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Researchers Receive US Patent on Emotional Response Identification Measure

John D. Morris, PhD Professor of Advertising and Yijun Liu, PhD River Branch Professor of Psychiatry for the University of Florida received a U.S. Patent Titled *DIMENSIONAL APPROACH TO IDENTIFYING EMOTIONAL RESPONSES USING FUNCTIONAL BRAIN IMAGING* Serial No. 111726,663; filed March 21, 2007. The Patent was issued by the US Patent and Trademark Office.

The inventors propose that the three-dimensional self-report approach to emotions parallels key physiological functions in the brain. The present invention is based on a three-dimensional technique that is used in self-reporting emotional response (AdSAM®). The dimensions are: pleasure (also known as valence), arousal and dominance. Unlike approaches that are based on fMRI alone, the present invention can incorporate a psychological non-verbal measure, such as AdSAM®, and a neuro-physiological measure, functional brain imaging such as fMRI. A significant advantage of using two independent measures is that it enables cross-validation to correct for scale bias or measurement errors associated with single measure approaches.



The key findings are:

- There are specific regions of the brain that measure separate components of emotion.
- Appeal and Engagement are combined with Empowerment to identify specific feelings.
- The regions include Temporal and Frontal Gyrus.

The findings provide a promising new perspective for investigating issues that have been unexplored or vaguely defined in previous neuroimaging studies.

The research was conducted at the University of Florida and a report of the results appeared in the peer reviewed publication *Human Brain Mapping*.

AAA

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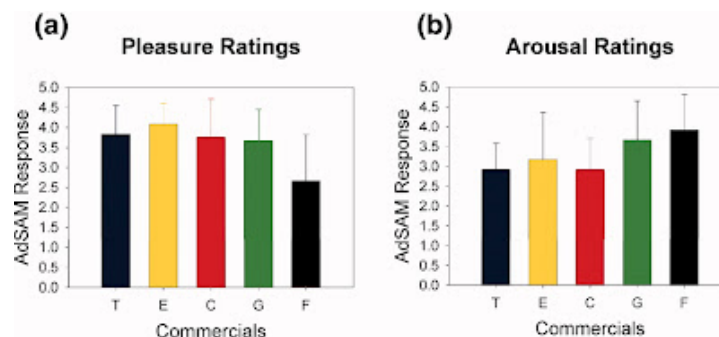


Figure (Morris et al., 2008). Each of the five commercials is represented by a different color (Teacher = blue, Evian = yellow, Coke = red, Gatorade = green, Anti-Fur = brown). Figure 1a illustrates that the Anti-Fur commercial is significantly lower than the other four commercials for the mean Pleasure scores. Figure 1b illustrates that that the Gatorade and Anti-Fur commercials combined are significantly higher than the Teacher and Coke commercials combined on mean Arousal scores

Featured Teaching

A Few Study Abroad Ideas

by Carrie La Ferle, Ph.D.

Director of Graduate Studies, Altshuler Distinguished Teaching Professor
Temerlin Advertising Institute, Southern Methodist University

Most would agree that a cultural experience abroad is beneficial if not imperative for students in the 21st Century. This need only increases for those in advertising where the marketplace for many brands is a global one. So the question for departments turns from should we go to where to go and how to structure a global experience?

While I might lean toward a preference for taking students to an emerging market, I truly believe it is more about ensuring a cultural experience. As Grant McCracken has written, culture is the lens through which we see the world. Studying abroad helps to expand the lens to see things not seen before or to see things in a different way. For advertising students in a global economy, the extended vision will help them to better connect with consumers effectively from different cultures by speaking to them from their own cultural lenses.

London – Academic Institution as Home Base - Interdisciplinary

SMU's Temerlin Advertising Institute (TAI) in Dallas, TX offers two very different experiences for advertising students. One program goes to London with a home base for students at Regents College and flats in Chelsea for faculty. It is an interdisciplinary experience with faculty from other communication divisions participating in the program. Students go for five weeks and take classes Monday through Thursday from 9:00 am to 12:00pm. This year the students could select between Creativity in the UK (taught by Dev Gupta, a faculty member in TAI's creative program) and The History of Free Speech. In the second block students were able to choose between British Cinema and Journalism in Britain.

According to Dev Gupta, the interdisciplinary nature of the course offerings and students participating from several different communication disciplines is a great

“Culture is the lens through which we see the world.”

Grant McCracken



Temerlin Advertising Institute Students along with other SMU students visit Stonehenge during their London Summer Study Abroad (photo compliments of Dev Gupta, TAI), summer 2012.

mix. He said that “the non-advertising students are excited and curious to learn about advertising, (while) the advertising students feel like experts in comparison to the non-advertising students.” He thinks this really “works at building their confidence and helps them realize that they actually know something about advertising.” Beyond work in the classroom and as industry professionals as guest speakers, the students this summer engaged in at least one cultural outing per week visiting the theater, Parliament and important churches as well as visits with advertising agencies. The students had two free travel weekends to travel anywhere as well as one weekend in Salisbury (Stonehenge) with faculty members, and then another weekend, separate from the faculty, in Scotland. Additionally, every Wednesday, a faculty member would give a common a reading based on Amazing Grace. However, Dev Gupta says that “the biggest value of the abroad program is not academic, but personal. Several students come away with a much fuller perspective of the world and a greater sense of personal accountability and emotional maturity.” He went on to add how the experience also can benefit faculty members, “Personally, I was able to strengthen my relationship with agencies and put SMU on the radar of a few others. More importantly, I really got to know the other professors, outside of a strictly academic setting. It was great to able to compare notes, to part of a team and learn from each other.”

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Temerlin Advertising Institute MA in Advertising Students on their Global Immersion Experience in India (photo compliments of Dr. Patty Alvey), summer 2012.

