



In This Issue:

It Gets Better	1
Featured Teaching	4
President's Column	5
AAA Notes	6
AEF News	10
Announcements	13

Executive Committee:

President
Kim Sheehan
University of Oregon
president_elect@aaasite.org

President-Elect
Maria 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
president@aaasite.org

Executive Director
Patricia B. Rose
Florida International University
director@aaasite.org

Visit the AAA Web Site at:
<http://www.aaasite.org>

It Gets Better

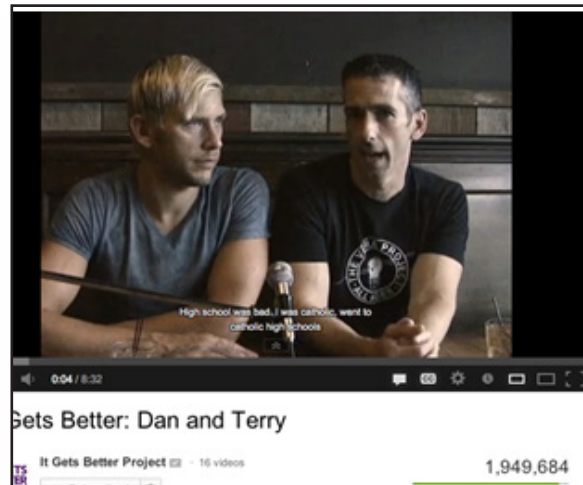
Laurie Phillips

In Spring 2012, I was graciously awarded AAA’s dissertation proposal award, financial support of which I used for conducting and transcribing in-depth interviews with 20 participants. I am ecstatic to report that this past summer, under the guidance of Dr. Daniel Riffe at the University of North Carolina at Chapel Hill, I successfully completed my dissertation titled “A Multi-method Examination of Race, Class, Gender, and Sexual Orientation, and Motivations for Participation in the YouTube-based ‘It Gets Better Project.’”

As the title alludes to, this project was quite extensive and took me about 2.5 years from inception to completion. I’d like to share with AAA members about how I got the idea for this study and went about completing it in the hopes that my story will be insightful for graduate students, faculty, and industry folks interested in the academic research process alike.

Before discussing how I got the idea for this study, it is imperative that I explain what the “It Gets Better Project” (henceforth, IGBP) is for readers unfamiliar with the viral video campaign. In response to media coverage of multiple suicides among lesbian, gay, bisexual, transgender, and queer-identified (LGBTQ) youth or those merely perceived to be LGBTQ by their peers, sex and relationship columnist Dan Savage and his husband, Terry Miller, uploaded a video and created a YouTube channel in September 2010.

What started as one video followed by Savage’s call to action for other LGBTQ adults’ participation soon morphed into an online repository of more than 50,000 videos from LGBTQ-identified and straight allies; the establishment of an official IGBP-branded website (<http://www.itgetsbetter.org>); a strong cross-platform social media



(Screenshot of Savage and Miller’s video taken from <http://www.youtube.com/watch?v=7IcVyvg2Qlo>)

presence targeting at-risk LGBTQ youth; and inclusion in a mainstream advertising campaign (hyperlink to Google Chrome “It Gets Better” commercial <http://www.youtube.com/watch?v=HAKtEI7PBho> here). Ranging from individuals speaking off-the-cuff about their own experiences of sexuality- or gender-based harassment and bullying through video confessionals to corporate employees (i.e., Accenture, Google, Thomson Reuters, etc.) professional athletes (Seattle Storm, Tampa Bay Rays, etc.), or politicians (President Obama, UK Prime Minister David Cameron, etc.) putting forth polished - and at times, publicist handcrafted - messages

Continued on next page...

Featured Research

of encouragement, the IGBP videos have been viewed more than 50 million times. Today, the IGBP sells branded merchandise; offers advocacy resources for legal services organizations; and has international affiliates throughout Australia, Europe, and Latin America.

I first learned of the IGBP on The Advocate's website when the newsmagazine featured IGBP video links shortly after the channel's origination. Within the first three weeks of the channel's establishment, hundreds of videos were uploaded and the concept of offering messages of hope through YouTube videos was rapidly spreading across the country. As a former suicidal lesbian youth myself, these messages resonated as did the platform in which these messages were enacted. Prior to pursuing my doctorate in Mass Communication, I was a researcher in the Web Intelligence Research Division (WIRed) at J.D. Power & Associates analyzing social media content for corporate, non-profit, and public relations and advertising agency clients. Before JDP, my Master's work concerned ad messaging featuring and/or targeting diverse audiences, and later my doctoral work centered on strategic communication and LGBTQ consumers. Conveniently, the timing of the IGBP's launch coincided with my initial dissertation ideation. Thus, my personal interest in the subject matter, professional expertise in social media, timing of the IGBP's launch, and positionality as a scholarly researcher converged in my study of the IGBP as a form of strategic communication.

