



In This Issue:

President's Column	1
Featured research	2
Annual Conference	5
AAA Notes	6
AEF	11
AAA Ad Policy	15
AAA Editorial Policy	16

Executive Committee:

- President**
Kim Sheehan
University of Oregon
president@aaasite.org
- President-Elect**
Marla Royne Stafford,
University of Memphis
president_elect@aaasite.org
- Vice President**
Karen M. Lancendorfer
Western Michigan University
vice_president@aaasite.org
- Secretary**
Gayle Kerr
Queensland University of Technology
secretary@aaasite.org
- Treasurer**
Nancy Mitchell
University of Nebraska-Lincoln
treasurer@aaasite.org
- Past-President**
Debbie Treise
University of Florida
past_president@aaasite.org
- Executive Director**
Patricia B. Rose
Florida International University
director@aaasite.org
- Visit the AAA Web Site at:
<http://www.aaasite.org>

President's Column

by Kim Sheehan

April and May are two very busy months for us all. We're winding down our school years, and prepping for summer research, travel and teaching. This April and May are particularly busy with our two conferences happening about seven weeks apart. As I write this, I'm organizing my thoughts (and my t-shirts) for our Global conference in Waikiki. I'm also thinking about the terrific time we had at our annual conference in Albuquerque.

As to be expected, our conference in Albuquerque had great paper and panel presentations, two fascinating pre conferences (thanks to Padmini Patwardhan, Eric Haley, Kelly Chu and Joonghwa Lee), a great awards lunch that recognized many of our members, and a very fun Saturday evening event where the margaritas flowed like water, the food was spicy, and the conversation was lively. In addition, we held our first interactive research session (think posters on laptops) and heard an inspiring Saturday lunch speech by Dr. Charles McMillan from Los Alamos National Lab. We welcomed colleagues from Australia, Japan, and Europe (apologies if I missed anyone!) that provided a truly cosmopolitan feel to Albuquerque.

At Friday's award lunch, we welcomed Ann Marie Kerwin from Ad Age to present the top papers in the AAA White Paper competition (read more about that here: <http://adage.com/article/news/winning-research-reports-focus-social-media-creativity/241643/>). My thanks to everyone at SMU's Temerlin Institute for their work on this project, and of course to Ad Age. I also want to acknowledge one of our past Presidents, Shelly Rogers from the University of Missouri, who was instrumental in getting this project off the



ground. This project is a great partnership between the academy and the advertising industry and exactly the type of innovative work that builds important bridges among members and between the AAAs and practitioners. The three winning papers will be available soon to AAA members via the Member's Only section at the AAA website: stay tuned for an announcement as to their availability.

At Friday's lunch, we announced a new award to honor exceptional younger colleagues: the Mary Alice Shaver award. Mary Alice passed away last October. Her husband Dan Shaver and her daughter Jeanne Griswold joined us and Dan's

Continued on page 3...

Top Research Reports Explore Ad Effectiveness in a Social World, Hidden Influences on Creativity

Ad Age and Temerlin Advertising Institute Honor American Academy of Advertising Professors and Researchers

How does advertising perform in a social-media world? How can you build a cohesive social strategy? And what are the hidden influences that shape your organization's creativity?

These topics are explored in three winning research papers, released by Advertising Age today. The papers were awarded honors from Advertising Age, the American Academy of Advertising and Temerlin Advertising Institute at Southern Methodist University in a competition to uncover the best academic thinking around marketing and advertising business problems.



Esther Thorson, Hye Jin Yoon and Ann Marie Kerwin

Institute at Southern Methodist University to sponsor a research-paper competition for the American Academy of Advertising, an organization of advertising scholars and professionals with an interest in ad education.

The *winning research papers* are the result of peer-reviewed judging by members of the AAA, Temerlin staff and Advertising Age and the academic authors and researchers behind them were honored at an awards ceremony at the AAA's annual meeting in April, receiving their prizes from Temerlin professor Hye Jin Yoon and Ad Age's Ann Marie Kerwin.

The *top prize* was awarded to Esther Thorson, associate dean at the University of Missouri-Columbia School of Journalism and director of research at the Donald W. Reynolds Journalism

Institute, and Jeri M. Smith, president of Communicus, a Tucson, Ariz.-based advertising research company. Their paper, "How Advertising Performs in a Social Media World," uses original research to demonstrate how social media and traditional advertising work differently, and the best approach in using both most effectively.

