved for approval. We must have our way. And most times we should, if we're any good.



Tim Arnold

The only feasible antidote to all these afflictions is ... salesmanship. Seriously - exquisitely clever, effective salesmanship. Convincing the people who hold the purse strings, qualified or not, that your big fat idea can do something good for them. Understand, it's the client's money, not yours. It's their decision, not yours. So you've got to figure out how to have your way with them. I've always called it "begging with dignity," and the first step to becoming an effective salesman is to admit you are one. Or need to be.

You can be, too. But first, you have to recognize you are powerless over the space you're in. You're in the ad biz. You are a salesman. Maybe you suck at it. But you're a salesman. OK, salesperson. You sell stuff, or you're supposed to. You sell ads. And good ads sell stuff.

Good advertising cannot overcome a lousy product, or a product without a reason for being. In fact it will insure its failure. Quicker. All good advertising

tells the truth, provocatively, and engages its audience in an effective balance of emotion and cognition. And in advertising, emotion trumps logic. The best advertising creates new territory, new rules - which means it will be even tougher to sell to clients.

An adman named David Ogilvy once famously said, "If it doesn't sell, it isn't creative." Bill Bernbach wrote, "Our job is to sell our client's merchandise ..." And these guys got their names on the door! Somebody who didn't - my very first creative partner back at D'Arcy St. Louis, Steve Kopcha (now an associate professor at the University of Missouri School of Journalism) - always said, "Good ads sell stuff." And since we drank about 3,000 beers together, I believe him, too. So listen up.

Ogilvy again: "In the modern world of business, it is useless to be a creative original thinker unless you can also sell what you create."

And hey, this is an all-in concept. If you've got a pulse, you're a sales wo/man. Or you don't have a pulse. Waitperson? Sell me on more than a modest tip. Working late? Convince your wife she should love you for it. Parent? Convince me I should listen. Preacher? Amen! Sell me on The Big Idea. US President? Convince me I should buy absolutely anything you're selling. Singer? Sell me your song.

Professor? Convince me that I should not only stay awake in your class, and pay attention, but actually get genuinely interested in what you have to teach me, and then inspire me to learn even more about whatever it is you've got. Not because it's your job, or my required class. But because you really want to. Need to. Because what you've learned in life has lit an ember in your belly that absolutely has to be fired up and shared with us students. If you don't feel about it that way, why should we?

But first, ad guy - have something to sell: an idea. A solution. An opportunity. Knowledge. Experience. Insight. Something ... *measurable*.

Seriously. Not the Mobisode extension. Not the computerized special effects. Not the unedited online version. Not the music. First - the idea. Tell me what it is in a single sentence. Then show me. Then bring on the rest of it. And if we can't ultimately measure what you want me to buy, I ain't buying it. And neither will the client. What's the objective we're delivering on? Sales? Slam dunk. But not necessarily, not every time: just move the damned needle. Some needle. Likeability. Awareness. Trial. Clicks. Consideration. Something. If you don't know what you expect from the work, it ain't gonna work. If you don't know, how can they?

Second: find *something about the idea to believe in*. Believe in your belief in its possibilities. Believe it can contribute something positive to somebody's business, or bottom line, or golf course bragging rights (this is a game many clients still play), or bar talk (this is a game everybody still plays). Something. Show me. Show me how. And then, convince me to believe in it, too. Sure, you believe in it. Or you should: It's your idea. And if it's worth the air space it's taking up for me to hear it, then I should, too.

And guess what? The first thing anybody is buying - before the idea, before the reveal, before the campaign, way before the director, is ... *you*. Not the "personal cleverness that makes us shine instead of the product" that Bernbach objected to. But your ability to define the idea, "... to simplify, to tear away the unrelated, to pluck out the weeds that are smothering the product message," as he went on to say. Me? I just think what we say in our advertising should ring true. And I don't think Bernbach's wisdom is limited to advertising, either.

Notes to ad people - try this in your next sales pitch:

- ▶ No notes.
- ▶ No neckties.
- ▶ 70% visuals, 30% words on your Power Point.
- ▶ Better yet - no Power Point.
- ▶ Talk to your audience;
- ▶ Not at the screen.
- ▶ Walk around the room.
- ▶ Imagine the possibilities.
- ▶ Dare your audience to wonder, "What if?"

Arnold, p. 107

Arnold, cont'd

- ▶ Pull them into your dream.
- ▶ Commit to something.
- ▶ Ask for the order.

But first, reality check:

- ▶ How's it look?
- ▶ How's it feel?
- ▶ Semi real?
- ▶ BS?
- ▶ Possible?
- ▶ Can do?
- ▶ Put the proverbial life camera on it (like that Albert Brooks movie).
- ▶ Review the footage ahead of time.
- ▶ Does it walk?
- ▶ Check it out.
- ▶ True for advertising.
- ▶ True for real life.

Here's a couple of other things I learned in advertising that also apply to real life:

Democracy is for governments; consensus building is for peace treaties and high school reunions. There are no such things in advertising. At least there shouldn't be. Somebody has to be in

charge and make decisions and not compromise the idea or concept. If the idea doesn't scare you even a little bit it may not be good enough. And if the ads please absolutely *everybody* they may not have gone far enough. I learned this the hard way.

There's a fine line between passion and arrogance. In life, and in advertising. Passion is having strong beliefs and the ability to articulate them. Arrogance is believing your way is the only way – and it never is. This is true in advertising, government and life. Something else I learned the hard way.

And here's the biggest lie in advertising: *You can sell somebody something they don't want.* Impossible.

Bio

Tim Arnold is a 30-year advertising industry veteran. His first job was at D'Arcy, St. Louis, where he partnered with Steve Kopcha and ran the Budweiser business for 10 years, launching the ground-breaking "This Bud's for You" campaign. He moved to New York twenty-five years ago, and has worked at J. Walter Thompson (Burger King, Miller), Scali McCabe Sloves (Hertz) and DMB&B (worldwide Board of Directors; Dir, Global Business Development). He was president of McCann Amsteryard and a partner at The Ad Store, where he produced the notorious first Super Bowl commercial for GoDaddy. For three years he's told his stories in a regular column for *Adweek* magazine. He also plays a mean blues guitar and has played at numerous clubs in New York City. He's just completed a six-month stint helping re-launch a neuroscience advertising research company (EmSense), and currently runs his own consulting business. Tim can be reached at possible20@aol.com.

What is possible is to get somebody to want something they don't *need*. But if they don't want it, they ain't buying it. And besides, how else should it be? Our job is to sell people stuff. Their job is to decide whether they want it, or not.

Here's all I'm saying:

My name is Tim.

I'm a salesman.

And so are you.



Schultz, cont'd

limited understanding of how combinations of messages and media work together. Clearly, we live in a world of simultaneous media usage and consumption. It's not so important how many messages advertisers distribute as much as how audiences actually consume those messages. Yet, most all media measurement and evaluation models are still based on single media forms, assuming separate and independent media usage. How realistic are these when practically no advertiser goes to market with only one promotional tool? Message and media combinations are clearly more important than individual elements; but, currently, there is no way to measure or understand the potential synergy that might result.

▶ Most advertising education assumes a western cultural model which may or may not be relevant in the rest of the world. Are we doing students from other countries a disservice by holding them to our cultural standards, media models and creative concepts in our research and teaching? While other cultural views are creeping into the Convention content, most likely include a western cultural bias.

These are just a few of the issues I believe the Academy should address going forward. To me, the Academy must lead that charge and manage that change. Too long, the Academy has trailed the practitioner. Too long our research has been seen as too "ivory tower" and irrelevant. Too long has advertising education been seen as helpful, but not critical to successful advertising careers.

Some of our students will doubtless enter the academic world and follow in our footsteps. They are, however, a minority compared to the numbers sitting in our classrooms, dreaming of advertising careers where they develop messages, incentives, promotions and events that motivate customers and consumers to favor commercial brands. It's this large majority I fear are being underserved.

Today, I believe a change in advertising leadership is needed. It's time for the AAA to step up and lead that development of advertising's future. We have the intellectual capacity, energy, tools and resources to lead the next 50 years of advertising development. What seems to be missing is the willingness to make it happen.

Here's a suggestion. Between now and the 51st AAA convention, let's assemble a blue ribbon panel of AAA members to identify and address the major advertising issues of the next 50 years. (We're all forced to do this in our own promotion and tenure process. Why not on a larger scale?)

Have the panel report back next year with the key issues and recommendations for what is needed. Then, as an Academy, let's devise a plan to address those issues.

It will take some time, effort and leadership. I think, however, that's the least we can do for students sitting in our classrooms who will be the next generation of advertising educators and practitioners. To do less seems a waste, not only of time, but, of opportunity as well.



CPB Redefines “Agency”

by Bill Wright

Hurricane Katrina hit the South Florida coastline on the evening of Thursday, August 25, 2005. It made a jog to the southwest and blew through Coconut Grove, where the Crispin Porter + Bogusky office was located, about half a mile from Biscayne Bay. Winds of 75 M.P.H. shredded part of our roof, allowing the rain to pour in. When the first people arrived to check for damage, 6 inches of water came rushing the front doors. But considering what Katrina did to New Orleans four days later, we got off lucky. A wall of wooden bleachers we called the “Agora” were ruined and had to be ripped out and replaced. The power returned the following week and we were back in business.

Hurricane Wilma came from the other direction, up from the Yucatan and across the Everglades. She arrived at dawn on Monday, October 25, 2005, and this time the wind was sustained at an even 100 M.P.H. Back at the CPB office in Coconut Grove, all the air conditioners were blown from the roof, and we lost a few windows. But we didn’t have electricity. No one did. Traffic lights were out. No gas stations could pump gas. So if you hadn’t filled up before Wilma hit, you weren’t driving.

Our clients were sympathetic at first, but as the days went by, well, they wanted to know where their ads were.

We set up temporary space in a hotel on Miami Beach that had electricity, but getting anything done was a major struggle. In the end, we were displaced for two weeks. And we started to think about diversifying.

That’s when Alex Bogusky asked me if I had an atlas. A group of us sat down and started a conversation that could only be called, “If you could live anywhere, where would it be?” We talked about San Diego and Santa Fe and the mountains of North Carolina. Austin and Colorado Springs and Portland and Seattle. We winnowed down the list and seriously began to consider Boulder. We had clients there in the past (Schwinn, PlanetOutdoors) so we knew the area. Boulder always makes the list of America’s most livable cities. And most importantly, a new toll road put Denver International Airport just 45 minutes away. We could be at any client’s doorstep in three or four hours. And like that, it was settled.

We made the announcement in December of 2005 that we would be opening another office in Boulder. Employees would have the option of living in either Miami or Boulder. Take your pick. It’s a choice that’s given to new recruits as well. It’s become a competitive advantage for us to get the best people out there to consider CPB over any other agency they might be considering.

We were very careful to position Boulder as an extension of Miami, not a separate agency. We are one agency in two locations. And the whole process was more like expanding onto another floor as opposed to opening another office 2,000 miles away. Sixty employees made the move west to open our new space in July of 2006. And more and more trickled in as the months went by. Right now, we have 250 people in Boulder and another 450 in Miami. Most people have Polycom video conference monitors on their desks so they can dial up anybody instantly. Technology has become so good that conversations can happen in real time with almost zero lag. Video monitors in both lobbies are turned on constantly to enable random hallway conversations--which just happen to be occurring in two different time zones. It was a very cool novelty at first, but now it’s just part of everyday work.

The old career adage goes something like this: You can either have a job you love, or you can live in place you want. But you can’t have it both ways. We think you can.



