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The President's Column

by Jef I. Richards

After fifty years, I fear it's time for the American Academy of Advertising to start growing up. I reached that point myself a couple of years ago, and I've been giving serious thought to growing up, too.

The AAA has been an all volunteer organization since its inception. That's part of its strength and its charm, and I don't think we want to lose that personality. On the other hand, every few years we change Executive Directors, and with that comes a change of address for our "executive offices." There may come a time when that's no longer practical, when we need to set down some roots.

This year's conference proves we have grown up. Our attendance topped all previous records, we had more student presenters than ever before and we had more first-timers than ever. And if you weren't there, you missed a fabulous time. We had an incredible keynote speaker, the legendary Keith Reinhard, an unbelievably

fun Sneaker Ball, some "gifts" to take home, a nice dinner overlooking the ocean and the most (and perhaps best) paper presentations ever. We spent some money to make the 50th Anniversary special, and I think it lived up to that billing.

Besides this conference, over the past two years we have spent some of your money to create an electronic paper submission system for present and future conferences, created a new logo and we continue to spend money to award and encourage good research and teaching. But



Jef Richards

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A Word from New AAA Newsletter Editor

by Jisu Huh

As an active member of the AAA since 2001, I have been seeking opportunities to increase the level of my involvement with the Academy which has greatly influenced and benefited me and my career. So, last year when Shelly Rodgers, former AAA Newsletter editor, asked me if I would be interested in applying for the Newsletter editor position, I didn't hesitate to say yes.

Then, I really didn't have a clear idea what it takes to produce the Newsletter and what huge shoes I would be expected to fill!

For the past several months, reviewing past issues of the Newsletter, working on the AAA Family Tree project, and putting together my

first Newsletter, I have learned much more about the AAA and our members than I have for the previous seven years. I also feel deep admiration and appreciation to all past and current AAA officers for their devotion and hard work.

Especially, I can't say enough about what an amazing job Shelly Rodgers has done for the past four



Jisu Huh

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as is the burden of adulthood, we must also begin thinking about saving for the future.

It is quickly becoming inevitable that at some point in the future we will outgrow our wholly volunteer approach, especially in light of university budget cuts and increased research and teaching burdens being placed on many of you who would be volunteers. Our working environments are demanding we abandon some of our “service” to the profession, like the time we dedicate to the AAA, and creating a reality where at some point the Academy will have no choice but to pay for some business/management services.

Those services are not trivial, and they seem to be expanding annually. The costs of hiring either an Executive Director or a Director of Conference Services would be a major undertaking for this organization. And that doesn't even entertain the notion of buying or renting office space, should it come to that. Simply stated, given our current budget we could not afford it. Our only option would be to increase both dues and conference registration fees to cover that added expense. We probably would also need to greatly expand our membership base, which would require changing the character of the Academy. Those are not changes that I would embrace.

Fortunately, our Executive Committee (EC) is committed to keeping the AAA affordable for all. From what I can tell, we always have been. This association is one of the best bargains around, and we will do whatever we can to keep it that way. This certainly will entail investing and looking for new revenue streams, while simultaneously continuing to strengthen and improve what the Academy offers its members. And in the process we will guard against anything that threatens the uniquely collegial character of this “family” to which we belong. We are, in fact, in the process of planning these next steps, to guarantee that the American Academy of Advertising is here for another 50 years, and more.

My purpose in writing this is two-fold. I want you to know that members of the EC are looking forward and developing a map to guide us into the next half century, but on a more personal level I'd like to encourage your individual involvement. First, we need you to keep volunteering, even if it is annoyingly time-consuming and you receive little reward from your employer. Remember, you have reaped the benefits of many before you who volunteered their time, and we want future generations to similarly enjoy all this organization has given to us. Second, I'd like to suggest that you think about making a donation to the AAA at some point. Yes, I'm talking primarily about money. You can write a check at any time

and, since we are a not-for-profit entity, your donation is fully tax deductible. Or an even less painful way to do it is to add a bit to your dues each year ... or even to put a modest provision in your Will. If you will, I will! Sooner or later that will pay off for the Academy.

I would love to hear from any or all of you regarding your thoughts on this. We spent this year's Conference and the previous Newsletter looking back at what we've accomplished in half a century and now it's time to again look forward. My hope is for those of you who make it to the 100th Anniversary to look back at this year's members with the same admiration we have for those who attended the very first AAA meeting in 1958. **AAA**

2009 AAA Executive Committee Members

President – Dean Krugman

President-Elect – Shelly Rodgers

Vice President – Glen Nowak

Secretary – Denise Delorme

Treasurer – Herbert Jack Rotfeld

years as editor of the AAA *Newsletter*. Also, she has been incredibly helpful and supportive throughout the editorship transition. Shelly is one of the most energetic, well-organized, multi-tasking-able, and devoted (to the AAA) persons I have known. She made the transition as easy and smooth as anyone can hope for. I am eternally grateful for that.

While feeling stressed out and nervous, I have enjoyed the process of producing my first issue as new editor, and, as Shelly said, I believe "it will only get easier from here." Looking back, I can't believe I made the deadline! And there is a long list of people who deserve acknowledgement and thanks.

First, I want to thank Barbara Philips, chair of the Publications Committee, and everyone on the committee for selecting me for this position and for their continuing support and enthusiasm for the *Newsletter*. Special thanks go to our President, Jef Richards for his invaluable advice and guidance. Also, a word of appreciation must go out to our wonderful webmaster, Assaf Avni for his technical assistance for the AAA Family Tree project and the *Newsletter*. Finally, but certainly not least, many thanks to all of you AAA officers and members who contributed to this issue in one way or another.

The existence and quality of the *Newsletter* relies on our members like you who read, contribute, send comments and suggestions, and share their stories and

insights. As new editor, I hope to be able to bring fresh new perspectives to the *Newsletter* while keeping the most important goal of the *Newsletter* to keep members up-to-date on activities of the Academy and to share information between members regarding their activities.

I am particularly excited that, as a person with international background, I can bring more international perspectives to the *Newsletter* and contribute to expanding the AAA network among the international students, scholars, and practitioners.

Now with this issue, I am just taking my first step and I will need much support and help from all of you to make the *Newsletter* possible and even better. My email account (jisu@aaasite.org) is wide open for your feedback and any stories you want to share with the AAA members. Following the footsteps of all those who have served the AAA, I am excited to take on the challenge as editor of the AAA *Newsletter* and look forward to hearing from you in the coming years. **AAA**

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New AAA Logo

Our new logo, which was unveiled at the 50th Anniversary conference and the 50th Anniversary *Newsletter*, began appearing on the cover of the *Journal of Advertising's* March issue and on the website of the *Journal of Interactive Advertising* (<http://www.jiad.org/>). Also, this *Newsletter* and the AAA website have been re-designed to reflect the new logo. The new logo, which replaced the old one that had been used since 1985, looks much more contemporary and better reflects the image of the Academy. Many thanks to Jef Richards, the Executive Committee, Karen Lee, and all others who took part in creating the new face of the AAA.

Special Feature

Relaunching Brand America

Synopsis of the 50th Anniversary AAA Conference Keynote Speech

by Keith Reinhard

Relaunching Brand America” is a title that provokes controversy in some circles. To some, referring to America as a brand suggests that our country and its values can be sold like a can of cola or a running shoe. “America, we just do it,” or “America, we’re the real thing,” or to borrow the Allstate line, “You’re in good hands with America.”

Slogans are not the answer to America’s declining image in the world. But thinking of America as a brand may well provide a useful framework for discussing some of the actions required to begin restoring our country’s reputation. That’s because in the world of reputation management we understand that a brand is not what you say. A brand is who you are, what you do, why you do it and how. We also know that brands exist in the minds of people. Right or wrong, perceptions define a brand’s image and determine a brand’s success.

So how is Brand America perceived? How does it exist in the minds of people around the world?

According to a BBC poll released in January last year, 26,000 adults in 25 countries say the U.S. influence in the world today is mainly negative. Countries as diverse as Germany and Indonesia voice the same critical opinion. Unfortunately, the situation is going from bad to worse. Over the past two years, belief that the U.S. plays a positive role in world affairs has plummeted across 18 nations, while a majority of people in those countries now think we are a bad influence. The favorability ratings for our country are on a precipitous decline, even among our supposed friends, like the UK and Canada.

