



In This Issue:

Ivan Preston Memories	1
Early Years of JA	1
Featured Teaching	7
AAA Annual Conference	9
Graduate Students Speak	17
AAA Notes	19

Executive Committee:

President

Herbert Jack Rotfeld
Auburn University
president@aaasite.org

President-Elect

Debbie Treise
University of Florida
president_elect@aaasite.org

Vice President

Steve Edwards
Southern Methodist University
vice_president@aaasite.org

Secretary

Janas Sinclair
University of North Carolina
secretary@aaasite.org

Treasurer

Margie Morrison
University of Tennessee
treasurer@aaasite.org

Past-President

Shelly Rodgers
University of Missouri
past_president@aaasite.org

Executive Director

Patricia B. Rose
Florida International University
director@aaasite.org

Visit the AAA Web Site at:

<http://www.aaasite.org>

The President's Column: Ivan Preston Memories

by Herbert Jack Rotfeld

This is the newsletter issue where the president usually describes the wonderful Spring conference, thanking all the people who made it possible. But this year, my name tag sits by my desk with a drink ticket from one of the receptions still sticking in the back. For as long as I can remember, Ivan Preston used my tickets, so with his unexpected death this past Spring, my tickets went unused.

This made it a conference where my memories are of those who were no longer with us, the people that were missed. Ivan was the most recent. Bill Arens died in 2006, Keith Johnson in 2009 and past president Alan



Ivan at the 2010 AAA European Conference in Milan

Fletcher in 2008. My wife especially remembered Alan from the first conference she attended, sitting down to talk with us at the opening reception, impeccably dressed and always friendly.

President, p. 2

Early Years of *Journal of Advertising*

This is the 40th year of the *Journal of Advertising*. In celebration of the past, present, and future of *JA*, we asked past AAA presidents and editors of *JA* who contributed greatly to

the establishment and growth of the journal to share their memorable stories. This special section is a collection of their stories from the early days of the *Journal of Advertising*.

Reflections on the early days of the *Journal of Advertising*

by Arnold Barban



Arnold Barban

The issue about starting a journal of advertising arose not long after the founding of the AAA in 1958. Academy meetings, in the earliest years, occurred in conjunction with advertising practitioner

meetings. It was not until 1969 that AAA met apart from an industry group; that occurred in April on the campus of Northwestern University in Evanston.

That shift – from industry tag-along to an independent **academic** meeting on a college campus – represented a major philosophical change in thinking by the advertising educators of that era. However, the re-focus

Early Years of *JA*, p. 3

Ivan's passing, however, was not just the most recent. To go by the memorial notices posted on Adforum after the news of his passing was distributed, to many AAA members his death was felt as an almost impossible event. In forty years or so, he missed few meetings. He had hip problems and back pain in recent years, but kept attending. I still have an email file of the memories sent to me after I sent notice of his passing to our members. As Connie Pechman wrote, "He was so young in terms of attitude and enthusiasm."

His vita never listed titles of conference papers, but the last version of the document specified that he made only 11 research presentations at AAA conferences. A few years ago, he observed that he attended few sessions at any conference, but instead would spend his time in the hallways or other areas talking to people. He talked to everyone. Jean Grow wrote that he was a "bright and lovely colleague and such a joy to be around." Rick Cole wrote that he "always felt that I was in the presence of an extremely wise and kind man."

His discussions with everyone were personal, spotting the unusual, making different connections, or creating personal running jokes about their names or items from their recent associations. As Margie Morrison wrote, "Sometime at an AAA conference in the mid 90s Ivan saw my name tag and told me his wife went to Margaret Morrison College (it went under in 1973; I had never heard of it). It became our little joke, and it

was a joy to see him at AAA every year." Seeing me sitting in the hotel lobby next to my former graduate school office-mate with whom I had published a few then-recent articles, he greeted us by our last names, then repeated it in reverse order, then reversing the order again to say, "Sounds like another research paper."

Also remembered by his absence is Ivan's close friend from before either of them were advertising educators, Kim Rotzoll, who died in Fall 2003. They were never classmates. They met while Ivan was a young account assistant and Kim was an intern at Ketchum, McLeod & Grove advertising agency in Pittsburgh. Technically, they were never colleagues. Not many years later, when Ivan was an assistant professor at Pennsylvania State University after he received his Ph.D. from Michigan State, Kim joined the faculty as a graduate student instructor while he worked toward his M.A. in journalism and a doctorate in Sociology. After graduation, Kim went to the University of Illinois at Urbana-Champaign. Ivan went on to the University of Wisconsin where he spent the rest of his life. In the years that followed at the AAA meetings, their wives were tourists together during the day, while the husbands spent some time together, and in the late 1970s with an earnest recent student they kind of shared following behind them hoping for a minute of attention now and then.

To many, Ivan was our most distinguished member: for a research topic that, when he was starting his career, no one would have predicted he would follow; using research methods that were foreign to his education; and having an impact that required him to ignore what university departments traditionally reward and encourage.

As Jef Richards wrote of Ivan in the obituary published in the Summer issue of *Journal of Consumer Affairs*, Ivan had said that at Wisconsin "some faculty became disenchanted with him because he had been hired as a die-hard quantitative researcher, only to watch his research take a different direction. His seminal piece, his book, *The Great American Blow-Up: Puffery in Advertising and Selling*, [published in 1975]. . . . was wholly unique. No other work of this sort ever had been published in the marketing or consumer science literature. He dug through [common law] cases going back to the 14th century, and then wove a story about how consumer protection developed over those centuries. It was a story that elevated our understanding of consumer protection. . . ."

More importantly, especially to those who lament that their research has no impact on the practices they study, Ivan's work was used in revising part of the Uniform Commercial Code in the 1990s. In 2003, the Wall Street Journal did a front page

Continued on next page...

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>

profile on him. As Bruce Vanden Bergh wrote, "Saying that he was the greatest is not puffery. One of the last of a great generation of scholars in our field."

There were two factors at work here. The first was Ivan's decision to publish his research in the places where it would most likely be read by people who would be both interested in what he had to say and would use it in their own work. This was not an easy matter. As Dick Beltramini recalled: "A number of years ago, Ivan presented a paper at an AAA conference, making frequent reference to law journal publications. So, I approached him after the session and asked if he ever experienced difficulties from his school colleagues with his publishing in 'non-traditional' journal outlets. After all, his academic home would typically expect and acknowledge more mainstream outlets like marketing and advertising publications. Without any pause, Ivan replied that every researcher needs to identify which constituency he wants to influence, and then seek to reach them in media they frequent. In his case, Ivan was literally attempting to impact advertising policy in regulating potentially deceptive advertising practices. So naturally he was targeting law journals—whether or not his academic colleagues agreed such publications represented their institutional journal lists or not. I've never forgotten Ivan's advice that day, and his integrity in doing what he believed in no matter what."

The second factor was that he retired as a faculty member from Madison in 1999, but he did not retire as a scholar. Ev-

ery year he'd announce another effort as his last paper. Next year, a book on advertising theory will have a chapter by him that will truly be his last paper, completed shortly before his death. Monty Friedman, past editor of *Journal of Consumer Affairs* and distinguished member of the American Council on Consumer Interests, wrote after Ivan's passing about seeing him at a meeting at the University of Utah a few years earlier. "He seemed in great shape. I had just officially retired and we saw Ivan's past few years as a great model for spending one's retirement. I fully expected to see him around for many years to come. And now at this writing I still can't believe that he's gone."

"He retired as a faculty member from Madison in 1999, but he did not retire as a scholar."

