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President
Dean Krugman
Dept. of Advertising & Public Relations
College of Journalism & Mass Comm.
University of Georgia
president@aaasite.org

President-Elect
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University of Missouri
School of Journalism
president_elect@aaasite.org

Vice President
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Centers for Disease Control
and Prevention
vice_president@aaasite.org

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University of Central Florida
secretary@aaasite.org

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University of Texas at Austin
past_president@aaasite.org

Executive Director
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Florida International University
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Director of Conference Services
Robert L. King
University of Richmond
School of Business
conference@aaasite.org

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The President's Column

by Dean Krugman

By any measure – research and special topic sessions, idea exchanges, collegiality, and future planning – the National Conference in Cincinnati was a clear success. Attendance was much higher than projected given the stress on university budgets. The Saturday lunch featuring keynote speaker Rick Watson set an attendance record. The message is clear: we are a vibrant group and are invested in having meaningful and enjoyable conferences as we travel to different places.

Legendary advertising executive Paul Harper (*Working the Territory*, 1985) knew that travel mattered when it came to understanding diver-

gent places and markets. “The sights, sounds and smells of each part of the marketplace were different,” he said. He notes that as a young copywriter one of the best compliments he received from his boss was, “You travel well.” To paraphrase Harper’s



Dean Krugman

President, p. 2

Special Feature

How International Are We?

A look at AAA members’ teaching and research interests

by Padimini Patwardhan, Chair of the International Advertising Education Committee



Padimini Patwardhan

Global connections are very important to AAA members; they are interested in advertising research in a variety of countries, believe it is important to expand the academy’s global footprint, and are very positive about building shared resources for teaching and research in this area. These were some of the key findings from an AAA membership survey conducted in 2008 by the International Advertising Education Committee (IAEC).

All AAA members were invited to participate in the online survey. Fifty eight members interested in international advertising teaching and research responded. Both old timers (47% who joined in

the 1980s or earlier) and newer members (52% who joined in the 1990s and later) were well represented in the sample.

We conduct research the world over.

Members conduct research in every major global region. Research focus is strongest in Asia (47%), followed by Europe (43%), North America (38%), South America (14%), Middle East (14%), Australia/Pacific Rim (12%), and Africa (3.4%). Many scholars indicated an interest in multiple countries: locus of interest includes 37 different countries! Countries mentioned more frequently than others were China, India, Japan, Korea, USA, Canada, UK, Sweden, Australia, New Zealand, and Turkey. Others included France, Spain, Italy, the Netherlands, and Scandinavia in Europe; Taiwan, Malay-

How International, p. 2

President, cont'd p. 1

thoughts, I think “We travel well,” meaning that we profit from the experience of visiting new sites.

“We now operate under the assumption that our work and ideas move throughout the world instantly. . .”

Where we travel matters and has taken on new dimensions. In addition to our annual national conference, we have been meeting bi-annually for our Asian Pacific Conferences. By the time this newsletter is in your hands some Academy members will have been to Beijing (May 27-30) for a conference co-sponsored by the China Advertising Association of Commerce & the Communication University of China. In addition to our annual national conference in Minneapolis next year (March 18-21, 2010, Marriott Minneapolis City Center), the Academy will be meeting in Milan, Italy (June 4-6, 2010) for a conference, co-sponsored by the Università Cattolica Del Sacro Cuore. The Milan meeting is termed an “experiment” as it is our first time in Europe. If the early reaction from our members is accurate, we should have a very successful meeting.

The fact that Academy members have the opportunity to travel to Cincinnati, Beijing, Minneapolis, and Milan in a two-year time span is exciting and leads me to think more about the globalization of the field and the model that drives much of our work. We now operate under the assumption that our work and ideas move throughout the world instantly, creating the opportunity for virtual academic communities. However, the movement of ideas and people are two very different things.

Consider the movement of ideas: the notion that communication technologies play a critical role in facilitating the construction and centralization of thought is a common refrain. I emphasize “facilitate” because it is people who

create and use ideas and thought, and it is people who adjust the vehicles and also make adjustments to the vehicles. Critic and social philosopher Marshal McLuhan’s notion of the “global village” rests largely on the ability of communication technology to bring people together. While some of his ideas defy logic, the notion of a world coalescing via communication was certainly popularized by his writings in the 1960s. Like many others, I was struck with the concept and phrase, “The Death of Distance” advanced in 1997 by Frances Cairncross, who was then editor of *The Economist*. Cairncross argued that distance was no longer a factor in limiting people’s ability to communicate and be productive. While we now take what Cairncross observed for granted, it was a new way of conceptualizing information flow and productivity. A similar theme is echoed and well documented in Thomas Friedman’s *The World Is Flat*. The idea that economies and human labor are brought together via rapid information transfer rests on the fact that communication technologies move transfer information instantaneously. (I am certainly aware that the study of communication and technologies and the movement of ideas pre-dates 1960. For some of you it begins with the telegraph, or printing press, or drums, etc. However, I only have 750 words for the column.)

Moving people is yet another matter. Unless we have a Star Trek transporter (Beam me up, Scotty!) it takes exponentially more effort to travel, especially abroad. However, our travel in both the United States and abroad is vital because it allows us to understand the sights and sounds of different places. Certainly, our ideas are enriched by meeting with each other and experiencing different places. We understand much better where our ideas are being transported and the cultures in which they may be imbedded. So I hope you will all take advantage of the conferences and travel opportunities presented by the Academy because as a group, “We travel well.” **AAA**

How International, cont'd p. 1

sia, Thailand, Singapore in Asia; and emerging economies like Slovenia, former Yugoslavia, Bulgaria, Macedonia, and Moldova. Several members also indicated interest in multiple regions.

Most frequently taught course is international advertising.

Members teach a variety of courses in international advertising/marketing. A majority (75%) teach (or have taught) international advertising courses or courses with strong international components at graduate and/or undergraduate levels. Among the most frequently taught courses were international/global advertising, global marketing, international and cross-cultural advertising, international business, international communication, international

marketing communication and multicultural marketing and communication.

“74% actively maintain their international advertising contacts”

Over half of those who responded have international work or related experience.

Half of the respondents have prior work experience in international advertising and 58% also reported having international consulting experience. This includes experience through ad agency and client side jobs, university appointments; Fulbright fellowships; participation in business and

Continued on next page...

How International, cont'd p. 2

government consultancy; conducting executive training and seminars at global management, marketing and advertising institutes around the world. A majority (74%) report that they actively maintain their international advertising contacts.

