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What happened to Bob Steiner?

by Bob Steiner

I decided to respond to your request for info since a few of the old -timers will remember me and might be interested in what I've been up to since I stopped attending AAA meetings and writing about the economic effects of advertising (a topic that is virtually absent from the recent issues of the Journal of Advertising).

I was quite involved with the AAA while teaching a course at the University of Cincinnati Business School. An article I wrote came to the attention of Steve Greyser and other folks at the Marketing Science Institute. I was asked to give a paper at a session that included Michael Porter and other luminaries. In attendance was Mike Lynch, an economist at the FTC's Bureau of Economics, who liked what I had to say and invited me to come for a year as a "visiting Scholar" at the Bureau of Economics. In 1978 my wife and I came for a year. There's an old saying about Washington, "He came to do good and stayed to do well." I'm not sure I did either, but we're still here.

I found my 4 years at the FTC to be challenging and it was a great experience. After departing the Commission, I did some consulting but am presently retired from money-making activities and devoting the time I'm not fly fishing in the Yucatan with my son, Rob, or traveling somewhere to writing about the sources of market power and consumer and social welfare in the consumer goods economy. If I have a comparative advantage it is that

I bring to the task my formal education as an economist, student and teacher and 25 years as a consumer goods manufacturer in a number of different family businesses of which the most important was Kenner Products, the toy maker.

A lot of my interest has been in antitrust and I'm a senior fellow at the American Antitrust Institute.

Last June I was invited to give 2 lectures at Oxford and currently am sweating out whether my latest effort will survive the reviewing process at the Antitrust Law Journal. It has the catchy title, "The FTC's Investigation of the Laundry Detergent Business Demonstrates the Three Sources of Market Power - Horizontal, Vertical and Superior Management."

Those curious about my publications in recent years can find them at SSRN, Robert Livingston Steiner, Papers, Author 91160.

Best wishes to all of you,

RLS
AAA

Have Items for the Newsletter?

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

2012 AAA Awards

2012 AAA Research Fellowship Awards

Susan Powell Mantel
Inferred Efficacy and Product Risk in Direct to Consumer Advertising: Why consumers prefer products with more frequent side effects

Karen M. Lancendorfer
Bonnie B. Reece
Exploring the Role of Attributions on Voter Responses to Political Advertising

Taejun (David) Lee
TaiWoong Yun
Investigating the Differential Effects of Syntactic Complexity, Financial Literacy and Need for Cognition on Investor Responses to Financial Services Advertising Disclosures

2012 AAA Doctoral Dissertation Proposal Awards

Sun-Young Park
University of Florida
Interplay of social distance, regulatory focus and involvement in anti-high-risk drinking advertising: The role of construal level theory

Laurie Phillips
University of North Carolina at Chapel Hill
A Qualitative Analysis of the "It Gets Better Project" through the Matrix of Domination

Sungwon Chung
Texas Tech University
Motivated cognition in video games: The influence of emotional video game content on cognitive processing of billboard advertisements embedded in first-person shooter games

AAA 2012 Conference Best Paper

Cong Li, University of Miami
Wan-Hsiu Sunny Tsai, University of Miami
Gonzalo Soruco, University of Miami
Perceived "Hispanicness" Versus Perceived "Americanness": A Study of Brand Ethnicity

All three authors of this paper are originally from another country and they are all interested in consumer behavior and cultural psychology. The third author, Dr. Soruco, has two children. Although both of them are raised in the same family, one prefers to be identified as Caucasian and the other prefers to be identified as Hispanic. An interesting question arises based on this anecdote: do consumer brands carry similar phenomenon of ethnic identification? Specifically, can two brands be positioned with different ethnicity (e.g., an American brand or a Hispanic brand) even though their country of origin is the same? To explore this question, the authors conducted three studies (two focus groups, two surveys, and one experiment). The research effort lasted for one year.

Journal of Advertising Best Article Award

Duff, B. R. L.
Faber, R. J.
Missing the mark: Advertising avoidance and distractor devaluation. *Journal of Advertising*, 40(2), 51-62.

Journal of Advertising Reviewer Awards

Chris Allen
Ken Manning
Nora Rifon
Tommy Whittler
Chingching Chang

Journal of Advertising Ad-Hoc Reviewer

Martin Eisend
Mike Barone

Continued on page 3...