It sometimes seems that a common theme from Ivan's doctoral students is remembering the places they visited with him that served a wide variety of beers. For his past colleagues and students who are now long-time AAA members, I've observed that every picture I've ever seen of them at a meeting shows them with a beer in hand. Come to think of it, the first time I physically met Ivan, it while he was ordering a drink at an AAA reception.

And I still have that unused drink ticket from the AAA conference in Mesa. **AAA**

Early Years of JA, cont'd p. 1

did not come about easily. At the time of the conference at Northwestern, my view is that a schism had developed among advertising educators in the Midwest (University of Illinois, Michigan State University, Northwestern University, etc.) and those mostly in Southern states. The "Southern" educators were primarily the founders of AAA, and they are to be commended for their foresight. The schism, to oversimplify, was the issue of theory versus practice (or stated another way, research versus teaching).

At the 1969 meeting there was extensive discussion about launching an Academy publication. Earlier, Sandy Sandage, of the University of Illinois (where I had joined the faculty in 1964), attempted to secure funds for a scholarly journal; this was in the early 1960s. A proposed grant from the Hearst Foundation did not materialize, but Sandy did get money from the University of Illinois to publish four issues of *Occasional Papers in Advertising*. He referred to the publication as a possible forerunner of a "*Journal of Advertising*." The four is-

ssues were published between January 1966 and May 1971 and were in conjunction with the AAA.

Interestingly, the first *Occasional Papers* consisted of scholarly articles that, for the most part, were presented at the Academy meeting in Boston in June 1965. Thus, it might be said that this issue also was the first time AAA "Proceedings" were published. Article authors included: Steuart Henderson Britt, Franklin B. Evans, Arnold M. Barban, Jerome D. HERNITER, Philip Kotler, Julian L. Simon, Vincent P. Norris, Stuart L. Mandell, Jean C. Halterman, Stephen A. Greyser, and C. H. Sandage.

From my perspective, the discussions at the 1969 Academy meeting regarding publication of a "*Journal of Advertising*" followed along the lines of the schism mentioned above; namely, should the journal be "academic" (theory-research) or teaching-practice in orientation. Much of the discussion was vigorously debated. However, all parties did finally come

Continued on next page...

together after reflection and agreed to proceed with establishing a scholarly-oriented publication. The Academy adopted a resolution that (1) established a five-person journal board of directors (Arnold Barban, Vernon Fryburger, C.H. Sandage, Dan Stewart, and the AAA board chair), (2) gave the journal board of directors a high measure of autonomy, and (3) required only that the journal board report to AAA at each annual meeting.

Some disagreements between the Journal Board and AAA did occur after 1969, but the final result was the publication of Volume 1, Number 1 of the *Journal of Advertising* in fall 1972. The Journal's first editor (then called "Editor-in-Chief") was Dan Stewart of Northern Illinois University; Dan was an advertising agency executive turned educator. Between 1969 and 1972, Dan had worked endlessly to secure funds from industry and academic people, as well as AAA, to launch the publication. In those early years, Dan had the task of soliciting articles, finding on-going financial support from assorted sources, and – among other tasks - personally pasting mailing labels on each *JA* copy. (We've come a long way!)

From my almost fifty year perspective of the AAA's fifty-three year existence, I am most optimistic for the future of advertising education and the *Journal of Advertising*. The role that the American Academy of Advertising and the *Journal of Advertising* have played in the evolution is truly remark-

able. When I think back to the first AAA meeting I attended in 1963, and compare it to the conferences I have attended over the past forty plus years, the contrast is remarkable – and clearly positive! By 2000, when I retired from the University of Alabama, it was comfortable to observe that advertising education was much more of a true academic discipline than it had been in 1963. That trend continues to the present.

We owe much to those early pioneers who founded AAA – including the first five presidents: Harry Hepner, Billy I. Ross, Dan Warner, Royal Ray, and Bob Zacher. They saw a need and took action. And, we likewise are greatly indebted to those who took an active part in the founding of the *Journal of Advertising*. Without the earliest efforts of C.H. "Sandy" Sandage and later, Dan Stewart, Volume 1, No.1 would likely have been delayed well past 1972. Along with many other outstanding advertising scholars and educators, who through research and innovative thinking along the way added much to our knowledge – as well as those who often took controversial stances on social and ethical issues – we are greatly in their debt. **AAA**

¹Some thoughts expressed here first appeared in: Arnold M. Barban, "Some Observations and Thoughts on the Founding and Early Years of the *Journal of Advertising*," *Journal of Advertising*, Vol. XXI, No. 2, June 1992).

From *Occasional Papers in Advertising* to the *Journal of Advertising*

by Tom Russell, JA editor, 1976-1978



Tom Russell

In 1976 I was named editor of the *Journal of Advertising* at the Knoxville meeting of the AAA. I followed Dan Stewart from Northern Illinois University who was the first editor of the Journal. In an interesting coincidence, I was a non-participating observer at the earliest stages of gestation of the Journal. As some old time members of the AAA remember the driving force behind an

academic journal for advertising scholars was Charles Sandage, head of the Advertising Department at the University of Illinois.

The precursor to the Journal was a series of *Occasional Papers in Advertising* supported by the Advertising Department at the University of Illinois. Sandage edited the first two publications. He asked Huge Sargent, a professor in the depart-

ment, to edit the third edition. I shared an office with Sargent as his teaching assistant and saw first-hand the development of these initial steps in bringing the Journal to reality. In total there were four *Occasional Papers*, the last issued in 1971, one year before the first issue of the *Journal of Advertising*.

When I assumed the editor's post, not only was the Journal new, but the AAA was just getting established as a credible scholarly organization and both operated with very limited funds. During the period of my editorship there were two unsung heroes of the Journal. The first was Dean Scott Cutlip of the Grady College at the University of Georgia. He provided much of the funding for the day-to-day operations of the publication. He furnished a graduate assistant, office space, and other support that gave the Journal breathing room while it was becoming a relevant source of scholarship in advertising. The second person that did so much in the early days was Susan Gabriel. She was my secretary at the time and willingly took on many of the administrative and secretarial tasks

Continued on next page...

associated with the Journal. Everything from author and reviewer correspondence (in those precomputer days) to filing copyright paperwork fell to her.

I have taken great satisfaction in seeing how the Journal has improved and prospered since those early lean years. The editors who followed me, including my colleague Len Reid, have made the publication something for which we can be extremely proud. **AAA**

Financial struggles in founding years of JA

by Don Jugenheimer



Don Jugenheimer

The forerunners of the *Journal of Advertising* were the *Occasional Papers in Advertising*, published at the University of Illinois starting in the late 1960s. When the Journal was approved, under the aegis of the American Academy of Advertising, Dan Stewart was the first Editor, and he asked me, then a newly minted Ph.D. assistant professor, to serve as Subscription Manager.

In JA's first year, 1972, there was only one issue, with two published in the second year. Quarterly issues were not published until 1974, the *Journal's* third year of existence. As now, the *Journal* was provided to members of AAA as a perquisite of membership. AAA membership numbered at about 200 and total circulation, including AAA, was fewer than 500 copies.

As the *Journal* grew in circulation and complexity, my role expanded and I became the first Business Manager. A number of individuals helped with the business operations. Don Glover succeeded me as Subscription Manager. Advertising sales were handled by Don Schultz and later by Ron Lane, both of whom held the title of Advertising Manager. The Journal was overseen by a separate AAA committee, first chaired by Gordon White.

