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The President's Column

by Shelly Rodgers

First off I'd like to thank all of you who came to the Twin Cities for a terrific conference – all 191 of you! All told, we had 84 papers and 6 special topics panels. It was a wonderful combination of attendees from the academic and professional sides of advertising that continues to resonate throughout our Academy through our various channels of communication.

If you weren't able to attend this year's AAA conference (or if you did, and need a refresher), the academic/industry link predominated in several ways. It started with

an invigorating pre-conference on integrating advertising theory with ad practice, followed by a number of sessions and special topics panels that featured or focused on industry challenges and issues (among others). As members saw at the Awards luncheon, we had the pleasure of collaborating with Cincinnati's Empower MediaMarketing to award a \$5000 research



Shelly Rodgers

President, p. 2

Featured Research

Projective Techniques for Advertising and Consumer Research

by Lawrence Soley



Lawrence Soley

Although my current research — which is focused on projective techniques for advertising and consumer research—differs from the research that I did during much of the 1980s and 1990s, it was actually inspired by my interactions while a Ph.D. student at Michigan State University (MSU). During the late 1970s, when I attended MSU, the psychology depart-

ment, and several others, had developed national reputations for researching and using projective techniques. A couple of the “big names” in projective techniques research at MSU during this era were Albert Rabin and Joel Aronoff. A few years before I arrived at MSU, Everett Rogers had been there, and pioneered the use of projective techniques for studies of the diffusion of innovation.

It was at MSU, in a Ph.D. class in political psychology that I was first exposed to more sophisticated psychoanalytic theories and their corresponding research methods,

Lawrence Soley, p. 3

grant to make connections between advertising academics and practitioners.

That was followed in the subsequent day with a keynote address from Rance Crain, president of Crain Communications, Inc., and editor-in-chief of *Advertising Age*. At the end of Rance's keynote talk he told the assembled AAA members that he wanted to hear from us. Well, we've been more than happy to oblige and have created an Industry Task Force to come up with innovative ways to further the mission of AAA while working with Rance, *Ad Age*, as well as other members of industry. I should pause and thank the individuals who agreed to take on this responsibility in addition to everything else they do for us – Margaret Duffy (who graciously agreed to serve as chair), Rick Cole, Esther Thorson, Wei-Na Lee, and Jan Slater.

I've asked this knowledgeable group to provide for the Executive Committee a proposal of how we might work with *Ad Age* to achieve our goals. With the input of quite a few of you, already, the Task Force is hard at work developing our agenda – and making sure our ideas and goals are consistent with and building on our mission and the good work of our Industry Relations Committee, which Rick Cole chairs. As I shared with the Task Force, having such a strategy will help to make AAA relevant to academics and industry professionals and would help to keep the organization in a position to achieve its goals. We will bring back this list of ideas to the membership to execute and carry out. I can't think of a more appropriate group to tackle this than our members who are among the world's leading advertising researchers and educators. We're excited about the possibilities of this emerging collaboration, so be sure to stay tuned for more information that I'll share in future columns.

Another aim of this year's conference was to do more for our graduate students. We value our graduate students and want them to continue to feel a strong connection to our Academy. If you attended the Member's Meeting Friday evening (as many of you did), you heard me explain some of the changes that have been made to our committees to continue to serve the growing and changing needs of membership. For Membership Committee, this meant adding more graduate students and new assistant professors to help us figure out best approaches to attract and retain graduate students as members. Membership Committee, led by Brittany Duff, has proposed a number of ideas including a formal mentoring program for graduate students and a graduate student top paper award. Of course, there are lots of details that would need to be worked out, e.g., what is the submission process and guidelines for a top graduate student paper award? I have asked Brittany and her committee to outline and suggest parameters for these as well as other ideas

and I'll be reporting back to the membership in a future communication.

With the leadership of Harsha Gangadharbatla (chair) and Padmini Patwardhan (past chair), our International Advertising Education Committee (IAEC) has launched a new "go-to" website for all our members, which provides helpful resources for international advertising in the classroom and in research. Please take a look at this new website and if you are interested in international advertising, as many of our members are, we hope you will consider adding to the existing resources to help keep materials fresh and relevant (<http://www.aaasite.org/iaec/index.htm>).

By the time you read this, we'll have left for (or just about to leave for) our first foray into Europe for our International Conference in Milan, Italy. This conference would not have been possible without the efforts of several people – our generous host Edoardo Brioschi and his university, Catholic University of the Sacred Heart, Eric Haley who chaired and ran a top-notch paper competition, and Bob King for his usual first-rate work with conference planning both in Minneapolis and Milan. We hope to have some stories and pictures to share in our next issue.

Meanwhile, we are looking ahead to our 2011 AAA International Conference in Brisbane, Australia. We are lucky to have as co-chairs Carrie La Ferle (Southern Methodist University) and Gayle Kerr (Queensland University of Technology) – thank you Carrie and Gayle! Be sure to watch for the Australia Call, coming soon.

“I must thank the wonderful members who have taken the time to email their questions, suggestions, and comments...I truly enjoy hearing from our members.”

Congratulations to Wei-Na Lee who was announced at the Minneapolis conference as the next editor of the *Journal of Advertising*. There simply are not enough words to express how much I appreciate the extraordinary efforts of Ray Taylor (chair) and the entire Publications Committee for their thoughtful and dedicated work with the interview process along with their usual daylong agenda. We were fortunate to have so many stellar candidates who applied and interviewed for this post, and I am sincerely grateful to each and every one for their generous commitment to our Academy.

Continued on next page...

The 2011 AAA Executive Committee Members

President – Herbert Jack Rotfeld
President-Elect – Debbie Treise
Vice President – Steve Edwards
Secretary – Janas Sinclair
Treasurer – Margie Morrison
Past President – Shelly Rodgers
Executive Director, ex-officio – Pat Rose

President, cont'd p. 2

Congratulations also to the 2011 Executive Committee officers who were announced at the Minneapolis conference (see pull-out box).

I am pleased to share with you that Jisu Huh, current *Newsletter* editor, has agreed to stay on as editor for an additional issue until June 2011. This will help to stagger the editorial positions so that our Publications Committee will have a reasonable interview schedule during our conferences in the coming years. For those who are new to the Academy, the PC interviews and fills posts for editors of the *Newsletter*, *Journal of Advertising*, and *Journal of Interactive Advertising*, as well as webmaster. I can personally attest to the number of hours it takes to publish our *Newsletter* so am sincerely appreciative of Jisu and the work she does for us and the fact that she is willing to serve an additional term.

With the talent of this group, the AAA will have outstanding stewardship in the year(s) to come!

Before closing, I must thank the wonderful members who have taken the time to email their questions, suggestions, and comments. As I said in my March column, I truly enjoy hearing from our members. It is our members – and our members' ideas and suggestions - that make this the great Academy that it is. So if you have ideas that you'd like to share, please send me an email (srodgers@missouri.edu).

Until next time,
Ciao!

AAA

Lawrence Soley, cont'd p. 1

projective techniques. At that time, the College of Communication was largely positivistic in its research approach, but there were a few dissidents. The most notable was Len Reid, who frequently voiced his objections to the mainstream MSU paradigm, but who was also practical enough to recognize that using positivist methods was necessary if one were to get published. At that time, Len and Charles Frazer of the University of Oregon were adherents to symbolic interactionism, and published articles in *Journal of Advertising* and other journals that advocated this research perspective. Len actually prepared me to abandon positivism—at least its reliance on semantic differential scales and similar dubious attitude measures—at about the same time he embraced that paradigm.