2012 AAA Awards

AAA Student Conference Paper Award



Soyoen Cho, University of Minnesota
Jisu Huh, University of Minnesota
Ron Faber, University of Minnesota
The Influence of Sender Trust and Advertiser Trust on Multi-Stage Effects of Viral Advertising

AWARDS

Billy I. Ross Advertising Education Award

2012 Gayle F. Kerr

Charles H. Sandage Excellence in Teaching Award

2012 Debbie Wideroe

Ivan L. Preston Outstanding Contribution to Research Award:

2012 Charles "Ray" Taylor

Fellow

Jef I. Richards

RECOGNITION FOR SERVICE

Journal of Interactive Advertising Editor:

Hairong Li

AAA Webmaster:

Petya Eckler

OTHER AWARDS AND RECOGNITIONS

The President's Plaque:

Herbert J. Rotfeld

In Recognition of Your Dedication and Service to the American Academy of Advertising

AAA Vice President:

Steve Edwards

In Recognition of Your Dedication and Service to the American Academy of Advertising

AAA Treasurer:

Margaret Morrison

In Recognition of Your Dedication and Service to the American Academy of Advertising

Journal of Advertising Reviewer Awards:

Presented to

Chris Allen

Ken Manning

Nora Rifon

Tommy Whittler

Chingching Chang

Journal of Advertising Ad-Hoc Reviewer:

Martin Eisend

Mike Barone

AAA Best Student Conference Paper Award:

Soyoen Cho, Jisu Huh & Ron Faber

AAA Best Conference Paper Award:

Cong Li, Wan-Hsiu Sunny Tsai & Gonzalo Soruco

Billy I. Ross Advertising Education Award:

Gayle F. Kerr

Charles H. Sandage Excellence in Teaching Award:

Debbie Wideroe

Ivan L. Preston Outstanding Contribution to Research Award:

Charles "Ray" Taylor

Fellow of the American Academy of Advertising:

Jef I. Richards

Journal of Advertising Best Article Award:

Brittany R. L. Duff and Ronald J. Faber

Continued on page 4...

2012 AAA Awards

Awards to advertising students from the University of South Florida

Ms. Elise Fisher won the top honor for the best undergraduate research paper on advertising and society from the Advertising Education Foundation, and will be traveling to New York to receive her award at The University Club in Manhattan on May 15. Ms. Fisher also won \$1,000 and is in consideration for publication in the AEF's Journal Advertising & Society Review. Her paper is titled, "Levels of Female Sexuality in Athletic-related Advertising."

Also, Mr. Joseph Mack won an honorable mention distinction as a finalist for his paper titled, "Are SuperPACs Actually Good For Democracy? Corporations, Advertising, and the American Millennial Voter."



Photo: The two honored students and their instructor, Hal Vincent, Zimmerman Advertising Program, School of Mass Communications, University of South Florida

\$5,000 Adcraft Scholarship Awarded to Chelsea Lockwood, EMU

The Adcraft Education Committee awarded a scholarship for \$5,000 to Miss Chelsea Lockwood, Graduate Assistant in the Marketing Department of the Eastern Michigan University College of Business and past Cannes Lions Intern. Chelsea has worked on numerous charitable endeavors, served in various leadership roles in the AAF Student Chapter Student Advertising Association and maintained a 3.9 GPA. And with the amazing Bob Pittman (who built MTV) as a guest speaker for Radio Day at Adcraft, it was a very inspiring luncheon.

A well earned scholarship for Chelsea Lockwood at EMU, who is pictured here with her Professor: Dr. Sheila Sasser, Adcraft President Bela Kogler (also formerly of MTV), AAA Past President Dr. Richard Beltramini and his student Remus Roman, who is also involved in the WSU student AAF chapter on campus!



2013 AAA Officers

Following the American Academy of Advertising election, the officers for 2013 will be:

President: Kim Sheehan, University of Oregon

Past-President: Debbie Treise, University of Florida

President-elect: Marla Royne Stafford, University of Memphis (newly elected)

Vice-President: Karen M. Lancendorfer, Western Michigan University (newly elected)

Secretary: Gayle Kerr, Queensland University of Technology (newly elected)

Treasurer (2 year term, 2012-13): Nancy Mitchell, University of Nebraska-Lincoln

The officer changes are with the calendar year.