Using the IGBP as the site of exploration and guided by sociologist Patricia Hill Collins' matrix of domination framework that considers how structural, disciplinary, hegemonic, and interpersonal oppressions are interwoven, I set out to answer two research questions. First, I sought to understand differences between user-generated media and traditional media (including advertising) representations of LGBTQ individuals and asked: How are race, class, gender, and sexual orientation discussed in the IGBP? Next, I sought to understand motivations for participation in a crowdsourced online social change project and posed: What motivations do IGBP participants identify in explaining why they participated? To answer these questions I used multimodal critical discourse analysis (MCDA) of participants' YouTube videos and then conducted in-depth interviews with the videos' creators. A critical method that entails a close reading of both verbal and non-verbal communication, MCDA is concerned with explanation and intervention within social interaction and social structures. After conducting



(Screenshot of the IGBP International affiliates taken from <http://www.itgetsbetter.org/content/international-affiliates/>)

the MCDA of participants' IGBP videos, I then conducted in-depth interviews with them via Skype or Google Hangouts, which included questions about participants' LGBTQ media diets and broad views on LGBTQ media representation including advertising. This two-pronged approach allowed me to ascertain empirical data about both the content and the production process of IGBP videos to produce a richer study.

In brief, the study revealed that the matrix of domination impacted not just participants' video production but also their video content. Participants presented a pared-back version of their own racial, class, gender, and sexual identities; projected their identities onto viewers; and created and perpetuated numerous myths through their narratives. In doing so, certain identities are presented to the exclusion of others, potentially leaving IGBP video viewers who fall outside of these boundaries more isolated, at risk for being even more suicidal, and confused about what identities are even possible. Thus, the IGBP videos both challenge the matrix of domination and reify its very existence.

Brainstorming new ways to recruit potential participants preceded the MCDA and interviews. Because it is not prudent for researchers to rely upon their interpretations of others' multifaceted identities from simply viewing YouTube videos alone, I created an online recruitment survey where potential participants provided the requisite demographic information from which I selected individuals meeting the study's requirements. I posted this

Continued on next page...

Have Items for the Newsletter?

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

survey link manually on hundreds of LGBTQ-affiliated and allied Facebook pages; I tweeted Savage, celebrities who had created IGBP videos, and authors featured in *It Gets Better: Coming Out, Overcoming Bullying, and Creating a Life Worth Living* (hyperlink to <http://www.itgetsbetter.org/pages/the-it-gets-better-book-coming-out-overcoming-bullying-and-creating-a-life->) imploring them to retweet my survey link; and I direct messaged IGBP video creators with public profiles through YouTube. The combination of broadly and narrowly targeted recruitment messages proved successful: I recruited 20 participants of various racial, class, gender, and sexual identities from 15 states across the nation.

Suffice it to say, undertaking a study of this breadth and depth was no small feat, but the process was incredibly professionally and personally rewarding. I benefitted from having: 1) a rigorous interdisciplinary committee with differing methodological and paradigmatic viewpoints that continually challenged me to grow as a scholar; 2) participants whom all wholeheartedly thanked me for conducting the study and spreading IGBP awareness in

academic circles; and 3) AAA's research committee's firm belief in the potential of my scholarship. As I embark upon the next chapter of my career as an assistant professor of Public Relations at the University of Oregon and steadily work towards publishing my dissertation work, I am indebted to everyone who contributed to this success – especially AAA – and look forward to further engaging with AAA members about this study and what I've learned through the process.

Bio:

Laurie M. Phillips, PhD, is an assistant professor of Public Relations at the University of Oregon's School of Journalism and Communication. Her research concerns strategic communication and LGBTQ audiences. Laurie can be reached by e-mail (lauriep@uoregon.edu) or via Twitter ([@lauriempillips](https://twitter.com/lauriempillips)).