Bill Wright

Wright at a Glance

Agency: Crispin Porter + Bogusky

Position: Vice President/Creative Director

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

Selected Clients:

- ▶ MINI
- ▶ Slim Jim
- ▶ IKEA
- ▶ Gateway Computers
- ▶ Burger King
- ▶ “Truth” anti-smoking campaign

Bill Wright is Vice President and Creative Director of Crispin Porter + Bogusky, a full-service ad agency in Miami, Fla. Bill came to CPB in 1995 where he was the 37th employee. Since then, he has contributed to just about every one of CPB’s clients including MINI, IKEA, Burger King, Slim Jim, Gateway Computers, Schwinn, Giro Helmets, Longhorn Steakhouse, The Golf Channel, And 1 basketball shoes and the “truth” Anti-Smoking account. He also writes a majority of the agency’s internal communication materials. Currently, Bill is Creative Director of the Molson beer, Virgin Atlantic Airways and Compass Bank accounts at CPB. His work has been recognized by the One Show, Communication Arts, Archive Magazine, the Clios, Cannes, Show South, the London International Advertising Awards, the Radio Mercury Awards and the CBS program “World’s Greatest Commercials.” Bill plays golf in the low 80’s and can name the capitol of every state.



Moving from Advertising to Brand Communication

by Sandra Moriarty and Tom Duncan

We guess the reason we were asked to write a piece to help celebrate the Association's 50th anniversary is because we've been around the ad business for 50 years. (Duncan actually enrolled as an ad major at Northwestern in 1958!)

During this time we have seen many changes, of course, but three stand out: 1) The significant increase in expertise in each marcom function driven (primarily) by new data collection and analysis technologies; 2) The Internet and accompanying telecommunication advances that have facilitated the massive increase in new media options and interactive brand communication; and 3) The development of the IMC concept and process as a way to manage and leverage the major changes and better focus the whole marketing effort on building brands and brand equity.

Brand equity is the intangible portion, and often the major portion, of an organization's market value. Because brand equity is an intangible, its primary driver is brand communication. Therefore, as more and more CEOs recognize the strategic importance of brand equity, they recognize the importance of brand communication and the value

of well-trained brand communication managers.

Yes, there will always be a need for copy and layout people, but this training should come from those specialty and portfolio schools such as the VCU AdCenter. But even these people should have an understanding of, and appreciation for, the total brand communication challenge. The creative expertise of these talented people can also be used when developing response messages and finding ways to make other non-marketing communication touch points more positive and memorable.

The biggest difference between traditional advertising/promotion operations and brand communication is complexity. Brand communication, or IMC, involves a complex mix of stakeholders, messages and contact points operating in a cross-functional, interactive system.

1. *Stakeholders:* Because brand equity is intangible, it is driven by brand messages and interactions between and among the network of stakeholders who speak about, or on behalf of, the brand. Stakeholders are all those who affect or are affected by a company/brand. This includes employees, agencies and their staff, the media, shareholders the investment community, suppliers, distributors, regulators and other government officials and local communities. These people are both sources and receivers—they initiate brand messages and they receive them.



Sandra Moriarty



Tom Duncan

Most importantly, keep in mind that while these stakeholders interact with marketing communication messages (those created by the company and its agencies), they also interact among themselves.

2. *Messages:* IMC recognizes that everything a brand or company does sends a message. Brand messages are contained in other sources than traditional marcom efforts. To be effective, this network of message opportunities needs to be planned with integration anchors that build and reinforce synergy in the way the brand is presented and represented. The brand position and personality, for example, should serve as anchors for all the various messages. In terms of message strategy, it's all about synergy—how do all the various messages come together to create a coherent brand impression in the customer's mind and what needs to be done to keep all these messages on strategy?

3. *Contact or Touch Points:* IMC is not just about using mass media to send brand messages—but about ALL the brand-customer contact points that are in essence media because they deliver brand messages. In other words **marketing communication** is only one type of "media" touch points. Other types are *intrinsic* touch points (those experienced in the course of buying and using a brand), **unexpected** touch points (word-of-mouth and what the media say

Moriarty and Duncan, p. 110

Bio

Sandra Moriarty is retired from the University of Colorado where she taught IMC, advertising, PR, and visual communication. She keeps busy revising *Advertising Principles & Practice*, which is now in its 8th edition. **Tom Duncan** is retired from the University of Colorado and the University of Denver where he was director of IMC masters programs at both schools. The DU program was in the Daniels College of Business and was the first IMC/MBA program in the country. He also was a visiting professor at the Tuck School of Business at Dartmouth.

My Favorite Ad

by Kim Sheehan, University of Oregon

Like most of us, I love advertising. I love the Budweiser Clydesdales and (more recently) the Budweiser Dalmation, I love the Geico gekko, I love the Snuggles bear and the Pillsbury doughboy. I love the jingle that sells a 60's board game called "Mystery Date" (and if you're a woman of a certain age, you're singing it right now). I love Mr. Appliance, who does bizarre commercials in my hometown. So how do I pick my favorite ad?

It is relatively easy. My favorite ad is an ad that never ran on television. However, it has been reported on by *The New York Times*. It was uploaded to YouTube and was seen by folks at the TBWA/Chiat/Day ad agency. Those agency people made a few little tweaks to the ad and began running it in October 2007.

It's an ad for iPod that was created by an 18-year old British college student



Kim Sheehan

named Nick Haley. Haley has been an iPod fan since he was 3-years old, and created the ad after he was inspired by the song "Music is My Hot, Hot Sex," which features the lyrics "my music is where I'd like you to touch."

You can see Nick's ad here:

[<http://www.youtube.com/watch?v=KKQUZPqDZb0>]


And you can see the 'cleaned up' Chiat/Day version here:

[<http://www.youtube.com/watch?v=VGZ9sIAuJ9k>]

So why is this my favorite ad? I love the music, I love the visuals, I love how it shows how easy it is to use the iPod in such a compelling way. I love how it shows the story, not tells it. But I also love what it says about

advertising in general. I love the idea that people love products so much that they create their own ads for the products. And I love that the industry is open to these ideas, and celebrates them rather than shuns them.

Finally, I love the look on my students' faces when they learn that the iPod was done by someone who is sort of like them: A college student without a lot of training but with a good amount of product knowledge and, most importantly, a passion for the product and the desire to share that passion with others. They see how the convergence of music and words and visuals can create something amazing. And perhaps most importantly, they see that becoming part of the industry is within their grasp.

I know I'll be showing this ad to students forever...probably after iPods fall into the same category of transistor radios. I'll do this because it makes advertising more alive for students. And also perhaps so I can say "Hot, Hot Sex" in public. 

Moriarty and Duncan, cont'd

about a brand) and **response touch points**, which are what and how what a company responds to contacts initiated by customers/prospects (and other stakeholders), such as inquiries, complaints, suggestions and even compliments.

A major shift is that brand communication strategies need to be reactive, as well as proactive, and drive two-way, as well as one-way communication. How a company responds significantly affects retention rates. Therefore, just as it is critical to have a creative strategy before executing ad messages, it is just as critical to have a response strategy for responding to brand messages created outside the company.

Ad folks know how to manage **marketing communication** touch points and PR folks do a good job teaching how to manage the **unexpected** touch points. Understanding and teaching how to monitor and manage **intrinsic** and **response** touch points, however, is still a challenge.


4. *The Cross-Functional System*: The

complex brand communication system is a network of touch points and messages that interact synergistically to shape brand perceptions and create brand relationships. To manage all the touch points and brand relationships requires brand communication managers who can: 1) Identify the key touch points—those that send the most powerful messages, 2) Identify the key stakeholder groups involved, 3) Accurately measure the touch point messages to determine to what extent they are positive or negative, and 4) Work with the divisions/departments in the organization to reinforce the positive messages and address the negative ones.

To manage this complexity, a company/brand needs to be organized cross-functionally. Cross-functional organization means there is an established and respected system for all departments to communicate with each other with the primary objective of maximizing brand perception. In other words, a brand cannot be integrated

externally (i.e. maintaining a compelling positive brand perception) until it is integrated **internally**.

In Summary: Because of the advancements in computer and communication technologies along with the increased expertise in the marcom functions, a new management system was needed to ensure that brands and brand equity were being created in the most cost effective and efficient manner. The result has been the development of IMC, which is still evolving as a concept and process.

Initially, IMC was about achieving "one voice, one look," which was directed at basic advertising and promotion execution. However, now that we recognize the value of brands and brand equity, and the critical role that communication plays in creating these intangibles, IMC must continue to expand its scope and think in terms of contact points, accountability and customer retention, adding two-way to traditional one-way mass media and being the organizational brand champion. 

Half of Fifty

by Thomas C. O'Guinn

I first heard of the AAA when Arnold Barban “asked” me what I was presenting at AAA. Being a rookie assistant professor at Illinois, I said (having no idea what he was talking about) “not sure... something.” So I went to Lawrence Kansas in the spring of 1983 and was a co-author on something or other with my friends and then colleagues Kent Lancaster and John Leckenby.



Tom O'Guinn

I went to the AAA s a few times between 1983 and 1990. I liked it, particularly the people, but travel money was tight then and I started going to other conferences instead, mostly ACR.

About 1995 I re-discovered AAA (in truth, it had never been missing). While ACR was a great organization (still is) it was largely populated by psychologists who knew a lot about psychology, but almost nothing about advertising. They used ads the way a doctor uses latex gloves: To maintain sterility, to keep their hands clean, to avoid intimacy, to avoid contamination and to smartly snap on the trappings of science. [Of course, other metaphors come to mind as well]. They say they are trying to get at underlying psychological process. Maybe (probably) so, but they use ads largely because ads pay better than the stimulus material typically employed in a psychology department. Who can blame them; we all like money. Let's just be honest about our motives. If you really want to understand the human mind, you do not need ads to get there. At the AAA, we all get that. The AAA is all about advertising.

Just like The Coca Cola Company confused a brand with a product with the launch of New Coke, consumer psychologists regularly confuse attributes and attitudes with meaning. Ads are not merely stimulus material. They are that, but in addition they are much more. Most real ads work or do not work because of their connection to society and culture. Yes, people “process” (sounds like what a kitchen appliance does) information as part of what they do with ads. So ads are information and a whole lot more.

I owe the members of AAA a great deal. They are the best people I know. The people of AAA are genuine, gracious and unpretentious. Arnold Barban, Ron Faber and Kim Rotzoll will always be more than special. To me, Kim was AAA ... a kind and gentle man who forgot more about advertising than I will ever know. The AAA is family. I am fortunate to be a member of that family.

There is no better place to learn about advertising. Nowhere. This is the seat of advertising knowledge.

Advertising is unquestionably important, like it or not. Personally, I love advertising. I can criticize its excesses, but I love it. Recently, I wrote:

I truly believe advertising helped produce a proliferation of market democracies, flawed certainly, but democracies none-the-less. The ideas of plentitude and choice are not easily contained within the marketplace; they have a tendency to spread. True, advertising has brought this new world unequally to its inhabitants. Further, it has not always been good to those upon whom it tried to leverage anxiety; it undoubtedly made some people feel bad and inadequate. Yet, it brought a more honest and open acknowledgement of our relationship with things and an honest striving for a better material existence, and that isn't all bad.

—Thomas C. O'Guinn, Oxford Press, 2006



Bio

Thomas O'Guinn is Professor of Marketing the University of Wisconsin-Madison. He came to Madison from the University of Illinois at Urbana-Champaign, where he was a College Scholar at the College of Communication. O'Guinn also taught at the University of California at Los Angeles. O'Guinn's background is in communication. He received a B.S. and M.A. in mass communication and a Ph.D. in communication from the University of Texas at Austin. His research interests stem from this background, with a focus on the sociology of consumption, brands, commercial communication, advertising and visual communication and mediated communication and the formation and maintenance of economic and consumer norms.