So Brand America is a brand in trouble. The good news is that Brand America is resilient and capable of reinventing itself. We’ve proved that over and over again in our relatively short history as a nation. To quote a former president who said, in another context, “There is nothing wrong with America that can’t be cured by what’s right with America.”

The decline of our country’s reputation should be concerning to all of us for reasons of our national security, our economy and our future. I for one would like to think my grandchildren will be able to move freely around the world without having to pretend they’re Canadian. One more reason for a Brand America relaunch: In the marketing world we know that if you don’t define your brand, someone else will. And others are all too willing to brand us in the most unflattering ways.

In the marketing world, we often use the sigmoid curve to describe the life cycle of a brand. The brand gets off to a wobbly start perhaps, then finds its wings, takes off and soars and then, inevitably, begins to decline. Using this curve to chart the rise and fall of empires, history suggests

Bio



Keith Reinhard, President of Business for Diplomatic Action, Chairman Emeritus of DDB Worldwide, is a creative pioneer whose vision and steadfast determination led him to co-found the first creativity-centric holding company, Omnicom Group, as well as build the image of America globally.

that once an apogee is reached, the only direction is down. But the United States is not just any old empire. There are unique ingredients in Brand America including our well-known “can-do” spirit that has overcome challenges at home and abroad, time and time again.

So there is life beyond this curve, if we are astute enough to start a new curve. In fact, if we are astute enough to relaunch Brand America. There are two important considerations as we contemplate the next curve. First, what got us from point A to point B will not, without significant modifications, get us to point C. Ascending

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the new curve requires change from our current approach. Because the world has changed, many changes will be required for a successful relaunch of Brand America. Let me emphasize just three that directly involve public diplomacy.

First, we need a new strategy. Our government needs to listen carefully to America's important constituencies around the world, engage them in a dialogue about America's role in the world, and develop a clear plan for communicating America's values and vision to the world. To ignore the global mindset concerning the United States—regardless of how fair or unfair that mindset might be—is a recipe for a further rise in anti-Americanism.

We also need a new structure. In order to optimize and coordinate public diplomacy efforts, the responsibility for creating, conducting, and evaluating U.S. public diplomacy programs—and the communications and media that support them—these activities should be removed from the U.S. State Department and housed in a new, business-like organization.

Finally, we need a new style. In the world of commercial brands, style is often substance. The same is true in diplomacy. Too often, our style has been seen as arrogant and confrontational, and this works against the goal of acceptance and understanding of our policies.

While we and others press for the implementation of these new steps, there is much the U.S. business community can do to take the lead in softening the hard edge of anti-Americanism that exists throughout the world today.

Why business? The American way of business is still admired. The vast reach of U.S. multinational companies through their people and their brands touches millions of lives every day, far more than the government or its representatives ever could. U.S. companies, especially multinationals who depend heavily on foreign markets have successfully learned how to get along across cultures and borders, with diverse workforces sharing common values and working to common goals.

Business has other advantages. It does not have to deal with all the bureaucratic entanglements that are common to any government, nor do companies have to change policies every four years. Which means if programs get up and running, they can be more readily sustained over the long period of time it will take to restore our damaged reputation. And at least at this point in time, business is a much more credible messenger than government. Finally, US business is currently seen as more competent than the government.

These and other reasons inspired us to form, at the beginning of 2002, a nonpartisan, not-for-profit organization called Business for Diplomatic Action. Our mission is to enlist the U.S. business community in actions to improve the standing of America in the world. Our board is made up of preeminent figures from the U.S. advertising, public relations, marketing and media sectors, plus executives from major corporations, including Microsoft, PepsiCo, Weyerhaeuser, Coca-Cola, McDonald's and American Airlines. Our five-part action plan is written in the S.T.A.R.S. Stars, you might say, to use a hopeful acronym.

Sensitize Americans to the problem and its implications. First, sensitize Americans to the problem of anti-Americanism and its implications for business and for future generations. This we're doing through the media, which has been very good to us, and through our website at www.businessfordiplomaticaction.org.

Transform American attitudes and behaviors. Here we're focusing on two areas: Our visa and entry policies and citizen diplomacy. By citizen diplomacy we mean transforming Americans who make 60 million trips outside the country each year into good citizen diplomats. An early attempt to transform our attitudes and behaviors as a people is "World Citizens Guide," for American students who study abroad. We are just now launching a one-day workshop in global corporate diplomacy we're calling CultureSpan. Developed in collaboration with the Thunderbird School for Global Management, this course is an intensive seminar for American business executives at every level.

What else needs to be changed is our current visa policy and our entry procedures. At present, they are seen as arrogant and unfriendly and are greatly exacerbating negative feelings toward the U.S. It isn't just the difficulty of getting a visa, we have a reputation of not being very friendly at the border. We are not suggesting that U.S. Customs and Border Protection change the rules; we are urging them to change their attitude and enlist the U.S. hospitality industry—companies like Disney and Marriot—to train U.S. Customs officials in how to be more welcoming.

Accentuate the positive. There are other ways to accentuate our positives. Like our in-born benevolence. In addition to the high profile humanitarian efforts of U.S. business leaders like Bill and Melinda Gates with their

“Our government needs to listen carefully to America's important constituencies around the world”

endowment of some 32 billion dollars for world health concerns, American companies, many of which have commendable foreign policies but are reluctant to toot their own horns, are doing enormous amounts of good. As a third party, BDA can tell the compelling stories of American companies that are partnering with communities around the world to address human needs.

But the very best way to accentuate our positives is to bring more international tourists to our country. As important as tourism is to our economy, it may be even more important for our image. Surveys are conclusive that when people actually visit us, they like us. In marketing, we might call it “sampling the product.”

Reach out to build new bridges. Business is uniquely qualified to reach out to build new bridges of mutual understanding and respect with counterparts in other countries. For this part of our strategy, our first efforts are concentrated in the Middle East where we have joined with a group called Young Arab Leaders to form a pilot business fellowship that brought seven young Arab business executives to four U.S. companies in New York, Chicago and Des Moines, Iowa, for four weeks. This year, we plan not only to expand the program but to add an exchange aspect where young U.S. executives can spend time with companies in the Middle East.

And finally, **Serve as the private sector connection for public diplomacy efforts by the U.S. government.** We believe our business organization can serve as the private sector connection for public diplomacy efforts by the U.S. government. We’ve testified before Congress, met with senators and congressmen, we have a good relationship with the State Department, and we look forward to working with the next administration, whichever party wins the White House in November.

Meanwhile, there are other things American citizens can do. They can join our efforts. We are always looking for financial support. Your contributions to the BDA Fund, Inc. are tax deductible. If you know of a business or organization with an international outreach they can distribute our “World Citizens Guides” to their traveling executives. They can sign up for CultureSpan, our one day intensive course in cultural sensitivity. American parents, grandparents, aunts or uncles, can buy the kids a globe or a subscription to National Geographic for Kids. Open their eyes to the wider world.

As private citizens, Americans can all pressure our representatives to enact legislation that promotes tourism—we are the only developed country with no

ministry of tourism. We can urge politicians to reform our unwelcoming visa policy and express outrage at our border behavior, and we can insist that our education system—one that is leaving all children behind in terms of world knowledge, be changed.

We can all get involved through organizations you may already have access to—promote foreign student exchange and engage the foreign student associations on campus. Learn what opportunities are provided by Sister Cities programs, or through organizations such as the National Council for International Visitors, the U.S. Center for Citizen Diplomacy, Rotary International or the Young Presidents Organization.

In short, become a “dual citizen”—proud to be American but with a little humility, and eager to learn from the rest of the world, and in the process, be an American citizen ambassador.

I mentioned earlier that there are two considerations needed when we contemplate a brand relaunch. The first is to recognize what changes need to be made to get us from point B to point C. The second is a recommitment to the

“As important as tourism is to our economy, it may be even more important for our image.”

core values of the brand.

In the commercial world these are normally the brand’s founding values

which, as the brand launches on its new ascendancy, need to be re-emphasized and re-embraced by all the brand’s stakeholders. The ultimate strength of Brand America will be our ability to inspire the world again by living up to our core values at home. Which means the most important thing we can all do for Brand America is to work together to rebuild a society that truly delivers—first to all Americans, then to all people—the historic promise of Brand America: The promise of liberty and justice for all. **AAA**

Featured Research

Case Study on the Most Successful Technology Branding Campaign in Korea: “SHOW”

by Youngchan Kim and Changjo Yoo

The biggest challenge for a technology brand is perception barriers of consumers. This case study presents the launch advertising campaign for “SHOW,” a WCDMA wireless service brand in Korea, and provides insights and ideas about technology branding.

