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AAA 2012 Conference - Myrtle Beach, SC

Challenges to Advertising Ethics in the Digital Realm

By Wally Snyder, Executive Director, Institute for Advertising Ethics; Visiting Professor, Missouri School of Journalism

Advertising has never been so important to consumers – nor so much under challenge – than in this time of growing online programming and marketing. Consumers tell us they need and want commercial information presented in an ethical manner, but according to a Harris Poll only one in five believes they can trust advertising most of the time.



An expert panel consisting of Robert Burnside, Ketchum; Lee Peeler, National Advertising Review Council; Sheryl Oliver, Howard University; and Wally Snyder, Institute for Advertising Ethics, will discuss the ethical dilemmas advertising professionals face in what Snyder considers the three most challenging issues:

- (1) the blurring of the lines between advertising on the one hand and news, editorial and entertainment on the other;
- (2) the failure to disclose the material connections, such as compensation or even employment, affecting product endorsements in blogs and social media; and
- (3) protecting consumers privacy and choice of participation in online behavioral tracking and targeting.

In discussing these specific online challenges the panel will consider government regulations, as well as guidance provided by the Institute's Principles and Practices for Advertising Ethics. Specific illustrations of both improper and proper ethical conduct will be examined and the panel will consider

issues raised by the audience.

As a preview, among the cases the panel will analyze is the before and after YouTube video for Bluetooth headsets found to be an ad presented as entertainment; an investigation by the Los Angeles Times alleging that a series of online stories by a fictitious journalist were actually paid for PR for the Central Municipal Water District in LA; and Federal Trade Commission action that shut down six online fake news sites that appeared to be giving objective news on weight loss, but were in fact paid ads. The panel also will review the ethical implications of online transactions involving children, including privacy implications.

Advertising practitioners and advertising students' views on these ethical dilemmas will be discussed to present cross generational views on their importance and application. Also, the panel will consider how advertisers and their ad and PR agencies, and media companies can establish the internal atmosphere to practice the highest of ethical standards.

Featured Teaching Exceptional PhD Students: Sun-Young Park's University of Florida Story

Currently, I am a Ph.D. candidate with an emphasis in advertising at the College of Journalism and Communications, University of Florida. Prior to my doctoral study, I worked as an account executive for Innocean Worldwide, an in-house advertising agency of Hyundai Kia Automotive Group and earned my master degree in advertising at the University of Texas at Austin. I thrived on all that I was involved with in this period. And, since starting my doctoral program at University of Florida I have enjoyed many wonderful opportunities even more.

At University of Florida I have been involved in several research projects with faculty members and grad students in the program, creating interesting synergies as I connect my ideas with them. First of all, collaboration enables me to work more efficiently and improve productivity. My research has been published in several peer-reviewed journals and presented at numerous referred conferences, such as AAA, AEJMC, ICA and NCA, among others, and has won awards for much of my work. The opportunities also foster intellectual exchange which can nurture my academic pursuit.



Sharing experiences and joys of learning with my colleagues from different tracks in the same college, particularly, Public Relations and Science/Health Communication, helps me in broadening my perspective on mass communication. Consequently, I have conducted research in the fields of strategic communication over all, including health communication campaigns as well as advertising. And, currently, I am working on a dissertation which explores the individual-environmental dynamics in the health-enhancing direction in the context of anti-high-risk drinking advertising.

Truly, I have rich experiences as all part of the Ph.D. education in the program. While juggling the pressure to maintain the research productivity and teach classes successfully, my passion for research and teaching gets me up each day. Serving as an instructor in advertising classes, such as Advertising Research, Advertising Strategy and International Advertising, for 7 consecutive semesters, I have been able to develop new teaching strategies and approaches every semester through continuous efforts to evaluate myself. Consequently, my teaching scores reflect my expertise and respect, and I have

Continued on page 8...

Karen Smreker's MSU Story

When the time came for me to choose a college, there was only one choice-Michigan State University. MSU is where my mother graduated from, six aunts and uncles attended, and where my brother was a sophomore. Against the advice of most, I applied to only MSU. The gamble paid off and I began Fall 2003. I loved my undergraduate years and when it came time to graduate with my B.S. in Psychology, I began looking at graduate schools, focusing on Public Relations. I quickly decided on Michigan State. In addition to the College of Communication being among the best in the country, I was happy at MSU and saw no reason to leave. I applied again to only MSU, went to my admissions interview, and was admitted on the spot.



I became interested in Cyberbullying and began an independent study with another student. We wrote a research proposal and submitting it to the 2009 Michigan Children's Trust Innovation Award. When we won, we received \$2000 and the chance to speak at the Children's Central conference that Fall. During the independent study, I discovered my passion for research and my teachers suggested I get my PhD. I called my dad for his thoughts, but before I could get to my point he interrupted saying, "Maybe you should get your PhD." It was a sign. Fall 2009 I applied to the MSU Media and Information Studies Program. I met with the chair of my department, who was writing me a letter of recommendation. He asked where I was applying and I told him, "Only Michigan State." He suggested many other excellent programs I should apply to as well. But I wasn't going to jinx it now by applying to other schools. I wanted to join this program not only because it was ranked #7 in the country, but also because the faculty truly makes the program. On January 29th, I was accepted. That May, I graduated with my M.A. and was named the Outstanding Student in PR.

When I began the PhD program in Fall 2010, I felt confident-I knew the campus and I had an amazing faculty and staff there to support me. I have had so many amazing opportunities since then. Last year, I was a research assistant on an NIH grant on Advergaming. I assisted in data collection, an experience that will help me when I conduct my own research. When that ended in January, I began teaching an Advertising class. Last year I was also able to attend AAA working the

Continued on page 8...

