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## Featured Teaching

### Teaching a Graduate Seminar in Communication Markets

by Esther Thorson

Thanks to a grant from the University of Missouri's "Mizzou Advantage" program, I was able to design and teach a graduate seminar last spring in what I call "Communication Markets." I team-taught the seminar with colleagues in Marketing, School of Information Science and Learning Technologies, and Communication. The role of advertising in communication markets is a critical one, so I'm sharing some of these ideas with my AAA friends!

Communication Markets is a new area of study that encompasses three levels of analysis of how communication processes develop, operate and are disrupted in markets.

#### Individual level of analysis

The first level of analysis examines how individuals' participation in communication markets is changing as a function of the digital revolution. An example of research in the individual level would be how people change their use of television, newspapers, radio, laptops, smart phones, and tablets over time, and what these changes mean for exposure to advertising.

Thorson, p. 2



Esther Thorson

## New Editor

### A Word from the New AAA Newsletter Editor

by Anca Cristina Micu



Anca Micu

It is with great pleasure and energy that I take up the role of AAA Newsletter editor. Advertising is my passion and these are truly exciting times to follow progress and ideas in advertising research. Before my academic life I have worked for advertising agency BBDO on accounts that include Pepsi and Vodafone. How have things changed! It is wonderful to be in academia and have the opportunity to examine changes impartially from outside the ring. The AAA is a unique forum for advertising scholars to make their voices heard, find research collaborators, or simply sit down and chat with someone who shares the same passion. Advertising is a multidisciplinary field, at the crossroads of communication, business, sociology, psychology, and

Micu, p. 4

### Organizational level of analysis

The second level examines processes at the organizational level, that is, how news, marketing, and strategic communication businesses are struggling to remain viable as individuals rapidly change how they communicate. An example of research at this level would be studies of how advertisers are reapportioning their ad expenditures between print and online newspaper products—and the impact this having on the financial performance of newspaper companies.

### Economic level of analysis

The third level concerns the economics of communication and includes such topics as pricing electronic content, media bias and persuasion; externalities of communication markets; geographic differentiation of communication markets; and communication markets and public policy. It is mostly media economists who work in this area. An example of a study at this level would be analysis of how much advertisers are paying for heterogeneous audience magazines vs homogeneous audience magazines. (It turns out that advertisers value more homogenous groups of readers, measured according to income, gender and age ; see Chandra, Ambarish, 2009, “Targeted Advertising: The Role of Subscriber Characteristics in Media Markets,” *Journal of Industrial Economics* 57(1), 58-84.)

Although the three levels of analysis of communication markets are important to each other—and often the same questions are asked at two or even all three levels—the research literatures are almost completely siloed from each other. For many questions about how the buying, selling, and using of communication, I would argue you have to look at all three levels. For example, my colleagues and I are researching how the introduction of reasonably priced high-speed broadband into rural and small town areas of Missouri is changing communication markets. Certainly people are behaving differently—e.g., communicating more effectively with each other, their children’s teachers, their customers, and so on. Likewise organizations like retail and news companies, churches, and medical organizations like hospitals and insurance companies change their behavior as high-speed broadband diffuses into the populations. And of course, the economics of these regions can be expected to change, e.g., lowering of unemployment levels, greater percents of

the population finishing high school, and mean salaries increasing. The efficiency of energy use in the regions may even change. High-speed broadband diffusion is thus an area that demands communication markets are examined at the individual, organizational, and economic level simultaneously.

The students in the course were masters or doctoral students from journalism, advertising, marketing, and economics. One of our problems was that the mathematics requirements of understanding the economic readings were beyond the reach of a number of our students. We tried to overcome this by having the mathematically sophisticated students talk about the studies from a “lay” perspective. Of course they understood the studies much better than the more mathematically challenged of us, but just seeing what econometric models are arguing logically is pretty useful.

*“...the research literatures are almost completely siloed from each other”*

Thanks to our funding we were able to bring in some top researchers in all three areas of analysis. They usually spent a couple of days

with us, doing a three hour meeting with the seminar students and a public lecture. I am listing our guests and a representative article at the end of this essay. I think we were all struck by how much we have to learn from each other. Conceptualizing “communication markets” brings a useful framework for thinking about the disruption we, our organizations, and our economics are suffering as a function of the digital revolution.

### Next steps?

We are working on establishing a four-course (12 credit) certificate program in Communication Markets. My colleague Murali Mantrala (the Sam M. Walton Distinguished Professor of Marketing in the business school at Mizzou) and I have also applied for a “new ideas” grant from Marketing Science Institute. And we hope to do joint publishing with a number of our guests. Advertising is a field that is inherently multidisciplinary. When we in advertising reach out to others within the format of a special topics seminar like “Communication Markets” we prove to our universities just how important advertising is. My colleagues and I also hope that some day “communication markets” will be not only a seminar topic, but a new field of investigation.

Continued on next page...

Here is a partial list of our seminar guests and examples of their research, as well as our own Communication Markets work:

**The individual level of analysis:** Iris Chyi, Assistant Professor, College of Communications, University of Texas

Chyi, H. I. & Yang, M. J. (2009). Is online news an inferior good? Empirically examining the economic nature of online news among users. *Journalism & Mass Communication Quarterly*, 86(3), 594-612. 2010-2011.

**The individual level of analysis:** Prasad Naik, Professor, Graduate School of Management, University of California, Davis

Eidan Apelbaum, Eitan Gerstner, Prasad A. Naik, (2003) "The effects of expert quality evaluations versus brand name on price premiums", *Journal of Product & Brand Management*, Vol. 12 Iss: 3, pp.154 – 165.

**The organizational level of analysis:** Marketing Mix Modeling and Analyses for Newspaper Firms (Mantrala and Thorson)

Mantrala, Murali K., Prasad A. Naik, Shrihari Sridhar, and Esther Thorson (2007). Uphill or Downhill? Locating the Firm on a Profit Function. *Journal of Marketing* 71(2), 26-44.

Elina Tang, Shrihari Sridhar, Esther Thorson, Murali

Mantrala (2011). The Bricks that Build Clicks: Newsroom Investments and Newspaper Online Performance. *International Journal of Media Management* forthcoming.

**The economic level of analysis:** Steve Wildman, James H. Quello Professor of Telecommunication Studies and Director, Quello Center for Telecommunication Management and Law, Michigan State University

"The Economics of Delivering Digital Content Over Mobile Networks," with Ravi S. Sharma, *Journal of Media Business Studies*, vol 6(2) (2008), 1-24.