The Time-sized format of the *Journal* was happenstance; the printer in DeKalb, Illinois, had that paper stock on hand and the first issue came out in that size. At various times, there were thoughts of saving money by going to a smaller format without glossy paper, but the original format remained. For the first few years, the cover was printed in orange and blue, Dan Stewart's way of honoring the University of Illinois for

Top 20 Institutions for Downloads of JA Articles

M.E. Sharpe has provided us with EBSCO data from the first quarter of 2011 that shows the 20 top institutions worldwide that are reading the *Journal of Advertising*. Overall, JA articles were downloaded 70,941 times, at 3,176 different institutions!

Univ of Illinois at Urbana-Champaign	USA	2304
Univ of Phoenix	USA	1006
University of Northumbria	GBR	792
Monash University	AUS	600
University of Georgia	USA	567
Vrije Universiteit Amsterdam	NLD	532
Stockholm University	SWE	525
Katholieke Universiteit Leuven	BEL	512
Bournemouth University	GBR	496
Capella Univ	USA	496
University of Worcester	GBR	473
Simon Fraser University	CAN	444
Coventry University	GBR	363
University of the West of England	GBR	363
University of Surrey	GBR	348
University of California Santa Barbara	USA	346
Sejong Univ	KOR	342
Radboud Universiteit Nijmegen	NLD	339
University of Liverpool	GBR	339
Dublin Institute of Technology	IRL	338

providing the impetus for the *Journal*. The issues were thinner than the current issues and the copies were stapled along the spine.

Financially, the *Journal* had a tough time for the first few years. The small circulation did not attract many advertisers and a subsidy from AAA was required. All who worked on the *Journal* were volunteers and most of us handled several tasks, including placing the issues in envelopes, sticking on mailing labels and taking the copies to the post office for mailing. There were no computers; the mailing list was maintained on 3x5 index cards and the labels were typed on a manual typewriter. **AAA**

Continued on next page...

Each of us as JA editor made contributions needed for our time

by Keith Hunt, JA editor, 1979-1982



Keith Hunt

The key is that each of us as JA editor made a contribution needed for our time. Gordon White, I think got it going, at the University of Illinois. That is where our early cover colors of orange and blue and white came from. I inherited it from Tom Russell who was still struggling to get it financially solvent. I inherited his problems and couldn't print my second issue because I didn't yet have enough money to pay for the printing of the first issue. Fortunately,

Pat Kelly stepped in to help with the business end of JA and brought us into solvency. We were office neighbors and close friends and loyal AAA members. We passed a financially se-

cure JA on to Tony McGann who continued to build the image of the journal. During my tenure was when the *Journal of Advertising*, same name as ours, started publishing in Great Britain. It was a real mess. It was published by one of the major textbook publishers and they finally relented and changed the name to *International Journal of Advertising* when Roger Blackwell, author of the best selling *Consumer Behavior* textbook, and several other authors threatened to change publishers if the change was not made. Interestingly, a couple of our own best known authors refused to be part of the boycott, valuing their bucks more than JA. But it worked out. It helped that I was president of AAA at the time and could act both as editor and president. It took about 6 months out of my professional life. But it was worth it. I have always been grateful that I was selected as an early editor of JA. AAA

How it was back in the "Old Days"

by Len Reid, JA editor, 1987-1990



Len Reid

I had the great fortune to serve a four-year term (1987-1990) as the fifth editor of the *Journal of Advertising*. Since those years, the "intellectual dance" between editor/reviewers, reviewers/authors, and editor/authors has gone on, pretty much unchanged. Few would argue, I suspect, it is this intellectual enterprise – "the intellectual dance" – that has made JA today's preeminent journal in the field of advertising research.

The mechanics of editing JA, however, have changed profoundly since 1990.

With each subsequent editor, George Zinkhan, Les Carlson, Ron Faber, Russ Laczniak, Marla Roynce, and now Wei-na Lee, JA has become less and less paper-bound. What George began as electronic, data-based management of reviewer/manuscript assignments (replacing the dry-erase white board chart behind my office door and large three-ring binder) has morphed into a total electronic system of manuscript management and article production. In the world of today's JA, paper is only involved when authors and reviewers print out attachments (effectively transferring costs to authors and affiliated institutions), documents are printed for permanent storage at the journal's home base, and JA issues are printed for circulation.

Am I overstating the case? I think not.

I believe I was the last, almost totally "paper-dependent, from manuscript management-to-issue mailing, do-it-all JA editor." Like those before me, every aspect of producing and distributing the journal involved processing and handling paper, and the physical activities associated with moving paper. Every single editorial act—the clerical details of manuscript processing (recording reviewers and copying submissions for review; repeating parts of the process for revisions; corresponding with reviewers and authors); article preparation and production (copy editing, page proofs, etc.); file storage—involved paper. Once the editorial tasks were completed, the physical task began: pages were delivered to the printer for printing, (selected and contracted by editor) and then picked up, address labels were printed and affixed to envelopes for mailing, envelopes stuffed, and a few days later transported to the contracted mailing service (also selected and contracted by editor). There was no M. E. Sharpe, Inc. to facilitate any of this process. All my acts as JA editor (except, of course, reviews by reviewers) were performed at one location – Athens, Georgia – and they all involved paper.

Don't get me wrong. I am not complaining. Nor do I mean to belittle modern technological (e.g., the Internet) and editorial advancements (e.g., associate editors, contracted publishing company) at the altar of the "old days." The move away from paper is vast improvement in so many ways (as is a contracted publisher).

I'm "just saying." Paper. That's how it was done back in my day, the "dark ages," twenty-one years ago. AAA

New Challenges and Opportunities: Engaged and Interdisciplinary Teaching

by Heidi Hennink-Kaminski



Heidi Hennink-Kaminski

As an assistant professor of advertising at the University of North Carolina at Chapel Hill, I find that my teaching is challenged on two fronts: keeping up with a rapidly transforming industry and navigating an academic terrain that increasingly values grant funding, interdisciplinary research, engagement with North Carolina entities in the public and private sectors, and providing opportunities for undergraduate students to conduct research. Perhaps you walk a similar path or have heard these buzz words bandied about your campus.

In the five years I have been at UNC-Chapel Hill, I have seen increased emphasis on engaging both undergraduate and graduate students in interdisciplinary research to learn how to solve problems whose solutions are beyond the scope of a single discipline or area of practice. Over the past few years as well, the advertising and public relations curricula in the School of Journalism and Mass Communication have started to move together toward more of a “strategic communication” stance with an IMC perspective. Further, UNC-Chapel Hill recently added a fourth leg to the tenure and promotion stool – engagement – in an effort to strengthen the University’s commitment to the people and organizations of North Carolina. Through engagement, faculty are encouraged to build sustainable partnerships with North Carolina organizations and communities to contribute to the well-being of the state and its people.

Always striving for efficiency, I sought ways to synergize my teaching with research and service in a way that embraces and reflects what is valued by UNC-Chapel Hill and the prospective employers of my students. My solution? To create a special section of the advertising campaigns course focused on creating a social marketing campaign for a public health issue facing North Carolinians.

In the course, undergraduate seniors in advertising and public relations, as well as graduate students from the School of Journalism and Mass Communication and the School of Public Health, work together in teams to learn the basic tenets of social marketing and then put them into practice by developing a ready-to-implement, research-based social mar-

keting campaign for the client, the North Carolina Division of Public Health. Because social marketing considers all the target audiences who must take action to bring about individual behavior change, it naturally embraces both public relations (e.g., policy change, partnerships) and advertising initiatives. Graduate students interested in health communication help bring theoretical perspectives and primary research experience to the course. Over the past year, students in the course have developed campaigns to promote the H1N1 vaccine among 18- to 24-year old North Carolinians, encourage North Carolina utility companies to adopt and enforce a distracted driving policy, promote the initiation and duration of breastfeeding among African American women in central North Carolina, and encourage college students to become suicide prevention gatekeepers among their peers.