Temerlin Advertising Institute Students along with other SMU students visit Stonehenge during their London Summer Study Abroad (photo compliments of Dev Gupta, TAI), summer 2012.

India – Hotels – Five Cities – Global Tracks

An equally enriching but differently structured program can be found in TAI's 4 week Global Immersion experience in India. This program is a required global immersion experience built directly into the two year MA in Advertising program. In contrast to the London program, the India program does not operate with a home base institution. Students on this journey stay in hotels and eat their meals together

in restaurants. Students travel to different cities in India and visit cultural sights during their experience as well as visit with advertising agencies and other industry related firms. The cities visited on this year's excursion included Mumbai, Pune, Hyderabad, Jaipur, Agra and New Delhi. This type of a program might be attractive for departments that do not have affiliations with sister universities or industry contacts at the locations they want to visit. For the India experience, TAI secured the assistance of a company called Global Tracks (www.globaltracks.com) to help with hotel and meal arrangements, in-country travel, cultural tours and tour guides. Although some of the industry experiences were set up through existing TAI relationships, the Global Tracks Company does report working with a network of more than 40 global partners worldwide and has the ability to set up both industry and university tours as well as any other needs. While quite different locations and structures, both programs help to fulfill the need for a cultural experience outside of the home country for our TAI/SMU students. Similarly, both programs allow students to interact with agencies and industry professionals in the host markets while also being immersed in local culture and local advertising practices. I hope this article has helped in stimulating a few ideas about framing your future study abroad adventures while also providing tangible arguments for being the lead faculty member on the excursion. I would like to thank Dev Gupta for taking the time to share his experiences as well as both he and Patty Alvey for sharing their photos.

AAA

Have Items for the Newsletter?

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

President's Column

by Debbie Treise, AAA President

Greetings!

I hope your summer was productive and somewhat relaxing!

So, let's talk about some important AAA business first.

Recently Jef Richards sent out the first announcement asking for nominations for the Academy's four major awards. They are the Distinguished Service Award, the Charles H. Sandage Award for Teaching Excellence (aka, the Sandy), the Billy I. Ross Advertising Education Award and the Kim Rotzoll Award for Advertising Ethics and Social Responsibility. Jef's email details the awards and also refers you to our website (<http://aaasite.org/Awards.html>) for more information and a list of previous winners.

These are fantastic awards, mostly set up by or in honor of some of our most beloved and well respected members. I want to encourage you to please think about anyone who stands out to you who would embody the spirit of and would merit any of these awards. Past winners are quite an exceptional lot. Please take the time to seriously think about this and nominate those you feel are worthy of being honored for their outstanding dedication to advertising teaching, innovative advertising education efforts, ethics or service. The nominations are due November 16th.

And speaking of announcements, Karen Lancendorfer, also sent out the call for competitive research papers and proposals for special topics sessions for the 2013 annual conference in Albuquerque, New Mexico, April 4-7. Plus, the deadline for submitting preconference proposals is approaching. If you have an idea for a preconference session, please get in touch with Kim Sheehan right away (ksheehan@uoregon.edu)!

This promises to be an exciting conference! If you've been to previous AAA's conferences held in Albuquerque, you know what an interesting place it is. Albuquerque is the largest city in New Mexico, and is rich in history, arts and culture... and food, great food. The weather is typically in the mid 60s -70s at that time of year, which leaves you open for "the best golf



in the Southwest," or hiking and biking in between sessions. Additionally the conference hotel, the Hyatt Regency is located downtown, close to everything.

Every other year, AAA hosts a global conference to ensure that our members from around the world can meet and share. In 2013, this conference will be held May 31-June 2 in Oahu, Hawaii in conjunction with the Shidler College of Business at the University of Hawaii. The focus of this conference is on how new media and non-traditional marketing communications have presented opportunities for our industry around the world. These communication channels have also presented challenges in understanding measurement, effectiveness and regulations to name a few. Your submissions for both competitive papers and special topics are due midnight, December 1.

The size of our conferences and the close and supportive membership make both of these venues a wonderful opportunity for you to meet colleagues and hear about cutting-edge research and teaching initiatives and ideas.

I want to wish you all a successful and happy academic year. My sincere thanks to the Executive Committee, committee chairs and members for making this organization a outstanding!

Two Acclaimed and Widely Adopted Texts

Advertising Media Planning

A Brand Management Approach

Third Edition

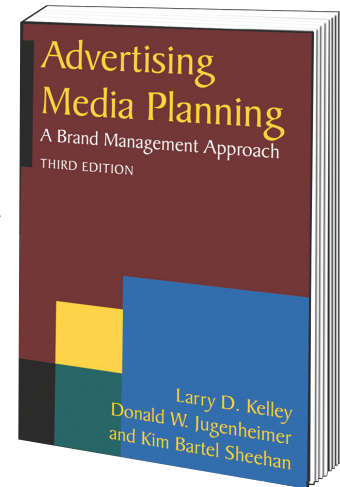
Larry D. Kelley, Donald W. Jugenheimer, and Kim Bartel Sheehan

Updated and full of current brand examples, this widely adopted text offers practical guidance for everyone who will be involved in the media decision process, on both the agency and client side. Its easy-to-read style and logical format make it ideal for classroom adoption.

This edition has been expanded to cover the explosive growth of new media, and includes nearly twice the number of chapters as the previous edition. New coverage includes integrated communications planning; setting communications objectives; separate chapters for traditional media—print, broadcast, outdoor; new chapters on digital media, social media, ethnic media, direct response media, and alternative media; and new, separate chapters on sponsorships, promotions, and publicity.

The contents are closely coordinated with the authors' accompanying workbook below.