Communication and Economics: Two Imperial Disciplines and Too Little Collaboration," *Journal of Communication*, vol. 58(4) (2008), 693-706.

**The economic level of analysis:** Lisa George, Associate Professor, Department of Economics, Hunter College

George, Lisa M. & Waldfogel, Joel (2006). The New York Times and the market for local newspapers. *The American Economic Review*, 96 (1), 435-447.

George, Lisa M. (2001). What's fit to print: The effect of ownership concentration on product variety in daily newspaper markets. Technical paper, Hunter College.

AAA

## Author Bio

Esther Thorson is the associate dean for graduate studies and research and serves as the director of research for the Donald W. Reynolds Journalism Institute.

Thorson has published more than 100 scholarly pieces on news effects, advertising, media economics, and health communication, and she has edited six books. Thorson has headed grant and research contracts totaling nearly \$3 million. She is the only female Fellow of the American Academy of Advertising. Thorson applies research, both hers and that of her colleagues, in newsrooms and advertising agencies across the United States and abroad. She serves on eight journal editorial boards.

Her research with colleague Margaret Duffy for the Newspaper Association of America has been presented in national forums throughout the United States. Other recent projects focus on internet advertising, the choice of news sources of the 18-34 demographic, the emotional effect of negative news photographs and the impact of the Internet on traditional media use for news.

Thorson has advised more than 35 doctoral dissertations, and her former students hold prestigious professorships throughout the United States and Asia. She is the recipient of the American Advertising Federation's Distinguished Advertising Education Award, the American Academy of Advertising's Outstanding Contribution to Research Award, a Mizzou Alumni Association Faculty Award and the Missouri Curator's Award for Scholarly Excellence.

Web: <http://journalism.missouri.edu/faculty/esther-thorson.html>

more recently computer science. With degrees in Finance (Bachelor's), Marketing (MBA), and Journalism (PhD from Missouri's Journalism School), I can attest to the AAA's vital role. No other organization is dedicated exclusively to the study of advertising, gathering under its wings a Babel of disciplines that somehow understand each other through the shared dialect of advertising research.

So, when Shelly Rodgers, AAA past president and former AAA Newsletter editor, asked me if I would be interested in applying for the Newsletter editor position, I excitedly said yes. I believe the AAA Newsletter is a helpful quick-read to stay informed about what is happening in advertising academia, and not only. At the AAA Conference in Mesa, AZ this year, I have spoken about the newsletter to a group of doctoral students; one item they indicated they would like to see in the newsletter is a section on what would be considered valuable research by the industry. They were looking for current ideas to build a relevant research agenda. I told them they only had to be in the pre-conference session where Esther Thorson, Rajeev Batra and David Stewart exposed topics that sparked their interest. Who said achieving the rank of full professor (or even dean as two of them)

would diminish the intellectual curiosity and drive of a true scholar? I took notes at that session and I also listened to the doctoral students' wish. As you will see, this issue of the Newsletter features details on the completely new graduate seminar taught by Thorson at Mizzou as well as research priorities from the perspective of two top marketing executives at Citibank.

In addition, to keep the emphasis on relevancy and staying current, in featured research, Hairong Li writes about the need for "real" data when conducting research. He is conducting research with data from Google.

*"They were looking for current ideas to build a relevant research agenda"*

I am fortunate to have been able to edit this issue. I would like to thank Shelly Rodgers for recommending me, the entire Executive

Committee for welcoming me in Mesa, Jisu Huh for making the editorship transition smooth, Pat Rose for having an answer to any AAA-related question I asked, and last but not least to all contributors current and future.

E-mail me ([newsletter@aaasite.org](mailto:newsletter@aaasite.org)) with any feedback, ideas, thoughts you would like to share with the other AAA members. It is your Newsletter! **AAA**

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## Featured Research

# Using “Real” Data for Managerial Relevance

by Hairong Li, Michigan State University



Hairong Li

I received a grant from Google/WPP in 2009 to explore the impact of online advertising through mining Chinese Internet users' data. My collaborators and I collected brand and category search strings from one panel and overlaid them with tracking data from another massive panel on an individual basis using a unique identifier. This enabled

us to obtain single-source measures of 14,500 users, including millions of records of ad exposures and search strings over a six-month period, on 28 campaigns for 10 brands in seven categories, in addition to the demographics of these anonymous users. It was a huge, multi-dimensional data set and challenged us in data transformation and analysis. In the course of this project, I often considered the issues of data mining in advertising research.

### Gold Mine of Consumer Insights

The rise of interactive media has fundamentally altered the way of advertising and marketing research for the past decade. As we know, vast amounts of user data are cumulated as a byproduct of normal consumption of interactive media and, with appropriate privacy protection, they are a gold mine for consumer insights. When users visit a Web site, search for a product online, post a note on Facebook, make an online purchase, or use a location-based service from a smartphone, they leave their digital footprints in these media. Such real-time data have greatly benefited the operations of numerous Web sites, the services of major research firms such as Nielsen and comScore, and the business of a new generation of data aggregators and warehouses.

The power of these tracking data has been manifested in the proliferation of precision marketing practices and many other renovations of the advertising industry. For example, advertising giant WPP recently launched a new service, Xaxis, which manages what it calls the “world’s largest” database of individuals’ profiles, including demographic, financial, purchase, geographic, and other information collected from their Web activities and brick-and-mortar transactions. Xaxis uses the database to personalize ads consumers see on the Web, social-networking sites, mobile phones, and ultimately, the TV set (Steel, 2011). On the education front, data mining, Web analyt-

ics, and even computational advertising courses are offered to computer science students at Stanford University and marketing students at Peking University in China, as far as I know. The *Journal of Interactive Advertising*, for which I am an editor, published two articles in its fall 2010 issue by Chinese researchers (Li, Pan, & Wang, 2010; Wang, Zhang, Li, & Zhu, 2010) using data mining methods. These examples suggest a pattern of increased use of real-time data on consumer behaviors in the practice, education, and research of our field.

