



Special Issue Dedicated to Bob King

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Executive Committee:

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Shelly Rodgers
University of Missouri
School of Journalism
president@aaasite.org

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Herbert Jack Rottfeld
Auburn University
president_elect@aaasite.org

Vice President
Wei-Na Lee
University of Texas at Austin
vice_president@aaasite.org

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University of Florida
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treasurer@aaasite.org

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Dean Krugman
University of Georgia
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Executive Director
Patricia B. Rose
Florida International University
director@aaasite.org

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

Visit the AAA Web Site at:
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The President's Column

by Shelly Rodgers

Greetings! I hope all of you have had a wonderful summer, although if yours was anything like mine, it went by far too quickly.

However, looking back, my summer got off to a fantastic start by spending a few days in early June in Milan, Italy, attending AAA's 2010 European Conference. From our home base at the lovely campus of the Catholic University of the Sacred Heart, we experienced excellent sessions and true Italian hospitality at every turn. Many thanks to our kind and generous host, Professor Edoardo

Brioschi, who made our first European conference so successful! Thanks also to Rossella Gambetti and the wonderful students for their assistance organizing and overseeing our event, as well as the campus administrators – Rector of the University, Professor Lorenzo Ornaghi and the Dean of the Faculty of Economics, Professor Domenico Bodega - who welcomed us into



Shelly Rodgers

President, p. 2

Tribute to Bob King

“Bob’s many years of contributions to AAA are beyond measure.”

by Don Jugenheimer
AAA President 1984-1985
AAA Executive Director 2005-1007

Most of us know that Bob King worked hard to plan, coordinate and run our AAA conferences. For each year’s annual meeting, Bob might suggest 4 or 5 possible locations, from which the Executive Committee might select two or three. Then Bob would go to each locale, visit possible venues, check prices, ask for free services, write up a summary of the possible contracts and take them back to the Executive Committee, which would then pick one city and hotel. In a few cases, promised contract provisions fell through, so Bob had



Bob and Helene King at the 50th Anniversary AAA Conference in San Mateo in 2008

to go through part of the process again. In recent years, he has done this for two meetings a year, one in the U.S. and another international.

Over the years, Bob tried to keep costs low so as many people as possible would be able to afford attending. The first year the hotel room price went above \$100 a night was

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President, cont'd p. 1

their world and made us feel at home in Milan. In addition to the many members who turned out for the event, we were privileged to have in attendance President of AIDEA, Professor Roberto Cafferata. Thanks also to Bob King for yet another well planned and executed international conference.

Speaking of Bob King, I want to bid a fond farewell to our longtime Director of Conference Services. Bob has organized 25+ domestic conferences for us, as well as overseeing six international conferences. He has had the opportunity to work with more than half of the Academy's 47 Presidents. As the DCS since 1985, Bob has gone – not the “extra mile” but the extra *few hundred thousands of miles* – transporting AAA from coast to coast and around the world overseeing the highly successful AAA conferences. Bob, and his lovely wife Helene, have made our conferences both personable and memorable and we are sincerely grateful for all they have done to make our great Academy what it is. To honor all that he and Helene have done for the AAA, you'll find a tribute in this issue. Meanwhile, Bob has offered to assist with the transition, which we'll keep you posted on in the weeks and months ahead.

In trying to follow in Bob's tradition of helping AAA to greater heights, I want to update you all about two of our newest endeavors – the Industry Task Force and the Empower research grant. This year's Empower MediaMarketing research grant recipient, Yuping Liu-Thompkins, Associate Professor of Marketing at Old Dominion University, has been hard at work on her grant project about how and why videos on YouTube spread. I'm told that Empower is delighted with the progress to date; we're equally delighted to connect with Empower.

Newsletter Staff

AAA Newsletter Editor

Jisu Huh
University of Minnesota–Twin Cities
newsletter@aaasite.org

AAA Newsletter Staff

Karen Melton
University of Minnesota–Twin Cities
melt0038@umn.edu

AAA Webmaster

Petya Eckler
University of Iowa
webmaster@aaasite.org

Visit the AAA Website at:
<http://www.aaasite.org>

Consider including the AAA in your Last Will & Testament

If you expect to do any estate planning in the coming year, please consider including the AAA in your Last Will & Testament. Any amount, large or small, will be appreciated by the future members who follow in your footsteps. Help keep the AAA viable for many years to come.

On the industry front, the Industry Task Force, chaired by Margaret Duffy, has had ongoing talks with Rance Crain and Allison Arden of *Advertising Age* regarding creative ways to enhance our relationship with the profession through research, white papers, and an additional professional presence at our conferences. The task force hopes to arrange a meeting in Chicago this fall with Rance, Allison, and other appropriate parties. We'll keep you posted as our discussions move forward and we hope you'll share your ideas about how we can accomplish our goals.

Finally, I want to encourage everyone to submit papers and special topics proposals to one of our upcoming conferences in Mesa, Arizona (April 7-10, 2011) and/or Brisbane, Australia (June 8-10, 2011). The Calls to both conferences are on our website at aaasite.org.

Both conferences are shaping up to be quite spectacular. Mesa, for many of us, will be a welcome respite from the early spring chill. For those, like myself, who may be new to Brisbane, it is located in South East Queensland, north of Sydney, Australia, and is on the renowned Gold Coast. Anyone who loves beaches, shopping, scuba diving (around the Great Barrier Reef) or just a great travel experience should consider this venue. If you're interested in seeing pictures of Brisbane, be sure to take a look at this YouTube video: <http://www.youtube.com/watch?v=fRQKI9FehmI>.

One other special part of the Brisbane conference will be the “Thinkabout.” The brainchild of Gayle Kerr and Carrie La Ferle, serving as co-chairs of our Asia-Pacific conference in Brisbane, the “Thinkabout” will be “a short period of wandering in the intellectual wilderness as an interruption from regular work.” Who among us wouldn't mind some of that!

Hope to see you all in Mesa or Brisbane, or both!
Until then,
Shelly **AAA**

in Canada, when the price was more than \$100 in Canadian currency but still in the \$90 range in U.S. dollars. And Bob negotiated free meeting rooms, free opening receptions, inexpensive meal prices and many other kinds of savings, along with interesting and fun outings so we could all experience the various cities and settings.

Bob King also saved in other ways. For example, he flew using discounted fares, purchased well in advance, to keep down the costs. He went to travel meetings in Washington, D.C., to which he could travel by train for a very low fare, and did not charge for parking, meals or other usual expenses.

Remember, Bob did all of this after serving for several years as *both* Executive Secretary and the Coordinator of Conferences. His many years of contributions to AAA are beyond measure. We all owe Bob King a great debt.

“In a very real sense, Bob is synonymous with the AAA in my mind.”

by Jef Richards

AAA President 2008

I first joined the American Academy of Advertising in the mid-1980s. Bob King was the Executive Secretary. Bob was in charge of arranging the conferences. In fact, he's been doing that through my entire experience with this organization.