Rick Carpenter

*President & CEO,
DDB Chicago*



Rick Carpenter

Rick Carpenter joined DDB Chicago as President and CEO in October 2007. He is an 18-year DDB veteran who was previously the President of DDB Los Angeles. Under Carpenter's leadership, DDB LA grew to become the second largest marketing communications agency in Southern California and the most awarded one. He is credited with creating a truly integrated agency model, bringing the talents of DDB Advertising, DDB Direct, Tribal DDB and del Rivero Messianu DDB to bear for clients under one roof. As a working creative, he has received the industry's most prestigious awards, including seven Lions from the Cannes Film Festival and is in the Clio Hall of Fame. *Advertising Age*, *Adweek*, *TV Guide* and *Communication Arts* have included his work on their lists of the 50 all-time best campaigns. *Adweek* named Carpenter to its All Star Team as the nation's best copywriter. The agency has won the AAAA O'Toole award four times. Carpenter is very involved in issues concerning the advertising business through his participation on several Boards. He is on the Board of Directors of the American Advertising Federation, the LAGRANT Foundation and SIFE—Students in Free Enterprise. He currently lives in Winnetka with his wife and two children.

Stephanie Padgett

*Director, Client Strategy for Walch
Communications, Empower MediaMarketing*

Stephanie Padgett bridges the role of academic and practitioner in the advertising field. She has spent ten years with Empower MediaMarketing in Cincinnati, Ohio, serving in various roles including Director of Training, Media Resources Manager and Media Planner/Buyer. Her client accomplishments include the successful launch of the Nicoderm patch and transitioning Nicorette to over the counter sales. She has worked on a variety of national, regional and local accounts and led the agency's research department. Her love of learning and teaching led her to seek work as an adjunct professor at Xavier University in Cincinnati. There, she worked in the Mass Communication department teaching Media Strategies and assisted with the AAF Student Competition team.



Stephanie Padgett

Today, Padgett serves as Empower MediaMarketing's Visiting Professor at the University of Missouri. She works with the Strategic Communication faculty co-teaching Media Planning and serving as Media Director for Mojo Ad, the student-run agency focusing on the Youth and Young Adult market.

Padgett previously worked with The Media Audit as the Midwest Sales Manager. She has spoken on media and marketing at several events, including the Cincinnati WE DO conference, Worldwide Partner's Media conference, Cincinnati Chamber of Commerce CEO Roundtables and ALTA Tech Forum.

Anthony J. Hopp

Chairman & CEO, Campbell-Ewald

Anthony J. Hopp received his B.A. in advertising from MSU in 1967 and his M.A. in 1968 from MSU. He is the Chairman and CEO of Campbell-Ewald, Michigan's oldest and largest advertising agency which he joined more than 35 years ago. Hopp helped build Campbell-Ewald into the nation's 13th largest agency with clients such as Chevrolet, the US Navy, AC Delco, Pier 1 Imports and Michelin. He has served on the boards of many industry organizations including the American Association of Advertising Agencies and the American Advertising Federation.



Anthony Hopp

Max Sutherland

*Author, Columnist & Marketing Psychologist,
Bond University, Australia*

Max Sutherland is an author, columnist and marketing psychologist who works as an independent consultant in Australia and USA. He is also Adjunct Professor of Marketing at Bond University in Australia. His monthly column is posted on the Internet at www.sutherlandsurvey.com. He is a recognized expert in the psychology of communication and his book on advertising, *Advertising and the Mind of the Consumer: What Works, What Doesn't and Why* (www.adandmind.com) is published in eight languages (English, Dutch, Polish, Korean, Chinese, Turkish, Indonesian, Rumanian). The company he founded in 1989, MarketMind, specialized in tracking the effects of advertising communication for many of the leading global advertisers including Gillette, Merck, Kodak, McDonalds, Miller, Qantas, Nestle and Pfizer. MarketMind was acquired by a US conglomerate in 1998.



Max Sutherland

Frank Minishak

*Head of Digital Sales
Madison Square Garden*

Frank Minishak is the Head of Digital Sales for the Sales and Marketing group, working closely with the Madison Square Garden Interactive division to generate revenue through advertising and sponsorships for MSG's Web sites, broadband video, wireless, ITV and VOD platforms. Prior to joining MSG, Minishak's past experience includes Regional Sales Director at AOL LLC, Western Account Manager at Juno Online Services and Western Advertising Sales Manager at Rodale Press, Inc.



Frank Minishak

MSG Media recently established MSG Interactive to leverage legendary New York brands and content into new growth areas by creating unique online experiences for our audiences and advertisers. Our aim is to solidify MSG's position as New York's premier brand in sports, live music and entertainment. MSG Interactive includes the digital presence for Madison Square Garden, Radio City Music Hall, the WaMu Theater at Madison Square Garden, the Beacon Theatre, the MSG television network as well as the New York Knicks, Rangers and Liberty.

Bob Wingo

*President & CEO,
Sanders\Wingo*



Bob Wingo

Bob Wingo is President and Chief Executive Officer of Sanders\Wingo. In 2000, Sanders\Wingo opened its first branch office in Austin, Tex. Now with two offices in the state of Texas, Sanders\Wingo continues to serve local, regional and national accounts including Farah USA, Fuddrucker's Restaurants, Dr. Scholl's, SBC, United States Postal Service (African American segment) and Shell Oil. Wingo's civic involvement includes service on the Chase Community Bank Board and an appointment to the Finance Commission of Texas (former board member) by then-Governor George W. Bush, among others. Wingo has been honored by numerous organizations for his contributions to the community and to the fields of marketing and advertising a Silver Medal award from the American Advertising Federation. He has a B.B.A. in marketing/advertising from the University of Texas at El Paso.

Wingo donates his time and energy to a number of civic and charitable organizations including Del Sol Medical Center, Holocaust Museum and Center Against Family Violence, to name a few.

Bob Wingo was a featured guest in the June 2006 AAA Newsletter.

Tim Mapes

*Vice President of
Marketing, Delta Airlines*



Tim Mapes

Tim Mapes is Vice President of Delta's global Brand strategy and related activities as at Delta's world headquarters in Atlanta, Ga. As Vice President of Marketing, Mapes oversees all of Delta's ongoing global brand development and revitalization, business intelligence and relationship marketing, cause-marketing activities including the Delta Foundation and International Marketing, encompassing advertising and worldwide sponsorships. Mapes' background includes more than 20 years of agency and client-side experience including various leadership positions held at Omnicom's BBDO, a former Delta advertising agency. He recently was inducted to the Hall of Achievement by the American Advertising Federation, recognized as one of the "top innovative marketers" by *Advertising Age*, and named one of Marketing's "Rising Stars" by Baurne & Mercer and Forbes magazine. Mapes has also served on the White House Council for Travel and Tourism. A native of Chicago, Ill., Mapes is a graduate of the University of Georgia where he also serves on the Advisory Board of the Grady College of Mass Communication.

Barbara Ifshin

*Assistant Professor, Missouri School of Journalism
Director of Account Management, MOJO Ad*

Barbara Ifshin is an Assistant Professor of Strategic Communication at the Missouri School of Journalism and Director of Account Management for MOJO Ad, the School's student-staffed advertising and public relations agency. As the Senior Vice President of Advertising and Creative Services at Walt Disney World in Orlando, Fla., Ifshin managed all aspects of global advertising. She developed and led Disney's in-house agency, called the Yellow Shoes Creative Group, and managed the work of international advertising agencies Leo Burnett and Starcom, both in Chicago. Ifshin played a key role in revitalizing Walt Disney World marketing, transforming the advertising from a product approach to emotional ads targeted to both family and adult segments. Previously, Ifshin managed national accounts, including AT&T, Johnson & Johnson and Jell-O, at Young & Rubicam in New York. She earned a bachelor's degree in journalism from the University of Maryland and a master's in business administration with an emphasis in marketing from the Columbia University Graduate School of Business.



Barbara Ifshin

Margaret F. Callcott

*Interactive Research Manager,
Scripps Networks*

Margaret Callcott completed her Ph.D. in Advertising at the University of Texas-Austin in 1993, after which she began her research career at Home & Garden Television (HGTV). Margaret's career at Scripps Networks spans the growth of HGTV and sister brand Food Network from their infancies as television networks through their development into popular, multi-platform content providers. Margaret managed programming and marketing research for HGTV for many years before moving to the online division, where she currently manages content and usability research for Scripps Web sites, including HGTV.com, HGTVPro.com, Foodnetwork.com, DIYNetwork.com and Fineliving.com. She resides in Kingsport, Tenn. with her husband and 3-year old daughter. In her spare time, she enjoys reading, hiking and updating the status on her Facebook page.



Margaret Callcott

Joel Giullian

*Account Manager,
Goodby, Silverstein & Partners*

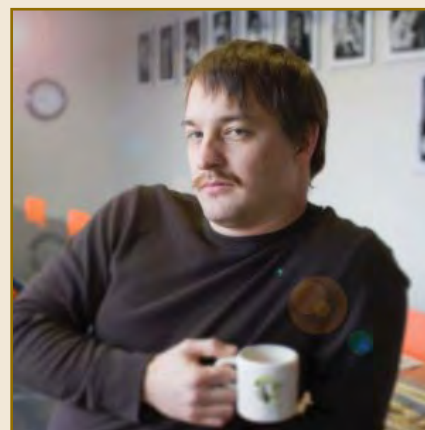
Joel Giullian is an Account Manager with Goodby, Silverstein & Partners in San Francisco. Since 2007, he has worked with the national brand advertising team on the Hyundai Motor America account. Prior to moving to San Francisco, Giullian worked in GSP's Dallas office on the regional Saturn business. He has been with Goodby, Silverstein & Partners for four years and has specialized in automotive advertising for the last seven years. In 2001, he earned his bachelor degree from Southern Methodist University's Meadows School of the Arts (now Temerlin Advertising Institute), having majored in Advertising. He is the co-founder and co-director of the Temerlin Advertising Institute's Alumni Association. Giullian enjoys volunteering his time with National Public Radio and the Dallas Ad League.



Joel Giullian

Seth Gunderson

*Art Director,
Sullivan Higdon & Sink*



Seth Gunderson

Seth Gunderson is an Art Director who has been dabbling in the interactive world for the past 10 years. He has won awards on both the local and national levels, and his brand resume includes American Century Investments, Cessna, Borden Cheese, Cargill, Houlihan's, Bayer, AMC Theaters, Sprint and many more. Gunderson's CSS work has been featured on Listamatic and his fruitcake widget made the list of top 10 food widgets at Chow.com. The widget he created for Kansas Health Foundation was Apple's featured widget, and held a spot in Apple's top ten for several weeks.

In his spare time, Gunderson maintains his own Web site [<http://www.sethgunderson.com>] and contributes to three other blogs – including Sullivan Higdon & Sink's blog American Copywriter [<http://americancopywriter.typepad.com>]. He earned his bachelor's degree in journalism (advertising/public relations sequence) at the University of Arkansas. In his former life, Gunderson used to slap on inline skates and slide down hand rails or jump over staircases.

Patricia S. Chapman

*Director of Business Analytics,
Edmunds.com*

Patricia S. Chapman is the Director of Business Analytics for Edmunds.com. Patricia's area of expertise is in evaluating/optimizing OEM advertising on Edmunds. Chapman joined Edmunds in February 2007. Previously, Chapman spent 10 years at Maritz Research and J.D. Power and Associates. Chapman earned her M.S. in industrial/organizational psychology from Lamar University (Beaumont, Tex.) and a B.A. from Michigan State University.