In February of 2007, Korean TV audiences saw two curiosity-arousing teaser ads. With the TV screen filled with a purple background, the first ad showed sperms swimming toward an egg, followed by the tagline “SHOW – the world has never seen, the world is anticipating – starts in March.” The second ad started with the tagline “Living indecisively, we knew it would end like this – George Bernard Shaw,” followed by a scene showing funeral guests all laughing and celebrating in front of a grave. The two ads generated much curiosity and buzz among the general public and in the advertising industry.

This teaser ad campaign heralded the birth of the SHOW brand created by KTF, one of the top wireless telecommunications services in Korea. Aiming at becoming the market leader in the wireless services market by 2015, KTF launched SHOW to dominate the new emerging 3G (3rd generation) wireless service market, which is described as the “seeing, listening, and talking” service.

In the existing 2G (2nd generation) wireless service market, which refers to the basic “talking and listening” telephony, SKT has been enjoying the unchallenged number one position because of its technological advantages: SKT has been given the

exclusive right to use the 800MHz frequency channel which offers wide call range and superior call quality, whereas the latecomers KTF and LG Telecom (LGT) have to use the 1.8MHz frequency channel which offers a much narrower transmission reach. According to the January 2007 issue of the *Information and Telecommunications Monthly Report*, as of the end of 2006 SKT’s market share of the approximately 40 million wireless service users in Korea was 50.4%.

Due to the frequency channel allocation issue, KTF has not been able to effectively compete against SKT and had to find another way to grow. And that’s where the new 3G service comes in. Added features offered by the 3G service include video telephony, global roaming, and high-speed data transmission, which allow access to high-definition video contents and full browsing capability via direct Internet connection at a lower cost. Also, with regulatory changes that make the use of a USIM (Universal Subscriber Identification Module) card possible, the 3G service has the potential to offer financial information, entertainment, and various other features via the USIM card.

Looking at the potential power of the 3G service that will likely change the market dynamic, Jo Young-Ju, CEO of KTF proclaimed that “This is the single best opportunity for us to end SKT’s market domination and to shed our ‘perennial number two’

image. In the new 3G service market, armed with new features, we will capture consumers who are seeking new values. The future of KTF hangs on this opportunity.”

To capture the dominant position in the new market, KTF poured all its resources into the development and marketing of its 3G service. For example, just to select a brand name

for its new 3G service, KTF invested one year’s time and a great deal of money conducting numerous surveys.

As a result, of the 380 brand name candidates, W, WHAT, WING, VYOND and SHOW were selected as the final five. In respect to the final five candidates, KTF established two selection criteria. The criteria for choosing the final brand name was: first, whether the name can “distinguish” KTF’s 3G service from the existing 2G service and second, whether it is a “new and refreshing name” that will appeal to its primary target market – consumers in their late teens to late twenties. The company also considered whether a name had the power to arouse strong curiosity and reactions among general consumers. After much deliberation, KTF chose SHOW as the brand name for its 3G service.

As mentioned earlier, KTF’s two unconventional teaser ads – “New Birth” and “Death of Boredom” – announced the end of 2G and the birth of 3G, and successfully raised



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consumers' interest in SHOW. Timely implementation and innovative creative approach of the pre-launch advertising campaign and following media publicity resulted in huge success of SHOW.

To continue and expand on its successful teaser ad campaign, KTF has presented its core brand identity, "Innovation," as the central message in the subsequent advertising campaigns. KTF also implemented an IMC campaign that changed to fit different stages of the launching process.

Since the official launch of the 3G service in March 2007, thanks to the effective advertising strategy combined with other promotion activities, SHOW attracted more than 100,000 new subscribers within three months. And KTF achieved the number one position in the 3G wireless service market. As of September 2007, subscribers to KTF's SHOW reached 2 million and SHOW continues to maintain its number one position in the 3G service market in Korea.

With SKT's quick response to the success of SHOW and emerging competition, the future of the 3G wireless service market presents many challenges to SHOW. However, KTF did shed its "perennial number two" image in the wireless services market and its bold attempt to "change the playing field" continues. **AAA**

This is a synopsis of what Drs. Youngchan Kim and Changjo Yoo presented at the 2008 AAA Conference. For a full version of this case study and advertising examples, please contact Dr. Yoo at yoo@dongguk.edu.



Dr. Youngchan Kim (Ph.D., University of Michigan) is Associate Professor of Marketing in the School of Business at Yonsei University in Seoul, Korea. He also taught at the University of Groningen in the Netherlands. His research interests include developing quantitative models focusing on substantive marketing problems in product

Youngchan Kim
conception and development, market structure, consumer choice, market segmentation, and competitive strategy. His work has been published in the Journal of Marketing Research, Journal of Econometrics, and European Journal of Operational Research. (email: youngkim@yonsei.ac.kr)



Dr. Changjo Yoo (Ph.D., University of Arizona) is Professor of Marketing in the School of Business at Dongguk University in Seoul, Korea. He is former President of the Korean Advertising Society and Vice President of the Korean Marketing Association. His research has focused on the brand formation process

Changjo Yoo
through communication programs and consumers' hidden values. His work has been published in Psychology & Marketing, Journal of Business Research, and International Journal of Advertising. (email: yoo@dongguk.edu)

Check out the New AAA Family Tree!

The AAA Family Tree was unveiled at the 50th Anniversary AAA Conference in San Mateo and now you can view and update your tree information at the AAA website.

1. Go to the AAA website at <http://www.aaasite.org/> and on the left side, find the text link “Family Tree” under “ABOUT.” Or you can go directly to the Family Tree site by typing <http://tree.aaasite.org>
2. Find “No account yet? Sign up - It only takes a few seconds!” and click “sign up.”
3. Many of your names have already been entered. To check if your name is already in the database, enter your name into the box under “Who are you?”
4. The next page will show if your name exists. Check the “Existing name:” box under “Who are you?” The box shows “CHOOSE” and if you click the little down arrow on the right side, it will show you a dropdown list. You can choose your name from the dropdown list. If you find your name and affiliation correctly entered, select it. If your name doesn’t exist, enter your information to sign up.
5. After you find and select your name, go down to “Account info” and enter your login ID, password, and email.
6. Submit and the next page will show “Account created successfully!”
7. Now you can view and edit your tree entry and search other names.
8. Don’t forget to log out at the end your session. The link is located at the bottom.

Have Items for the Newsletter?

Please send us your:

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

Send to the Editor, Jisu Huh, at:
jisu@aaasite.org

AAA 50th Anniversary Newsletter

Check out the “golden” Anniversary issue of the AAA Newsletter and read more than 100 special features and heart-warming stories that celebrate our rich history and commemorate our 50 years together.

Here is a direct link to the AAA 50th Anniversary Newsletter:
<http://www.aaasite.org/newsletter/2008-03.pdf>

Special Feature

The AAA Family Tree

by Stephen David

Research in advertising, like any other field, is comprised of a fascinating constellation of ideas. These ideas are not simply the creations of individual researchers but are instead the cumulative product of generations of study. Even Isaac Newton, the founder of modern physics, did not hesitate to point out: “If I have seen farther it is by standing on the shoulders of Giants.” Learning our own intellectual roots can provide a valuable understanding of who we are and who helped us get there.

As a neuroscientist, I have long been fascinated by how ideas are developed and refined in the study of the brain. A few years ago my colleague, Ben Hayden, and I began a concerted effort to develop an academic genealogy that documents mentoring relationships in our field. The result, Neurotree (<http://neurotree.org>), is a volunteer-run, non-profit project that invites interested users to record information about formal training relationships (such as graduate and post-doctoral advisors) in the “family tree” of neuroscience. Thanks to enthusiastic participation, the site continues to grow and now documents the training of over 13,000 individuals.

I was excited recently when I was approached by Jisu Huh with a proposal to mark the fiftieth anniversary of the AAA by launching a similar genealogy of advertising. Since starting Neurotree, we have wondered what it would take to create genealogies for other fields. A critical element for starting a new tree is finding experts with enough knowledge of their own field to get it started. Once the tree

has been “seeded” with data about a core set of mentors and students, it can be set loose in the internet where new users will find it and add to the existing structure. Jisu was able to provide that seed data, and

the site develops, we hope that it can function as a biographical encyclopedia of advertising and that it will provide a valuable tool to anyone interested in learning about the history of the field.