In a very real sense, Bob is synonymous with the AAA in my mind, and I have an incredibly hard time imagining an AAA conference where he's not sitting at a table handing out packages of nametags and meal tickets. Even if I try to dislodge that image, I'm left with Bob's wife, Helene, standing at that same table. The whole concept of another person in that role seems oddly surreal, and I hear the Twilight Zone sound effects ringing in my ears.



Bob with Bruce Bendinger and Bruce Vanden Bergh at the 2007 AAA Conference in Burlington



Bob and Helene enjoying the Saturday night event during the 2005 AAA Conference in Houston

Although he has changed schools since those early days, little else about Bob has changed. He never seems to age, and his meticulous, systematic, approach to sending out registration materials, providing letters about what to expect in each new city, creating a pocket-sized program, and even preparing those meal and drink tickets, has remained inconceivably consistent over the years. As a result, we've always had a good idea what to expect of an AAA conference, even before we arrived. We know lunches and a couple of dinners will be included, we know there will be coffee at the breaks, and we know there will be an outing on Saturday (I think it used to be Sunday) afternoon. And although each place presents its own challenges, I know I've always enjoyed those conferences. The biggest variation has come with the international conferences, because our partners in each country are different, but even those are remarkably consistent with our annual conferences. Most of you haven't attended the Fall planning meetings of the Executive Committee (EC), but Bob also plans those and they're equally consistent from year to year.

Probably the hallmark of Bob's consistency, though, is found in the deals he's managed to get for the Academy. For most of these years Bob had his own internal standard that he would not violate: hotel room rates must not exceed \$99. In the last couple of years he finally had to relinquish this standard, but he held on much longer than other organizations. And even in those years he managed to get hotels to throw in many perks, like providing free food at an opening reception for the

Continued on next page...



Bob at the 2007 AAA Conference in Burlington

conference. And when costs weren't as low as he thought they should be, Bob took it personally. When hotels cut corners, he took it personally. He also hated when membership or conference registration fees were raised. He took great pride in giving members good value for their money. Bob's a bit of a cheapskate – or, as he would say, a “cheapskate among spend-thrifts” – and we've all profited from that fact. Members who never have served on the EC probably are unaware of just how much money he saved the AAA over the years, but EC members certainly saw the direct benefits he brought to the table.

It will be difficult for anyone to fill Bob's role. My greatest fear is that no one in the Academy is as proficient a cheapskate as Bob, and we'll find our costs rising. But we should thank him for all the years we did profit from his superlative negotiating skills.

“My hope is that whoever replaces you will be able to maintain your high standards for planning and organization.”

by Les Carlson

AAA President 2007

I've been asked to write a few notes regarding Bob King upon his resignation as AAA Director of Conference Services. I was dismayed when I first learned of his decision but I also know that he and his wife Helene will now be able to enjoy some well deserved time off from planning AAA conferences and Executive Committee meetings.

Having been a member of AAA since the early 1990s together with being an AAA Executive Committee office holder for longer than I care to admit(!), I can attest to how much the Academy has benefited from Bob's guidance and insight. I remember my initial AAA conference which was the first one in Reno and was signified by a dinner cruise on Lake Tahoe (as was the “second” AAA Reno conference). I could not believe then, as I still do now, that my conference registration which is so small in magnitude could and did purchase so much in terms of conference related amenities.

AAA conferences are always a highlight for my wife and me because of the venues that are selected as well as the entertainment event that accompanies the conference. Bob has played an instrumental and leading role in developing these events as well as coordinating the logistical elements that make the AAA conference a success and, consequently, one that I make a point of attending each year.

I am a member of several academic organizations in addition to AAA and I take great pleasure in conveying to the



Bob explaining details about the Mall of America Event at the most recent 2010 AAA Conference in Minneapolis

“powers that be” in these organizations how much more value an AAA conference registration generates compared to what one receives for registering at other conferences with which I am familiar. It is because of Bob that much of this added value on the margin was and is created each year. His skills at negotiating “perks” from the conference hotels may be something about which AAA members may not be completely aware. Let it be said that it is because of these and other skills that Bob so expertly employed as Director of Conference Services over many years that AAA conferences generate “surpluses” that contribute to and enhance our overall bottom line.

Continued on next page...

So, Bob, I'll miss you and Helene. As an EC officer, I enjoyed hearing your assessments of potential conference sites and I always knew that we had before us all of the information needed to make the very best decision from a number of possibilities. I look forward to the annual AAA conference (and now Asia and European conferences as well) because I know all of the details will be addressed and my questions anticipated and answered beforehand (e.g., your letters about travel issues affiliated with the conference were always appreciated, attended to, and USED). My hope is that whoever replaces you will be able to maintain your high standards for planning and organization. It is unlikely that these levels of accomplishment will ever be exceeded.

I'll simply end this with a most sincere and heartfelt, THANK YOU, Bob. Your 25 years of service and contributions to the Academy were appreciated and will be deeply missed. **AAA**



Bob waiting for boat trip in the recent AAA European Conference in Milan, Italy



(above) Bob enjoying the boat ride in Lake Maggiore



(above) Bob working with the local host of the recent AAA European Conference



(left) Bob speaking with a conference attendee at the recent AAA European Conference

Featured Teaching

Connecting with Students Who Can't Remember Woodstock

by Mary Ann Stutts



Mary Ann Stutts

I remember several occasions in class in recent years when I said something or gave an example and saw nothing but blank stares. Then, one day I came across an on-line publication by Beloit College containing a list of things that the entering college Freshmen class does or does not know such as “professional athletes have always participated in the Olympics, there has always been only one Germany, or Ringo Star has always been clean and sober.” Then

it hit me. Our students weren't at Woodstock. Now I begin each semester by discussing that list.

So, the challenge becomes, at least for faculty over the age of 40, how do we keep from boring our students to death with “stories” and examples they can't relate to? After all, many of the great ad campaigns were produced and run before they were born. My advice would be to find ways to demonstrate why it is important for them to understand events and advertising that they may not have experienced. It can be as simple as letting them know that their job may require them to understand a target audience who is not their age since they rarely have the luxury in the real world of working with a Gen Y target. This generation does understand and respect the word “job.” Or show them that the basic strategies behind award

winning advertising never go out of style and if they want to create award winning advertising or even just successful advertising, they still need to know the basics.

But, neither should we expect students to conform to everything we've experienced. We owe it to them to understand where they come from and what's important to them. After all, they are the next generation of marketing and advertising professionals and they “bring something to the table” even as college students. If they sense you are willing to meet them half way, they will become engaged. I believe the worst thing a teacher can do is to constantly chastise them or their generation. After, all many of us “can remember Woodstock” and if we do, we probably recall that our professors and parents thought we were “going to hell in a hand-basket” because of it.

In my opinion, being around young people is “where it's at.” Sure, I teach them, and hopefully they learn something from me, but I also learn from them (e.g., how to use the latest technology). Students challenge me to stay current. If we're willing to laugh with them, at ourselves, and let them laugh at us occasionally (e.g., how to use the latest technology even faster!!), we can develop a rapport with them. And...guess what? That keeps us young and they respect us for trying to see things their way. They really do learn differently than most of us did and, within reason, we should accommodate those learning techniques in our classroom.

