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The President's Column

by Dean Krugman

The American Academy of Advertising is now "Looking Forward to Our Next 50." Last year, under the stellar leadership of Jef Richards, we celebrated our 50th Anniversary with a great conference in San Mateo. Looking at our past gives us a great sense of pride as to what we have accomplished. My past with the Academy goes back to the mid 70's when I presented my first conference paper. From that point, the group has served as a touchstone in my academic life. I am deeply honored to serve as this year's President and join in the collective effort to move the Academy forward.

Either by design, good fortune or both, we are fittingly termed as an Academy; a society of

learned individuals who advance the field forward - that's us! We are an ambitious group sponsoring national and international conferences, major publications, research grants and academic awards recognizing and promoting excellence. Fostering research and ideas that are relevant to the field and providing a forum for the exchange



Dean Krugman

President, p. 2

Featured Research

Swedish Living and Cross-Media Measurement

by Mary Alice Shaver



Mary Alice Shaver

Jisu asked me to write a guest column about my stay in Sweden and about my research here. In doing that, I shall first diverge from the usual single-focus research that is generally the topic of these columns. Jisu and I thought you might like to know about the centre where we work and about our life in Sweden. I'll start off by telling you a bit about our situation here at the Media Management and Transformation Centre at the Jönköping International Business School. The centre is now in its second five-year term of funding from a private, Swedish foundation. What do we do all day? Well, for starters, it is only research and no teaching. We may get into some teaching if our proposed M.B.A. program in Stockholm goes forward.

The official description of the Centre is way too long to quote here, but I'll give you just a bit of it, quoted from our brochure that tells what we do and who is on faculty. To quote, "The Media Management and Transformation Centre is a research centre with the mission to improve knowledge and understanding of media business issues among researchers and practicing managers. It is concerned with strategic, organizational, economic, legal and entrepreneurial practices in media and communication firms, and seeks to link them to contemporary theories and understanding of business economics, management, organizational behavior, entrepreneurship and marketing." I am the first and only advertising professor they have had, and I was given the lofty title of Hamrin Professor of Media Economics. (The Hamrin Foundation supports us.)

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President, cont'd p. 1

of ideas among our academic and professional members is the key to our success.

Two major forums for exchanging ideas take place in March and May. We will hold our national conference in Cincinnati, Ohio, March 26-29. The one-day pre-conference, under the leadership of Margie Morrison, will look at the "Future of Advertising Education." The three-day conference sessions, under the leadership of Glen Nowak (competitive papers) and Shelly Rodgers (special topics), will offer a very strong group of papers and panels. There will be a wide range of current topics and issues including innovations in advertising media, health communications, and persuasion efforts via the Internet. When registering, be sure to get your picture taken and to receive a special, useful memento.

Under Co-Chairs Bob King and Hairong Li, we will hold the Asia-Pacific Conference in Beijing, China, May 27-30; co-sponsored by the China Advertising Association of Commerce (CAAC) and the Communication University of China (CUC). The program offers a strong group of papers and promises to hold an opportunity to exchange ideas on an international basis. Beijing, a political and cultural center of China for 700 years, is the site of many of China's national treasures.

There is a genuine "esprit de corps" within the Academy that is not duplicated in many other academic organizations. One of the gratifying responsibilities of being

president is to contact members throughout the organization in order to enlist their support for various committees, task forces, etc. Amazingly, virtually everyone that has been contacted has agreed to serve and help to move us forward. Space does not permit me to name everyone, but I would like to offer a special thanks to our EC and standing committee chairs. Past President Jef Richards is a generous and wise counsel. President-elect Shelly Rodgers, Vice-president Glen Nowak, Treasurer Herb Rotfeld and Secretary Denise Delorme are talented and dedicated. Executive Director Pat Rose is the embodiment of service and expertise. Bob King continues to use his vast planning skills to literally move us in different directions as our Director of Conference Services. Janas Sinclair (Research), Sally McMillan (Publications), Frauke Hauke and Wendy Macias (Membership), Nancy Mitchell (Finance) and Chris Wright-Isak (Industry Relations) all work diligently to keep us moving forward.

As a group, we help advance the field of advertising education through research, teaching, and as links to the industry. We are continually challenged to help guide the field and are needed more than ever as some of the most basic definitions of advertising and commercial persuasion are changing. I am looking forward to this year, and more importantly, I hope we are all looking forward to this year, and getting the Academy ready for the next 50! **AAA**

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We have an international group of Ph.D. students associated with the centre. Our faculty is small—eight. There are ten Ph.D. students and two post-docs. We have visiting scholars who may stay for three weeks or a full semester.

Yes, but what do we do all day? Well, this may be hard for you to believe, but we do what we want in research. There are a couple of group projects, but for the most part, we sit in our offices, think and write. We also travel a good bit to conferences. In the first months I was here, I went to Portugal for the Media Management and Economics conference, a WARC meeting in London and spent ten days in New York going to various offices (NAD, ARF) and as a guest of the World Newspaper Association's Media Measurement Integration Task Force. I learned a lot doing all of that. One of the things I learned is that it is not a good idea to travel to the U.S., stay ten days, come back here for six days and then leave for the U.S. for Christmas! This current semester, we will go to Paris, Florida, Spain and China- the last twice. And then the U.S. for vacation, using up the paltry few days our U.S. tax laws allow us to be in our own country.

I should say a few words about Jönköping as well. It is small town (125,000) with a university and several other businesses in the area. It is the place where the safety match

was developed, although I haven't had any huge urges to visit the Match Museum. It is at the base of the second-largest lake in Sweden. It is about 90 minutes North of the famed Crystal Kingdom (definitely worth the trip). Our winter to date has been very much milder than the winters many of you are experiencing. The town is equally inconvenient to both Stockholm and Copenhagen, being two trains and about three hours to either. It is quite a feat to make an international flight from either of those cities on the same day as you start out. For internal European trips, we leave



Jönköping International Business School

Continued on next page...

from the airport at Gothenburg, about 90 minutes away. One can go to England directly (although not directly back from conferences that last all day. No late planes) but other locations require a trek through the Frankfurt or Paris airports. The language of the University is English, although one hears lots of Swedish and some German. The people are very nice. They totally avoid anger or confrontations which is the Swedish way. We have worked our way through most of the necessary bureaucracy (since the current royal line came from France, we feel we have all the French bureaucracy with a Swedish flavor).

Now finally, onto the research. The most recent paper is on the impact of technology on the management of traditional media firms. It will be presented at the European Media Management Association meeting in Paris in February. Work on a global advertising regulations project (with Soontae An at Kansas State) is just moving from the conceptual stage into the operational level. It will be a lot of work, but doable, particularly because we have a colleague who is Spanish and who can handle Spain and many of the South American countries. The Centre plans a workshop on the subject of global ad regulation next year.