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Robyn Blakeman

Strategic Uses of Alternative Media Just the Essentials



Robyn Blakeman

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Larry D. Kelley
Donald W. Jugenheimer
and Kim Bartel Sheehan

Advertising Media Workbook and Sourcebook THIRD EDITION

Larry D. Kelley
Donald W. Jugenheimer
and Kim Bartel Sheehan

Two New Back-to-Basics Texts by Robyn Blakeman

Advertising Campaign Design *Just the Essentials*

A step-by-step approach to campaign design that dissects the creative process necessary to design a successful IMC campaign one topic at a time. Numerous examples appear throughout the book to illustrate key topics such as type design, the use of constant layout styles, and how to maintain campaign consistency.

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Featured Research

Media guiding consumers across different phases of the purchase process

by Hilde Voorveld

My dissertation gave insight into two elements that are critical for expanding our understanding of the role of brand websites in cross-media campaigns. In the first part of my dissertation I studied the actual interactivity of global brand websites and related that to consumers' perceptions of interactivity. The second part of my dissertation focussed on the contribution of websites to traditional mass media campaigns, so called cross-media effects. Is integrating websites in mass media campaigns more effective than using only one medium and in which sequence should consumers be exposed to media in cross-media campaigns? After receiving my Ph.D cum laude in June 2010, I became an Assistant Professor and was awarded a research grant from the Marketing Science Institute. This award enabled me to expand my cross-media research together with my former dissertation supervisors Peter Neijens and Edith Smit, and colleague Fred Bronner.

The research project aims to investigate how consumers use combinations of media in their decision making process and was inspired by the notion that recent developments in the media landscape have fundamentally changed the way consumers search for and use information to guide their purchase decisions. Insight into consumers' search for and use of information across media is still in its infancy, mainly because no instrument is available to measure the influence of several media through the phases of the purchase process. Therefore, we thought it was needed to develop such an instrument to ultimately answer the question which media are used in what phase of the purchase process, for what type of products, and by what type of consumers? The grant of the Marketing Science Institute enabled us to develop an instrument and test it in a pilot study.

We developed two variants of an instrument with different points of departure. The first variant started with asking about specific media usage moments and related these media usage moments to the phases of the purchase process. These five phases are

- (1) becoming aware of the need for a product,
- (2) forming a consideration set,
- (3) evaluating alternatives for choosing a product,
- (4) buying the product, and
- (5) evaluating the product after the purchase.

The main advantage of variant 1 was that media consumption is very recently and concrete, and therefore it might be less dependent on memory than variant 2. The second variant started with asking about a recent purchase decision and asked consumers about the role of media in various phases of this specific purchase process. The main advantage of the second variant was that it focused on a recent purchase and people are probably more consciously aware of purchases they make than of media they consume.

We tested both variants of the instrument on a representative sample of 347 Dutch consumers. Based on several criteria we concluded that the second variant, starting with a recent purchase and asking consumers about the role of media in that specific purchase, was best to give insight into consumers' use of media and combinations of media across the purchase process.

The pilot study also gave some insights into the usage of media and combinations of media in the purchase process. Results showed that media were most important in the phases of the purchase process before the actual purchase was made. Advertising media that were most influential across the total purchase process were the Internet, TV and free door-to-door newspapers. Non-advertising media were also very important, especially conventional shops and Word of Mouth. Consumers indicated that cinema, mail and outdoor advertising were least important in influencing their purchase decision. When zooming in into the influence of different media across the phases of the purchase process, some interesting patterns can be observed. Television was most often mentioned as a medium that influenced the awareness phase and the consideration set phase. Radio was most influential in the phase wherein alternatives are evaluated. Dailies were most often mentioned in the awareness phase, while free door-to-door newspapers and magazines are most often mentioned in the awareness and consideration set phase. The internet was most influential in the awareness, considerations set and evaluation phase, which are the phases before the actual purchase is made.

Results also gave insight into differences between high involvement and low involvement products, between males and females and between older and younger consumers. On average, consumers used more media in the purchase process of

Continued on next page...

Featured Research... (cont'd)

high involvement products than of low involvement products. Especially the Internet was much more important for informing consumers on high involvement products than on low involvement products, while traditional media (especially TV and free door-to-door newspapers) were more influential for low involvement products than for high involvement products. Concerning gender, males indicated they were influenced more by the Internet, while women indicated they were influenced more by television. Finally, older consumers generally reported they used media more often than younger consumers in their purchase process. Younger consumers indicated they were influenced more often by the Internet and television, while older consumers indicated they were influenced more often by free door-to-door newspapers and conventional shops.

Another unique asset of the results of this project is the insight that was given in combinations of advertising media used in the purchase process. Consumers made three combinations of media in a purchase process. First, they combined radio, newspapers and magazines. Second, they combined Internet, outdoor and free door-to-door newspapers. Third, they used mail and television together.

By investigating media usage patterns in different phases of the purchase process, for different types of products, and for different kinds of consumers, the current study offers insights that are helpful for practitioners in the current media landscape. Results can be used to guide the optimal choice of media and combinations of media for advertising campaigns of different types of products. Future research with the developed instrument on a larger scale will inform marketers, advertisers, and media planners on one of the most complex and pressing issues: optimizing their cross-media planning to make media strategies more effective. **AAA**

Hilde Voorveld (h.a.m.voorveld@uva.nl) is an Assistant Professor of Persuasive Communication at the Amsterdam School of Communication Research, at the University of Amsterdam. Her dissertation entitled "Websites in Brand Communication: Interactivity and Cross-Media Effects" was defended Cum Laude in June 2010. Her research interests include cross-media effects, measuring cross-

media usage, media multitasking, and website interactivity. She has published papers in the Journal of Advertising, Journal of Advertising Research, Journal of Marketing Communications, Computers in Human Behavior, and Internet Research. Her work has been recognized with an award from the European Advertising Academy EAA and with an Outstanding Paper Award 2010 for her article published in Internet Research.