Continued on next page...

Author Bio

Dr. Mary Ann Stutts has co-advised teams in the American Advertising Federation (AAF) Student Competition for the past 33 years, including two national championships. She has received numerous teaching awards including the AAF Distinguished Educator Award, 10th District Outstanding Teaching Award, Texas State Presidential Award for Teaching Excellence, Texas State Alumni Association Teaching Award of Honor, and the Everette Swinney Faculty Senate Teaching Award.

She has published in journals such as the *Journal of Advertising*, *Journal of Academy of Marketing Science*, *Journal of Marketing and Public Policy*, *Journal of Consumer Affairs*, and *Journal of Consumer Behaviour*.

She served as Chair of the Academic Division of the American Advertising Federation, President of the American Academy of Advertising, and as VP of Education on the Austin Advertising Federation Board of Directors.

Contact Information

Mary Ann Stutts, Ph.D.
Professor of Marketing
Texas State University-San Marcos
McCoy College of Business Administration

Telephone: 512-245-3190
Email: ms04@txstate.edu

Any teaching skills that I have developed over my career are put to the test each year in the American Advertising Federation competition class that I've taught for the past 30 years. In the AAF class you truly do have to hand control over to the students. About the only thing the advisor should do is pose questions and try to reel them back in if they are way off track. The key is to require them to support their decisions with solid research, yet allow them to think outside the box when appropriate. On occasion, I may need to explain to them why a particular strategy might not work. Unlike many of us who were afraid to talk to our professors, this generation of students wants and expects explanations. Then they're okay. There have been times I've expressed hesitation at what students came up with, thinking the strategy or execution might be too risqué or that the target audience might be offended. On several occasions I thought about it for a few hours and decided they were right, especially for campaigns directed at Gen Y. The professor may not always be right and if we can admit that, students realize we're not perfect and that's okay.

The best example of my being wrong was the 2005 AAF competition in which Yahoo was the client and the target market was 13-17 year olds. My students wanted to launch with an online viral campaign in which a young person would be running through a park wearing a gold speedo chasing ducks. My initial reaction was "no, parents would be offended." My students responded that parents weren't the target. I thought about it for 24 hours, realized they were right, and told them to run it. The judges at national loved it, as did the professionals in the audience the next day when my students presented their national winning campaign. To which I say "live and learn."

Former students tell me that they like the fact that communication with me isn't just one way; that I ask for their ideas and help them develop ones that need work. Most students do not realize or appreciate the knowledge/preparation they receive from a teacher while they are in college. But, when these same students contact you after they graduate to tell you how much they learned and how they stood out in their job because they remembered/used some of the things you taught them, it's worth any frustration the teacher has experienced. In my opinion, to watch your best students secure great jobs in advertising and marketing and succeed in those jobs is as good as it gets relative to job satisfaction in academia.

“Former students tell me that they like the fact that communication with me isn't just one way”

Just look at the smiling faces on the students from two national wins in the American Advertising Federation's National



Students from two national wins in the American Advertising Federation's National Student Advertising Competition in 1990 and 2005

Student Advertising Competition (1990 and 2005) shown in this article. Even though winning is always fun, the same kind of self-enhancement can happen in any class where a student or a team of students finally "gets it." When I can see the "light go on" in a student's head when they finally get the connection between well thought-out strategy and execution, then I know I've accomplished something worthwhile. As I near retirement, it just takes a little more patience on my part to help them "get it," but that's okay.

I've been very lucky in my career. I get to teach the fun part of marketing. There's always something new and exciting happening in advertising that you can show the students, get them excited about, and get them involved. My advice to younger faculty would be "just be yourself." Students can sense when you're being honest and when you care about them. And...that's pretty much all they ask of you. **AAA**

AAA European Conference Diary

by Kim Sheehan



Kim Sheehan

Milano! OK, I admit it: I had to look up Milan on a map. I knew it was in Italy, but that was about it. So when my panels were accepted to the first ever AAA European conference, I googled Milan, checked it out on the map (Northern Italy, west of Venice, near the Alps) and booked a flight. Early in June, I was privileged to join about 70 AAA members (and various friends and family of same) who gathered for an exceptional conference,

conversations, fabulous food, and wine that flowed like, well, good Italian wine.

Milan is beautiful...the infamous Milan smog decided not to join us for the conference. From the plane, it became clear how close Milan is to the Alps: quite a change from the rainy skies in Oregon I left behind. Our hotel, the Palazzo della Stel-line, featured rooms around grass courtyards, and that makes for a very quiet and peaceful hotel (I have to wonder: did anyone ever figure out how to get IN to the courtyards?) The tiny elevator whisked us up to our rooms, and brought us down to the bountiful breakfasts in the morning with those tiny cups of very, very strong coffee.

I knew I wasn't in Oregon anymore when in the hotel lobby, I received a traditional Italian greeting from Eduardo Brioschi...not one, not two, but three cheek kisses! The conference itself was held at Eduardo's school, the Università Cattolica del Sacro Cuore (Catholic University of the Sacred Heart), about a five minute walk from the hotel. The University's building were once the Cisterian Monastery of St. Ambros Abbey. The



Lake Maggiore

Abbey is ancient, but the school has done extensive remodeling and sessions were held in state-of-the-art classrooms with great technology and comfortable chairs. I have to admit that it was a little disconcerting to present in front of a larger than life crucifix and under a crystal chandelier. But I think we all quickly got used to, and enjoyed, the change from a typical hotel meeting room.



Università Cattolica del Sacro Cuore

Classes were still in session in Milan, so we were fortunate to have students sitting in on some of the panels and I enjoyed the energy and laughter in the hallways. Lunches were held in the student cafeteria, and that leads me to one of my favorite parts of the conference: the beverage machine in the cafeteria line. I was expecting a choice of Coke or 7Up, and instead was greeted with a choice of Coke, Acqua Minerale, Red Wine or White Wine! I think the beverage choices made the afternoon sessions just that much more lively.

The conference featured attendees from all over the world, and it was very special to meet new friends and connect with old ones in this beautiful city. Eric Haley put together an excellent program presided over by our current president Shelly Rogers; regrettably Eric could not make the conference but was there in spirit. I had the opportunity to reunite with my friend Charlie Robertson, founder of Red Spider consultancy, who flew in from Glasgow to join us. It was also an honor to meet and present with global scholar Marieke de Mooij. There was a

Continued on next page...



Conference attendees having lunch in the cafeteria

large contingent from Australia, where next year's conference will be held in Brisbane. And in the small world category, I met David Roca from Spain, who recently spent time at Marquette University, where my friend and former doctoral student Kati Berg teaches.

In addition to the conference sessions and lunches, we enjoyed spending time together at the Friday night dinner at the hotel. The meal featured an incredible saffron risotto (we learned that both saffron and risotto are specialties of Milan), a delicious guinea fowl, and an amazing dessert. No one went hungry or thirsty with the Bar Magenta a block to the right of the hotel and an amazing Gelateria (ice cream shop) about a block to the left. As usual, Bob King did a great job of getting us where we needed to be in a somewhat timely fashion.