AAA

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

International Advertising in Hong Kong

Eight Temerlin Advertising Institute (TAI) graduate students from Southern Methodist University spent the month of June in Hong Kong to study advertising in another culture. The program was led by TAI faculty members Dr. Carrie La Ferle, Director of Graduate Studies and Professor, and Dr. Steve Edwards, TAI Director and Professor. All first-year Master's students took part in this global immersion experience, which was designed to expand industry knowledge and refine cultural sensitivities in a dynamic foreign market. The group was warmly welcomed by Dr. Kara Chan and Hidy Ng of Hong Kong Baptist University where the students lived in dorms and attended class.

Students completed an international advertising class taught by Dr. Carrie La Ferle and also participated in a number of agency visits and cultural tours to further leverage their coursework. They attended presentations by industry experts at top agencies, including Mindshare, Publicis, Omnicom Group Inc. and Create Hong Kong. Other cultural highlights included hiking in the surrounding mountains, dining at local restaurants, and spending a weekend in Macau. Hong Kong Baptist University Professor Kara Chan also gave two workshops on Branding in China and Offensive Advertising while Professor Lan provided a Historical Perspective on Hong Kong as well as a seminar on the influence of Confucius thought in China. For more information on the MA in Advertising at SMU, visit: <http://smu.edu/temerlin/graduate/index.asp>.

AAA



Have Items for the Newsletter?

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

Back to School Time

by Kim Sheehan

Back to school time already? To-do lists surround me: classes to organize, research to wrap up and send out, grad students to check on, stuff to buy (top on my list: file folders that aren't boring in yet another attempt to become organized). I also have been keeping a list of news to update you on, so here goes!

Hawaii Global Conference: our conference in paradise gave a chance to reconnect, meet new colleagues, and hear some amazing talks. I have three special thank yous. First, a huge mahalo to Eva Karsten of WARC, who shared great creative work during her keynote talk, and hosted the WARC-sponsored cocktail event before our final dinner. Second, another huge mahalo to IAEC chair (and perhaps, when you read this, a new Mom!) Kelly Chu for organizing the competitive paper sessions. Finally, many mahalos to everyone at the University of Hawaii at Manoa, the Shidler College of Business, and Shidler Distinguished Professor Qimei Chen for being wonderful hosts and sharing their aloha spirit with us.

Even a conference in paradise has a few bumps in the road, and I appreciate all of our members who reached out to me with feedback about our global conference. I have also discussed the global conference experience with past President Shelly Rodgers, who had some terrific ideas. At the Fall Executive Committee meeting in September, we will discuss ways to improve the conference experience ranging from content to logistics to communications. If you have any thoughts to share, please email them to me.

Annual Conference: The submission deadline for our annual conference is fast approaching, and I hope you will be able to join us in Atlanta next March (March 27-30, 2014). Please check out the call at our website, and note that we have added a third track this year: the industry bridge track. This track invites the submission of papers with a strong industry emphasis. Now that our conferences will be in major cities (Chicago in 2015 and Seattle in 2016), we hope to have more industry professionals join us. Creating content of specific interest to them is a great step.

Also, for the first time, we will offer travel awards to graduate students who have had work accepted for the annual



conference. More details on these awards will come out shortly; in the meantime, encourage your graduate students to join the AAAs so they don't miss out on this terrific opportunity. It is easy to join us at the AAAs website (aaasite.org).

AAA Website: if you've visited recently, you may have noted a few changes. First, we have a temporary address where you'll be bounced to when you visit aaasite.org. We have implemented a new management software system called Wild Apricot that will help our Executive Director keep track of members. At the same time, we're reorganizing the website to make it easier to find the information you need. Our Webmaster, Christy Ashley and our Executive Director, Pat Rose, continue to learn how to maximize user experience on the site. We're also planning to redesign the visual look of the site. If you have any thoughts on our website, good or bad, please let me know.

Communications Committee: One thing we need to do is make sure the visual look of all of our communications effort is strong and consistent. The EC has created a new ad hoc committee for AAA Communication to keep us on track. Ron Smith from Penn State University, who already has some terrific ideas, will chair this committee. Please let me or Marla Royne know if you have an interest on serving on this committee.

I hope the fall term brings you vibrant and engaged students, successful searches for new colleagues, time to spend on research, and a winning football season (unless of course you're in the Pac 12). Best wishes for a fantastic school year.

AAA

Promotions

Gayle Kerr, current AAA secretary, was just promoted to full Professor at the Queensland University of Technology, Brisbane Australia. Gayle is a longstanding member of the QUT Business School through her appointment with the School of Advertising, Marketing and Public Relations and has been a pioneer in developing the Australian advertising academy and fostering its international links. Congrats, Gayle!