Advertising and brand managers today are consumed with planning promotions, integrations and social-media marketing programs that are unclear in terms of effectiveness or persuasion. As advertisers add social media and new-media strategies to their arsenals, they must consider both costs and benefits, and how it relates to other forms of advertising.

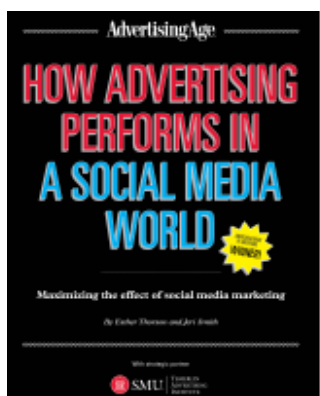
Using social-media research and data from the Communicus database, which includes more than 40 years of research on the effects of advertising, this report evaluates how to combine social media marketing and traditional advertising for optimal results. The report also explores the consumer's mindset when approaching traditional vs. nontraditional advertising; how ads that use traditional and nontraditional communications differ in their ability to persuade consumers and best practices for marketers looking to integrate their marketing communications.



Keith Quesenberry, Hye Jin Yoon, Ann Marie Kerwin

Honorable Mention: How to Integrate Social Media

Keith A. Quesenberry, lecturer at the Center for Leadership Education at Johns Hopkins University, and Michael K. Coolson, Ph.D., associate professor of marketing in the John L. Grove College of Business at Shippensburg University, offer five practical methods for successfully listening to and engaging with consumers through research, crowdsourcing, branded content, customer evangelism and customer service in their paper, "How to Integrate Social Media Into Your Marketing Strategy."



Winner: How Advertising Performs in a Social Media World

Today's empowered consumers are generating and sharing their own brand content more than ever before. To succeed in their social media strategy, managers must let go of one-sided brand messages, and take an inclusive approach in their social media communications. The report showcases how integrating both company-generated and consumer-generated communications can create a cohesive social media marketing strategy for businesses.

Honorable Mention: The Creative Code



Mark Stuhlfaut, Kasey Windels, Hye Jin Yoon, Ann Marie Kerwin

Mark Stuhlfaut, Ph.D., assistant professor in the College of Communication at the University of Kentucky, and Kasey Windels, Ph.D., assistant professor of advertising in the

Manship School of Mass Communication at Louisiana State University, explored the influences on creativity in "The Creative Code." The paper and the research it's based on is the product of more than four years of investigation and five studies. Qualitative personal interviews were conducted with more than 100 creative directors, copywriters and art directors at 12 U.S. agencies, ranging from large international multi-office firms to regional, consumer, business-to-business (B2B) and multicultural specialists. National surveys captured opinions from 557 creatives at an additional 200 U.S. agencies of all sizes.

Creativity drives the advertising business. But on the way to producing eye-popping, jaw-dropping campaigns, agencies typically are unaware of a powerful hidden influence: the social forces within their organization that affect their perceptions and judgments about creative products.

The Creative Code refers to the values that people have inside an agency for what represents creative excellence. Understanding an agency's Creative Code can lead to understanding how efficiently a creative group works together, what work gets approved, how consistent the quality of the work is, what new ideas get heard and how the group approaches risk taking. This resourceful guide to ad agency management includes practical implications for copywriters, art directors, creative directors and top management.

Advertising Age readers can purchase the reports here . If you are a subscriber to Ad Age, be sure you are logged in to AdAge.com to get offered a discounted price.

All photos by AAA's Jeff Richards

Copyright © 1992-2013 Crain Communications

Link to article here: <http://adage.com/article/news/winning-research-reports-focus-social-media-creativity/241643/>

Continued from page 1...

reminiscences of Mary Alice touched us all. At Friday's dinner, several of us shared memories of Margie Morrison who unexpectedly passed away just a few weeks before the conference. A faculty member and department director at the University of Tennessee, Margie's huge smile and wonderful company was deeply missed.

Many AAA committees met during the conference, with our Publications committee being quite busy. We announced that Shintaro Okazaki will take over as the Editor of the Journal of Advertising in 2014, and that Eric Haley will provide oversight of all of our AAA Journals to develop strong and unique brands for each publication.