Most of us slipped away from the conference for a little sightseeing and shopping: the center of the city and the Duomo were only about a 15 minute walk from the hotel. The group visited Da Vinci's Last Supper on the last day of the confer-

ence, but since I had to travel back early (for finals week) I arranged for tickets earlier in the week. I'm a former Art History major, and remember studying the work as an undergrad, and for some reason assumed that the mural was some distance outside of Milan in the countryside. What a surprise to discover that the Church was just about right across the street from the hotel! To view the Last Supper, one joins small group that spends 15 minutes in the Refectory. One of my panelists, Emily Kahn, and I were the only two English speaking visitors in our small group of 25 or so, and we all gazed silently in awe at the masterpiece.



A group of AAA Conference attendees in front of Duomo, the second largest cathedral in Italy

We all came away with new knowledge about international advertising plus an appreciation for this beautiful and perhaps underrated city. I can't think of a better kick-off to this new AAA tradition, and hope you will think about joining the AAAs at the next pan-Asian conference in Brisbane, and about participating in the next European conference (site TBD). **AAA**



(far left) Conference session room



(left) AAA President Shelly Rodgers presents a gift to Eduardo Brioschi

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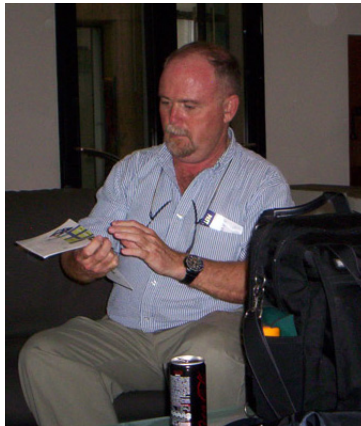


Conference attendees enjoy dinner together



Eduardo Brioschi with Carrie La Ferle and Marieke de Mooij

Jef Richards, past president of AAA, looking at some maps and other tourist/conference info in the lobby of the hotel



Conference attendees presenting



Opening remarks by the host university administrators - Professor Eduardo Brioschi (L) and Professor Lorenzo Ornaghi (R)

Connecting and Sharing at the AAA Conference

by Yeuseung Kim

As a doctoral student, attending the AAA conference is a pleasure for several reasons. Firstly, it is a great opportunity to put faces to the names of those whose works we read and study. Secondly, you talk and hear about advertising research all day, which is beneficial for submerging ourselves in the culture. Thirdly, it is always fun and exciting to meet other graduate students who share similar interests. Lastly, it provides enough energy to keep you going for another year. To expand on the last point, I think the energy comes partly from interacting with others. It is comforting to share your struggles with and listen to others who are going through exactly what you are faced with. Being in academia requires more interaction between people than you might think. Yes, you are responsible for writing and presenting your papers, and you take the initiative of searching for your own job, but neither of those would probably happen without the people around you, especially your colleagues.



Yeuseung Kim

Sharing stressful moments and venting do not make anything we do easier, but they do help us not to get too overwhelmed. Don't be stressed out. I know that is much easier said than done, and as I write this, I am chuckling, because I know I have been most stressed out recently. I also know that since I have admitted my anxiety, I now feel much better. Through my experiences at the AAA conferences, I learned being available to your colleagues and letting off steam are important. If you can't wait until next conference, you can e-mail me at anytime to vent. **AAA**

Yeuseung Kim (ykim@unc.edu) is a doctoral student at the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. She earned her M.A. in Advertising at the University of Florida. Her research interest is in how consumers process information with a particular focus on testing the psychological effects of advertising and consumer-generated content in the new media context. Her advisor is Sriram Kalyanaraman, and she is currently working on her dissertation on consumer choice in an online environment with customized websites and product recommendations.

Tips from a Dutch Colleague

by Hilde Voorveld

Obtaining your Ph.D. in the Netherlands differs somewhat from the system in the United States. In the Netherlands, Ph.D. candidates are hired and paid by the university to conduct their research. Overall, Ph.D. candidates are members of the staff, participating in ongoing activities and having teaching requirements. A Ph.D. trajectory takes four years (after your Master's degree) and the division between research, coursework and teaching is about 75%-10%-15%. In the Netherlands a dissertation usually consists of a collection of papers written on a certain topic. This obliges you to learn to write in journal article formats from the very beginning of your project. The project ends with a public defence where an external committee grills you for 45 minutes.



Hilde Voorveld

As I almost completed my project, I think I can give you some advice for successfully completing yours.

- Learn to be realistic in your planning. A reasonable planning will give you satisfaction at the end of the week.
- Daily, start with a "to do list" with small items that can be accomplished. Many small steps make one dissertation.
- Try to adapt to the working hours of your colleagues at the university. Completing a Ph.D. project is above all hard work, and thus requires time.
- Try not to work in the evenings and on the weekends. Refraining from working in the evenings and weekends will help you to enjoy your work during the week.
- Try to plan your week efficiently. So if you need to teach or supervise students, try to plan these activities on a fixed day. On such days you should not force yourself to do some additional "difficult" tasks.
- When meeting with your supervisors to discuss your research, prepare some "concrete" questions to discuss.
- Try to be pragmatic. It is possible to think and doubt about your project continuously, but it is not a life work, just a project you need to finish.
- Try to make friends at the university. Writing a dissertation is much more fun when surrounded by nice colleagues. **AAA**

Hilde Voorveld (h.a.m.voorveld@uva.nl) is a Ph.D. candidate in the Amsterdam School of Communication Research, at the University of Amsterdam. Her Ph.D. project "Websites in Brand Communication: Interactivity and Cross-Media Effects" is supervised by Peter Neijens and Edith Smit. Her work is, or will be published in Internet Research, Journal of Marketing Communications, Advances in Consumer Research and several books. Three other papers are submitted to journals and received a revise and resubmit.

Honors and Awards

Applegate Received Outstanding Paper Award

Dr. Edd Applegate, School of Journalism, Middle Tennessee State University, received the "Outstanding Paper, Marketing Education Track," at the



Edd Applegate

Marketing Management Association Spring Conference, 2010, for his paper "The Development of Advertising and Marketing Education in the United States: The First 75 Years."

USC Prof. Wins AMA Research Award



Drs. Gerard Tellis and Deepa Chandrasekaran won the American Marketing Association's 2010 Excellence in Global Marketing Research

Gerard Tellis Award, for their 2008 Marketing Science article, "The Global Takeoff of New Products: Culture, Wealth or Vanishing Differences." This distinguished award recognizes the authors of an outstanding article, published within the last 10 years, which has significantly influenced the direction of global marketing practice.

Austrian Researchers Receive ICORIA Best Paper Award

The paper "Commercial or Not? Differences in the Perception of TV Advertisements and Advergimes by Children" by Drs. Martin K.J. Waiguny and Ralf



Ralf Terlutter

Terlutter, Alpen Adria University of Klagenfurt, Austria, received the Best Paper Award at the 9th ICORIA (International Conference on Research in Advertising), 2010, Madrid, Spain.