### Characteristics of Real-Time Data

Compared with self-reported data from conventional surveys or experiments, real-time data have unique characteristics from a researcher’s perspective. First, they are behavioral. Click-streams, search strings, postings, check-ins, online purchases, and friends and circles are all indicants of what users have actually done, from which users’ knowledge, interests, preferences, and even future behaviors may be inferred. Although past behaviors can be measured with self-reported questions, the accuracy of such measures obviously is not comparable with that of tracking data. Second, real-time data are often contextual. In addition to time and locale, tracked user behaviors usually take place in a specific setting, with precedent and consequent paths. For example, data of anonymous users for our Google/WPP project contained six months’ history of sites visited, ads exposed, searches by users, and URLs and titles of visited sites from search result pages, etc. Causal relationships can be explored from these sequential measures. Third, real-time data can be huge in size. Because of the interactive nature, media use and online behavior can be tracked continuously, generating endless streams of data. Depending on the needs of analysis, researchers may deal with large sizes of user samples, say thousands of users and millions of records, and thus increase the robustness of analyses and results. These characteristics of real-time data can help elevate academic research to an eminent height.

### More of Managerial Relevance

A major reason I see for using real-time data is to enhance the managerial relevancy of academic research. An issue facing advertising and marketing academics for years is that executives often voice concerns about the relevance of academic research to important industry problems (Ankers & Brennan, 2003; Lundberg, 2004). To address this issue, I moderated a panel at the 2006 AAA conference, which called for making

Continued on next page...

## Featured Research... (cont'd)

the relevance of our research a priority within the academy and suggested several possible remedies, including “working in teams of academic and practitioner researchers to do research that translates basic research into research that is useful to the practice of advertising” (Li et al., 2006). Using real-time data in academic research can certainly help in this regard. For example, a finding of our Google/WPP project was that exposures to display ads increased both brand and category searches among users who were not in need of the studied categories. An executive who attended my presentation at the Google/WPP summit later tested and confirmed our finding in his firm’s own study, as I heard from his associates.

The idea of using real-time data for managerial relevance can be expressed best using Marla Royne’s words. She writes in her chapter for an advertising theory book to be published in 2012:

With the seeming demise of the “grand theory” across different disciplines, we must accumulate the important data collected and used by practitioners in an effort to come up with a better understanding of our field. While data-driven research is hardly the approach advanced and taught by scientists, it appears that much of “science” may be going that way, and, hence, this may be the best way for advertising academicians to contribute to the discipline. Partnering with practitioners and their data may help practitioners understand the consumer by using theory to explain marketplace happenings in a more systematic way. Helping the industry understand these occurrences through the use of theory to explain consumers and their behaviors has the potential for advertising academicians to advance the advertising discipline as a whole.

### Access to Real-Time Data

The proprietary nature of real-time data makes it difficult for academics to access; thus, we need to explore and solve the access issue. I have observed different ways real-time data are made available for academic researchers in recent years and some may have implications for the American Academy of Advertising. First, firms make their data public for analysis. For example, in October 2006, Netflix launched a three-year contest that offered a huge data set of 100 million movie ratings to researchers from all over the world to develop the best predication model for a reward of \$1 million (Lohr, 2009). Second, university initiatives seek industry cooperation in making proprietary data available for analysis. An example is the Customer Analytics Initiative in the Wharton School at the University of Pennsylvania. It intends to be “the thought leader in data-driven customer-level analysis, applying these methods in a wide range of industries including interactive media, financial services, pharmaceuticals, telecom, nonprof-

its, and other areas where the use of detailed customer-level datasets is a key driver for business success” (Anonymous, 2011). Third, research firms make their proprietary data available to academics on a fee basis. An example is that comScore offers through Wharton Research Data Services (WRDS, 2011) its years of data on Web-wide visitation and transaction behavior based on a random sample from a cross-section of more than two million Internet users in the United States, including panelist-level browsing and buying behavior from tens of thousands of Internet users. Advertising researchers may take advantage of these sources of real-time data or find other innovative ways to access them for their projects.

In sum, mining real-time data of digital media and online behavior in various scenarios may lead to breakthrough advertising research that is more relevant to the practice of advertising. I share the vision of Micu et al. (2011) that the future marketing research will resemble “a river of information” from which continuous, organic flow of knowledge is “fished” to solve 80 percent of the real-world issues. Indeed, it is time for advertising academics to embrace this exciting growth in our profession.

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# New Editions of Popular Texts

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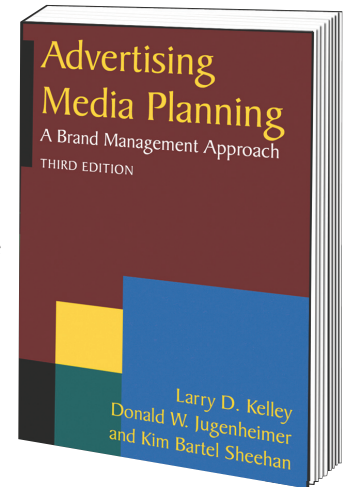
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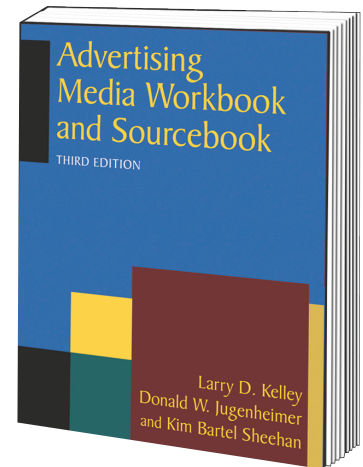
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## Two exclusive interviews for AAA Newsletter

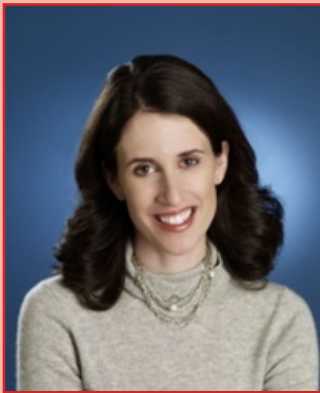
**Michelle Peluso**, the Global Consumer Chief Marketing and Internet Officer for Citigroup, Inc. indicated five areas that deserve scholarly attention from AAA members:

1. Channel interactions. Practitioners would learn from and apply results of studies comparing separate buys with cross-channel buys.
2. Best practices for a “horizontal” brand. Brands increasingly leave behind the vertical communications model and engage with customers in a same-level, horizontal fashion. How should brands go about being “horizontal”? What kind of horizontal approaches are more acceptable by consumers? Which turn out the best results?

3. Marketing mix modeling as a forecasting tool. Traditionally, marketing mix modeling is being used as a channel optimization tool. Practitioners would benefit from studies using marketing mix modeling as a tool for guiding future investments. Channel optimization would come as a second step.