Soon, you'll receive a link to a member survey where you can share your own thoughts and provide feedback about the conference. If you have any questions or comments about this conference or any AAA matter, please do email me: ksheehan@uoregon.edu .

If you aren't joining us in Hawaii for the 2013 Global conference, why not mark your calendar for 2015, when we'll be at the Auckland University of Technology in New Zealand? It is never too early to celebrate your inner Hobbit and start planning for New Zealand, or for Atlanta in 2014, Chicago in 2015 and Seattle in 2016! I'm excited to imagine the steps will make together in strengthening our organization in the next several years.

Enjoy the summer!

Two Exceptional Texts for Your Advertising and Society Courses

Advertising, Society, and Consumer Culture

Roxanne Hovland, University of Tennessee; Joyce M. Wolburg, Marquette University


“Offers a critical perspective on how advertising and consumer culture are interdependent. ... It is critical reading for advertising, media and marketing scholars, and anybody who seeks to understand the role of advertising in today’s society.”
— Marla Royne, University of Memphis

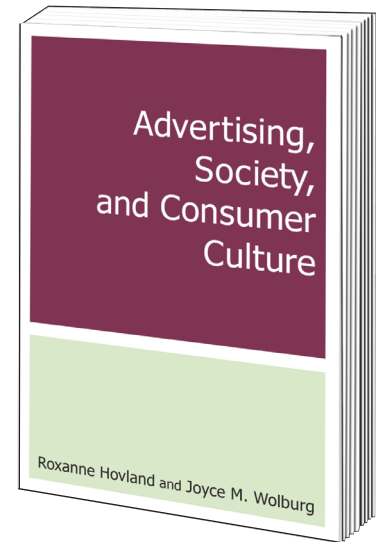
Designed as a core textbook for courses in Advertising and Society, this text develops an integrated perspective that gives students a framework for understanding past, present, and future issues in advertising communications. The authors intertwine the development of the consumer culture with its coverage of the historical, political, regulatory, and ethical issues of advertising. It includes clear, comprehensive tables that chronicle historical developments and key legal cases. The text is readable for undergraduates but provides enough depth to serve as a graduate-level text. Including extensive notes and a bibliography, it can be adopted independently, or alongside its companion volume, detailed below.

2010 • 206 pp. • Tables, figures, references, index.

978-0-7656-1547-3 Paperback \$44.95

978-0-7656-2618-9 Sharpe E-text \$23.95

 **Sharpe E-Text Center** To request a free online exam copy or to purchase or rent the ebook, visit www.sharpe-etext.com. The ebook is also available from Google, B&N, Chegg and various other e-bookstores.



Readings in Advertising, Society, and Consumer Culture

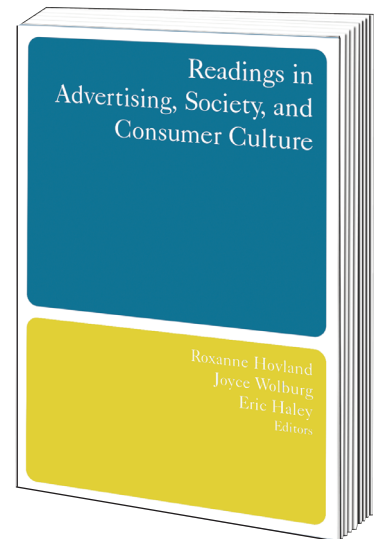
Edited by Roxanne Hovland, University of Tennessee; Joyce M. Wolburg, Marquette University; Eric Haley, University of Tennessee

“Serves as a wonderful platform for exploring and discussing both the intended and unintended cultural results of marketing communications in the 21st century.”
— Jef Richards, University of Texas

This collection of classic and contemporary articles provides context for the study of advertising by exploring the historical, economic, and ideological factors that spawned the development of a consumer culture. It begins with articles that take an institutional and historical perspective to provide background for approaching the social and ethical concerns that evolve around advertising. Subsequent sections address the legal and economic consequences of life in a material culture, the regulation of advertising in a culture that weighs free speech against the needs of society, and the ethics of promoting materialism to consumers. The concluding section includes links to a variety of resources such as trade association codes of ethics, standards and guidelines for particular types of advertising, and information about self-regulatory organizations.