There were several research projects that I worked on at MSU that were based on projective techniques, but were so laden with statistical jargon that it took me a while to recognize the nature of these studies. For example, Bruce VandenBerg, Len and I published a study in *Journalism Quarterly*, titled “Dimensions of Advertiser Credibility,” that used word association to assess the meaning of credibility. Word association is an important, but not widely used, projective technique. Subjects for our study were simply asked to produce associative terms that came to their mind when they thought of a “credible advertiser.” We analyzed the factors underlying these terms.

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At the end of the 1990s, I returned to conducting research using projective techniques. However, I now regard myself as an advocate of this research perspective, rather than a mere researcher. This is because I discovered that many communication researchers are ignorant of the techniques. A recent survey about the teaching of graduate level research methods courses that Bob Craig of the University of St. Thomas in St. Paul and I conducted—and presented at the 2009 AAA conference in Cincinnati—showed that projective techniques are rarely covered in graduate level research courses, particularly in graduate courses in communication schools. (The techniques are still described in most marketing research texts, so researchers in this discipline are somewhat more informed about the methods than those coming out of communication schools. In contrast, most communication research methods texts do not even mention projective techniques.)

There are many notable exceptions to this ignorance – the collective advertising faculty of the University of Tennessee (U of T); Ron Faber of the University of Minnesota, who has used the techniques in a number of research studies; Kendra Gale of the University of Colorado, who has noted and decried the absence of these techniques in communication research courses; marketing professor Mary Ann McGrath of Loyola University-Chicago, who used the techniques to study gift-giving; and Elizabeth Crisp Crawford of North Dakota State University, a graduate of the U of T Ph.D. program, who has used projective techniques in several innovative ways, to name just a few.

As an advocate rather than researcher, I decided to chronicle the use of these techniques, rather than just publish studies em-



Ron Faber of the University of Minnesota

ploying them. Knowing that we live in an increasingly visual environment, I teamed up with former Marquette University graduate student Will Gartside (now a PhD student at the University of Illinois at Chicago) to make two documentaries on projective techniques: *Research with Projective Techniques* (Insight Media no. PTS6907) and *Research with Photoelicitation* (IM No. UTS 6056). The former examines Thematic Apperception Tests, sentence completion tests, word association

and pictorial tests; the latter focuses entirely on photo interviewing methods. Because these were the first documentary films about these methods, we were successful in obtaining a distributor for the films—Insight Media in New York.

The documentaries were made on a shoestring budget, so we were forced to restrict our interviews to researchers in the Great Lakes region. Fortunately for us, many of the researchers who use projective technique, such as Ron Faber, Mary Ann McGrath, and Elizabeth Crisp Crawford, are within driving distance of Milwaukee. Unfortunately, we didn't have the budget to travel to Tennessee, Colorado or other states to shoot interviews there.



Elizabeth Crisp Crawford of North Dakota State University

Will Gartside's and my travels to film Ron, Mary Ann, Elizabeth and others quickly became legend among other communication graduate students at Marquette: our giving a ride to a young, hippiesque hitchhiker, who seemed to smell so bad that we kept the windows open all the time he was in the car; driving through a lake-effect blizzard in Indiana and Michigan en route to interview MSU sociologist Steve Gold about photoelicitation; and drinking wine in a hotel room near Minneapolis en route to interviewing Ron Faber, where we discussed the pros and cons of the edits in one of Will's blood-and-gore films, *Knife Fight*.

Although U.S. culture has become more visual, verbal communication remains extremely important, particularly for communicating complex information. Aware of this, I teamed up with several Marquette University graduate students to do research on, and write about, projective techniques. One such student was Jin Seong Park, who recently finished the Ph.D. program at the University of Florida and is teaching at Temple University. He and I spent considerable time discussing and debating these techniques, and presented a paper using them at the 2005 AAA conference. Another was Aaron Lee Smith, with whom I wrote, *Projective Techniques for Social Science and Business Research* (ISBN no. 978-0972051613). Aaron

Continued on next page...

Featured Teaching

Implementing Strategy for Success

by Julie A. Ruth



Julie A. Ruth

Some days I feel like I've been teaching forever, and other days I feel like it's all brand new. Certainly, the advertising landscape is in great flux. Doesn't it seem like media opportunities change by the minute, not to mention what's hot and what's not? (Note to self: Keep reading *People* magazine at the gym.) Still, some basics about our industry remain the same and continue to affect my teaching in meaningful ways.

I teach in a business school, and we only have one advertising course for our undergraduate marketing majors. So, when I teach our advertising and promotion management course, I feel I have to cover advertising principles but also push forward to cover material from a typical campaigns class. I tend to emphasize campaign concepts because that's where students are able to see everything come together – and to learn an important lesson about advertising and marketing. The lesson? It's all about the strategy, strategy, strategy. Yes, it's all about analyzing the situation at hand to arrive at a great strategy for helping the brand achieve its goals.

Continued on next page...

Lawrence Soley, cont'd p. 4

taught for a few semesters at Marquette as a part-time instructor after completing his M.A. degree.

“Our book is the first to review and synthesize the research studies in advertising, journalism, marketing, sociology, education and anthropology that have been conducted using research projective techniques.”

Our book is the first to review and synthesize the research studies in advertising, journalism, marketing, sociology, education and anthropology that have been conducted using research projective techniques. The book describes Ron Faber's, Mary Ann McGrath's and even Everett Roger's research methods, using them to demonstrate the untapped potential of these techniques. However, the book is not uncritical boosterism for projective techniques and does discuss the techniques' shortcomings, particularly in the ways they are used for clinical, psychological assessment, which is how the techniques began.

One thing that I learned from working on *Projective Techniques for Social Science and Business Research* is that the techniques are more widely used for research in Asia and Eastern Europe than in the U.S. or Western Europe. As a result of writing the book, I have come into contact with researchers in other countries, something I had not been before.

Another thing I learned from writing the book and shooting the documentaries is that the number of journals that review books and documentary films has shrunk, and is now abysmally small. In the past, the *Journal of Marketing Research*, *Journal of Marketing* and *Journal of Advertising* carried book reviews. This is no longer the case. A few journals still carry reviews, and Aaron and my book was reviewed by *Journal of Consumer Marketing* and *Visual Studies*, among others. Not surprisingly, the review in *Journal of Consumer Marketing* was written by a European-based researcher, Ozlem Hesapci Sanaktekin of Istanbul Bilgi University. **AAA**

Author Bio

Larry Soley teaches at Marquette University in Milwaukee. He was previously on the marketing faculty of Baruch College (City University of New York). In addition to doing advertising research, Soley has worked as an alternative journalist. He received the Society of Professional Journalists' Sigma Delta Chi Award for a cover story in *Mother Jones* magazine, and the Project Censored Award (“10 Top Alternative News Stories”) for an investigative report in *Dollars & Sense* magazine.

