



In This Issue:

Featured Research	1
What Downturn?	4
Value of Trade Assn.	5
Graduate Students Speak	6
Beijing Conference Diary	7
AAA Notes	11

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The President's Column

by Dean Krugman

*Now he's somewhere over China
Lookin' down on all the trails
On the mountains lookin' back at him
It's a real live fairy tale*

The chorus from Jimmy Buffett's song "Somewhere Over China" continues to resonate two months after our very successful Beijing conference. A special thanks to Bob King, Director of Conference Services, and Co-chair Hairong Li for planning and executing a terrific meeting, and to Pat Rose, Executive Director, who rendered wise council throughout the whole process. Our Chinese co-sponsors from

Communication University of China and the China Advertising Association of Commerce proved to be exceptional hosts. The conference provided a chance to trade ideas, and the tours allowed us to better understand a different culture in which advertising operates.



Dean Krugman

President, p. 2

Featured Research

"Just Give Me My One Vice" College Students and Smoking

by Joyce M. Wolburg



Joyce M. Wolburg

A few years ago, I asked the students in my undergraduate research class to bring in samples of magazine ads. One student came with anti-smoking messages, which prompted a classmate to say defiantly, "Those ads make me so mad, they just make me want to light up a cigarette." One ad was from the Lorillard Tobacco Company's Youth Smoking Prevention Program and used the slogan, "Tobacco is Whacko." The other was from the American Legacy Foundation's "truth" campaign and told readers, "Your pee contains urea. Thanks to tobacco companies, so do ciga-

rettes. Enjoy." The student's response made me realize that if this reaction is common among other college students, millions of dollars devoted to changing attitudes and behavior toward smoking are missing the mark. I had no way of knowing whether his comment represented just one individual's take on anti-smoking campaigns or whether there are others who feel the same way, but I wanted to find out. As a qualitative researcher, I started from a position of ignorance of not knowing students' perspective on smoking, their reactions to anti-smoking messages, or their attempts to quit smoking, but I decided to investigate what's going on.

Most anti-smoking ads are aimed at preventing youth from starting to smoke, but my purpose in conducting research was

"Just Give Me My One Vice", p. 3

President, cont'd p. 1

During the opening day remarks, one of our esteemed colleagues from China noted that his country is a socialist market economy. I was struck by the remark as it signified a way of thinking about the impact of advertising that we commonly do not encounter in market-based economies, even those market economies where portions of advertising are heavily regulated. Here's a question: Does what we know about the way advertising works in predominantly market-based economies hold for an enormous and fast growing more centrally controlled economy that encompasses aspects of the market system? What is clear, at least to me, is that we need to continually advance our knowledge of advertising in countries that offer dramatically different economic systems.

“We need to continually advance our knowledge of advertising in countries that offer dramatically different economic systems.”

Our recent discussions in Beijing highlight the fact that advertising is viewed as an important factor in China's economic growth. The United States and China's economies are now inextricably linked. For example, China's large budget surplus has given rise to a view that part of the trade imbalance between China and the United States will rest on their ability to focus more on domestic consumption rather than on exports. Part of the relationship will be formed around marketing and advertising. Let's face it – advertising is usually an overt reflection of a country's culture and economy.

Advertising's influence in different economies is further confounded by the extreme turbulence we have seen in the worldwide economy and a questioning of some of the economic models used in the past. Criticism of the “dismal science” and its competing theories is hardly new. Harry Truman is often credited with the saying, “Bring me a one-armed economist,” because he was tired of hearing “on one hand this and the other hand that” when it came to economic forecasting. However, the recent criticism of economic theory is much deeper and calls into question how well the discipline really works to predict and help manage economies. Prominent economic historian Barry Eichengreen of the University of California-Berkeley notes that the recent financial crisis casts doubt as to what we know about economic theory and the way it works to solve problems.

A special issue of the *Journal of Advertising Research* (June 2009) titled “What We Know About Advertising, 21 Watertight Laws for Intelligent Advertising Decisions,” offers some fundamental ideas about the way advertising

works based mostly on studies conducted in the United States and Western Europe. Admittedly, I think the presumption of “watertight laws” in the social sciences is a bit leaky; however, I read with great interest that several of the more important empirical generalizations are concerned with matters related to advertising's return on investment. The aim of this column is not to assess each of the major points made in the special issue but to point out that some of our most solid generalizations about the field are rooted in micro and macro economics.

Back to my question: Does what we know about the way advertising works in predominantly market-based economies hold for a huge and fast growing centrally controlled economy? Here's another way to view the question: Beyond the constructs of information and persuasion, when you teach material related to advertising's economic role, what economic constructs do you use as your base? Given that the majority of advertising's economic work is based on the United States and Western Europe and that we now have some fundamental questions regarding economic theory, we likely need to rethink advertising's global economic role. As members of the Academy we are pressed to continually update our knowledge of world trade and economics. **AAA**

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not to test how successful the ads were in accomplishing that goal. Instead, I wanted to know how college student smokers and non-smokers reacted, given that they were not the primary audience but were, nevertheless, receivers of the messages.

Using individual interviews among paid student participants, my first revelation was that college student smokers and non-smokers have dramatically different views of anti-smoking messages. (See Wolburg, 2006, “College Students’

“College student smokers and non-smokers have dramatically different views of anti-smoking messages.”

Responses to Antismoking Messages: Denial, Defiance, and Other Boomerang Effects” in the *Journal of Consumer Affairs*, 40(2), pp. 294-323.) Among other findings, non-smokers championed the ads—in fact, the more insulting the better. Many expressed feelings that they have suffered the effects of cigarette smoke long enough, and “it’s about time someone took responsibility for the deadly addiction that kills so many people.” Anti-smoking messages also reinforced their decision not to smoke. Smokers, on the other hand, rarely championed the ads and frequently showed defiance toward the ads. “I am going to die from something someday, so why shouldn’t this be my cause of death?” Students also felt a sense of entitlement toward smoking. “All I’m doing is smoking. I’m not doing heavy drugs or robbing banks or murdering people. This is as bad as I get. Let me have my cigarette.”

The literature revealed that other researchers have discovered boomerang effects with initiatives against smoking and binge drinking, which Pechmann and Slater (2005) called the “dark side” of social marketing campaigns. Psychologists have long known that when people are told to change their behavior, they will dig in their heels and resist change if they feel their freedom is at stake. (See Brehm and Brehm 1981 for their research on Reactance Theory.) Although many smokers believe that the messages are effective for others (e.g., third person effects), the fact that they started smoking proves to them that anti-smoking

messages don’t work. When they started smoking, they were well aware of the health risks—“you would have to be a moron to not know that it kills”—and they didn’t find the ads persuasive—“there isn’t an ad out there that would get me to quit.” Two things they didn’t count on were how addictive smoking is and how quickly people become addicted.

Given the qualitative nature of the study, I could not project how prevalent boomerang effects were among all college student smokers, but I was convinced that anti-smoking messages were not resonating with this audience and special cessation strategies were needed. I began to wonder how students who have succeeded in quitting were able to accomplish the task. A second qualitative study explored their decisions about quitting and examined the strategies that worked versus those that failed (Wolburg, 2009, “Misguided Optimism among College Student Smokers: Leveraging their Quit Smoking Strategies for Smoking Cessation Campaigns,” forthcoming in the next issue of the *Journal of Consumer Affairs*). By far the most common reason for quitting was a personal health scare, which convinced them that they were vulnerable to the risks after all; however, others quit because they no longer identified with smokers or were afraid they were losing control to nicotine. Unfortunately, they were so optimistic that quitting would be easy that they weren’t prepared for failure. Every student interviewed made multiple attempts before eventually succeeding.

“One student had to avoid bars for a period of time until they could handle the temptation.”