The tree can also provide useful information about your colleagues, telling you a little bit about their training and where they come from.

What we learned very quickly after launching Neurotree is that drawing lines between fields is difficult and often very limiting. Not only do researchers often change fields at some point in their career, but they

Bio



Stephen David

Stephen David is a post-doctoral fellow in the Institute for Systems Research at the University of Maryland, College Park. Stephen offered technical support for the creation of the AAA Family Tree.

we are happy to announce that the Advertising Academic Tree is now online and ready to grow (<http://aaasite.org/tree>).

The site displays information about mentorship relations in an intuitive tree format reminiscent of diagrams of family genealogies. In addition to documenting formal training relationships, the site also

often advance their new field by cross-fertilizing with ideas and insights from their earlier training. As the database grows, we expect to identify links between advertising, neuroscience, and other fields, eventually developing a comprehensive academic genealogy that encompasses many fields of research and stretches back for many centuries.

“Learning our own intellectual roots can provide a valuable understanding of who we are and who helped us get there.”

provides space for a photo and brief biography of each researcher. As

Please take a couple minutes to browse the Advertising Academic Tree and add information about yourself or those you know. The site depends entirely on the knowledge of its users in order to grow. Any contribution you make will help us put together the big picture of who we are and where we come from! **AAA**

Vice President's Round Up

by Shelly Rodgers

It's been such a pleasure to serve as your VP these past months! For those who may be new to the AAA, the VP runs the competitive paper session, and what a competition 2008 was! We had a record high submission of 200 papers for the 50th Anniversary Conference in San Mateo, CA. This was quite an increase over the (now) second highest submission of 149 papers in 2006. Of the 200 submitted, 103 were accepted for presentation. That's a 52 percent acceptance rate, which is consistent with recent years.

Thanks to Jef Richards and Bob King we were able to line up an additional presentation room, which meant we could accommodate 25 paper sessions (and 9 special topics sessions), an increase over the 18 competitive paper sessions in 2007.

But you, our wonderful AAA members, are the true backbone of our great organization. Thanks entirely to you, we had 143 reviewers this year and several of you reviewed as many as 4 and 5 papers (Barb, Ray and Darrel come to mind immediately). My hearty thanks to each and every one of you!

There were several last-minute "emergency" reviewers including Sally McMillan who was willing to baste her turkey on Thanksgiving while reviewing a paper. Talk about commitment to the AAA!

A big, big thank you to our session moderators (several who jumped in last-minute): Hugh, Hye-Jin, Laura, Jay, Dick, Courtney, Bob, Padmini, Darrel, Marla, Glenn, Sam, Hairong, Lawrence, Brian, David, Barb, Rick, Chang-Hoan, Sally, Lance, Mira, Pat, John, Ziad and Terry. There were many positive comments about the level of organization among our moderators as well as the overall quality of the paper sessions.

I believe it was Pat Stout who pointed out to me that we had a number of "historical" sessions in which leading (and brilliant) minds came together in one room to discuss pressing issues in advertising education including one of our special topics sessions (Session 2.4) led by Ron Faber, which included a lively discussion among past AAA Fellows John Leckenby, Ivan Preston, Len Reid and Esther Thorson about "The Past and Future of Advertising." What

a treat for all of us!

Thank you to all of our session presenters and participants for making our 2008 50th Anniversary paper sessions truly a success and especially to our graduate students and international members for their outstanding contributions!



Shelly Rodgers

To give you an idea of what's around the corner, the Executive Committee voted to use Confmaster again in 2009. It is a terrific system that has worked well for us and we have Kim Sheehan to thank for bringing this system to us during her time as VP last year. Thanks also to Thomas Preuss and his staff for all of the technical support. There may be some new features we can take advantage of in the coming year including an Online Proceedings and online copyright agreement form (which could potentially save a lot of time and resources currently spent faxing, emailing or snail mailing the copyright form). We'll keep you posted.

Before I go, I must thank several individuals who have made my job as VP a whole lot easier: Jef Richards, Les Carlson, Pat Rose and Dean Krugman. Also, Bob King who I had the distinct pleasure of working with to create the printed conference program. Thanks! And last but definitely not least, Kim Sheehan (previous VP). Kim, thank you for your incredible devotion to the AAA and for your patience in responding to my unending list of questions and emails—I could not have done my job without you!

Thank you, AAA members, for allowing me to serve as your Vice President. I've thoroughly enjoyed my time with you and wish you all a very pleasant summer! **AAA**

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

Answers and Winners

1. The Boston Red Sox is this AAA Fellow’s favorite baseball team. Can you guess who?

ANSWER: (H) Len Reid

2. Which AAA member was Jef Richards’ dog “Joe” named after? Hint: He’s one of the “Big Dawgs” of the AAA.

ANSWER: (E) Joe Phelps

3. His name originated in Slavic languages and is the equivalent of the name “John” in English. Who is he?

ANSWER: (K) Ivan Preston

4. His "other job" is photographer for the Indy 500 and Brickyard 400. Which AAA President is he?

ANSWER: (O) Jef Richards

5. Who is the oldest, living, international member of the AAA?

ANSWER: (L) Edoardo Brioschi

6. Which AAA Fellow has never taken a single class in advertising or mass communication?

ANSWER: (B) Esther Thorson

7. His childhood hero was Mickey Mantle, he’s an avid runner and he loves to play handball. Guess who?

ANSWER: (J) Joe Pisani

8. Born in Paragould, Arkansas, his childhood hero was Lou Brock, and he attended Worden High School. Who is he?

ANSWER: (G) L. J. Shrum

9. Which AAA President’s favorite dog is a golden retriever?

ANSWER: (C) Les Carlson

10. Her accomplishments in high school were an oxymoron: valedictorian and head cheerleader. Who is she?

ANSWER: (F) Mary Ann Stutts

11. Which AAA President has 13, four-legged pets living in the house?

ANSWER: (N) Pat Rose

12. The Rolling Stones is this AAA President’s favorite rock band. Who is he?

ANSWER: (D) Dick Beltramini

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?

ANSWER: (M) Bill Ross

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).

ANSWER: (I) Arnold Barban

15. Which AAA President went to 4th grade in Rome, Italy? Hint: His favorite comedian is not Mel Brooks.

ANSWER: (A) Don Jugenheimer

Trivia Quiz Winners!

Winners get a \$50 gift certificate to Barns and Noble!

▶ Jun Heo (University of Florida)

▶ Bonnie Reece (Michigan State University)

Graduate Students Speak...

Galit Marmor-Lavie

How do you choose the topic of your dissertation? This question has occupied my mind since I have joined UT Advertising. Indeed, this is a very important decision; after all, choosing a research focus is like branding yourself. Think about it this way, you are a new brand in the academic market and people are wondering: What is this person's story? Let me share with you three tips of how you can build a strong story/brand.

First, be true to yourself when selecting a dissertation topic. The ability to persevere and enjoy your Ph.D. journey requires passion towards your topic. Obstacles do appear, however when you love what you do, you have the strength to accomplish and excel your work. Here are some of the guiding questions you should ask yourself before choosing a topic: What is important to you in life? If there is a message you would like to send to the world, what would it be? What makes you smile when you wake up in the morning? Is there something new you want to say that you have not read or heard about in academia? Give yourself freedom with these questions. Later, the connection to your field or discipline will come naturally.

Second, while thinking about these questions, you need to let go. I remember a point in time when I was too obsessed finding a topic. Then, I completely let go and freed myself from the pressure. That was precisely the moment I realized what I wanted to do.

Finally, it does not matter which topic you choose. As long as you believe in it, it will resonate with others.

Galit Marmor-Lavie is a Ph.D. Candidate at the Department of Advertising at the University of Texas at Austin. Her research interests focus on advertising and spirituality as well as persuasive communication and politics. She obtained both her bachelors and masters degrees in Communications and Political science at the University of Haifa, Israel, where she also taught. Galit was a spokesperson, public relations consultant and a research advisor to several institutions. She published her work at the International Journal of Public Opinion Research, at conferences such as NCA and AMA, and also has a manuscript accepted for publication to Political Communication. Her Doctoral supervisor is Patricia A. Stout.