Kineta Hung has been promoted to Professor at the Hong Kong Baptist University. She would also be Head of the Department of Communication Studies, Hong Kong Baptist University.

Award and Job

Laurie Phillips (University of Oregon) was the recipient of the 2012 AAA Dissertation Proposal award and has some good news. She successfully defended her dissertation (titled A Multi-method Examination of Race, Class, Gender, Sexual Orientation, and Motivations for Participation in the YouTube-based "It Gets Better Project") and has graduated with a PhD in Mass Communication from UNC-Chapel Hill. Moreover, she has accepted a tenure-track position as an assistant professor of Public Relations at the University of Oregon. Congrats, Laurie and thank you for the fascinating summary of your winning dissertation idea!

Proud of their students

Ron Smith (Penn State University) is proud to announce that his student, Kayla Bauer, who graduated in May 2013, designed the 3rd Place logo in this year's Logo Design Contest for Montreal 2014. Her logo was selected as the 3rd Place design out of a total 56 submitted logo entries. See all winners on the AEJMC sheet.

Students in Jim Pokrywczynski's (Marquette University) Sports Promotion summer class volunteered to help the USA Triathlon conduct Olympic trials for various age groups in August 2013. The streets and waters near Milwaukee were filled with competitors, and students assisted with tasks including check-in, stuffing goody bags, administering water on course, providing food afterward and escorting athletes back to their belongings, medical tents or parking lots to return home. The students wrote a final paper reflecting on their experience and linking it to concepts of successful promotion, sponsorship and event marketing related to sports covered in their text. Jim volunteered along with his wife and the students.

Books

Gordon C. Bruner II (Professor Emeritus, Southern Illinois University) released Volume 7 of the Marketing Scales Handbook. The volume contains reviews of 364 multi-item measurement scales that have been used in viewer and/or consumer research published in the top advertising and marketing journals. For more details, go to <http://www.marketingscales.com>.

Mike Hyman (New Mexico State University), along with co-editors Mark Tadajewski and John O'Shaughnessy, just completed a five-volume set of edited readings for Sage titled Philosophy of Marketing. The set should be available for purchase this December 2013.

Margo Berman's (Florida International University) third book, The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy, is now available on all e-stores in India.

Larry Kelley (University of Houston) finished the 2nd edition of Advertising and Public Relations Research published by M.E. Sharpe. He is one of the co-authors along with Donald Jugenheimer, Sam Bradley and Jerry Hudson.



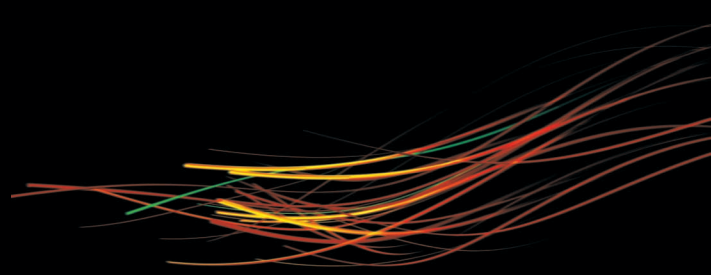
Larry is also finishing up the 3rd edition of Advertising Account Planning: Planning and Managing an IMC Campaign and the 4th edition of Advertising Media Planning: A Brand Management Approach co-authored by Kim Sheehan – both books published by M.E. Sharpe.

Grants

Kara Chan and Gerard Prendergast (Hong Kong Baptist University) were awarded a research grant from the Research Grant Council of Hong Kong Government to examine the social marketing of healthy eating among adolescents in mainland China (Grant amount US\$20,000).

In addition, Kara is working on a book manuscript "Girls and media: dreams and realities" to be published by City University of Hong Kong Press in 2014.





Your advertising, marketing and media students must know **srds.com**.

Is it in your curriculum?

SRDS.com is an online multimedia planning platform that makes it easy for agencies and advertisers to connect with the media brands that fit their objectives.

When you're teaching students how to build an integrated marketing campaign, they must know how to use **SRDS.com** to find business-to-business media, consumer magazines, newspapers, websites, radio and TV stations, out-of-home, and direct marketing lists.



What do agency professionals say about the importance of SRDS.com?

"Our team uses SRDS weekly for media contact information, audience data, market profiles, etc. It would be an excellent tool for students becoming familiar with the industry or specific geographic markets. **Understanding how to use SRDS as a resource, and having the ability to apply the data available, would position students favorably for opportunities within Brand Communications or Media.**"

Jon Bross, *Media Director Integrated Marketing*
Vladimir Jones, vladimirjones.com

Give your students the edge. Make sure they know SRDS.com.