Every participant also had a quit date in the back of their mind—“by my next birthday, by the time I graduate, by the time I get my first job, by the time I get married, by the time I have children...” But they didn’t have a plan for how to do it. One of the most common problems was not anticipating the times and places that triggered smoking, and bars seemed to be at the top of everyone’s list of places that triggered the impulse to smoke.

Joyce Wolburg Bio

Joyce M. Wolburg is Associate Professor of Advertising and Public Relations in the Diederich College of Communication at Marquette University. She is also Associate Dean for Graduate Studies and Research and Chair of the Department of Advertising and Public Relations. After completing her Ph.D. at the University of Tennessee in 1995, she came to Marquette University and began focusing her research interests on the advertising of alcohol and tobacco as well as the social marketing campaigns directed at smokers and binge drinkers. She has published multiple articles in advertising journals and also co-authored *Readings in Advertising, Society, and Consumer Culture* with Roxanne Hovland and Eric Haley.

Downturn? What Downturn?

by Melinda Mettler

Director, School of Advertising

Academy of Art University, San Francisco



Melinda Mettler

I was going to title this piece, 'Advertising Education During a Downturn.' But then I thought, "What advertising downturn?" Yes, agencies are under tremendous pressure, with cutbacks in spending and rapid changes in media usage and delivery methods.

But despite all the doom and gloom, the marketing communications form known

as advertising is not going away. Advertising-supported media is still the norm around the world; it's not an endangered species, yet it is evolving. It's our job to track that evolution and prepare our students for it.

From the standpoint of the industry's creative product, there continues to be no shortage of innovation taking place. Whether it was the BMW Films breakthrough of 2001 or the Burger King Subservient Chicken innovation that first appeared in 2004 or the integrated campaign for the Xbox video game Halo (from an agency right here in San Francisco) that swept the global awards competitions last year, advertising's creative product often seems as robust as ever.

There's certainly no shortage of students at AAU and other ad schools across the country that are looking to make their own contribution to efforts such as these. Sure, these students are understandably nervous – they know how difficult conditions are in the business world. But nothing in the economy has changed when it comes time for advertisers to reach their audience. And students have huge advantages: they grew up on cutting-edge media, and they're not too expensive to hire – yet!

Advertising has always gravitated toward the shock of the new, from fashion to music to pop culture. In order to speak with authenticity, agencies look for youthful irreverence and iconoclasm. Agencies and their clients know that there's been a shift in both media consumption and the target audience. The audience has shifted its attention.

Today we're constantly on the Internet. We're getting news feeds on our iPhones and BlackBerrys. We're connecting with our friends via text messages. And we're following –or being followed– in real time on Twitter.

Today's student population has grown up with social media and networking sites like MySpace and Facebook. They're not just early adopters—they're infant adopters, having been raised on the latest and most cutting-edge media forms almost since birth. They understand Twitter in ways that ad agencies are just beginning to explore. As ad agencies seek to develop expertise in these forms of new media, they will continuously reach out to young people who can help them develop the perspective and capabilities they need.

It's a basic truth that rookies always cost less than veterans. While not condoning the industry's often ageist approach to creative talent, the fact that younger talents are less costly to hire than more seasoned pros will serve recent grads in good stead during tough times—provided, of course, that their books are strong and their thinking fresh. Again, that's where ad schools such as the AAU School of Advertising come in.

To keep pace, an ad school's curriculum needs to stay one step ahead of a splintered and rapidly changing media universe. Ten years ago, print advertising ruled. Today, an advertising curriculum must include web design, video, digital animation, interactive advertising, banners and rich media executions and of course integrated campaigns that include everything from traditional P.R. to guerilla marketing, all in an effort to reach our clients' audiences.

The new media demands more innovative ways to entertain and inform, with special attention placed on engagement, interaction, and creating a dialog with consumers.

We advertising educators are charged with teaching students to build campaigns from strategy to creative to execution, using all types of media, moving from print to social media, iPhone apps, and designing viral ad campaigns. It's all about coming up with the big idea, and reaching the audience you've identified for a product or service. Today that media could be blogs, SMS messages, mobile ads or branded apps. Tomorrow, we'll see new media forms that we haven't even anticipated.

No matter what the media platform, advertisers are still trying to get their word out, reach an audience, and do it for the most bang for the buck. Brands have complicated communication needs that must be condensed into a message that resonates.

Pull that off, we tell our students, and the sky's the limit. **AAA**

The Value of Trade Associations in a Bear Economy

by Aki Ito, Director of International Operations, TOIN Corporation
Former Board Chair of the Globalization and Localization Association



Aki Ito

The Globalization and Localization Association (GALA) was formed in 2002 during the boom days of the global economy. In its first six years, GALA grew significantly—from its original 15 member companies to almost 300 member companies in 2008. As member companies expanded throughout

the world and invested in technology and human resources, and as customers grew their international and localization operations, GALA was viewed as a great networking tool.

But we all know that times have changed. We are tightening our belts and reviewing every expenditure. In GALA's most recent GALA Member Pulse Survey, which was completed in May, 57 percent of respondents said they have experienced a direct impact from the current global financial crisis, with 28 percent reporting no impact, and 15 percent unsure.

Yet scrutinizing budgets does not mean cutting out investments that provide long-term benefit. As one member commented in the GALA survey: "We realize that companies optimizing their resources and investing in development will emerge as winners from the current economic downturn."

In hard times trade associations are even more relevant to the members and industry they serve. We use these times to educate ourselves, retool and build for the future. Generally trade associations offer many resources that members can tap into to get added benefit from their membership. Take, for example, GALA's Webinar Series. In the GALA Member Pulse Survey, member companies were asked about the training and development needs of their employees. Seventy percent of respondents said their employees need training in project management; 67 percent in software and tools. The GALA Webinar Series has offered numerous software and tool demos and training sessions since its inception last year while the number and range of sessions is increasing in response to member needs.

The series also has included educational discussions with industry analysts, sessions with GALA's PR and marketing specialist, and other expert topics including term extraction, the international tag set, XML content lifecycles, and more.

Upcoming topics this year include website localization, vendor management with new technologies, and demon-

strations on major industry tools. All are free to members, making it possible to help train employees without added costs.

In addition to webinars, trade associations often oversee vast reserves of knowledge that can be tapped for training and retooling purposes. One of GALA's main focuses is to be a resource for its members and anyone considering an investment in localization. The association maintains an article database with a wealth of information written by experts. It also provides original content through its quarterly GALaxy newsletter. In September, GALA will host its first major conference and exposition, GALA 2009: The Language of Business, The Business of Language (<http://www.language-of-business.org/>), with a focus on managing in difficult times and positioning for future growth. All of these opportunities help a company not only train its employees efficiently, but also explore new ideas that may offer new solutions for old problems.

Many trade associations offer opportunities to participate in marketing or public relations activities at a low cost. In the case of GALA there are numerous ways to participate—all costing next to nothing. For example, members are encouraged to provide original content to the GALaxy newsletter that is sent via email to members, industry influencers and customer prospects. GALaxy lives on GALA's website, and website statistics have shown that the newsletter is one of the top items accessed by visitors to the site. GALA members also actively participate in the association's industry promotion program, authoring articles and content directed to a broader media audience, designed to demonstrate the value of our industry as a whole. Again, these are inexpensive ways to get the most out of having a membership.



Associations offer forward looking benefits to members during good times. They are often at the core of shaping best practices and standards that can profoundly impact their member companies. They establish best practices and core service values for their industry. They educate the public and they look to better develop market share. Associations are equally important in difficult times when they help member companies partner, share resources, evaluate the market, develop new and timely educational programs, and share specialized market information that is beneficial to all. **AAA**

Graduate Students Speak...