Patricia Chapman

Hoh Kim

*Founder & Head Coach,
THE LAB h,
Seoul, Korea*



Hoh Kim

Hoh Kim is founder and head coach of THE LAB h (THELABh.com) located in Seoul, Korea. Kim is one of the most experienced executive crisis communication management consultants in Korea, handling product recall and side effect issues to corporate litigation and leadership transition issues. He was the managing director of Edelman Korea, a major global PR consulting firm, setting the highest revenue records three years in a row, 2004-2007.

Kim is one of the top executive coaches for crisis leadership communications, coaching including CEOs, ministers, presidents and medical doctors.

Kim is a professional blogger (www.hohkim.com), selected as a partner blogger by Tatter & Media, and contents syndicated for Yahoo. He is an alum of Marquette University.

Larry Powell

*Assistant Professor, Missouri School of Journalism
Agency Director & Creative Director, MOJO Ad*

Larry Powell founded and managed his own advertising and marketing firm, Larry Powell & Associates in Dallas, before joining the strategic communication faculty at the Missouri School of Journalism in 2004. For more than a decade, numerous local, regional and national companies have benefited from Powell's expertise. His clients have included the American Heart Association, Blue Cross Blue Shield of Texas, the Boy Scouts of America, Comerica Bank, Texas Department of Commerce, Dallas Area Rapid Transit (DART), Friends of



Larry Powell

Mayor Ron Kirk, Greenhill School, Greyhound Corp., GTE and many others. Powell's work has earned several prestigious awards including the Dallas Advertising League TOPS Award, the MATRIX Award and the Leadership Dallas Award. He spearheaded the marketing of the National Conference of Black Mayors Dallas 2000. Powell taught for several years at Southern Methodist University's Temerlin Institute of Advertising, teaching advertising design to junior and senior level students. A native Texan, Powell earned a Bachelor of Fine Arts in Advertising and Graphic Design degree from the University of Texas.

Glenn Cole

*Co-founder, Co-Creative Director & Writer,
72andSunny*

Glenn Cole is a graduate of the University of Oregon's advertising program and now is a co-founder, co-creative director and writer at independent agency 72andSunny. Before joining with three other partners to start 72andSunny, Cole was Wieden and Kennedy's European creative director on Nike. He also helped launch the Audi A2 across Europe and was instrumental in building the Nike brand in soccer.



Glenn Cole

72andSunny's client list now includes Nike, the Portland Trail Blazers, Xbox, CocaCola, Zune and Bugaboo strollers, 72andSunny is known for its open, collaborative work environment and for its embrace of non-traditional advertising formats.

Margaret Henderson Blair

President & CEO, The ARS Group (RSC)

Margaret (Meg) Henderson Blair began her career in the basic-research department of Schwerin Research Corporation (SRC) in 1963. After SRC was acquired by an Indiana firm in 1968, she developed the ARS methodology (1968–1971) and became executive vice president of the new division. In 1974, with the purchase of the ARS division, she co-founded and became president of research systems corporation, now known as rsc THE QUALITY MEASUREMENT COMPANY (and The ARS Group). In May 2005, she was recognized as the Marketing Practitioner of the Year by the Academy of Marketing Sciences, an international association of marketing academicians. Blair endowed the “Blair Chair of Business Sciences” at The University of Southern Indiana in 2001. She has also authored articles published in the *Journal of Advertising Research*, *Quirk’s Marketing Research Review*, *Business Horizons*, *Journal of Food Products Marketing* and the German publication *Planung und Analyse*. Blair attended Sarah Lawrence College, the New School for Social Research, and holds an honorary Doctor of Science Degree from the University of Southern Indiana (1994).



Meg Henderson Blair

Meg Blair appeared as a featured guest in the September 2005 AAA Newsletter.

Scott Navarro

*Agency Relations Manager,
Microsoft Digital Advertising Solutions*

Scott Navarro is the Agency Relations Manager for Microsoft Digital Advertising Solutions. Previously, he was media director of OMD Digital (July 2003-December 2005) and also worked for Starcom IP/Leo Burnett (June 1997-July 2003). Navarro is a graduate of Ball State University, class of 1997.



Scott Navarro

Steve Kopcha

*Associate
Professor,
Missouri
School of
Journalism;
Agency
Advisor,
MOJO Ad*



Steve Kopcha

Stephen C. Kopcha began his career after graduation from the Missouri School of Journalism by serving as an officer in the United States Navy. His active duty completed, he joined the corporate advertising department of Monsanto Chemical Company in St. Louis. He later worked for what is now known as D’Arcy Masius Benton & Bowles (DMB&B) as a copywriter on the Budweiser account. During his tenure at DMB&B, he received many advertising awards, including Clio and International Broadcasters. Along the way to being elected Executive Vice President, Chief Creative Officer of DMB&B/Detroit and member of the worldwide Board of Directors, Kopcha created and supervised advertising for Anheuser-Busch, Pontiac, Cadillac, Buick, GMC Trucks, GM Parts, FTD, Dow Chemical Company, Whirlpool, Colgate-Palmolive, M&M/Mars, U.S. Air Force and Westinghouse. He also worked on special international projects, which afforded brief stints in the London, Paris, Vienna and Mexico City offices of DMB&B. Kopcha has been honored by the Wall Street Journal as a member of the elite Creative Leaders and was the first creative director ever named to the Board of Directors of the Adcraft Club of Detroit. Prior to joining the Missouri School of Journalism’s faculty in August of 2001, Kopcha lived with his wife, Avis, in Santa Fe, N.M., where he completed much of his Great American Detective Novel and rode the Rocky Mountains on his Harley.

Julie Rieger

*EVP, Managing Director,
ZenithOptimedia West*



Julie Rieger

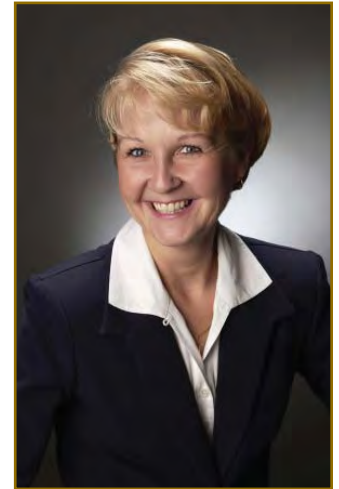
Julie Rieger leads the West Coast for ZenithOptimedia from both Los Angeles and San Francisco. She began her career deep in the heart of Texas at Bozell/Dallas 16 years ago. Running HP in 93 countries and 20th Century Fox in the US is a “dream come true” for a gal from Oklahoma. Rieger was recently named one of *Advertising Age’s* “Women to Watch.” Also this year, the program ZenithOptimedia created for HP with MTV named “Meet or Delete” was short listed for a Cannes Gold Lion. In 2005, ZenithOptimedia was awarded a Cannes Gold Lion for Best Use of Sponsorship for a program created for HP called “Virtual History.” Rieger graduated from Southern Methodist University in Dallas with a degree in advertising. Before her love of advertising, her first love was golf. She was a scholarship athlete at the University of Oklahoma her first two years of college.

Prior to OU, Rieger was the youngest to ever win the Oklahoma Girls Junior Championship at the age of thirteen. Now, you may find her peddling by on a mountain bike or standing in line at airport customs.

Sue Reninger

Managing Partner, Brand Strategy, RMD

Sue Reninger leads brand strategy for RMD and its clients. As President and Managing Partner of RMD, she works with clients such as Gorman-Rupp, Kahiki Foods, Henny Penny, Panera Bread and Glory Foods, to develop new strategies for their businesses and brands. Since starting RMD in 1992, Reninger has been responsible for the strategy and direction of RMD’s Columbus-based flagship office. Over the past decade, she has led the agency to unprecedented growth and success, culminating in being recognized as a top central Ohio advertising agency and among the top PR firms in the country. Reninger has received numerous awards and has held many board positions including the NAWBO Visionary Award, 2003. She has served as a judge on a variety of marketing and PR competitions, including in the New York City, Connecticut, Nevada and Atlanta markets. A Detroit native, Reninger has a Bachelor’s degree in advertising, with an emphasis on Marketing and Business Communication from Western Michigan University.



Sue Reninger

Donn Ditzhazy

*Managing Partner, Executive Creative Director,
RMD*

Donn Ditzhazy is responsible for the creative direction on all client work including the visual, written and produced. Ditzhazy left the world of animal health in 1993 to put his writing and creative skills to work and accepted the challenge of becoming RMD’s Creative Director; in 1996, was named Managing Partner and Executive Creative Director. Clients range from Country Pure Juice, Panera Bread and Glory Foods to Volunteer Energy and Ross Products. Ditzhazy has guided the agency’s creative staff toward regional and national recognition, winning awards for print, radio and television excellence. He has also served as a member of the Board of Directors for the Columbus Advertising Federation and has judged numerous advertising competitions, including the Chicago Business Marketing Association and the St. Louis ADDY awards. He is a frequent college lecturer and guest analyst for numerous television stations throughout the area. Ditzhazy is a graduate of Western Michigan University with a Bachelor’s degree in advertising.



Donn Ditzhazy

Alex Wells

Principal & CEO, Aars | Wells

Alex Wells has served as Principal and Chief Executive Officer of Dallas-based advertising agency Aars | Wells. Since founding the company in 2002 alongside business partner Michael Aars, Wells began his career in advertising as a media sales representative for Texas Monthly magazine in Houston. He has led the agency's personnel and client growth initiatives and overseen a year-over-year sales growth average of more than 350 percent. The company's capabilities have expanded as well, and now range from traditional advertising to animation, motion graphics, editorial and advanced web development. Wells is a graduate of Texas Tech University, Class of 2001, with a B.A. in advertising. He serves on the Texas Tech University College of Mass Communications Professional Advisory Committee and is a board member on The Faulk Foundation, a non-profit charitable organization which provides financial assistance to families with children suffering from medical conditions.



Alex Wells

Bruce Miller

Director, Consumer Promotion, Sara Lee Food & Beverage

Bruce Miller has over 18 years of strategic marketing experience developing brand-building integrated marketing programs across a variety of product categories. At Sara Lee Food & Beverage, he is responsible for all consumer promotion, sponsorship and event marketing programs for brands such as Hillshire Farm, Jimmy Dean, Ball Park, Senseo and Sara Lee. Before coming to Sara Lee, Miller worked at several advertising and sales promotion agencies. While at Wunderman Chicago, he led the development of integrated marketing programs for clients like Sears, Coke, Callaway Golf, Office Depot, USG, Sony-Ericsson, Applebee's and TBS/TNT Networks. At Lois/EJL Chicago, he helped create innovative advertising campaigns for companies like Sunbeam-Oster and Alberto-Culver with brands such as TRESemme, Alberto VO5, FDS and Mrs. Dash.



Bruce Miller

Miller has a B.S. in Business Administration/Marketing and an M.S. in Advertising, both from the University of Illinois.

Carey Kyler

Vice President of Network Programming, Travel Channel Media



Carey Kyler

Carey Kyler is Vice President of network programming for the Travel Channel, where she oversees all programming strategy, television commissioning, and scheduling initiatives for the network. In this role, she works closely with the Research department, as well as the marketing, media buying, and network advertising sales teams to implement programming strategies and sponsor executions that serve a multitude of business objectives. Shows she has commissioned include: Anthony Bourdain-No Reservations, Bizarre Foods and Living with the Kombai Tribe. Prior to joining Travel Channel Media, Kyler was Director of programming for the Travel Channel (then part of Discovery Communications, Inc.) and was promoted to Vice President in 2006. A graduate of the University of Arizona and Arizona State University, Kyler holds a bachelor's degree in language and an M.B.A. She has completed work toward her Ph.D. in consumer behavior and international business, at the University of Maryland, where she taught courses in advertising and promotions management.