Why am I so adamant about strategy? I've seen it time and time again. When an advertising problem is presented, people skip the strategy and race ahead to thinking about tactics. You can easily detect it in the language: "What if we dropped a coupon for \$5 off?" "What if we seeded social media where...?" "What if we did a TV ad where...?" These individual tactics will not be successful if they are not aligned with the brand's goals and strategies. And, in my observations over the years, I think the best campaigns are ones where all the parts fit seamlessly together in alignment with the brand's goals, so that the entire campaign is more powerful than the summation of its parts. The only way students – and practitioners for that matter – can arrive at a potentially great campaign is to think strategically throughout the process and to have the plan come together with enough time to drive out aspects that are not strategic and synergistic.

“The only way students can arrive at a potentially great campaign is to think strategically throughout the process.”

The other lesson I hope to have my students realize is that they can accomplish much more than they may believe on the first day of class! I think one of the keys to my teaching style is my ability to see the world both from the teacher and student perspective, and to join those two together so students feel like I'm holding them to high academic standards but that I'll do nearly anything to facilitate their learning. Don't get me wrong – the academic work still resides with the student, but I'm there as a facilitator, coach, expert, boss, cheerleader, and only rarely, law-maker.

So, the semester-long team project is an IMC campaign for one of three national brands I select. I model this approach on the media planning class I took from Dr. Arnold Barban at the University of Texas, way back in 1986. I might still have a copy of that media plan for Happy Dog brand dog food! It was the early days of personal computing, and my dad had helped me buy an Apple Macintosh computer to replace my typewriter – anyone remember that product? Of course, in my usual fashion, I was working up to the deadline when...my computer crashed. An hour before the deadline, I summoned the courage to visit Dr. Barban and beg for accommodation, which he humanely granted. I learned a lot that day, which has translated into guidance I still try to impart on my students.

1. Start early and work steadily.
2. Think strategically, and let the tactics come after good goals and strategies have been set.
3. Draft the plan and get feedback.
4. Write, rewrite, and recraft the plan so that it is cohesive and polished.
5. Plan to finish 2-3 days ahead of time, just in case there is a problem as the deadline draws near and so that team members can proofread the plan one more time.

I have “war stories” to personalize the importance of these directives...Like the time I was on the client side, and we put out a request for proposal with a hard and fast deadline for bids. As I tell the students, imagine being the agency that spent thousands of dollars to prepare a bid that arrived one hour or one day late. Both of these late bids were immediately eliminated from the pool of candidates for consideration. Oops.

But advice only goes so far. So, I also build in “project scaffolding” to support these directives and the greater goal of providing students with an opportunity to stretch their learning

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Author Bio

Dr. Julie Ruth (jaruth@camden.rutgers.edu) is associate professor of marketing in the School of Business at Rutgers University-Camden. She holds a BSBA in Marketing from Georgetown University, MA in Advertising from the University of Texas, and a PhD in Marketing from the University of Michigan. Her research centers on affectively charged aspects of consumer behavior and marketing including emotions, interpersonal relationships, and co-branding and joint sponsorship effects. She has published in the *Journal of Advertising*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, and *Journal of Business Research*. She is an associate editor for the *Journal of Advertising* and editorial review board member of the *International Journal of Advertising* and *Journal of the Academy of Marketing Science*. She has received numerous teaching awards including the Lindback Foundation Award for Distinguished Teaching, Provost's Teaching Excellence Award at Rutgers University-Camden, and the First Interstate Faculty Teaching Award at the University of Washington.

and skill development and to have a high chance of succeeding.

1. Choice of brands. Some people might like dogs and would like to work on a dog food planning project; others might prefer another brand or product category. Choice fosters enthusiasm and commitment.

2. Coverage of class topics that align with an IMC plan. I structure the course around an IMC planning process so that students can see the progression of key ideas, including the roles that analysis and strategy play throughout the plan.

3. Individual homework assignments aligned with the IMC project. To complete the individual homework assignments, each student must be personally involved in the brand and project, which also helps the team process.

4. Required but ungraded drafts of the team IMC plan. I typically require two drafts from the team. The first is due early as a means of helping teams get started on the situation analysis and IMC goals that are refined over time. A second and more complete draft is due later in the semester. I read it and provide typed feedback to the team. Especially these days, when email seems to have replaced office hours, this feedback is a mechanism for a conversation between me and the team. I point out areas for strengthening, areas of confusion or omission, and opportunities for greater synergy and fine tuning. Yes, this is a lot of work, but it is much more rewarding than providing comments on final projects, especially about topics and issues that could have been adequately addressed if only feedback had been offered earlier.

5. Judging and awards. I always incorporate some sort of judging and the prospect of two teams being inducted in the University's Advertising Hall of Fame (i.e., an award certificate). Recently, I was fortunate to recruit expert judges from Campbell's Soup, their ad agency, and a regional ad agency. Eight student teams presented their plans including four mock ups, and two received awards for "Best Overall Plan" and "Best Creative," respectively. An ad executive from BBDO said, "It was a pleasure to get out of our offices or planes or conference calls or whatever and see engaged students and their great work and ideas." And, while I tell students that they can do great things, having ad executives

tell the students they achieved great things is, as is said in this business, priceless.



Expert judge, "Best Creative" Hall of Fame Award recipients, and Dr. Ruth presenting award certificates (left to right)

And there are spillover effects. On the basis of their IMC projects, two students received recognition as Philadelphia Ad Club "Rising Stars." Another student kept in touch with a judge, who offered an internship, which then translated into a post-graduation job. In fact, we recently welcomed both the advertising executive and the newly minted graduate back to campus to participate in a panel on the importance of internships in career planning!

Each semester and each class is a leap of faith for students and for us as instructors. Through setting stretch goals and providing support for successfully moving through the process of developing the IMC plan, we offer students an opportunity to learn, grow, and achieve, and thus pave the way for a strong start in the field of advertising.

So, yes, my classes are pretty demanding – for students and for me too! But, I take comfort in something that happened more than a decade ago, when I overheard several students talking about their classes for the upcoming semester. When I realized they did not recognize me and were talking about me and my course, I got a bit scared because you never know what students might say. I held my breath as one student said to the other, "Oh, I'm going to Dr. Ruth's advertising class. I hear it's a lot of work." Then, the other one said, "Yeah, me too, but I heard it's worth it." That's a reputation I can live with. **AAA**

2010 AAA Annual Conference

The American Academy of Advertising Annual Conference, held March 18-21 in Minneapolis, MN, was a huge success. The following pages include some of the highlights and photos from the conference.

March 18

Pre-Conference Session



Esther Thorson, along with Margaret Duffy and Sandra Moriarty, co-created the interactive pre-conference session.



(above) Pre-conference session participants



(left) Don Schultz (Northwestern University) commenting at the pre-conference session

Opening Reception



Margie Morrison (University of Tennessee) and Spencer Tinkham (University of Georgia)



Crowd at the opening reception



L to R: Graduate students from the University of Texas at Austin with Isabella Cunningham



Ivan Preston (University of Wisconsin)



(right) L to R: Wally Snyder (President Emeritus, American Advertising Federation), Heather Marron and Elizabeth Taylor Quilliam (both from Michigan State)

(far right) AAA President Shelly Rodgers (University of Missouri)



March 19: Luncheon & Awards Ceremony

AAA Research Awards

The American Academy of Advertising awarded dissertation and research fellowships to several AAA members. Three Doctoral Dissertation Fellowships were awarded. The recipients were Taejun Lee (University of Tennessee) for the proposal “The Role of Regulatory Focus in Consumers’ Response to Disclosures in Financial Services Advertising;” Lu Zheng (University of Alabama) for the proposal “The Impact of Narrative Focus, Vividness of Product Depiction, Mental Imagery Ability, and Need for Cognition on Transportation in Narrative Advertising;” and Jie Zhang (University of Texas at Austin) who received the Dunn Award for research on international advertising for the proposal “Exploring Antecedents

and Consequences of eMavens in Their Electronic Word-of-Mouth Communication: A Cross-Cultural Examination in the US and Chinese Cultural Contexts.”