Jennifer Ball

Coping Tips for Overwhelmed Graduate Students

Transitioning from market research executive to full-time graduate student was an abrupt departure from my life plan. My decision was spurred by an urge to gain a deeper knowledge of advertising and have greater freedom in the research topics I pursued. Since then, I've relished the intellectual stimulation of my graduate experience. However, juggling the demands of a family and the pressure to maintain a high level of research productivity can get slightly overwhelming at times. To cope, I've found the following strategies helpful:



Jennifer Ball

- Take a step back. When I get too stressed, I think back to the motives that originally inspired me to follow this path. Returning to my “roots” in this way helps me refocus and rekindles my enthusiasm for what I’m doing.
- Don’t compare yourself to others. It’s easy to feel intimidated by a fellow scholar’s accomplishments and let the self-doubt creep in. When I fall prey to this trap, I remind myself that everyone has their own journey; if I stay true to my passion and focus on my own set of goals, success will surely follow.
- Get organized! When the to-do list gets out of hand, I prioritize my tasks and map out a realistic plan of when I will complete each project. This makes everything at least appear manageable and helps me use my time strategically.
- Diversify your research partners. Collaborating with different faculty members and grad students allows for more research opportunities and creates interesting synergies as you connect your ideas with others’. **AAA**

Jennifer Ball (jgerardball@yahoo.com) is a doctoral candidate at the Department of Advertising at the University of Texas at Austin where she also earned her M.A. in Advertising. With an interest in health communication and consumer psychology, her current projects investigate various facets of direct-to-consumer pharmaceutical advertising including ad trust, corporate and source credibility, unintended beneficial social outcomes, and creative development considerations of agency executives and brand managers working on pharmaceutical brands. Her Doctoral advisor is Patricia A. Stout.

Chunsik Lee

Shifting from Professional Mode to Academic Mode

Like many graduate students, I had worked in the industry before I came back to school for a doctoral degree and academic career. While I initially thought my professional work experience would guide my academic research and only help my graduate study, I soon found that it could also hinder critical thinking and slow the development of my research program. Looking back, there were two major factors that explained the difficulty in shifting from the professional mode to the academic mode.



Chunsik Lee

Analytical and critical thinking must be at a more abstract level. When I began my graduate study, I tended to define my research problems without seriously asking myself “why” questions. I was hastening to get a quick answer for very practical questions, which were mostly descriptive. When writing a paper, I was focusing more on practical implications rather than the underlying reasons behind a phenomenon. Now, I realize that abstract level thinking is important and highly valued in academia, and learning to do “analytical and critical thinking at a more abstract level” is a key to smooth shift to the academic career.

Do not take any concepts for granted. Working as a marketing researcher, I used such complicated concepts, such as ad likability or attitude in ad campaign tracking surveys, so loosely, without thinking about the real meaning and operationalization of the concepts. This habit continued in my early years in the graduate program: I simply applied those concepts to my research without proper concept explication. Doing so made my research too descriptive and difficult to interpret at the end.

I believe having professional work experience can help inspire your research ideas and sharpen your insights once you change your thinking mode from professional thinking to academic thinking. **AAA**

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Beijing Conference Diary

by Jef Richards, University of Texas – Austin

Two months ago I attended the AAA Asia-Pacific Conference in Beijing. It just recently occurred to me that I should have written an account of my visit as it was happening, so I thought I'd do the next best thing and try to document what I can remember at this late date. "Better late than never" seems an applicable phrase here.

May 25-26:

On the morning of the 25th I flew out of Indianapolis to catch a connecting flight in Chicago. Over the previous few months I'd asked the AAA Executive Director, Pat Rose, for advice in getting my visa, etc., and we'd discovered we were planning to take the same non-stop flight from Chicago to Beijing, so we arranged to sit together. In fact, once we started moving things around we ended up sitting next to each other on the return flight as well, and we arranged a side trip together following the conference.

So I flew to Chicago, grabbed a quick lunch, and waited for Pat to arrive from Cleveland. In the meantime, I met Gordon Miracle waiting for the same flight, and we passed the time quickly as we chatted. Pat arrived just about the time the PA system was telling us that if we're flying to Beijing and feel at all ill, to let them know. We were told that thanks to the H1N1 virus ("swine flu") the Chinese would take our temperatures before we were allowed to disembark and would quarantine anyone with a temperature for 7 days. The flight was pretty uneventful. It was about 13 hours long, though.

We landed in Beijing, and had to sit on the plane while a team of people in masks boarded and used an infrared gadget to each of our temperatures by pointing the device at our foreheads. In the end, we were all allowed to proceed. We then had to do a lot of walking through an immense airport, as well as take a train from one terminal to another. The ordeal of going through customs, etc., turned out to be not such an ordeal. It went pretty quickly.



Conference banner at the hotel of the AAA Asia-Pacific Conference

Pat and I grabbed a cab, and took about a 45 minute ride to the Capital Hotel. It was such a long ride I thought it would cost a fortune. In Austin that would be about \$100. It ended up costing 114 yuan, or about \$20. And it's not the norm to leave tips in China!

By the time we'd checked in, it was nearly time for dinner. We ran into several people in the lobby of the hotel, including Mary Alice Shaver and her husband Dan. We grabbed them, along with Dean and Victoria Krugman, and went out in search of a place to get Peking Duck, ending up just a little over a mile down the street.



Dick Beltramini (Wayne State) with wife in Rickshaw

May 27:

The next day was a tour arranged by Bob King. After breakfast a large group of AAA attendees went on buses to see Beijing. We started at Tienanmen Square, which turned out to be just a couple of blocks from our hotel. We were broken into a couple of groups, to make it more manageable. A young Chinese tour guide using the name "Candi" led my group. We were given a little time to shoot pictures at the beginning, then we moved past Mao's mausoleum and into the main square, where the tour company had arranged to shoot a picture of each group. Then we proceeded through the length of the Forbidden City, from South to North.

Afterwards, we went up to the Hutong area of Beijing for lunch. A couple of rooms had been set aside for us in a restaurant, and we were informed that the lunch included one soft drink. Our choices? Coke, 7-up, or beer. Lunch was composed of several dishes, and was very good.

Following lunch we went to the Bell Tower, with a very long and steep staircase up to the bell level.

Continued on next page...

Then we were taken up to the lake area around Houhai where we all were put into rickshaws and taken to a private residence. We were given a tour of this house, apparently owned by a fairly well-to-do family. After another brief rickshaw ride we were put on buses and taken to the silk factory, where we learned about how silk products were made and given the chance to purchase silk quilts, etc. We went back to the hotel with just enough time to catch our breath before dinner. It was a very full day.



Conference plenary session

May 28:

The next morning the conference began early, with a huge plenary session. It was quite impressive, with a beautifully decorated stage area, and personal simultaneous translation device for anyone who wanted one. It was well orchestrated, and included some very thought-provoking presentations.

Then, after lunch, the individual paper sessions began. Each session included papers by English speakers and Chinese speakers. Translation was handled differently in different sessions. In some cases translation was done after each paper, and in others all the translations were done after all the papers had been presented. I even saw one where a speaker talked in one language for a couple of minutes and then switched to the other to cover the same material. Generally, though, because of how much time a complete translation would demand, the translations were more like summaries. I found that many PowerPoint slides included enough information in English that I was able to follow the presentations even when they were being presented in Chinese.

Over the course of the conference I was involved in one presentation, though thankfully my co-author Neal Burns really did the talking. I also was chair of one session, which really allowed me to get to know a couple of the Chinese delegates and another one from Thailand.

Both that day, Thursday, and the first part of the next day were pretty full with the conference presentations. And our lunch and dinner on Thursday were in the hotel restaurant, where Coke, 7-up, and beer were in pitchers, and we could help ourselves. I think I drank more beer on this trip than I'd had in the previous decade, combined.