For more info, contact Brian Pankauskas at
847.375.5033 or brian.pankauskas@kantarmedia.com.

AEJMC Logo Contest WINNERS—Montreal 2014

Below is the article from the AEJMC VisComm Division's Summer Newsletter announcing the Top 3 Placing logo designs for the Montreal 2014 Conference logo contest, including the THIRD Place logo designed by Penn State student Kayla Bauer who just graduate in Advertising in May.

FROM THE LOGO CHAIR

2014 AEJMC Logo Contest Winners

Each year, the Visual Communication division of AEJMC holds a student logo design contest to determine the logo for the following year's annual convention. The winners for this year's competition to design the logo for the 2014 convention that will be held in Montreal have been determined.

This year, there were a total of 56 logo entries submitted from students at nine different universities. The entries were evaluated by a ten-person panel of judges who went through a two-stage judging process. The first stage winnowed down the total entries to the top five that received the most votes from the judges. The second round judged the finalists and ranked them in order from 1st to 5th place. At the end of the second round, the top three winners were determined.

Thank you to all the students, faculty advisers and schools that submitted entries for this year's competition. Thank you as well to our panel of ten judges. ■

Phillip Motley is Chair of the annual AEJMC logo competition and an Assistant Professor at Elon University. pmotley@elon.edu

THE WINNING LOGOS



1st place: Genevieve Cossette
University of St Thomas
Faculty adviser: Michael O'Donnell



2nd Place:
Rachel Tilson
University of
South Carolina
Faculty adviser:
Tara Buehner



3rd Place:
Kayla Bauer
Penn State University
Faculty adviser:
Ron Smith

AEJMC Logo Contest— PSU Submissions—Montreal: August 2014

The 9 PSU Student Logos Designed in COMM 468 (Fall 2012 & Spring 2013) That were submitted to the VizComm Division's Annual AEJMC Conference Logo Design Contest
(student's current status as of Aug 2013 listed below in parentheses)



student designer:
Lauren Bubb

(Visual Journalism: graudated May 2013)



student designer:
Sierra DeRose

(Advertising: Rising Senior)



student designer:
Maura Gaudio

(Advertising: Rising Senior)



student designer:
Andrew Walker

(Advertising: graudated May 2013)



student designer:
Taylor Wenner

(Advertising: graudated May 2013)



student designer:
Alexa Oelbaum
(Advertising: graudated May 2013)



student designer:
Jenny Zhuo
(Advertising: graudated May 2013)



student designer:
Kayla Bauer
(Advertising: graudated May 2013)



student designer:
Tarryn Wem
(Visual Journalism: graudated May 2013)

Advertising Educational Foundation (AEF)

Inside Advertising Speakers Program

Sign up now for Spring 2014!

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.

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. The 2012 Symposium focused on “crowdsourcing.”

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 29 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. A recent addition includes a new unit titled “Native Americans in Advertising.” Additionally, 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!

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 is slated for Spring 2013. The project focuses on African Americans, Native

Continued on next page...

Advertising Educational Foundation (AEF)

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.

Visiting Professor Prog

The VPP two-week fellowship for professors of advertising, marketing, communications and the liberal arts exposes professors to the day-to-day operations of an advertising agency, a marketing or media company. Professors return to the classroom and teach their subject with more authority.

In 2013, 13 professors were hosted by ad agencies in New York City, Chicago and Atlanta.

In addition, two senior-level Career Services administrators participated in the orientations. This experience helps them to inform students about advertising as a potential career choice.

Objective

To expose professors to the day-to-day operations of an advertising agency, marketing or media company; and to provide a forum for the exchange of ideas between academia and industry. The VPP offers professors a greater understanding of and appreciation for the industry while host companies develop closer ties to academia.

Components

A two-day orientation is followed by individual fellowships. While at the host company, each professor offers a "Lunchtime Talk" on his/her area of expertise and how it relates to advertising. Note: With the professor's permission, the Lunchtime Lecture may be videotaped for streaming on aef.com.

2014 VPP: June 2-13

Professors chosen by the VPP Selection Committee will be placed with host companies in New York City, Chicago and other major cities. Apply only if your academic and personal responsibilities allow you to participate for the full two weeks. Tenured or tenure-tracked professors will be selected.

Expenses

Host companies pay housing and per diem. Professors pay travel and out-of-pocket expenses.

Application

Visit the On-Campus section on www.aef.com to apply online. All application materials (CV, letter of recommendation and statement) must be postmarked by January 31, 2014.