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The Advertising Pre-Conference Workshop at the American Academy of Advertising Convention.
March 15, 2012 Myrtle Beach, South Carolina
8:30 a.m.—4:15 p.m.


AMERICAN ACADEMY
OF ADVERTISING

The Advertising Curriculum for 2012 and Beyond

The Preconference Program, March 15, 2012

8:30 Introduction

John Sweeney, University of North Carolina, Chapel Hill

8:40–9:10 Reflection 1: Hiring Versus Teaching, Observations from a CEO Professor

Brian Sheehan, Syracuse University

9:15–9:55 The Media Class

Laura Bright, Texas Christian University

10:00–10:40 The Creative Class

Douglas McKinlay, Brigham Young University, Adlab

10:45 Break

11:00–11:25 Reflection 2: How Technology Changed the World

Lisa Duke Cornell, University of Florida

Sabrina Habib, University of Florida

11:30–12:10 The Campaigns Class

Lance Porter, Louisiana State University

12:15–1:30 Lunch

Sponsored by the University of North Carolina, Chapel Hill

1:30–2:30 The Workshop: Groups will work to develop a new curriculum from scratch.

2:30–3:00 Group Reports

3:00–3:15 Break

3:15–4:00 Two Fascinating Classes

The Workroom Experiment

Dana McMahan, University of North Carolina, Chapel Hill

NSAC National Championship winner and course

Alyse Lancaster, University of Miami

4:00–4:15 Conclusions

John Sweeney, University of North Carolina, Chapel Hill



**Click here
to register
online.**

Relationship Building

by *Debbie Treise*



NOW...

I can't tell you how excited and honored I am to be the 2012 president of AAA -- an organization full of talented scholars, professionals, idea generators and doers.

If you're relatively new to the organization or if you are a graduate student, a short introduction is in order. First, the annual conference. This year, two stimulating pre-conference sessions, Advertising Ethics: Teaching, Research and Challenges, led by Esther Thorson and Margaret Duffy; and The Advertising Curriculum for 2012 and Beyond, organized by John Sweeney, promise to address important issues facing the academy. A total of 76 papers and eight special topics sessions were accepted and cover a range innovative and relevant topics.

The AAA conference is about bringing people together in both formal and informal settings. It facilitates potential research with a diverse group of collaborators. So, as you attend a session or present your research, know that this is a perfect venue to approach others who have similar research areas to brainstorm, get feedback from seasoned researchers or work toward a mutually beneficial study. Best of all, the conference is always fun. This year is no exception – from the opening reception, the First Timer's breakfast, the lunches and dinners through the Saturday night cruise. The Myrtle Beach Marriott Resort & Spa is located directly on the beach, and it has indoor and outdoor pools, a health club and spa. Myrtle Beach itself has wonderful golf courses (if you can squeeze in the time), plus lots of activities for your family. AAA is one of the only academic conferences in which your registration fee covers lunches, dinners and an outing.

COMING UP...

In the world of academia, we are the leaders in the uncharted and promising territory of what advertising is today. But what do we need to do to meet the needs of our students and the profession tomorrow?

To borrow a phrase from Public Relations, we can focus on "relationship building" – with colleagues at other universities, with graduate students at large and smaller institutions, with international partners and with the advertising industry. And building relationships with the industry and bringing in their expertise and resources will soon be easier. Beginning in 2014 in Atlanta, AAA is making a concerted effort to hold the annual conference in larger venues with thriving advertising communities. Holding the conference in major cities will allow us to: attract top-tier speakers, hold meetings with faculty, students, and industry leaders that will deepen our knowledge, interact with the industry to share our research, and establish more opportunities for our undergrads.

The members of AAA consider the organization an essential part of their professional lives. Members receive the Journal of Advertising and soon the Journal of Current Issues and Research in Advertising (JCIRA). We will continue to provide members with access to the Journal of Interactive Advertising and the Journal of Advertising Education. And we are looking at new ways for members to share their research findings with the professional community. We are predicated on finding new ideas and establishing ties – AAA is the symbol of our community of scholars. To that end, your ideas and suggestions are always welcome to move our organization into the future in collaborative and exciting ways.

AAA

Advertising Hall of Fame Member Wally Snyder to Lead Ethics Seminar at MSU

East Lansing, MI -- In 2010, the American Advertising Hall of Fame inducted American Advertising Federation (AAF) president Wally Snyder in recognition his longtime role “counseling the highest standards of law and ethics.” This spring Snyder makes his third visit (March 19-23) to the campus of Michigan State University, East Lansing, as Professor and Senior Advisor for Advertising Ethics in the Department of Advertising, Public Relations, and Retailing (APRR.)

While at MSU, Snyder will work with a blend of 20 upper-level undergraduate advertising and PR students in a department-wide effort Snyder says he’ll use “to gather important insights on ethics and socially responsible advertising.” He will use this input to help him prepare a series of recommendations that will appear in a report he’s preparing in his role as the executive director of the AAF Institute for Advertising Ethics.