2012 • 320 pp. 978-0-7656-2635-6 Cloth \$99.95 / 2636-3 Paper \$49.95
Sharpe E-text: 978-0-7656-3197-8 \$27.95



Both titles
also available
as cost-saving
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Advertising Media Workbook and Sourcebook

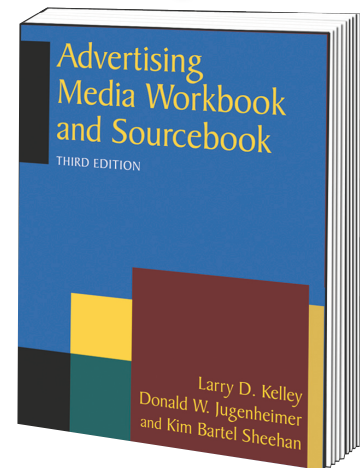
Third Edition


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

This combination workbook and sourcebook combines easy-to-understand explanations of advertising media sources and calculations with real-world examples of source material from advertising and media companies. It is designed for both students and practitioners, and can be used independently, or in conjunction with the authors' *Advertising Media Planning* above, or any other media planning text.

New coverage for this edition includes: Working with a Communications Planning Worksheet; Working with a Situation Analysis; Working with Broadcast Negotiations; Working with Search Engine Marketing, Working with Social Media, and more. Each concise unit opens with a brief text segment, presents sample source materials from actual advertising and media companies, and concludes with numerous hands-on exercises. A password-protected instructor's answer key is available online through M.E. Sharpe.

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Center for Excellence in Health Communication to Underserved Populations (CEHCUP)

Health disparities constitute a major problem for the United States. More focused research, as well as advanced training for communicators (being them journalists, advertising or public relations practitioners) is needed. The William Allen White School of Journalism and Mass Communications at the University of Kansas has established the *Center for Excellence in Health Communication to Underserved Populations (CEHCUP)* to promote dedicated student training as well as collaborative research and service to the community to address health disparities in the state of Kansas and abroad. The center is founded by a grant from the Hearst Foundations.

Promoting healthy lifestyles and encouraging preventive behaviors have become critical components of today's public health interventions, which range from national campaigns for general populations to highly tailored projects targeting discrete audiences. As racial and ethnic diversity in the US population increases, so do the number of multiracial and multiethnic communities, and their rates of openness and integration. The forecasted demographic outlook of the United States has prompted increased efforts to bring public health activities within reach of these multiethnic, often medically underserved and poor communities. Historically, effective health communication should be dependent on a community's demographics, and on the availability and use of information delivery channels; both these factors, nonetheless, have significant variance, reliant on geographical location and availability of information resources. Although an abundance of public health and communication studies address media content or message development and delivery, recent reviews highlight that social and community factors influencing how

these populations seek health information lack the same depth of inquiry. By focusing on community based participatory research, CEHCUP aims to address these specific areas of health communication, while concomitantly engaging target audiences in applied projects aiming at improving the overall health status of these populations.

The William Allen White School of Journalism and Mass Communications is one of the premier journalism teaching institutions in the country. Over the past five years, the school has developed a strong interdisciplinary research program with the KU School of Medicine; all of these applied research projects address health disparities-related communication and focus on underserved populations in the state of Kansas (rural populations, Latinos, African-Americans and American Indians). Furthermore, the school has strong research collaborations with other regional institutions of higher education, with the industry and with international partners, which will support the activities of the new center.

Membership in CEHCUP is free, and it is open to both individual researchers and organizations. Members become part of an information network dedicated to health communication, as well as having the opportunity to compete for CEHCUP awards for pilot research studies. The current call for members closes on September 30, 2012.

If you are interested in becoming a member or require more information about the center, please contact Dr. Mugur Geana, CEHCUP Director at geanam@ku.edu or the center directly at cehcup@ku.edu.

AAA

New jobs and titles

New Director and Faculty at the Temerlin Advertising Institute

- The Temerlin Advertising Institute at Southern Methodist University is delighted to announce Dr. Steven Edwards as the new Director of the Temerlin Advertising Institute. We also wish him much success in his 2012-2013 elected position as SMU's Faculty Senate President.
- The Institute also welcomes three new faculty: Sidharth Muralidharan, Ph.D. joins as a new Assistant Professor graduating from University of Southern Mississippi, Yongjun Sung, Ph.D. adds significant weight to the Institute's stable of publishers as an Associate Professor; and to enhance the creative team, Willie Baronet is Visiting Executive-in-Residence.



Three New Advertising Faculty at University of Illinois at Urbana-Champaign

The Charles H. Sandage Department of Advertising at the University of Illinois at Urbana-Champaign is pleased to welcome the following new faculty:

- Dr. Katie Abrams (Ph.D., University of Florida), Assistant Professor Agricultural Communication and Advertising.
- Dr. Jameson Hayes (Ph.D., University of Georgia), Visiting Assistant Professor of Advertising
- Dr. John Wirtz (Ph.D., University of Minnesota), Assistant Professor Advertising



Abrams



Hayes



Wirtz

New jobs

- Taejun (David) Lee (Kookmin University, Seoul, South Korea) changed jobs. From Fall 2010 until Summer 2012, he was an Assistant Professor of Advertising with the Department of Communications at Bradley University, Peoria, IL, USA. This fall he starts as an Assistant Professor with the Department of Advertising in the School of Communication at Kookmin University, Seoul, South Korea where he will be teaching "New Media and Advertising," "Special Topics in Advertising", and "Advertising Media Planning."

- Jong-Hyuok Jung (Texas Christian University) formerly Assistant Professor of the S.I. Newhouse School of Public Communications at Syracuse University is now Assistant Professor of Strategic Communication Division of the Schieffer School of Journalism at Texas Christian University.

New titles

- Sukki Yoon (Bryant University) got tenured and promoted to Associate Professor.
- Harsha Gangadharbatla (University of Oregon) was promoted to Associate Professor of Advertising in the School of Journalism and Communication at the University of Oregon and granted tenure effective September, 2012.