4. Digital advertising as an acquisition tool. Brands spend online on display, paid search as well as organic search ranking. What is the contribution in terms of acquisition/retention of these efforts?

5. Insights on the social web. How do people multitask, gather information, and participate socially? **AAA**



Michelle Peluso has served as the global consumer chief marketing and Internet officer for Citigroup, Inc. since January 2010. From February 2009 to December 2009, Mrs. Peluso served as a consultant at Citigroup, Inc. From December 2003 to February 2009, Mrs. Peluso served as chief executive officer of Travelocity Global, an Internet travel company. From April 2002 to November 2003, Mrs. Peluso served as Travelocity's chief operating officer and as senior vice president of product strategy and distribution. Prior to Travelocity, Mrs. Peluso served as chief executive officer and founder of Site59, an Internet travel site purchased by Travelocity, from November 1999 to March 2002. Mrs. Peluso is currently a member of the board of directors of the following non-profit organizations: Pembroke College NA Foundation and TechnoServe. Mrs. Peluso is also a member of the board of directors of a private company. Mrs. Peluso holds a Master's degree in Economics, Politics and Philosophy from Pembroke College at Oxford University and a Bachelor of Science degree from the Wharton School of Business at the University of Pennsylvania.

**Vanessa Colella**, PhD is Head of Marketing, North America Consumer Bank, Citibank. In her role, Dr. Colella is responsible for all branding and advertising activity as well as online acquisition. In addition, her team supports direct marketing, internal communications, and digital marketing. Here is her list of questions for AAA members to tackle:

1. In this era of customer engagement with brands, what are the best measures of brand authenticity?
2. Where on a utility-entertainment continuum should a brand's

message content be? Based on that, which moments should a brand pick to communicate with its customers? When does a brand have the consumer's permission to “speak” and what utility should the brand convey? Does permission change depending on the moment/message?

3. Media integration high-level: What are best practices for integrating messaging across all channels?

4. What are some rough rules of thumb that link brand investment to business results? **AAA**



Vanessa Colella heads marketing for the North America Consumer Bank, Citibank. She is responsible for all branding and advertising activity as well as online acquisition. In addition, her team supports direct marketing, internal communications, and digital marketing. Vanessa joined Citibank from USVP, where she was an Entrepreneur-in-Residence, responsible for uncovering, analyzing, and evaluating new investment opportunities in media, technology, and financial services companies. Prior to USVP, Vanessa was Senior Vice President of Insights at Yahoo!, with responsibility for developing and executing the company's consumer data and research strategy globally. Under her leadership, her team identified new opportunities for using data to improve and personalize consumer experiences, delivering higher returns to advertisers, and engaging in unique business partnerships to accelerate the development of the online marketing ecosystem. While at Yahoo!, Vanessa also lead B2B marketing and strategy for Yahoo!'s U.S. Region, focusing on communicating the unique value of Yahoo!'s solutions to the advertising and publishing communities. She received her Ph.D. in Media Arts and Sciences from M.I.T.'s Media Lab.



## ***Had a Wonderful Time, Wish You Were There***

*by Herbert Jack Rotfeld*

Attendance at our June international conference in Brisbane, Australia was smaller than we had hoped, but Gayle Kerr and other Queensland University of Technology faculty were outstanding hosts. Those of you who opted to stay home missed a great experience: interesting colleagues, beautiful country, and not too much rain. Well, the weather was nice except when we went on planned outings.

Months earlier, we worried if we would have a city and campus to visit. News reports on heavy rain and flooding around Brisbane raised concerns as to whether the QUT would be in a shape to have visitors in June. As it turned out, it was not as bad as the 1970s floods and almost all damage to the city was cleaned up well before the start of the conference. There were scattered signs of flood damage or ongoing repairs, but nothing that got in the way of either tourists or students on campus. Admittedly, it is a long trip, literally half way round the world from the southeastern U.S. Some members preceded Brisbane with trips to other cities such as Sydney, then a connecting flight north. Jef, Pat and Betty took the masochist option, or so I thought, driving up the non-highway sometimes-one-lane road from Sydney to Brisbane so Jef could stop along the way to buy a new Akubra.

I had visited Australia several times before, but never to Queensland where the car license plates declare it as the "the sunshine state." (Does Florida hold an international trademark?) Like many other travelers, we came to town a couple days before the start of the conference to recover from jet lag. The two hotels where we were all staying had a large city park and the QUT campus in one direction, and the city center in the other. Thus, those of us who adjust by walking down the street in a semi-drowsy state ran in to other AAA members similarly in various stages of post-travel drifting. At first encounter, Brisbane looked almost like an U.S. city, except they spelled tire as "tyre," familiar names were for things completely different, the Burger King logo was for a place called Hungry Jacks, Coca-Cola cost three times what you pay back home, and yet I had an impossible time finding a chilled bottle of the Australian brand ginger beer, Bundaberg. Escaping from the Alabama heat and humidity I had left a few days earlier made the cool air a welcome relief.

The opening reception was on the QUT campus as conference attendees, spouses and other family members were greeted by student hosts in beach attire. In addition to AAA members from the U.S., Australia and New Zealand, the conference drew people from several other countries; at the opening session the next

morning, awards were presented to members who were unable to attend our earlier national conference in Mesa, Arizona. For general sessions, we had business leaders from several Australia organizations, and the paper presentations were all well attended. We met advertising educators from around the world, discussed new research ideas, and made new friends. And in my case, we were able to spend time with an old friend from Melbourne, the nation's second-largest city in the farther-south Australia, who we hadn't seen in about a decade.

In addition, any AAA conference is about extra time for going out and about. One afternoon, conference attendees trooped onto busses to visit an Australian wildlife park. But, as luck would have it, the coldest winter in recent memory was creeping to the north and we had to bundle up a bit. I didn't get to meet a gallah as I had on my last trip to Australia – the animal, a rose breasted cockatoo, not the idiot of Australian slang which I can meet by not leaving home – but we did pet kangaroos. Those who so desired could hold a koala for a period of time. After the final meeting a couple days later, about a dozen or so members and spouses went on a bus outing to a few tourist stops and a rainy beach.

### **Thus, a special time was had by one and all.**

Toward the end of the Brisbane conference, my wife observed to our conference planner that last year we went to Italy. In addition to the opportunity to view various sights around Milan including the Last Supper (which was in a church just down the street from the conference hotels), we preceded the conference with a visit to Rome. My wife and I stayed across from St. Peter's Square, so we were able to watch Pope Benedict address the faithful with a direct view of his apartments from our hotel terrace. This year, she bonded with a koala named Theresa (but they wouldn't let her bring it home). So she says that for our next international conference in 2013, we have a tough act to follow.