Three Research Fellowships were also awarded. Recipients and the titles of their proposed studies were: Britany Duff (University of Illinois at Urbana-Champaign), “Distractingly Good: When Multitasking May Benefit Memory for the Ad;” Susan Myers (University of Central Arkansas), “Finding the Consumer in Direct-to-Consumer Advertising;” and Gergely Nyilasy (Effects Planner, JWT), “Practitioner Theories of Social Media and Its Marketing Utilization.”



Taejun Lee receives doctoral fellowship award from the Research Committee chair, Janas Sinclair



Lu Zheng receives doctoral fellowship award

Conference Best Paper

The winners of the Best Paper Award for the 2010 AAA Conference are Tae Hyun Baek and Lijiang Shen (both University of Georgia). The title of the Best Paper is “The Effects of Message Framing and Counterfactual Thinking in Anti-Binge Drinking PSAs.”



Tae Hyun Baek receives the 2010 AAA Conference Best Paper Award from the AAA Vice President Wei-Na Lee

Kim Rotzoll Award for Advertising Ethics and Social Responsibility

Les Carlson, Professor of Marketing at the University of Nebraska-Lincoln, is the 2010 recipient of the Kim Rotzoll Award for Advertising Ethics and Social Responsibility. The award recognizes individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. For an academic, such evidence includes scholarly publications

in the area of ethics and social responsibility and there must be evidence of a lifetime achievement in either ethics or social responsibility. Les is regarded as one of the preeminent scholars in public policy, ethics, and social responsibility, particularly in the areas of advertising and marketing to children and environmental issues.



Les Carlson, the recipient of the Kim Rotzoll Award for Advertising Ethics and Social Responsibility, with Wally Snyder

The Charles H. Sandage Award for Teaching Excellence

Donald Jugenheimer, In-Telligence, Inc., is the 2010 recipient of the Charles H. Sandage Award for Teaching Excellence, affectionately known as “The Sandy.” The Sandy award recognizes outstanding contributions to advertising teaching. Examples of excellence include the performance of the recipient’s students as advertising professionals or teachers, textbook or case study publications, innovative course development and innovative non-classroom teaching development. Don has a distinguished career in advertising education having taught at the University of Kansas, Fairleigh Dickinson University, Louisiana

State University where he held the Man-ship Distinguished Chair in Journalism, Southern Illinois University, and Texas Tech University. He has served as department chair or director at several of these universities. Many of Don’s former students work in the advertising industry and commented that Don was instrumental in the success they enjoy today. Don is currently principal and partner at In-Telligence, Inc., where he conducts research, consults, and writes in advertising, communications, and research.



Don Jugenheimer, the recipient of the Charles H. Sandage Award for Teaching Excellence, with Bruce Vanden Bergh

Five AAA Members Awarded “Outstanding” JA Reviewer

Each year, the *Journal of Advertising* recognizes “outstanding reviewers” for their contributions in reviewing articles for the Journal. This year, the award went to Les Carlson (University of Nebraska), Barbara Phillips (University of Saskatchewan), and John Lastovi-

cka (Arizona State University). Micael Dahlen (Stockholm School of Economics) and Eric Karson (Villanova University) were also recognized as *JA* best ad hoc reviewers.



Barbara Phillips, one of the recipients of the *Journal of Advertising* outstanding reviewer award, with JA editor, Marla Royne Stafford

Outstanding Contribution to Research Award

Jef I. Richards, Professor of Advertising at the University of Texas at Austin, received the American Academy of Advertising's Outstanding Contribution to Research Award. The plaque for the award was handed to him by his doctoral adviser, Ivan L. Preston, who received the award in 1992. The AAA notes that this award must be based on evidence of a decades-long body of accomplishment and it is not awarded every year. As stated in the comments with the presentation of the award, the collection of leading scholars sending in supporting letters for Professor Richards' nomination included ten past honorees of this

award, three editors of *Journal of Advertising* plus editors of six other journals, eight past presidents of the American Academy of Advertising, and other distinguished scholars from programs in marketing, communications, ethics and law. These letter writers were not just listing past publications, they described more than lists of articles or publications outlets, but their own personal uses of the materials.



Jef Richards, the recipient of the Outstanding Contribution to Research Award, with Ivan Preston

JA Best Article Award

This year's Best *JA* article award goes to Hyeonjin Soh (Sungshin Women's University), Leonard N. Reid, and Karen Whitehill King (University of Georgia). The award-winning article is titled "Measuring Trust in Advertising: Development and Validation of the ADTRUST Scale." The article was published in the Summer 2009 issue of *Journal of Advertising*, volume 38, issue 2, pp. 83-103.



Hyeonjin Soh



Leonard N. Reid



Karen Whitehill King

Empower MediaMarketing Research Grant

Empower MediaMarketing, Inc. teamed up with the American Academy of Advertising to offer a Research Grant exclusively for the AAA members. The research competition was designed to promote new and emerging media research in advertising, and new advertising ideas in traditional advertising media including Radio, TV, Billboards, etc. Based on a competitive review of research proposals, a research proposal by Yuping Liu-Thompkins (Associate Professor of Marketing at Old Dominion University) was selected to receive the \$5,000 grant.

Empower MediaMarketing Research Grant: The Author's Perspective

by Yuping Liu-Thompkins

I am much honored to have been chosen as the recipient of the Empower MediaMarketing Research Grant. This grant will fund my research project on the viral diffusion of branded messages online. As Web 2.0 brings a more participatory and connected environment, advertisers can now disseminate product information via the large number of consumers that are interconnected through social networks and online communities. While such viral forces present great opportunities, a lot of viral campaigns fail to reach a critical mass of consumers. My research will seek to understand how viral content diffuses across the target population and why some viral content is more successful than others. Using branded online videos as the backdrop, this project will trace the pattern of rise to popularity of such viral content over time and identify the factors that determine the diffusion path of new viral

content. The findings will enable marketers to strategically participate in the conversation facilitated through social networks and to better utilize their resources to focus on viral content that is likely to affect a larger audience.