May 29:

Friday afternoon, we had another tour. It began at 12:30, so there wasn't time to eat at the hotel first. Instead, as we boarded the bus we were handed our lunch in a paper bag – a McDonald's cheeseburger and french fries. I gather this is a traditional Chinese meal. This tour took the entire group of attendees to the Emperor's Summer Palace. We were again broken into groups. This time my group was led by a young woman who called herself "Helen." We were given plenty of time to explore. It was a great part of the trip. The Summer Palace is a very popular place, even with the Chinese tourists, and it had a Disney-like atmosphere. It's impressive and beautiful. The weather was quite warm, so at one point I stopped at a booth and bought a can of Tsing Tao beer. It cost 8 yuan, or about \$1.20. In that sense it was better than Disney. Along the way we were told several stories of Empress Dowager Cixi, who had done much to restore the Palace in the late 1800s. She seemed to be the former Chinese leader that the people of China most loved to hate.



AAA President, Dean Krugman (Univ. of Georgia) with wife

Friday night, a Chinese ad executive took us out and bought dinner for the entire group of attendees. It was fabulous. The servers kept bringing dishes to the tables and putting them on the turnstiles in the middle of each table. I counted 18 different dishes! What's more impressive than the sheer volume and variety was the fact that it was all good. I tasted everything, and while I liked some more than others, there was nothing I found offensive and quite a lot that I really liked. Coke, 7-up, and beer flowed freely, as did wine!

Continued on next page...

When we returned from dinner on Friday evening, Joe Phelps and I took a walk and ended up in the shopping mall area of Wangfujing Road. There is a rather upscale mall, and all sorts of upscale shops, along the road. There's also an alley that turns off of the road, and it's a little bazaar area. At night the alley was absolutely packed with people. One of the food shops we noticed had live scorpions on kabob sticks, with their tails wagging, just ready to be someone's evening snack. There actually were a lot of things there we couldn't identify, and probably wouldn't want to identify.



Bob King (Univ. of Richmond) inside of the Forbidden City

May 30:

Saturday was the last day of a very successful conference. I found time to go to the Silk Street marketplace with a couple of other attendees. This place is about six large floors of vendors who are selling everything imaginable, from clothing to luggage to watches and jewelry to art. And everything is negotiable. Chuck Patti helped me negotiate the purchase of a pretty nice knock-off Bell & Ross watch. The seller had asked me for 360 yuan, but by the time Chuck was done with her I paid 100 yuan (about \$16). Pat Rose bought a pair of real pearl earrings for something approximately equivalent to \$1.50. I also purchased a couple of pieces of art, one of which was done by a man using only his hand as a paintbrush – very impressive work. And I bought a dragon made of wire and ribbon. Again, I watched a man making these and was so captivated by the craftsmanship that I just had to have one. Vicki Krugman and Mary Alice Shaver walked away with some, too.

May 31:

Sunday was an optional tour for conference attendees. It began with a stop at the Jade marketplace, where we learned about different sorts of jade and watched some workers carving jade pieces. The tour then took us to the



AAA folks on the Great Wall



Jef Richards (Univ. of Texas) and Joe Phelps (Univ. of Alabama)

Great Wall of China, at the Badaling access point. The sky was clear and beautiful, so we had a perfect day for pictures. My only regret was that we stayed less than 2 hours total. We then had a nice ride through the country, back to Beijing, and went to another marketplace for lunch. The “restaurant” was immense! It was like eating on an enclosed football field. Apparently every tour group in Beijing eats at the same place... simultaneously. But again, the food was good and we had a choice between Coke, 7-up, and beer to drink. That afternoon we went to Ming's Tombs, and toured the underground palace there. We got back to the hotel at about 5 pm. Since we had a few more days before our flight back to Chicago, Pat Rose and I had arranged to go to Shanghai and Hangzhou.

Back to Home:

After three days in Shanghai, I returned to Beijing on Thursday and got on the plane back to Chicago. I slept through most of the flight. I guess the week had caught up with me. When I landed in Indianapolis after the long journey, it was just good to be home. But it was a trip that I'd do again in a heartbeat. **AAA**



AAA group at the Meridian Gate in Beijing

“Just Give Me My One Vice”, cont'd p. 3

The association between drinking and smoking was so strong that more than one student had to avoid bars for a period of time until they could handle the temptation.

Most students wanted to quit “cold turkey” and without any help from others because they saw it as a badge of honor. However, this strategy only worked for a few. Other students sought support from various sources including the campus health facility. One met regularly with a physician’s assistant, who provided support and held him accountable. “Once a week, I would go see this guy and it gave me a sense of accountability. I knew that if I smoked, I would have to tell him. Not only would I disappoint myself, but I would disappoint him.”

Given these insights, I began to wonder if existing cessation programs are addressing the needs of students. I examined various online cessation programs—one from a non-profit organization, one from a government organization and one from the tobacco industry—and found that most offered tips based on the same strategies that worked with these students, but few communicated in a style that would resonate with students. Many used testimonials from older smokers, who quit for reasons that were not relevant to most students, such as wanting to avoid exposing their children to secondhand smoke. One program offered targeted materials to groups including smokers over the

age of 50, recent quitters, African-American smokers, and Hispanic smokers, but not college students.

This raises the question of why college students need a campaign specifically designed for them. One reason is that they operate on a different calendar than others. Holidays, such as Halloween and St. Patrick’s Day, are heavy drinking occasions on most campuses, and with heavy drinking comes heavy smoking. Events that could encourage them

“...college students need a campaign specifically designed for them.”

to quit smoking are not well timed either. The Great American Smokeout traditionally takes place on the third Thursday in November,

days before they are leaving campus to go home for the Thanksgiving holiday.

So, what’s the next step? Certainly, it is to implement these findings into a campus-wide campaign. I don’t yet know the exact message, but the strategy will have to include storytelling about what worked and what didn’t to engage students’ interest. Messages must also originate from students in order to achieve relevance and gain credibility. The campaign will also need the help of a good copywriter. Ironically, the student who defiantly complained about the anti-smoking messages in that research class several years ago is now a successfully copywriter in Milwaukee! Maybe it’s time to turn to the industry professionals. **AAA**

Honors and Awards

Patti Awarded Emeritus Status

Dr. Charles Patti, the James M. Cox Professor of Customer Experience Management at the University of Denver, was awarded Professor Emeritus status in a ceremony held at Queensland University of Technology in Brisbane, Australia. Professor Patti was Head of the School of Advertising, Marketing, and Public Relations at QUT between 1997-2006.



Charles Patti

Ruth Wins Teaching Award

Dr. Julie A. Ruth (Rutgers University) recently received the Lindback Distinguished Teaching Award at Rutgers University-Camden in recognition of lifetime contributions to teaching.



Julie Ruth

Stutts Named Distinguished Advertising Educator

Dr. Mary Ann Stutts (Texas State University-San Marcos) was named the 2009 Distinguished Advertising Educator by the American Advertising Federation (AAF). Presented annually, the award honors the best advertising educators in the nation. She also received the AAF Silver Medal Award from the AAF-San Antonio.



Mary Stutts

Thorson Receives Outstanding Contribution Award



Esther Thorson

Dr. Esther Thorson (University of Missouri) received the Director of Graduate Studies Outstanding Contribution Award. She was recognized at the University of Missouri Graduate School's award ceremony.

Job Changes, New Hires, P&T

Dr. JoAnn Atkin, Western Michigan University, Haworth College of Business, has been promoted to Associate Professor and granted tenure.



JoAnn Atkin



Denise DeLorme

Dr. Denise E. DeLorme, University of Central Florida Nicholson School of Communication, has been promoted to Full Professor starting with the 2009-2010 academic year.

Jong-Hyuok Jung has earned his Ph.D. degree from the University of Texas-Austin and is joining the faculty at Syracuse University, Newhouse School of Public Communications.