**AAA**





# AAA Asia-Pacific 2011 Conference

Edoardo T. Brioschi (Università Cattolica del Sacro Cuore, Milan) and Diane Slade (Edith Cowen University)



President Herb Rotfeld and his wife, Ellen, speak with Colin Jevons (Monash University)



Jef Richards and Gayle Kerr with the welcoming committee.



Lobster, crab, shrimp, oh my!  
It was a meal to remember.



Bill Proud demonstrates how to properly eat an Australian meat pie.



Alice and Kevin Kendrick make friends with a native.



The opening reception welcoming committee.



Jami Fullerton just couldn't keep her hands off the wildlife.



Martin Hall, David Bibby, Clarke Caywood & Doug Lloyd





## EMU Student Advertising Association Officers Intern at Cannes Lions Festival

The first ever EMU Cannes Creativity Delegation comprised of Dr. Sheila L. Sasser and her Student Advertising Association officers were Official Cannes Interns at the 58th International Cannes Lions Festival of Creativity, June 19-25, in Cannes, France. Eastern Michigan University SAA student ad club members (left to right) Chelsea Lockwood, Amy Dapra, (Dr. Sheila Sasser in center) Amanda Conte (far right), and new global SAAer Candy Barry held their own with Advertising's most powerful movers and shakers.

The students wore regular staff t-shirts and helped with all of the seminars, awards shows and events held throughout the weeklong conference that attracts 10,000 advertising experts, media firms, celebrities, authors, and CEOs including virtually every agency around the world and firms like Coca Cola, Unilever, IBM, L'Oreal, BMW, Microsoft, Google, Facebook,



Youtube, Yahoo, and even a Jonas Brother, Black Eyed Peas Front Man will i am, Robert Redford and assorted other GURUs. Some of the opening and closing highlights include galas and Oscar-like ceremonies for all media categories and the students attended in style behind the velvet ropes. **AAA**

## Sasser Receives Award of Excellence from Students

Eastern Michigan University Student Advertising Association AAF Chapter presented an Award of Excellence in Recognition of Merit to Dr. Sheila Sasser (pictured in the center of the photo with some of her students) for "inspiration and motivation in teaching beyond the classroom" for the 2011 academic year. She has served as Faculty Advisor of the AAF Student Chapter at Eastern Michigan University College of Business since 2006, in addition to teaching both graduate and undergraduate advertising, IMC, media, creative

and international strategy courses. Dr. Sasser engages students in the National Student Advertising Competition, Google Online Marketing Challenge, US Census programs, Adcraft Club and Ann Arbor Ad Club programs, numerous charitable events, professional career activities, sports marketing outings and sponsored competitions.

Sasser initiated the new chapter in 2006 and it has grown to over 50 members annually with alumni members at top agencies in the US and international markets. IMC Graduate student teams from her media and creative courses have also won top Gold and Silver medals and honorable mentions for DMEF Collegiate Echo competitions in a collaborative online faculty program effort the past three years. Current Echo winner Ms. Carla Ayers was SAA Vice President in 2006, prior to grad school. In the photo, students worked all night prior to a live radio broadcast with creativity, music, dance, games, social media and contests to benefit the community SOS Homeless Shelter, designing their own t-shirts, posters, videos, scripts, social media, and IMC campaigns. Dr. Sasser has provided thousands of dollars in financial scholarships out of her own pocket to help students realize their dreams for a career in advertising and the students do appreciate her efforts as an educator! **AAA**



## Advertising Educational Foundation (AEF)

### Inside Advertising Speakers Program

Sign up now for Fall 2011!

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

There is no need to commit to dates or a topic now –just fill out as much of the form as you can and the AEF staff will follow up with you. You may sign up online at [www.aef.com](http://www.aef.com), in the Professor Resources section, or by calling the AEF at (212) 986-8060.

### ADText

The AEF is pleased to publish 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](http://www.adtextonline.org).

- 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!

### Advertising & Society Review (A&SR)

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 by Linda Scott, Oxford University, Said Business School, 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.

### Race, Ethnicity, and Advertising in America 1890-Today

The AEF is developing for its website—[www.aef.com](http://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, due early fall.

The project includes African Americans, Native Americans, Asian Americans, Latinos/as, and European ethnic groups. The full exhibition will include approximately 5,000 images, plus 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

Brandalism: Balancing the Give and Take

For the first time, AEF's symposium will delve into the creative side of advertising, with a focus on creativity and ethics in advertising. The event will be held October 27th from 8:30 a.m. to 1:00 p.m. at Fordham University's Lincoln Center Campus in New York City. More information can be found at [aef.com](http://aef.com).

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The AEF welcomes your comments and questions. Please contact Paula Alex, CEO, at [pa@aef.com](mailto:pa@aef.com) or Marcia Soling, Content Manager, at [ms@aef.com](mailto:ms@aef.com) (212) 986-8060 [www.aef.com](http://www.aef.com)



**Call for Papers  
Second Annual  
Refereed Pedagogy Poster Session  
for Advertising Education Practice & Research**

**First Round: Deadline for Extended Abstracts Only:  
Midnight Saturday December 17, 2011**

**National Conference  
June 2-5, 2012 - Austin, Texas**

Share your successful teaching innovations and pedagogy research with advertising educators, professionals, and students at the American Advertising Federation National Conference.

The AAF National Academic Committee is sponsoring the second annual competition to encourage advertising educators to participate in the AAF National Conference and to facilitate the dissemination of innovative and effective teaching techniques in advertising. All submissions will be double blind-reviewed and authors will receive decisions no later than February 29, 2012.

Second Round: Accepted authors must submit completed papers to the competition organizer no later than May 5, 2012. Accepted completed entries will automatically be reviewed for publication in the Journal of Advertising Education following the conference. Please consult JAE contributor information for paper style and page length guidelines <http://journalofadvertisingeducation.org>

Accepted presenters will host their display during a poster session at the national conference in Austin, Texas. Easels and tables will be provided on which to display your poster. Accepted presenters must register for the conference upon presentation acceptance. Special registration rates will be available to academics and posted to the AAF Web site for conference registration details ([www.aaf.org](http://www.aaf.org)).

To be considered, please submit two separate PDF files.