Online international advertising resources are important.

The majority of respondents considered development of a website providing international resources an important task for the IAEC and expressed willingness to share teaching resources like syllabi, examples, and assignments. Research resources were also considered extremely important – there were suggestions for scholar databases, reading lists, and lists of international advertising journals, conferences, and websites.

*The IAEC is using this feedback constructively and is currently developing a homepage for international advertising teaching and research to be hosted on the AAA website. If you think you can help or have any materials to contribute, please contact international@aaasite.org **AAA***

Newsletter Staff

AAA Newsletter Editor

Jisu Huh

University of Minnesota–Twin Cities

newsletter@aaasite.org

AAA Newsletter Staff

Rebecca Seeman

University of Minnesota–Twin Cities

seem0025@umn.edu

AAA Webmaster

Petya Eckler, Doctoral Candidate

University of Missouri

webmaster@aaasite.org

Visit the AAA Website at:

<http://www.aaasite.org>

Rankings and Impact Factor for the *Journal of Advertising*

The recent rankings and impact factor for the *Journal of Advertising* have been rising steadily, reflecting the increased quality and exposure of the journal's contents.

SSCI impact factor 2005: 0.491

SSCI impact factor 2006: 0.667

SSCI impact factor 2007: 1.043

Ranking in Business 2005: 45/61

Ranking in Business 2006: 42/64

Ranking in Business 2007: 33/72

Ranking in Communication 2005: 29/42

Ranking in Communication 2006: 25/44

Ranking in Communication 2007: 17/45

These impressive rankings are due to the efforts of the *JA* Editor, Marla Royne, the *JA* Editorial Review Board, and all of the *JA* contributors and reviewers. Thank you!

The Early Years of the IAEC (1987-1995)

by Gordon E. Miracle

The origin of the AAA International Advertising Education Committee (IAEC) dates back to 1987—or earlier if one counts informal discussions among a few AAA members about the need to internationalize the AAA. At the AAA National Conferences in 1987 and 1988 Hall Duncan and I met at breakfast with a half dozen or so other AAA members interested in international advertising. We discussed a variety of interrelated international advertising matters, including:

1. Exchanging teaching syllabi, lecture materials, and cases
2. Relationships with international advertising practitioners
3. Research topics and methodology
4. Research collaboration among ourselves
5. Sources of research funds
6. How to interest and assist other AAA members to internationalize their teaching and research

By 1989, at the AAA Conference in San Diego the breakfast group had grown to about a dozen. At that time Hall Duncan and I proposed the idea of a formal AAA Committee to advance the interests and knowledge of AAA members. The group agreed. We requested that the AAA Executive Committee establish a temporary committee to be called the International Advertising Education Committee, and they did so. We felt that the word education included not only university teaching but also research to generate new knowledge to support that teaching, as well as to be potentially useful to the industry.

Our discussions included not only international advertising, but also the entire range of international marketing communication activities and their interrelationships. There were many differences between the way US advertising

and international advertising were planned and executed. As early as the 1920s many international advertisers had integrated their advertising, public relations, sales promotion, and sales force collateral materials (Miracle 1966, 1968). Many international advertisers also coordinated their radio, print, direct mail and other media advertising into a systematic plan, centrally directed, as appropriate (depending on many factors), and executed locally. Thus, in many respects international advertisers and the few international agencies that handled international advertising, had long integrated and coordinated it differently from the way most US advertising was handled. Also, the conduct of international advertising required knowledge of different cultures, economic systems and conditions, legal systems and government regulation of advertising, industry self-regulation of advertising, political conditions, and social structures. International advertising also required knowledge of the country differences in advertising institutions: advertisers, agencies, and media. These complex differences from US advertising suggested that AAA members would benefit from having international advertising sessions, increased interaction among themselves, and more frequent associations with international advertising professionals. Thus, the IAEC could provide benefits that were different from those available to AAA members at traditional AAA conference sessions.

As its first major activity, the IAEC successfully sought the approval of the AAA Executive Committee to arrange a pre-conference program at the next AAA National Conference scheduled to be held in April, 1990 at the University of Florida. Frank Pierce served as general arrangements chair and I served as program chair. With the help of other IAEC members I put together a full-day program of pre-

Gordon Miracle Bio

Gordon Miracle is Professor Emeritus of Advertising at Michigan State University. After completing his MBA and Ph.D. in Marketing at the University of Wisconsin in 1961, he started doing international advertising research in 1964, taught international advertising in early 1967 and throughout his career, and specialized in cross-cultural research methods. He continues in his “working retirement” as research mentor to professors from other countries, Director of MSU’s International Advertising Association (IAA) Programs, and Director of InterSIP, a student international internship program. As one of the founding members of the IAEC, he continues to serve on its committee.



Gordon Miracle

Continued on next page...

The Early Years, cont'd p. 4

sentations, mainly by AAA academic members but also by several from the advertising industry. Attendance exceeded 25 members, and enthusiasm among the group was high so we planned a similar pre-conference program for the next year.

In the early years I served as IAEC Chair for about four or five consecutive years. In addition to discussing and sharing teaching and research ideas and resources, we tried several different formats for the pre-conference programs, ranging from primarily industry speakers, to primarily educator speakers, to a variety of mixed formats. We selected a theme for each pre-conference program. Attendance at the pre-conferences soon grew to more than 50.

Few international advertising research papers or special sessions were presented at AAA National Conferences prior to 1995. Thus, the IAEC pre-conferences provided coverage of topics that would not have been addressed at the National Conference. Indeed, many of the pre-conference topics probably stimulated future research and the number of international advertising research papers accepted for presentation at the main conference began to increase steadily. In the early years, international advertising was a peripheral activity of the AAA, but by 1995 it was on its way to becoming main stream within the regular conference structure.

After each full-day pre-conference program the IAEC members met at 4:15 p.m. to plan for the future. Judging by the enthusiasm of increasing numbers of AAA members that joined the committee and participated in activities, the activities of the IAEC were useful. Membership on the IAEC grew about 12 or 15 members each year. Indeed, demand to serve on this dynamic committee with fresh ideas was so high that some who applied were not appointed, but many came to the committee meetings to participate anyway. We sometimes had as many as 25 or more at committee meetings.