Jong-Hyuok Jung

Dr. Carrie La Ferle, Southern Methodist University, Temerlin Advertising Institute, has been promoted to Full Professor.



Carrie Ferle



Susan Mantel

Dr. Susan P. Mantel has moved from Indiana University, Kelley School of Business to Ball State University, Miller College of Business, as an Associate Professor of Marketing.

Dr. Sally McMillan, University of Tennessee, College of Communication and Information, has been promoted to Full Professor.



Sally McMillan



Kim Sheehan

Dr. Kim Sheehan (University of Oregon) has been promoted to Full Professor. Sheehan and Harsha Gangadharbatla were also named Page Legacy Scholars for 2009/10.

Journal News

JIAD Names New Associate Editor

Dr. Kevin Wise, an assistant professor of Strategic Communication at the Missouri School of Journalism, has been named as one of two new associate editors of the *Journal of Interactive Advertising*.



Kevin Wise

Other News

Slater, New AEJMC President

Dr. Jan Slater (University of Illinois), is the President-elect of AEJMC for 2009-2010 and will serve as President of the organization for 2010-2011. She has also been elected to a three-year term on the Accrediting Committee for the Accrediting Council on Education in Journalism and Mass Communication, and vice chair of the American Advertising Federation's Academic Committee for 2009-2010.



Jan Slater

Continued on next page...

Illinois Sandage Symposium

The Department of Advertising at the University of Illinois will host The Sandage Symposium in honor of the department's 50th anniversary and to pay tribute to Charles H. Sandage,



Charles Sandage

the founder of the department. The Symposium will be held on September 25-26, 2009. Program and registration information are available at <http://www.media.illinois.edu/sandage/symposium>.



Greyser's New Article



Stephen Greyser

Dr. Stephen A. Greyser (Harvard Business School), a past president of the Academy and an Academy Fellow, is co-author of "Aligning Identity and Strategy," the lead article in the Spring 2009 issue of *California Management Review*.

The article explains a multi-faceted identity-based perspective on organizations, and then applies it to an extensive case history of British Airways' identities and strategies.

Schultz Spoke at AAA Asia-Pacific Conference and ICORIA

Dr. Don E. Schultz (Northwestern) spoke as Keynote Speaker at the 2009 AAA Asia-Pacific Conference held in Beijing in May. He was also Keynote Speaker at the ICORIA 2009 held in Klagenfurt, Austria in June.



Don Schultz

Southern Miss Prof Dead at 59

Dr. Keith Johnson (University of Southern Mississippi) died on July 15. He received his Ph.D. from University of Georgia and taught advertising at New Mexico University,



Keith Johnson

University of Georgia, Louisiana State University, Texas Tech University and University of Southern Mississippi. He served as the Director of Education Services of the AAF, the founding editor of *Journal of Advertising Education* and co-authored (with Billy Ross) *Where Shall I Go to Study Advertising and PR*.

Book Releases

Advocacy Journalists: A Biographical Dictionary of Writers and Editors



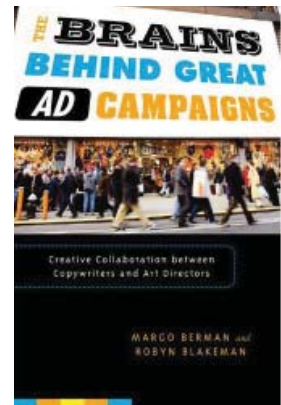
(The Scarecrow Press) by Edd Applegate has been published recently. Applegate also contributed "History of Advertising," to 21st Century Communication: A Reference Handbook, which was edited by

William F. Eadie and recently published by Sage Publications.

The Brains Behind Great Ad Campaigns: Creative Collaboration between Copywriters and Art Directors

(Rowman & Littlefield Publishers) by Margo Berman and Robyn Blakeman, is now available. It examines the creative process from the advertising creative teams that develop the campaign messages. Also, Berman's first book,

Street-Smart Advertising: How to Win the Battle of the Buzz, is now in the U.K., India, and Russia. This book looks at the various aspects of advertising from strategy, copy, and design, to the meaning of colors. It explores the use of new media and offers short case studies with campaign results.

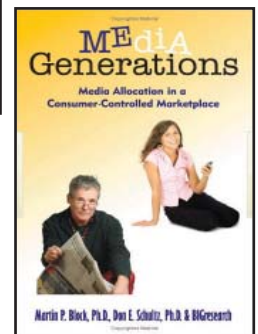
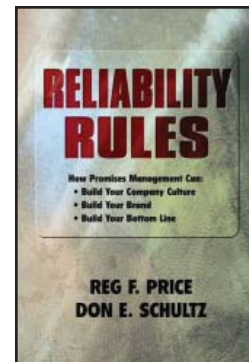


Marketing Scales Handbook

Volume 5 in the *Marketing Scales Handbook* series by Dr. Gordon C. Bruner II (Southern Illinois University) has recently been published and contains reviews of 716 psychometric measures pertinent for advertising and consumer research. The publication is only available at this time as an e-book. Those interested in more details about the book's contents may download a sample at www.marketingscales.com.

Reliability Rules

(Racom Communications) by Reg F. Price and Don E. Schultz, has been recently published and another book *Media Generations: Media Allocation in a Consumer-Controlled Marketplace* (Prosper Business Development Corporation) by Martin P. Block, Don E. Schultz, and BIGresearch was published late last year.



Events & Deadlines

September 2009

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

1: Article submission deadline for Journal of Interactive Advertising, Special Issue on Legal and Regulatory Issues in Interactive Advertising (see call p. 14)

15: Empower MediaMarketing Research Grant proposal submission deadline (see call p. 15)

15: Article submission deadline for *International Journal of Mobile Marketing*, December 2009 issue (see call p. 18)

October

1: Deadline for competitive papers and special topics session proposals for the AAA 2010 Conference (see call p. 19)

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

November

6: AAA 2010 Doctoral Dissertation Competition proposal submissions due (see call p. 23)

6: Deadline for submitting nominations for AAA 2010 Outstanding Contribution to Research on Advertising Award (see call p. 25)

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>)

1: Article submission deadline for special issue of the *Journal of Marketing Communications* on Cross-Media and Cross-Tool Effects (see call p. 26)

January 2010

2: Deadline for submitting AAA award nominations (see calls p. 28-31)

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

July

15: Proceedings of AAA 2010 Conference available to membership

August

15: Submissions to the AAA Newsletter due

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

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

Announcements...

Call for Papers

Journal of Interactive Advertising

Special Issue on Legal and Regulatory Issues in Interactive Advertising

Submission Deadline: September 1, 2009

Evolving forms of interactive advertising and other forms of interactive commercial communication have raised numerous legal and regulatory issues. Some of these like regulation of deceptive advertising claims can involve the application of existing legal or regulatory standards in an interactive media environment. Others like consumer privacy concerns implicated by online profiling and behavioral marketing practices can involve new and innovative legal or regulatory considerations and responses. In addition, governmental regulation of interactive forms of commercial communication can raise unique commercial speech issues under the First Amendment that have yet to be addressed fully in the courts.

In this context, the *Journal of Interactive Advertising* welcomes submissions that explore important and relevant legal and regulatory issues in the context of interactive advertising and other forms of interactive commercial communication. Submissions should utilize traditional legal research or other appropriate methodology and be grounded in legal, constitutional or other appropriate theory.

Topics may include, but are not limited, legal or regulatory issues in interactive advertising related to

- Online consumer privacy protection
- Online profiling and behavioral marketing
- Online collection and use of personal data
- Online advertising networks
- Electronic security of health, financial and other personal data
- Regulation of unfairness and deception
- Legally required disclosures
- Product placement in video games and other interactive content
- Regulated advertising for prescription drugs and medical devices
- Unsolicited electronic commercial communications
- Self-regulatory processes and initiatives
- Globalization of Internet and other electronic communications
- First Amendment protection for commercial speech

SUBMISSION INFORMATION

Submitted manuscripts will be subject to a double-blind review process and must not have been published, accepted for publication or currently under consideration for publication elsewhere. Electronic submission to the special issue editor should be sent via email using a standard word-processor file format such as Word or WordPerfect, or using PDF format. All manuscripts should follow JIAD submission guidelines (<http://jiad.org/submissions>).