In making the MSU appointment, APRR department chair Jef Richards emphasized “a long-time admiration I had had for him dating back to Professor Snyder’s days as associate director of advertising practices for the Federal Trade Commission.”

On one recent (2009) visit to MSU, Snyder served as keynote speaker at a department-sponsored international conference focusing on “the ethical treatment of children” in marketing. In 2010 he returned to lead a special one-week seminar for graduate students, in which he helped them develop the Every

Child is Yours child-abuse prevention theme for the Children’s Trust Fund of Michigan.

As of 2012, the department adopted a new mission statement, explicitly focused on social responsibility. Chairperson Richards said Snyder’s MSU involvement “has been deeply motivating to faculty as well as our students, and it’s helped emphasize our department’s mission of being dedicated to global leadership in the teaching and research of leading edge, socially responsible advertising, public relations and retailing.”

For further information, please email or call Jef Richards directly

Jef@msu.edu
517-355-2314



Sun-Young Park

Continued from page 2

almost always received much higher teaching scores than the average. At the same time, because work and family are both central to my way of life, finding a balance between the two has been an issue of importance to me, especially with my 1 year-old son. Fortunately, here at University of Florida, I am surrounded myself with advisors and colleagues from I can learn how to set me on the path to excellence in both work and family. A support system, such as an understanding faculty advisor and supportive doctoral students, has been very helpful to me.

I believe that the Ph.D. program at University of Florida offers me an unparalleled academic and professional environment. Beginning August 2012, I will start working as an assistant professor at Drury University. And now, I’m very excited to share my diverse background, intellectual curiosity and intense passion with my future students as well as my colleagues in the academic community.

Karen Smreker

Continued from page 2

check-in. It was such a wonderful experience and I finally had faces to put to the names I had been reading for years.

Today, I had my first conference paper accepted. Thanks to the people and opportunities I have been given, I am just as happy at MSU as when I began. With each passing day, I am more confident in my choice and more convinced that MSU truly is the best university there is.

AAA

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AAA 2012 Pre-Conference

American Academy of Advertising Pre-Conference

ADVERTISING ETHICS: TEACHING, RESEARCH, AND CHALLENGES

March 15, 2012

Myrtle Beach, South Carolina

This program is sponsored by the Institute for Advertising Ethics, a partnership among the American Advertising Federation, the Reynolds Journalism Institute, and the Strategic Communication Department at the University of Missouri. We would like to thank especially Mr. Wally Snyder, Director of the Institute for Advertising Ethics, and Mr. David Bell of the Institute's Advisory Board for their intellectual and financial contributions to the pre-conference.

ATLANTIC 3

8:30-9:00 Breakfast

9:00-9:15 **Introduction to the Day**

Esther Thorson, University of Missouri
Margaret Duffy, University of Missouri

9:15-10:15 **Panel: Challenges to Advertising Ethics in the Digital Realm**

Panel Chair: Wally Snyder, University of Missouri
Lee Peeler, National Advertising Review Council
Robert Burnside, Chief Learning Officer, Ketchum, Inc.
Sheryl Oliver, Howard University

10:15-11:30 **New Advertising Ethics Research**

America's Self-Regulatory Program for Online Behavioral Advertising: Success or Failure?

Jef Richards, Michigan State University

Invasive or Helpful?: Consumer Perceptions of Behavioral Targeting

Heather Shoenberger, University of Missouri,
Mark Sableman (partner at the law firm Thompson Colburn LLP, St Louis, MO)
Esther Thorson, University of Missouri

Update on the Current State of Advertising Ethics Theory

Minette Drumwright, University of Texas, Austin
Patrick Murphy, University of Notre Dame

Intrusiveness in Advertising

Steve Edwards, Southern Methodist University

11:45-1:15 Luncheon (Tides 2): **"Inspiration for Advertising Ethics: An Interview with David Bell"**

Mr. Bell is the former CEO, Interpublic Group and Current Member, Advisory Council, Institute for Advertising Ethics

1:30-3:15 **Teaching Advertising Ethics**

Integrating Advertising into All Advertising Classes

Jan Slater, University of Illinois

Teaching Advertising Ethics with the Future Practitioner in Mind

Gregory Pabst, San Francisco University

David Koranda, University of Oregon

Top 10 Teaching Tools for Advertising Ethics Courses

Carrie La Ferle, Southern Methodist University

3:15-3:30 **Break**

3:30-5:00 **Advertising Ethics Compared to Other Professional Approaches to Ethics**

Why Credibility Is the Key to Both Advertising and News Ethics

Mike Fancher, University of Nevada, Reno

Advertising Ethics and Marketing Ethics

Richard Beltramini, Wayne State University

Adjournment

Edoardo Teodoro Brioschi appointed Grand Officer of the Italian Republic

Edoardo Teodoro Brioschi, Professor and Chair of Business communication at the Università Cattolica del Sacro Cuore, Milan, was appointed by the President Giorgio Napolitano Grand Officer of the Order of Merit of the Italian Republic in recognition of its long academic service. On October 31st 2011 he accomplished 40 years of official university teaching.

With this occasion the Università Cattolica established a Brioschi Book Fund inside its Library, to which the Professor has donated more than 1000 publications, most in English, concerning the Business communication area.



The Launch of the International Master's Degree in Corporate Communication

Last November the Università Cattolica del Sacro Cuore has launched an international Master's Program devoted to Corporate communication. The new program is housed by both the Faculty of Economics and the Faculty of Language Sciences and Foreign Literatures and the courses are taught in English.