Good wishes to all for a great year ahead!

New Books

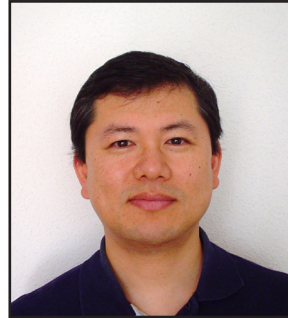
- Kim Sheehan (University of Oregon) has signed a contract for the second edition of *Controversies in Contemporary Advertising*, to be published by Sage late next year. The new edition will integrate discussions of Internet advertising and global ethical issues throughout, and will also provide discussion questions and a short case study (with questions) for each chapter.
- Melvin Prince (Southern Connecticut State University) has edited or co-edited two books published in 2012: *Leading Edge Marketing Research*, published by SAGE and *Globalization and the Cosmopolitan Consumer* published by Business Expert Press.
- Margo Berman's (Florida International University) third book, *The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy*, was released August 2012. This 400-page, full-color textbook covers writing for all media from traditional to digital. It's rich with writing techniques, quotes from award-winning copywriters, and examples of innovative ads with exceptional copy. The color-coded text boxes offer tips from the pros, script formats, terminology and more. It's a must-read for copywriters on all levels. The publisher is Wiley-Blackwell, the London-based academic arm of John Wiley & Sons. The book includes ancillary materials for professors.
- Edd Applegate, Professor Emeritus (Middle Tennessee State University), has written *The Rise of Advertising in the United States: A History of Innovation to 1960*. The book was published recently by Scarecrow Press (Rowman

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& Littlefield Publishing Group). The book surveys key figures and events that transformed the American business landscape from its colonial beginnings to that "Mad Men" moment when advertising "went professional." Applegate traces how the explosion of newspapers in the American colonies laid the groundwork for the first advertising agents, leading to America's first class of professional marketers. This entrepreneurial class of white-collar workers thrived on innovation in the quest for more publicity, larger clients, and greater sales. Applegate records the achievements of such individuals as Benjamin Franklin, P. T. Barnum, Lydia Pinkham, John Wanamaker, Albert Lasker, Stanley Resor, Helen Lansdowne Resor, and Elliott White Springs, among others up until 1960, when advertising underwent a remarkable change.

The book is written for those interested in learning about a select group of movers and shakers in this key area of American business.

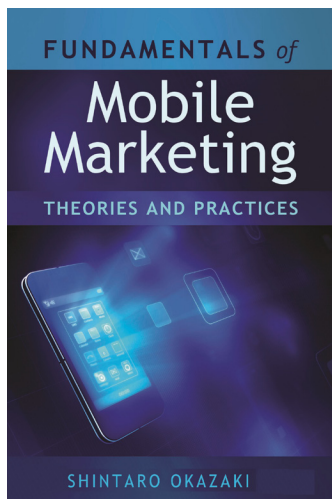
- Shintaro Okazaki (Universidad Autónoma de Madrid, Spain) has published *Fundamentals of Mobile Marketing: Theories and Practices* from Peter Lang Publishing, NY. Despite an increasing number of research publications and books focused on general business issues, many concepts have seldom



been explicated. In this book, the author offers the first comprehensive coverage of mobile marketing from a theoretical and practical perspective. He argues that pragmatic mobile marketing tools need to be understood in terms of "why" so that theories can be advanced.

Questions relating to a theoretical framework of mobile marketing, factors influencing the adoption of mobile marketing, and other applications and cases of mobile marketing are provided alongside historical background.

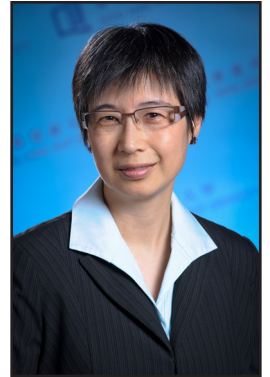
This is a student-friendly text with up-to-dated examples and issues presented throughout the book. A rich source of bibliographic references as well as a comprehensive glossary is provided at the end of the book.



Awards

HKBU scholar wins Emerald Citation of Excellence

- Kineta Hung (Hong Kong Baptist University) was recently recognized in the Emerald Citation of Excellence Awards for 2012 organized by Emerald Group Publishing Limited for her co-authored paper "When does guanxi matter? Issues of capitalization and its dark sides". The paper, which appeared in *Journal of Marketing* in 2008, was chosen as one of the top 50 articles with proven impact published in the top 300 finance, marketing, management and strategy journals, that is, among 15,000 articles, in the world. The award-winning paper examined the influence of guanxi (interpersonal relationships for organizational purposes) on firms' marketing competence and performance in China by interviewing senior executives in 282 Chinese business units across 48 categories of consumer products. KDDI Foundation Best Researcher Award



- Shintaro Okazaki (Universidad Autónoma de Madrid, Spain) has been named as a winner of 2011 Best Researcher Award by KDDI Foundation (Tokyo, Japan) for his project "Usage motivations, ubiquitous concept, and social network formulation in mobile internet services: An international comparison".

Winning Student Logo Design

- Ron Smith (Pennsylvania State University) is proud to announce that a Penn State student's design was selected as the winning logo in the Annual AEJMC Conference Logo Contest for the 2013 conference in Washington DC. The announcement was made in late May. The student, Tom Ruane, designed the logo as part of a course project in Ron Smith's Graphic Applications course in Spring semester. Tom graduated from Penn State in May with a degree in Visual Journalism. Tom's logo was chosen out of 49 student designed entries submitted by visual communications professors who included the logo design as part of a course project. The logo will be used to promote the 2013 AEJMC conference in Washington.