ABOUT JOURNAL OF INTERACTIVE ADVERTISING

The *Journal of Interactive Advertising (JIAD)* is an official online publication of the American Academy of Advertising. JIAD is a refereed journal designed to promote understanding of interactive advertising, marketing, and communication in a changing world. It is published twice a year, in March and September.

Important Dates

Submission deadline	September 1, 2009
Acceptance/Rejection notification	November 1, 2009
Notification of Second Review	January 5, 2010
Final Drafts	February 15, 2010

Editor for the Special Issue on Legal and Regulatory Issues in the *Journal of Interactive Advertising*:

R. Michael Hoefges, J.D., Ph.D. University of North Carolina CB Box #3365 Chapel Hill, NC 27599-3365,
mhoefges@email.unc.edu

Announcements...

Call for Proposals

Empower MediaMarketing Research Grant Submission Deadline: September 15, 2009

Empower MediaMarketing is pleased to announce a Research Grant exclusively for the American Academy of Advertising members. The competition exists to promote new and emerging media research in advertising, and new advertising ideas in traditional advertising media including Radio, TV, Billboards, etc. The grant amount is \$5,000.

Empower MediaMarketing, Inc., is a full-service advertising company that specializes in reaching its clients' customers through any or all media channels. Empower's services include media planning and buying, a complete digital/internet practice, media/marketing strategy development, customer insight analysis, return on investment evaluations and advertising consulting. To learn more about Empower, visit their website at <http://www.empowermm.com/>.

The Empower MediaMarketing Research Grant is designed to promote scholarship among AAA educators, researchers, and advertising professionals who are doing research in advertising. AAA graduate students are eligible to apply for this grant but must have a supervising faculty member or mentor who is an AAA member.

The grant is based on a competitive review of research proposals and priority is given to the proposal that will bring practical application to the problem presented. Empower wants to bridge practical application and theory with emphasis on bringing scholarly research and applied advertising applications together.

Research should fall under the following core guideline: What are consumers' perceptions of the new media options, and how have the new options changed overall media usage? How have new media vehicles and changes in old media vehicles impacted perceptions and effectiveness of advertising? Research may fall under the following subtopics as long as it answers the core guideline questions.

- Social networking and advertising
- Digital communications and ways of relating
- New media in social and economic contexts and how it contributes to advertising effectiveness
- Impact of new technologies on culture or cybercultures within the context of advertising
- Advertising effects and effectiveness of localization and new technology
- Technological developments in traditional media (TV, Radio, Print, Outdoor) and impact on advertising effectiveness

Submissions will be subject to blind-review by the AAA Research Committee. Empower representatives will select from the top applications, recommended by the AAA Research Committee.

Submitted proposals 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 the project is completed.
2. Winners will contract with Empower regarding project related expenses. Expenses related to the project must be documented in writing and submitted to Empower for reimbursement. Proposed expenses for external suppliers will be subject to approval by Empower and will be paid directly by Empower, as part of the overall \$5,000 grant. Travel costs can be requested in writing from Empower above and beyond the \$5,000.
3. Proposals must include a realistic timeline. Reports documenting the progress made on a project must be submitted to Empower on a quarterly basis. Research and findings should be completed within one year of receiving the grant.

Continued on next page...

Announcements... (cont'd)

4. A final report of the entire project must be completed and submitted to Empower within one year from the time the grant is awarded. If the report is not completed in this time frame, arrangements must be made with Empower or the outstanding portion of the research grant is automatically forfeited. For example, if an Empower Research Grant is awarded in April 2009, the recipient has until April 1, 2010 to submit a final report on the project to Empower.

5. Winners are encouraged to submit and publish results in academic journals. All publications and publicity must acknowledge that the project was funded by Empower MediaMarketing. Winners are asked to publicize the grant on their campuses, in their communities, on related Listservs etc., attaining as much publicity as possible.

6. Empower may use the results for marketing, promotional purposes, or existing clients. Empower will acknowledge the researcher(s) on any findings cited from the research project.

7. Winners should be amenable to presenting the results of their research at professional venues in conjunction with Empower. Any expenses related to the presentation of the results, such as attendance at an academic or trade conference, can be requested above and beyond overall budget of \$5,000 upon funding of the grant.

Requirements for Submission of Proposals

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format to the AAA Research Committee Chair.

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 that your submission has been received.

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

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 and you do this by clicking on the "delete box" that is present in the same window.

Electronic submissions must be received no later than midnight EST September 15, 2009. All submissions are to be emailed to the Chair of the AAA Research Committee (see below).

2. The body of the proposal, which should be no more than 5 pages, including tables and figures, is to be single-spaced.

Continued on next page...

Announcements... (cont'd)

The body of the proposal should include:

- A literature review, including a statement of the substantive contribution and importance of the proposed research, ending with relevant research questions or hypotheses.
- A method 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, in Journal of Advertising style.

Proposal Format Requirements

- 5-page limit, including references. Figures, tables, budget and timetable may be attached as appendices to the proposal.
- Contents must be single 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 preferably at the bottom of each page

3. An appendix, including:

- A timetable for completion of the research
- A proposed budget, which should be both realistic and adequately detailed including all expenses associated with the proposal (e.g., data collection, etc.) up to a total of \$5,000 (note that travel expenses can be requested beyond the \$5,000).

4. In addition to the proposal, submit a one-page resume/vitae for each author that highlights relevant works and manuscripts.

Timetable

Proposals must reach the Chair of the Research Committee by midnight EST September 15, 2009. Submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed.

Winners will be notified by January 15, 2010. The grant will be publicized through the AAA Newsletter, AAA website, and appropriate forums and media outlets.

Research and findings should be completed and published (or ready for publication) by January 1, 2011.

Submit materials to:

Research Committee Chair

Janas Sinclair

Email: sinclair@unc.edu

Office: (919) 843-5638

Announcements...

Call for Papers

International Journal of Mobile Marketing - Dec. 2009 issue

Submission Deadline: September 15, 2009

The IJMM is the only global journal dedicated to innovative and relevant academic and industry research in the mobile marketing channel. Published by the Mobile Marketing Association, the IJMM is an award-winning semi-annual, peer-reviewed journal. Each issue contains 10 or more academic and industry articles.

Research Agenda--Sample Topics to Consider The use of the mobile channel for marketing, i.e. mobile marketing, is a growing worldwide phenomenon. Commercial mobile marketing initiatives began in 1997 and published research on the topic first appeared in 2001. Since then, the field of mobile marketing has drawn the attention of academics, students, and industry professionals. Leading industry brands are committing anywhere from 10 to 25 percent of their near-term marketing budgets to interactive digital media--including mobile. Technology companies throughout the world are investing heavily in the creation of mobile marketing solutions, and many new and important research studies are underway; however, with all this attention there is still much to learn about mobile marketing. There remains a gap in our understanding of what mobile marketing is and what drives consumer adoption and acceptance of mobile marketing. In order to help guide and influence academic studies and commercial use of mobile marketing, contributed papers should provide insight into the theoretical basis and practical application of mobile marketing. Authors may consider, but are not limited to, the following topics:

- Review of industry typology, definitions
- Mobile marketing theory, frameworks, constructs, and concepts
- Research methodologies and models suitable for studying mobile marketing
- Effectiveness of mobile marketing across various traditional media channels, i.e. the mobile enhancement of traditional media
- Mobile initiative metrics
- Mobile customer relationship management
- Effectiveness of mobile content, such as ringtones, mobile TV, video, images, etc., within the marketing mix
- Application of multimedia within mobile marketing initiatives
- Commerce as it pertains to the marketing mix
- Analysis of the various delivery methods: SMS, MMS, mobile internet, IR, IM, Bluetooth, mobile email, mobile portals
- Analysis of future trends and impact of global, environmental, cultural, and/or political activities on mobile marketing
- Use of mobile channel for philanthropy or politics
- Demystification of the technology and elements needed to enhance mobile marketing adoption
- Effective methods for bringing mobile marketing academic research to professionals
- Mobile marketing, a global perspective

Feel free to contact the journal editor at mmajournal@mmaglobal.com to verify the appropriateness of a topic before submitting a paper for publication. IJMM Article Submission Guidelines All relevant papers that further the understanding of mobile marketing will be considered for publication. Only complete submissions will be considered. Each submission will undergo one or more blind peer reviews. Any paper that fails to meet the required revisions after two rounds of reviews will be rejected unless only minor changes are needed. Final, complete, manuscript submissions may be submitted at any time but must be received by the MMA no later than the submission deadline above.