First File: Cover Page includes (1) Name of Presenter (2) Affiliation (3) Contact Information (4) Title

Second File: Extended Abstract includes (1) Title (2) A 100-word abstract describing the research or innovation to be presented (3) Explanation of your study or application including objectives and outcomes (1200-word maximum) (4) DO NOT include author name(s) on the abstract

Email submissions to: Ludmilla Wells at [LWELLS@FGCU.EDU](mailto:LWELLS@FGCU.EDU)

Deadline: Midnight Saturday December 17, 2011

**Call for Papers**  
**International Journal of Mobile Marketing**  
**Winter 2011 issue**  
**Submission Deadline: Sept. 15, 2011**

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. Research Agenda--Sample Topics to Consider

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:

- 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
- Mobile 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 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 IJMM Editor-in-Chief Michael Hanley at [mmajournal@mmaglobal.com](mailto: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](mailto:mmajournal@mmaglobal.com).

For complete submission information go to: <http://www.mmaglobal.com/resources/international-journal-mobile-marketing/call-for-papers>

# AAA Call for Nominations...

## **AMERICAN ACADEMY OF ADVERTISING Call for Nominations 2012 Ivan L. Preston Outstanding Contribution to Research Award**

The American Academy of Advertising Ivan L. Preston Outstanding Contribution to Research 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 5 years prior to nomination.

### **Active Membership is defined as:**

1. Must have been an AAA member for the last five consecutive years.
2. Must have participated in AAA conference activities in one or more of the following ways in the last five years:
  - Session chair or discussant
  - Track chair
  - 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.

### **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 3, 2011. (Please note that this is a received by, not a postmarked by, deadline). Alternatively, one complete .pdf file (one only, containing all materials) can be emailed. The submission - as sent - will be forwarded to the reviewers. 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 2012 AAA Conference and communicated to the membership through the AAA Newsletter.

### **Send materials to:**

Dr. Eric Haley  
Chair, AAA Research Committee  
University of Tennessee  
School of Advertising and Public Relations  
476 Communication  
Knoxville, TN 37996-0343  
phone: (865) 974-5102  
email: haley@utk.edu

## Job Changes, New Hires, P&T

**Dr. Anne Lavack** has become Provost & Vice-President (Academic) at Kwantlen Polytechnic University effective July 1, 2011, so she is no longer with the University of Regina. Her new email is: Anne.Lavack@kwantlen.ca

**Dr. Morina Rennie** is now Dean of the Faculty of Business Administration at the University of Regina, and you can reach her at: Morina.Rennie@uregina.ca Her Executive Assistant is Kelly-Ann McLeod, who can be reached at 585-4435 or: Kelly-Ann.McLeod@uregina.ca

**Kartik Pashupati** has joined Research Now (an e-Rewards company) as a Research Manager. Research Now, based in Plano, Texas, is the world's largest provider of survey panels for digital data collection.

**Margo Berman** was promoted to full professor of advertising in the School of Journalism and Mass Communication at Florida International University.

**Dr. Karen M. Lancendorfer**, Haworth College of Business, Western Michigan University, has been promoted to the rank of associate professor and granted tenure starting with the 2011-2012 academic year.



**Karen Lancendorfer**

**Sharee LeBlanc Broussard**, Ph.D. APR was named 2011-14 Chair of the Department of Communication Arts at Spring Hill College in Mobile, Ala. where she heads the PR/Advertising concentration.

## Publications, Grants, and Awards

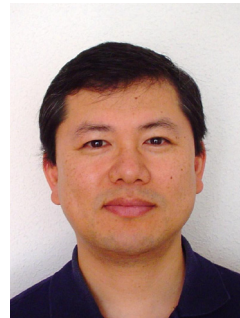
**Caywood PR Book Due in December**  
Clarke L. Caywood NU IMC returns from his year sabbatical. With a 56 chapter edited Handbook of Strategic Public Relations and Integrated Communications due in December from McGraw-Hill, a AAA Brisbane paper and more he only missed the students.

### Sheehan Book on Social Media for Small Business Out

Kim Sheehan (University of Oregon) recently published "Small Business Smarts: Building Buzz with Social Media". Co-authored with agency owner Steve O'Leary, the book features interviews with dozens of small business owners who share their own experiences with social media (Facebook, Twitter, Yelp, LinkedIn, YouTube and more). The book also features step-by-step instructions on how small business owners and managers can join and participate in various social networks.

### Okazaki Receives Grant to Examine Mobile Internet

Shintaro Okazaki of the Universidad Autónoma de Madrid has been awarded a three-year grant in the amount of 70,000 Euro (US\$100,550) by the Spanish Ministry of Science and Innovation under the National Plan of Research and Development. The research project is



**Shintaro Okazaki**

entitled "Challenges and opportunities in electronic commerce via mobile Internet" and addresses issues related to multichannel communication and retailing via smartphones.

### Royne Receives Grant to Develop Transportation Ads

Marla B. Royne (Stafford) has received a \$50,000 grant from the Intermodal Freight Transportation Institute. The research focuses on the development of effective advertising strategies for recruiting truck drivers.

### Gilly Receives Mentoring Award

Mary Gilly was the recipient of the 2011 Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence. The award was given at the Ph.D. Project Dinner prior to AMA last weekend. Here's a description of the award: [http://www.themarketingfoundation.org/williams\\_qualls\\_spratlen.html](http://www.themarketingfoundation.org/williams_qualls_spratlen.html)

### Lin Receives Research Funding and Award

Carolyn Lin is conducting research and running a social marketing campaign to help empower college students to use alcohol in a safe manner during social events, along with my collaborators. The project, entitled "Operation Party Smart," is being funded by the Connecticut Department of Mental Health and Addiction Services (with support from the federal Substance Abuse and Mental Health Services Administration and U.S. Department of Education). In addition, she received The Women of Color Award (2011) "for Outstanding Contributions to the University of Connecticut and for Excellence in Leadership, Achievement and Service."

### Vincent Gets to Live on Campus

Hal Vincent has been appointed to one of four Faculty In Residence positions at the University of South Florida, and, together with his wife and two kids, lives on campus and advises and teaches classes in conjunction with the Housing and Residential Life office in addition to his duties in the School of Mass Communications. **AAA**

## Have Items for the Newsletter?

Send to the Editor, Anca Micu, at: [newsletter@aaasite.org](mailto:newsletter@aaasite.org)



## **ROADSIDE AMERICA, THEN AND NOW: NEW DIGITAL COLLECTION DOCUMENTS THE HISTORY OF OUTDOOR ADVERTISING**

### **See Rock City. Eat Mor Chikin. Exit Here.**

Like them or not, billboards are part of the American landscape. They tell us where to fill up on gas, local peaches, and pecan logs. They encourage us to try new products. They display photos of wanted criminals and missing persons. They educate, entertain, and frustrate us, cluttering up the landscape and guiding us to fresh coffee and clean restrooms. Unavoidable as they are, they also provide a fascinating window on American popular culture.