Students in the course are placed into teams and assigned a public health issue about which to conduct formative research, develop a social marketing strategy, create and test campaign materials, and present a final plan of action to the client. The interdisciplinary approach provides a unique learning experience. Undergraduate students can learn research skills from graduate students; MPH students can impart their knowledge of public health to advertising and public relations students; and advertising and public relations students have the necessary skills and training to make campaign strategy come alive.

Further, this course is designed as a service-learning course and fulfills the Experiential Education requirements of the University. This experience is valuable in that it provides students with experience working in the non-profit realm and addresses an important need in the community. At the end of the semester, students have engaged in interdisciplinary research; designed a robust, integrated campaign that includes both advertising and public relations initiatives; and the projects are acts of engagement with North Carolina. I also work with the graduate students to present the formative and concept/message-testing research at conferences and one project has served as a pilot study for my own research.

If you’d like to consider taking a similar approach to a campaigns course, here are some things to consider.

1. **Seek out sustainable partnerships.** I’ve chosen to work with North Carolina Division of Public Health because

Continued on next page...

there are myriad opportunities for projects each semester. I work with the social marketing consultant, who solicits requests from various departments and presents them for consideration. This approach significantly streamlines the campaign topic/client selection process.

2. **Carefully screen the client and the issue.** At the end of the day, you are managing two to three teams of students, but also two to three different clients! Be clear about the timeline and scope of the course so that the client understands what can actually be accomplished within a semester. Also confirm that the client has sufficient secondary research to turn over to the team to get them up-to-speed quickly on the epidemiology of the health issue and salient background resources. This is essential given that students will conduct two rounds of primary research as part of the course.
3. **Involve the client throughout the semester.** Face-time with the client improves the quality of the deliverables. I typically schedule a kick-off session three weeks into the semester for the clients to present the background and significance of the public health issue. I then invite the clients back to the classroom midway through the semester so that students can present their formative research findings and initial thoughts about strategy. Clients also receive the marketing plan as a pre-read and attend a final campaign presentation. This approach underscores the real-world nature of the course assignment and provides an opportunity for the client and students to remain in sync as the semester progresses.
4. **Control undergraduate enrollment.** I require undergraduate students who want to take the course to write me a one-page statement of why they want to take the course. I then select who will be admitted to the course. It is important to screen for undergraduates who really care about social/health issues, desire to conduct primary research, and whose work ethic will match that of graduate students.
5. **Arrange joint capstone status or course cross-listing.** Although my course is a special section of the advertising campaigns course – and has an advertising course number, I've arranged for the course to count as the required public relations campaigns course for public relations students. By doing so, I've been able to attract excellent public relations students who otherwise might not have taken the course.
6. **Seek funding.** I received a course development grant from our Service Learning department and also apply for a course enhancement grant each semester the course is taught to cover the cost of incentives for research participants and development of campaign materials. Although I have yet

to take advantage of it, UNC-Chapel Hill also provides grant funding for graduate teaching assistants to assist in courses that involve undergraduates in conducting primary research. Other universities likely have similar funding opportunities.

7. **Immerse students in research examples.** Although graduate students come to the course with some primary research experience and the advertising and public relations students have taken the ad/pr research course, they are not fully prepared to conduct formative or concept/message-testing research with their target audiences. As part of the course, we role-play focus group, triad, and individual interviews. I also post numerous examples of IRB applications, recruitment scripts, interview protocol, and research reports from prior semesters and from my own research. I find that providing them with a soup-to-nuts exemplar improves their understanding of how all the pieces fit together.
8. **Provide detailed feedback on research plans and reports.** Although it is time-intensive, I review two drafts of IRB applications, recruitment materials, and interview guides, and research reports for each team so that I can provide detailed, actionable feedback.
9. **Leverage teaching into scholarship.** Consider where the research conducted as part of the course might be presented and take the opportunity to mentor the graduate students at academic conferences. Research from the course has been presented at the National Conference on Health Communication, Media, and Marketing and at the National Conference on Social Marketing in Public Health. For the Spring 2012 semester, the projects will be part of a pilot study for a larger research project.

Feel free to email me at h2kamins@unc.edu if you would like additional information about the course or to request a copy of the syllabus. **AAA**

Author Bio

Heidi Hennink-Kaminski teaches advertising, marketing, and social marketing courses in the School of Journalism and Mass Communication. Her research focuses on social marketing, health communication, and ethical issues associated with physician marketing. Prior to transitioning to academia, Hennink-Kaminski accumulated 15 years of professional experience in senior marketing communications roles in both corporate and agency positions. She has authored book chapters on telecommunications marketing and transnational advertising and most recently published in *Social Marketing Quarterly*, the *Journal of Current Issues and Research in Advertising*, *Journalism and Mass Communication Quarterly*, and *Sexuality and Culture*.

2011 AAA Annual Conference

The American Academy of Advertising Annual Conference, held April 7-10 in Mesa, AZ, was a huge success. The following pages include some of the highlights and photos from the conference.

April 7

Pre-Conference Sessions – Junior Faculty and Doctoral Student Consortium & Integrated Marketing Communication



(above) Pre-conference session participants

(right) Hairong Li and Mariae Hoy speaking at the session



(above) Keynote session on The Future of Advertising Research, from L to R: Rajeev Batra, Dave Stewart, and Esther Thorson

Opening Reception



(left) EC members, from L to R: President-elect, Debbie Treise, President, Herb Rotfeld, Past President, Shelly Rodgers, Treasurer, Margie Morrison, Vice President, Steve Edwards, and Executive Director, Pat Rose.

(below) Conference attendees at the opening reception



April 8

Luncheon and Awards Ceremony



(above & right) Conference attendees at the Award Luncheon



(top left) Opening remarks by AAA President, Herb Rotfeld



(left) President-Elect, Debbie Treise

AAA Research Awards

The American Academy of Advertising awarded dissertation and research fellowships to several AAA members. Three Doctoral Dissertation Fellowships were awarded. The recipients were HoJoon Choi (University of Georgia) for the proposal “The Role of Self- and Functional Congruity in Food Advertising: A Model Test of Key Antecedents, Mediators, and Outcomes;” Sheetal Patel (University of North Carolina, Chapel Hill) for the proposal “The Effects of Affective Expectancies on Persuasion and Prosocial Behavior Intentions;” and Yi-Hsin Yeh (University of Texas

at Austin) for the proposal “The Influence of Brand Relationships Norms on Consumer Perceptions of Brand Transgressions: Implications for Brand Crisis Management Strategies.”

HoJoon Choi (below left) and Yi-Hsin Yeh (below) received the Doctoral Dissertation Fellowship Award



AAA Research Awards (cont.)

Three AAA Research Fellowships were also awarded. Recipients and the titles of their proposed studies were: Monica Chien (University of Queensland), “When Sponsors Should Jump Ship: An Investigation of the Impact of Sports Scandal Upon Sponsoring Brands and Sport;” Jisu Huh (University

of Minnesota), “DTC Prescription Drug Advergaming: Educational Value and Regulatory Implications;” and Marla Royne (University of Memphis), “Using Product Placement to Promote Healthy Choices among Children.”