Notification: April 2014

Contact Sharon Hudson, Vice President, Program Manager, at sh@aef.com or (212) 986-8060.

AEF 2013 Annual Symposium

This year's Symposium was held as a pre-conference workshop at the ANA's Masters of Marketing conference in Phoenix, AZ. This year's topic focused on The Elusive Audience: The Power of Creating Meaning Communications and featured a keynote speech by David Eastman, CEO, JWT North America. A multidisciplinary panel discussion included Louis Maldonado, Partner and Managing Director, d'expósito & Partners, Marian Salzman, CEO, Havas PR and Joyce King Thomas, President, McCann XBC. The moderator for the panel was Paul Kurnit, Founder and President, Kurnit Communications and PS Insights, Marketing Professor, Pace University. Visit aef.com for coverage of the event.

The AEF welcomes your comments and questions.

Please contact: info@aef.com

(212) 986-8060 www.aef.com

AAA

The Global Advertising Regulation Handbook

Edited by **Mary Alice Shaver** and **Soontae An**


Advertising is an important and visible component of marketing, competition, and consumer awareness. As many companies grow and expand to serve multinational audiences worldwide, there is a concomitant need to understand culture, customs, and regulation in the world markets.

Designed to fill this need for professionals and students, the book takes a thorough and critical view of the process in 21 countries on four continents. An important feature of this handbook is the consistent, carefully plotted format of each chapter, facilitating easy access to key information. For each country, the chapters cover the following:

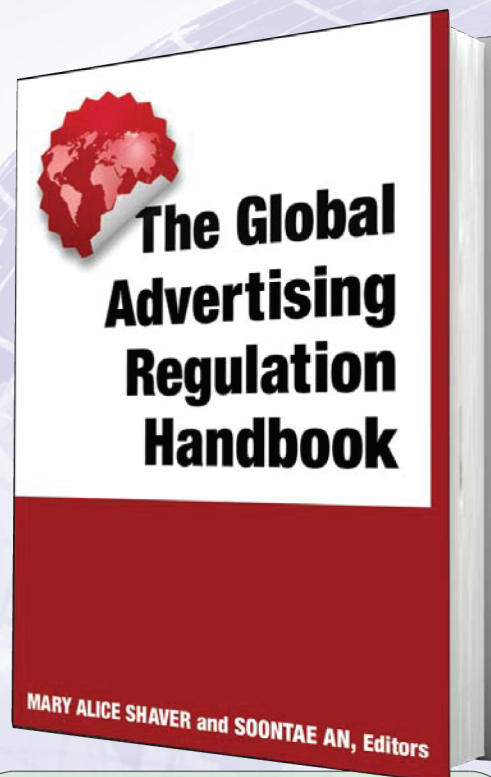
- form of government
- history of regulation along with current operating regulation systems
- route/manner in which cases are brought forward to regulating bodies
- advertising codes, if any, and how they work
- amount of money spent on advertising by year
- consumerism and its role in advertising
- specific regulation of advertising to children, health advertising and tobacco advertising
- sanctions and control of advertising found inadmissible
- position of commercial speech in country—if any.

Countries include Argentina, Australia, Brazil, Canada, Chile, China, Hong Kong and Taiwan, Colombia, Denmark, France, Germany, Japan, Korea, Mexico, Peru, Portugal, Spain, Sweden, the United States, and the United Kingdom. Each chapter's contributing author is a known expert in advertising with a particular insight on that country's language, culture, and advertising industry.

2013 • 272 pages • Tables, figures, bibliographic references, index.
Cloth 978-0-7656-2968-5 \$99.95 / Paper 978-0-7656-2969-2 \$49.95 / Sharpe E-text \$29.95

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

To order a 60-day print exam copy: Fax 914-273-2106 • Email exams@mesharpe.com



“There simply is no other single source that provides such a broad overview of advertising regulation—and self-regulation—around the globe. The Handbook is an invaluable reference that I will use over and over again.”

— **Jef Richards, Michigan State University**

“Practitioners, academics, and researchers will find the Handbook to be a helpful guide to the major policies regulating advertising in each of the countries presented.” — **Ronald E. Taylor, University of Tennessee, Knoxville**

“Their analysis of the change and evolution of advertising worldwide will be a must read for both media students and practitioners for many years to come.”