AAA Conference - Myrtle Beach



Nice group!



Past Presidents



Ross Award



The President shows her "stuff"



Preston Award



Sandage Award

**BE DIGITAL.
BE STRATEGIC.
BE MARKETABLE.**

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Marketing, Communication and Advertising (MCA) • Media Studies

UNIVERSITY OF
Nebraska
Lincoln

Important - Please Read!

Your Academy Advocates for Advertising

by Pat Rose

One of the little known things about AAA is that we are, and have been since 1985, a member of the Accrediting Council on Education in Journalism and Mass Communications. As most members know, this body is involved with accrediting advertising programs, but their tendency is to focus on the interests and needs of journalism programs. AAA is the strongest presence for the interests of advertising education.

A few years ago AAA lobbied for – and succeeded - in getting the accrediting body to change the standards to be more globally focused in both the diversity and curriculum/instruction sections.

We are now supporting a major curriculum change which will be voted upon at the Council meeting this August: in lieu of what is currently known as the 80/65 rule - which reads:

“The unit requires that students take a minimum of 80 semester credit hours or 116 quarter credit hours outside of the unit and a minimum of 65 semester credit hours or 94 quarter credit hours in the liberal arts and sciences.”

the standard will be changed to

“The unit requires that students take a minimum of 72 semester credit hours (or 104 quarter credit hours) required for a baccalaureate degree outside of the unit and meet the liberal arts and sciences-general education.”

Not only will this allow for more “advertising courses” within the unit, it will also allow students to take – when appropriate – a minor in marketing. We believe this will be good for everyone.

While we have had on-going discussions about becoming a business member of The Association to Advance Collegiate Schools of Business (AACSB), since there is no on-going AACSB group specific to advertising, we have not felt – to date – our membership would make a difference.

But – we’d like to hear from you on this. If you have any thoughts regarding either ACEJMC or AACSB, please let us know by emailing me at rosep@fiu.edu, and cc: Debbie Treise at dtreise@jou.ufl.edu

A Special Community

by *Debbie Treise*



I hope all of you are having a safe, productive and relatively stress-free summer.

In case you missed it, I just wanted to provide a brief recap of the 2012 AAA conference held in Myrtle Beach, South Carolina.

The conference is an annual reminder of what a special community we are. And by all reports, our meeting was a hit on a number of levels in terms of the quality, variety and usefulness of papers, panels, and the two outstanding preconference sessions.

Every year seems to bring higher quality research papers, preconference and special topics sessions, and this year was no exception. In addition, the feedback suggests the hotel and meeting rooms, and the town itself, were top notch.

The AAA conference is all about renewing ties with old friends and meeting new ones for the first time. I was pleased to see that this year's First Timers Breakfast brought so many new faces, collaborators and new members to AAA. Many attendees at that breakfast commented on the openness, professionalism and welcoming atmosphere they encountered throughout the conference. The future of the AAA is in the hands of these new educators, and it is a sign of our value and

relevance that we attract the very best to the academy.

I'd like to once again offer my congratulations to all of our outstanding award winners honored at the Awards Luncheon on Friday. I know it means a great deal to those receiving the awards that we celebrate their achievements as a community.

Looking ahead, the 2013 AAA conference will be held April 4-7 in Albuquerque, NM, so mark your calendars. April seems a long way out, but my successor Kim Sheehan is already looking for your best preconference proposals. Be sure to think about some exciting topics that will meet the needs of our members and help our organization address the future of advertising education and research.

And since you have your calendars out, block May 31 through June 2, 2013! The venue for the AAA Global /Intercultural conference has been set for the University of Hawaii in Honolulu, Oahu. The focus of the conference will be the growth of non-traditional marketing communications around the world e.g., the growth of social media and online brand communities. Starting thinking of those papers and panels.

Aloha!

Research grants

Bruce Vanden Bergh, Hairong Li, and Chad Huntley (Michigan State University) received a seed grant of \$10,000 from Marketing Science Institute to build a social media platform for usable research sharing in the areas of advertising, communication, and marketing.