MSU Research Team Awarded NIH Grant to Study Food Advergimes

A team of researchers from Michigan State University was awarded a \$418,000 grant by the National Institutes of Health for their project titled "Impact of Food Advergimes Targeting Children on Dietary Behaviors." This project is led by PI Dr. Nora J. Rifon and the group includes Drs. Elizabeth Taylor Quilliam, Mira Lee, Hye-jin Paek, and Richard Cole, all of the MSU Department of Advertising, PR, and Retailing, along with Dr. Lorraine Weatherspoon, MSU Dept. of Food Science and Human Nutrition.

Job Changes, New Hires, P&T



Margo Berman

Battle of the Buzz, is now also available in bookstore chains and other retail outlets.

Margo Berman has been promoted to Full Professor at Florida International University. An updated version of her first book, *Street-Smart Advertising: How to Win the*

Dr. Hong Cheng, Ohio University, E. W. Scripps School of Journalism, has been promoted to Full Professor.



Hong Cheng



Petya Eckler

Dr. Petya Eckler (AAA Webmaster) is joining the faculty of the University of Iowa School of Journalism and Mass Communication as an assistant professor.



Steve Edwards

Dr. Steve Edwards, Temerlin Advertising Institute at Southern Methodist University, has been promoted to the rank of Full Professor.

Dr. John Ford, Old Dominion University, College of Business and Public Administration, has been promoted to Eminent Scholar.



John Ford



Michael Hoefges

He has also been appointed to a second term as a public member of the National Advertising Review Board.

Dr. Michael Hoefges is the new Director of the Ph.D. Program at the School of Journalism and Mass Communication at UNC-Chapel Hill.

Dr. Sammy (Sang) Yeal Lee, West Virginia University, Perley Isaac Reed School of Journalism, has been tenured and promoted to Associate Professor.



Sammy Yeal Lee

Other News



Clark Caywood

a strategic advantage in business. He plans to guest lecture as invited.

Dr. Clarke Caywood at Northwestern's IMC program will be on a roving sabbatical this year including work with MBA programs on teaching communications as

Continued on next page...



Kara Chan

Dr. Kara Chan of Hong Kong Baptist University will resume head of Dept. of Communication Studies for a term of two years from September

2010. She published a new research monograph titled *Youth and Consumption* in July. She obtained a research grant of \$12,400 to work on a study titled "Perception of age and creativity in the workforce context: A laboratory experiment."

Dr. Charles T. Salmon, the Ellis N. Brandt Professor of Public Relations at Michigan State, was a 2010 Rockefeller Foundation Scholar in Residence at Villa Serbelloni on Lake Como, Italy. He also served as Editor of Volume 35 of *Communication Yearbook*, and is seeking review essays dealing with advertising and public relations for Volume 36.



Charles T. Salmon



Brian Till

Dr. Brian Till at Saint Louis University is taking leave to spend a year as a Visiting Professor of Marketing at Loyola University, Chicago.

Journal News

Dr. Wei-Na Lee, Professor of Advertising at the University of Texas at Austin, has been selected to be the next editor of the *Journal of Advertising*. All new submissions to the *Journal of Advertising* should now be sent to Dr. Lee at jaeditor@austin.utexas.edu.



Wei-Na Lee

Book Releases

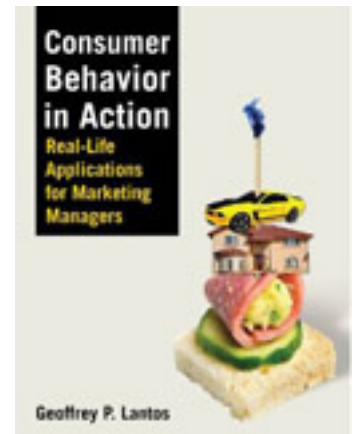
Advances in Advertising Research, Vol. 1, Cutting Edge International Research (Gabler) by Ralf Terlutter, Sandra Diehl, and Shintaro Okazaki has been recently published. This book is the first volume in a series entitled *Advances in Advertising Research*, published by the EAA (European Advertising Academy). Based on the review process of the ICORIA 2009 (International Conference on Research in Advertising) in Klagenfurt, Austria, the best papers were invited to contribute to this book.



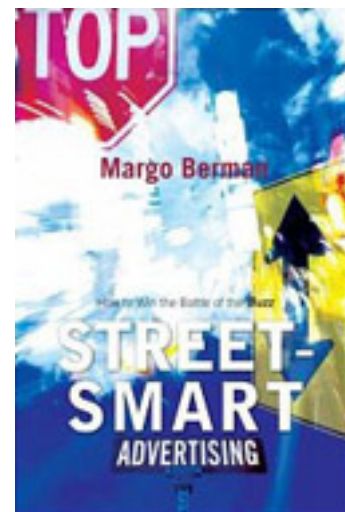
The second edition of *Strategic Marketing: Creating Competitive Advantage* by Douglas West, John Ford and Essam Ibrahim was published by Oxford University Press.



Consumer Behavior in Action: Real Life Applications for Marketing Managers (M.E. Sharpe) by Geoffrey P. Lantos has been recently released. Written in a down to earth, highly engaging, conversational style, this book does more than any other consumer behavior textbook to generate student interest and involvement through extensive in class and written application exercises.



An updated version of *Street-Smart Advertising: How to Win the Battle of the Buzz* will be released in the fall of 2010. It will be available in the U.S. and overseas. The original version has been released in Russia (in Russian), the U.K., India, and Australia.



Events & Deadlines

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 (see call p. 15)

15: Deadline for submission for *International Journal of Mobile Marketing* – Winter 2010 issue (see call p. 17)

November

5: Deadline for submission for Doctoral Dissertation Research Awards and deadline for nominations for Outstanding Contribution to Research Award (see calls pp. 18-20)

8: Deadline for competitive papers and special topics session proposals for the 2011 AAA Asia-Pacific Conference (see call p. 21)

15: Submissions to the AAA Newsletter due

15: Deadline for submitting AAA award nominations (see calls pp. 24-27)

December

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

1: Deadline for submission for *Journal of Advertising Research* Special Issue on Advertising Ethics (see call p. 28)

January

30: Preliminary 2011 AAA Asia-Pacific Conference program available on the AAA website (<http://www.aaasite.org>)

February

15: Submissions to the AAA Newsletter due

March

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

April

7-10: 2011 AAA Annual Conference, Mesa, AZ (see <http://www.aaasite.org>)

May

15: Submissions to the AAA Newsletter due

June

1: June 2011 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

8-10: 2011 AAA Asia-Pacific Conference, Brisbane, Australia (see <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 AND PROPOSALS

First Call for Conference Papers and Proposals for Special Topics Sessions American Academy of Advertising 2011 Annual Conference April 7 - 10 Mesa, Arizona

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 2011 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.

When you upload a paper submissions you will note 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 listed on the paper is eligible to present at the conference. You must agree to this statement (using the click box) in order to submit the papers.