But my main research project right now is on cross media measurement. This topic is one for which there is a great deal of attention at present. It speaks directly to the credibility and accountability that advertisers demand from the media. While the traditional metrics of reach, frequency, gross rating points, and share of voice did report audience size and extrapolated some target audience quality from the raw figures using the old Nielson diaries, the newspaper “read yesterday” survey questions, Arbitron surveys, newspaper and magazine circulation figures and have measured advertising recall and intention to buy for one or two mediums alone. Traditional metrics fail to capture the quality of the consuming audience or to reflect changing consumer media use patterns and purchase behavior. Advertiser mandates for accountability make it essential to develop accurate cross-media measurement.

Advertisers today are asking for more precise measures, and they want research that speaks to the underlying synergies between media. Much of the recent work reported in this area measures the impact of the Internet on consumer attention, recall, and ultimately, purchase behavior. The challenge is to calculate how an individual’s attention to one medium, say the Internet, coupled with other media, or the choice of several different media in one format or another, can identify patterns that yield the optimum consumer engagement with the message. Certain patterns of media choice can result in a synergy that makes more of an impact than just discrete use of each individual medium. New measures, which more accurately target individuals and audiences, will enable advertisers to make allocation decisions, which offer a greater ROI and to adjust more quickly to changes in the market. This

becomes essential as more media choices – mobile media, the Internet and the array of what we term “new media” (including media gaming) – all contribute to a more and more fragmented audience. Time spent with each medium becomes less and less. The complexity of the WEB for media buys and defining audiences only exacerbates the problems.

One difficulty is the plethora of data and data gathering systems, all of which are technologically advanced and promise to deliver the data needed to reach the intended audience with a high degree of certainty. With such

“...the array of what we term “new media” – all contribute to a more and more fragmented audience.”

enormous capability for data gathering, the problem becomes not one having available data, but rather of interpreting and selling it to the intended buyer. Clients may not believe the systems are valid or useful, and they balk at paying the extra price involved in the gathering and delivery of data that could help them to reach their accountability goals. The dual challenges of a data-based audience substantiation and the rise of niche markets cannot be ignored.

In talking about the value of audiences, one must remember that the quality and longevity of an audience varies with the product being advertised, as well as the media carrying it.

In looking at some of the newer measurement techniques, one finds that there is a heavy concentration of measurement on the WEB. Media measurement has been in individual silos in the past. Now, with the advent of new media and the fragmentation of audiences, more

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research firms and their clients are talking about the need for a truly hybrid model that could test relationships and use patterns across a number of media, including print, broadcast and the WEB. Greg Linder from Scarborough, stated at a recent meeting that “over time, newspapers want more online information. We have a lot of focus on online. We’ve also branched out into a custom environment to look at audience aggregation studies to look at the reach with standard print and different online vehicles. We see that as the direction...” His comment reflects the reality of clients wanting to know how their intended audience is using the WEB and how the WEB and print media combine to make a stronger package with greater influence.

However, a basic fact remains unchanged: advertisers and researchers are always looking at past behavior and trying to predict an accurate future for the diverse media their intended audiences use for information. The reliability of this information must be tested over a period of time.

Companies such as IPA dataMINE in England, Havas in France and our well-known media measurement firms, such as Scarborough, Nielsen and Arbitron, are all attempting to strengthen the base of media research they can deliver to

“The goal of my research project is to test a model for assessing the effectiveness of advertising investment across multiple media.”

their clients. Some wonder if algorithms will replace media buyers in agencies. The samples the research firms use today are large and easily show the driving need to reliably predict audience behavior. That is the challenge for media and for researchers today.

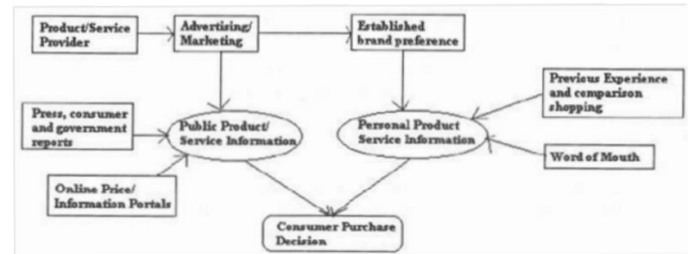
One problem is that many firms only do cross measurement for two or three media products. Ideally, one should measure all media use for a representative sample, but this is not only time consuming but very expensive. New products, such as PPM, receive plaudits from media firms, but there are some problems as well. Radio people think that the samples are too small and that they do not accurately reflect female or minority listeners (Arbitron has addressed the problem of minorities. Havas says that their systems measure across print, broadcast and new media. A good article that addresses the needs was in the *Journal of Advertising Research* in September 2008. The title is Make Measurable What Is Not So: Consumer Mix Modeling for the Evolving Media World by John Hallward of Ipsos-ASI.

One of my research goals is to produce a model that could be tested with a large sample of people. Fortunately, I have been promised the use of data by a major research firm. I must admit, I promised a model for a paper to be

given in Florida at the end of March. The first results of my fledging model are below.

Consumer buying decisions are affected by a variety of marketing and non-marketing factors. The following model (Shaver, 2007) illustrates this complexity.

Chart 1: Factors Influencing Consumer Purchase Decisions



The goal of this project is to test a model for assessing the effectiveness of advertising investment across multiple platforms in affecting consumer decisions and purchase behavior so firms can maximize the return on their advertising investment. The analysis is based on a SEM (Structural Equation Model) which, with sufficient data, allows the identification of the influence of exogenous factors that affect the dependent variable(s).

It must be noted that the model must be applied at the individual firm (or at most, individual product type) level because of the wide variance in the consumer purchase decision process. Even the same individual is likely to approach decisions about buying a car differently than decisions about what sort of gum to purchase, and decision-makers (or influencers) often require different types of messages.

The independent variables of media investment actually have four components for each platform used, they are:

- Message characteristics
- Medium platform or message channel
- Degree to which messages delivered on one channel encourage targeted consumers to seek content delivered on another channel
- Cost of the investment

Covariance and synergies between product information delivered on multiple platforms can be determined by Awareness or Intent to Purchase measures from survey data of the sort currently used to assist in the measurement of advertising campaign effectiveness.