Hemant Patwardhan and Padmini Patwardhan (Winthrop University) were awarded a grant in the amount of \$2,665 by Sponsored Programs and Research at Winthrop University for their research titled "Driving in Reverse: A Preliminary Assessment of the Potential Benefits of Reverse Product Placement."

Padmini Patwardhan (Winthrop University) has been promoted to full professor at Winthrop University with effect from August 2012. She will also be Principal Country Investigator for India on an international study of Leadership in Public Relations and Communication Management sponsored by the Plank Center for Leadership in Public Relations, University of Alabama. As part of the research team spanning 18 countries, she and co-researcher Nilanjana Bardhan (Southern Illinois University Carbondale) have been awarded a grant by the Center to conduct the study in India.



Awards

Dr. Herb Rotfeld has been awarded an Alumni Professorship for five years, beginning with the 2012-2013 academic year. The Auburn Alumni Association funds the Alumni Professor program because of its desire to support distinguished faculty. The program is designed to reward faculty members who have been recognized by their peers and colleagues as making outstanding and exceptional contributions to the University's academic programs. Dr. Rotfeld was selected by the Alumni Professor Selection Committee from a large pool of candidates representing many disciplines across campus. To our knowledge, this is the first time the professorship has been awarded to a College of Business faculty member. Congratulations, Dr. Rotfeld!



Dr. Denise E. DeLorme, Professor of Advertising at the University of Central Florida, recently received a university-wide Research Incentive Award (RIA) in recognition of her research achievements and the contributions of her research within the discipline and to society. She

is the first faculty member in the UCF Nicholson School of Communication to receive an RIA.

Barbara Phillips (PhD – UT Austin) has been named Master Teacher by the University of Saskatchewan. This is the highest teaching honor at the university and is awarded to one faculty member per year from the entire university body.

Sharee L. Broussard, Ph.D. APR received the Public Relations Council of Alabama's 2011 Philip R. Forrest, Jr. Professional Achievement Award. This is the highest award given each year by the 500-member organization to an individual practitioner. PRCA is the oldest and largest group of PR professionals in the state of Alabama.

Jay Newell (Iowa State University) was named one of two finalists for the Scripps Howard Foundation Teacher of the Year award. Jay was also featured on the cover of the ISU Liberal Arts & Sciences alumni magazine (<http://www.las.iastate.edu/alumni/newsletters/>) and gave the faculty address at the college's commencement ceremonies.

P&T

Sela Sar (Iowa State University) was promoted to an Associate Professor with tenure in Spring of 2012.

Have Items for the Newsletter?

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



Former AAAs president, Les Carlson, wreaks havoc at Michigan State University. The Nebraskan Professor made no formal comment but sources report hearing Carlson grumble behind the scenes "I will get you Jef Richards, and your little dog too." Faculty members at MSU were shaken as the competition among past presidents has created a tornado of destruction for anyone in its path. Seen in this photograph is Liz Taylor Quilliam being chastised by colleagues for falling prey to Carlson's demands. "He made me do it," cried Quilliam, "I didn't want to wear the shirt" as her colleagues reminded her that she bleeds green. Seen here from left to right, Spartans Anna McAlister and Nora Rifon, and Quilliam on the floor wearing a Nebraska shirt (Jef Richards is behind the camera). Not seen is Saleem Alhabash trembling in a nearby closet.

New book

Shintaro Okazaki (Universidad Autónoma de Madrid, Spain) has edited the Handbook of Research in International Advertising, which has been published by Edward Elgar, UK. The Handbook of Research on International Advertising presents the latest thinking, experiences and results in a wide variety of areas in international advertising. It incorporates those visions and insights into areas that have seldom been touched in prior international advertising research, such as research in digital media, retrospective research, cultural psychology, and innovative methodologies.

Job changes

Martin K.J. Waiguny changed jobs from a post-doc Assistantship at the Alpen-Adria-University

Klagenfurt (Austria), to a Senior Lecturer of Advertising at Auckland University of Technology (New Zealand) in February 2012. He is also the author of a new book chapter: Nelson, M. R. and M. K. J. Waiguny (2012). "Psychological Processing of In-Game Advertising and Advergaming: Branded Entertainment or Entertaining Persuasion," In Shrum L.J.: Psychology of Entertainment Media: Blurring the lines between Entertainment and Persuasion.