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 sessions that focus solely on refereed research. As such, the Academy is willing to provide "waivers" for industry participants who will be attending only a special topic session (non-academics and individuals who have not been AAA members) of both AAA membership dues and registration fees. If you would like to use some of these waivers, please provide the specifics in your proposal.

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 at the conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various 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.

Continued on next page...

Announcements... (cont'd)

When you upload the special topics submissions you will note a statement specifying that all presenters agree to participate as specified. You must agree to this statement (using the click box) in order to submit the session.

Requirements

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

If you registered a paper submission at one of the AAA conferences 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, 2010 and must be received no later than MIDNIGHT CST, October 1, 2010.

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 Steve Edwards
Southern Methodist University
Email: steve@smu.edu

Special Topics Proposals:

Professor Debbie Treise
University of Florida
Email: dtreise@jou.ufl.edu

We look forward to your submissions and hope that you will be able to attend the 2011 Conference of the American Academy of Advertising.

General questions about the conference can be directed to:

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

Announcements...

CALL FOR PAPERS

International Journal of Mobile Marketing – Winter 2010 issue Submission Deadline: Oct. 15, 2010

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
- mCommerce as it pertains to the marketing mix
- Analysis of the various delivery methods: SMS, MMS, mobile Internet, IR, IM, Bluetooth, mobile email, mobile portals
- Analysis of future trends and impact of global, environmental, cultural, and/or political activities on mobile marketing
- Use of mobile channel for philanthropy or politics
- Demystification of the technology and elements needed to enhance mobile marketing adoption
- Effective methods for bringing mobile marketing academic research to professionals
- Mobile marketing, a global perspective
- Feel free to contact Michael Hanley, 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 NOMINATIONS

American Academy of Advertising 2011 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 5, 2010**. (**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 2011 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 PROPOSALS

AAA 2011 Doctoral Dissertation Competition

Submission Deadline: November 5, 2010

The American Academy of Advertising is pleased to announce its 2011 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 2011 Competition must complete their dissertation and have their committee chairperson send a letter notifying the Chair of the AAA Research Committee by December 31, 2014.

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 2007):

- Click the Microsoft Office Button and point to Prepare.
- Click Inspect Document, and in the Document Inspector box be sure Document Properties and Personal Information are checked.
- Click Inspect and then select Remove All for Document Properties and Personal Information.
- Save the document.

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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 **timetable**. The timetable shall outline the schedule for the completion of the dissertation, including the expected dates of the final defense and graduation.
 - 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 included in an appendix.
- 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 5, 2010. 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 2011 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...



Thinkabout

A short period of wandering in the intellectual wilderness as an interruption from regular work

American Academy of Advertising 2011 Asia-Pacific Conference Brisbane, Australia – June 8 to 10, 2011

For centuries, Australian aborigines have gone walkabout, a ritual wandering in the bush as an interruption from regular work. Thinkabout offers similar regeneration for advertising academics. A sojourn in the intellectual wilderness to chart new territory and initiate new ideas, new collaboration. A chance to Thinkabout the future challenges and mandate of advertising.

The American Academy of Advertising 2011 Asia-Pacific Conference will be held in Brisbane, Australia in collaboration with Queensland University of Technology and the Australia and New Zealand Academy of Advertising. It builds on a long list of previous success stories in Kisarazu, Japan (2001 and 2003), Hong Kong, China (2005), Seoul, Korea (2007), Beijing, China (2009) and the first European venture held in cooperation with the Università Cattolica Del Sacro Cuore, in Milano, Italy (2010). This will be a stimulating event that focuses on research and special topics with an international focus and applicable to one or more countries. Logistical details will follow in a separate announcement once they are confirmed.

Call for Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in one or more countries and with an international focus for presentation at the 2011 Asia-Pacific Conference and for publication in the 2011 *Asia-Pacific 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 but must include information about when the research will be completed and this date must be prior to the conference. Papers will be judged on the following criteria: 1) topic relevance to the conference; 2) interest to members; 3) research grounded in academic literature and theory; 4) appropriateness of the methodology given the goal of the research; and 5) overall quality and contribution to the field. Note: 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.

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Announcements... (cont'd)

Call for 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) in one of more countries and with an international focus. They will also be judged on the same five criteria as the competitive papers. **Speakers listed in a session proposal must agree to participate and confirm their commitment prior to including their name(s) in the proposal for review.** If a speaker might not be able to participate, an alternate name with title should be provided in the proposal. Note: One of the two people listed will be expected to present if the special topic session is accepted.

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.

Additional Requirements

All submissions are to be submitted via the AAA Confmaster website at <http://aaa-international.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 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 20, 2010 and must be received no later than **MIDNIGHT CST, November 8, 2010.**

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Announcements... (cont'd)

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 CONFMASER BEFORE THE PAPER CAN BE UPLOADED.

Please direct your questions regarding papers or special topics proposals to either of the conference co-chairs:

Carrie La Ferle, Ph.D.-- laferle@smu.edu
Professor
Temerlin Advertising Institute
Southern Methodist University
Dallas, Texas, USA

Gayle Kerr, Ph.D. -- gf.kerr@qut.edu.au
Associate Professor
School of Advertising, Marketing & PR
Queensland University of Technology
Brisbane, Australia

We look forward to your submissions and hope that you will be able to attend the Thinkabout 2011 Asia-Pacific Conference of the American Academy of Advertising in Brisbane, Australia.

Additional information concerning the conference will be sent later in the year and posted on: www.aasite.org.

Announcements...

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. *However, only members of the Academy may submit a nomination.* 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 submitted only by e-mail 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 **November 15, 2010** to the Chair of the Awards Committee: Dr. Jef I. Richards, Advertising Department, The University of Texas, at jef@mail.utexas.edu

Announcements...

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; however, preference will be given to Academy members. *Only members of the Academy may submit a nomination.* 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 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 alone are not to 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 submitted only by e-mail 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 November 15, 2010 to the Chair of the Awards Committee: Dr. Jef I. Richards, Advertising Department, The University of Texas, at jef@mail.utexas.edu

Announcements...

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>

One need not be a member of the Academy to be considered for the award; however, preference will be given to Academy members. *Only members of the Academy may submit a nomination.* 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. **All documents should be submitted only by e-mail 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 November 15, 2010 to the Chair of the Awards Committee: Dr. Jef I. Richards, Advertising Department, The University of Texas, at jef@mail.utexas.edu

Announcements...

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. One need not be a member of the Academy to be considered for the award; however, preference will be given to Academy members. *Only members of the Academy may submit a nomination.* 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.aasite.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 submitted only by e-mail 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 sent no later than November 15, 2010 to the Chair of the Awards Committee: Dr. Jef I. Richards, Advertising Department, The University of Texas, at jef@mail.utexas.edu

Announcements...