Needless to say, I am very excited about the project, and I appreciate having Empower and AAA support my research. As an academic researcher, I am a firm believer of the "golden triangle" of theoretical rigor, sound methodology, and practical importance. It is really refreshing to see Empower, a leading digital advertising agency, to sponsor an academic project. Not only does it show that practitioners do care about what we academics have to say, but this type of grants will eventually become a great driver for impactful research. I sincerely hope to see more of such grants in the future. **AAA**



Yuping Liu-Thompkins, the recipient of the Empower MediaMarketing Research Grant, with Stephanie Padgett of Empower MediaMarketing

March 20

Luncheon and Keynote Speech



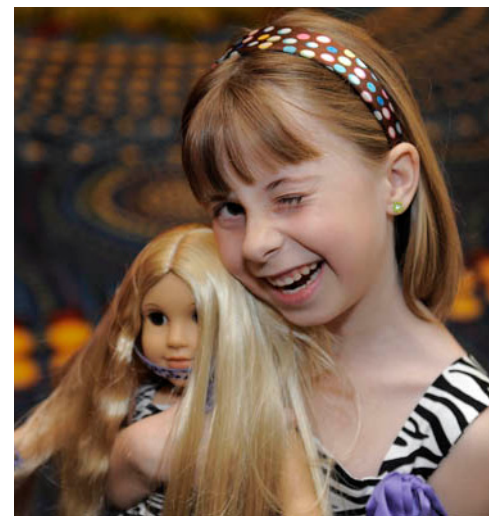
Bob King (University of Richmond), Director of Conference Services, making announcements at the luncheon



Keynote speaker, Rance Crain, president of Crain Communications, Inc., and editor-in-chief of Advertising Age



L to R: Esther Thorson (University of Missouri), Hugh Cannon (Wayne State), Rance Crain (Crain Communications, Inc.), and Margaret Duffy (University of Missouri)



Briana Rodgers (daughter of Shelly Rodgers) is a regular attendee of the AAA Conference



Dick Beltramini (Wayne State) and Don Jugenheimer (In-Telligence, Inc.)



Russ Laczniaks (Iowa State) and Carol Motley (Florida A&M)

Mall of America Event



(above) L to R: Saleem Alhabash, Kevin Wise, Petya Eckler (AAA Webmaster), and Esther Thorson (all from University of Missouri)

(right) Mall of America



L to R: Alyse Lancaster (University of Miami), Joyce Wolburg (Marquette University), and Herb Rotfeld (Auburn University) standing in front of a T-rex made of Legos which Herb called Isabella because it is almost as big as his cat

March 21: Closing

Conference Paper Round Up

by *Wei-Na Lee*

Although I am still in the middle of pulling together this year's conference proceedings, I suppose now is as good a time as any to reflect on my experience with the process of organizing the conference.

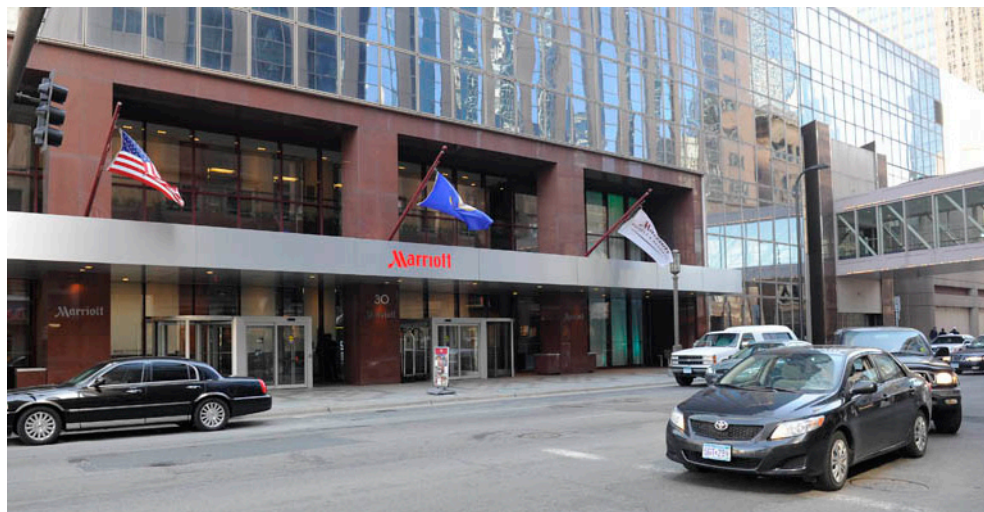
The success of a conference rests largely on those who take part in the process. That means those of you who submitted papers, reviewed papers/proposals, attended the conference, moderated sessions, and presented your work/thoughts. Of course, let's not forget those who worked very hard "behind the scene" to make the conference possible: Pat Rose (the "all-knowing," never failed to illuminate me on issues large and small), Bob King (who gave us yet another great experience amidst the economic down time), Shelly Rodgers (our President whose spirited leadership pulled us through when things got a little hectic and fuzzy), and Herb Rotfeld (who, as the President-Elect, put together a fantastic slate of special topics sessions). Indeed, thanks to all of you, we had a splendid conference in Minneapolis.

Throughout the process, I have had many opportunities to interact with members of the Academy. I learned a great deal. First of all, I learned that you are super kind and forgiving, especially in light of the glitches due to my inexperience with the Confmaster system. Second, I learned that quite a few of you agreed to and reviewed for the conference not because you had time to spare, but, rather, you sincerely wanted to make the conference a worthwhile intellectual experience for everyone. Third, I learned that many of you participated in the process,

donning one or more roles, because of your strong affinity toward the Academy. We keep coming back to the annual conference not only for the forum it provides to exchange ideas but because it is our intellectual home base. On this note, I would say that this experience has been a personally gratifying one.

An academic conference is, in essence, a venue for us to share knowledge, exchange ideas, and generate interests. In turn, every year the conference reflects our current state-of-mind. This year, we had one pre-conference, 84 competitive papers, and six special topics sessions that covered a rather diverse set of topics such as source credibility, third person effects, marketplace diversity, in-game advertising, media budgeting, online communication platforms and shopping, to name just a few. We contemplated issues such as the link between theories of advertising and the advertising industry, the reach of advertising scholars' research, the socially conscious consumerism, new methods in creativity research, and the future of advertising. The list can go on. What is evident is that our research and concerns are not only reflective of the substantive intellectual inquiry but also of the changing times.

I am sincerely grateful that, through this conference, I was given the opportunity to experience first-hand the vibrant energy emanating from what we all do in the classroom, in research, and in practice. I hope you have felt the same way. If you happen to have missed this year's conference, well, no worry, as next year's conference call for papers is just around the corner.

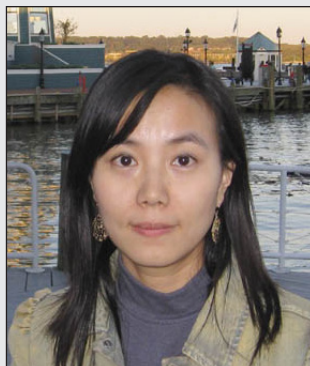


Hotel of the 2010 AAA Annual Conference,
Marriott Minneapolis City Center

Time Management and Re-energizing

by Mikyoung Kim

As a graduate student, my biggest challenge has been time management. Every day, many different tasks await me. I am committed to (and fascinated) by what I do, yet admit that my doctoral life's multiple demands tax me. My coping mechanism – based on my recognition that the PhD process is peak-and-valley type – has been to devise strategies for wise use of the valley periods. In that regard, here are some of my baseline tips:



Mikyoung Kim

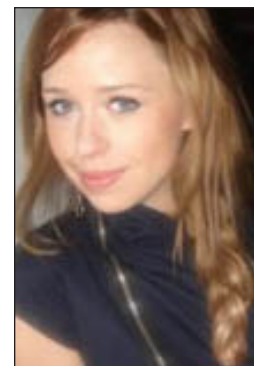
- **Daily planning:** Each start-of-day, construct a daily plan with specific time-blocks. First, make a to-do list. Rank by priority and importance. In the first block, the first priority, then list remaining tasks in order of priority and sequential blocks.
- **File organization:** Create a folder for each research project. In each folder assemble relevant articles, data, results, and final paper. This is a necessary everything-at-my-fingertips maneuver, avoids downloading the same article twice, and saves time and energy.
- **Interaction with faculty:** Effective communication with faculty mentor(s) is of utmost importance in research and in dissertation writing. Clarification saves their time and energy and mine.
- **Enjoyment not drudge:** Literally loving what one is doing, and recognizing how fortunate and privileged one is to be doing it, is key. Yes, the PhD path is long, hard, intellectually and time-wise an ultra-marathon. Still, its outcome is a highpoint of highpoints, a life-changing ultimate and complete joy. **AAA**

Mikyoung Kim (kimmi3@msu.edu) is a doctoral candidate in the Department of Advertising, Public Relations, and Retailing at Michigan State University where she also received her M.A. in Communication. Her research interests focus on consumer information processing of non-traditional marketing communications including consumer-generated reviews, online video contents, and social media. Her advisor is Dr. Mira Lee.