2007 • 440 pp. • Tables, figures, references, index.

978-0-7656-1545-9 Paperback \$65.95



For complete contents and/or contributors for these two texts,
visit www.mesharpe.com and search by author or title.

TO ORDER A PRINT EXAM COPY Fax 914-273-2106 • www.mesharpe.com

M.E. Sharpe 800-541-6563 or 914-273-1800

2013 AAA Annual Conference



Albuquerque, NM

Grants

Rick Wilson (Hofstra University) received a \$2.2 million competitive research grant from the National Science Foundation to fund a research project entitled "Science Express." The project will assess informal science learning in transit advertising contexts and specifically aims to determine whether subway advertising is an effective method in which to engage commuters in learning about climate science.

Professor Kara Chan (Hong Kong Baptist University) and Mr Lennon Tsang were awarded an internal Teaching and Development Grant (US\$12,000) to shoot 6 video interviews with industry leaders on Public Relations Management. Four interviews were taped so far on topics including financial PR, corporate social responsibility, media relations, and crisis management in entertainment business. Each video is around 25 minutes. The videos will be used to stimulate in-class discussion.

Publications

Chen, Huan (Penn State Erie) published with Audrey Deterding "College-aged Young Consumers' Interpretations of Product Placement in Social Games," *Young Consumers*, 14 (1), 41-51.

Kareklas, Ioannis (Washington State University) published with Jeffrey R. Carlson and Darrel D. Muehling "I Eat Organic for My Benefit and Yours: Egoistic and Altruistic Considerations for Purchasing Organic Food and Their Implications for Advertising Strategists," *Journal of Advertising*.

Bruce Bendinger (The Copy Workshop) publishes a new eBook. The book features imbedded videos, and what Apple calls "Widgets," which feature galleries, and touch-screen access to extra features. So you can see a whole gallery of DDB ads, or Leo Burnett "critters."

Philip Kitchen (Brock University) published an edited book titled: *The Dominant Influence of Marketing in the 21st Century - The Marketing Leviathon* Kitchen, Philip J. Editor (2013) Palgrave-Macmillan, Basingstoke. He was also a keynote speaker on 'Integrated Communications: A New View Amid New Realities' at University Cattolica, Milan, Italy, 23rd January 2013.

Awards

AAA past president Charles R. ("Ray") Taylor is the co-author of the 2013 best paper award for *Journal of Consumer Affairs* presented at the American Council of Consumer Interests conference in Portland, April 11-13.

The paper: Sophie Hieke and Taylor, "A Critical Review of the Literature on Nutritional Labeling," 46 (1), Spring 2012, Pages: 120-156.

Congrats, Ray!

Jami Fullerton (Oklahoma State University) was honored for her contributions to research during the university's graduation ceremony on May 6 at the Pavilion at Expo Square. Fullerton received the President's Outstanding Faculty Research Award. The research award was created to celebrate a faculty member's research contributions. Fullerton has gained national and international recognition for her research on the effects of mass media on international public opinion. She has authored a book and numerous journal articles and book chapters. In addition to her research, she mentors graduate students in strategic communications studies at OSU.



Congrats, Jami!

Job-related (New jobs, Tenure, Promotion, Retirement)

Recent doctoral graduate from the University of Florida Sabrina Habib and her husband Jeff Williams will join the faculty at the University of Texas at Arlington on September 2013. Both Jeff and Sabrina hold a M.F.A. and have a background rooted in visual arts.

Harsha Gangadharbatla will be joining the advertising faculty at the University of Colorado-Boulder as an associate professor starting fall 2013. The ad program will be housed in the new school or college of media, communication and information, which is expected to open its doors in 2015. While he will miss the pacific northwest, he is very excited about moving to CU and helping shape a new school or college of media.

Wendy Macias (Texas Christian University) received tenure and promotion to associate professor at the Schieffer School of Journalism.

Mark Stuhlfaut (University of Kentucky) was promoted two weeks ago to associate professor from assistant professor at the University of Kentucky. He is the winner along with Kasey Windels (Louisiana State University) of the best paper award at the AAA Conference in Albuquerque.



Stephen Banning has been promoted to Associate Dean of the Bradley University Graduate School.

Anca Micu has been promoted to Associate Dean of the Welch College of Business at Sacred Heart University.