Jisu Huh, one of the recipients of the AAA Research Fellowship Award

Conference Best Paper

The winners of the Best Paper Award for the 2011 AAA Conference are Lu Zheng and Joe Phelps (University of Alabama). The title of the Best Paper is “Revising the Transportation-Imagery Model and Expanding Understanding of Persuasion via Narrative Ad.”



Lu Zheng (pictured left) and Joe Phelps received the 2011 AAA Conference Best Paper Award

Five AAA Members Awarded “Outstanding” JA Reviewer Awards

Each year, the *Journal of Advertising* recognizes “outstanding reviewers” for their contributions in reviewing articles for the Journal. This year, the award went to Sela Sar (Iowa State University), Russ Laczniak (Iowa State University), Tina Lowery (University of Texas at San Antonio), and Brian Till (Saint Louis University). Michael Dorsch was also recognized as *JA* best ad hoc reviewer.

Also, Marla Royne, outgoing editor of *Journal of Advertising*, was recognized for her outstanding service and contribution.



Sela Sar, one of the recipients of the *Journal of Advertising* outstanding reviewer award



Marla Royne, outgoing *JA* editor, was recognized for her outstanding service

JA Best Article Award

This year's Best *JA* article award goes to Shintaro Okazaki (Universidad Autonoma de Madrid), Barbara Mueller (San Diego State University) and Charles R. Taylor (Villanova University). The award-winning article is titled "Measuring Soft-Sell versus Hard-Sell

Advertising Appeals." The article was published in the Summer 2010 issue of *Journal of Advertising*, Vol. 39 Issue 2, pp. 5-20.



Ray Taylor receiving Best *JA* Article Award on behalf of his co-authors

AEF Recognized for Its Extensive Contributions

Past president Shelly Rodgers presents a special AAA award to CEO of the Advertising Educational Foundation, Paula Alex. This award acknowledges the extensive contributions made by the

AEF to advance advertising education, including their Visiting Professor Program (VPP).



Paula Alex, CEO of the AEF, receives a special AAA Award



AEF's Visiting Professor Program alums with Paula Alex

Reception in Honor of Retiring Members

Ron Faber (University of Minnesota), Dean Krugman, Len Reid (both University of Goeriga), and Bruce Vandenberg (Michigan State University) were honored for their wonderful career and retirement.



Four retiring members honored, L to R: Bruce Vandenberg, Dean Krugman, Len Reid, Ron Faber



Crowd at the reception honoring the four retiring members

April 9

“Pinnacle Peak” Outing and Dinner Event



(above) Inside of the Pinnacle Peak restaurant



(right) Pinnacle Peak, the venue of this year's social event



Four teams led by different past AAA presidents participated in the chili cooking competition



The team led by Les Carlson won the cooking competition

A Call to Action for AAA's Members

by Steve Edwards, Vice President

Please complete the following statement: The American Academy of Advertising is _____.

My blank was filled in with the words “a wonderful organization.” I asked myself why I feel this way and my answer is the people. My friends and colleagues who do what I do... study and teach advertising.

However, for an organization to grow and flourish, being a group of nice people is hardly enough. I have listed a simplified version of the AAA's objectives from our constitution.

The Academy shall:

1. coordinate efforts to advance academic and professional advertising.
2. appraise the functions and responsibilities of advertising in modern society.
3. increase recognition of the value for professional education programs for advertising.
4. stimulate research in advertising.
5. develop closer liaison with other academic disciplines.
6. develop better teaching materials and methods of instruction. Aid in student recruitment.
7. develop closer liaison with the many organizations associated with the advertising industry.

Our volunteer organization is wonderful (for a lack of a better word); yet let's review our activities in relation to our objectives. Take a moment to re-read our objectives and ask yourselves if you have participated in activities supporting the above.

I can absolutely say that we as AAAs can put a check next to #4 – We provide multiple forums as outlets for research in

advertising. Number 1? Number 2? Number 3? Number 5? Number 6? Number 7? Nope, no, some discussion, huh?, not really, and very little.

What does this suggest? If we believe in the objectives stated above, our people need to organize around these priorities and develop initiatives to facilitate ongoing activity. This activity does not need to be a formal activity of the organization, but we need conversations which occur more than over coffee at the conference. We need special interest groups actively working toward ongoing solutions.

I will coordinate like-minded individuals by putting together groups. Email me, steve@smu.edu

If we as the individuals making up our “wonderful” organization do not fulfill our mission, we have no real reason to exist. We need to actively engage in the service that can impact our discipline.

Let us define advertising. Let us encourage education as a key to the profession. Let us attract and retain the brightest students. Let us inform best practices. Let us evaluate and influence the responsible use of advertising. Let us define advertising scholarship. Let us be a voice for faculty.

We have dedicated ourselves to the study of advertising. It is OUR discipline. The American Academy of Advertising is OUR organization. There is much to be done, so let us take action.

Impact our field and volunteer now! **AAA**

(right) Conference hotel

(below) View of the surrounding area of the conference hotel



The Advantages of Being Methodical

by Laurie Phillips

As a doctoral student who recently finished coursework, I'd like to share my insight into selecting and taking classes.

Before enrolling my first semester, I spent a lot of time strategizing my approach to coursework. In talking to classmates and faculty alike, I quickly uncovered two lines of thought: focus your coursework specifically on that which will be useful for a dissertation; or, take as many methods courses as you can. I chose the latter and strongly advocate this approach for all doctoral students.

I did not begin my doctoral studies with one method in mind or an interest in becoming a single-method expert. Quite the opposite, I started my program interested in both quantitative and qualitative methods, particularly in the strengths, weaknesses, and feasibility of mixed-methods approaches. As such, I started the process of method exploration early on. Taking multiple methods courses, particularly in the same semester, can lead to headaches as you try to figure out one paradigm versus another and where (and if!) paradigmatic boundaries are drawn, but the benefits far outweigh the costs. Not only will you become a well-rounded scholar, you will position yourself as a stronger job candidate when the time comes, and as an attractive potential research collaborator. You will achieve a more robust perspective of advertising, which can positively affect the very trajectory of your research career. **AAA**



Laurie Phillips

Laurie Phillips (laph@email.unc.edu) is a doctoral student at the University of North Carolina at Chapel Hill focusing her studies on diversity in advertising, with a particular focus on LGBT communities. Prior to beginning her doctoral studies, she was a research manager at J.D. Power & Associates studying online consumer behavior via blogs, forums, and social media sites. Laurie completed an MA in Advertising from the University of Texas at Austin in 2005. She will begin her dissertation in the fall researching the YouTube phenomenon the "It Gets Better Project."

Balancing Studies with Life

by Ye Wang

The biggest challenge for me as a graduate student is to deal with many important things in my life at the same time. I had my first child in my master program and my second child in my Ph.D. program. Working on my dissertation, I also browse for a job. Here are some of my "surviving" strategies that I think might be helpful to all graduate students:



Ye Wang

- **Living a 9-5 life:** Start your day of work around 9am everyday. Concentrate on the work at hand and make every minute count. Once you work out a routine, repeating it can save you time on planning what to do every day or every week. Make yourself stop working around the same time everyday. Getting your mind off courses and research for some time can make you feel fresh for the next day. Work as a full-time job from Monday to Friday. Take your weekends off and spend quality time with your family and/or friends especially when you have kids.
- **Being strategic:** No matter how much you expect from a Ph.D. program, ultimately you need to graduate and move on with your life. When facing a choice, your decision should always bring you closer to the doctorate degree.
- **Learning from your mentor:** Your mentor is your most accessible example of balancing teaching and research. You can learn from your mentor how to work as a faculty and have a life at the same time. **AAA**

Ye Wang (ywr9@mail.missouri.edu) is a doctoral student at the University of Missouri and is interested Internet advertising and health communication. Her previous research on Internet advertising concentrated on electronic-word-of-mouth and online health communities. She has a published book chapter on electronic-word-of-mouth and a book chapter on online health communities in press. Her research on health communication concentrates on the role of advertisements in communicating health messages to minorities. In addition, she is also interested in online sponsorship promotion, which is the topic of her dissertation. Beginning August 2011, Wang will start working as an assistant professor at Communication Studies at University of Missouri – Kansas City.