Connect, Create, and Collaborate

by Lotte Willemsen

When you think you know everything, they give you a Bachelor's. When you think you know nothing, they give you a Master's, but when you know you know nothing, they give you a PhD." Two years ago Mary Beth Oliver (Pennsylvania State University) spoke these words at a Dutch conference on communication science to stress that academia requires lifelong learning.



Lotte Willemsen

In vein of the above statement, I have no wise words or tips to offer about how to tackle all the challenges that are accompanied with pursuing a PhD. I just completed the first year of the PhD trajectory at the Amsterdam School of Communication Research (ASCoR), and I still have to figure out myself how to organize my life as a PhD student. What I can share, though, are the intentions that I have set out to make my PhD project as successful as possible – all inspired by insights from former PhD students who wish they knew what they know now about earning a PhD (Although they may think they know nothing, at least they know how to obtain a PhD degree!):

1. **Connect:** Meet up and get involved with your peers. Sharing experiences, challenges and joys of learning stimulates a learning environment that may help you in meeting the various intellectual demands made upon you.
2. **Create:** Writing a dissertation can be quite a daunting task, especially when you feel that have to get it right the first time. Write something on paper and then worry about making it perfect. Writing is a continuous process of writing, editing, rewriting and reediting.
3. **Collaborate:** Seek opportunities to collaborate with colleagues. Collaboration fosters intellectual exchange which can nurture and support your scholarly and professional development. **AAA**

Lotte Willemsen (l.m.willemsen@uva.nl) is a doctoral candidate at the Amsterdam School of Communication Research (ASCoR), University of Amsterdam. Lotte received a grant from the Dutch Science Foundation for her PhD project on the 'Role of electronic word of mouth in the consumer decision-making process'. In addition, Lotte serves as assistant editor of the International Journal of Public Opinion. Her advisors are Dr. Peter Neijens and Dr. Fred Bronner.

Honors and Awards

Childers Receives Outstanding Teacher Award

Dr. Courtney Carpenter Childers (University of Tennessee) was awarded the 2010 Outstanding Faculty Teacher Award for the College of Communication and Information at the University of Tennessee.



Courtney Childers

Kritz Named Finalist for the SMA Outstanding Marketing Teacher Award



Dr. Gary Kritz (Stillman School of Business, Seton Hall University) was one of three finalists for the Society for Marketing Advances (SMA) Sherwin-Williams Outstanding Marketing Teacher Award this past November. The SMA Conference took place in New Orleans, LA, from November 4-7th.

Gary Kritz

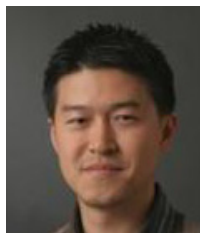
Kaminski Wins Prize for Innovation in Teaching

Dr. Heidi Hennink-Kaminski (University of North Carolina) received the 2010 Edward Vick Prize for Innovation in Teaching for her guidance of a project for her students to develop a marketing plan with actionable product and promotional strategies for poweringanation.org, UNC's News21 project funded by the Carnegie-Knight Initiative on the Future of Journalism Education.



Heidi Hennink-Kaminski

Job Changes, New Hires, P&T



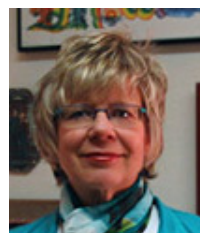
Jooyoung Kim

Dr. Jooyoung Kim, University of Georgia, Grady College of Journalism & Mass Communication, has been promoted to Associate Professor and granted tenure.

Dr. Hemant Patwardhan, Winthrop University, College of Business Administration, has received tenure and been promoted to Associate Professor. He was also selected to be placed with Energy BBDO in Chicago as a part of the 2010 Visiting Professor Program of the Advertising Educational Foundation.



Hemant Patwardhan



Joyce Wolburg

Dr. Joyce Wolburg, Marquette University, Diederich College of Communication, has been promoted to Full Professor.

Other News

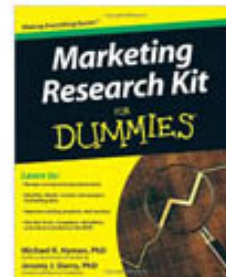
Dr. Kara Chan (Hong Kong Baptist University) has agreed to serve as external examiner of the Bachelor of Communication Advertising program of the Universiti Tunku Abdul Rahman in Malaysia.



Kara Chan

Book Releases

Marketing Research Kit for Dummies by Michael R. Hyman and Jeremy J. Sierra has been recently added to Wiley Publishing Inc.'s well-known Dummies series. In addition to serving as a basic guide for advertising practitioners, instructors could use it as a supplemental text for an undergraduate research methods course.



Advertising, Society, and Consumer Culture by Roxanne Hovland and Joyce Wolburg (M.E. Sharpe) has been newly released. It covers the entire range of social, political, cultural, regulatory, and economic issues that surround advertising and its role in a modern consumer society. The book intertwines the development of the consumer culture with its coverage of the historical, political, regulatory, and ethical issues of advertising. It can be adopted independently, or alongside its companion volume, *Readings in Advertising, Society, and Consumer Culture*.



Events & Deadlines

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>)

15: Article submission deadline for *Journal of Consumer Affairs* Special Issue on Issues Facing Aging Consumers (see call p. 21)

24-25: International Conference on Research in Advertising (ICORIA) 2010, Madrid, Spain

July

31: Annual AAA Conference Proceedings available to members

August

15: Submissions to the AAA Newsletter due

27: Deadline for submissions for Faculty Fellowship Research Awards (see call p. 26)

30: AAA 2011 Conference pre-conference proposal submissions due (see call p. 24)

September

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

October

1: Deadline for competitive papers and special topics session proposals for the AAA 2011 Conference

November

5: Deadline for submission for Dissertation Research Awards and deadline for nominations for Outstanding Contribution to Research Award

15: Submissions to the AAA Newsletter due

15: Deadline for competitive papers and special topics session proposals for the 2011 Asia-Pacific International Conference

15: Deadline for submitting award nominations

December

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

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 Consumer Affairs

Special Issue on: Issues Facing Aging Consumers

Special Issue Editors:

Vanessa Gail Perry, George Washington University,

Joyce M. Wolburg, Marquette University

People get older, and around the world millions of consumers are moving from retirement savings, to retirement planning, to retirement, facing other problems of altered status of health, housing, education and even simple consumer tastes. As consumers, these people face a number of changing situations and problems; sometimes the change alone is a problem as they move from work to retirement, from household to empty nest, from couples to widow/widower, or from independent to frail or less mobile. *The Journal of Consumer Affairs* is soliciting manuscripts for a 2011 issue devoted to theoretical and pragmatic issues facing consumers as their world changes with aging, their problems or interests as consumers in the marketplace for products, financial security, savings and health. Manuscripts must focus on the consumers' point of view, but a variety of approaches are appropriate including family economics, education, nutrition, public policy, consumer psychology, mass communications and marketing. Authors may submit empirical studies or conceptual work.