Continued on next page...

Publications

- Mark Stuhlfaut (University of Kentucky) has had two papers accepted so far this year. A paper that he co-authored with Kasey Windels (now of Louisiana State) was accepted by the International Journal of Advertising. It established a scale to measure the intensity of the creative code inside ad agencies, which is the sum of the values held about what's valued as creative and what's not. A paper that he co-authored with Bruce Vanden Bergh (Michigan State) advanced a metaphoric theory of the creative process in advertising, and it was accepted by the Journal of Marketing Communications. As a break from working on another paper, he spent a week this summer boating on the canals of southwest France. Magnifique!
- "Stop the Music! Finding Advertising that Stops College Students Downloading Music Illegally" will be published in the September issue of Journal of Advertising Research, Volume 52, Issue 3. The article, co-authored by 3 AAA members from Marquette University's Diederich College of Communication, Brian Sheehan, James Tsao and Jim Pokrywczynski, was a 3-year project funded by the Recording Industry Association of America (RIAA).

Faculty Fellowship

- Ron Smith (Pennsylvania State University) completed a 2-week Faculty Fellowship in June at Collective Bias, a specialty social media company headquartered in Bentonville, AR. They specialize in Shopper Marketing & building brands through Social Media applications. The company has their own community of shopper marketing bloggers called Social Fabric.
- The fellowship was focused on learning: how the agency works with clients to create social media-based shopper marketing campaigns, to what extent the company works with a client's existing creative agency of record for traditional advertising, to what extent can they develop original social media executions that may not need to fit current traditional advertising, and how to incorporate this type of advertising/marketing in advertising classes, especially a creative strategy course, like the one that Ron teaches.

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Please send us your:

- ▶ Job announcements
- ▶ Calls for papers
- ▶ Announcements about awards
- ▶ Names of graduate students to be featured
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Advertising Educational Foundation (AEF)

Inside Advertising Speakers Program

Sign up now for 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.

www.aef.com

The site, updated regularly, provides materials and information on advertising not found elsewhere. It serves as an online resource for advertising in society, history, culture and the economy.

The site offers extensive creative exhibits about current and historical advertising such as an Advertising Council Retrospective, The Partnership at Drugfree.org, Clio Awards, OBIE Awards, Radio-Mercury Awards, and the ANA Multicultural Excellence Awards.

Other highlights include the recently launched Inside Advertising Forum videos and AEF Symposia original presentations streamed in their entirety, as well as a vast collection of advertising-related book excerpts, case histories, and speaker presentations.

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. New units include:

- Mad Men: Gender, Race, Ethnicity, Sexuality, and Class
- Sex in Advertising
- Hollywood Looks at Advertising
- Niche Advertising: Gay Consumers
- Super Bowl Commercials: America's Annual Festival of Advertising

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 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 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, Consumers in Charge: Crowdsourcing & Social Networking, will be held in conjunction with the ANA's Masters of Marketing conference in Orlando, FL, as a pre-conference workshop on Wednesday, October 10th from 2pm to 5pm. The workshop will feature David Jones, Global CEO, Havas, and Founder, One Young World, as keynote speaker, followed by a multi-disciplinary panel of industry and academic experts including Christian Borges, VP, Marketing, MRY; Zach Harris, Director of Marketing, Mountain Dew; and John Winsor, CEO, Victor & Spoils. Stay tuned for more details!

AAA Awards... Call for Nominations

From Jef I. Richards, AAA Awards Committee:

Do you know anyone in the American Academy of Advertising who deserves recognition? Do you know anyone, even outside the AAA, who deserves recognition for their service to either the AAA or to ad education?

Below are descriptions of four major awards occasionally given out by the AAA. They are ONLY for those rare people who have gone above and beyond their peers. They are our way to honor the exceptional. If you know of one of those rare people, please consider nominating them (by November 16).

The Awards Committee of the American Academy of Advertising announces its call for nominations for four prestigious awards:

- (1) the DISTINGUISHED SERVICE AWARD,
- (2) the CHARLES H. SANDAGE AWARD FOR TEACHING EXCELLENCE (called the "Sandy"),
- (3) the BILLY I. ROSS ADVERTISING EDUCATION AWARD, and
- (4) the KIM ROTZOLL AWARD FOR ADVERTISING ETHICS AND SOCIAL RESPONSIBILITY.

The information below also is available on the AAA website, and in some cases the website might include additional or more up to date information. Nominators are encouraged to check: <http://aaasite.org/Awards.html>

The **DISTINGUISHED SERVICE AWARD** is given by the American Academy of Advertising to individuals who have rendered distinguished service to the organization and/or advertising education. The Distinguished Service Award is given by the Academy to individuals who have rendered distinguished service to the Academy and/or advertising education. Such service must be clearly above and beyond credit given as part of normal university research/teaching/service or a paid assignment and thereby considered part of one's job. The person should be a champion of advertising education, active in providing opportunities for the professional development of students and faculty, and someone who unselfishly performs this meritorious service.

One need not be a member of the Academy to be considered for this award. However, only members of the Academy may submit a nomination. It is expected that the Distinguished Service Award will be given infrequently and only for truly distinguished service. Service should encompass national activities. The award is presented at the annual conference of the Academy and is accompanied by a plaque commemorating the event.

Nominations should contain substantial supporting materials. This material might take the form of event/conference/seminar award programs conducted for students and/or faculty (actual printed materials); documented years of service from published/printed material, and documented service clearly over and above normal university/professional "service" requirements.

The **CHARLES H. SANDAGE AWARD FOR TEACHING EXCELLENCE** recognizes outstanding contributions to advertising teaching. The "Sandy," as it is known, is in recognition of outstanding contributions to advertising teaching. The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy. One need not be a member of the Academy to be considered for the award; however, preference will be given to Academy members. Only members of the Academy may submit a nomination. Past Presidents of the Academy are not eligible until five years have passed since they have served on the Executive Committee.