Submitted articles should be emailed to the MMA IJMM Journal Editor at mmajournal@mmaglobal.com. Authors may contact the MMA at mmajournal@mmaglobal.com at any time with questions, and/or to inform the MMA of their intention to contribute an article by the submission deadline. For complete submission information go to: <http://www.mmaglobal.com/resources/international-journal-mobile-marketing/call-for-papers>

Announcements...

Call for Conference Papers and Special Topics Session Proposals

American Academy of Advertising 2010 Conference

March 18-21, 2010

Marriott Minneapolis City Center

Minneapolis, Minnesota

Submission Deadline: October 1, 2009

Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2010 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings.

All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) may be submitted. Only full-length papers (and not abstracts) will be considered for presentation to the conference. Authors of accepted papers 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 all identification of the authors in the Properties and track changes functions prior to submission. Use Journal of Advertising style to format citations.

All competitive paper 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 will result in the paper being withdrawn from the conference proceedings. Only an author or presenter listed on the paper is eligible to present at the conference.

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) that would not fit comfortably into the competitive paper format. Accordingly, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in many sessions that focus solely on refereed research.

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, 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. A sample summary can be found on the AAA website.

All special topics submissions must include a statement specifying that all presenters agree to participate as specified.

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Announcements... (cont'd)

Requirements

All submissions are to be submitted via the AAA Confmaster website at <http://aaa10.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://www.aaasite.org>.

In order to facilitate the review process and alleviate customs problems with international mail, everyone will submit their paper or session proposal 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.

Electronic submissions will be accepted beginning September 1, 2009 and must be received no later than MIDNIGHT CST, October 1, 2009.

Please designate a single contact person for your submission. This individual will register at the AAA conference website (accessible via <http://www.aaasite.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 Confmaster website.

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

Only individuals listed on the paper are eligible to present the paper at the conference.

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 the appropriate individual and e-mail address as shown below:

Competitive Papers:
Professor Wei-Na Lee
The University of Texas at Austin
Email: weina@mail.utexas.edu

Special Topics Proposals:
Professor Herbert Jack Rotfeld
Auburn University
Email: Rotfeld@auburn.edu

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

General questions about the conference can be directed to:

Dr. Shelly Rodgers
AAA 2009 President-Elect
Strategic Communication Faculty
School of Journalism
University of Missouri
Columbia, MO
Email: srodgers@missouri.edu

Announcements...

Call for Conference Papers and Special Topics Session Proposals

**American Academy of Advertising
European Conference, June 4-6, 2010
Universita Cattolica Del Sacro Cuore
Milano, Italy**

Submission Deadline: October 21, 2009

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.

Continued on next page...

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 MIDNIGHT 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

University of Richmond

Richmond, VA 23173, USA

Telephone: 804/289-8902

FAX: 804/289-8878

www.aasite.org

Announcements...

Call for Proposals

AAA 2010 Doctoral Dissertation Competition

Submission Deadline: November 6, 2009

The American Academy of Advertising is pleased to announce its 2010 Doctoral Dissertation Competition. The competition exists to promote doctoral research in advertising. Each award is in the range of \$1,000 to \$2,500. In addition to the standard awards, the Dunn Award is given for outstanding proposals in the area of international advertising. Awards are based on a competitive review of dissertation proposals.

Any topic in advertising may be addressed. Winners must grant the Journal of Advertising right of first refusal on any papers resulting from the dissertation. Recipients receive half of the award at the time of selection and half of the award when the dissertation has been defended successfully. Recipients have three years from the time of the award to complete their dissertation and receive the second half of the award. For example, winners of the 2010 Competition must complete their dissertation and have their committee chairperson send a letter notifying the Chair of the AAA Research Committee by December 31, 2013.

Only members of the American Academy of Advertising working on their dissertation at the time of proposal submission are eligible for these awards. If funded, you must also maintain membership until you complete your project. Submissions based on completed or near completed dissertations are not eligible; submissions should be in the proposal stage. Applicants must be currently enrolled in a graduate program.

Applicants must submit a proposal package including the following documents. It is important to follow guidelines with regard to length and format. Proposals that do not meet the guidelines will not be entered in the competition.

Contents of Electronic Submission Package

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in the formats indicated below. Submissions should include the following:

1. A letter of endorsement from the faculty member chairing the dissertation committee. The letter verifies the credibility of the proposed topic and timetable for completion. This letter must be signed by the dissertation chairperson and sent in a pdf file.
2. A cover email, including the following:
 - The proposal's title.
 - The author's name, affiliation, and current contact information (address, phone, e-mail).
 - The name and contact information for the faculty member chairing the dissertation committee.
 - A list of faculty on the dissertation committee.

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

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

- From the "Office Button" select "Prepare."
- Go to "Properties," and from the heading "Document Properties," select "Advanced Properties."
- Under the headings of "Summary" & "Custom" please erase all affiliations. Under "Custom" be sure to delete all lines in the "Properties" box.
- Double check to make sure that the "Track Changes" option under "Review" is turned off.

Continued on next page...

Announcements... (cont'd)

3. The dissertation proposal. Because proposals are double blind reviewed, the student's name, geographic location, or school affiliation should not be revealed in the body of the proposal. Each proposal should include:

- a. A timetable. The timetable shall outline the schedule for the completion of the dissertation, including the expected dates of the final defense and graduation.
- b. A budget that itemizes the expenses required to complete the proposed research.

Proposal Contents & Organization.

The proposal's text should motivate the topic through a thorough but brief literature review. The review should include a one paragraph statement that describes the importance of the contribution made by the proposed research. The literature review is followed by a set of research questions or hypotheses that are derived from the review. Questions/hypotheses are followed by a methodology section that succinctly outlines the research design, including the recruitment procedure (if any) to be used. If appropriate, authors should identify dependent and independent variables, treatment manipulations, experimental designs, data analysis techniques, statistical models, etc. in this section. The body of the proposal concludes with a brief statement of expected results and implications.

The Publication Manual of the American Psychological Association, Sixth Edition, provides an excellent resource for the style, contents and organization of a research paper and is strongly recommended to students.

Format Requirements

Proposals that fail to meet these guidelines will not be entered in the competition.

- 10 page limit. The 10 pages includes the body of the proposal plus all tables and references, but does not include the budget and timetable. The latter items should be attached as addenda to the proposal.
- Contents must be double spaced.
- 12 point Times New Roman font (or equivalent).
- 1 inch margins on all 4 sides.
- Title of proposal at the top of page one.
- Page numbers.