John Sutherland (University of Florida) is retiring after 39 years! Congrats for a great career – enjoy this new stage!

Quoted in a Discovery News story

Joe Glennon (Temple University) was quoted in a Discovery News story headlined "Video Hoaxes: Why We're Such Suckers." (<http://news.discovery.com/human/psychology/5-viral-video-hoaxes-130321.htm>) He offered perspective on why fake viral videos are used in advertising



Book chapter 'The Conceptual Bridge between Corporate and Marketing Communications' with Philip Kitchen for the book *Managing Corporate Communication: A Cross-Cultural Approach*, 2013

Journal article "Social Media's Slippery Slope: Challenges, Opportunities and Future Research Directions," due to be published in *Journal of Research in Interactive Marketing*, 2013

Don also moderated a Special Topics Session on Media Planning and Implementation for the 2013 AAA

- A book?

Don co-Authored the book *Understanding China's Digital Generation* with Heidi Schultz and Martin P. Block, Prosper Publishing, Worthington Ohio, 2013

- Got an award?

Don was recently awarded the 2012 Emerson Award at the Direct Marketing News, Caples Awards ceremony and was awarded the 2013 Innovative Marketer Award by the Marketing Management Association.

Congrats, Don!

Baby

Len Reid's (University of Georgia) first grandchild was born - 3/14/03 (Pi Day) in Alexandria, VA. A little girl named Lillian Kennedy Reid. Just in time to enjoy his retirement and providing an excuse to go home to VA every chance he gets.

Don Schultz's Recent Accomplishments

- Published an article?

Journal article "Reinventing marcom for the new marketplace," in *Journal of Indian Business Research*, 2013



Newsletter Staff

AAA Newsletter Editor

Anca Cristina Micu
Welch College of Business
Sacred Heart University
newsletter@aaasite.org

AAA Webmaster

Christy Ashley
East Carolina University
webmaster@aaasite.org

AAA Newsletter Design

Mugur Geana
University of Kansas

Visit the AAA Website at:

<http://www.aaasite.org>

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

FOUR RECENTLY PUBLISHED PAPERS ON THE ECONOMICS OF THE U.S. ADVERTISING AND MARKETING SERVICES INDUSTRY—authored or co-authored by Al Silk (Harvard Business School)

1. Sharon Horsky, Steven C. Michael, and Alvin J. Silk, “The Internalization of Advertising Services: An Inter-Industry Study,” *Review of Marketing Science*, Vol. 10, Issue 1, Article 2, (October, 2012).

Abstract: This study investigates the extent to which U. S. advertisers use in-house rather than independent advertising agencies and examines inter- industry variation in such internalization. Contrary to the widely-held impression that use of an in-house advertising agency is more the exception than the rule, we find that vertical integration of advertising services is much more widespread than has hitherto been appreciated. Drawing on concepts from research on scale economies and transaction costs, we develop a set of hypotheses about differences in the expected depth of internalization across industries. We test these hypotheses in cross-sectional analyses of data covering 69 two digit SIC industries at two points in time, 1991 and 1999. In both years, approximately half of advertisers of all sizes operated an in-house agency. Across industries, we find that the likelihood of internalization of at least some advertising services decreases as the size of advertising outlays increase but increase as advertising intensity and technological intensity increase, and is greater for “creative” industries.

Paper: www.degruyter.com/view/ROMS

Review of Marketing Science. Volume 10, Issue 1, Pages –, ISSN (Online) 1546-5616, DOI: 10.1515/1546-5616.1142, October 2012

2. Alvin J. Silk, “Conflict Policy and Advertising Agency-Client Relations: The Problem of Competing Clients Sharing a Common Agency,” *Foundations and Trends in Marketing*, Vol. 6, No. 2 (2012), 63-149.

Abstract: What restrictions should be placed on advertising agencies with respect to serving accounts or clients who are competitors of one another in order to avoid conflicts of interest? In recent decades, the advertising and marketing services industry has undergone a number of structural changes that forced an ongoing re-examination and modification of traditional norms and policies emphasizing exclusivity in agency-client relationships. A typology of conflicts that have arisen in the U.S. shows the variety and complexity of contemporary conflicts. Cases of conflicts reported in the trade literature are used to illustrate policy issues as well as the spillover effects and resolution of disputes.