Journal of Advertising Research **CALL FOR PAPERS**

For a Theme on **Advertising Ethics**

Guest Editor:
Dr. Richard F. Beltramini
Wayne State University
(R_BELTRAMINI@WAYNE.EDU)

The *Journal of Advertising Research* invites practitioner and academic authors to submit papers for review and potential publication in an upcoming issue with a theme devoted to advertising ethics. The primary goal of this special issue is to build upon prior research in the JAR and others enhancing our understanding of ethical business practices, and to evaluate the new ethical challenges facing the advertising business. The deadline for submission of completed papers, not previously published nor currently under consideration for publication elsewhere, is **December 1, 2010**.

Both theoretical and empirical papers from various disciplines/theoretical perspectives and utilizing various research methodologies are welcome, emphasis will be placed on high quality conceptual papers based solidly on theoretical foundations, and empirical papers based on generalizable samples that have significant practical, managerial, and/or public policy implications. Authors are strongly encouraged to elaborate specifically on the contributions to learning/practice based on their findings.

Previous research on advertising ethics has addressed a wide range of issues, including advertising “creep,” commercial spamming, regulatory perspectives, technological advances, teaching advertising ethics, and future challenges anticipated. While papers on these topics are certainly welcome, much remains to be learned, and several suggested areas of inquiry are included below as a starting point only.

- Do consumers today trust advertising? To what extent has this changed over the years, and what can be expected in the future?
- What are the key ethics challenges of online and other “new media” advertising?
- What self-regulatory practices are needed to encourage ethical practices in the advertising industry? What additional regulatory actions are needed?
- How do “free speech” versus privacy concerns need to be balanced in evolving social media applications? Do “do not call” and opt in/opt out policies work?
- Advertising and minors: What impact (e.g., violence, obesity, smoking/drinking, etc.) has been reliably linked to such targeting? What ethical implications and/or additional oversight are warranted regarding “kidnapping,” “social media/buzz marketing,” etc.)?
- Are specific areas (e.g., political advertising, stealth advertising, viral marketing, etc.) more prone to ethical violations? What should be done?
- Do implied (versus overt) product performance claims circumvent truthfulness in advertising? Does the provision of disclosures provide sufficient clarification in setting appropriate consumer expectations?
- Is the advertising industry sufficiently sensitive to sustainability/ecological concerns?
- How do domestic advertising ethical concerns compare to those in other countries? What regulatory differences exist, and how do they work in comparison?
- How should advertising ethics be addressed in schools and universities and within advertising agencies? Can ethical practice be taught? What innovative approaches have worked?

Manuscripts must be received no later than **December 1, 2010**.
Dr. Richard F. Beltramini, R_BELTRAMINI@WAYNE.EDU

Announcements...

Advertising Educational Foundation (AEF)

Inside Advertising Speakers Program

Sign up now for 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.

ADText

The AEF is pleased to publish and offer via open access the *ADText Online Curriculum*, the first online textbook about advertising and society. ADText consists of 21 units and is published as a supplement to its online journal, *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
- The Rise and Fall of the TV Commercial

A Spanish and Chinese (Mandarin) interpretation will be added later this year.

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, Content Manager, 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

Continued on next page...

Announcements... (cont'd)

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 full exhibition will include approximately 3,000 images, audio and visual material organized in historical eras with an archives detailing information about each image and its social context. An additional resource will be online 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 archives and exhibit for testing.

Announcements...

Call for Papers: A Book on Advertising and Reality

Title: Advertising and Reality: A Global Look on Life in Commercials

Under Contract with: Continuum (Expected Publication Date Fall 2012)

Editor: Amir Hetsroni (School of Communication Ariel University Center, Israel).

This book, under contract with Continuum, aims to offer an extensive peak at the way our life is represented in advertising. For that purpose, a call is made here to mass media scholars, advertising researchers, marketing experts and social science academics from all over the world to offer contributions that shed light on the way human life is represented in commercials and the potential effects of this representation.

The approach of this collection is social-scientific. This means that empirical studies, literature reviews and theoretical entries are all welcome - as long as they are positivistic in the manner of knowledge pursuit. Purely polemic-critical articles and manuscripts that purportedly "prove" claims by relying on non-representative samples will not be considered. However, the examination of any advertising channel (broadcast, print, digital etc.) is welcome, and cross-cultural studies are particularly encouraged, as one of the book's objectives is portraying the way modern life looks like in the most popular form of marketing communication worldwide.

Contributions can be of two types: (a) direct examination of the representation of reality in advertising; (b) related effects and theories.

Contributions of the first type are, in most cases, expected to be content analyses, or extensive reviews of existing research, or a combination of the two. Preference will be given to submissions that analyze new data. Here are some suggested topics. Authors are welcome to come up with additional ideas:

- **Families in advertising**
- **Children in advertising**
- **Work and leisure in advertising**
- **Gender roles in advertising**
- **Objectionable content in advertising (sex and violence)**
- **Minorities in advertising**
- **Risky behavior in advertising (e.g. drunk driving)**
- **Health, diseases and death in advertising**
- **Eating and drinking and their aftermath: Food and body figure in advertisements**
- **Age and ageing in advertising**

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Announcements... (cont'd)

- **Physical and man-made scenery in advertising**
- **Love and romance in advertising**

Contributions of the second type are expected be surveys/experiments, or extensive reviews of existing research, or a combination of the two (with preference given to submissions that analyze new data).

Content wise, the papers should engage in:

- **Cross-Cultural differences in presenting everyday life in advertising**
- **Immediate and non-immediate effects of reality representation in advertising** (emphasizing in particular non-commercial effects)
- **Theoretical accounts of reality representation in advertising: Application of schools such as cultivation, priming etc.**

The deadline for extended abstract submission (three to four pages long) is: October 1st, 2010.

The abstract should consist of a purpose statement for the proposed paper, theoretical framework(s), method(s) of analysis, major findings (of previous studies) and expected results (for new studies), scholarly contribution, public appeal/applied implications (if existing) and a short biographical sketch of the author(s). Please note that □ as in almost any academic collection □ acceptance is a based on merit, editorial needs and submissions supply. Since some of the suggested topics would likely yield a larger number of submissions □ the chances of having a paper on one of the more popular topics accepted are lower. Authors are welcome to send in more than one abstract, but no more than one chapter per author will be included in the book.

Notification of acceptance/rejection and invitations to submit complete papers (5,000 to 12,000 words, APA style) will be made on or before November 15th, 2010.

The complete papers □ due date is March 1st, 2011.

The book will go to print towards the end of the summer of 2011. Rigorous review will be performed and revisions are likely to be required throughout the process.

Please send submissions, inquires and proposals to:

Professor Amir Hetsroni

School of Communication

Ariel University Center, Israel

Tel. 972-54-4975048 ; Fax. 972-8-9286602

Email: amirhe@ariel.ac.il; amirhetsroni@gmail.com

JOB ANNOUNCEMENT

MICHIGAN STATE UNIVERSITY

The Department of Advertising, Public Relations and Retailing, a leader in advertising education, research and outreach, invites applications and nominations for the position of Chairperson. The diverse group of faculty values the scholarly, collegial, and collaborative culture that exists within the department and across the college.