Exogenous factors affecting Intent to Purchase and actual Purchase Behavior vary widely in their impact from product and from consumer segment to consumer segment. A comparison of product sales data by targeted customer segment between markets with different Medium Investment mixes or markets in which there was no

Advice for Advertising Students

Like Every College Student...

by John DuBois (MRM Worldwide)

**Editor's note: The editor asked Mr. DuBois to write a column to share his insights and offer advice for advertising educators and students dealing with the current economic downturn and tough job market. In response, he wrote this poem... Enjoy!*

Like every college student about to graduate, the real world, also known as gainful employment, sneered at me like a big bully who knew I'd soon have to pass his way.

I was in J school and journalism, at that time, was still a romantic profession. Everybody wanted to be the next Woodward and Bernstein.

The job market, as a result, was tight every time I stole a glance at the bully. One professor even told us that, to tide us over til the market loosened, we might have to sell vacuum cleaners or, worse yet, encyclopedias door to door.

And so, when a news editor came to speak to my journalism class, I sat up in my seat when somebody asked what he looked for in new hires.

"Weird gaps," the news editor told us. You could have heard an ant march across the room.

"I look for weird gaps," the news editor repeated, a bit louder to knock the dumbfoundedness out of us. "I look at somebody's resume and I don't want it to make sense."

"I want to see that there were times in their life when they did something inexplicable. Maybe they took off and wrote a book; maybe they went through a divorce; maybe they just took a year to stare at their navel."

"In other words, I don't want somebody who's stayed in line all their life. I want life experiences. I want weird gaps."

I've never forgotten that (maybe because at the time and, for that matter, even now) I've got my share of weird gaps.

But here I am now, a creative director at an interactive agency, and I've got people asking me what I look for in new employees.

Weird gaps is certainly part of it. I, too, like characters who aren't afraid to strike out and explore a dream.

Just this summer, I had a prized employee – one whose work took me and him to Cannes where, over a couple of Cokes, or maybe something stronger, he dropped this bomb.

He was mulling an offer to direct a film – a project that would take all of his time, meaning he'd have to resign his position with me. I nearly choked on the prosciutto but not just because I was stunned and disappointed.

I was keenly interested. Maybe even envious.

It was a stone he needed to overturn, an itch he needed to scratch, a weird gap he needed to enter.

DuBois, p. 6

John DuBois Bio

Job: Creative director for MRM Worldwide, interactive agency in Minneapolis

On the side: Minneapolis College of Art and Design (MCAD) instructor

Past lives: journalist, painter, bartender, carpenter, janitor, paperboy, pizza guy, photographer



John DuBois

So I told him: How long will it take?
Three, maybe four months, he said.
We'll still be here, I said. See you then.

Don't get the idea that all you need to work for me is to be a character. That would open the door for all kinds of carpetbaggers and panhandlers.

I look for other things. Like passion. Passion for our medium. I want people who know it. Use it. Play with it. And are always on the prowl for the latest and the greatest.

I once asked a candidate what I thought at the time was a softball question. Which web sites did she like? She said she didn't have internet access at home.

There was that ant again. Making a ruckus with his marching. I don't know how I managed to take up the slack in my jaw and continue the conversation. Really the interview could've ended right there.

Now that I think about it, passion for the digital space is a weird gap, too. It's excessive. It's impulsive. It's spending a lot of time on one thing to the exclusion of, well, stuff you probably should be spending time on --- like exercise, books, volunteer work.

It's a weird gap.

Culture's another thing I look for. I don't want any prima donnas. I don't want people who think creative people walk on water. I don't want bouncers posted at our door who make sure everybody who comes into creative has a passport.

I want collaboration. I want bounce. I want people who are into the best idea, not their best idea.

Which again might be a weird gap. It's one thing for one person to sit and noodle on a problem. It's an entirely different thing for two or three.

What I'm trying to say is that there's power in a few people sitting together in a room tossing out ideas, freely. If they can really let go of whose idea it is, if they have the courage to express the crazy things that flow through their unconscious, then something magic happens. Yep, they're in a weird gap.

One more thing I look for of course is talent. I want designers who can make a bad idea look good. (It happens. Mostly when a client directs you into a Frankenstein concept -- you know a little bit of this, a little bit of that).

I want a writer whose words grab people by the lapels and go, hey, listen up. I've got something important to say.

I want experienced planners who aren't afraid to stray from the tried and true.

And I want to see samples of their work. I want to see something different. Something that makes me smile. Shed a tear. Feel something.

In other words, I want to see work that came from a weird gap, one I've never seen before, one I'd like to enter -- with a good guide.

Weird gaps, everybody. Get some. It might even be your way around that bully standing just outside your school. **AAA**

Shaver, cont'd p. 4

marketing investment can be used to estimate the error factor due to Exogenous Variables, such as previous product experience, established brand preference or word of mouth information.

Once these relationships are established, connecting the financial investment in various media choices to purchase behavior, the return on investment (sales revenues) can be compared to the cost of the media investment to calculate the return on investment for specific combinations of media.

The difficulty of testing this framework is obviously that of data collection, since much of the data is proprietary and limited to fewer delivery platforms than are potentially available to marketers. The difficulty is compounded by the need to perform the ROI analysis for each targeted

customer segment since the effectiveness of one message and one platform may vary from segment to segment. It may be possible, however, to conduct some high level testing of the theory by using industry product data garnered from public records, such as annual reports. An investigation of that possibility is underway. If successful, the methodology could result in more effective application of advertising dollars.

Finally, I would love to hear from all of you, particularly since I cannot make the Cincinnati conference due to the Florida one being on the exact same days! (How likely is that?) The new email is mary.alice.shaver@jibs.hj.se. **AAA**

From the New International Journal of Advertising Editor

To AAA Members and the Advertising Community

by Charles R. Taylor

I am pleased to write to you in my new capacity as Editor of the *International Journal of Advertising*, and would like to encourage you to consider it as an outlet for your work.

Before giving a little background on the journal and my philosophy as editor, I would like to make clear that *IJA* is a general advertising journal that welcomes submission on all aspects of advertising and promotion. Papers do not have to be “international” or “global” in nature. Thus, submissions based on a data from a single country are welcome, as are those based on cross-cultural data sets. Papers should, however, be of interest to our readership, which consists of a mix of academics and practitioners from around the world. As a result, papers should have significant implications for advertising theory and practice on a general level.

The *International Journal of Advertising*, published by the World Advertising Resource Center is published five times per year. It is now listed in ISI/SSCI with its first impact factor coming out later this year. Last year, more than 200 submissions were made to the journal and the acceptance rate is about 11%. The previous Editor, Douglas West, did an excellent job in raising the quality level of *IJA* and I am pleased by the quality of papers that the journal has been publishing. Many AAA members have already been a part of this, but I hope more will consider making submissions to *IJA*. Of course, as advertising academics, we are fortunate to have several good options for publishing our work, including the AAA’s *Journal of Advertising* and *Journal of Interactive Advertising*. Along with the *Journal of Current Issue and Research and Advertising*, founded and run by AAA members Jim Leigh and Claude Martin, among others. Still, I hope you will consider *IJA* as an outlet for high quality papers you are working on.