The submission package – including the proposal and letter of endorsement -- must reach the Chair of the Research Committee by 5pm on Friday, November 6, 2009. This is a received by deadline. Receipt of submissions will be acknowledged via email. Fax or postal mail submissions are not accepted. Winners will be notified by the end of February 2010 as to the status of their submission. The awards are announced at the AAA Conference and communicated to the membership through the AAA Newsletter.

Please email your materials and direct all questions 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 Nominations

American Academy of Advertising 2010 Outstanding Contribution to Research on Advertising

The American Academy of Advertising Outstanding Contribution to Research on Advertising Award is designed to honor an individual who has made an outstanding contribution to the discipline of advertising through a systematic and sustained program of published research. The award carries a one thousand dollar prize. This award will be given only to active and contributing AAA members for exemplary research on advertising and is not necessarily awarded every year.

Requirements:

To be eligible, a nominee must have:

1. Received a doctorate more than 20 years ago.
2. Been promoted to rank of Professor (not Assistant or Associate Professor) prior to nomination.
3. Been an active member of AAA for at least five years prior to nomination.

Active Membership is defined as:

- Must have been an AAA member for the last five consecutive years.
- Must have participated in AAA conference activities in one or more of the following ways in the last five years:
 - Session chair or discussant
 - Paper presentation
 - Special topics session
 - Reviewer of papers for the AAA conference

In addition, active membership should include at least one, but probably two, of the following:

- AAA Committee Member
- AAA Committee Chair
- AAA Officer
- Webmaster
- Newsletter Editor
- Journal of Advertising Editorial Review Board or have served as an ad hoc reviewer for several years.

Materials: Nominations should include the following:

1. A letter of nomination providing an overview of the nominee's research contributions.
2. At least two supporting letters from leading scholars.
3. The nominee's curriculum vitae.
4. Copies of the nominee's five most influential works (include a representative chapter if one of the five works is a book).

Five copies of the above materials must reach the Research Committee Chair by November 6, 2009. (Please note that this is a received by, not a postmarked by, deadline). Faxed or e-mail submissions are not allowed.) The winner will be notified prior to the AAA Conference and is required to attend the conference to receive the award. The award will be announced at the 2010 AAA Conference and communicated to the membership through the AAA Newsletter.

Send materials to:

Dr. Janas Sinclair
Chair, AAA Research Committee
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
Campus Box 3365
Chapel Hill, NC 27599-3365
Email: sinclair@unc.edu
Phone: (919) 843-5638

Announcements...

Call for Papers

The Journal of Marketing Communications

Special issue on Cross-Media and Cross-Tool Effects

Submission Deadline: December 1, 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 December 1st, 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:

Prof. dr. Peter C. Neijens
University of Amsterdam
The Amsterdam School of Communications Research ASCoR
Kloveniersburgwal 48, 1012 CX Amsterdam, The Netherlands
Tel.: 31 (0) 20 525 3998, fax: 31 20 525 3681
Email: p.c.neijens@uva.nl

Prof. dr. Patrick De Pelsmacker
University of Antwerp
Department of Marketing
Prinsstraat 13, BE-2000 Antwerpen, Belgium
Tel.: 32 (3) 275 50 46, fax: 32 (3) 275 50 81
Email: patrick.depelsmacker@ua.ac.be

Announcements...

Call for Papers

The Journal of Marketing Communications **Special issue on New Advertising Formats** **Submissions deadline October 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 October 1st, 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.

Guest Editors:

Prof. dr. Patrick De Pelsmacker
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Kloveniersburgwal 48, 1012 CX Amsterdam, The Netherlands
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Email: p.c.neijens@uva.nl

Announcements...

Call for Nominations

American Academy of Advertising The Billy I. Ross Advertising Education Award

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

Any member of the Academy may apply or nominate an individual for the award and preference will be given to Academy members. The award is not intended to be an addition to a project that has already been underwritten by another source. The application or nomination letter should include documentation and other evidence of how the project is an outstanding accomplishment or innovation in the field of advertising education. Examples of projects might include (but are not limited to) the following:

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

Note that letters of support alone are not adequate documentation; in fact, support letters without documentation will not be considered by the committee. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. Documentation or a copy of the project/innovation should be e-mailable, in Word or .pdf format.

More than one award may be made in any given year, but the AAA is not obligated to make an award every year. The Awards Committee will determine the amount of the cash award. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than January 2, 2010 to the Chair of the Awards Committee:

Dr. Mary Ann Stutts
Texas State University-San Marcos
McCoy College of Business Administration
Department of Marketing-424 McCoy Hall
San Marcos, TX 78666
Phone: 512-245-3190
Fax: 512-245-7475
Email: ms04@txstate.edu

Announcements...

Call for Nominations

American Academy of Advertising The Distinguished Service Award

The AAA Awards Committee would like to remind members of the Academy that they may nominate individuals for the AAA Distinguished Service Award. The Distinguished Service Award is given by the Academy to individuals who have rendered distinguished service to the Academy and/or advertising education. Such service must be clearly above and beyond credit given as part of normal university research/teaching/service or a paid assignment and thereby considered part of one's job. The person should be a champion of advertising education, active in providing opportunities for the professional development of students and faculty, and someone who unselfishly performs this meritorious service. One need not be a member of the Academy to be considered for this award. It is expected that the Distinguished Service Award will be given infrequently and only for truly distinguished service. Service should encompass national activities. The award is presented at the annual conference of the Academy and is accompanied by a plaque commemorating the event. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aaasite.org>

Nominations should contain substantial supporting materials. This material might take the form of event/conference/seminar award programs conducted for students and/or faculty (actual printed materials); documented years of service from published/printed material, and documented service clearly over and above normal university/professional "service" requirements.

Note that letters of support alone are not adequate documentation; in fact, support letters without documentation will not be considered by the committee. A meaningful nomination should include at least three, but no more than five, actual support documents. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. All documents should be e-mailable, in Word or .pdf. format.

For a list of past award winners please visit the AAA website. Nominations and supporting documentation for the Distinguished Service Award should be submitted no later than January 2, 2010 to the Chair of the Awards Committee:

Dr. Mary Ann Stutts
Texas State University-San Marcos
McCoy College of Business Administration
Department of Marketing-424 McCoy Hall
San Marcos, Texas 78666
Phone: 512-245-3190
Fax: 512-245-7475
Email: ms04@txstate.edu

Announcements...

Call for Nominations

American Academy of Advertising Kim Rotzoll Award for Advertising Ethics and Social Responsibility

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

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

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

Note that letters of support along are not be considered as adequate documentation; in fact, support letters without documentation will not be considered by the committee. A meaningful nomination should include at least three, but no more than five, actual support documents. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. All documents should be e-mailable, in Word or .pdf format.

For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be sent no later than January 2, 2010 to the Chair of the Awards Committee:

Dr. Mary Ann Stutts
Texas State University-San Marcos
McCoy College of Business Administration
Department of Marketing-424 McCoy Hall
San Marcos, TX 78666
Phone: 512-245-3190
Fax: 512-245-7475
Email: ms04@txstate.edu

Announcements...

Call for Nominations American Academy of Advertising The “Sandy”

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

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

The nomination letter and supporting documentation should provide evidence of lifetime teaching excellence. Examples of excellence might include (but are not limited to) the following:

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

Note that letters of support alone are not adequate documentation; in fact, support letters without documentation will not be considered by the committee. A meaningful nomination should include at least three, but no more than five, actual support documents. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. All documents should be e-mailable, in Word or .pdf format.

No more than one Sandy will be awarded in a given year, and there is no obligation to award a Sandy in any year. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than January 2, 2010 to the Chair of the Awards Committee:

Dr. Mary Ann Stutts
Texas State University-San Marcos
McCoy College of Business Administration
Department of Marketing-424 McCoy Hall
San Marcos, TX 78666
Phone: 512-245-3190
Fax: 512-245-7475
Email: ms04@txstate.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

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
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San Antonio, TX 78249
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+1 210.458.5384
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