Find You're Happy

by Fadi Mikhael

I believe there are two things in life that will sustain your happiness – being happy at home and being happy at work. This being a professional forum, I will focus on the latter. Graduate students invest plenty of time and money towards their education and should rightfully expect to find their “dream job” when they graduate. There are steps you can take to help you stand out amidst the crowd and land you your perfect gig. I will share with you three tips I followed that have helped me pave my career and remain happy at work.



Fadi Mikhael

Company First

There are many online tools that can help with your job search, but most searches are conducted by job title and skills. Most job hunters I encounter aren't concerned about which company they will work for, and are only worried about finding their desired position. My advice is to think of it the other way around – pick which company you would love to work for and then see if they have your desired position.

You Haul

You can obviously increase your chances dramatically when you are willing to relocate for a job. There are many opportunities in other parts of the country/world and you should consider moving. Keep in mind, you might even find a job that will reimburse you for your relocating costs.

Daily Interview

I have been offered many job opportunities via my networking connections. Since you never know which one of your contacts might offer you your next position, you should treat every day and every encounter with them as if it were a job interview. **AAA**

Fadi Mikhael (fm@sfsu.edu) is an MBA candidate at San Francisco State University. In 2003, he earned his Bachelor of Science in Business Administration with an emphasis in Finance. He currently works as Director of Marketing and Media Partnerships at Mountain News Corporation, publisher of OnTheSnow.com. His professional experience spans from banking, pharmaceutical to internet marketing. Some of his hobbies include traveling, reading and maintaining his odd news Twitter feed (twitter.com/oddne_ws).

The 2012 AAA Executive Committee Members

President – Debbie Treise

President-Elect – Kim Sheehan

Vice President – Margie Morrison

Secretary – Glenn Griffin

Treasurer – Nancy Mitchell

Past President – Herb Rotfeld

Executive Director, ex-officio – Pat Rose

“Thank-You” from Outgoing Editor

I can't believe this is my final issue as the editor of the *AAA Newsletter*. The past three years have been an exciting journey and a wonderful learning experience for me. I feel extremely privileged to have had the chance to get to know so many individuals who make AAA such a great organization and to work with four incredible leaders of the academy: Jef Richards, Dean Krugman, Shelly Rodgers, and Herb Rotfeld. I am eternally grateful for their vision, enthusiasm, and support for the *Newsletter*. My special thanks to Shelly Rodgers who was the *Newsletter* editor before me, who was instrumental in giving me this incredible opportunity, and who continuously inspires me. Before closing, I also want to thank you, the AAA members, for sharing your personal stories and making contributions in the forms of columns, special features, photos, and announcements. As Anca Micu (Sacred Heart University) comes in as new editor, I hope all of you will continue your enthusiastic support and contributions for the *Newsletter*, and help celebrate and strengthen our wonderful organization.

– Jisu Huh

Grants and Fellowships

Hong Kong Baptist Team Wins Research Grant



Kara Chan

Dr. Kara Chan, Ms. Vivienne Leung, and Mr. Lennon Tsang of Hong Kong Baptist University, have been awarded a Faculty research grant of US\$9,500 for the research project "A content

analysis of advertising appeals and health information in Hong Kong's food advertising."

DeLorme Wins Interdisciplinary Research Grant



Denise E. DeLorme

Dr. Denise E. DeLorme (University of Central Florida) is co-PI on a \$3M five-year interdisciplinary research grant from the National Oceanic and Atmospheric Administration (NOAA) to assess

the ecological effects of sea level rise in the northern Gulf of Mexico. Her role on the large team includes planning and conducting workshops and focus groups with stakeholders to learn how to best translate the project's scientific results into formats that can be readily understood, used, and distributed.

Honors and Awards

Four AAA Members Win Outstanding Paper Award



Jisu Huh

A paper by Drs. Denise E. DeLorme (University of Central Florida), Jisu Huh (University of Minnesota), Len Reid (University of Georgia), and Soontae An (Ewha Womans University) has been chosen as an Outstanding Paper Award Winner at the Literati Network Awards for Excellence 2011. The article, published in *International Journal of Pharmaceutical and Healthcare Marketing*, is entitled "The state of public research on over-the-counter drug advertising."



Len Reid



Soontae An

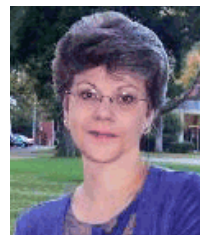
LaTour Selected as Researcher of the Year

Dr. Mike LaTour (University of Nevada, Las Vegas) was selected as the UNLV College of Business "Researcher of the Year" for 2010.



Mike LaTour

Royne Receives the First Tennessee Professorship



Marla Royne

Dr. Marla Royne has received the First Tennessee Professorship at the University of Memphis. The professorship is a university-wide, three-year appointment.

Job Changes, New Hires, P&T

Dr. Michael Hanley at Ball State University has been promoted to the rank of Associate Professor and granted tenure.



Michael Hanley



Jeremy J. Sierra

Dr. Jeremy J. Sierra, Department of Marketing, Texas State University - San Marcos, has been promoted to the rank of Associate Professor and granted tenure.



Jef Richards

Dr. Jef Richards is the new chairperson of Michigan State University, Department of Advertising, Public Relations and Retailing. He previously was Professor of Advertising at University of Texas at Austin.

Continued on next page...



Richard Kolbe

Dr. Richard (Rick) Kolbe has become dean of the Haile/US Bank College at Northern Kentucky University, Highland Heights, KY, effective June 1, 2011.

Book Releases

The Evolution of Integrated Marketing Communications: The Customer-driven Marketplace (Routledge), edited by Don Schultz, Charles Patti, Philip Kitchen has been released. This book reviews, updates, and enhances the basic concepts surrounding the academic theory and practice of Integrated Marketing Communication (IMC). Since the introduction of IMC in the late 1980s, the concept has spread around the world. In that expansion, many authors have written about IMC; practitioners have adopted and adapted the concept to fit their own market situations. Further, dramatic changes have occurred in the technologies

used in marketing communications which consumers have accepted and employed in their consumption of marketers' messages and incentives. Thus, there have been dramatic changes in how IMC was initially envisioned and how it has developed over time. This book identifies and discusses these changes, how they have occurred and what they mean going forward for all types of marketers around the world. Thus, IMC, and indeed integration of communications at all organisational levels is an essential in the 21st century organisations.

Dr. Philip J. Kitchen is currently Affiliated Research Professor of Marketing at the ESC Rennes School of Business, France. He previously was Director of the Research Centre for Marketing, Communications, and International Strategy (CMCIS) and Chair of Strategic Marketing at Hull University Business School (2001-2010).