Galit Marmor-Lavie

Scott Dunn

In March of this year I had the opportunity to attend my first AAA conference. In addition to seeing presentations of some fascinating research projects and presenting my own research, I was thrilled to meet so many great advertising scholars from around the world. One of the things I found most interesting was that the AAA members I met came from such diverse backgrounds, both geographically and in their academic disciplines. In addition to scholars from advertising departments, I met scholars who were connected with the disciplines of marketing, journalism, psychology, and communication. My experience at the conference emphasized what I consider to be one the most important lessons I've learned in grad school: the importance of being interdisciplinary.

During my time as a doctoral student at University of North Carolina and as a master's student at Virginia Tech, I've been fortunate to work with scholars who recognize the importance of keeping up with research in a variety of fields. In my own research, I draw directly from psychology, political science, and mass communication research, but I've also benefited from exposure to legal studies, history, rhetorical criticism and other related fields. I've come to think of advertising research, and communication research in general, as part of one big "meta-discipline," drawing on the findings of all of the other social sciences and humanities in order to better understand how persuasion and other communication processes work.

I think the one piece of advice I'd give to my peers is to take the time to read outside of your research focus. Just because a line of research or theory doesn't appear to bear directly on your own research doesn't mean you won't learn something that might help you with your research, your teaching, or your outlook on life.

Scott Dunn just finished his second year in the Ph.D. program in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. His research focuses on the effects of political advertising and other political communication. His paper, "The Effect of Narratives on Perceptions of Parasocial Relation and Candidate Trust in Political Advertising," coauthored with Dr. Janas Sinclair, was named the top paper at the 2008 AAA conference in San Mateo, CA. His research has been presented at a number of other national and regional conferences and in several journals. Scott's dissertation chair is Dr. Anne Johnston.



Scott Dunn

Honors and Awards

AAA Research Awards

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



Clinton Amos

Clinton Amos (University of North Texas) was awarded a Doctoral Dissertation Fellowship for his proposal "The Impact of Visceral Influences on Consumers' Evaluation of Weight Loss Advertising."

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



Jisu Huh

Jisu Huh (University of Minnesota), Denise DeLorme (University of Central Florida), and Leonard Reid (University of Georgia), "Prescription Drug Information-Seeking Behaviors

and DTC Advertising Effects among Asian American Consumers."

Yongjun Sung and Sejung Marina Choi (University of Texas at Austin), "What Motivates Consumers to Participate in Online Anti-Brand Communities?"



Hyojin Kim

Hyojin Kim (University of Florida), Patricia Stout (University of Texas at Austin), and Jennifer Ball (University of Texas at Austin), "The Effects of Corporate Credibility, Endorser Credibility, and Brand Credibility on Consumer Responses to DTC Advertising."

AAA fellowships are competitive and awarded on an annual basis. Interested parties should contact Janas Sinclair, chair of the Research Committee at sinclair@unc.edu for more information.



Denise DeLorme



Leonard Reid

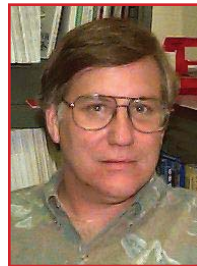
AAA Best Paper Award

The winners of the Best Paper award for the AAA 2008 50th Anniversary Conference are Scott Dunn and Janas Sinclair (both from UNC-Chapel Hill). The title of the Best Paper is "The Effect of Narratives on Perceptions of Parasocial Relation and Candidate Trust in Political Ads."

Five AAA Members Awarded "Outstanding" JA Reviewer

Each year, *JA* recognizes "outstanding reviewers" for their contributions in reviewing articles for the *Journal*. This year, the award went to: Andy Aylesworth (Bentley College), Kim Sheehan (University of Oregon), and David Schumann (University of Tennessee). Jackie Kacen (University of Houston) and Gerard Prendergast (Hong Kong Baptist University) were also recognized as *JA* "best ad hoc reviewers." Denise DeLorme (University of Central Florida), Margie Morrison (University of Tennessee), Mike Barone (University of Louisville) received Honorable Mention for their outstanding review. Thank you to these and all *JA* reviewers for your continued service to the *Journal*!

JA Best Article Award

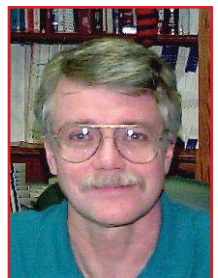


Stephen J. Grove



Michael J. Dorsch

This year's "best" *JA* article award goes to Stephen J. Grove, Les Carlson, and Michael J. Dorsch. The award-winning article is titled "Comparing the Application of Integrated Marketing Communication (IMC) in Magazine Ads Across Product Type and Time." The article was published in the Spring 2007 issue of the *Journal*, Volume 36, Issue 1, pp. 37-54.



Les Carlson

Awards and Grants

Dr. Kara Chan (Hong Kong Baptist University) has been awarded an \$19,200 grant from the Cultural Affairs Bureau of the Macao S.A.R. Government with her proposal, "Growing up in Macao: A Study of Materialistic Values among Children and Adolescents." Dr. Chan also received Emerald Literati Network 2008 Award for Excellence with her co-authored paper published in *Journal of Consumer Marketing*. The article is titled "Tweens and New Media in Denmark and Hong Kong" (Volume 24, Issue 6, pp. 340-350).

Job Changes, New Hires, P&T

Effective July 1, Dr. Robert F. Potter is promoted to Associate Professor in the Department of Telecommunications at Indiana University. He continues to be the Director of the Institute for Communication Research there, a position he has held since 2004.

Dr. Padmini Patwardhan, Winthrop University, Department of Mass Communication, has been promoted to associate professor.

Dr. Courtney C. Bosworth, Radford University, Department of Media Studies, has been promoted to the rank of associate professor and granted tenure starting with the 2008-2009 academic year. For the past year, he has been serving as the interim-chair for the Department of Media Studies while the new School of Communication is established. Radford University's new School of Communication will begin with the 2008-2009 academic year and Dr. Lynn Zoch will be the director of the School.

Travel News

Dr. Michael McBride, Professor Emeritus, Texas State University-San Marcos, is a Visiting Professor in Advertising and Branding in the Kookmin University Department of Advertising in Seoul, South Korea during the spring 2008 semester. He also presented the special guest lecture on May 29 for the KU Institute for Social Sciences. He will return to teach part-time for Texas State at the Round Rock Higher Education Center this fall.

Other News

Dr. Hairong Li of the Department of Advertising, Public Relations, and Retailing at Michigan State University served as a panelist at a town hall meeting of the Federal Trade Commission on May 6-7, 2008. The meeting, titled "Beyond Voice: Mapping the Mobile Marketplace," explored a wide range issues in the emerging area of mobile commerce. He shared his perspective on mobile marketing issues. A news story about his talk is available at <http://www.internetnews.com/mobility/article.php/3745286>.

Texas State Wins District 10 AAF Competition

The American Advertising Federation (AAF) team at Texas State University-San Marcos placed first at district competition in Dallas on April 17. With the win, Texas State advances to nationals June 7-9 in Atlanta, GA, where the team will compete against 17 other district winners from around the country. The client this year was AIM (AOL's instant messenger), with the subject being that company's suite of new products. The faculty advisors are Mary Ann Stutts of the Marketing Department and Alexander Muk of the School of Journalism and Mass Communication.

Book Releases

Advertising and Integrated Brand Promotion, 5th Edition (Cengage/South-Western Publishing) by Tom O'Guinn, Chris Allen, and Rich Semenik. For more information see Announcement on p. 39.



Tom O'Guinn



Chris Allen



Rich Semenik

The Sage Handbook of Advertising (Sage, 2008) by Gerard J. Tellis and Tim Ambler.