The nomination letter and supporting documentation should provide evidence of lifetime teaching excellence. Examples of excellence might include (but are not limited to) the following:

- Performance of students as advertising (or business) professionals
- Performance of students as advertising (or other) teachers
- Case study development and publication
- Textbook publication
- Letters from past students (not sufficient in and of themselves)
- Innovative course development
- Innovative ex-class room teaching development

Note that letters of support alone are not adequate documentation; in fact, support letters without documentation will not be considered by the committee. A meaningful nomination should include at least three, but no more than five, actual support documents. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. All documents should be submitted only by e-mail in Word or pdf format.

Continued on next page...

AAA Awards... (cont'd)

No more than one Sandy will be awarded in a given year, and there is no obligation to award a Sandy in any year. For a list of past award winners please visit the AAA website.

The **BILLY I. ROSS ADVERTISING EDUCATION AWARD** recognizes innovative work that advances the field of advertising education. The primary purpose of the award is to recognize innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching. The award is presented at the annual conference of the Academy and is accompanied by a cash award and a plaque commemorating the event.

One need not be a member of the Academy to be considered for the award; however, preference will be given to Academy members. Only members of the Academy may submit a nomination. The award is not intended to be an addition to a project that has already been underwritten by another source. The application or nomination letter should include documentation and other evidence of how the project is an outstanding accomplishment or innovation in the field of advertising education. Examples of projects might include (but are not limited to) the following:

- Innovations for teaching a new advertising course
- Published work about innovative class projects in advertising
- Published research that advances advertising education
- Support for materials (such as visual aids) for conference presentations about advertising education
- Dissemination of information to advertising educators that is helpful in the classroom

Note that letters of support alone are not adequate documentation; in fact, support letters without documentation will not be considered by the committee. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. All documents should be submitted only by e-mail in Word or pdf format.

More than one award may be made in any given year, but the AAA is not obligated to make an award every year. The Awards Committee will determine the amount of the cash award. For a list of past award winners please visit the AAA website.

The **KIM ROTZOLL AWARD FOR ADVERTISING ETHICS AND SOCIAL RESPONSIBILITY** recognizes individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy.

This is not to be considered as an annual award and will be given only to individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. One need not be a member of the Academy to be considered for the award; however, preference will be given to Academy members. Only members of the Academy may submit a nomination.

The nomination letter and supporting documentation must provide evidence of the contributions of the nominee. The evidence submitted should be readily identifiable and measurable. For an academic, such evidence is likely to be exhibited in the form of scholarly publications (e.g., books and/or peer-reviewed articles). For an advertising practitioner or organization, the results of specific programs or activities that have had a positive impact on society would serve as evidence. There must be evidence of lifetime achievement in either ethics or social responsibility.

For a list of past award winners please visit the AAA website.

ANY MEMBER OF THE ACADEMY may nominate an individual (or an organization, in the case of the Kim Rotzoll Award) for any of these awards. Note that letters of support alone are not adequate documentation! In fact, support letters without documentation will not be considered by the committee. A meaningful nomination should include at least three, but no more than five, actual support documents. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. All documents should be e-mailable, in Word or .pdf. format.

Nominations and supporting documentation should sent via email to the Chair of the Awards Committee no later than November 16, 2012: jef@msu.edu



**Department of Marketing Communication
Emerson College
Boston, Massachusetts
<http://www.emerson.edu/>**

Up to Three Faculty Positions in the following areas – Rank Open:

- Public Relations or Corporate Communications
- Digital Marketing and Analytics
- Customer Relationship Management
- Consumer Behavior

Emerson College is seeking up to three full-time, tenure track, tenured or Executive-in-Residence faculty colleagues to join a well established and growing Department of Marketing Communication. The initial appointment is for the 2013-2014 academic year beginning September 1, 2013.

Required qualifications include a completed Ph.D., or relevant advanced degree plus meaningful professional experience in Marketing, Communications, or Business with a strong focus in at least one of the following areas: 1. Public Relations or Corporate Communications, 2. Digital Marketing and Analytics, 3. Customer Relationship Management, or 4. Consumer Behavior.

Major considerations include excellence in teaching, research achievement or promise and/or professional thought leadership, technology proficiency and a commitment to global diversity. Of great importance is the candidate's desire to contribute to a dynamic, cross-disciplinary department well situated in a communications college that is committed to redefining contemporary marketing communication education. Candidates with significant industry experience and familiarity with college-level teaching, research and publishing are especially attractive, as are candidates who already have made a few years' progress toward the tenure threshold.

Emerson College is dedicated exclusively to programs in communication and the arts, located in the center of Boston, surrounded by major healthcare and research centers. The College enrolls approximately 3,000 full-time undergraduates and nearly 1,000 full and part-time graduate students.

Emerson College values campus multiculturalism as demonstrated by the diversity of its faculty, staff, student body, and constantly evolving curriculum. The successful candidate must have the ability to work effectively with faculty, students, and staff from diverse backgrounds. Members of historically under-represented groups are encouraged to apply. Emerson College is an Equal Opportunity Employer that encourages diversity in its workplace.

Applicants should submit a cover letter that identifies their focus area from the list above and describes their teaching interest, philosophy and long term goals as these relate to their understanding of the Emerson experience. They should also provide sample syllabi of any courses taught, a list of their research accomplishments and agenda, along with sample publications, an updated curriculum vita, and names and contact information for three references.

Applications must be submitted electronically to: <https://emerson.peopleadmin.com/>

Inquiries should be directed to Ms. Tess Fallon, Assistant to the Chair, Department of Marketing Communication, Emerson College, 120 Boylston Street, Boston, MA 02116, tess_fallon@emerson.edu

Review of applications will begin September 15, 2012, and no new applications will be accepted after November 1, 2012.