To cope with these developments, two significant changes in conflict policies evident in current U.S. practice are identified. First, safeguards to preserve proprietary information that

function as organizational, location, and personnel mobility barriers among quasi-autonomous units within a mega agency or holding company have become an essential component of conflict policies. Subject to the protection against security breaches afforded by safeguards, rival clients may be served by separate organizational units that are under common control and/or ownership. Second, a family of hybrid conflict policies has evolved that feature elements of the split account system long practiced in Japan, augmented by safeguards that serve as partial substitutes for the umbrella prohibition on serving rivals imposed by exclusivity. By relying on safeguards and splitting account assignments in a variety of ways among different organizational units within a given mega-agency or holding company that may also serve rivals (or across different mega agencies or holding companies), clients exert a measure of control over the access of those agencies to confidential information while also offering them incentives to avoid conflicts of interest.

Findings from the existing body of conceptual and empirical research bearing on the sources and consequences of conflicts are reviewed and directions for further research are discussed.

<http://www.nowpublishers.com/product.aspx?product=MKT>

Alvin J. Silk (2012) "Conflict Policy and Advertising Agency-Client Relations: The Problem of Competing Clients Sharing a Common Agency",

Foundations and Trends® in Marketing: Vol. 6: No 2, pp. 63-149.

<http://dx.doi.org/10.1561/17000000033>

3. Alvin J. Silk and Charles King III, “How Concentrated is the U.S. Advertising and Marketing Services Industry: Myth vs. Reality?” *Journal of Current Issues and Research in Advertising*, Vol. 34, Issue 1, (2013), 1-28.

We analyze changes in concentration levels in the U.S. Advertising and Marketing Services industry using data from the U.S. Census Bureau’s quinquennial Economic Census and the Service Annual Survey. These data, heretofore largely ignored, allow us to redress some of the measurement problems surrounding estimates found in the existing literature. The data available permitted concentration levels to be tracked for the period 1977-2007 in the case of advertising agencies and for 1997, 2002, and 2007 for the other industry sectors. Firm level concentration, as measured by the Herfindahl-Hirschman Index (HHI) and concentration ratios (CRs), varies across the nine sectors comprising the industry, but all are within the range generally considered as indicative of a competitive industry. At the holding company level, the

four largest organizations account for less than a quarter of the industry's total revenue, a share that changed little over the period 2002-2009, but one that is approximately half of estimates frequently cited in the trade press. The persistence of a diverse and relatively unconcentrated size structure appears quite consistent with other research on the underlying economics of this industry.

<http://www.tandf.co.uk/journals/journal.asp?issn=1064-1734&linktype=1>

4. Mohammad Arzaghi, Ernst R. Berndt, James Davis, and Alvin J. Silk, "The Unbundling of Advertising Agency Services: An Economic Analysis," *Review of Marketing Science*, Vol. 10, Issue 1 (December, 2012).

Abstract: We address a puzzle surrounding the shift from bundling to unbundling of U.S. advertising agency services and the slow pace of change over several decades. We model an agency's decision as a tradeoff between the fixed cost to the advertiser of establishing a relationship with an agency and

pecuniary economies of scale from media services provision. Using micro-data from the U.S. Census of Services for 1982-2007, we find agencies are more likely to unbundle with increasing size, diversification and higher media prices, and less likely with increasing age, larger media volume, and an interaction between media prices and volume.

Paper: www.degruyter.com/view/ROMS

Review of Marketing Science. Volume 10, Issue 1, Pages –, ISSN (Online) 1546-5616, DOI: 10.1515/1546-5616.1164, December 2012

Have Items for the Newsletter?

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



Join **M.E. Sharpe** on Facebook
for exclusive news, information and offers!
www.facebook.com/mesharpeinc



**ASSISTANT PROFESSOR/ADVERTISING
DEPARTMENT OF JOURNALISM
BALL STATE UNIVERSITY
MUNCIE, INDIANA**

Tenure-track faculty position available August 15, 2014, in the nationally recognized advertising sequence in the ACEJMC-accredited Department of Journalism, which is housed in state-of-the-art facilities with the latest professional technology in the classrooms and labs.

Responsibilities: teach primarily undergraduate courses in advertising principles and strategy, campaigns and creative skills; conduct and publish scholarly research in related areas; provide counsel to the award-winning American Advertising Federation student chapter.