The International Master's has been promoted by LABCOM - Research Laboratory on Business Communication of the same University, directed by Professor Brioschi - with the support of the Italian Chapter of the International Advertising Association.

The articulation and depth of the lessons combining theory and practice, and the faculty, made up of academics with extensive international experience and highly qualified executives and professionals from different industries, give this master's a particular authority and incisiveness at the managerial level.

The students of the first cohort (coming from countries spanning the globe from Latin America to Russia) are mainly graduates in economic, linguistic, humanistic and communication disciplines.

The faculty in the Department of Advertising and Public Relations at the University of Alabama is pleased to announce the hiring of two colleagues.



Dr. Regina Lewis, who is currently serving as a visiting professor, will begin her new faculty role as an Associate Professor in August 2012. Dr. Lewis received her Ph.D. from the University of North Carolina and her M.B.A. from Columbia. She has extensive professional experience with her most recent position being VP of Global Insights for InterContinental Hotels Group.



Kenon Brown will also be joining our faculty in August 2012. He received his M.A. from the University of Tennessee and is currently completing his doctoral work at the University of Alabama. Kenon's research interests include sports marketing and crisis communication.

Have Items for the Newsletter?

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

JIAD Gets New Editor

The Temerlin Advertising Institute at Southern Methodist University is delighted to have Dr. Steven M. Edwards as the new Editor of the Journal of Interactive Advertising. Steve has been an Associate Editor for many years at the Journal and we know he will continue to secure its presence and importance in the years ahead. We would also like to congratulate and thank Dr. Hairong Li for his stewardship in building and growing such an important outlet in the advertising field.

Teaching Awards

Dr. Marla Royne (Stafford), University of Memphis, has been selected as one of the three recipients of the 2012 Hormel Teaching Excellence Award from the Marketing Management Association (MMA). She was chosen from a field of 28 nominees. The award will be presented at the MMA conference in Chicago in March where one of the three recipients will be selected as the 2012 Hormel Master Teacher of the Year.

Dr. Karen M. Lancendorfer (Western Michigan University) is the 2011-2012 recipient of the Distinguished Teaching Award at WMU. The Distinguished Teaching Award is the highest honor given by the University to recognize faculty members for their work with students.

Grants

Dr. Denise E. DeLorme (School of Communication at the University of Central Florida) is Principal Investigator (PI) on a two-year \$200,000 grant approved for funding from the National Oceanic and Atmospheric Administration (NOAA) through the Florida Sea Grant program. The interdisciplinary project entitled, "Piloting a Community-Based Social Marketing Program to Protect Marine Ecosystems from Boating Impacts" will develop, implement, and test a cohesive outreach campaign to promote the importance of marine species and locations of eco-sensitive zones and increase environmentally-responsible recreational boating in the Florida Indian River Lagoon.

Dr. Kara Chan (Hong Kong Baptist University) was awarded a Faculty Research Grant (USD7,700) for the project "Predicting healthy eating behavior among adolescents using the Theory of Planned Behavior".

Minnesota Professor lectures in Singapore

Dr. Jisu Huh (University of Minnesota – Twin Cities) has been invited to speak for the Wee Kim Wee Distinguished Lecture Series at the School of Communication & Information, Nanyang Technological University in Singapore. She gave a presentation on "Today's Consumer Health Information Landscape and the Impact of DTC Advertising" as well as guest-lectured in various courses.



Job changes

Keith Quesenberry has changed jobs and is now a full-time Lecturer at the Center for Leadership Education at Johns Hopkins University (<http://web.jhu.edu/leadership>).

Margo Berman (Florida International University) is currently serving as the Interim Chair of the Advertising and Public Relations Department. She also completed her third book "The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy," to be published by Wiley-Blackwell later this year.

New books and DVDs

Clarke Caywood's completely revised 2nd edition of The Handbook of Strategic Public Relations & Integrated Marketing Communications was published by McGraw-Hill January 2012. With 55 chapters written by 70 industry leaders and academic authorities, The Handbook encourages marketing and PR professionals to examine the full range of stakeholders and has applicable details for 28 industries. The book is supported by videos of the authors (linked with QR codes to scan for video presentations by authors), chapter questions, outlines, PowerPoints and additional readings. Materials include streaming interviews with authors lecture slides, chapter discussion questions and additional readings and links provided by each author, on <http://www.CaywoodHandbook.com>.

Professors Larry D. Kelley, Don Jugenheimer and Kim Sheehan authored the third edition of Advertising Media Planning: A Brand Management Approach, just released by M.E. Sharpe. It is one of the first texts to comprehensively explore media planning of both traditional and digital media. New chapters on social media, ethnic media, direct response, sponsorships, and alternative media provide students with a 'big picture' view of today's media choices and challenges. To learn more and request an examination copy please visit <http://www.mesharpe.com/mall/resultsa.asp?Title=Advertising+Media+Planning%3A+A+Brand+Management+Approach%2C+Third+Edition>.

Prof. Kara Chan and Dr. Andy Wong of Hong Kong Baptist University produced a set of 6 teaching DVD on advertising and societal issues. Each of these DVD interviewed an expert speaker to discuss a contemporary social issues of advertising, including impact of slimming ads on body image among adolescents; social impacts of ads of legal professionals. Length of DVD: 15-22 minutes.