Going Digital?

Opportunities and Challenges of New Media and Non-Traditional Marketing Communications in a Globally-Connected World

2013 American Academy of Advertising Global Conference

in conjunction with the Shidler College of Business, University of Hawaii at Manoa

Hawaii, USA – May 31 to June 2, 2013

New media and non-traditional marketing communications continue to be a vital aspect of global marketing that affects consumers and advertisers around the world. In particular, social media have dramatically changed the way consumers make purchase decisions by allowing them to freely interact with advertisers and fellow consumers, and facilitating information retrieval and exchange across different countries. The theme of the Global Conference is, “Going Digital? Opportunities and Challenges of New Media and Non-Traditional Marketing Communications in a Globally-Connected World.” This conference is an important forum for intellectual exchange and collaboration among advertising scholars, educators, and practitioners across the borders. Hawaii serves as the ideal conference site for this theme. Located in mid-Pacific Ocean, Hawaii bridges between North America and Asia and represents a blend of eastern and western cultures.

The American Academy of Advertising 2013 Global Conference will be held in Honolulu, Hawaii in conjunction with the Shidler College of Business, University of Hawaii at Manoa. It builds on a long list of previous success stories in Kisarazu, Japan (2001 and 2003), Hong Kong, China (2005), Seoul, Korea (2007), Beijing, China (2009), Milano, Italy (2010), and Brisbane, Australia (2011). This will be a stimulating event that focuses on research and special topics with an international focus. Logistical details will follow in a separate announcement once they are confirmed.

The growth of new media and non-traditional marketing communications creates numerous opportunities for advertisers around the world. Social media, mobile advertising, online brand communities, viral and word-of-mouth marketing, product placement in video games, digital outdoor advertising, and guerilla marketing etc. provide new mechanisms for building relationships with consumers. New media and non-traditional marketing communications also pose many new challenges, such as how to identify effective measurements, and how to address privacy concerns and regulation issues. Although we welcome submissions on all advertising-related topics, papers and special topics exploring such issues in a global context are particularly welcome.

Call for Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or conceptual) in one or more countries and with an international focus for presentation at the 2013 American Academy of Advertising Global Conference and for publication in the 2013 Global Conference Proceedings.

All submissions are subject to blind review. Completed papers will be given first preference. However, very detailed abstracts of at least 8 pages will be considered but must include information about when the research will be completed and this date must be prior to the conference. Papers will be judged on the following criteria: 1) topic relevance to the conference; 2) interest to members; 3) research grounded in academic literature and theory; 4) appropriateness of the methodology given the goal of the research; and 5) overall quality and contribution to the field. Note: Authors of accepted papers or abstracts must publish either the entire paper or a one-page abstract of the paper in the Proceedings.

The Proceedings will not be copyrighted, but submissions may not be under consideration at other journals or conferences. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. Be sure to delete the title page and identification of the authors in the “Properties” function (see below) prior to submission. Citations are to be formatted using Journal of Advertising style.

Call for Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to advertising education and practice (e.g.,

Continued on next page...

Announcements...

current practitioner issues, creative topics, and/or pedagogical matters) in one of more countries and with an international focus. They will be judged on the following five criteria: 1) How current is the topic? 2) How well will it attract attendees to the session? 3) How well thought-out is the proposal? 4) Are the proposed participants appropriate for this topic? and 5) How strongly do you believe this session should be included in the program? Speakers listed in a session proposal must agree to participate and confirm their commitment prior to including their name(s) in the proposal for review. If a speaker might not be able to participate, an alternate name with title should be provided in the proposal. Note: One of the two people listed will be expected to present if the special topic session is accepted.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees (including why such a contribution is not likely to be available elsewhere, (3) names and specific roles of all participants (please note that blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants), and (4) details of how the session will be conducted under a unifying theme, including progression among sections and participants. Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for generating a 1- to 3- page summary (after the session) for inclusion in the Proceedings as a non-refereed publication.

All competitive and special topics submitters will be asked to check a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper/special topics session will result in the competitive paper/special topics session being withdrawn from the conference proceedings. Only an author or presenter listed on the paper/special topics session is eligible to present at the conference.

Additional Requirements

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

If you registered for a paper submission at an AAA conference since 2007, you should already have a profile and can use your same password and ID to access the system. If you are submitting a paper for the first time, you will need to create a new profile by following the instructions on the Confmaster website.

Submission information can also be found on the AAA website at: <http://www.aaasite.org>.

In order to facilitate the review process everyone must submit papers or session proposals electronically via AAA Confmaster. You will upload a copy of your paper in MS Word format. Please use the procedures noted below for deleting identifying information from your submission.

Procedure for deleting properties for electronic submission (in Word):

- 1) go into " file "
- 2) go into "properties"
- 3) under the headings of " Summary " & " Custom " please erase all affiliations. Under "Custom" be sure to delete all lines in the "Properties" box by clicking on each line one at a time and then click on the delete box that is present in the same window. After you have deleted all properties, click "OK" and then save your document.

Electronic submissions will be accepted beginning October 15, 2012 and must be received no later than MIDNIGHT CST, December 1, 2012.

Please designate a single contact person for your submission. This individual will register at the AAA conference website (accessible via <http://www.aaasite.org>) and will receive a user name and password via email after registration. Once this information is received, the individual will be able to upload the manuscript to the conference website.

The contact person must also provide contact information (email, phone and fax) as well as one or two keywords to facilitate the reviewing process (e.g., copy testing, media measurement, new technologies, advertising education, etc.).

Continued on next page...

Announcements...

NOTE THAT ALL AUTHORS LISTED ON THE PAPER/SPECIAL TOPICS SUBMISSION MUST REGISTER ON CONFMMASTER BEFORE THE PAPER CAN BE UPLOADED.