Minimum qualifications: master's degree or higher in advertising, communications, marketing, strategic studies, or related field; clearly defined scholarly research plan; working knowledge of creative and digital media usage; ability to work across various communication disciplines.

Preferred qualifications: doctoral degree or terminal degree in related field; substantial undergraduate teaching experience; solidly defined scholarly research record with corresponding publications; relevant professional advertising-related experience.

Send letter of application, current vita, transcripts of highest degree earned, and the names and contact information for three references to: Professor Michael Hanley, Department of Journalism, Ball State University, Muncie, IN 47306 or to mhanley@bsu.edu. Electronic submission is preferred. Review of applications will begin immediately and will continue until the position is filled. (www.bsu.edu)

The Department of Journalism seeks to attract an active, culturally and academically diverse faculty of the highest caliber. Ball State University is an equal opportunity, affirmative action employer and is strongly and actively committed to diversity within its community.

Inside Advertising Speakers Program

Sign up now for Summer and Fall 2013!

Industry executives donate their time and talent to 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 – 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.

Advertising & Society Review

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

This publication, directed to professors and students in liberal arts colleges, universities and professional schools worldwide, 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. Contributions are submitted 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. Additionally, the most current issue of A&SR will always be available as open access.

ADText

The AEF is pleased to publish the ADText Online Curriculum, the first online textbook about advertising and society. ADText consists of 28 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. Recent additions and revisions include a new unit titled “Sexuality, Race and Ethnicity in Advertising.” Both the “Subliminal Advertising” and “Public Service Advertising and Propaganda” units have been updated with more current information and examples.

Spanish and Chinese (Mandarin) interpretations are now available!

The AEF welcomes your comments and questions.

Please contact Paula Alex, CEO, at pa@aef.com
or Marcia Soling, Content Manager, at ms@aef.com
(212) 986-8060 www.aef.com

www.aef.com

The site provides materials and information on advertising not found elsewhere. It serves as an online resource for advertising in society, history, culture and the economy. In addition, it offers extensive creative exhibits about current and historical advertising such as the Clio Awards, OBIE Awards, Radio-Mercury Awards, ANA Multicultural Excellence Awards, an Advertising Council Retrospective, and case studies from The Partnership at Drugfree.org. Other highlights include AEF Symposia original presentations streamed in their entirety. The most recent Symposium held on October 10, 2012, covered the topic of Crowdsourcing and Social Networking. The keynote was delivered by Andrew Bennett, Global CEO, Arnold Worldwide, and complemented by a panel of experts, each of whom offered a different point of view. Also available is a vast collection of advertising-related book excerpts, case histories, and speaker presentations.

Race and Ethnicity in Advertising – 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 through fully annotated archives and an exhibit. 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 project prototype. Classroom testing began Spring 2013. The project focuses on African Americans, Native Americans, Asian Americans, Latinos/as, and European ethnic groups to tell the full story. The final project will include approximately 7,000 images, plus audio and visual material organized in historical eras with an archives detailing information about each image and its social context. An additional resource will be online curricular materials for college faculty to use across a variety of disciplines.

AEF 2013 Annual Symposium

This year’s Symposium will again be held in conjunction with the ANA’s Masters of Marketing conference in Phoenix, AZ, as a pre-conference workshop. The workshop, to be held the afternoon of Thursday, October 3, will be titled, Audience Matters.



CMC 2014

XIX Corporate and Marketing Communications Conference

Hosted by
Università Cattolica del Sacro Cuore, Milan (Italy)
April 10-11, 2014

CALL FOR PAPERS

DIALOGIC COMMUNICATION: BEYOND CONTROL TOWARD CO-CONSTRUCTION

Agenda

We live in an era of information democracy and worldwide interactive communication, in which any individual, institution, organization, association or group of people can establish communication exchange with any other individual, group, institution or organization, using all the different communication touch points available online or offline in fast, direct and cost-effective ways. In such an era, corporate and marketing communications become extraordinarily powerful strategic assets to understand, connect with, listen to, and engage all company stakeholders, including customers and consumers. In the effort to build company identity and foster strong individual and corporate brands along with a positive and enduring corporate reputation, communication needs to be creative, meaningful, up to date, transparent, empathetic, participatory, sustainable, and relevant for all customers and stakeholders.