Keith Quesenberry started a new job as a lecturer in The Center for Leadership Education at John's Hopkins University where he will be teaching advertising, marketing and social media courses. The center serves all undergraduate and gravitate majors in the JHU Homewood campus offering a minors in Entrepreneurship, Management, Leadership. Communication and Marketing.

Obituary

Dr. Elsie Hebert, longtime professor at the Manship School of Mass Communication at LSU, passed away March 10, 2012. She grew up in Baton Rouge and graduated from LSU with a major in journalism. After receiving her masters degree from LSU she worked in Alabama as a reporter and editor before returning to Baton Rouge to work in both broadcasting and print media.

After her first position at LSU as an instructor and advisor for the LSU newspaper she received her doctoral degree from the University of Texas. She rejoined the LSU faculty, primarily teaching and working with the advertising program. She received many awards including the Distinguished Advertising Educator Award from the American Advertising Federation in 1994. Her professional activities included the American Academy of Advertising, the Association for Education in Journalism and Mass Communication, and other. She retired after 35 years at LSU in 2000.

Throughout her career she worked with many service organizations, such as the American Red Cross. Donations for Dr. Hebert may be sent to the LSU Foundation in memory of her.

AAA

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Have Items for the Newsletter?

Please send us your:

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

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

Call for Proposals AAA 2013 Doctoral Dissertation Competition Submission Deadline: November 2, 2012

The American Academy of Advertising is pleased to announce its 2013 Doctoral Dissertation Competition. The competition exists to promote doctoral research in advertising. Each award is in the range of \$1,000 to \$2,500. In addition to the standard awards, the Dunn Award is given for outstanding proposals in the area of international advertising. Awards are based on a competitive review of dissertation proposals.

Any topic in advertising may be addressed. Winners must grant the Journal of Advertising right of first refusal on any papers resulting from the dissertation. Recipients receive half of the award at the time of selection and half of the award when the dissertation has been defended successfully. Recipients have three years from the time of the award to complete their dissertation and receive the second half of the award. For example, winners of the 2013 Competition must complete the dissertation and have the committee chairperson send a letter notifying the Chair of the AAA Research Committee by December 31, 2016.

Only members of the American Academy of Advertising working on their dissertations at the time of proposal submission are eligible for these awards. If funded, you must also maintain membership until you complete your project. Submissions based on completed or near completed dissertations are not eligible; submissions should be in the proposal stage. Applicants must be currently enrolled in a graduate program.

Applicants must submit a proposal package including the following documents. It is important to follow guidelines with regard to length and format. Proposals that do not meet the guidelines will not be entered in the competition.

Contents of Electronic Submission Package

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in the formats indicated below. Submissions should include the following:

1. A letter of endorsement from the faculty member chairing the dissertation committee. The letter verifies the credibility of the proposed topic and timetable for completion. This letter must be signed by the dissertation chairperson and sent in a pdf file.

2. A cover email, including the following:
- The proposal's title.
 - The author's name, affiliation, and current contact information (address, phone, e-mail).
 - The name and contact information for the faculty member chairing the dissertation committee.
 - A list of faculty on the dissertation committee.

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

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

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

3. The dissertation proposal. Because proposals are double blind reviewed, the student's name, geographic location, or school affiliation should not be revealed in the body of the proposal. Each proposal should include:

- a. A timetable. The timetable shall outline the schedule for the completion of the dissertation, including the expected dates of the final defense and graduation.
- b. A budget that itemizes the expenses required to complete the proposed research.

Proposal Contents & Organization

The proposal's text should motivate the topic through a thorough but brief literature review. The review should include a one paragraph statement that describes the importance of the contribution made by the proposed research. The literature review is followed by a set of research questions or hypotheses that are derived from the review. Questions/hypotheses are followed by a methodology section that succinctly outlines the research design, including the recruitment procedure (if any) to be used. If appropriate, authors should identify dependent and independent

Announcements... (cont'd)

variables, treatment manipulations, experimental designs, data analysis techniques, statistical models, etc. in this section. The body of the proposal concludes with a brief statement of expected results and implications.