— **Angela Powers, Kansas State University**



Michigan State University

School of Journalism and Department of Advertising + Public Relations Journalism and Crisis Communication

The School of Journalism, together with the Department of Advertising + Public Relations in the College of Communication Arts and Sciences (CAS) at Michigan State University (MSU) invite applications for a tenure-system Assistant or Associate Professor faculty position in the area of journalism and crisis communication. We seek a scholar whose research and teaching interests focus on the skills, strategies and use of communication technologies use to plan for, cover and respond to domestic and international crisis and emergency events. These events may be the result of both natural and man-made disasters such as large-scale accidents, health issues, climatic events, terrorism, and violence.

We are looking for a motivated colleague whose skills focus on managing and disseminating information effectively; and gathering, writing and reporting with innovative technologies. Successful candidates will have a doctorate at the time of appointment as well as evidence of scholarly work. Experience seeking and obtaining external funds is highly desirable, since grant writing is expected of the appointed candidate. Classroom responsibilities will include teaching skill classes. The tenure home is in the School of Journalism and jointly appointed with the Department of Advertising + Public Relations.

The School of Journalism and the Department of Advertising + Public Relations both house dynamic and internationally recognized scholars and professionals who offer a rigorous and innovative professional curriculum and nationally ranked interdisciplinary graduate programs. Faculty members are particularly known for success in three signature areas, namely health & risk communication, new media technologies, and international applications. Our curricula address both the theoretical and practical aspects of communication fields, and our alumni have achieved positions of prominence in industry, government, and academia. We were the first College of Communication in the country, and MSU is the only university in the country with two Top 10 doctoral programs in the National Research Council's rankings in the field of Communication.

Please direct any questions to Dr. Manuel Chavez, Chair of the Crisis Communication Search Committee, School of Journalism, Michigan State University, at chavezm1@msu.edu. To apply, please refer to Posting #8339 and complete an electronic submission at the Michigan State University Employment Opportunities website: <https://jobs.msu.edu>. Applicants should submit the following: 1) cover letter summarizing qualifications for the position, 2) current vita, and 3) the names of three references who may be contacted by the search committee. The search committee will begin considering applications October 15, 2013. The search closes when a suitable candidate is hired. Duties begin August 16, 2014.

MSU is an affirmative action, equal opportunity employer, and 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.



Michigan State University

Advertising Technology

The Department of Advertising + Public Relations at Michigan State University is looking for a scholar-teacher with a strong background related to technology and/or "big data" with, at a minimum, a sincere interest in advertising. This is an open rank tenure-system position.

The ideal candidate will have a doctorate in advertising, communication, business, information systems or other field, and a track record of expertise, or promise of expertise, at the intersection of advertising and electronic/digital media. Commitment to high-quality, empirical research and external grant activity is a must. The position will involve undergraduate and graduate teaching.

The Department is home to internationally recognized scholars and practitioners, with a long history and reputation of being a leader in advertising and public relations research and teaching. Alumni and faculty have achieved positions of prominence in industry, government, and academia.

Please direct any questions regarding this search to Nora J. Rifon, Ph.D., Search Committee Chairperson, Department of Advertising + Public Relations at rifon@msu.edu. To apply, please refer to Posting #8746 and complete an electronic submission at the Michigan State University Employment Opportunities website at <https://jobs.msu.edu>. Applicants should submit electronically the following: 1) cover letter summarizing qualifications for the position, 2) a curriculum vita, and 3) the names of three references who may be contacted by the search committee. The search committee will begin considering applications January 6, 2014. The search closes when a suitable candidate is hired. Duties to begin on, or before, August 16, 2014.

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.



Michigan State University

Public Relations and Digital Media

The Department of Advertising + Public Relations is looking for a scholar-teacher committed to building a strong program of research and teaching focused on public relations in a digital world.

The ideal candidate will have a doctorate in communication, business, information sciences or related field, and an interest in the use of digital media for public relations practices such as relationship building and reputation management. Commitment to high-quality, empirical research and external grant activity is a must; experience with the use of digital media for public relations efforts is desired. The position will involve undergraduate and graduate teaching in the areas of public relations principles and strategy, strategic communication theory and practice, and research.

This tenure-system Assistant or Associate Professorship will be housed in the Department of Advertising + Public Relations. The department is home to internationally recognized scholars and practitioners and includes a focus on the use of social media for organizations. The College of Communication Arts and Sciences (CAS) faculty are recognized for three research priorities – health & risk communication, new media technologies, and international communication. Our alumni and faculty have achieved positions of prominence in industry, government, and academia. CAS was the first college of communication in the country, and MSU is the only university in the country with two top 10 doctoral programs in the National Research Council's rankings in the field of communication.