Gerard J. Tellis

Events & Deadlines

June

1: June 2008 AAA *Newsletter* available on the AAA website (<http://www.aaasite.org>)

30: AAA 2009 Conference pre-conference proposal submissions due (see call p. 24)

July

15: Proceedings of AAA 2008 Conference available to membership

August

15: Submissions to the AAA *Newsletter* due

29: AAA 2009 Research Fellowship Competition proposal submissions due (see call p. 25)

September

1: September 2008 AAA *Newsletter* available on the AAA website (<http://www.aaasite.org>)

15: AAA 2009 Asian-Pacific Conference competitive papers and special topics session proposals due (see call p. 27)

15: Article submissions due to *International Journal of Mobile Marketing* (see call p. 29)

October

1: Article submissions due to *International Journal of Integrated Marketing Communications* (see call p. 31)

6: Deadline for competitive papers and special topics session proposals for the AAA 2009 Conference

November

7: AAA 2009 Doctoral Dissertation Competition proposal submissions due

15: Submissions to the AAA *Newsletter* due

December

1: December 2008 AAA *Newsletter* available on the AAA website (<http://www.aaasite.org>)

January 2009

5: Deadline for submitting award nominations

February

15: Submissions to the AAA *Newsletter* due

March

1: March 2009 AAA *Newsletter* available on the AAA website (<http://www.aaasite.org>)

26-29: AAA Annual Conference, Hyatt Regency Hotel, Cincinnati, Ohio (See <http://www.aaasite.org>)

31: Article submission due for the special issue of *Journal of Advertising* on Advertising and its Connection to Violence and Abuse (see call p. 32)

April

May

15: Submissions to the AAA *Newsletter* due

27-30: AAA 2009 Asian-Pacific Conference, Beijing, China

June

1: June 2009 AAA *Newsletter* available on the AAA website (<http://www.aaasite.org>)

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

Photo Gallery – San Mateo, California

Hotel of the 2008 AAA Annual Conference and 50th Anniversary Celebration, San Mateo, California



L to R: Margaret Morrison, Sally McMillan (both University of Tennessee) and Kim Sheehan (University of Oregon), wearing the 50th Anniversary cap

Frauke Hatchmann (University of Nebraska-Lincoln), Chair of the Membership Committee, Addressing at the first timers' breakfast.



The AAA Family Tree unveiled

Photo Gallery



Conference attendees at Luncheon and Awards Ceremony (Friday, March 28)

2008 AAA officers, L to R: Vice President Shelly Rodgers (University of Missouri), Secretary Steve Edwards (Southern Methodist), Treasurer Herbert Jack Rotfeld (Auburn University) and President Jef Richards (University of Texas at Austin)



Jef Richards announcing the new AAA logo and the 50th Anniversary AAA Newsletter

Photo Gallery



JA Editor Marla Royne (University of Memphis) with Les Carlson (Clemson University) who received this year's JA Best Article Award



The winners of the AAA Best Paper Award, Scott Dunn and Janas Sinclair (both from UNC-Chapel Hill), posed with the AAA Vice President Shelly Rodgers (University of Missouri)



AAA Former President Arnold Barban



Ivan Preston (University of Wisconsin) with wife

Photo Gallery

The Beckers dancing at the Sneaker Ball



Briana Rodgers (daughter of Shelly Rodgers) dancing at the Sneaker Ball



The 50th Anniversary cake

Photo Gallery

AAA former Presidents Don Jugenheimer (Texas Tech University), Richard Beltramini (Wayne State) and Darrel Muehling (Washington State) cutting the 50th Anniversary cake



L to R: Federico de Gregorio, Yunjae Cheong, and Lance Kinney (all of University of Alabama)



L to R: Kasey Windels, Wei-Na Lee, and Yeo-Jung Kim (all from University of Texas at Austin)



Past Presidents serving the 50th Anniversary cake, L to R: Don Jugenheimer, Richard Beltramini, Les Carlson, and May Alice Shaver



Photo Gallery

Keynote speaker Keith Reinhard, President of Business for Diplomatic Action, Chairman Emeritus of DDB Worldwide



AAA Conference Director Bob King with wife Helene

L to R: Jun Heo (University of Florida), Mijung Kim (Michigan State), Yongick Jeong (Louisiana State), Sang (Sammy) Lee (West Virginia University), and Yong-Suk Cho (Chungwoon University in Korea)



Photo Gallery



AAA President-Elect Dean Krugman (University of Georgia) and former President Nancy Stephens (Arizona State)



AAA Presidents, L to R: Joe Pisani, John Leckenby, Nancy Stephens, Ivan Preston, Jef Richards, Darrel Muehling, Patricia Stout, Dick Beltramini, Arnold Barban, Don Jugenheimer, Dean Krugman, Ray Taylor, Les Carlson, Patricia Rose, Billy Ross, Mary Alice Shaver, Joe Phelps, Bruce Vanden Bergh, Tony McGann

Announcements

CALL FOR CONFERENCE PAPERS AND PROPOSALS

American Academy of Advertising 2009 Conference

March 26-29, 2009, Hyatt Regency Hotel, Cincinnati, Ohio

The Academy Program Committee encourages those interested in developing proposals for a pre-conference (all day or half-day) program for the 2009 conference to submit a complete proposal, no later than June 30, 2008, for review by the Executive Committee.

Proposals must specify a rationale for the program, the timing and progression among topics, and include a statement that all presenters agree to register for the pre-conference and conference. Waivers of the registration fee for industry participants (who are not AAA members) who will be attending only the pre-conference may be requested on a case-by-case basis.

Following the conference, the pre-conference chair may submit up to a two-page summary of the presentations to be published in the Conference Proceedings on pages designated by the NR (non-refereed) prefix.

Pre-conference proposals and any questions concerning such proposals should be directed to Dean Krugman. Please note that proposals and questions should be e-mailed to dkrugman@uga.edu.

Announcements... (cont'd)

CALL FOR PROPOSALS

AAA 2009 Research Fellowship Competition

Submission Deadline: August 29, 2008

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

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

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

1. Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
2. Winners must grant the Journal of Advertising first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the first completed paper is submitted to the Journal of Advertising.
3. Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2009 Fellowship winner has until April 1, 2012 to complete the project in order to receive the second half of the award.
4. Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.

Requirements for Submission of Proposals

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

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

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

Continued on next page...

Announcements... (cont'd)

Call for Proposals, cont'd, p. 25

Electronic submissions must be received no later than 5pm Friday, August 29, 2008 by the Chair of the Research Committee.

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

The body of the proposal shall include:

- A literature review, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
- A methodology section that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
- A conclusion, including expected results and implications.
- References

Proposal Format Requirements

- 10 page limit, including references. Figures, tables, budget and timetable may be attached as addenda to the proposal.
- Contents must be double spaced
- 12 point Times New Roman font (or equivalent)
- One inch margins on all four sides
- Title of proposal at the top of page one
- Page numbers

3. An appendix, including:

- A timetable for completion of the research
- A proposed budget, which should be both realistic and adequately detailed.

4. In addition to the proposal, submit one resume/vitae for each author.

Proposals must reach the Chair of the Research Committee by 5pm on Friday August 29, 2008. Submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Winners will be notified by early December 2008. The awards will be announced at the 2009 AAA Conference and communicated to the membership through the AAA Newsletter.

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

Submit materials to:

Dr. Janas Sinclair
Chair, AAA Research Committee
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
Email: sinclair@unc.edu

Announcements... (cont'd)

CALL FOR PAPERS AND SPECIAL TOPICS SESSION PROPOSALS

American Academy of Advertising 2009 Asian-Pacific Conference

Co-sponsored by CAAC and CUC

May 27-30, 2009, Beijing, China

submission deadline: Monday, September 15, 2008

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.

Continued on next page...

Call for Papers and Proposals, cont'd, p. 27

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 author(s) 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 author(s) 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.

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 SUBMISSIONS

International Journal of Mobile Marketing- December 2008 Issue
Submission Deadline: September 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

Continued on next page...

Call for Papers and Proposals, cont'd, p. 29

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 submission deadlines above.

Announcements... (cont'd)

CALL FOR ARTICLE SUBMISSIONS

International Journal of Integrated Marketing Communications

Submission Deadline: October 1, 2008

Editorial Mission Statement:

The International Journal of Integrated Marketing Communications is devoted to the dissemination of information about the teaching and practice of the range of disciplines under the umbrella of integrated marketing communications, including direct/interactive marketing, database marketing, public relations, advertising, sales promotion, and other forms of promotional communications for both for-profit and not-for-profit entities and about how they can be integrated for more effective results. IJIMC editorial content will include scholarly research on business applications of IMC as well as cases and research on teaching IMC. The target reader for this publication is the college classroom or online teacher—whether tenure track or adjunct, whether in a degree or executive/professional development program—and IMC practitioner interested in actionable theory and practice.