Qualifications of preferred candidates include distinguished scholarship, administrative experience, success with external funding, and a vision for the future of the department as we continue to innovate in creative, technological, and global aspects of the field. Candidates should have a Ph.D. degree or commensurate professional experience and education. Salary is competitive, and based on experience and academic credentials. Starting date for the position is anytime after January 1, 2011.

Letters of application or nomination should be sent to Nora J. Rifon, Professor and Chairperson, Search Committee, Department of Advertising, Public Relations and Retailing, 309 Communication Arts and Sciences Building, Michigan State University, East Lansing, MI 48824-1212, USA; telephone 517-355-3295; e-mail rifon@msu.edu. Electronic submissions are required. Candidates should submit a statement highlighting their experience and qualifications pertinent to the position, a curriculum vitae, and names of three references. The search committee will begin its evaluation of applicants by early fall 2010 and will continue until an exceptional candidate is selected.

The Department of Advertising, Public Relations and Retailing is housed within MSU's world-renowned College of Communication Arts and Sciences and is located in beautiful East Lansing, Michigan. The College of Communication Arts & Sciences at Michigan State University, established in 1955, was the first such college in the country. Today, with more than 4,000 students, it is one of the largest and most respected. The College of Communication Arts & Sciences at Michigan State University combines a research-intensive faculty with a strong professional mission to prepare students for rewarding careers and emerging technologies, and to influence the professional practice of communication globally. For additional information, visit aprr.msu.edu.

MSU is an affirmative-action, equal-opportunity employer. MSU is committed to achieving excellence through cultural diversity. The university actively encourages applications and/or nominations of women, persons of color, veterans and persons with disabilities.

JOB ANNOUNCEMENT

Tenure Track Faculty Position in Advertising – Rider University

The Rider University Department of Marketing, Advertising and Legal Studies is seeking candidates for a tenure track appointment in advertising, to begin in September 2011. For more information on this position and for application instructions, please visit our website at www.rider.edu/hr. Position 311176. AA/EOE.



Faculty Position in Advertising

Department of Advertising and Public Relations
Grady College of Journalism and Mass Communication
The University of Georgia

The Department of Advertising and Public Relations of the Grady College at the University of Georgia invites applications for a tenure-track position in advertising to begin August 2011.

Academic Rank/Salary

Assistant Professor. Appointment will be commensurate with qualifications and experience. Salary competitive.

Responsibilities

Candidates must have a teaching and research concentration in and commitment to advertising as an academic enterprise; a thorough grounding in theory, research and practices and the ability to teach undergraduate and graduate courses in advertising and related subjects. Successful candidates must exhibit the ability to teach a range of advertising and related topics, particularly courses such as advertising media planning, advertising research, and advertising management and campaign planning. Expertise in social media, SEO and other digital advertising areas is a plus.

Qualifications

Ph.D. in communication or related field required. ABDs considered (will be appointed at instructor-level and will have one calendar year from date of contract to complete the doctorate). Sustained evidence or strong promise of research productivity required. Ability to mentor and direct graduate students also required.

Application Deadline

Screening of applications will begin October 15, 2010.

To Apply

To apply for the position, submit a cover letter, three references and curriculum vitae to:

Dean M. Krugman, Professor
Advertising Search Committee Chair
Department of Advertising & Public Relations
Grady College of Journalism and Mass Communication
University of Georgia
Athens, GA 30602-3018
Email: dkrugman@uga.edu (706) 542-5949

Learn more about the Department of Advertising and Public Relations and the Grady College at www.grady.uga.edu. Georgia is well known for its quality of life both outdoors and urban activities (www.georgia.gov). The University of Georgia (www.uga.edu) is a land grant/sea institution located 90 miles northeast of Atlanta (www.visitathensga.com).

The University of Georgia is an Affirmative Action/Equal Opportunity Institution

JOB ANNOUNCEMENT

Assistant Professor of Strategic Communications West Virginia University

The Perley Isaac Reed School of Journalism at West Virginia University is seeking a tenure track Assistant Professor of Strategic Communications who can teach multi-level strategic communications courses with an emphasis on advertising, develop innovative curricula and conduct scholarly research that reflects and serves a changing industry. The position will begin either January 2011 or August 2011.

The ideal candidate will have a Ph.D. Degree, a background in college-level teaching, and relevant professional experience. Candidates with a relevant Masters Degree and significant experience will also be considered.

Please send a letter of application, curriculum vitae, and three reference letters to Strategic Communications Search Committee, West Virginia University, P.I. Reed School of Journalism, 1511 University Avenue, P.O. Box 6010, Morgantown, WV 26506. The review of applications will begin immediately and will continue until the position is filled.

WVU is an Equal Opportunity Affirmative Action Employer and does not discriminate on the basis of age, color, disability, marital status, national origin, race, religion, sexual orientation, or veteran status. Women and minorities are encouraged to apply.

JOB ANNOUNCEMENT

School of Journalism and Mass Communication College of Liberal Arts University of Minnesota

Strategic Communication & Advertising

Job Title: Assistant Professor

Department Name: School of Journalism and Mass Communication

Appointment Start Date: August 29, 2011

Job Description: The School of Journalism and Mass Communication is seeking two outstanding colleagues in strategic communication. These are 100%-time, nine-month, tenure-track faculty positions at the rank of assistant professor, beginning August 29, 2011. We are seeking quantitative social scientists in the following areas:

Strategic Communication: A quantitative social scientist working in areas central to the study of strategic communication (advertising, public relations, or social marketing/health campaign communications).

Advertising: A quantitative social scientist working in areas central to advertising and/or consumer behavior.

Successful candidates will demonstrate promise for developing a strong program of empirical research and publication in leading peer-reviewed journals; promise of excellence in teaching both at the graduate and undergraduate levels; a capacity for, and commitment to, establishing linkages with the profession and related academic departments. Ongoing outreach to regional, national or international professional communities is expected. Salary will depend on the successful candidate's qualifications, consistent with collegiate and university policies.

Qualifications: Applicants must hold a Ph.D. in Mass Communication, Advertising, Public Relations Marketing or a very closely related discipline by the date of appointment. Advanced ABD's may be considered for appointment at the rank of tenure-track instructor with the stipulation that the Ph.D. is conferred in the first year of the appointment. Professional experience in advertising or strategic communications is highly desirable.

Applications will be reviewed beginning October 25th, 2010, and will be accepted until the positions are filled. To apply, submit a cover letter describing interest in the position and a curriculum vitae online at: www.sjmc.umn.edu. Please have letters of recommendation from three references mailed directly:

Chair, Faculty Search Committee
School of Journalism and Mass Communication
University of Minnesota
111 Murphy Hall/206 Church Street S.E.
Minneapolis, MN 55455-0418

Additional application materials may be requested at a later date. Nominations of outstanding potential candidates for this position are also welcome.

The University of Minnesota is an equal opportunity educator and employer.

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
6900 North Loop 1604 West
San Antonio, TX 78249
tina.lowrey@utsa.edu
+1 210.458.5384
+1 210.458.6335 (fax)