AAA

Opportunities and Challenges: International Advertising Education Committee

by Shu-Chuan (Kelly) Chu



It is with great pleasure and excitement that I take up the role of AAA International Advertising Education Committee (IAEC) chair. Advertising is truly my passion. Prior to my academic life, I have worked for advertising agency Saatchi & Saatchi in account management. I also worked as a marketing communication manager in the retail industry in Asia. With degrees in Advertising (BA from National Chengchi University, Taiwan; MA and PhD from the University of Texas at Austin) through my education, I have committed myself to the teaching and research of advertising as well as their applications to changing international environments. I believe international advertising is not only a business practice, but it is also a social force that reflects cultural values and consumption patterns worldwide. It is an area that is growing in importance. So, when Harsha Gangadharbatla, former AAA IAEC chair, asked me if I would be interested in chairing the IAEC, I excitedly said yes!

I feel very grateful that there are thirty AAA members who volunteered to serve on the IAEC this year. As Debbie Treise, AAA president, stated, it appears that the IAEC will be busy this coming year! One of our major tasks for 2012 is to keep the IAEC website current. I believe the IAEC website is a helpful channel to stay informed about what is happening in international advertising, including teaching, research and conferences. To achieve AAA's goal in expanding its international presence, the committee is going to look for ways to publicize the website worldwide. In addition, the committee will be brainstorming at the conference in Myrtle Beach to discuss the future of the committee. We will focus on discussing some long-term directions for IAEC that will help AAA reach its stated goal in internationalizing professional development and networking in advertising academia.

For more information about IAEC, please visit our website at <http://www.aaasite.org/iaec/>. You can also find us on Facebook: "International Advertising Education Committee."

I feel fortunate to have been afforded the opportunity to be part of the committee. I would like to thank Harsha Gangadharbatla for recommending me and making the transition smooth, Debbie Treise and Pat Rose for answering to AAA-related questions I have, and last but not least to all past and current committee members. I am really looking forward to this year. Contact me (international@aaasite.org) with any concerns, questions and especially suggestions. I would welcome your valuable input!

Dr. Shu-Chuan (Kelly) Chu is an Assistant Professor of Advertising at the College of Communication at DePaul University. Kelly received her M.A. and Ph.D. in Advertising at The University of Texas at Austin, and B.A. in Advertising in National Chengchi University in Taipei, Taiwan. Kelly's research interests include social media, electronic word-of-mouth (eWOM), cross-cultural consumer behavior, and consumer-brand relationships. Kelly's work has been published, or is forthcoming in the *Journal of Global Marketing*, *International Journal of Advertising*, *Journal of Interactive Advertising*, *Journal of International Consumer Marketing*, *Journal of Marketing Communications*, *International Journal of Internet Marketing and Advertising*, and *Chinese Journal of Communication*, among others. Her work has also appeared in the *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption (Vol. I)*, *Computer-Mediated Communication across Cultures: International Interactions in Online Environments*, *Advances in Advertising Research (Vol. II)* and the forthcoming *Handbook of Research in International Advertising*. Kelly serves on the editorial review board for the *Journal of Interactive Advertising*.

AAA



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AAA 2012 Annual Conference

Excitement around AAA's White Paper Competition, Sponsored by Temerlin Advertising Institute at SMU in Partnership with Advertising Age.

In partnership with Advertising Age, the Temerlin Advertising Institute at SMU announced the availability of \$5,000 in award support for writing white papers. Exclusively for American Academy of Advertising members, this competition seeks to influence the advertising industry by demonstrating best practices, further industry ties, and shining a light on the considerable expertise of AAA's members.

Regarding its potential to bridge the relationship between academic scholars and marketing and advertising professionals, both practitioners and academics alike have expressed their excitement about the competition's importance and potential.

Here is what they have been saying about the white paper competition:

Ann Marie Kerwin, Advertising Age Editor at Crain Communications wrote:

"Advertising Age understands that its role in the industry has evolved to encompass much more than bringing the industry the breaking news of which agency has won which account each day. Thanks to mobile devices, DVRs, social networks and other media disruptors, a marketer's job has gotten a lot more complex. And so has Advertising Age's role, which is now as much about educating the industry about these changes as much as it is reporting the news.

Ad Age Insights, a unit that produces trend reports and white papers, was established to further our educational role. That is also why we have partnered with the American Academy of Advertising for this competition. Advertising Age would like to be the bridge between the two groups most invested in the future of marketing, the professors and the professionals. Consumer behavior, best practices for new platforms and trends that will shape ad messages in the future are all topics that academics can explore that can help guide those on the front lines."

Gigi Taylor, Ph.D., Partner of Practica Group:

"Kurt Lewin, an early 20th century social psychologist once said, "Nothing is as practical as a good theory." Unfortunately, practitioners of marketing and advertising often believe that much of academic research is only theoretical with little applied relevance.

At the same time, advertising and marketing professionals constantly search for new perspectives, ideas, and insights.

In agencies or marketing departments, you can usually find current issues of Ad Age and The New Yorker. There's a good chance that Gladwell, Levitt, even Ogilvy are on the bookshelves. Internet browsers might be opened to blogs and twitter feeds, but you would be hard pressed to find the latest issue of Journal of Advertising.

The Temerlin-Advertising Age-AAA white paper competition is a great way to introduce advertising and marketing executives to the value of academic scholarship. Through the credible association with Ad Age, advertising scholars have the possibility of becoming thought leaders within a particular domain or even the industry. Advertising educators have long provided industry with a steady flow of new hires. Here now is an opportunity for advertising scholars to lead through ideas and research."