In December, 1990 Hall Duncan met with Trey Aven and Michael Kovolyov in Hall's office in Oklahoma City. Aven was a member of the Peace Corps who was serving as an advertising instructor at Kijev Polytechnic Institute. Professor Kovolyov, Director of the Institute invited members of the IAEC to come to Kijev as his guests to teach a two-week advertising course for his faculty and a few others. Hall invited IAEC members Barbara Mueller, Frank Pierce and me to join him to do a "campaigns course." Hall recruited Clark Selby, International Marketing Director, Duncan Industries, Parking Control Systems of Harrison, Arkansas to serve as a "client" for the course.

In May, 1991 we arrived in Kijev on Aeroflot (traveling on Aeroflot was an adventure in itself). The group of about 40 "students" ranged in age from 25 to the mid-50s. Most were Kijev Polytechnic faculty members and some were

successful young professionals from outside the institute. Using translators, the IAEC team presented introductory lectures the first week and divided the "students" into competitive teams of seven or eight each to work on the campaign the second week.

The Ukrainians were especially interested in advertising because they considered it to be representative of the capitalist system in which they were so interested. They had had experience only with the Soviet system, and so had little background for understanding the essential nature of advertising and its role in a capitalist economy. Therefore, we had to begin by teaching elementary economics, business organization and practices, and marketing. We then introduced advertising, broadly defined, an understanding of competitive conditions, markets and consumer behavior,

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| Program News colleges by creative problem solving. The student assignment was to develop a preferred customer plan that would help Mary Kay consultants build a strong, loyal, and profitable customer base. Michael McBride was faculty advisor to the winning team whose university was presented with a \$2,000 check in his name. Attention U of I alumni University of Illinois alumni and friends: Our revered departmental secretary, Mary Lowrey, is retiring in May. We'd like to pass on all greetings at a special occasion. Please send your card and/or message to: College of Communications, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801, ATTN: Juanita Craven. | 801-0200. McCombs may be reached at the Department of Business Administration; University of Wyoming; Box 3275, University Station; Laramie, WY 82071 or by calling (307) 766-6108. International Advertising Education committee conducts seminar in Russia Hall Duncan, Global Development, will lead a team of AAA members: Gordon Miracle, Michigan State University, Frank Pierce, University of Florida, and Barbara Mueller, San Diego State University, to conduct an International Advertising and Design seminar at the Kiev Regional School of Design, Management and Marketing. They will be joined by member's of the school's faculty and Clark Selby, Vice President for International Marketing, Duncan Industries Parking Control Systems. Dates set for the seminar are May 15-30, 1991. | Academy People Productive and prolific advertising researcher Mike LaTour, currently at Old Dominion University, will be moving to Auburn University Fall 1991 as an associate professor of marketing. Gordon Miracle, Michigan State University, conducted a one-day workshop on October 28, 1990 in Marbella, Spain for administrators and faculty members from institutions in 19 nations. The workshop dealt with teaching international advertising and was sponsored by the International Advertising Association. Gordon Miracle, Michigan State University, and two of his research colleagues from Japan and Korea made a two-hour presentation of their research results to an audience of more than 1,000 Korean advertising professionals in Seoul, Korea, November 28, 1990. The presentation was based on Miracle's three-nation study of television commercials. A 73-page monograph |
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March 1991 AAA Newsletter announcing IAEC Seminar in Russia

and explained how to do a situation analysis. Next we explained the essentials of advertising creative strategy, media planning and budgeting. This background served as an introduction suitable for the students to prepare an advertising campaign to introduce parking control equipment to the Kijev market.

The program was a huge success. One of the "students," physics professor Gennady Gavrilov, soon thereafter established the Ukrainian Center for International Business Education and Research (UCIBER). It was based on the model for CIBERs at US universities. Gavrilov, his staff and I met several times to plan the UCIBER organization, presentation, faculty, funding, academic programs and activities. One of those future UCIBER activities was to sponsor another two-week program conducted by the same four IAEC members.

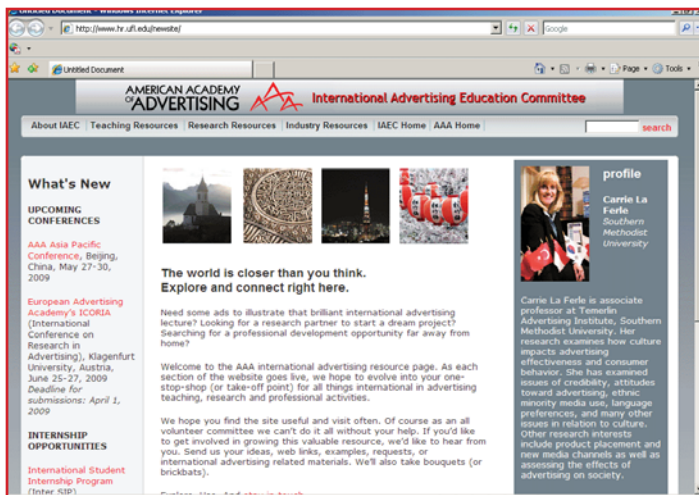
In May, 1993 this IAEC team arrived in Kijev and traveled by train and bus to the beautiful Carpathian Mountains near Ivano-Frankivsk in western Ukraine. Along the way we met with a number of city officials to tell them about our program and the future activities of UCIBER, as well

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The Early Years, cont'd p. 5

as to learn about their plans for reforming their education system.

The program for about 45 successful young engineers and business managers took place in a picturesque resort hotel that had previously been limited to use by soviet officials and Communist Party functionaries. Working through translators, we followed the same general organization of the course that we had done in 1991, with similar introductory lectures and discussions to prepare the “students” to do a campaign. The project for the second week required the



Newly developed IAEC website

students to prepare introductory advertising campaigns for new restaurants in several cities in Ukraine.

Again, the program was a huge success. Hall and I began to talk about the possibility that the IAEC could organize and staff similar programs in other countries. During previous years, Hall had lectured at a number of universities in other less-developed countries. Many of these universities had limited or non-existent advertising educational programs, e.g. Brazil, Chile, China, Greece, Korea, Mexico, New Guinea, Nigeria, South Africa, and several other countries in central Africa. Hall proposed that the IAEC should use his contacts to offer on-site programs similar to the one in Ukraine.

The members of the IAEC felt that such programs would be useful to help emerging university programs in advertising. Also, the Committee felt that participating in service programs for university faculty and other young professionals in these countries would be excellent international experience for AAA members. Therefore the IAEC requested the AAA Executive Committee to allow the IAEC members to conduct such programs as an outreach activity of the AAA, at no cost to the AAA. However, the Executive Committee refused the request. Thus, IAEC activities were limited primarily to exchanging information among the committee members and to conducting an annual pre-conference program.