IJA has three distinguishing features which collectively provide a unique position for the journal. They are:

1) It focuses on issues of concern to practitioners, academics and policy-makers from a conceptual perspective.

2) It has an underlying interest in public policy relating to marketing communications, which is regularly addressed in the journal and in frequent special issues.

3) The make-up of the *IJA* Editorial Advisory Board provides a comprehensive and genuinely international pool of reviewers. Each submission is assessed by three reviewers in a double-blind process.

While conceptual strength is important for *IJA* submissions, I think it is fair to say that managerial relevance and/or relevance to public policy is appreciated by *IJA* reviewers.

It is also my goal to be author-friendly in the review process. We plan to process papers in a timely manner. Most commonly, papers that are asked for a revision will be sent back to reviewers once, at which point the editorial team, consisting of myself and Associate Editors, will then make a decision to either conditionally accept or reject the paper. While a conditional acceptance may involve very significant effort, the goal is to limit the number of iterations in the process while maintaining a high quality level.

I am pleased to announce the new *IJA* Associate Editors. In alphabetical order, they are:

Lars Bergkvist, Stockholm University, Sweden
Chang Hoan Cho, Yonsei University, South Korea
John Kozup, Villanova University, USA
Wei-Na Lee, University of Texas at Austin, USA
Gerard Prendergast, Hong Kong Baptist Univ., PRC
Edith Smit, University of Amsterdam, Netherlands

I am grateful to these individuals for making a commitment to *IJA* and will work with them to further improve the journal’s reputation going forward. I am also enthused that several AAA members have accepted invitations to serve on the Editorial Advisory Board.

In parting, I would like to encourage those of you doing advertising research to be sure to keep advertising journals top of mind in conducting literature reviews. While the degree to which citation impact factors should be weighted in evaluating journal quality can be debated, they quite clearly are weighed heavily in most of the world. As a result, it is in the interests of the advertising community to make sure high quality, relevant articles from leading advertising outlets are cited in papers dealing with advertising, whether they are being submitted to an advertising journal or a general marketing or communications outlet.

I look forward to seeing submissions from even more AAA members to *IJA* and working with you.



Charles R. Taylor

Graduate Students Speak...

Joonghwa Lee

Do you believe in miracles? I do, and it happened to me at the 2008 AAA Conference.

First, I received a letter stating that I was accepted to the AAA conference. I was shocked and excited. I was still a master's student at Michigan State University, but I was going to present my research alongside with one of my mentors, Professor Mira Lee, at such a prestigious and competitive academic conference.

Then, as if this was not enough of a thrill, after my work was presented at the conference, Professor Esther Thorson from the University of Missouri came up to me and asked for a copy of my paper! During our short conversation, my advisor, Professor Mira Lee, and I briefly told Professor Thorson that I had applied to the doctoral program at Missouri. A few weeks after the conference I received an email from Professor Thorson that said I had been admitted to the program. Truly, two miracles! Now, I am enjoying studying at Missouri and researching with Professor Thorson.

This experience taught me a valuable lesson; always give your best and never give up. I prepared the paper for about nine months under Professor Lee's advice. It was hard work and I had much self-doubt. Whenever I felt my limitation, Professor Lee encouraged me to push the envelope and gave me invaluable input. In the end, all of the hard work and wonderful mentoring paid off as I got to attend and present my work at such a prominent conference. Attending the conference allowed me to sit in many thought-provoking sessions and to meet many people whose work I had been reading in classes. Finally, it allowed me to meet Professor Thorson who has now become my new mentor and from whom I am learning volumes about researching and publishing.

I believe everything in life happens for a reason. I am most grateful that such a life-changing event happened to me. AAA is more than just a conference, it's the place where my dream came true.

Joonghwa Lee is a first year Ph.D. student in Strategic Communication at the Missouri School of Journalism. He earned his M.A. in Advertising at Michigan State University in 2008 and B.A. in Advertising at Kookmin University in Seoul, Korea in 2005. His research interests are interactive and non-traditional advertising, as well as consumer behavior. Currently, he is studying motivations, predictors, and effects of online video advertising. Joonghwa met his advisor, Professor Esther Thorson, at the 2008 AAA conference and their joint research has been accepted by several conferences.



Joonghwa Lee

Kevin Thomas

One of the first things I noticed as a graduate student was the silo effect that exists between disciplines. For instance, Psychology graduate students typically congregate with and study alongside other Psychology students in one particular area of campus, while those in Advertising do the same in another – and never shall the two meet. Perplexed by this arrangement, I made the conscious decision to buck this trend and pursue a wholly interdisciplinary approach to my coursework, and as a result I have reaped the following benefits:

1. Deeper Understanding: By its very nature the field of advertising is a complex cross-section of many disciplines, including psychology, anthropology, business and sociology (just to name a few). By engaging in coursework in all of these areas of study I have established a more complete picture as to how advertising influences and is influenced by people and society.

2. New Perspectives: As someone with a strong business background, it has been quite refreshing to dialogue with professors and students that have an entirely different perspective than that of my own. Undertaking interdisciplinary coursework compelled me to move beyond my comfort zone, challenge my assumptions, and view ideas in a new light.

3. Research Synergy: My interdisciplinary coursework has also enabled me to assemble a fantastic network of research collaborators. I have found that the joint effort of our individual areas of expertise result in more comprehensive and impactful research.

I highly recommend incorporating interdisciplinary coursework. While it is not always easy, it is decidedly rewarding.

Kevin is a second year doctoral student at the Department of Advertising at The University of Texas at Austin. His research interests pertain to multicultural marketing communication and its effect on consumption patterns, psychological, and sociological development. Kevin received a MBA from California State Polytechnic University-Pomona and a BA from the College of Business Administration at Loyola Marymount University. Prior to returning to academia, Kevin worked for seven years as a market researcher for a west coast grocer. His doctoral supervisor is Dr. Jerome Williams.



Kevin Thomas

Honors and Awards

USC Prof Wins AMA/MSI Award

Dr. Gerard J. Tellis of USC Marshall School of Business won the AMA/MSI Paul Root Award for best article that advances the practice of marketing in the *Journal of Marketing*.