Topics that would be appropriate for this special issue include, but are not limited to:

- Legal and regulatory issues for protecting interests of aging consumers
- Economic status of aging consumers, including retirement planning, inheritance, etc.
- Financial literacy and financial decision-making
- Access to housing and financial services
- Consumer understanding of medical and financial privacy practices and disclosures
- Public health issues and/or access to health care
- Access to goods and services
- The effect of product cost and availability on obesity and chronic diseases
- Current approaches to and best practices for improving health literacy
- Privacy literacy, especially of aging vulnerable consumers (e.g., low-income, etc.)
- Identity theft
- Advertising practices, such as harmful or unhealthy messaging, stereotyping, etc.
- Loss of youth and other social and psychological impacts of aging

Submission Information

Manuscripts are due by June 15, 2010.

Please follow the submission guidelines for *The Journal of Consumer Affairs* as detailed on the website at <http://www.wiley.com/bw/submit.asp?ref=0022-0078&site=1>. Authors wishing to submit a manuscript should send two (2) electronic copies of their manuscript (one with the full title page and one copy cleaned of all information that identifies the authors) to **both** special issue co-editors:

Vanessa Gail Perry, vperry@gwu.edu

Joyce M. Wolburg, joyce.wolburg@marquette.edu

CALL FOR PAPERS

Sage Publishing, the leading global producer of social science/research books, has commissioned a new work, **LEADING EDGE MARKETING RESEARCH: 21ST Century Tools and Practices.**, to be offered in 2011.

The editors, Bob Kaden, Gerry Linda and Mel Prince, are inviting articles by well-known, thought provoking experts, who will be expected to provide chapters of at least 6,500 and no more than 10,000 words (25-40 manuscript pages) in their areas of expertise. Featured contributors will include highly experienced marketing researchers from leading client-side companies, experienced consumer insights managers, executives from blue chip research and consulting organizations and thought-leading marketing or marketing research academicians.

Your Contribution

Each contributor (co-authored chapters are certainly permissible) will have responsibility for presenting, a rich, innovative discussion in an emerging area of marketing research. The article must be broad enough to fully cover the topic and the methods employed such that a sophisticated reader should be able to fully understand the underlying theory and research process and even replicate it, should they be willing to make the effort.

We envision each chapter will contain the following elements:

- Where applicable, a brief historical review of traditional approaches that have led the research community to the need/opportunity for a new approach, which will be described in the rest of the chapter.
- A comprehensive review of a single topic reflecting the newest work in the field, and, where applicable, how it may be combined productively with earlier approaches.
- A detailed enough explanation of methodologies so that a sophisticated reader could actually try to use the new approach described.
- Real world examples of how the approach is being used, works, and provides something no other tool does, or provides something quicker, more accurately or in a less expensive manner.
- Ethical issues associated with the use of the latest methodologies.
- Illustrations to enhance the exposition, such as graphs and tables.
- Some footnotes, where appropriate, will be appreciated as will recommendations for further reading.

Preliminary Chapters

1. Combining Data Mines and Attitude Research
2. Marketing Dashboards and In-Market Measurement Mix
3. Multi-Category Multi-Market Data Banks
4. Data Visualization
5. Monitoring Digital Conversations
6. On-Line Focus Groups
7. Ethnographic Research
8. Crowdsourcing and Consumer Insights
9. Listening and Storytelling
10. Observational Research (including videography and photography)
11. Using Social Networks to Gather Research Data
12. Mobile Telephone Research Panels
13. Pop-up and Interactive Surveys (including Proprietary On-Line Research Panels)
14. RFID for Marketing Research
15. Understanding and Monitoring Emotions
16. New Projective Techniques
17. Physiometric Measures of Response
18. New Roles for Marketing Researchers

Continued on next page...

19. Research Quality Assurance
20. Marketing Research ROI
21. Leadership via Analytics

Deadlines

- Your expression of interest must be received by **June 15, 2010**.
- Authors will be selected by August 1, 2010.
- Final draft due December 31, 2010.

To begin your participation we invite you to visit www.leadingedgemarketingresearch.com. Here you will find the background for the book, its proposed audiences, and biographies of the three editors.

If you wish to be included, you'll need to send us a very short description of what you'd like to write about and a brief biography. We especially invite proposals from those outside the US. Submissions should be sent electronically as MS Word documents. Contact us at info@leadingedgemarketingresearch.com.

We are very excited about this work and hope you'll join us in sharing the latest thinking about marketing research.

Bob Kaden, President, The Kaden Company, (thekadencompany@sbcglobal.net)

Gerry Linda, President, Gerald Linda & Associates (glinda@gla-mktg.com)

Mel Prince, PhD, Professor of Marketing, Southern Connecticut State University (melvinprince@sbcglobal.net)

Announcements...

CALL FOR PROPOSALS

Special Pre-Conference for the American Academy of Advertising 2011 Conference Mesa, Arizona

Anyone interested in developing proposals for a pre-conference program for the 2011 conference are encouraged to submit a complete proposal, no later than August 30, 2010, for review by the Executive Committee. The preconference would take place April 7, 2011, with the full conference running from opening reception that evening through noon, April 10 at the Phoenix Marriott Mesa Hotel in Arizona.

Proposals can be for full day or half-day programs and must specify a rationale for the program, the timing and progression among topics. Preference is given to programs that would interest a number of AAA members and possibly attract new participants or attendees to the conference. Some past topics can be revisited.

Past pre-conferences have been:

- Theories of Advertising & Their Link with Advertising Industry & Its Practices (2010)
- The Future of Advertising Education (2009)
- Emerging Scholar Symposium (2008)
- Hot Topics in International Advertising (2007)
- Creativity Research in Advertising (2006)
- Sponsorship-Linked Marketing Communications (2006)
- Moving Targets: Mobile Advertising Practices World-wide (2005)

The proposals must also include a statement that the presenters agree to register for the pre-conference and conference itself. Waivers of the registration fees for special participants such as advertising professionals or special presenters who are not AAA members may be requested on a case-by-case basis. Following the conference, the pre-conference chair will submit up to a two-page summary of the presentations to be published in the Conference Proceedings.

Pre-conference proposals and any questions concerning such proposals should be directed to Herbert Jack Rotfeld (Rotfeld@auburn.edu)

Announcements...

CALL FOR PAPERS

Doing More With Less: The Australian and New Zealand Marketing Academy (ANZMAC) 2010 Conference Christchurch, New Zealand, November 29 - December 1, 2010

The ANZMAC 2010 Conference Committee invites submission of competitive papers and special session proposals for the 2010 conference. All papers should try to address and reflect the conference theme, Doing More With Less.

Details for Authors

All papers must be submitted electronically and must be received by **Friday 25 June 2010**. Competitive papers must be submitted for review in only **one (1)** track. Authors should identify the most suitable track relating to the subject matter. The Proceedings Chair will nominate the track in which the paper will be reviewed if multiple entries of the same paper are sent to more than one track.