I cannot recall the names of all AAA members who served on the IAEC in the early 1990s. But, in addition to those already mentioned, I remember especially active members such as Edoardo Brioschi, Marieke de Mooij, S. Watson Dunn, Kathryn Hashimoto-Fenich, John Holmes, Jung-Sook Lee, Scott Liu, Michael McBride, Yorgo Pasadeos, Charles Patti, Robert Pennington, Marilyn Roberts, Pat Rose, John K. Ryans Jr., Birgit Wassmuth, and Millie Wells. I apologize to anyone who I may have omitted. Please forgive my faulty memory.

By 1995, the IAEC and its activities had served many AAA members. The IAEC pre-conferences had become a well-established tradition at AAA National Conferences. Subsequently other interest groups within the AAA emulated the IAEC model to conduct pre-conferences.

Finally, some of you may have additional memories—or maybe different memories. Therefore, you may wish to correct any errors or omissions in this column. Also, since this column chronicles the activities of the IAEC only to 1995, it would also seem sensible to document the activities of the IAEC since then. Therefore, if you will send me a few paragraphs of information, I will work with you to prepare another column and seek the approval of the AAA Newsletter editor to publish it.

References

1. AAA Membership Rosters for various years.
2. Miracle, Gordon E. (1966), *Management of International Advertising*, Ann Arbor: The University of Michigan, Michigan International Business Studies Number 5.
3. Miracle, Gordon E. (1968), “International Advertising Principles and Strategies,” *MSU Business Topics*, Autumn, 29-36. **AAA**

The 2010 AAA Executive Committee Members

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Burçak Ertimur

Dealing With Dissertation Anxiety

This is a story about feelings of discomfort, fear and exasperation you may experience as you work to complete your dissertation research. Here is how it goes: You had your committee approve your dissertation proposal, in which you successfully motivated your topic of interest, clearly formulated your research questions, specified your methodology and fleshed out your contributions. Then, you collected all the data and are excited to finally start the analysis. As you begin to interact with your data, however, you realize that your precious research question and hypotheses are falling into pieces.

What do you do? You clear the papers out of your way and decide to clean your house. In the following days, you carefully avoid running into your committee members. You think that perhaps this is a good time to catch up on e-mails.

What should you do? Smile! Where is the fun in the process if you are confirming what you already know? This may potentially be a moment of discovery. At the very least, this is an opportunity for you to generate new ideas and appreciate the complexity of the phenomenon you chose to study. You should also share and discuss this breach in your data with your committee members and even your friends. Sometimes simply putting our anxiety into words helps us to step out of our comfort zones and to let go of our previously formulated theories. Lastly, you should take a look at the article entitled "Making Doubt Generative" written by Professors Locke, Golden-Biddle, and Feldman to learn about ways to respond to such experiences productively.

Burçak Ertimur (bertimur03@merage.uci.edu) is a Ph.D. candidate in Marketing at the University of California, Irvine. She received her M.S. degree in Marketing and her B.S. degree in Business Administration from Bilkent University in Turkey. Burçak's research interests include the ways in which marketers and consumers interact in value co-creation processes and the relationships between consumer co-creation and corporate identity and brand management. In her dissertation, she is studying the phenomenon of Consumer-Generated Advertising. Her doctoral advisor is Professor Mary C. Gilly.



Burçak Ertimur

Wosun Shin

Living a Double-Duty Life

When I decided to come to Minnesota with my 1 ½ year-old son, many people expressed concerns about my decision. Sure, it hasn't been easy to be a single-mom doctoral student. But it wasn't impossible, either. Knowing that there are many student-parents seeking work-life balance, I would like to share some tips that have helped me.

•Don't mix the two: At first, I attempted to study at home, hoping that my energetic terrible two would understand mommy was busy. That didn't work. I was hardly able to concentrate on anything. I soon decided not to study or even think about it, when I was home with my son. At school, I focused on studying and tried not to give much thought on my personal life. Now, I feel less stressed and more confident about both roles, as a mom and a student, as I focus on one role at a time.

•See the sunny side: I once thought that my pursuit of academic career might make my son's life less happy. But what if I give up my dream and became unhappy? Would he be happier then? I believe happy mom raises a happy child. My son is living proof; he is one of the most popular and funniest kids in his school. Frequently traveling with me to my conferences is plus. He absolutely loves it.

•Get help: People are there to help you. When I have concerns, I talk to my advisor, who never hesitates to spare time for me. My colleagues offer to babysit while I present at conferences. Without their help, I would not have made it this far.



Wosun Shin and her son together at the AAA conference.

Wosun Shin (shinx070@umn.edu) is a Ph.D. candidate at the School of Journalism and Mass Communication at the University of Minnesota. Her research focuses on effects and effectiveness of interactive advertising and social issues concerning interactive advertising targeting children. Before studying her doctoral program, she worked as an account research manager at Gallup & Robinson, Inc. in New Jersey. She received her M.A. in Television-Radio from Syracuse University and B.A. in Mass Communication from Ewha Womans University in South Korea.

2009 AAA and JA Award Winners

Conference Paper Round Up & Best Paper

A total of 154 papers were submitted for consideration at the 2009 American Academy of Advertising annual conference. Eighty papers were selected for presentation at the 20 competitive paper sessions.



Anna McAlister

The winners of the Best Paper Award for the 2009 AAA Conference are Anna McAlister (University of Queensland, Australia) and T. Bettina Cornwell (University of Michigan). The title of the Best Paper is "Preschool Children's Persuasion Knowledge: The Contribution of Theory of Mind and Siblings."

AAA Research Awards



Soyoen Cho

Two Doctoral Dissertation Fellowships were awarded. The recipients were Soyoen Cho (University of Minnesota – Twin Cities) for the proposal "Viral Advertising Effects and Trust as an Influencing Factor," and Hye Jin Yoon (University of Georgia) for the proposal "Humorous Reappraisal of Threat Information: The Effects of Humor and Issue Involvement in PSAs."

Two Research Fellowships were also awarded. Recipients and the titles of their proposed studies were: Hyojin Kim, Jorge Villegas, and Chunsik Lee (all from University of Florida), "The Role of Emotions and Endorser Characteristics in Consumer Responses to DTC;" and Rick Wilson (Hofstra University), Brian Till (Saint Louis University), and Daniel Baack (University of Denver), "Outdoor Advertising Recall and Recognition Effects: Attention and the Distracted Consumer."