Gerard J. Tellis

SMU Welcomes Ad Faculty

Yeo Jung Kim, a doctoral candidate in advertising at the University of Texas at Austin, will join the Temerlin Advertising Institute at the Meadows School of the Arts at Southern Methodist University in Dallas. Kim will be an assistant professor, teaching courses at both the undergraduate and graduate level. Kim, who expects to receive her doctorate in August, earned a master's degree in advertising from the University of Texas at Austin and a bachelor's degree in education from Seoul National University, South Korea.



Yeo Jung Kim

Les Carlson, New Associate Editor of JPP&M

Dr. Les Carlson of University of Nebraska – Lincoln has been named an Associate Editor of the *Journal of Public Policy & Marketing*. He plans to (re)use the skills that he learned as editor of the *Journal of Advertising* in this new appointment. He says “as *JA* and *JPP&M* are the two journals that I respect the most, and which reflect my own research interests to the greatest degree, I’m delighted to be able to join the *JPP&M* associate editor team. I hope that my contributions to *JPP&M* as an associate editor will enhance the journal’s reputation and grow its stature as the outlet for marketing research with a public policy emphasis.”



Les Carlson

Grants and Fellowships

Okazaki Wins Research Grant



Shintaro Okazaki

Dr. Shintaro Okazaki, Associate Professor of Marketing in the Department of Finance and Marketing Research, at the Universidad Autónoma de Madrid, is the principal investigator on a \$102,000 grant funded by the Ministry of Science and Innovation

of the Spanish Government. The grant will be used to research the diffusion and utilization of mobile Internet in Spain.

Quilliam Joins MSU

Dr. Elizabeth Taylor Quilliam moved in summer 2008 from West Virginia University to Michigan State University. She is currently Assistant Professor and Associate Director of Children’s Central, Department of Advertising, Public Relations, & Retailing at MSU.



Elizabeth Quilliam

Job Changes, New Hires, P&T

U of Illinois Gets New Faculty

The Department of Advertising at the University of Illinois at Urbana-Champaign is pleased to welcome Brittany Duff as a tenure-track assistant professor beginning Fall 2009. Brittany is completing her Ph.D. under the supervision of Dr. Ron Faber at the University of Minnesota. She also brings with her professional experience as a brand planner from Carmichael Lynch.



Brittany Duff

Journal News

New Associate Editor of JA

Dr. Julie Ruth of Rutgers University has been named an Associate Editor of the *Journal of Advertising*. She replaces Ray Taylor of Villanova University who has stepped down to assume the editorship of the *International Journal of Advertising*.



Julie Ruth

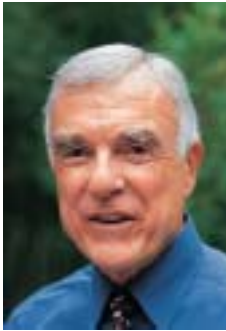
Change of Deputy Editorship at JMC

Dr. Shintaro Okazaki has been appointed as Deputy Editor at the *Journal of Marketing Communications*. Dr. Patrick de Pelsmacker had previously served for eight years on this position. Pelsmacker has been appointed to an Associate Editorship of the *Journal*. With immediate effect, could authors please submit papers for review electronically to Professor Shintaro Okazaki at: Professor Shintaro Okazaki, Deputy Editor, Department of Finance & Marketing Research, College of Economics & Business Administration, Autonomous University of Madrid, Cantoblanco, 28049 Madrid, Spain; T: +34 91 497 2872; F: +34 91 497 8725; Email: oarquitec@coac.net In line with the move to electronic submission, the author guidelines have been amended. The new guidelines can be found at: <http://www.tandf.co.uk/journals/authors/rjmcauth.asp>.

Travel News

UNC Prof Visits Hong Kong Baptist University

Professor Bob Lauterborn at UNC-Chapel Hill has returned to Chapel Hill from a semester teaching at Hawaii Pacific University. He and his wife, Sylvia, are off next to Hong Kong for five months. He has been appointed a Fellow at Hong Kong Baptist University.



Bob Lauterborn

U of AL Ad/PR Program News

The University of Alabama is a finalist for PR Week's PR Education Program of the Year. The top five include Alabama, USC Annenberg, NYU, Georgetown, and James Madison. The award for the #1 program will be announced in NYC in early March. University of Alabama student, Emily Roberson is a recipient of an Advertising Hall of Fame Legacy Scholarship. She will receive the award at the Advertising Hall of Fame Awards Luncheon in NYC on March 26. Another student, Catalina McCormick has been named one of AAF's 40 Most Promising Minority Students. She will participate in the three-day program for these designated students this week in NYC.

Book Release

The Truth About Creating Brands People Love

Dr. Brian Till's book *The Truth About Creating Brands People Love*, co-authored with Donna Heckler, has been released (Financial Times Press). The book is a collection of 51 short (2-3 pages), concise insights into building and maintaining strong brands.



Other News/Notes

Northwestern Prof Appears on Chicago's WLS-TV(ABC)

Dr. Clarke Caywood at Medill IMC was given the title of "political expert" for Chicago's WLS-TV (ABC) for 2008-2009. He has appeared over 20 times for his three minute "show" during the Presidential election, inauguration, impeachment of the Illinois governor Bagojevich, and controversial appointment of Roland Burris to replace President Obama. The 6 a.m. news program gets him to the office before his colleagues and students! See photo left to right are Clarke, Hosea Sanders, and Judy Hsu.



Chicago's WLS-TV(ABC)

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:
newsletter@aaasite.org

Events & Deadlines

March

15: Paper submission deadline for 2009 International Conference on Research in Advertising

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

April

2-4: Ad Bowl III Symposium: The Changing Field of the Ad Game, School of Journalism and Mass Communications, University of South Carolina

May

4: Submissions to the June 2009 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>)

15: Article submission due for special issue of *Journal of Advertising* on Advertising and its Connection to Violence and Abuse (see call p. 12)

15: Paper submission deadline for Conference on Consumer Culture and the Ethical Treatment of Children: Theory, Research, and Fair Practice at Michigan State University (see call p. 14)

25-27: 2009 International Conference on Research in Advertising, Klagenfurt am Woerthersee, Austria

August

15: Submissions to the September 2009 AAA Newsletter due

September

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

1: Article submission deadline for special issue of the *Journal of Marketing Communications* on Cross-Media and Cross-Tool Effects (see call p. 17)

November

12-13: Conference on Consumer Culture and the Ethical Treatment of Children: Theory, Research, and Fair Practice at Michigan State University

15: Submissions to the December 2009 AAA Newsletter due

December

1: December 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.

Announcements...

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?
- 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

Continued on next page...