Now more than 27,000 images of billboards and other outdoor advertisements have been digitized and made available online by Duke University Libraries. The new digital collection, ROAD 2.0 (available online at [http://library.duke.edu/digitalcollections/outdoor\\_advertising/](http://library.duke.edu/digitalcollections/outdoor_advertising/)) brings together a vast collection of historical advertising images from the John W. Hartman Center for Sales, Marketing & Advertising History, part of Duke's Special Collections Library. The images, most of them taken between the 1930s and 1980s, include not only billboards but also wall paintings, electric "spectaculars" (such as the neon signs in New York's Times Square), bus shelters, taxi displays, and behind-the-scenes shots of outdoor ads under construction and sign painters at work.

In addition to their research value to scholars of advertising history, cultural studies, graphic design, and consumer trends, many of the outdoor advertisements are visually striking and whimsical, making the newly digitized collection a pleasure to browse.

One billboard from the 1980s features Smokey the Bear, the mascot of the U.S. Forest Service. Half the sign appears to have burned away, revealing the metal structure underneath. "Forest fires burn more than trees," Smokey says. Other signs in the collection are more enigmatic, like an early 1970s advertisement for First National Bank of Arizona. It depicts two stereotypical hippies raising their fingers in a peace sign next to the words, "Love... try some on your parents." The implied message or financial service being offered is unclear.

The images and documents in the online collection are both national and local in scope, covering campaigns for well-known brands as well as local mom and pop businesses. The collection also documents the interesting evolution of the outdoor advertising medium. What started as a specialized format limited to highly skilled sign painters and small family-owned companies has become dominated by national conglomerates who communicate their messages through digital signboards and computer generated images. Paint has given way to pixels,

and revenue from outdoor advertising is one of the highest growing segments of the advertising industry today.

In 2005, Duke University Libraries created the first Resource of Outdoor Advertising Descriptions (ROAD) database, an NEH grant-funded project to provide access to Duke's vast collection of outdoor advertising material. But the original ROAD database did not include images, only descriptive information. ROAD 2.0 takes up where the previous project left off, although its 27,000 images represent only about a quarter of the total collection.

The images for ROAD 2.0 were digitized with the assistance of a grant from the National Historical Publications and Records Commission. Most of them come from the papers of the Outdoor Advertising Association of America, the primary professional organization for the modern outdoor advertising industry since 1891. (For complete descriptions of the Hartman Center's outdoor advertising collections, visit the Center's website at <http://library.duke.edu/specialcollections/hartman/>.)

The Hartman Center, part of Duke's Special Collections Library, is one of the foremost resources for the documentation and study of advertising history in the world. Its collections include the archives of advertising agencies and trade organizations, as well as the papers of industry executives and private collectors.

Through its active program of class visits, exhibitions, digitization, and public events, the Duke Special Collections Library supports the educational, research, and service mission of Duke University. By preserving and promoting the use of historical and cultural documentation in many forms, it facilitates understanding and appreciation for the range of human experience. **AAA**



**JOB ANNOUNCEMENT**  
**San José State University**  
**San José, California**  
**Advertising**  
**School of Journalism and Mass Communications**

**Rank: Assistant or Associate Professor, Tenure-Track**

**Qualifications:**

The School of Journalism and Mass Communications at San José State University, located in the heart of Silicon Valley, invites applications for an advertising creative position. The school offers a BS Degree in Advertising with two educational tracks, management and creative. The successful candidate would help evolve our efforts to prepare students for the new world of visual and online media and also lead the advertising creative curriculum as a whole. A Ph.D. in Advertising, Mass Communications or related disciplines is preferred but candidates with master's degrees and significant professional experience in advertising—especially in new media and creative—will also be considered. Management experience may also be considered. The ideal candidate would combine an understanding of the principles behind new media and creative with practical technical skills and the integration of communications disciplines. Some web design skills are required. Applicants should have awareness of and sensitivity to the educational goals of a multicultural population as might have been gained in cross-cultural study, training, teaching, and other comparable experience.

**Responsibilities:**

The successful candidate would both teach courses and help guide the School as it pursues convergence in its student media and curricula. Candidates should be prepared to teach in one or more of the following areas: art direction and/or design for online/print/broadcast media; visual communications; multimedia converged publication platforms; multimedia storytelling; and overall audio and video production. Ability to teach elsewhere in the journalism or mass communication curriculum and to advise graduate theses or projects is a definite advantage. Knowledge of Adobe Creative Suite, Apple, Avid, and/or other multimedia authoring tools is highly desirable. Duties may include establishing or maintaining contacts in the high technology industry and related creative fields. School service and a creative/scholarly agenda are required.

Candidate must address the needs of a student population of great diversity – in age, economic and cultural background, ethnicity, primary language, and academic preparation – through course materials, teaching strategies, and advisement.

Salary Range: Commensurate with qualifications and experience.

Starting Date: Fall 2011 or Spring 2012

Eligibility: Employment is contingent upon proof of eligibility to work in the United States.

Application Procedures: For full consideration send a letter of application, curriculum vitae, statement of teaching interests/philosophy and research plans, and at least three original letters of reference with contact information to:

Professor Bob Rucker, Advertising Search Committee,  
School of Journalism & Mass Communications  
San José State University  
One Washington Square  
San José, CA 95192-0055  
Email: robert.rucker@sjsu.edu  
(T) 408-924-3249  
(F) 408-924-3229

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**The School of Journalism and Mass Communications** is the oldest and largest such program in Northern California.

It offers the Bachelor of Science Degrees in Advertising, Public Relations and Journalism and the Master of Science degree in Mass Communications. The School is accredited by ACEJMC. The school's diversity mission statement confirms our commitment to incorporating people from all cultures and life experiences in all aspects of our education process. School web site is: <http://www.jmcweb.sjsu.edu>. San José State University campus is located on the southern end of San Francisco Bay in downtown San José (Pop. 945,000), hub of the world-famous Silicon Valley high-technology research and development center. Many of California's most popular national, recreational, and cultural attractions are conveniently close. A member of the 23-campus CSU system, San José State University enrolls approximately 30,000 students, a significant percentage of whom are members of minority groups. The University is committed to increasing the diversity of its faculty so our disciplines, students, and the community can benefit from multiple ethnic, gender, and religious cultural perspectives. Additionally, SJSU's long standing commitment to diversity includes outreach and welcome to people from the LGBT and disabled communities, and to individuals from across the United States and around the world.