Richard Cole, Ph.D., Professor of Advertising, Public Relations and Retailing at Michigan State University wrote:

"For many years I have been engaged in official and unofficial conversations dealing with the issue of why active practitioners in communications-related disciplines like advertising and public relations don't read the academic literature in the field. My first serious involvement with AAAs, in fact, was as a practitioner invited to engage in a conference forum on this subject. This forum was revealing. The opinions about the "whys" of the disengagement between academia and practice were many and varied, for sure. But we did observe unanimity in two regards. First, there was no disagreement expressed on the issue that we needed to do something to get academic research into the hands of the people we send into practice. And second, getting our research findings into the hands of practitioners is not going to happen until someone figures out how to make these findings both interesting and readable.

My hat is off to the Temerlin Advertising Institute and the scholars of the American Academy of Advertising for taking the lead with the Crain family at Advertising Age in stepping up to the challenge of bringing the work of advertising scholars to the industry so many of us know and love. The AAA White Paper concept is exciting. And from my point of view, it's high time we put our money (or in this case Temerlin's money) where the industry's greatest mouth is -- Advertising Age. Maybe someday we'll be able to celebrate the fact that our academic community has figured out how to make our research relevant to the industry we study."

Continued on page 19...

Announcements...

The International Journal of Mobile Marketing announces a call for papers for a Special Section on Mobile Marketing and Advertising in China.

Submission Deadline: April 30, 2012

Special Section Editor: Hairong Li, Michigan State University

Authors may submit empirical or theoretical papers, including literature reviews that offer strong theoretical frameworks for research programs, content analyses, surveys, and experiments. Submissions should be emailed to IJMM Special China Section Editor Hairong Li at hairong@msu.edu.

Feel free to contact Hairong Li at hairong@msu.edu or the IJMM Editor-in-Chief Michael Hanley at mmajournal@mmaglobal.com to verify the appropriateness of a topic before submitting a paper for publication.

Research Topics to Consider

The use of the mobile channel for marketing and advertising is a growing worldwide phenomenon.

Commercial mobile marketing initiatives began in 1997 and published research on the topic first appeared in 2001. Since then, the field of mobile marketing has drawn the attention of academics, students, and industry professionals. 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 in China or in multiple countries involving China:

- Review of industry typology and definitions
- Mobile marketing theory, frameworks, constructs, and concepts
- Research methodologies and models suitable for studying mobile marketing
- Effectiveness of mobile marketing across various traditional media channels, i.e. the mobile enhancement of traditional media
- Mobile 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
- M-commerce as it pertains to the marketing mix
- Analysis of the various delivery methods: SMS, MMS, mobile internet, IR, IM, Bluetooth, mobile email, and mobile portals
- Use of mobile channel for philanthropy or social marketing
- Demystification of the technology and elements needed to enhance mobile marketing adoption

- Effective methods for bringing mobile marketing academic research to professionals
- Analysis of future trends and impact of global, environmental, cultural, and/or political activities on mobile marketing

IJMM Article Submission Guidelines

All relevant papers that further the understanding of mobile marketing in China or in multiple countries involving China will be considered for publication. Only complete submissions will be considered. Each submission will undergo one or more blind reviews. Any paper that fails to meet the required revisions after two rounds of reviews will be rejected unless only minor changes are needed.

All submitted papers must be original, not under review by any other journal, used as a corporate white paper, or published in any public or private forum. Submissions must be thoroughly edited complete manuscripts (not proposals) in English, 4,000~5,000 words in length, with only necessary figures and tables. Each submission must be submitted in Microsoft Word, including a cover letter and the complete manuscript.

A cover letter should include the following:

- Statement of originality, stating that the submitted article contains original unpublished work, is not being submitted for publication elsewhere, and that the author(s) has authority to publish all content, images, diagrams, and related material contained within the work.
- Clear attribution to any research sponsor or organization if any.
- An explanation of why the material is important to the field of mobile marketing and why it should be published in the IJMM, bulleted summary of top three (3) findings.

Complete manuscript:

- The cover page should list the title of the article and contact information of all contributing authors, including names, mailing addresses, email address, and phone numbers, with one author designated as the corresponding author.
- Academic papers should provide: abstract, keywords, introduction, literature review, research design and methodology, results, findings, discussion, limitations and future research, and citations (variations on these sections will be accepted depending on the nature of the work).
- Articles provided by industry professionals, i.e. non-academics, may be editorial in nature, however, they may not be advertorials or promotional pieces; all work must be cited.
- Citations should follow the American Psychological Association (APA) style (<http://www.apastyle.org/>). Authors are request to provide an electronic file containing the article's citations along with their submission, which will be used by the MMA for future citations analysis.

Announcements... (cont'd)

Research Conference in Sport Marketing: Focus on Sponsorship Warsaw Sport Marketing Center, Lundquist College of Business, University of Oregon in Portland June 21 & 22, 2012

Sponsorship of sports, arts and entertainment is an established marketing platform that has been the focus of hundreds of research papers to date. Still, many areas such as measurement and integration are under-researched. This first research conference in sport marketing is therefore focused on the topic of sponsorship. Thank you to all those submitting manuscripts and participating in the review process. Papers from international scholars will be presented over the two days, as well as brand and research perspectives from industry.