Hyojin Kim



Rick Wilson

Snyder Wins Kim Rotzoll Award

Dr. Wally Snyder (AAF President & CEO) is the 2009 winner of the Kim Rotzoll Award. The Kim Rotzoll Award for Advertising Ethics and Social Responsibility recognizes individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility.



Wally Snyder

Billy I. Ross Education Award

Drs. Jami Fullerton (Oklahoma State University) and Alice Kendrick (Southern Methodist University) won the Billy I. Ross Advertising Education Award, which was established

to recognize innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching.



Jami Fullerton Alice Kendrick

Outstanding Contribution to Research Award



Les Carlson

Dr. Les Carlson (University of Nebraska-Lincoln) was recognized with the Outstanding Contribution to Research Award. He has been cited as one of the most frequent contributors to the leading journals in advertising research, authoring more than 90 refereed articles and receiving recognition throughout his career with top paper awards, including the *Journal of Advertising's* 2007

Best Article award. He is Past President of AAA and former editor of the *Journal of Advertising*, has served on the editorial review boards of ten journals.

Four AAA Members Awarded "Outstanding" JA Reviewer

Each year, the *Journal of Advertising* recognizes "outstanding reviewers" for their contributions in reviewing articles for the *Journal*. This year, the award went to Hugh Cannon (Wayne State University) and Seounmi Yoon (Emerson College). Trina Segó (Boise State University) and Stacy Landreth Grau (Texas Christian University) were also recognized as *JA* best ad hoc reviewers.



Seounmi Yoon



Trina Segó



Hugh Cannon

JA Best Article Award

This year's Best *JA* article award goes to Michael L. Capella, Charles R. Taylor, and Cynthia Webster. The award-winning article is titled "The Effect of Cigarette Advertising Bans on Consumption: A Meta-Analysis." The article was published in the Summer 2008 issue of the *Journal*, Volume 37, Issue 2, pp. 7-18.

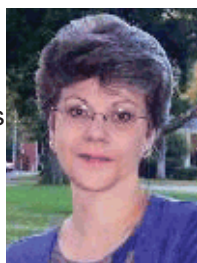


Michael Capella Charles Taylor

Honors and Awards

JA Editor Wins Alumni Award

Editor of the *Journal of Advertising*, Dr. Marla Royne Stafford has won the University of Memphis 2009 Alumni Association Award for Distinguished Research in Social Sciences, Business and Law. The award is given annually to a faculty member who has brought honor and recognition to the University through their research or creative activities.



Marla Royne Stafford

Middle Tennessee State Profs Win Top Paper Award



Edd Applegate

A paper by Drs. Edd Applegate, Robert Kalwinsky, and Dennis Oneal, titled "Deans of ACEJMC-accredited Colleges and Schools: A Demographic Profile" was awarded second place in the Open Division of the "Courses, Curricula & Administration," Broadcast

Education Association. The paper was presented at the BEA Conference in Las Vegas, NV, in April.

Doctoral Student Wins Teaching Award

Tom Mueller, Doctoral Candidate at the University of Florida won the 2009 University of Florida Mass Communications Outstanding Student Teaching Award.



Tom Mueller

Laczniak Wins Teaching Award



Russ Laczniak

Dr. Russ Laczniak (Iowa State University) won the College of Business Senior Faculty Teaching Award for the 2008-2009 academic year.

Pasadeos Wins Teaching Award

Dr. Yorgo Pasadeos, Professor and Graduate Director of the Department of Advertising & Public Relations at The University of Alabama, was awarded the 2009 Teaching Excellence Award.



Yorgo Pasadeos

Grants and Fellowships

Connecticut Prof Wins Grant



Alex Wang

Dr. Alex Wang (University of Connecticut) recently received a state grant of \$10,000 from the Connecticut Office of Policy & Management.

Li Wins Google Research Grant

Dr. Hairong Li (Michigan State University) recently received a grant of \$55,000 from the Google and WPP Marketing Research Awards Program. His project explores the synergy of display and search advertising through Internet user data from multiple sources.



Hairong Li

Job Changes, New Hires, P&T

Dr. Katherine Frith, Southern Illinois University, School of Journalism, has been promoted to Full Professor as of July, 2009.



Katherine Frith



Jisu Huh

Dr. Jisu Huh, University of Minnesota, School of Journalism & Mass Communication, has been promoted to the rank of associate professor and granted tenure starting with the 2009-2010 academic year.

Dr. Padmini Patwardhan was granted tenure at Winthrop University starting August 2009 after early promotion to associate professor in August 2008.



Padmini Patwardhan



Ricardo Villarreal

Dr. Ricardo Villarreal has accepted an Assistant Professor of Marketing position at the University of San Francisco's School of Business and Management.

Continued on next page...

Travel News

Marquette Prof on Sabbatical

Dr. Jim Pokrywczynski (Marquette University) was awarded a Fulbright Specialist grant for fall 2008 and spent one month teaching e-marketing and IMC at Cairo (Egypt) University.



Jim Pokrywczynski

Remaining sabbatical time was spent working on sports marketing research with the 2016 Chicago Olympic bid planning committee.

Other News

Hyman Gets Stan Fulton Professorship



Mike Hyman

Dr. Mike Hyman was awarded the Stan Fulton Professorship in the College of Business at New Mexico State University. Far more important, if all goes well his third son will be born in early September.

New Paper by Tellis

Dr. Gerard J. Tellis, USC Marshall School of Business, have completed a review of the literature of advertising in a recession. The paper, titled "A Critical Review and Synthesis of Advertising in a Recession," is available on the publications page of his website at <http://www.gtellis.net>.



Gerard J. Tellis

UTSA's Marketing Department Gets Two New Faculty

Two new faculty members have been hired by the Marketing Department at the University of Texas at San Antonio.

Rajesh Bhargave will be joining the faculty in Fall 2009. He received his doctorate from The Wharton School at the University of Pennsylvania.



Rajesh Bhargave



Jill Sundie

Jill Sundie will be joining the faculty in Fall 2010. She received her doctorate from Arizona State University.

MSU Hosts Chinese Visitors

The Department of Advertising, Public Relations, and Retailing at Michigan State University recently hosted its fourth annual executive training program for China Advertising Association. The week-long program consisted of a series of lectures by MSU faculty on current issues, such as trends in advertising business, advertising media in transformation, non-traditional advertising, return on investment in advertising, and advertising regulation.