Please direct your questions regarding papers or special topics proposals to the conference chair:

Shu-Chuan (Kelly) Chu, Ph.D.
Assistant Professor
College of Communication
DePaul University
1 E. Jackson Blvd.
Chicago, IL, 60604 USA
Email: SCHU7@depaul.edu

We look forward to your submissions and hope that you will be able to attend the Going Digital 2013 Global Conference of the American Academy of Advertising in Hawaii, USA.

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

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

Master's Degree
in Journalism
and Mass Communications



online.unl.edu/COJMCMasters

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NEW: Integrated Media Communications (IMC) • Professional Journalism
Marketing, Communication and Advertising (MCA) • Media Studies

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PROFESSOR OF ADVERTISING

Charles H. Sandage Department of Advertising

College of Media, University of Illinois at Urbana-Champaign

Applications are invited for a full-time Professor position in the Charles H. Sandage Department of Advertising in the College of Media at the University of Illinois at Urbana-Champaign. This is a tenured 9-month academic year appointment at the Full Professor level. Applications from advanced Associate Professors with stellar scholarly records also will be considered.

We are looking for an outstanding scholar, mentor, and teacher to join our department. The ideal candidate will be a leader in the field of advertising research and education. S/he must hold a Ph.D. in Advertising, Marketing, Communication or related field. Research and/or teaching experience is preferred in one of the following areas: society/ethics, international, multicultural, or digital. External grant experience is a plus.

Candidate will teach undergraduate and graduate courses in advertising. We offer B.S. and M.S. degrees in advertising. Opportunities also exist for teaching and advising in the Institute for Communication Research (ICR) doctoral program in the College of Media. We have approximately 700 undergraduates, 30 M.S. project and thesis students, and 43 Ph.D. students in the ICR.

The Department of Advertising at the University of Illinois was established in 1959 by Charles H. Sandage, considered by many to be the "father of advertising education." Today, the Charles H. Sandage Department of Advertising celebrates Sandage's legacy and his vision with a program that is broad enough that students learn critical, analytical and problem-solving skills, yet is also professionally relevant. Our faculty incorporate these values in teaching and scholarship that is focused on understanding, evaluating and communicating the many facets of advertising.

The position will begin on August 16, 2013. Salary will be commensurate with experience. Candidates should create a candidate profile at <http://jobs.illinois.edu> and upload a cover letter, curriculum vita/resume, personal statement of teaching and research philosophies, and the names, e-mail addresses and phone numbers of three professional references. All requested information must be submitted for an application to be considered complete.

Full consideration will be given to applications received by October 15, 2012 . Applicants may be interviewed before the closing date; however, no hiring decision will be made until after that date. The review will continue until the position has been filled. For further information regarding application procedures, please contact Jane Dowler at dowler@illinois.edu or 217-333-2351.

The University of Illinois is an Affirmative Action/Equal Opportunity Employer and welcomes individuals with diverse backgrounds, experiences, and ideas who embrace and value diversity and inclusivity(www.inclusiveillinois.illinois.edu).



Multiple Faculty Positions

The College of Communication Arts & Sciences at Michigan State University, which has a global reputation for its research, scholarship and international engagement, is searching for a broad array of new faculty members. We invite applications for the following faculty positions:

3D Graphics and Animation (Open rank - fixed term)

Telecommunication, Information Studies, and Media; Advertising and Public Relations; Media Sandbox

Advertising (Assistant, Associate, or Full – tenure system)

Advertising and Public Relations; Posting #5918

Communication Technology and Health (Assistant, Associate, or Full – tenure system)

College of Communication Arts & Sciences

Digital Media Development (Assistant – tenure system)

School of Journalism; Advertising and Public Relations; Media Sandbox

Digital Media Development (Open rank – fixed term)

School of Journalism; Advertising and Public Relations; Media Sandbox

To learn more and apply, please complete an electronic submission at the Michigan State University Employment Opportunities website – <https://jobs.msu.edu> and search for the position title indicated above. All positions will be available on this website by the last week of September. Detailed position information can be found at <http://cas.msu.edu/about-the-college/job-postings>.

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

AAA Editorial Policy

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations, etc.

All calls must conform to the following guidelines:

1. Calls should be no more than 175 words total, not including contact information (see Sample Call on p. 42).
2. Type calls in a Word or rich text format (rtf) file (no PDFs, please).
3. Single space paragraphs and double space between paragraphs; bullet items that group together well, such as a list of possible topics.
4. Write the call in accordance with the Sample Call.
5. Provide these additional details:
 - Organization making the call
 - Reason for the call
 - Date of the call (if a conference, provide conference start and stop dates)
 - Submission deadline
 - Theme (if a journal, provide special issue topic)
 - Brief list of topics (in bullet format)
 - Chair's name and complete contact information
 - Direct link to the complete call on your website (we'll link from the call you submit to the AAA Newsletter to your complete call on your website, where our members can get additional details if needed)
6. Ensure that all information is accurate (the Editor will edit for spelling, grammar and punctuation but not accuracy of factual information such as deadlines, email addresses, etc.)
7. Email all calls, job announcements or other items for the newsletter to the AAA Editor, Jisu Huh (newsletter@aaasite.org)
8. Calls are due by the following dates:

AAA Newsletter Published on:

- ▶ March 1
- ▶ June 1
- ▶ September 1
- ▶ December 1

Call is due by:

- ▶ February 15
- ▶ May 15
- ▶ August 15
- ▶ November 15

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

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

Possible topics include, but are not limited to:

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

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

Tina M. Lowrey, Ph. D.
Dept. of Marketing, College of Business
University of Texas at San Antonio
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+1 210.458.5384
+1 210.458.6335 (fax)

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