Philip J. Kitchen

Events & Deadlines

June

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

8-10: 2011 AAA Asia-Pacific Conference, Brisbane, Australia (<http://www.aaasite.org>)

24-25: International Conference on Research in Advertising (ICORIA) 2011, Berlin, Germany

August

15: Submissions to the AAA Newsletter due

September

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

9: AAA 2012 Research Fellowship Competition proposal submission deadline (see call p.22)

October

1: Deadline for competitive papers and special topics session proposals for the AAA 2012 Conference

November

4: Deadline for submission for AAA 2012 Doctoral Dissertation Competition (see call p.24)

15: Submissions to the AAA Newsletter due

December

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

February 2012

15: Submissions to the AAA Newsletter due

March

1: March 2012 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

14-18: 2012 AAA Annual Conference, Myrtle Beach, SC

May

1: Article submission for *Journal of Marketing Communications*, Special Issue on Word of Mouth and Social Media (see call p.26)

15: Submissions to the AAA Newsletter due

Have Items for the Newsletter?

Please send us your:

- Job announcements
- Calls for papers
- Announcements about awards
- Names of graduate students to be featured
- Photos for the Photo Gallery

Send to the Editor, Anca Micu, at:
newsletter@aaasite.org

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

Announcements...

CALL FOR PROPOSALS

AAA 2012 Research Fellowship Competition Submission Deadline: September 9, 2011

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

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

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

1. Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
2. Winners must grant the *Journal of Advertising* first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the first completed paper is submitted to the *Journal of Advertising*.
3. Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2012 Fellowship winner has until April 1, 2015 to complete the project in order to receive the second half of the award.
4. Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.
5. Winners cannot apply for additional Research Fellowships while their award is active. Awards are active until winners (a) complete the Fellowship by submitting a manuscript to the *Journal of Advertising* within the three-year time limit and receive the second half of the award or (b) forfeit the second half of the award.

Requirements for Submission of Proposals

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

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

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

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

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

Continued on next page...

Announcements... (cont'd)

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

2. The **body of the proposal**, which should be no more than 10 pages, excluding tables & figures.

The body of the proposal shall include:

- A **literature review**, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
- A **methodology** section that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
- A **conclusion**, including expected results and implications.
- **References**

Proposal Format Requirements

- **10 page limit**, including references. Figures, tables, budget and timetable should be placed in an appendix and do not count toward the 10 page limit.
- Contents must be **double spaced**
- **12 point Times New Roman font** (or equivalent)
- **One inch margins** on all four sides
- **Title** of proposal at the top of page one
- **Page numbers**

3. An **appendix**, including:

A **timetable** for completion of the research

A proposed **budget**, which should be both realistic and adequately detailed.

4. In addition to the proposal, submit one **resume/vitae** for each author.

Proposals must be received by the Chair of the Research Committee **no later than 5pm on Friday September 9, 2011**. Submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Winners will be notified by early December 2011. The awards will be announced at the 2012 AAA Conference and communicated to the membership through the *AAA Newsletter*.

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

Submit materials to:

Dr. Eric Haley

Chair, AAA Research Committee

School of Advertising and Public Relations

University of Tennessee

Email: haley@utk.edu

Announcements...

CALL FOR PROPOSALS

AAA 2012 Doctoral Dissertation Competition Submission Deadline: November 4, 2011

The American Academy of Advertising is pleased to announce its 2012 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 2012 Competition must complete their dissertation and have their committee chairperson send a letter notifying the Chair of the AAA Research Committee by December 31, 2015.

Only members of the American Academy of Advertising working on their dissertations 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):

- 1) Click the Microsoft Office Button and point to Prepare.
- 2) Click Inspect Document, and in the Document Inspector box be sure Document Properties and Personal Information is checked.

Continued on next page...

Announcements... (cont'd)

- 3) Click Inspect and then select Remove All for Document Properties and Personal Information.
- 4) Save the document.

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 proposed **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**, including references. Figures, tables, budget and timetable should be placed in an appendix and do not count toward the 10 page limit.
- Contents must be **double spaced**
- **12 point Times New Roman font** (or equivalent)
- **One inch margins** on all four sides
- **Title** of proposal at the top of page one
- **Page numbers**

The submission package – including the proposal and letter of endorsement -- must reach the Chair of the Research Committee by **5pm on Friday, November 4, 2011. 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 2012 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 all questions to:

Dr. Eric Haley

Chair, AAA Research Committee

School of Advertising and Public Relations

University of Tennessee

Email: haley@utk.edu

Announcements...

CALL FOR PAPERS

Journal of Marketing Communications
Special Issue: Word of Mouth and Social Media
Editors: Allan J. Kimmel and Philip J. Kitchen

The Internet and mobile devices have come to occupy a central role in the transmission of word of mouth (WOM) and the spread of marketing buzz, an impact that has shown phenomenal growth over the past decade with the emergence of blogs, Internet forums and discussion groups, text messaging, email, and the like. In fact, the most powerful media form is WOM and it is no longer limited to face-to-face encounters. Moreover, WOM today can spread with lightning speed to reach countless numbers of consumers. As marketers strive to adapt to these rapidly evolving technological and social developments and keep pace with their markets, researchers have followed suit, as evidenced by the growing body of scientific literature on various aspects of WOM communication (i.e., the act of a consumer creating and/or distributing marketing-relevant information to other consumers) and related personal influence phenomena (e.g., brand communities; brand ambassador programs; product seeding campaigns). Nonetheless, to date, relatively little academic research scrutiny has been devoted to WOM as it relates to social media and other web-driven consumer-generated phenomena, such as blogs and consumer Internet forums. Moreover, there is a paucity of academic research relating to the strength of consumer-to-consumer communications as compared to B2C and B2B. There is evidence of resistance by marketers in staying with the time-worn, but tested and tried traditional types of communications.

This special issue of the *Journal of Marketing Communications* is intended to bridge this knowledge gap by providing an outlet for innovative and timely contributions pertaining to online WOM, as disseminated through the broad array of social media (a category of online media where people are talking, participating, sharing, networking, and bookmarking, including social sharing sites such as YouTube and Flickr; social networks such as LinkedIn, Twitter, and Facebook; online forums; and corporate and consumer-generated blogs).

Topics for the special issue include but are not limited to:

- methods of using social media for generating WOM
- comparisons of online and offline WOM dynamics and consequences, including the interplay between these various forms of WOM
- the conversational, as opposed to dyadic, nature of online WOM disseminated through social forums
- antecedents to and conditions facilitating online WOM
- the impact of negative online WOM and complaint behavior
- the impact of online WOM on sales
- the dynamics, spread, and consequences of marketing-relevant online rumors
- rhetorical analyses of online WOM conversations
- brand-related storytelling in blogs and online forums
- segmentation analyses of online WOM participants
- the integration of WOM with other on- and off-line techniques
- where WOM fits in terms of integrated marketing communications from an organizational or consumer-based perspective.

Submissions to the special issue should be original empirical or theoretical contributions and should not be under simultaneous consideration for any other publication. Online WOM should not be treated as a peripheral aspect of the paper, but must serve as a central focus. As a guide, papers should be between 4000 and

Continued on next page...

Announcements... (cont'd)

6000 words in length, including an abstract of no more than 200 words. Manuscripts should be submitted electronically in Microsoft Word format to the guest editors before *1st May 2012*. The format of the manuscript must follow *Journal of Marketing Communications* guidelines. For the Author guidelines, please visit <http://www.tandf.co.uk/journals/titles/13527266.asp>

All questions regarding the suitability of manuscripts should be sent to the Editors.

Editors:

Dr. Allan J. Kimmel
ESCP Europe
Marketing Department
79 avenue de la République
75543 Paris, France
E: kimmel@escpeurope.eu

Dr. Philip J. Kitchen
The Faculty of Business
Brock University
500 Glenridge Avenue
St. Catharines, Ontario, Canada L2S 3
pkitchen@brocku.ca

Announcements...