Announcements... (cont'd)

- 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: June 15, 2009.

NOTE: The deadline has been extended to coincide with the conference, "Consumer Culture and the Ethical Treatment of Children: Theory, Research and Fair Practice." Please visit the conference website at: <http://www.childrenscentral.msu.edu/conference.html>

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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Because reviewing will be blind, authors should refrain from identifying themselves or their affiliations in the body of the paper and in footnotes. Please note that it is the submitting author's responsibility to make sure that the document does not contain any identifying information when saved as a Word file. (Right click on the file in Windows Explorer and go to "Properties" and then "Summary" to ensure that all identifying information is removed.)

Announcements... (cont'd)

CALL FOR CONFERENCE PAPERS

Consumer Culture and the Ethical Treatment of Children: Theory, Research, and Fair Practice

**Kellogg Center
Michigan State University
East Lansing, Michigan
November 12-13, 2009**

**Conference Co-Chairs:
Elizabeth Taylor Quilliam, Michigan State
University
Nora J Rifon, Michigan State University
Marla Royne, University of Memphis
Les Carlson, University of Nebraska
Bradley Greenberg, Michigan State University**

Submission Deadline: June 15, 2009

Children's Central in the Department of Advertising, Public Relations, & Retailing at Michigan State University, the Michigan Children's Trust, and Prevent Child Abuse America are sponsoring a ground breaking, multidisciplinary conference on the Ethical Treatment of Children. The inaugural conference will serve as a vehicle for scholars across disciplines to share their views, exchange ideas, and collaborate in an effort to redefine our thinking about child abuse and the ethical treatment of children.

Scholars from a variety of disciplines are invited to submit abstracts, completed research papers, and special topics panels for presentation at the conference.

Keynote Speaker: Lawrence Kutner, Ph. D.

The American Psychological Association's 2008 recipient of the Distinguished Lifetime Achievement in Media Psychology Award.

Researchers and advocacy groups are increasingly concerned that the media and its rapidly changing content may have harmful and long-term effects on children raising the specter of a new form of child abuse. The focal point of the conference is the potential for harmful effects on children of "Consumer Culture" -- including, but not limited to, advertising and the media. In addition, the conference is concerned with ways in which the media can be used to promote positive outcomes for children. This pioneering, multidisciplinary conference promises to illuminate issues facing children within the new media landscape and family lifestyle dynamics of the twenty-first century.

The Michigan State University "Consumer Culture and the Ethical Treatment of Children" Conference will feature presentations by researchers from many disciplines with the purpose of engaging conversation across the disciplinary boundaries that traditionally limit interaction, cross fertilization, innovation, and the creation of new ideas. The program committee invites submissions across a wide range of scholarly areas, topics including media, marketing, advertising, nutrition and dietetics, psychology, public policy, social work and family ecology with an eye toward child welfare and abuse prevention. Papers highlighting media literacy and other strategies to protect children, recommendations for new and fair practices for the ethical treatment of children in the advertising and marketing sphere, and primary child abuse prevention programs are also welcome.

Authors may submit empirical or theoretical papers, including literature reviews that offer strong theoretical frameworks for research programs, content analyses, surveys, and experiments, as well as proposals for special topic panels.

Authors may choose to publish either the full paper or an extended abstract in a proceedings volume. In addition, conference papers may be considered for publication in the special issue of the Journal of Advertising on Advertising and its Connection to Violence and Abuse. Please note that publication of a full paper in the proceedings will not preclude publication in the special journal issue. If you wish your paper to be considered for publication in the special issue of the Journal of Advertising, please indicate that in the body of your submission email to begin the review process. For more information on the special issue go to <http://ja.memphis.edu/specialissues.htm>

Continued on next page...

Announcements... (cont'd)

We consider the conference topic, Consumer Culture and the Ethical Treatment of Children, and the related topics of ethics, media, and advertising, in a broad sense. Authors are encouraged to submit papers that address these topics in one or more of the following general categories:

- * Consumer socialization
- * Violence and abuse
- * Food, nutrition, and childhood obesity
- * Toys and games
- * Public policy, regulation, and self-regulation
- * Gender roles, stereotypes, and body image issues
- * Technology
- * Sports
- * Social marketing
- * Media literacy

General Submission Guidelines

All submissions, reviewing, and notification will be conducted electronically, by email. Submission deadline: June 15, 2009, 9pm Eastern Standard Time.

Competitive Papers

You are invited to submit competitive papers relevant to any aspect of the conference topic, Consumer Culture and the Ethical Treatment of Children: Theory, Research, and Fair Practice, in consideration for presentation. Paper submissions should present original, unpublished work. Papers under review elsewhere (except in the case of the special issue of the Journal of Advertising) MUST NOT be submitted.

All submissions are subject to blind review competition, and only completed papers (no proposals) may be submitted. Papers must conform to the style and guidelines of the American Psychological Association (APA), and should be approximately 20 pages in length (not including references and exhibits). Authors of accepted papers must publish either the entire paper or an abstract of the paper in the Proceedings. The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Publication of the full paper in the Proceedings does not preclude publication in the special issue of the Journal of Advertising noted above. Publication of an abstract does not preclude future publication of the full research paper elsewhere.

Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to the conference topic that would not fit comfortably into the competitive paper format. However, topics may duplicate those that would be covered by competitive papers.

A submission should include the following:

1. A clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters.
2. The value of the session to conference attendees (including why such a contribution is not likely to be available elsewhere).
3. Names and specific roles of all participants (please note that blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants)
4. Details of how the session will be conducted under a unifying theme, including progression among sections and participants.

Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for writing a descriptive summary (after the session) for inclusion in the Proceedings as a non-refereed publication.

Continued on next page...

Announcements... (cont'd)

Requirements for Submission of Competitive Papers and Special Topics Proposals

All submissions should follow APA manuscript format guidelines and should be submitted to info@childrenscentral.msu.edu. In the subject line of the email message, type Conference Submission and in the body of your email message, 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

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

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 or elsewhere in the document.

Please use the procedures noted below for deleting identifying information from your submission (in Microsoft Word):

1. go into "file"
2. go into "properties"
3. under the headings of "Summary" & "Custom" please erase all affiliations. Under "Custom" be sure to delete all lines in the "Properties" box by clicking on each line one at a time and then click on the delete box that is present in the same window. After you have deleted all properties, click "ok" and then save your document.

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 (rifon@msu.edu) or Liz Quilliam (quilliam@msu.edu).