Connecticut Prof's Drinking Prevention Project

Dr. Carolyn A. Lin (University of Connecticut) will complete her Year-2 high-risk drinking prevention campaign (funded by the U.S. Dept. of Education) at the end of the spring semester. The campaign, entitled Remember Last Night, challenges college students to remember what they did last night and then empowers them to create good memories (instead of regrets) for future last nights. More information can be found at <http://rememberlastnight.uconn.edu>.



Carolyn A. Lin

Alabama Students Swept AAF Awards

University of Alabama undergraduate student Matt Williams received the Vance L. Stickell Memorial Student Internship and was recognized as one of the top 15 advertising rising seniors from AAF student chapters nationwide. Also, Monica McCall received the Mosaic Center Internship sponsored by Gotham Inc., Emily Roberson received the Advertising Hall of Fame Legacy Fund Scholarship, and CJ McCormick received the AAF Most Promising Minority Students (top 40 in the nation).



Matt Williams



Monica McCall

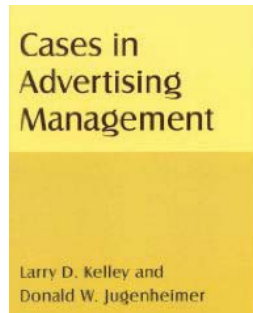
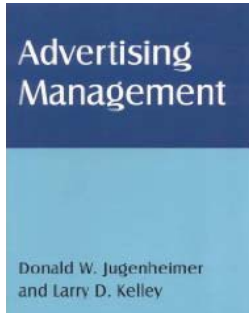


CJ McCormick

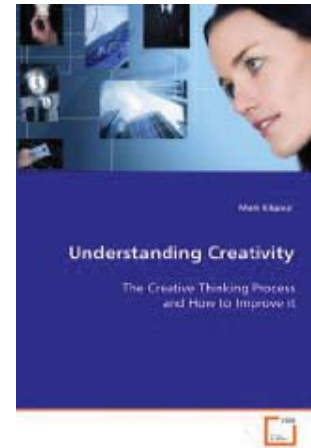
Continued on next page...

Book Releases

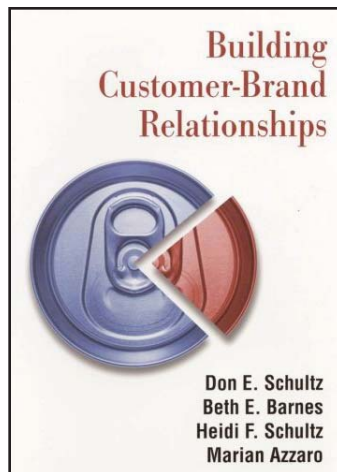
Two new books, *Advertising Management* and an accompanying *Cases in Advertising Management*, have just been published by M. E. Sharpe, and both are written by Don Jugenheimer and Larry Kelley.



Understanding Creativity (VDM Verlag) by Mark Kilgour has recently been released.



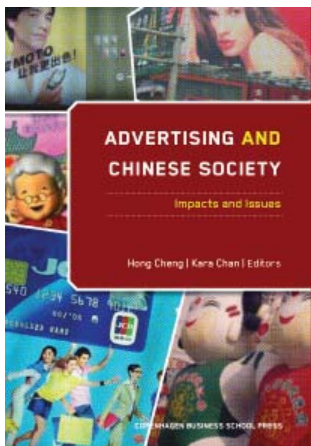
Building Customer Brand Relationships (M. E. Sharpe) by Don Schultz, Beth Barnes, Heidi Schultz and Marian Azzaro has recently been released. The text is designed for all levels of IMC, advertising, marketing communications and promotional management courses.



Projective Techniques for Social Science and Business Research (Southshore Press) by Lawrence Soley and Aaron Lee Smith. The book is distributed by Baker & Taylor, and is available online from Amazon.com, Alibris and other vendors.



Reach, Hit, and Strike; Ad Strategy for Engagement (Nikkei Business Publications) by Jun Imada has been published.



Advertising and Chinese Society: Impacts and Issues (Copenhagen Business School Press) edited by Hong Cheng and Kara Chan will be published this summer.

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

June 2009

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 <http://www.aaasite.org>)

15: Paper submission deadline for Conference on Consumer Culture and the Ethical Treatment of Children: Theory, Research, and Fair Practice at Michigan State University

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

30: AAA 2010 Conference pre-conference proposal submissions due (see call p. 18)

July

15: Proceedings of AAA 2009 Conference available to membership

31: *International Journal of Integrated Marketing Communications* paper submission deadline (see <http://www.aaasite.org>)

August

15: Submissions to the AAA Newsletter due

28: AAA 2010 Research Fellowship Competition proposal submissions due (see call p. 19)

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

October

6: Deadline for competitive papers and special topics session proposals for the AAA 2010 Conference

21: AAA 2010 European Conference competitive papers and special topics session proposals due (see call p. 21)

November

7: AAA 2010 Doctoral Dissertation Competition proposal submissions due

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 AAA Newsletter due

December

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

January 2010

5: Deadline for submitting award nominations

February

15: Submissions to the AAA Newsletter due

March

1: March 2010 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

18-21: AAA Annual Conference 2010, Minneapolis, MN (see <http://www.aaasite.org>)

April

7: Completed manuscripts or abstracts due for the Proceedings

May

15: Submissions to the AAA Newsletter due

June

1: June 2010 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

4-6: 2010 AAA European Conference, Milano, Italy (see <http://www.aaasite.org>)

24-25: International Conference on Research in Advertising (ICORIA) 2010, Madrid, Spain (see announcement p. 23)

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

Photo Gallery - Cincinnati, Ohio

Hotel of the 2009 AAA Annual Conference, Cincinnati, Ohio



The beautiful Cincinnati Riverfront

Conference attendees at the Luncheon and Award Ceremony



Photo Gallery



Dean Krugman presenting at the Special Topics Session

Keynote speaker Rick Watson, Professor of MIS at the University of Georgia, with President Dean Krugman



L to R: Current Vice President Glen Nowak (CDC) and Eric Haley (University of Tennessee)

Photo Gallery

L to R: Rafal Ohme (Polish Academy of Sciences), Charles Taylor (Villanova University), Morikazu Hirose (Tokyo Fuji University), and Ralf Terlutter (Alpen-Adria University)



Graduate students from the University of Texas – Austin

Edoardo Brioschi from Università Cattolica del Sacro Cuore



Elizabeth Crawford (North Dakota State University) and Courtney Childers (University of Tennessee)