Erin Campbell

*Account Planner,
Saatchi & Saatchi X*



Erin Campbell

Erin Campbell, Account Planner at Saatchi & Saatchi X, is responsible for everything from brainstorming sessions to research planning, strategy development and concept testing, with the goal of changing shopper behavior. Brands include CoverGirl, Olay, Pantene, Herbal Essences, Tampax, Always, Secret and Gillette for the Wal-Mart Customer Team. Campbell developed a love for the consumer viewpoint through conducting primary and secondary research for her thesis titled “Male Objectification in Magazines from 1983 to 2003,” from University of Arkansas where she received her honor’s bachelor degree in journalism with an emphasis in advertising and public relations. After graduation, Campbell joined Saatchi & Saatchi X in Northwest Arkansas, starting as a Department Coordinator in production. With her passion for the consumer, she was quickly transferred to the Insights Department, where she moderated focus groups, shop-alongs, in-home interviews and conducted eye-tracking research. She developed an expertise on the beauty shopper at Wal-Mart by conducting extensive qualitative and projective research for P&G’s Wal-Mart Customer Skin and Cosmetic Team. Erin’s experience was recently recognized by the University of Arkansas where she has returned as an adjunct instructor to teach media planning Spring 2008.

Dan Windels

Marketplace Planner, GSD&M Advertising

Dan Windels is a Marketplace Planner at GSD&M Advertising in Austin, Tex. He has a Master’s degree in Advertising from the University of Texas at Austin and a B.S. from University of Oregon in Telecommunications and Film. Prior to his work in advertising, he spent ten years lighting for feature films in Los Angeles and worked on projects such as *Jerry Maguire*, *The Lost World*, *Minority Report* and *Catch Me if You Can*. At GSD&M he specializes in cause related advertising, working for clients such as AARP, The Ad Council, The American Legacy Foundation, Texas Parks & Wildlife and United Health Care Foundation.

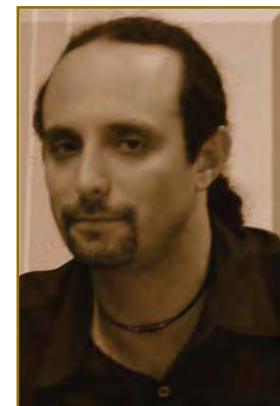


Dan Windels

Ronald Smith

*Senior Lecturer, Advertising & Visual
Communication, Penn State University*

Ronald Smith is currently in his third year as Senior Lecturer of Advertising & Visual Communication in the Department of Advertising/Public Relations at Penn State University. He teaches advertising creative strategies and graphic applications in print. His prior teaching experience was Visiting Lecturer of Advertising at Oklahoma State. He earned a Bachelor’s degree at the University of Cincinnati and Masters of Advertising from Michigan State University. Smith has accumulated 10 years of experience in graphic design and associated areas of communication such as public relations and journalism. Clients include: AARP, Arena Stage Repertory Theater, U.S. Chamber of Commerce, Discovery Channel and the Consumer Electronics Association. Smith and two of his students, Stacy Krenn and Elaine Petruno, created the cover and inside section designs for AAAs 50th Anniversary *Newsletter*.



Ronald Smith

HONORS AND AWARDS

Kalliny Receives "Excellence" Award



Morris Kalliny

Dr. Morris Kalliny, Assistant Professor of Marketing and Business Program Director at Missouri

University of Science and Technology, has been awarded the 2007 Faculty Excellence Award. The award is based on excellence in research, teaching and service, granted to 18 faculty members selected for this award at UMR (now Missouri S&T).

Otnes Receives Investors Business Education Professorship



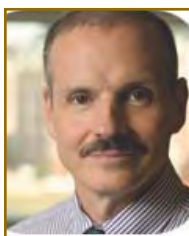
Cele Otnes

Dr. Cele Otnes has been designated the Investors in Business Education Professor of Marketing in the department of Business Administration at the University of Illinois

at Urbana-Champaign.

GRANTS AND FELLOWSHIPS

Rust Receives First Ever "Distinguished University



Roland Rust

Professor" Award

The University of Maryland has awarded Professor Roland Rust the title of Distinguished University Professor, the highest honor

awarded to a member of the faculty. Rust is the first business school professor ever to receive this honor at the University of Maryland.

UNC Researchers Work on Statewide \$7 Million Grant to Prevent Shaken Baby Syndrome

Assistant professors in the UNC School of Journalism and Mass Communication, Heidi Hennink-Kaminski and Elizabeth Dougall, will work with the National Center on Shaken Baby Syndrome to develop a statewide media campaign to address social norms about shaking and reinforce messages through caregivers, family and friends.



Heidi Hennink-Kaminski



Elizabeth Dougall

Hennink-Kaminski and Dougall's work is part of a \$7 million statewide shaken baby prevention project led by child abuse prevention experts from the University of North Carolina at Chapel Hill Injury Prevention Research Center and School of Medicine and Duke University Medical Center.

The project, the largest and most comprehensive in the country, is funded by the Centers for Disease Control and Prevention, the Doris Duke Charitable Foundation and The Duke Endowment, and is led by a broad coalition of stakeholders from the National Center for Shaken Baby Syndrome, University of British Columbia and state and county agencies, service providers and non-profit organizations.

JOB CHANGES, NEW HIRES, P&T

UNC-Chapel Hill Professor Retires

Dr. Robert Lauterborn, professor of advertising, University of North Carolina at Chapel Hill, is stepping



Bob Lauterborn

down from full-time academia as of end of the Spring semester 2008 but he will continue to remain active in the School as a Professor Emeritus. He will be doing an executive education program as well as teaching in April with a friend who runs an Hispanic advertising agency.

Frith Promoted to Associate

Dr. Katherine Toland Frith has been promoted and tenured to Associate Professor at Southern Illinois University.



Katherine Frith

TSU-SM Prof is Visiting Prof, Seoul

Professor Michael McBride is a visiting Professor in advertising at Kookmin University in Seoul, South Korea this spring 2008 semester (March 3-June 30). He will return to part-time teaching at the Texas State University-San Marcos Round Rock Higher Education Center in the fall. McBride retired from full-time teaching at TSU-SM in 2001. McBride is a Professor Emeritus in the School of Journalism and Mass Communication at Texas State University-San Marcos.

Pokrywczynski Steps Down, Wolburg Named New Chair/Associate Dean



Jim Pokrywczynski

Dr. Jim Pokrywczynski is stepping down as chair of the Department of Advertising and Public Relations

Marquette University in May to return to full-time faculty status. He held the position for the past 8 years. He is succeeded by Dr. Joyce Wolburg who will handle dual duties of Chair and Associate Dean of Graduate Studies for the Diederich College of Communication.

U of Alabama Welcomes New Prof

The Department of Advertising and Public Relations at the University of Alabama is pleased to announce that Professor Molly Baker has joined its faculty, and to announce the search for another colleague for its growing department.

Hyman Named Ph.D. Coordinator

Professor Mike Hyman has been named the new Ph.D. Coordinator for the Marketing Department at New Mexico State University.



Mike Hyman

OTHER NEWS

Decision Neuroscience

Collaboration on Advertising Effects in Copenhagen, Denmark

From March 2008, Copenhagen, Denmark will see the joining of forces between two established, scientific disciplines: Consumer behavior research and cognitive neuroscience. Representing consumer behavior research is the Center for Marketing Communication at the Copenhagen Business School, and representing cognitive neuroscience is the Danish Research Centre for Magnetic Resonance at the Copenhagen University Hospital Hvidovre. Both institutions are well renowned within their respective fields.

Now, they join forces in exploring the neural underpinnings of consumer behavior. In the next three years, the collaboration will focus on empirical

studies using modern neuroimaging tools such as MRI and EEG, and theoretical work on the merging of the disciplines. In addition, they will host seminars, conferences and other forms of meetings to encourage this collaborative effort.

For more information, email Dr. Flemming Hansen at fh.marktg@cbs.dk.

Maskulka Travels to India

Professor Jim Maskulka, Lehigh University, made a presentation on "Advertising Management: Past, Present and Future" to the Hyderabad Management Association in Hyderabad, India, January 2008.



Jim Maskulka

Welcome to the AAA Family, Hailey Hyein Baeck



Hailey Baek

new daughter, Hailey Hyein Baek, on January 17, 2008. Hailey weighed 6 pounds and 14 ounces and was 19 inches long.

Welcome AAA Baby, Elizabeth Seoyeong Lee



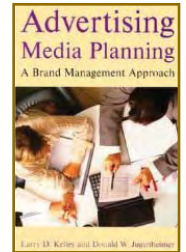
Elizabeth Seoyeong Lee

Doctoral student Jungsun Ahn (Michigan State University) and husband Doohwang Lee welcomed

their new daughter Elizabeth Seoyeong Lee on January 14, 2008. Nicknamed "Lissa," she weighed 6 pounds and 10 ounces and was 19.5 inches long.

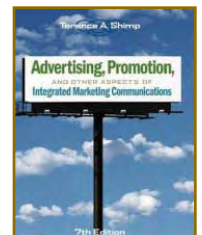
BOOK RELEASES

Advertising Media Planning: A Brand Management Approach (2nd edition) by Larry D. Kelley and Donald W. Jugenheimer



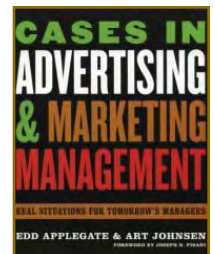
Advertising Media Workbook and Sourcebook (2nd edition) by Larry D. Kelley and Donald W. Jugenheimer

Advertising, Promotion, and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

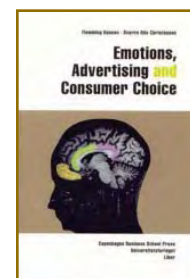


Building Buzz to Beat the Big Boys: Word of Mouth Marketing for Small Business by Kim Sheehan and Steve O'Leary

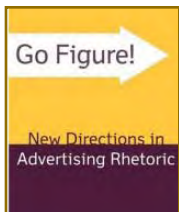
Cases in Advertising and Marketing Management: Real Situations for Tomorrow's Managers by Edd Applegate and Art Johnsen



Commercializing Women: Images of Asian Women in Advertising by Katherine Frith and Karan Kavita

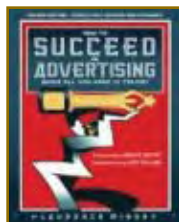


Emotions, Advertising and Consumer Choice by Flemming Hansen



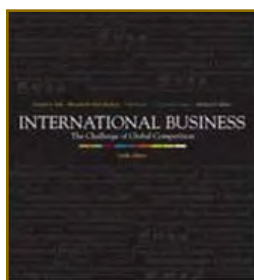
Go Figure! New Directions in Advertising Rhetoric edited by Edward F. McQuarrie and Barbara J. Phillips

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

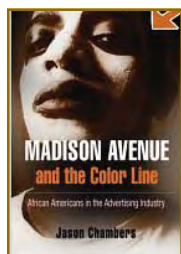
In Defense of Advertising by Jerry Kirkpatrick



International Business: The Challenge of Global Competition (12th edition) by Donald A. Ball, Wendell H. McCulloch,

Jr., J. Michael Geringer, Michael S. Minor and Jeanne M. McNett

Internet Advertising: Theory and Research edited by David W. Schumann and Esther Thorson



Madison Avenue and the Color Line: African Americans in the Advertising Industry by Jason Chamber

Print Matters: How to Write Great Advertising by Randall Hines and Robert Lauterborn



Strategic Copywriting: How to Create Effective Advertising by Edd Applegate

Favorite Book

"The Fountainhead" and any presidential biography.
— Tom Reichert, University of Georgia

Favorite David Ogilvy Quote

Advertising is only evil when it advertises evil things.
— Harsha Gangadharbatla, Texas Tech University

Favorite CD

Flute souffle" by Herbie Mann and Bobby Jaspar, recorded in 1957. Listen and enjoy the sound of flute and tenor saxophone from "Tel Aviv."
— Doyle Yoon, University of Oklahoma

Favorite Movie Quote

It's supposed to be hard. If it wasn't hard, everyone would do it. The hard... is what makes it great. - *A League of Their Own*
— Karen Lancendorfer, Western Michigan University

Favorite Point-of-Purchase Moment

"Sorry, We are Out of Pretzels" -- taped on top of a pretzel stand at the "World's Largest McDonald's" on the Will Rogers Parkway in Oklahoma, December 2007.