Papers must conform to the format instructions provided. Please keep an exact copy for future reference. Papers will be subjected to a formal double-blind peer review process. Authors will be notified of acceptance, rejection and/or suggested modifications as soon as the review process is completed. Decisions made by Track Chairs and moderated by the conference co-Chairs are final. Please see key dates for submission and revision deadlines. It is a condition of acceptance of the paper that at least one of the authors must attend the conference and present the paper. However, no author may present more than two papers at the conference. Reviewers for ANZMAC 2010 will judge all manuscripts on the basis of their contributions to the development of marketing thought, marketing science or marketing practice. Papers will be judged on their overall quality and their contribution to the theme of the conference. Papers at an early stage of development and/or that merely review the literature are discouraged.

Papers may be submitted online at <http://anzmac2010.org/papers.shtml>

Special Journal Issues of Selected Papers from ANZMAC 2010

This year, the conference committee is keen to select papers and invite authors to further develop their submissions to appear in special issues of a number of journals. We are pleased to report that we have secured formal agreements with the following 6 journals:

1. Australasian Marketing Journal (AMJ) *Elsevier* and *Official Journal of the ANZMAC Academy*
2. Journal of Strategic Marketing (JSM) *Routledge*
3. Managing Service Quality (MSQ) *Emerald*
4. Journal of Non-Profit and Public Sector Marketing (JNPSM) *Routledge*
5. Journal of Consumer Marketing (JCM) *Emerald*
6. International Journal of Entrepreneurship and Small Business (IJESB) *Inderscience*

Special Sessions

In addition to the advertised Tracks, ANZMAC 2010 Conference will also include provision for Special Sessions. Special Sessions provide an opportunity for focused discussions on new, innovative, emerging topics or under-represented areas within marketing.

A Special Session has three or four presentations and can include a discussant as a way to promote discussion between the participants and the audience from which a larger understanding of the topic can emerge. A limited number of Special Sessions will be accepted. Proposals must include a rationale, an outline of the issues to be discussed and the name(s) and qualifications of a proposed Chair(s). Please refer to Guidelines for Special Sessions (details to be posted shortly). Organisers of special sessions are invited to submit a proposal for consideration by the Conference Committee.

Email all proposals for Special Sessions to david.fortin@canterbury.ac.nz

Announcements...

CALL FOR PROPOSALS

AAA 2011 Research Fellowship Competition

Submission Deadline: August 27, 2010

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

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

Awards are based on a competitive review of research proposals. While members can submit as many single or joint proposals as desired within a given year, authors cannot receive funding for more than one proposal. Based on the reviews, should more than one paper containing an author's name receive high rankings, only the highest ranking one will be funded. **Winners must comply with the following requirements:**

1. Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
2. Winners must grant the *Journal of Advertising* first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the first completed paper is submitted to the *Journal of Advertising*.
3. Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2011 Fellowship winner has until April 1, 2014 to complete the project in order to receive the second half of the award.
4. Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.
5. Winners cannot apply for additional Research Fellowships while their award is active. Awards are active until winners (a) complete the Fellowship by submitting a manuscript to the *Journal of Advertising* within the three-year time limit and receive the second half of the award or (b) forfeit the second half of the award.

Requirements for Submission of Proposals

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format.

Submissions should include the following:

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

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

Procedure for deleting properties for e-mail submission (in Word 2007):

- 1) Click the Microsoft Office Button and point to Prepare.

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Announcements... (cont'd)

- 2) Click Inspect Document, and in the Document Inspector box be sure Document Properties and Personal Information is checked.
- 3) Click Inspect and then select Remove All for Document Properties and Personal Information.
- 4) Save the document.

2. The **body of the proposal**, which should be *no more than 10 pages*, excluding tables & figures. The body of the proposal shall include:
 - A **literature review**, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
 - A **methodology section** that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
 - A **conclusion**, including expected results and implications.
 - **References**

Proposal Format Requirements

- **10 page** limit, including references. Figures, tables, budget and timetable should be placed in an appendix and do not count toward the 10 page limit.
 - Contents must be **double spaced**
 - **12 point Times New Roman font** (or equivalent)
 - **One inch margins** on all four sides
 - **Title** of proposal at the top of page one
 - **Page numbers**
3. An **appendix**, including:
 - A **timetable** for completion of the research
 - A proposed **budget**, which should be both realistic and adequately detailed.
 4. In addition to the proposal, submit **one resume/vitae** for each author.

Proposals must be received by the Chair of the Research Committee no later than **5pm on Friday August 27, 2010**. Submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Winners will be notified by early December 2010. The awards will be announced at the 2011 AAA Conference and communicated to the membership through the AAA Newsletter.

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

Submit materials to:

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

Announcements...

Advertising Educational Foundation (AEF)

Inside Advertising Speakers Program

Sign up now for Summer and Fall 2010!

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

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

Advertising & Society Review (A&SR)

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

This publication, directed to professors and students in liberal arts colleges, universities and professional schools, offers articles, essays, and other scholarship about advertising in society, culture, history and the economy. The contents are edited and managed by scholars and representatives of the advertising and marketing industries with the goal of fostering a better understanding about the role of advertising.

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

ADText

The AEF is pleased to publish the ADText Online Curriculum, the first online textbook about advertising and society. The Curriculum consists of 20 units and is published as a supplement to A&SR. Professors who teach about advertising in both liberal arts and professional programs will find the online curriculum useful for their teaching. The focus of the curriculum is to provide a broad cultural perspective on advertising as a social force and creative form.

Units include:

- What is Advertising?
- A Brief History of Advertising in America
- “Subliminal” Advertising
- High Culture/Low Culture: Advertising in Literature, Art, Film and Popular Culture
- Advertising in the Public’s Eye
- Public Service Advertising
- Representations of Masculinity and Femininity in Advertising
- Advertising and Christmas
- The Interpretation of Advertisements
- The Role of Research in Advertising
- Multiculturalism in the Marketplace
- The Management of Brands
- Ethics and Advertising
- Advertising in China
- Creativity in Advertising
- Advertising in Brazil
- Advertising in India
- Children and Advertising
- Global Advertising
- Media & Advertising

*New: A Spanish interpretation is completed and will be incorporated. An interpretation in Chinese (Mandarin) will be completed later this year.

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Announcements... (cont'd)

Advertising Educational Foundation (AEF)

ADText units are available via open access. A demo and the Table of Contents are available at www.adtextonline.org.

The AEF welcomes your comments and questions.

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

Race, Ethnicity, and Advertising in America 1890-2000

The AEF plans to develop for its website—www.aef.com—the definitive “virtual” museum exhibition about how American experiences of race and ethnicity have shaped and been shaped by the development of advertising over the course of the 20th century. The AEF is positioned to make a significant contribution to scholarship, to the industry, and to the public by creating the first resource of its kind anywhere on the World Wide Web.

The project includes African Americans, Native Americans, Asian Americans, Latinos/as, and European ethnic groups. The exhibition will include approximately 3,000 images, audio and visual material organized in historical eras with detailed information about each image and its social context. An additional resource will be online, searchable archives of 6,500 – 7,000 images, audio and visual material, as well as curricular materials for college faculty to use across a variety of disciplines that examine multiculturalism in popular culture.

In advance of developing the full archives and exhibit, work has begun on a prototype exhibition and archives for testing.

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:

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