Photo Gallery



L to R: Harsha Gangadharbatla (University of Oregon), Mark YiCheon Yim (University of Texas), and Sun-Young Park (University of Florida)

L to R: Karen King, Len Reid, and Wendy Macias all from the University of Georgia



President-Elect Shelly Rodgers (University of Missouri) and her daughter Briana



L to R: Pat Stout (University of Texas), Patty Alvey and Glenn Griffin (Southern Methodist University)

Photo Gallery



On the Riverboat, L to R: Gordon Miracle (Michigan State), Kartik Pashupati (SMU), Frank Dardis (Penn State), Petya Eckler (doctoral student at University of Missouri), Padmini Patwardhan, and Hemant Patwardhan (both from Winthrop University)



Sandra Diehl (Alpen-Adria University) with her children on the Riverboat



Newsletter Editor Jisu Huh (University of Minnesota) and Esther Thorson (University of Missouri)



L to R: Elizabeth Taylor Quilliam and Paula Storrer (Michigan State University) and Karen M. Lancendorfer (Western Michigan University)

Announcements...

Call for Pre-Conference Proposals

American Academy of Advertising 2010 Conference

March 17 – 21, 2010

Minneapolis, Minnesota

The Academy Program Committee encourages those interested in developing proposals for a pre-conference (all day or half-day) program for the 2010 conference to submit a complete proposal, no later than June 30, 2009, 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 Shelly Rodgers. Please note that proposals and questions should be e-mailed to rodgerss@missouri.edu

Shelly Rodgers
President Elect

Announcements...

Call for Proposals

AAA 2010 Research Fellowship Competition

Submission Deadline: August 28, 2009

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. While members can submit as many single or joint proposals as desired within a given year, authors cannot receive funding for more than one proposal. Based on the reviews, should more than one paper containing an author's name receive high rankings, only the highest ranking one will be funded. 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 2010 Fellowship winner has until April 1, 2013 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.
5. Winners cannot apply for additional Research Fellowships while their award is active. Awards are active until winners (a) complete the Fellowship by submitting a manuscript to the Journal of Advertising within the three-year time limit and receive the second half of the award or (b) forfeit the second half of the award.

Requirements for Submission of Proposals

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

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

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

Announcements... (cont'd)

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

- 1) Go to document properties
- 2) Under the headings of "Summary" & "Custom" please erase all affiliations. Under "Custom" be sure to delete all lines in the "Properties" box; you do this by clicking on the "delete box" that is present in the same window.

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 be received by the Chair of the Research Committee no later than 5pm on Friday August 28, 2009. Submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Winners will be notified by early December 2009. The awards will be announced at the 2010 AAA Conference and communicated to the membership through the AAA Newsletter.

Researchers who previously have received an AAA Fellowship are eligible for the award upon completion or termination of the previous 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

Phone: (919) 843-5638

Announcements...

Call for competitive Papers & Special Topic Session Proposals

European Conference, June 4 - 6, 2010

**Universita Cattolica Del Sacro Cuore
Milano, Italy**

Based on the success we have had with our Asia-Pacific Conferences, the AAA is planning its first European conference, to be held in cooperation with the Universita Cattolica Del Sacro Cuore, Milano, Italy. This will be a stimulating event that focuses on research and special topics about Europe. Bob King will describe logistical details in a separate announcement once they are confirmed.

Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in one or more European country (ies), in multiple countries including at least one European country, or that have specific implications for at least one European country in consideration for presentation at the 2010 European Conference and for publication in the 2010 European Conference Proceedings.

All submissions are subject to blind review. Completed papers will be given first preference. However, very detailed abstracts of at least 8 pages will be considered. Authors of accepted papers or abstracts must publish either the entire paper or a one-page abstract of the paper in the Proceedings.

The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Abstracts that are published in the Proceedings can be published in full in other publications or journals at a future date. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. Be sure to delete the title page and identification of the authors in the "Properties" function (see below) prior to submission.

Citations are to be formatted using Journal of Advertising style.

Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) within Europe, in multiple countries including at least one European country.

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

Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for generating a 1- to 3- page summary (after the session) for inclusion in the Proceedings as a non-refereed publication.

All competitive and special topics submitters will be asked to check 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. Only an author or presenter listed on the paper/special topics session is eligible to present at the conference.

Announcements... (cont'd)

Additional Requirements

All submissions are to be submitted via the AAA Confmaster website at <http://aaa-euro10.confmaster.net>

If you registered for a paper submission at an AAA conference since 2007, you should already have a profile and can use your same password and ID to access the system. If you are submitting a paper for the first time, you will need to create a new profile by following the instructions on the Confmaster website.

Submission information can also be found on the AAA website at: <http://aaasite.org>.

In order to facilitate the review process everyone must submit papers or session proposals electronically via AAA Confmaster. You will upload a copy of your paper in MS Word format. Please use the procedures noted below for deleting identifying information from your submission.

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

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

Electronic submissions will be accepted beginning September 21, 2009 and must be received no later than MID-NIGHT CST, October 21, 2009.

Please designate a single contact person for your submission. This individual will register at the AAA conference website (accessible via <http://www.aasite.org>) and will receive a user name and password via email after registration. Once this information is received, the individual will be able to upload the manuscript to the conference website.

The contact person must also provide contact information (email, phone and fax) as well as one or two keywords to facilitate the reviewing process (e.g., copy testing, media measurement, new technologies, advertising education, etc.).

NOTE THAT ALL AUTHORS LISTED ON THE PAPER/SPECIAL TOPICS SUBMISSION MUST REGISTER ON CONFMASTER BEFORE THE PAPER CAN BE UPLOADED.

Please direct your questions regarding papers or proposals to:

Eric Haley, Ph.D. @ haley@utk.edu
Professor
School of Advertising and Public Relations
The University of Tennessee

We look forward to your submissions and hope that you will be able to attend the 2010 European Conference of the American Academy of Advertising.

General questions about the conference can be directed to:

Dr. Robert King @ rking@richmond.edu
Director of Conference Services
American Academy of Advertising
School of Business Telephone: 804/289-8902
University of Richmond FAX: 804/289-8878
Richmond, VA 23173, USA www.aasite.org

Announcements...

PRELIMINARY ANNOUNCEMENT

ICORIA 2010

June 24 - 25, 2010, in Madrid, Spain

Conference Chair:

Shintaro Okazaki, Universidad Autonoma de Madrid

The 9th International Conference on Research in Advertising (ICORIA) 2010 will be held in one of the most exciting cities in Europe—Madrid, Spain. The conference will take place at the campus of the Universidad Autonoma de Madrid. We plan a Get-together on Thursday evening and a Gala Night on Friday evening. The official Call for Paper, along with full information on travel & accommodation, will be published shortly on the Website of the European Advertising



Academy (EAA) (<http://www.icoria.org/>).