— Cele Otnes, University of Illinois at Urbana-Champaign



Announcements

CALL FOR COMPETITIVE PAPERS & SPECIAL TOPICS SESSION PROPOSALS

American Academy of Advertising

**2009 Asian-Pacific Conference
Co-sponsored by CAAC and CUC
Beijing, China, May 27-30, 2009**

The American Academy of Advertising will hold its fifth Asian-Pacific conference in Beijing, China on May 27-30, 2009 in collaboration with the China Advertising Association of Commerce and Communication University of China, following the past success in Kisarazu, Japan (2001 and 2003), Hong Kong, China (2005), and Seoul, Korea (2007).

Focusing on issues in the Asian-Pacific region, this conference welcomes research on any aspect of advertising, as broadly defined, in one or more Asian-Pacific countries, or in multiple countries involving at least one Asian-Pacific country. It especially seeks research on Asian brands and branding strategies in the global marketplace. As in the past, the conference also is a networking event for academicians and professionals of advertising, communication, and marketing from all parts of the world.

Competitive Papers

You are invited to submit competitive papers and extended abstracts. Completed papers are given first priority but extended abstracts of at least 2 pages also are considered. For accepted extended abstracts, full papers must be completed prior to the conference. Authors are obligated to publish their full papers or a one-page abstract of their paper in the AAA 2009 Asia-Pacific Conference Proceedings. The Proceedings are to be published in an electronic form and copyrighted, and submissions may not be under consideration at other journals or conferences. Nevertheless, publication of an abstract does not preclude future publication of the full paper elsewhere. For all submissions, authors must agree to present the paper at the conference if it is accepted, and only an author or co-author may present a paper.

Special Topics Session Proposals

You are invited to submit proposals for special topic sessions. These sessions normally last 90 minutes each and are designed to offer themed dialogues on topics of high importance to advertising education, research or practice, such as current curriculum, practitioner issues, digital media, and creative topics. As with competitive papers, the special topics sessions should deal with issues of the Asia-Pacific region or multiple countries including at least one Asia-Pacific country.

A special topics session proposal should have a strong rationale, cohesive theme and detailed description of what issues are to be addressed, together with a clear explanation of the value of the session for conference attendees. It should include a bio (name, affiliation, and experience) and summary of the presentation for each session participant; blind reviews are not possible with these proposals because the quality of a proposal depends in part on appropriate participants. Proposal also should indicate the length of time required if it differs from a normal 90-minute session. Special topics session participants listed in the proposal must agree to register for and attend the conference. In addition, special topics session chairs are responsible for generating a one-page synopsis of the session prior to the conference for inclusion in the Proceedings.

Submission Requirements and Deadline

Competitive papers, extended abstracts, and special topics session proposals may be written in English or Chinese, and conference presentations may be in either language to be simultaneously translated. The cover page of all submissions must include:

- ▶ The title of the paper, extended abstract or special topics session proposal, the name, affiliation, mailing and email address of the authors or special topic session chair and participants, and the phone and fax number for a designated contact person for the submission;
- ▶ But no name or any other personal identifier of the authors beyond the cover page of a paper or an extended abstract (except for special topics session proposals) because of blind review; and
- ▶ For purpose of indexing, three keywords and the country or countries of focus.

The email letter of submissions must state that the paper author or session chair and participants have agreed to register for and attend the conference. For full papers, an abstract of approximately 100 words must be included on a separate page.

Continued on next page...

Announcements... (cont'd)

Competitive papers, extended abstracts, and special topic session proposals are to be emailed as an attachment in MS Word format to the co-chairs of the AAA 2009 Asian-Pacific conference (see their emails below). The submission deadline is Monday, September 15, 2008.

Submissions in English should be emailed to Professor Hairong Li, Michigan State University; email: hairong@msu.edu, telephone: +1 (517) 355-1739 and fax: +1 (517) 432-2589.

Submissions in Chinese should be emailed to Professor Huang Shengmin, Communication University of China; email: huangshengminad@yahoo.com.cn and telephone: +86 (010) 6578-3238, or Professor Jin Dinghai, Shanghai Teachers University; email: jdhai@sh163.net and telephone: +86 (021) 6432-1849.

Inquiries regarding logistical issues of the conference should be directed to Dr. Robert King, co-chair of the conference and director of conference services for the American Academy of Advertising. Dr. King's email: rking@richmond.edu, telephone: +1 (804) 289-8902 and fax: +1 (804) 289-8878.

Announcements... (cont'd)

CALL FOR PAPERS

The Journal of Consumer Affairs

Special Issue on: Consumer's Health Literacy of Services, Medications and Insurance

Special Issue Editors:

Kathryn J. Aikin, Food and Drug Administration
Paula Fitzgerald Bone, West Virginia University
Karen Russo France, West Virginia University

Health literacy has been described as "The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions." Manuscripts are being solicited for the Summer 2009 issue of *The Journal of Consumer Affairs* devoted to the effects of health literacy on consumers. The goal of this special issue is to extend our theoretical and practical knowledge of how consumers obtain, process, and utilize health information. We seek contributions from multiple disciplines including communications, consumer education, economics, finance, law, public policy, psychology and marketing. Authors may submit empirical studies or conceptual work. Papers that are theoretically grounded and also contain significant implications for consumer welfare are especially appropriate.

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

- ▶ Consumers understanding of health information provided by not-for-profit organizations, marketers, government agencies, and health care professionals
- ▶ Consumers navigation of the health insurance market
- ▶ Current approaches to and best practices for improving health literacy
- ▶ Health literacy and preventative behaviors
- ▶ Methods to improve health literacy
- ▶ Limitations of health literacy
- ▶ Health literacy and consumer protection and welfare
- ▶ Choice-based remedies to low health literacy
- ▶ Legal and regulatory issues affecting health literacy
- ▶ Health literacy's effect on patient compliance and product choice
- ▶ Adequacy of current measures and proposed alternative measures of health literacy
- ▶ Dimensions of health literacy

Submission Information

Manuscripts are due by **May 30, 2008**. Please follow the submission guidelines for *The Journal of Consumer Affairs* as detailed under "JCA Author Guidelines" on the Blackwell Publishing web site (<http://www.blackwellpublishing.com/submit.asp?ref=0022-0078&site=1>). Authors wishing to submit a manuscript should send two (2) electronic copies of their manuscript (one with the full title page and one copy cleaned of all information that identifies the authors) to either of these the special issue co-editors:

Paula Fitzgerald Bone, Ph. D.
PO Box 6025
Morgantown, WV 26506-6025
Pbone@wvu.edu
(304) 293-7959 (phone)

Karen Russo France
PO Box 6025
Morgantown, WV 26506-6025
Karen.france@mail.wvu.edu
(304) 293-7957 (phone)

Announcements... (cont'd)

CALL FOR PAPERS

Direct / Interactive Marketing Research Summit

Direct / Interactive, and database marketing techniques are now ubiquitous in marketing practice and are gaining mainstream attention by leading academics. The Direct / Interactive Marketing Research Summit, sponsored by Direct Marketing Educational Foundation (DMEF), is the preeminent conference that focuses on this important area of research and practice. The Summit is a must-attend for academics and Ph.D. candidates who are interested in pursuing research and teaching in these areas.

Participants attending this event will have an opportunity to:

- (1) extend their knowledge in the field;
- (2) break new ground in key direct / interactive marketing research areas;
- (3) influence best practices in the field through quality research.

The Summit features two distinct tracks: **Research** and **Education**. The Summit will continue to provide a unique forum for presentation and discussion of leading research in the direct / interactive marketing field; it also will expand its reach by including a separate education track that focuses on important pedagogical issues in direct / interactive marketing education. Presentations by renowned invited researchers; abstracts, competitive paper presentations and special sessions on cutting-edge topics in the field; as well as interactive discussions with both industry and academic panelists will all combine to make this a not-to-be missed event.

Announcements... (cont'd)

CALL FOR PAPERS

International Journal of Mobile Marketing

June 2008

Submission Deadline: March 15, 2008

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

Research Agenda--Sample Topics to Consider

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

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

Feel free to contact the journal co-editor Michael Hanley of Ball State University at mmajournal@mmaglobal.com to verify the appropriateness of a topic before submitting a paper for publication.

IJMM Article Submission Guidelines

All relevant papers that further the understanding of mobile marketing will be considered for publication. Only complete submissions will be considered. Each submission will undergo blind peer reviews. Any paper that fails to meet the required revisions after two rounds of reviews will be rejected unless only minor changes are needed. Final, complete manuscript submissions may be submitted at any time but must be received by the MMA no later than **March 15, 2008**.

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

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

American Journal of Business
FORMERLY THE MID-AMERICAN JOURNAL OF BUSINESS

Call for Papers

SPECIAL ISSUE

NEW MEDIA

Video games and virtual worlds are transforming communication as we know it. Interactive exchanges of information between buyers and sellers, teachers and students, the elected and the electorate all take place through new media channels.

What are the implications for business?

Submissions due August 1, 2008

Guidelines for submission available online

www.AJBonline.org

The American Journal of Business publishes discipline based scholarship and welcomes contributors who apply theory to practice. All submissions are subject to a double-blind review process that is expedited to return first reviews within two months

POSSIBLE PAPER TOPICS:

- Privacy and trust issues related to the use of new media/technology
- The use of databases in marketing decision making
- How technology/new media has affected the way businesses communicate with consumers and other stakeholders
- How technology/new media helps or hinders the market research process
- How technology/new media has transformed the work environment (paperless society, mediated communication, virtual offices)
- How technology/new media has shaped business processes (EDI, SAP, customer service, etc.)
- How technology/new media adoption has changed human resource functions (hiring practices, training, online applications, screening for technological proficiencies)
- Legal or ethical issues related to new media/technology adoption by business in any functional area/discipline
- How new media impacts organizational control for example, online payment systems

Announcements... (cont'd)

CALL FOR EDITOR(S) Journal of Consumer Affairs

The American Council on Consumer Interests (ACCI) is seeking an academically well-established, enthusiastic and organized editor for *The Journal of Consumer Affairs (JCA)*. The applicant should be a member of ACCI and have Ph.D. or equivalent with an academic specialty in a field related to consumer interests. An applicant must understand what exemplifies a first-rate academic consumer journal. The editor should also be a well-rounded researcher and an excellent judge of research quality. In addition, this position requires a person who is knowledgeable of cutting-edge research and policy regarding the consumer interest. An appreciation and understanding of the various academic disciplines and sub-disciplines that publish in the *JCA* is an essential quality. The ability to get the journal to press according to the publication schedule is a necessary attribute.

JCA will be published three times a year beginning in 2008 with the possibility of being published quarterly in the near future. The position is a four-year term, with the possibility of an extension with concurrence of the editor and the Board. Compensation for editorial expenses is negotiable.