Submission Guidelines

Initial Queries

Initial queries should include a one-page summary or abstract (250 words max.) and an outline of the proposed work. Topics might include any of the subject areas mentioned in the Editorial mission statement, with an IMC emphasis including:

- Accountability measurements
- Aligning strategy and tactics
- Market triggers and predictors
- All tactical areas in Marketing Communications, including, but not limited to, those mentioned in the Editorial Mission Statement.
- Teaching methodology or cases in any of these areas.

Send your submission by email to the Managing Editor, who will forward it to the Co-Editors. Your submission will be reviewed for fit with the IJIMC's purpose and mission, and you will be contacted regarding next steps.

Article Submission

When your proposal has been accepted, you can submit the article according to an agreed-upon schedule. It will be blind-reviewed by peers for suggestions for acceptance, additional information, or other revision. The revised piece will be blind-reviewed for final acceptance or additional revision.

Managing Editor:

Richard Hagle
(312) 494-0100
richhagle@racombbooks.com
www.racombbooks.com

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University of Wisconsin,
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J. Steven Kelly
Department of Marketing
Dir., Kellstadt Center
DePaul University

Announcements... (cont'd)

CALL FOR SUBMISSIONS

Journal of Advertising

Special Issue Advertising and its Connection to Violence and Abuse

Special Issue Editors

Nora J. Rifon, Michigan State University

Marla Royne, University of Memphis

Les Carlson, University of Nebraska-Lincoln

Manuscripts are solicited for a special issue of The Journal of Advertising devoted to the connection of advertising-related media on violence and abuse. Authors may submit empirical or theoretical papers, including literature reviews that offer strong theoretical frameworks for research programs, content analyses, surveys, and experiments.

Violence is defined by the World Health Organization as, “the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community that either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment or deprivation.” The Centers for Disease Control (CDC) has identified violence to and abuse of children and youth as a tragic and preventable global public health problem. Child abuse, suicide, sexual abuse, youth violence, and related psychological disorders of self-abuse, are on the rise.

While much attention has been focused on violence in the general media with respect to mostly entertainment content, few researchers have actively studied issues related to commercial media content – ADVERTISING -- and the role it may play in fostering violence by and abuse of children and adults in its many active and passive forms. Several recent phenomena suggest that it is time for researchers to focus on this topic.

A spate of recent highly visible advertising campaigns using violent themes, imagery, and acts elicited heightened scrutiny after the 2007 Superbowl. There are a growing number of highly successful video games with violence at their core such as Grand Theft Auto, World of Warcraft, and Halo to name a few, that receive advertising support. There are also a growing number of advertising-based Internet games offered and freely accessible to even young children. Indeed, the success of entertainment vehicles is highly dependent on advertising support systems. The recent intermingling of advertising and entertainment content points to the pivotal role of advertising for defining cultural norms and influencing behaviors of violence, abuse to others and self, and neglect.

Research questions and topics that may be addressed include but are not limited to:

- What are the magnitude, scope, and character of violence in advertising?
- Symbolic consumption of violence
- Dehumanization in advertising
- Media literacy
- Public policy issues related to violence and advertising
- Social Advertising and violence reduction
- New media, gaming and violence consumption as a contributor to active and passive child abuse.
- Special concerns for youth
- Is violence in advertising a correlate or contributing cause to violent behavior?
- In what ways does advertising influence violence and abuse?

Continued on next page...

Announcements... (cont'd)

- What is the potential role of advertising in the creation of violence to and abuse of children in modern society?
- Stereotyping and degradation
- Regulatory issues for violence in advertising
- Websites as advertising support for violent media content
- Advertising of children's toys
- Advertising of weapons
- Social Advertising and child abuse prevention
- Violence in sports marketing
- Framing of messages for the prevention of child abuse
- Socialization agent influences on the effects of violence in advertising

Submissions should follow the manuscript format guidelines for the Journal of Advertising found at <http://ja.memphis.edu/inforauthors.htm>

Manuscripts should be submitted electronically to joa@memphis.edu and in the subject line type Violence Issue.

General Submission Requirements

All submissions, reviewing, and notification regarding the special issue will be conducted electronically, by email. Submission deadline: March 31, 2009.

Submission Information

In the body of your email, please provide

- Title of Paper
- Primary contact person's name, affiliation, mailing address, phone number, fax number, and email address
- Names of other co-authors/participants, their affiliations,
- Key Words: 3 to 5 key words that identify the topic and the methods used in the research.

Electronic format for submission: Your submission will be a word document sent as an email attachment. All submissions should be scanned for viruses. Make sure to save a copy of your submission information until notification of the final decision. Please ensure that submissions do not have author names on the title page.

Acknowledgement of receipt: The primary contact person will receive an acknowledgement of receipt of your submission by email. If you do not receive an acknowledgement email within a couple of days of submission, you should send an email inquiring about the status of your submission to Nora Rifon or Les Carlson.

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Announcements... (cont'd)

JOB OPENING

Department of Marketing at the University of Texas at San Antonio Two or more tenure-track faculty positions

The Department of Marketing at The University of Texas at San Antonio College of Business invites applications for two or more tenure-track faculty positions beginning Fall 2009, pending budget approval. All ranks will be considered. Salary will be competitive with other public research universities, and commensurate with qualifications and experience. Research support (e.g., graduate assistants, subject pool, behavioral laboratory, summer support) will also be provided. Specializations in any marketing area may apply. Responsibilities include teaching graduate (MBA, PhD) and undergraduate courses offered at UTSA 1604 Campus and/or Downtown Campus, conducting and publishing scholarly research, and providing service to the University and to the field. Expected teaching load is two classes per semester.

Required qualification at the Assistant Professor rank is a PhD in Marketing or a related field by August 31, 2009, although ABD candidates making suitable progress toward the PhD will be considered but will be first appointed as Instructor, pending completion of the degree. Candidates should have strong evidence or promise of scholarly research and effective teaching. Preference will be given to candidates with previous academic experience and research productivity.

Required qualifications at the Associate and Full Professor rank are a PhD in Marketing or a related field; a substantial and continuing program of research published in high-quality, peer-reviewed scholarly journals; the willingness and ability to contribute to a doctoral program in marketing, including dissertation supervision; and a record of effective teaching.

The Department of Marketing has a strong research faculty with a focus in consumer behavior. Potential applicants are encouraged to visit the Department's Web site (<http://business.utsa.edu/departments/mkt/>) for information on the current faculty's research interests and to contact the search committee chair for additional information.

UTSA is a comprehensive public metropolitan university serving approximately 28,000 students. It has the express goal of reaching a Carnegie Classification of doctoral/research extensive (Carnegie I) by 2010. The College of Business is one of the 40 largest business schools in the nation and is AACSB accredited. San Antonio, located at the edge of the scenic Texas Hill Country, offers the amenities of a major metropolitan area as well as a multicultural environment.

UTSA is an Affirmative Action/Equal Employment Opportunity Employer. Women, minorities, veterans, and individuals with disabilities are encouraged to apply. Applicants who are selected for interviews must be able to show proof that they are eligible and qualified to work in the United States.

CONTACT: Applicants must submit a letter of application indicating desired rank (you must specify), a vita, and [a list] names and addresses of three references. All application materials can be submitted (and in fact are preferred) electronically to L. J. Shrum, Search Committee Chair, lj.shrum@utsa.edu. If hard copy applications are sent, please include an electronic file of the vita on diskette, and send to Department of Marketing, The University of Texas at San Antonio, One UTSA Circle, San Antonio, TX 78249. Phone: (210) 458-5374. Review of applications begins immediately and applications will be accepted until the position is filled.

Representatives from the Department of Marketing will conduct interviews at the forthcoming AMA Summer Educators' Conference in San Diego, August 8 – 11. Applicants who cannot attend the conference will be given full and equal consideration based on submission of their completed applications.

Announcements... (cont'd)

JOB OPENING

Department of Marketing at the University of Houston School of Mass Communication, University of Houston Assistant Professor Position in Integrated Marketing Communication

The Jack J. Valenti School of Communication at the University of Houston invites applicants for a junior tenure-track position in integrated marketing communication to begin fall 2009. The preferred candidate must have a Ph.D. in Advertising, Public Relations, Communications, or a related field with a demonstrated ability to teach integrated marketing communication courses. Demonstrated teaching and research/publication ability is a must. Significant professional experience is also required. Salary is competitive. The successful candidate will be expected to teach from among the following classes: undergraduate advertising and/or public relations principles and campaigns courses, advertising creative strategy, and a capstone IMC course in an anticipated new degree concentration, along with selected graduate topics.