Paper Submission

The ICORIA 2010 invites papers in following issues (but not excluding other and related topics):

Advertising

- Accountability & Effectiveness
- Attention & Processing
- Content & Creativity
- International & Cross-cultural Issues
- Special Target Groups

Branding

- Brand Portfolio Analysis
- Models of Brand Communication

Communication Management

- Public Relations
- Sponsorship & Events
- Product Placement
- Integrated Marketing Communication

Consumer Behavior

- Relationship Building
- Emotions
- Special Industries & Organizations

Media

- Channel & Multi Media Management
- Convergence Management
- Cross Media Strategies
- Data Security in New Media
- Internet and Mobile Device.
- New Social Media
- Media Management and Media Advertising
- Virtual World

Methodological Issues

- Measurement in Advertising and Consumer Behavior
- Quantitative Research Methodologies in Marketing Communications
- Qualitative Research Methodologies in Marketing Communications

Public Policy Issues

- Ethics
- Corporate Social Responsibility
- Marketing in Restricted Industries (Pharmaceutical, Tobacco, politics, etc.)
- Political Communication
- Stakeholder Advertising

Special Topics Session Proposals

You are invited to submit proposals for special topics sessions. Special Topic Sessions held during the ICORIA should address broad issues and encourage dialogue and audience participation. Special Topic Sessions can be up to 90 minutes in length, and may include presentations, panels, small group discussions, or any other program which may be of interest to the conference participants.

Publications

- All accepted paper proposals will be published in the Conference Proceedings CD-ROM
- A selection of extended papers will be published as a book in the EAA Book Series.
- There will be a "Best Paper Award" among all submitted papers.
- The winner of the Best Paper Award and other papers chosen by the Conference Committee will be invited to submit the papers for publication in International Journal of Advertising (IJA). Papers will be subject to the IJA review process.

More Information

For questions concerning the conference, please email to: Shintaro Okazaki, obarquitec@coac.net

Announcements...

New Journal Announcement

Communicative Business

Italian Research Review on Business Communication

Aim and scope

Communicative Business is the first Italian academic and managerial review specifically dealing with research topics related to total business communication.

The aim of the publication is both to contribute to the development and the advancement of the knowledge of business communication in all its integrated aspects and to stimulate an open dialogue and a factual collaboration approach among scholars of different countries.

The review has a peer review system for the evaluation of papers and accepted articles will be published either in English or in Italian (with an abstract in English).

Target audience

Scholars, marketing and communication top managers and professionals.

Topics covered

Papers could be both conceptual (conceptual frameworks and models, descriptive-interpretative papers, strategic managerial issues analysis, literary reviews) and empirical (quantitative as well as qualitative approaches are accepted, and case study analysis is also appropriate).

Main topics of interest include: theory of business communication developments; marketing communication; corporate communication; relationships identity-image-reputation; internal communication; web-based and digital communication; interaction between online and offline communication; innovative brand strategies and communication techniques; interaction between unconventional and traditional communication media; in-store communication, visual merchandising, store atmosphere and environmental cues; evaluation of marketing and corporate communication effectiveness; international communication and cross-cultural issues; methodological issues concerning business communication research.

Frequency

2 issues per year

Scientific Director

Edoardo T. Brioschi (Italy)
Università Cattolica del Sacro Cuore
email: edoardo.brioschi@unicatt.it

Editor-in-chief

Rossella C. Gambetti (Italy)
Università Cattolica del Sacro Cuore
email: rossella.gambetti@unicatt.it

Publisher

Vita e Pensiero, Milan, Italy

Special subscription price for AAA members

EUR 30 for the first three issues (December 2008, July 2009 and December 2009)

For subscriptions, please send an email to: commerciale.vp@unicatt.it

Papers should be sent by email to the Editor-in-chief: rossella.gambetti@unicatt.it

A full description of Communicative Business and author guidelines can be found on the website: <http://www.vponline.it/riviste/>

Editorial board:

Richard F. Beltramini (Wayne State University); Domenico Bodega (Università Cattolica del Sacro Cuore); Edoardo Teodoro Brioschi (Università Cattolica del Sacro Cuore); Manfred Bruhn (Universität Basel); Yung Kyun Choi (Dongguk University); Umberto Collesei (Università Ca' Foscari); Renato Fiocca (Università Cattolica del Sacro Cuore); Flemming Hansen (Copenhagen Business School); Emanuele Invernizzi (Università IULM); Gayle Kerr (Queensland University of Technology); Philip J. Kitchen (University of Hull); Yasuhiko Kobayashi (Aoyama Gakuin University); Gordon E. Miracle (Michigan State University); Roberto Paolo Nelli (Università Cattolica del Sacro Cuore); Charles Patti (University of Denver); Don E. Schultz (Northwestern University); Charles R. Taylor (Villanova Business School); Elisabeth Tissier-Desbordes (Ecole Supérieure de Commerce de Paris)

Announcements...

Inside Advertising Speakers Program



Sign up now for Summer and Fall 2009!

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.

Advertising & Society Review (A&SR)

The AEF publishes Advertising & Society Review (A&SR), a comprehensive, top-quality, peer reviewed academic online journal distributed by The Johns Hopkins University Press Project MUSE.

This publication, directed to professors and students in liberal arts colleges, universities and professional schools, offers articles, essays, interviews and round table discussions between academics and industry experts about advertising in society, culture, history, and the economy. Linda Scott, Ph.D., Oxford University is the Editor.

A&SR is available through your university e-journal collections.

ADText

AEF is pleased to publish the ADText Online Curriculum, the first online textbook about advertising and society. The Curriculum consists of 20 units and is published as a supplement to Advertising & Society Review. All units 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 – in its entirety or in part – 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
- Advertising in Brazil
- Advertising in India
- Children and Advertising
- Global Advertising
- Advertising and the Media

ADText is available via open access without cost to anyone at www.adtextonline.org or via www.aef.com. The AEF welcomes your comments and questions.

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

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:

Tina M. Lowrey, Ph. D.
Dept. of Marketing, College of Business
University of Texas at San Antonio
6900 North Loop 1604 West
San Antonio, TX 78249
tina.lowrey@utsa.edu
+1 210.458.5384
+1 210.458.6335 (fax)