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Announcements... (cont'd)

CALL FOR PAPERS

The Journal of Marketing Communications

Special Issue on Cross-Media and Cross-Tool Effects

Submissions deadline September 1st, 2009

Publication scheduled for 2010

Almost all communication campaigns make use of more than one medium and tool. Advertising campaigns make use of different (mass) media, and communication campaigns make use of different tools, such as advertising, brand activation, sponsorship, direct marketing, Internet marketing etc. In these cross-media or cross-tools campaigns, marketers seek to maximize the effectiveness of their budgets by exploiting the unique strengths of each medium and tool and by maximizing cross-media consistency and synergies. As Erwin Ephron stated: "Old media planning was about picking individual media. New media planning is about picking combinations of media (and permutations of media, where sequence of exposure is important)." Scientists and the advertising industry are increasingly interested in the effectiveness of cross-media and cross-tool communications. Crucial questions are how different media and tools contribute to different types of cross-media effects, under what conditions, and which psychological processes account for these effects. To advance our knowledge on these issues, we invite authors to submit their manuscripts for a special issue of the *Journal of Marketing Communications*.

Topics may include – but are not limited to - theories and studies of:

- different types of effects, such as target group extension, complementary effects, synergy effects, and repetition effects,
- effects of different combinations of media and tools,
- effects of different media and tools sequences,
- product, brand, market and individual factors that influence cross-media and –tools effects,
- processes that underlie cross-media and cross-tools effects, such as forward and backward priming, competitive interference and meltdown effects, clutter, encoding variability, and credibility principle,
- measurement issues: how to measure cross-media and –tools effects and processes, and how to collect cross-media and tools data for media and communications planning.

Submissions to the special issue should be original contributions and should not be under consideration for any other publication at the same time. As a guide, articles should be between 4000 and 6000 words in length. The abstract should be comprehensible without reference to the text and should not exceed 200 words. Manuscripts should be sent electronically (in Microsoft Word format) to the guest editors before 1st September 2009. The format of the manuscripts must follow *Journal of Marketing Communications* guidelines. For the Author guidelines please visit <http://www.tandf.co.uk/journals/titles/13527266.asp>. All questions regarding the suitability of manuscripts should be sent to the guest editors.

Guest Editors

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Announcements... (cont'd)

CALL FOR PAPERS

The Journal of Marketing Communications

Special issue on New Advertising Formats

Submissions deadline July 1st, 2010

Publication scheduled for 2011

Media and audience fragmentation, advertising avoidance and (technological) evolutions such as digital television, the personal video recorder, Web 2.0 applications and user-generated content, make it increasingly difficult to reach and convince consumers with traditional campaigns. Therefore, commercial communications is increasingly using advertising formats that can break through the perceptual barrier and can be potentially more convincing than traditional advertising media. Examples of these new formats are hybrid advertising techniques such as brand placement, branded entertainment, advertainment or branded content, plugs, sponsored magazines and advergimes. Other examples of 'hidden but paid for' advertising or 'advertising in camouflage' formats are guerilla marketing, buzz marketing and other forms of public relations-like activities with commercial intent. Also new technologies offer opportunities to convey a commercial message in fundamentally different ways than traditional advertising, such as interactive digital television, and company-controlled viral marketing, such as the set-up or active interference in blogs and forums and other forms of interference in user-generated content. Theories such as the mere exposure effect, priming and assimilation, source credibility, affect infusion, meaning transfer, narrative persuasion, social learning, and the theory of flow offer conceptual frameworks to gain insights into how these new formats work, but may have to be adapted to fully capture the underlying mechanisms of how they persuade consumers.

Topics for this special issue may include but are not limited to:

- effectiveness studies on different types of new formats, such as: branded content, brand placement, viral marketing, buzz marketing, interactive digital television, advergimes, blogging,
- adaptations or integration of existing theoretical frameworks or processes to better explain how these new formats work,
- theories and studies of product, brand, and market factors and individual differences that influence the responses to these new formats,
- measurement issues: how to measure the effects and processes of the new formats.

Submissions to the special issue should be original contributions and should not be under consideration for any other publication at the same time. As a guide, articles should be between 4000 and 6000 words in length. The abstract should be comprehensible without reference to the text and should not exceed 200 words. Manuscripts should be sent electronically (in Microsoft Word format) to the guest editors before 1st July 2010. The format of the manuscripts must follow *Journal of Marketing Communications* guidelines. For the Author guidelines please visit <http://www.tandf.co.uk/journals/titles/13527266.asp>. All questions regarding the suitability of manuscripts should be sent to the guest editors.

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Announcements... (cont'd)

GRADUATE PROGRAM

SMU's Temerlin Advertising Institute Set to Launch Innovative Graduate Program

**Program combining creative and business aspects of advertising
and centered on a core of social responsibility to begin in August 2009**

Focusing on the creative talents and business acumen required to be successful in today's rapidly evolving world of advertising, Southern Methodist University's acclaimed Temerlin Advertising Institute for Education and Research will launch a unique graduate program in advertising in August 2009, emphasizing both social responsibility and highly effective campaign strategies for the future marketplace.

"Globalization, social media and other advances of this digital age have created tremendous opportunities for marketers to deliver their messages to the public in innovative ways," said Dr. Patricia Alvey, distinguished chair and director of the Temerlin Advertising Institute. "However, only those advertising professionals who fully embrace both the business and creative aspects of the advertising disciplines, as well as the enormity of change in the global consumer marketplace, will be truly prepared for the business environment of tomorrow."

SMU's faculty spent 18 months studying 150 advertising programs across the country in order to identify what was working and what was not before designing the university's own program. The cutting-edge program will groom tomorrow's leaders and is designed to be home to a lively and invigorating environment where students will investigate what's new and what's next in the marketplace. "Temerlin Advertising Institute wants forward-thinking, risk-taking visionaries, who want to take the advertising industry to new levels," Alvey said. "We also want those who want to do something globally important, not those who simply want more information, or those who just want to delay entering the workforce."

Applications will be accepted through March 15, 2009, for the 36-credit-hour program, which is open to students from all levels of professional experience. Students will operate in teams, and subjects covered will include theories of persuasion, problem-solving strategies, social responsibility, account planning, and new media strategies, as well as intensive practical experience. Only 20 students will be accepted to the program each year and each applicant must have previous work experience or an excellent undergraduate record.

Graduates can expect to work professionally, either domestically or internationally, in advertising agencies, media companies and/or corporations as account executives, art directors, copywriters, strategists, media planners or in many other areas of the industry.

"The Master of Arts in advertising from the Temerlin Advertising Institute takes a refreshing approach to building tomorrow's advertising leaders," said Sam Bloom of Camelot Communications Ltd. in Dallas. "It mixes a fast-paced, forward-looking curriculum with real-world, hands-on experience. The program provides its graduates the cutting-edge skills and know-how they need to thrive in today's industry."