To develop and maintain these features over time, communication needs to be part of the strategic decision-making of top management and brand management, and be managed by open-minded, multidisciplinary, passionate professionals, driving dialogic and peer-to-peer communication processes, sensing the corporate environment for opportunities and threats, discovering and leveraging on all stakeholder and customer touch points to engage and interact with them.

The focal point of the 2014 CMC Conference lies in exploring current and future challenges relevant to the adoption of a dialogic approach to corporate and marketing communications. What does it mean for communication to be genuinely dialogic and truly interactive? How can communication overcome sender-biased models of message delivery? How can communication adopt a stakeholder-centric approach? How can dialogic communication sustain corporate intangible assets? What are the ethical challenges of dialogic communication? How can dialogic communication be evaluated?

The 19th International Conference on Corporate and Marketing Communications is the locus for scholars, educators, and practitioners seeking to promote and advance knowledge in the field of Corporate and Marketing Communications.

Università Cattolica del Sacro Cuore is proud to host the 2014 CMC Conference. Thanks to its genuine multidisciplinary vocation and to its location in Milan – the Italian heart of business innovation, design, visionary architecture, and eclectic lifestyle – Università Cattolica is the perfect venue for new ideas generation

Deadlines

- Submission: December, 15th 2013
- Early registration: February 15th, 2014

Conference Chairs:

Dr. Rossella C. Gambetti and Prof. Edoardo T. Brioschi
Dept. of Economics and Management Sciences
Università Cattolica del Sacro Cuore
Largo Gemelli 1
20123 Milano, Italy

Conference website: www.unicatt.it/2014CMC
Contact details: rossella.gambetti@unicatt.it

CONFERENCE TRACKS

Corporate Communications

- Corporate Communications
- Corporate identity, image, reputation
- Integrated corporate communications
- Corporate branding
- Communication to stakeholders
- Public relations perspectives
- Public affairs
- Managing organizational identification
- Internal communications
- Organizational, business and management communications
- Internal branding
- Non-profit and voluntary sector organizations and branding

Marketing Communications

- Integrated marketing communications (IMC) and its dimensions
- Promotional mix issues
- Advertising, direct Marketing, sales promotion
- Marketing public relations
- Efficacy and effectiveness of marketing communications
- Branding and brand management
- Business-to-consumer (BTC), business-to-business (B2B) communications
- Measuring attitudinal/behavioural response
- Marketing communications in non-profit and voluntary sector organizations
- Political marketing communications
- On- and Off-line communication issues
 - Tourism communications

Interactive Marketing and Corporate Communications

- Communication, Interaction, Integration
- Marketing relationships
- Relationship and retention marketing
- Internet as a promotion tool, Media or Alternative Market-spaces
- Web Advertising Effectiveness
- The Antecedents of Web Performance
- Building Customer Relationships Online
- Permission Marketing – through a critical lens
- Measurement of web visits – methodological concerns
- Online Marketing Communication Research
- Viral marketing
- Mobile marketing

Related Areas

- Ethical considerations of marketing communications
- Critical views on corporate and marketing communications
- Communicating and reporting about CSR
- Communications research methods
- Rhetoric, Semiotics in communication
- Assessing/evaluating communication effects
- Societal and social marketing activities to promote responsible behaviour
- Knowledge Management and Communication
 - Communications in times of economic crisis

Conference fees and registration

Type of fee (Euro)	Early registration by Feb 15	Late registration after Feb 15
Presenter	470	590
Ph.D. student	270	390
Non presenter	570	690

The conference registration fee covers admissions to all sessions, conference proceedings, two luncheons, coffee breaks, conference dinner, and an individual annual subscription to the *Journal of Marketing Communications*. Accommodation rates are not included in the conference fee.

Contributions

This conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review, and ideas for special session proposals will be welcomed. Prizes will be awarded for the best competitive paper and for the best working paper as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the *Journal of Marketing Communications*, subject to requested editorial changes. Successful authors will present their papers at the conference and all competitive papers accepted for the conference will be reviewed for the *Journal of Marketing Communications* (JMC).

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

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
6900 North Loop 1604 West
San Antonio, TX 78249
tina.lowrey@utsa.edu
+1 210.458.5384
+1 210.458.6335 (fax)