The University of Houston is a state-assisted university. Approximately 630 of the 1,600 majors specialize in public relations or advertising as a major. Candidates may obtain additional information on the Jack J. Valenti School of Communication by visiting www.class.uh.edu/comm/.

The University of Houston is the flagship campus of a system that enrolls 57,000 students in a vibrant city which has multi-national industry, commercial centers, a world-class Medical Center, a robust arts community, professional sports, and an entrepreneurial approach to new technologies, especially biotechnology. Houston also is a world capital for petroleum exploration. The School prides itself for its role in working with a diverse student population. Our student majors are 23 percent African-American, 21 percent Latino, 9 percent Asian-American and 3 percent international. The student body is predominately working-class with a median age of 27, and most students have full-time or part-time jobs. The Valenti School offers the only advertising program within the city. As a result, the professional community provides a significant amount of support to the program. Students gain additional experience and leadership development by participating in one of the charter chapters of PRSSA. The program also has a national and international reputation for leadership in public relations education and scholarship. Visit the PRSSA award winning site: www.uh.edu/prssa/.

Review of candidates will begin 10/1/08. Send CV, letter of application, three letters of recommendation, and official transcripts to:

Beth Olson, Ph.D.

Director, Jack J. Valenti School of Communication

101 Communication Building

University of Houston

Houston, TX 77204-3002

bolson@uh.edu

The University of Houston is an Affirmative Action/Equal Opportunity employer. Minorities, women, veterans and persons with disabilities are encouraged to apply.

Announcements... (cont'd)

Advertising Educational Foundation (AEF) Inside Advertising Speakers Program

Sign up now for Summer and Fall 2008!

Industry executives visit campuses nationwide to speak in classroom and informal settings with faculty and students. Speakers are carefully chosen and programs are customized to meet your class objectives.

There is no need to commit to dates or a topic – just put your name on the list. AEF staff will follow up with you. You may sign up online at www.aef.com, in the Professor Resources section, or by calling the AEF at (212) 986-8060.

ADText

AEF is pleased to publish the ADText Online Curriculum, the first online textbook about advertising and society. The Curriculum consists of 15 units and is published as a supplement to Advertising & Society Review. When completed by year end there will be 20 units, all of which have streamed commercial examples and abundant references and links. 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.

The AEF welcomes your comments and questions.

Please contact Paula Alex, CEO, at pa@aef.com or
Marcia Soling, aef.com Content Master, at ms@aef.com
(212) 986-8060 www.aef.com

Announcements... (cont'd)

Authors Announce New Media Flight Plan Case Study for Fall Kashi Pizza Case . . . 7 Whole Grains on a Mission

Currently testing at Iowa State and Syracuse Universities, this flash-frozen, challenging case study is ready for fall semester 2008. Media Flight Plan authors Dennis Martin and Dale Coons have put the finishing touches on their new Kashi Pizza case study, and it will be available online this fall. With schools around the globe now adopting MFP, Martin said, "Our web presence allows us to update Media Flight Plan as needed without the cost of printing new editions for the sake of new editions. It keeps costs down, and saves natural resources. We've decided that all future MFP case studies will be published online."

The MFP website also exposes students to a wide variety of syndicated sources, essential experience for anyone serious about a career in advertising or marketing. Many thanks to corporate providers for enabling student use of real data. Mediamark Research, TNS-Media Intelligence, and SRDS have all given permission for their data to be used in this case study (available online with the case). Sources include demographic, lifestyle, media and market data including category data based on credit card profiles. Professors interested in checking out the new case study (plus Professor's Answer Guide) can get free access by emailing the authors: support@mediaflightplan.com

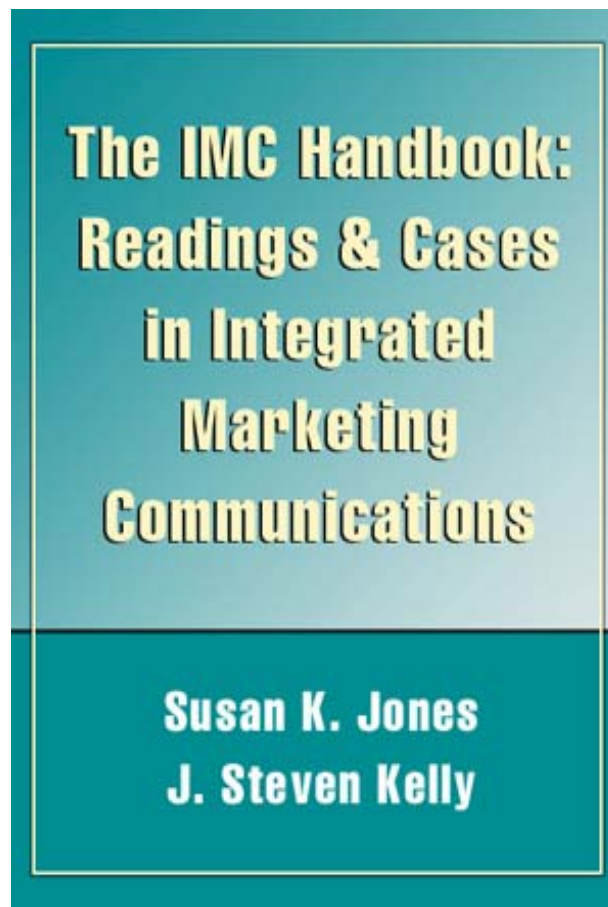


BOOK RELEASE

Tom O'Guinn (University of Wisconsin), Chris Allen (University of Cincinnati) and Rich Semenik (Montana State University) have released the 5th Edition of their advertising and promotion text, *Advertising and Integrated Brand Promotion* (Cengage/South-Western Publishing). As with previous editions, the text is highly visual with over 450 ads and exhibits. New material in this edition includes extensive treatment of Madison & Vine strategies, Web 2.0 (social networking, blogs) opportunities in advertising/promotion, consumer empowerment and control of information flow, branded entertainment strategies, and "connector/influencer" strategies and impact. Any of the authors can be contacted for more information: o'guinn@wisc.edu, allenct@uc.edu, semenik@montana.edu.

The IMC Handbook: Readings & Cases in Integrated Marketing Communications by Susan K. Jones, J. Steven Kelly. A second, expanded edition of readings and cases available in July, it will have 15 new readings and 25 new cases and a complete Instructor's Manual.

For details visit: http://www.racombooks.com/books/readings_imc



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 on p. 42).
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.
5. Provide these additional details:
 - Organization making the call
 - Reason for the call
 - Date of the call (if a conference, provide conference start and stop dates)
 - Submission deadline
 - Theme (if a journal, provide special issue topic)
 - Brief list of topics (in bullet format)
 - Chair's name and complete contact information
 - 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, Jisu Huh (jisu@aaasite.org)
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

New AAA Ad Policy

AAA NEWSLETTER ADVERTISING POLICY

As of June 2008, the American Academy of Advertising Newsletter will carry an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to ½ page) to \$100 (from ½ page to a full page) depending on size.

Four Newsletters are published online annually and read by over 500 AAA members. Deadlines to receive ads to be placed are noted below. Please note that the dates below are “received by” dates, meaning the ad must be sent by the dates noted below.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information is being developed.

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased at the above noted costs. Again, the deadlines below must be adhered to.

Ad Specifications:

The Newsletter is published in an 8 ½” x 11” color format PDF. Ads may be submitted via a high resolution PDF. It is the responsibility of the individual or organization placing the ad to create the ad and submit it by the “received by” deadlines noted below. The editor and AAA assume no responsibility in the accuracy, formatting or creation of the ad. Ad content is subject to AAA approval.

Payment and Billing:

Payment in advance is required. You can pay by check, sending the payment directly to Patricia B. Rose, Executive Director, 24710 Shaker Blvd., Beachwood, OH 44122. Should you want to pay with a credit card via PayPal, please contact Pat Rose directly at rosep@fiu.edu for information.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter for additional questions or comments.

Deadline for Submitting Ads to the AAA Newsletter

AAA Newsletter Due Out:	Ad(s) due by:
March 1	February 15
June 1	May 15
September 1	August 15
December 1	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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