Producing graduates prepared to contribute at a high level is important, said Liener Temerlin, the high-profile advertising legend who is the namesake for the Institute. "This unique blend of forward-thinking curriculum, social responsibility and professionalism will create graduates who will be prepared to step into leadership roles in the industry very quickly at a time when the industry is seeing some of its greatest challenges. State-of-the-art is a phrase that's overused, but in this case it is a very accurate description of this well-designed graduate program."

The graduate program will take full advantage of its location in one of the nation's top advertising markets and will regularly call upon some of the nation's leading industry professionals for their expertise. In addition, the program will include a five-week cultural immersion tour. "This new program fulfills all of our highest aspirations to leverage the great strengths of Dallas, provide innovative and relevant curricula and let the world know that SMU, Meadows is creating the next generation of thought leaders, today," said Dr. José Antonio Bowen, dean and Algur H. Meadows chair and professor of music at Meadows School of the Arts.

Announcements... (cont'd)

JOB ANNOUNCEMENT

Chair: Department of Marketing Communication Emerson College, Boston

The School of Communication at Emerson College seeks an innovative leader who values excellence and enjoys working in a vibrant, cutting edge environment for the position of Chair of the Department of Marketing Communication. The appointment begins September 1, 2009.

The Department of Marketing Communication is a unique combination of graduate and undergraduate programs designed to educate talented students in a, contemporary, integrated approach to marketing, advertising, public relations and health communication education. Students in the department learn theoretical principles, basic research skills, and strategic planning ability for the design, implementation and evaluation of marketing communication planning in diverse business environments.

Thirteen full-time faculty members offer an undergraduate program to 300+ majors and graduate programs to 200+ Master's students in the following areas:

- Marketing Communication: Advertising and Public Relations (undergraduate)
- Integrated Marketing Communication (graduate)
- Global Marketing Communication and Advertising (graduate; IAA certified)

The appointment is at the rank of Associate or Full Professor and carries with it tenure or the possibility to earn tenure. The preferred candidate will have an advanced degree (terminal degree favored) in marketing, advertising, public relations, applied communication, or a related field, a record of academic scholarship commensurate with rank, knowledge of the marketing communication industry, and an understanding of the range of career options available to students of marketing communication.

Some administrative experience or program leadership, well developed professional networks with the ability to extend networks, and a collaborative, entrepreneurial spirit are important. As chief administrator of the department, the chair works with the faculty to set the direction for the unit. The chair is responsible for ensuring the quality and currency of the curriculum, implementing plans for the recruitment and development of faculty, leading the faculty in the development of new offerings (including both degree programs and executive/advanced professional training), supporting faculty scholarship and professional work, and maintaining departmental community-building initiatives. The person also works with admissions, fundraising staff and the Dean on enrollment management and external resource development.

The Chair reports to the Dean of the School of Communication and is a member of a team of 12 academic leaders of the institution. This position provides the opportunity to advance an administrative career in a collegial environment with adequate resources and collaborative mentoring. Furthermore, the position affords the opportunity to work and live in Boston, an international hub of academic, professional and cultural activity.

Emerson College is the only comprehensive college or university in America dedicated exclusively to communication and the arts in a liberal arts context. It is located in the heart of downtown Boston, on the Boston Common, at the gateway to the Theatre District and in close proximity to major media outlets. It also has facilities in Los Angeles and the Netherlands. The College prides itself on its creative and highly selective student body, its cutting-edge technology and curriculum, and its extensive network of highly successful alumni. The College enrolls approximately 3,000 full-time undergraduates and nearly 1,000 full and part-time graduate students in its School of the Arts and School of Communication.

Emerson College values campus multiculturalism as demonstrated by the diversity of its faculty, staff, students, and constantly evolving curriculum. The successful candidate must have the ability to work effectively with individuals from diverse backgrounds. Members of historically under-represented groups are encouraged to apply. Emerson College is an Equal Opportunity Employer that encourages diversity in its workplace.

Nominations and completed applications, consisting of a cover letter, curriculum vitae, three references and/or letters of recommendation, and up to three examples of scholarly and/or creative work, should be sent to Dr. Janis Andersen, Dean, School of Communication, Emerson College, 120 Boylston Street, Boston, MA 02116.

Review of applications has begun as of February 1 but will continue until an appointment is made. If interested please send materials or an indication of interest as soon as possible to ensure full consideration.

Please visit our Emerson College faculty employment page to view the complete job description and application instructions before applying: http://www.emerson.edu/academic_affairs/faculty/Faculty-Employment.cfm

Announcements... (cont'd)

JOB ANNOUNCEMENT

Assistant Professor: Department of Advertising and Public Relations SJMC Florida International University

The Department of Advertising and Public Relations in the School of Journalism and Mass Communications (SJMC) at Florida International University seeks a tenure-earning Assistant Professor position effective Fall 2009.

Position Description

This position is a tenure-track line at the assistant professor level. A professional track line is also available for candidates with extensive professional experience. The successful candidate must be conversant with integrated marketing communications and be able to teach a wide spectrum of courses in the school, including mass communications, writing and research courses. The position requires teaching at both the bachelor's and master's levels. Ph.D. strongly preferred; master's degree required. Knowledge of multi-media communications, experience teaching online courses, and an understanding of global learning initiatives a plus. Candidates with a strong multicultural background are also encouraged to apply.

The SJMC

The school has been fully accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) since 1991 and is a free-standing academic unit within the university. Located in media-rich Miami, the school has a strong professional orientation with a growing research agenda. It stresses teaching and writing excellence, and has been expanding its studies abroad and global learning initiatives. It is currently transitioning the name of its master's program from a master's in Integrated Communications – Advertising and Public Relations, to a master's in Global Strategic Communications. This program has been recognized as one of the ten premiere master's programs in integrated and strategic communications. Graduates and professors of the school have won numerous prestigious awards, including eight Pulitzers, and numerous Silver Anvils and Clios.

Compensation

This is a nine month assignment to cover the fall and spring semesters. Compensation will be commensurate with experience. Summer teaching opportunities also exist based on curriculum needs and available budget.

To Apply

Send a cover letter, vita, writing and creative samples, syllabi, three professional references, and samples of research and/or scholarly publications to:

Maria Elena Villar, Ph.D., Chair, Search and Screen Committee
Department of Advertising and Public Relations
Florida International University
School of Journalism and Mass Communication
3000 NE 151 St, suite 326
North Miami, FL 33181
mevillar@fiu.edu

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 (newsletter@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

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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