Editorial responsibilities include working with the publisher, the ACCI Board of Directors and its designated representative and the Executive Director on *JCA* matters. The editor may be required to prepare a vision statement for the future of *JCA*. The editor will work with the current *JCA* editor, Dr. Herbert Rotfeld, during a transition period in 2009. During the transition, the new editor will become familiar with the system that is currently in place including budget preparation. The editor will obtain and monitor a cooperative agreement within the editor's academic department and university or other institution.

A complete job description is available from the Search Committee chair. Letters of application should address the applicant's vision for the journal. Interested persons should send a letters of application and vitae by **October 1, 2008** to

Dr. John Burton, Chair
JCA Editor Search Committee
Department of Family and Consumer Studies
233 Alfred Emery Building
University of Utah
Salt Lake City, UT 84112-0080

burton@fcs.utah.edu
801-581-8332

Announcements... (cont'd)

EDUCATION ANNOUNCEMENT

Advertising Educational Foundation (AEF)

About the Advertising Educational Foundation

Established in 1983, the AEF creates and distributes educational content to enrich the understanding of advertising's role in society, culture, history and the economy. AEF programs and materials are designed to expand the advertising discourse at top colleges and universities. As a result, the Foundation helps attract the highest level of talent to the industry.

The AEF invites you to take advantage of its varied educational materials and programs. Please visit our comprehensive website, www.aef.com, for details.

Inside Advertising Speakers Program

Sign up now for Spring and Fall 2008!

Industry executives visit campuses nationwide to speak in the classroom and informal settings with faculty and students. Speakers are carefully chosen, and programs 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 (A&SR)

The AEF publishes *Advertising & Society Review (A&SR)*, a comprehensive, top-quality academic online journal distributed by the Johns Hopkins University Press Project MUSE.

This publication, directed to professors and students in liberal arts colleges, universities and professional schools, offers articles, essays, and other scholarship about advertising in society, culture, history and the economy. The contents are edited and managed by scholars and representatives of the advertising and marketing industries with the goal of fostering a better understanding about the role of advertising.

A&SR can be accessed through Johns Hopkins University Press Project MUSE, to which many universities subscribe. If your institution does not subscribe to the Project MUSE, please contact the AEF for subscription information.

ADText

AEF is pleased to publish the *ADText Online Curriculum*, the first online textbook about advertising and society. The Curriculum consists of 20 units and is published as a supplement to *A&SR* at the anticipated rate of two units per issue through Spring 2008. Professors who teach about advertising in both liberal arts and professional programs will find the online curriculum useful for their teaching. The focus of the curriculum is to provide a broad cultural perspective on advertising as a social force and creative form.

Units include:

- ▶ What is Advertising?
- ▶ A Brief History of Advertising in America
- ▶ "Subliminal Advertising"
- ▶ High Culture/Low Culture: Advertising in Literature, Art, Film, and Popular Culture
- ▶ Advertising in the Public's Eye
- ▶ Public Service Advertising
- ▶ Representations of Masculinity and Femininity in Advertising
- ▶ Advertising and Christmas
- ▶ The Interpretation of Advertisements
- ▶ The Role of Research in Advertising
- ▶ Multiculturalism in the Marketplace
- ▶ The Management of Brands
- ▶ Ethics and Advertising
- ▶ Advertising in China
- ▶ Creativity in Advertising

ADText can be accessed through Johns Hopkins University Press Project MUSE, to which many universities subscribe. A demo and the Table of Contents are available at www.adtextonline.org. If your institution does not subscribe to the Project MUSE, please contact the AEF for subscription information.

Professor William M. O'Barr, author of *ADText*, will introduce the online curriculum at the March 28th AAA Conference Awards Luncheon. Professor O'Barr will also be at the AEF exhibit table to demonstrate *ADText*. Be sure to stop by!

Announcements... (cont'd)



Inspiring Excellence
in Communications
Worldwide

To register online see IAA's website: www.iaaglobal.org

11th IAA World Education Conference
Preliminary Program*
6-7 April 2008
Renaissance Hotel
999 Ninth Street NW, Washington DC 2001

Championing Marketing Communications Education Worldwide

Sunday, April 6

8:30 - 9:00	Check in
9:00 - 9:15	Welcome
9:15 - 9:45	Keynote
9:45 - 10:00	Coffee break
10:00 - 11:15	Are We Teaching What We Should be Teaching Panel Presentations Asia/Pacific Europe Latin America Middle East/Africa US/Canada
11:15 - 12:00	Curricular Issues
12:00 - 1:30	Lunch
1:30 - 2:00	IAA Research Opportunities
2:00 - 3:00	IAA Professional Training <ul style="list-style-type: none">▪ Distance Education▪ Working with IAA Chapters
3:00 - 3:15	IAA Student Chapters
3:15 - 3:30	Refreshment Break
3:30 - 4:00	InterSIP - International Student Internship Program
4:00 - 5:30	Open Discussion

Sunday, April 6

Opening Reception at the Newseum **

Monday, April 7

2:00 - 5:00 Presentations of Accepted Papers

* Program is subject to change.

** Only for delegates who have registered to attend the World Congress

JOB ANNOUNCEMENT The College of Saint Rose

The College of Saint Rose Communications Department seeks a Full-time Tenure Track PR/Advertising Person to teach introductory and advanced courses in our undergraduate and graduate programs beginning Fall 2008. The ideal candidate would have a PH.D. (ABD considered) in public relations/advertising or related field, have some established professional experience, be well versed in traditional and new media, have a strong commitment to teaching, and have demonstrated ability to work with and instruct a culturally diverse group of people.

Applicants should submit a full dossier, including (1) a letter of application including a clear statement of how their teaching experiences match this position (2) a curriculum vitae; (3) evidence of teaching excellence; (4) three confidential letters of recommendation, to: Dr. Cailin Brown, Search Committee Chair, Department of Communications, The College of Saint Rose, 432 Western Avenue, Albany, NY 12203 or electronically at brownc@strose.edu.

Review of applications will begin January 30, 2008.

The College of Saint Rose is a dynamic, comprehensive college of more than 5,140 students. Located in the heart of New York State's Capital District, we are an independent, coeducational institution. Additional information about the College can be found at <http://www.strose.edu> and the Communications Department at <http://communications.strose.edu>.

The College of Saint Rose actively and energetically seeks to recruit a more diverse faculty, staff, and administration by encouraging applications from African-American, Latino, Asian-American, Native-American and women candidates, as well as the entire spectrum of diverse communities.

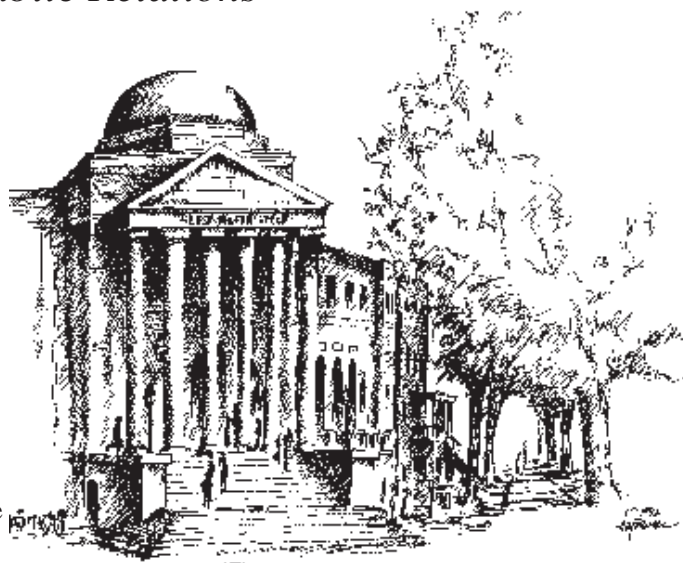
The University of Alabama *Department of Advertising and Public Relations*

Announcement of Faculty Opening

The Department of Advertising and Public Relations at The University of Alabama is seeking an outstanding individual to fill a tenure-track advertising position, at the assistant professor level, in a rapidly growing and nationally recognized program.

Position Tenure-Track Advertising position for teaching in undergraduate courses in advertising and mass communication, as well as graduate courses in advertising/public relations and mass communication. The ability to teach media planning, management, and basic research methods is a plus as is expertise in the use of new media applications (Web design, blogs, podcasts, etc.) in the advertising and public relations professions. Earned doctorate preferred, but will consider ABD.

Applicants must demonstrate high potential to establish a scholarly research program. Previous successful teaching and/or professional experience desired. Position begins August 16, 2008. Application review begins February 15, 2008. Female and minority applicants especially encouraged.



Salary

Salary is open and based on qualifications.

College and Department

The Department is one of five academic units in the College of Communication, which has 2,065 undergraduate and 410 graduate students, and 45 full-time faculty members. The Department has over 1,000 undergraduate and MA students. The Ph.D. program in mass communication began in 1989 and has 60 students. Facilities, including The Plank Center for Leadership in Public Relations, are among the best in the country. University, college, and departments are fully accredited.

The University

Located in the historic city of Tuscaloosa, the University is over 175 years old. It is designated by the state as one of two comprehensive universities in Alabama. The University of Alabama is known for its attractive residential setting. Enrollment: 25,580 for fall 2007 (about 22,000 undergraduate and 3,851 graduate).

Application

Applications accepted until the position is filled, but review process begins February 15, 2008. Applications from women and minorities are especially encouraged. Send application, resume, and three letters of recommendation to:

Advertising Search Committee
Attention: Dr. Joseph Phelps
University of Alabama
Box 870172
Tuscaloosa, AL 35487-0172

The University of Alabama is AA/EOE.



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

SCHOOL OF COMMUNICATION

DEPARTMENT OF COMMUNICATION STUDIES

Associate Professor / Assistant Professor / Senior Lecturer / Lecturer in

1. Public Relations and Advertising (PR155/07-08)

Applicants should have a relevant PhD degree with teaching experience in some of the following courses: Campaign Planning, PR Writing, Financial Public Relations, and Global PR. The ability to teach bilingual copywriting and public relations writing classes is considered a major plus.

2. Organizational Communication (PR156/07-08)

Applicants should have a relevant PhD degree with teaching experience in some of the following courses: Leadership Communication, Communication Training & Development, Technology & Organizational Communication, and Theory & Research Methods.

Applicants should have demonstrated research ability. Knowledge of Chinese culture and society is preferred. Applicants for the post of Associate Professor should have demonstrated excellent teaching and research record plus academic or administrative leadership in their respective specialization. ABD candidates nearing completion will be considered as Lecturer grade staff. Initial appointment will be made on a fixed-term contract of one/two years commencing September 2008.

Appointees are expected to teach at undergraduate and possibly postgraduate level, conduct research, supervise undergraduate honors projects and contribute to the development of curriculum of their respective specialized areas. They are also expected to provide service for the Department and the School of Communication.

Those who have responded to the advertisement posted for Department of Communication Studies recently need not re-apply.

Terms of Appointment:

Rank and Salary will be commensurate with qualifications and experience in university teaching, research and administration. Benefits include contribution by the University to a retirement benefits scheme and/or a gratuity payable upon satisfactory completion of contract, annual leave, medical & dental benefits for appointee & family, quarters accommodation and relocation allowance, where applicable. Re-appointment thereafter is subject to mutual agreement.

Application Procedure:

Applicants are invited to write in response to the requirements and fill in the application form which is obtainable by downloading from: [<http://www.hkbu.edu.hk/~pers>]. Application, together with copies of transcripts/testimonials should be sent to the Personnel Office, Hong Kong Baptist University, Kowloon Tong, Kowloon [Fax: (852) 3411-5001; E-mail: recruit@hkbu.edu.hk]. Applicants are requested to send in three samples of their most recent publications and request two referees to send in confidential letters of reference to the Personnel Office direct. Please quote **PR** number on all correspondence. Details of the University's Personal Information Collection Statement can be found at [<http://www.hkbu.edu.hk/~pers/job>].