SJSU is an Equal Opportunity/Affirmative Action Employer committed to nondiscrimination on the bases of race, color, religion, national origin, sex, sexual orientation, gender status, marital status, pregnancy, age, disability, or covered veteran status consistent with applicable federal and state laws. This policy applies to all SJSU students, faculty, and staff as well as University programs and activities. Reasonable accommodations are made for applicants with disabilities who self-disclose.

The latest San José State University Safety 101 Uniform Campus Crime and Security Report is available. You may request a copy of San José State University's annual safety report by contacting the University Police Department at (408) 924-2222 or by visiting the website at [www.sjsu.edu/safetyreport](http://www.sjsu.edu/safetyreport).

## **JOB ANNOUNCEMENT**

### ***The University of Oregon School of Journalism and Communication Portland, Oregon***

#### **Assistant Professor in Strategic Communication**

Journalism and Communication

Posting: 11237

Location: Portland

Closes: Open Until Filled

The University of Oregon School of Journalism and Communication seeks an Assistant Professor in Strategic Communication to join a faculty committed to the future of journalism and communication in the public interest. This position will be based at the SOJC's George S. Turnbull Center at the University of Oregon Portland. The ideal candidate for this tenure-related position will have professional experience in strategic communications or related disciplines, university teaching experience or demonstrated potential, share our demonstrated commitment to working effectively with students, faculty and staff from diverse backgrounds, and demonstrated potential for a program of scholarship or creative activity commensurate with UO tenure expectations. A master's degree or its equivalent in a relevant field is required, with the Ph.D. in a relevant field preferred.

This faculty member will teach in and help develop the Master's in Strategic Communication curriculum with a special emphasis on courses as Foundations of Strategic Communication, Creativity in Strategic Communication, Strategic Communication Research and Planning, and Marketing Communication; advise Strategic Communication master's student final projects; teach appropriate courses and workshops in the Portland Experience internship program and the Multimedia Journalism master's programs; conduct a program of scholarship or creative activity; and engage in outreach to the communication professions.

We invite applications from qualified candidates who share our commitment to a diverse learning and work environment. Employment begins September 16, 2012. For full consideration, applications must be received by November 1, 2011. The position will remain open until filled. Please send a letter of interest, CV and contact information for three references to:

Professor Kim Sheehan  
School of Journalism & Communication  
1275 University of Oregon  
Eugene OR 97403

The University of Oregon is an AA/EO/ADA institution committed to cultural diversity.

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#### **Hairong, cont'd p. 5**

Micu, Anca Cristina, Kim Dedeker, Ian Lewis, Robert Moran, Oded Netzer, Joseph Plummer, and Joel Rubinson (2011), "The Shape of Marketing Research in 2021," *Journal of Advertising Research*, 51(1), 213–221.

Royne, Marla B. (2012), "Toward Theories of Advertising: Where Do We Go from Here?" in Rodgers, Shelly and Esther Thorson (eds.), *Advertising Theory*, Routledge.

Steel, Emily (2011), "WPP Ad Unit Has Your Profile," *The Wall Street Journal*, June 27 (<http://t.co/DxDagpc>).

Wang, Feng, Yin Zhang, Xiaoling Li, and Huawei Zhu (2010),

"Why Do Moviegoers Go to the Theater? The Role of Pre-release Media Publicity and Online Word of Mouth in Driving Moviegoing Behavior," *Journal of Interactive Advertising*, 11(1), 50–62 (<http://jiad.org/article139>).

WRDS (2011), "Welcome to WRDS." (<http://wrds-web.wharton.upenn.edu/wrds/>).



**JOB ANNOUNCEMENT**  
**Michigan State University**  
**East Lansing, Michigan**

**Assistant Professor – Advertising Media**

The Department of Advertising, Public Relations, and Retailing at Michigan State University seeks an assistant professor committed to developing an outstanding program of research and teaching in advertising media.

The ideal candidate for this tenure stream position will have a doctorate in advertising, communication, marketing or allied field and a focus on the effective use of media vehicles in various communication contexts such as commercial, social, or political campaigns. Potential for high-quality research and commitment to external grant activity are expected; industry experience with digital media planning, social media, data mining, or media analytics is a plus. The position will involve undergraduate and graduate teaching in the areas of media strategy, interactive advertising, and media theories, technology and research.

Please direct any questions to Professor Hairong Li, Search Committee Chair, Department of Advertising, Public Relations, and Retailing at Michigan State University, at [hairong@msu.edu](mailto:hairong@msu.edu). To apply, complete an electronic submission at the Michigan State University Employment Opportunities website <https://jobs.msu.edu>. Applicants should submit electronically the following materials: (1) a cover letter summarizing your qualifications for the position, (2) a current vita, and (3) the names and contact information for three individuals willing to serve as recommenders, who may be contacted by the search committee. The search committee will begin considering applications October 1, 2011. The search closes when a suitable candidate is hired. Duties begin on August 16, 2012. An earlier appointment is possible.

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 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 [adv.msu.edu](http://adv.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.

# 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

## Here’s an example of how to set up your call:

The 25th annual Advertising and Consumer Psychology Conference will be held May 19-21, 2006, in Houston, Texas. The conference is sponsored by the Society for Consumer Psychology (SCP) and will feature participation by academic researchers and practitioners involved in the retailing industry. The theme of the conference is “Brick & Mortar Shopping in the 21st Century.”

Possible topics include, but are not limited to:

- ▶ Methodological innovations for studying shopping behavior
- ▶ Shopping environments (such as Kozinet et al.’s (2004) work on retail spectacle)
- ▶ Consumers’ attitudes toward “physical” shopping the Mall as social gathering place
- ▶ Third party influences on shopping decisions
- ▶ Personality differences between those who prefer physical vs. e-shopping
- ▶ Synergies between brick & mortar retailers and their electronic counterparts
- ▶ Situational factors that promote/inhibit the choice to physically shop

The submission deadline is **December 15, 2005**. For more information about The Society for Consumer Psychology or the Advertising and Consumer Psychology Conference, please see our website at <http://www.consumerpsych.org> or contact the conference chair:

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## 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](mailto: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