THE JOURNAL *COMMUNICATIVE BUSINESS* ACCREDITED BY THE ITALIAN ACADEMY

The Italian Academy of Business Administration and Management (AIDEA) has accredited *Communicative Business. Italian Research Review on Business Communication*, the official journal of the Research Laboratory on Business Communication (LABCOM) of the Università Cattolica del Sacro Cuore (Milan-Italy). This journal –presenting a significant international editorial board (from U.S. to Japan) - was launched in 2008 by LABCOM after ten years of research activity (1998-2008), during which more than 1000 businesses operating on the Italian market were investigated with reference to their management and communication strategies and tools.

The journal, in English and Italian, aims at contributing to the knowledge advancement on business communication in all its integrated aspects, acting specifically in the field of research, fostering its perfection and innovation.

As all of us know, the research plays a central role within the extraordinary evolution of business communication. So it is fundamental that research really applies and promotes theory development, abandoning outdated methods, and critically considering still used tools. Also, most important, experimenting new methods.

The AIDEA's accreditation, testifying the appreciated scientific character of the journal by the academic community, opens two interesting possibilities:

- for the Italian scholars and researchers to communicate directly with the English-speaking academic community;
- for the English-speaking academic community to spread its theories and contributions in Italy, stimulating a direct debate with their colleagues.

The journal is directly distributed also to more than 500 important advertisers, that are members of the official Italian Advertisers Association (UPA).

Announcements...

Advertising Educational Foundation (AEF)

Inside Advertising Speakers Program

Sign up now for Summer and Fall 2011!

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 and AEF staff will follow up with you. You may sign up online at www.aef.com, in the Professor Resources section, or by calling the AEF at (212) 986-8060.

Advertising & Society Review

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

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

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

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 23 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. ADText provides a broad cultural perspective on advertising as a social force and creative form with streamed commercial examples, explanations, and links.

ADText is available via open access at www.adtextonline.org.

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
- *Mad Men*: Gender, Race, Ethnicity, Sexuality, and Class
- Suggestions for Further Reading

Spanish and Chinese (Mandarin) interpretations are now available!

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

Continued on next page...

Announcements... (cont'd)

Advertising Educational Foundation (AEF)

Race, Ethnicity, and Advertising in America 1890-2000

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

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.

AEF 2011 Annual Symposium

For the first time, AEF's 2011 symposium will delve into the creative side of advertising, with a focus on creativity and ethics in advertising. The event will be held in mid-October in New York City. Stay tuned for more details!

Announcements...

JOB ANNOUNCEMENT

University of Illinois at Urbana-Champaign Open Rank Professor (Extended and Revised Search) - Advertising (F1000164) The Charles H. Sandage Department of Advertising

The Charles H. Sandage Department of Advertising at the University of Illinois at Urbana-Champaign is seeking applications for a full-time tenure track position (all ranks) in a growing and nationally recognized program at a world-class university.

Candidates for this position should be potential leaders in their field. In addition, they should have professional expertise in one or more of the following areas: strategy, planning, research, media, digital media, creative work or management from within an advertising or public relations agency or from a related industry. Also they should possess a global perspective and embrace cultural diversity. Successful candidates must demonstrate the potential to establish an active program of excellence in professional endeavors or research in advertising and related fields.

Further, the candidate must be able to develop and teach a range of courses for both undergraduate and graduate students. Therefore, the candidate must possess either significant experience in teaching or demonstrate the potential to become an effective teacher.

An ideal candidate will also excel at departmental service and be able to establish collaborative relationships across disciplines and institutions, as well as develop and maintain strong industry visibility. Individuals who hold a master's or PhD degree and who have academic and professional experience will also be considered. The position will begin on August 16, 2012, although an earlier starting date may be negotiated. Salary will be commensurate with experience.

The Department of Advertising at the University of Illinois was established in 1959 by Charles H. Sandage, considered by many to be the "father of advertising education." Today, the newly renamed Charles H. Sandage Department of Advertising celebrates Sandage's legacy and his vision with a program that is professionally relevant, yet broad enough that students learn critical, analytical and problem solving skills. As the leading institution for advertising education in the world, our curriculum, "The Sandage Way," lays claim to the philosophy of our founder while positioning us for the future. Our faculty incorporates these values in their teaching and scholarship that is focused on "understanding, evaluating and communicating the many-faceted aspects of advertising."

Please create your candidate profile at <http://jobs.illinois.edu> and upload your cover letter, curriculum vita/ resume, and the names, e-mail addresses and phone numbers of three professional references. Also submit professional work samples, research publications, and/or teaching samples. All requested information must be submitted for your application to be considered.

Full consideration will be given to applications received by September 15th. The review will continue until the position has been filled.

Send supplemental application materials to Janette Bradley Wright, University of Illinois, Charles H. Sandage Department of Advertising, 810 S. Wright Street, 119 Gregory Hall, Urbana, IL 61801. For further information regarding application materials, you may contact Janette Bradley Wright via email at wjbradle@illinois.edu.

The University of Illinois is an Affirmative Action/Equal Opportunity Employer. The administration, faculty and staff embrace diversity and are committed to attracting qualified candidates who also embrace and value diversity and inclusivity.

Announcements...

JOB ANNOUNCEMENT

Rider University Tenure Track - Advertising

The Rider University Department of Marketing, Advertising and Legal Studies is seeking candidates for a tenure track appointment in advertising, to begin in September 2012. The successful candidate will demonstrate teaching and/or industry experience in the areas of copywriting and/or account management and possess a Ph.D. in advertising or a related field by September 2012. Candidates must be prepared to teach primarily Advertising Copy & Layout, Interactive Advertising, and Advertising Campaigns, plus other courses such as Media Planning & Strategy, Advertising Principles and Marketing Principles. The department seeks an individual with a strong commitment to, and potential for, effective teaching, research and stewardship of the advertising major and minors. Candidates with a demonstrated commitment supportive of the multicultural needs of Rider University and the surrounding community are highly desired.

The Rider University community is composed of faculty, staff and students from a wide range of culturally diverse backgrounds. Applicants should be experienced with, and committed to work in and with, such a diverse population. The College of Business Administration (CBA) is AACSB accredited. Rider University is located between Philadelphia and New York, near Princeton, New Jersey. The CBA enrolls approximately 1,300 undergraduates and 300 MBA students. The Marketing, Advertising and Legal Studies Department offers majors in marketing and in advertising, and includes nine full-time faculty members teaching in the marketing and advertising disciplines.

All applicants must complete an on-line application at www.rider.edu/hr, 'Employment Opportunities', 'Create Application' and attach letter of interest, curriculum vitae, a statement of teaching philosophy and goals, and a detailed statement of research interests, plans, goals, and needs. Undergraduate and graduate transcripts and three letters of recommendation also are required and can be sent separately to: Manager of Employment, Rider University, 2083 Lawrenceville Road, Lawrenceville, NJ 08648-3099. Please reference Position 311176.

For full consideration, application materials must be received no later than September 1, 2011. Review of applications will begin at that time. The University will be interviewing at the Summer AMA Marketing Educators Conference in San Francisco and applicants should contact Dr. Cindy Newman to set up an initial screening interview.

Rider University is an equal opportunity/affirmative action employer dedicated to excellence through diversity and does not discriminate on the basis of age, race, sex, disability, sexual orientation, national origin, religion, or any other non-job related criteria.

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)