The University reserves the right not to make an appointment for the post advertised, and the appointment will be made according to the terms & conditions then applicable at the time of offer. General information about the University is available on the Web at [<http://www.hkbu.edu.hk>]

Review of applications will begin on **1 March 2008** and continue until the positions are filled.

THE JOURNAL OF ADVERTISING

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Half page horizontal, b/w	7" x 4.625"	\$ 200	\$ 640
Half page vertical, b/w	3-1/2" x 9-1/4"	\$ 200	\$ 640
Outside back cover, 2-color*	7" x 9-3/4"	\$ 450	<i>no contract available</i>

Must use blue (pms 308) and red (pms 1805) — no black! Send disk with original file, fonts, art, and separations.

MECHANICAL REQUIREMENTS

Trim size: 8-3/8" x 10-3/4" — no bleed.

Preferred formats: PDF or tiff files are preferred. Please • be sure to imbed fonts and art • also, advise which version of Acrobat is used • and include a proof copy of your ad. Black and white only (back cover exception noted above*). 133-line screen. Files may be sent by email to: bladd@mesharpe.com; fax proof copy to B.Ladd at 914-273-2106. Or, send file on a disk or CD-ROM together with a proof copy to: B.Ladd, Advertising Manager, M.E.Sharpe Inc., 80 Business Park Drive, Armonk, NY 10504.

CLOSING DATES

Spring:
Summer:
Fall:
Winter:

Reservations

January 15
April 15
July 15
October 15

Materials

February 15
May 15
August 15
November 15

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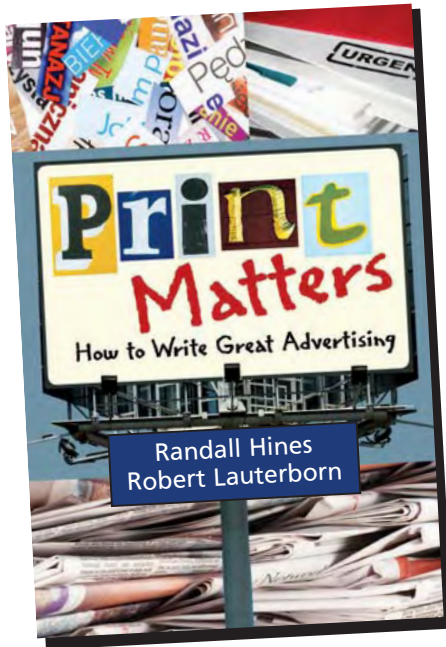
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Teach, Learn, Use:

The Keys to Unlocking the Persuasive Power of the Written Word



Print Matters: How to Write Great Advertising

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Susquehanna University
and

Robert Lauterborn

University of North Carolina,
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Contents

- 1 The Importance of Print
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- 3 First, Get My Attention
- 4 Visuals Reach Customers
- 5 Headlines and Subheads
- 6 Copy That Makes the Sale
- 7 Select the Proper Font
- 8 Designing an Ad
- 9 Direct Marketing
- 10 Out-of-Home
- 11 Ad Campaigns
- 12 Selling the Work
- 13 Legal and Ethical Issues

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JOSEPH BASSO, Esq.
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... excellent for instructors who want their students to learn how to create print ads, not just learn about print advertising.

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Former Chief Creative Officer
McCann-Erickson World Group

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College of Communications
DePaul University
Author, *Creating the Marketing Experience*

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GEORGE GEERS, Editor

New England Press Association

... regardless of the media you are using, the principles they explain so clearly will help you craft more effective advertising messages.

RICK KEAN, President
Business Marketing Institute
Former Executive Director
Business Marketing Association

... an excellent summary of essential consumer behavior and research concepts that every copywriter needs to know.

JONNA HOLLAND
Associate Professor
Department of Marketing
University of Nebraska—Omaha

... a great conversational style with focused descriptions, explanations, definitions, and illustrations that will give great guidance to anyone trying to master the essentials of creating more powerful print advertising.

ALICE TAIT
Professor, College of Communication and Fine Arts
Central Michigan University

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New Marketing Offerings from South-Western

Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, 7th Edition

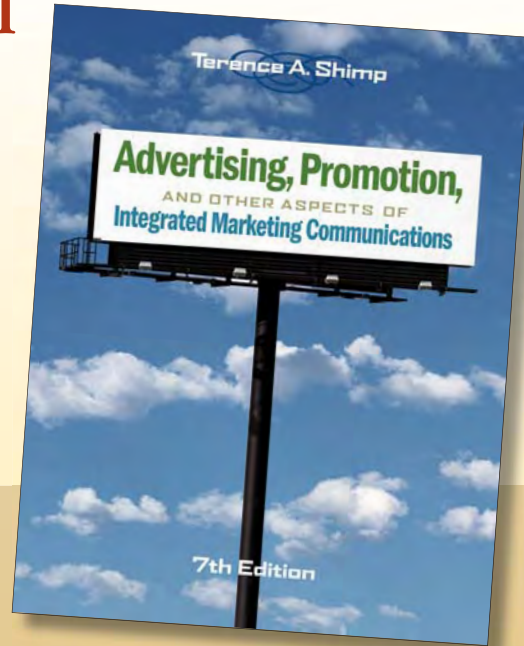
While continuing to focus on the time honored IMC methods, this edition includes new academic literature and practitioner developments in the field. In addition, a significant reorganization along with comprehensive treatment on the fundamentals of advertising and promotion are the focus.

Terence A. Shimp
University of South Carolina

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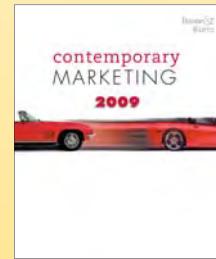
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New from M.E. Sharpe

Advertising Media Planning

A Brand Management Approach

Second Edition

Larry D. Kelley, FogartyKleinMonroe

Donald W. Jugenheimer, Texas Tech University

January 2008. 200 pp. Tables, exhibits, index.

HC 978-0-7656-2032-3 \$89.95 PB 978-0-7656-2033-0 \$39.95

The planning and placement of advertising media is a multi-billion dollar business that critically impacts advertising effectiveness. The new edition of this acclaimed text offers practical guidance for those who practice media planning on a daily basis as well as those who must ultimately approve strategic media decisions.

Full of current brand examples, the book is a "must-read" for all who will be involved in the media decision process on both the agency and client side. Its easy-to-read style and logical format make it ideal for classroom adoption, and students will benefit from the down-to-earth approach and real world business examples.

Improvements for the *Second Edition* include:

- new chapters on Understanding Media Costs, Media Effects and Trends, and How to Prepare a Media Plan;
- a new appendix on How the Advertising Business Is Organized;
- a thoroughly revised chapter on Evaluating an Advertising Media Plan;
- many new examples, illustrations, explanations, and exhibits;
- closer coordination of the content with the updated accompanying workbook, *Advertising Media Workbook and Sourcebook*, Second Edition.

"Other books cover reach, frequency, etc. but this one goes furthest to provide a comprehensive understanding for both clients and agencies."

—Richard F. Beltramini, Wayne State University

"... is a timely and important resource for those wanting to learn about and engage in advertising media planning activities. Its contents are the most current available. The author team combines a great deal of experience in the practitioner as well as academic fields—something so vital in this area of advertising."

I highly recommend this book to professors of advertising and marketing communications."

—John D. Leckenby, University of Texas at Austin

"Advertising Media Planning comprehensively covers media decision making from A-to-Z. It is well written and timely. Jugenheimer and Kelley have once again made a major contribution to the field."

—Arnold M. Barban, Professor Emeritus,
University of Alabama



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New from M.E. Sharpe

Advertising Media Workbook and Sourcebook

Second Edition

Larry D. Kelley, FogartyKleinMonroe

Donald W. Jugenheimer, Texas Tech University

January 2008. 304 pp. Tables, figures, glossary, answer key on website.

PB 978-0-7656-2034-7 \$39.95

The new edition of this practical tool combines easy-to-understand explanations of advertising media sources and calculations with real-world examples of actual source material from advertising and media companies. It is designed for both practitioners and students — anyone who wants to master the process of advertising media planning.

Each unit is compact and easy-to-understand, and the units progress in a logical way from basic math through the advertising media process to more complex interrelationships of sources and problems. Numerous hands-on exercises are included in each unit, and for course use instructors can download solutions from the M.E. Sharpe website. The book also includes a media math primer, standard media formulae, media planning checklists, and a glossary of media terms.

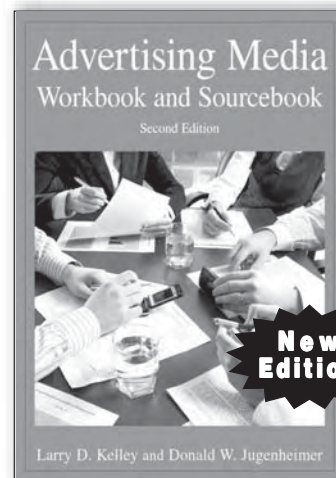
For this new edition the authors have more closely coordinated the content with that of their accompanying textbook, *Advertising Media Planning: A Brand Management Approach, Second Edition*. It includes completely new units on Media Websites, Estimating, Emotional vs. Rational Appeals, Media Buying, Calendars and Flow Charts, and Test Cities and Standards, as well as all-new Media Planning Worksheets and Media Planning Outlines.

“Just as I did with the authors’ textbook, I highly recommend this Workbook and Sourcebook to professors and students of advertising and marketing communications. Larry Kelley and Don Jugenheimer combine a great deal of experience in the practitioner as well as academic fields—something so vital in this area of advertising.”

—John D. Leckenby, University of Texas at Austin

“The revised Workbook and Sourcebook is the ideal classroom companion to Kelley and Jugenheimer’s Advertising Media Planning textbook - or any Media text, for that matter. A much-needed book.”

—Arnold M. Barban, Professor Emeritus, University of Alabama



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Appendix B. Some Commonly Used Advertising Media Formulas
Appendix C. Advertising Media Glossary
Appendix D. Steps in the Media Decision Process

Also Available-

Advertising Media Planning

A Brand Management Approach
Second Edition

Larry D. Kelley, FogartyKleinMonroe

Donald W. Jugenheimer, Texas Tech University

Full of current real-world brand examples, the new edition of this acclaimed text is a must for all students and practitioners who will be involved in the media decision process, on both the agency and client side.

January 2008. 200 pp. Tables, exhibits, index.

HC 978-0-7656-2032-3 \$89.95

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Announcements... (cont'd)

BOOK ANNOUNCEMENT

Strategic Copywriting: How to Create Effective Advertising by Edd Applegate

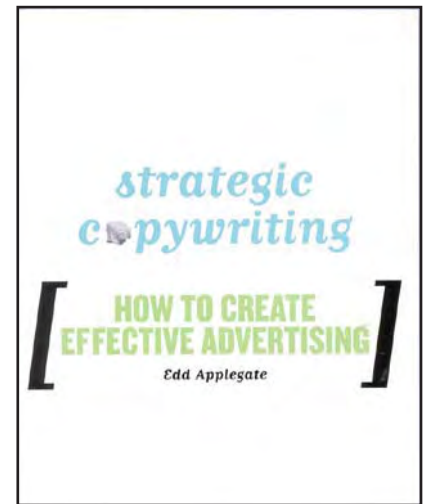
This text, which is appropriate for courses that focus on the fundamentals of writing advertising copy, is a detailed how-to. Students will learn how to write and design ads for newspapers, magazines, and other print media, as well as commercials for radio and television.

"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.

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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.

JOURNAL ANNOUNCEMENT
Journal of Consumer Affairs
Spring 2008, Volume 42, Number 1

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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

Sample “Call”

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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