The Publication Manual of the American Psychological Association, Sixth Edition, provides an excellent resource for the style, contents and organization of a research paper and is strongly recommended to students.

Format Requirements

Proposals that fail to meet these guidelines will not be entered in the competition.

- 10 page limit. The 10 pages includes the body of the proposal plus all tables and references, but does not include the budget and timetable. The latter items should be included in an appendix.
- Contents must be double spaced.
- 12 point Times New Roman font (or equivalent).
- 1 inch margins on all 4 sides.
- Title of proposal at the top of page one.
- Page numbers.

The submission package – including the proposal and letter of endorsement -- must reach the Chair of the Research Committee by 5pm on Friday, November 2, 2012. This is a received by deadline. Receipt of submissions will be acknowledged via email. Fax or postal mail submissions are not accepted. Winners will be notified by the end of February 2013. The awards are announced at the AAA Conference and communicated to the membership through the AAA Newsletter.

Please email your materials and all questions to:

Dr. Eric Haley
Chair, AAA Research Committee
School of Advertising and Public Relations
University of Tennessee
Email: haley@utk.edu

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.

Call for Proposals AAA 2013 Research Fellowship Competition Submission Deadline: September 14, 2012

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

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

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

1. Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
2. Winners must grant the Journal of Advertising first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the first completed paper is submitted to the Journal of Advertising.
3. Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2013 Fellowship winner has until April 1, 2016 to complete the project in order to receive the second half of the award.
4. Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.
5. Winners cannot apply for additional Research Fellowships

while their award is active. Awards are active until winners (a) complete the Fellowship by submitting a manuscript to the Journal of Advertising within the three-year time limit and receive the second half of the award or (b) forfeit the second half of the award.

Requirements for Submission of Proposals

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

Submissions should include the following:

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

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

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

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

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

The body of the proposal shall include:

- A literature review, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
- A methodology section that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations,

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

experimental design, data analysis techniques, statistical models, etc., in this section.

- A conclusion, including expected results and implications.
- References

Proposal Format Requirements

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

for each author.

Proposals must be received by the Chair of the Research Committee no later than 5pm on Friday September 14, 2012. Submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Winners will be notified in early 2013. The awards will be announced at the 2013 AAA Conference and communicated to the membership through the AAA Newsletter.

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

Submit materials to:

Dr. Eric Haley
Chair, AAA Research Committee
School of Advertising and Public Relations
University of Tennessee
Email: haley@utk.edu

Journal of Current Issues and Research in Advertising

CALL FOR PAPERS

The Journal of Current Issues and Research in Advertising is now accepting new manuscripts. The Journal of Current Issues and Research in Advertising (JCIRA) is a refereed forum where current issues and research in advertising are vetted. The best of theoretical and applied data-driven works are welcomed. Also, literature reviews and conceptual papers that suggest agendas for future advertising research, thoughtfully examine the role of advertising in society, and debate current and enduring issues in advertising are encouraged.

Papers from a variety of paradigmatic perspectives are welcomed.

All papers published in JCIRA go through a rigorous, double-blind, peer-reviewed process. Queries regarding the appropriateness of a topic and its fit with the scope of the journal may be sent to the editor by e-mail (haley@utk.edu).

Manuscripts must be submitted via the JCIRA website: <http://www.tandf.co.uk/journals/UJCI>

Advertising Educational Foundation (AEF)

Inside Advertising Speakers Program

Sign up now for Summer and Fall 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
- Niche Advertising: Gay Consumers
- 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—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, which should be ready for testing by Fall semester 2012.

The project focuses on African Americans, Native Americans, Asian Americans, Latinos/as, and European ethnic groups. The full exhibition will include approximately 5,000 images, audio and visual material organized in historical eras with an archives detailing information about each image and its social context. An additional resource will be online curricular materials for college faculty to use across a variety of disciplines.

AEF 2012 Annual Symposium

For the first time, AEF's 2012 symposium will be held in conjunction with the ANA's Masters of Marketing conference in Orlando, FL, as a pre-conference workshop. The workshop, to be held the afternoon of Wednesday, October 10, will explore the topic of crowdsourcing. Stay tuned for more details!

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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