Keynote Speaker

Anders Sundt Jensen
*Vice President Brand Communications,
Mercedes-Benz Cars*



Plenary Session Speaker

Jim Andrews
*Senior Vice President, Content Strategy
IEG, LLC*



Conference Chair

T. Bettina Cornwell
*Edwin E. & June Woldt Cone Professor of Marketing
University of Oregon
1208 University of Oregon
Eugene OR 97403
tbc@uoregon.edu*

The conference fee includes participation, conference dinner to be held at the conference hotel, Vintage Plaza, lunches on conference days, and Nike campus visit. Participants are responsible for lodging, as well as transportation to and from the conference and lodging. Additional information and the conference program can be found at: <http://uolcb.co/SponsorshipConference2012>

“Green Apple”: International Youth Festival of Advertising and PR

Dear AAA members,

Marketing Communications Department of South-Ural State University (Chelyabinsk, Russia) holds its annual International Youth Festival of Advertising and PR “Green Apple”. The festival will take place from 04/03/2012 (April, 3) to 06/04/2012 (April, 6). The entry deadline is March, 30. To participate in the festival entrants should send their works (done on open brief) in one or more nominations (see in the attachment) together with an application and passport work on markom2011@mail.com. Only full or part time students enrolled on recognized undergraduate, postgraduate and Higher Education courses anywhere in the world are eligible to enter.

Every participant will get a diploma of participant/ winner in a particular nomination, prizes, and a festival catalogue with his/her works in June, 2012. The participation is a good chance to experience challenges of professional environment, improve one's resume and learn more about cultural differences of advertising presented in a festival catalogue.

Though the festival is relatively young (only 8 years old), it has gone a long way from a class project to perfect competences of future specialists to an international youth festival. Last year (2011) the festival welcomed 23 Russian Universities, as well as 5 foreign universities. Among them are: Mount St. Mary's University (USA), Shandong Institute of Business and Technology (China), China-Canada college, Habay University of Foreign Languages (China), University of Applied Sciences “Inholland”.

We hope that the festival will broaden its scope this year and improve the quality of presented works.

A leaflet with nominations and list of special prizes, as well as requirements for participants are attached to this file.

Contact person: Olga Shabalina

Contact information:

email: markom2011@mail.ru

phone: +7(351) 2679362

fax: +7(351) 2679362

Our best wishes,

Marina

Contact person

Festival Committee member

AAA's White Paper Competition

Continued from page 15

John Sweeney, M.Ed., Professor in Sports Communication at University of North Carolina at Chapel Hill:

“The greatest sponsorships actually test the brand in performing a service for a major event. In this respect, IBM tests its own ability in networking serving an event as the technology sponsor. The same can be said of this special White Paper competition. It will be a place to test the value of academic research against the needs and, frankly, perceptions, of the advertising industry. If successful, the possibility for showcasing powerful insights and ideas by the best university thinkers and researchers will be magnified immensely.

When you look at it this way, it is truly a competition in the best sense. It is the industry saying, “Show us what you've got to offer” and it's our chance to answer back.”

A variety of topics are appropriate for the competition, which include: 1) marketers, 2) agencies, and 3) the media. Current white papers range in length from about 8,000 to 15,000 words. There is not a mandatory length for the completed papers.

To enter the competition, please submit a 10-page proposal, including references figures, and tables by midnight EST April 1, 2012. For more information, please visit http://aaasite.org/White_papers.html. Please submit materials and address any questions to AAA's White Paper Competition Committee Chair, Hye Jin Yoon (hjyoon@smu.edu).

CALL FOR PAPERS



Announcing the 4th Tricontinental Conference Global Advances in Business Communication (GABC)* June 6-9, 2012

The 4th Tricontinental Conference on Global Advances in Business Communication (GABC) will bring together academics and practitioners to consider ongoing scholarly activities and business practices which shape and are shaped by the changing nature and level of global business communications. The Conference will have five tracks:

- International and cross-cultural business communication and negotiations
- Global integrated marketing communication (IMC) and public relations
- Global business ethics and communication (including international law, government-business relations)
- Languages for business and managerial communication
- E-Semantics -- [cross-cultural, language-based international issues affecting search terms, string searches, social media expression, web design, web site user friendliness and electronic advertising keywords]

DEADLINES

Abstracts	January 31, 2012
Notification	February 28, 2012
Best Paper Consideration	May 15, 2012 (Full Papers due)

Best Paper winner will be announced at the conference luncheon.

SUBMISSION

- All proposals are double blind reviewed.
- To obtain Submission Guidelines or Submit an Abstract, click here. (*You will need to create an account or log in with your existing account*).

VOLUNTEER to serve as a reviewer or session chair by clicking here.

VIEW the conference website by clicking here.

*An Affiliate Conference of the Association for Business Communication



Advertising Educational Foundation (AEF)

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Sign up now for Spring 2012!

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, 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.

- 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
- Sex in Advertising
- Hollywood Looks at Advertising
- Suggestions for Further Reading

An additional chapter, "Niche Markets: Gay Consumers," will be added by March 31st.

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—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.

The Alfred J. Seaman Award for Best Undergraduate Essay on Advertising and Society

In 2011, the AEF created an award to recognize students who demonstrate their understanding of advertising and its role in society, culture, history, and the economy through a written paper. After a successful inaugural year, we are again offering this award in 2012. The 2012 award will be presented at the AEF's annual Honors Night dinner on May 15, 2012.

Submission Guidelines:

- Papers should address advertising and its role in society, culture, history, and/or the economy
- Papers must be written within the last 12 months
- Papers should be no more than 15-20 pages; a student may opt to submit a section to you from a longer paper
- This award is open only to undergraduate students

Program Details:

- An AEF committee of advertising professionals and professors will review and select the winning paper
- The winner will receive a \$1,000 cash prize
- The AEF will pay for travel and overnight accommodations in New York for the student and his/her professor to attend the AEF's Honors Night Dinner
- The winning paper will be considered for publication in AEF's online journal Advertising & Society Review

AEF must receive all entries no later than April 2, 2012. Please forward your students' submissions, as well as any questions, to mf@aef.com.

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

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 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