Please direct any questions regarding this search to John C. Besley, Ph.D., Search Committee Chair, Associate Professor and Ellis N. Brandt Chair in Public Relations, Department of Advertising + Public Relations at jbesley@msu.edu. To apply, please refer to Posting #8342 and complete an electronic submission at the Michigan State University Employment Opportunities website at <https://jobs.msu.edu>. Applicants should submit electronically the following: 1) cover letter summarizing qualifications for the position, 2) a current vita, and 3) the names of three references who may be contacted by the search committee. The search committee will begin considering applications October 1, 2013. The search closes when a suitable candidate is hired. Duties begin on August 16, 2014.

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.



Michigan State University

Visual Communication for Media Sandbox

The Department of Advertising + Public Relations, the School of Journalism, and the Media Sandbox at Michigan State University are conducting a joint faculty search in the area of visual communication. We are looking for an idea person who will aim a unique lens at industry's traditional approaches to problem solving, offer innovative perspectives for teaching these ideas and have technical expertise in his/her area to teach in the Media Sandbox program. The candidate should have completed undergraduate work in graphic design, photography, art direction, filmmaking or any of the applied arts. Writing skills and a master's degree in a creative communication discipline such as interactive web design, video production, 3D animation, motion graphics, creative programming language or infographics are pluses. The ideal candidate has both college teaching and industry experience but we will consider creative candidates with significant professional level visual and/or wordsmithing skills.

In addition to teaching (4 courses per semester), the successful candidate will be expected to gain visibility through juried competitions and venues (peer reviewed exhibitions; online or broadcast distribution, conference presentations; awards). Visit adv.msu.edu, msumediasandbox.com, and jrn.msu.edu for complete information on our majors, degrees, and specializations.

Qualifications: The ideal candidate should have extensive hands-on experience in 3D Graphics and Animation, with a minimum of a B.A. or B.S. in appropriate applied arts field. A graduate degree (M.A., M.F.A., or Ph.D.) in a related field is a plus. An electronic portfolio of creative work and expertise in using technology to produce innovative media products at a high level is required.

This fixed-term position is jointly appointed in the Department of Advertising + Public Relations and the School of Journalism, two departments characterized by highly ranked faculties and vibrant programs of interdisciplinary research. Social media research and design is an emerging area of excellence in the College of Communication Arts and Sciences, and opportunities abound for collaboration and program building.

To apply, please refer to Posting 8336 and complete an electronic submission at the Michigan State University Employment Opportunities website: <https://jobs.msu.edu>. Applicants should submit electronically the following materials: (1) a cover letter summarizing your qualifications for the position, (2) a current vita, and (3) the names and contact information for three individuals willing to serve as recommenders, who may be contacted by the search committee, and (4) an electronic portfolio (such as a web link to an online portfolio or PDF document). The search committee will begin considering applications November 1, 2013. The search closes when a suitable candidate is hired. Duties begin on August 16, 2014. An earlier appointment is possible. Please direct any questions to Dr. Patricia Huddleston (huddles2@msu.edu), Search Committee Chair.

Rank will be commensurate with degree and experience. The minimum qualification for an Assistant Instructor is a Bachelor's degree; the minimum qualification for an Instructor is an M.A.; and the minimum qualification for an Assistant Professor is a Ph.D. or M.F.A.

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.



DIRECTOR

THE SCHIEFFER SCHOOL OF JOURNALISM AND STRATEGIC COMMUNICATION

Texas Christian University invites applications and nominations for the Director of the Schieffer School of Journalism and Strategic Communication. The director will be the public face of the Schieffer School, representing the program on the TCU campus and being the school's ambassador in the community and in the academic and professional worlds.

TCU is located in Fort Worth, Texas, which is known for its attractive lifestyle, culture, educational and entertainment opportunities. The Dallas-Ft Worth Metroplex is the nation's fifth-largest media market and provides an attractive array of opportunities for media exposure. The University has over 9,800 undergraduate and graduate students, of which the College of Communication has approximately 1,100 undergraduate and 35 graduate students at the Master's level. The Schieffer School currently has 600 undergraduates and 16 graduate students. In addition to the journalism and strategic communication divisions, the school has a wide variety of student media, including The Skiff, Image Magazine, TCU News Now, TCU360, TCU Sports Now, and Roxo, a student-driven strategic communication agency. The program includes 20 full-time faculty and about 20 adjuncts.

Candidates for the director position should have significant professional experience in journalism and/or strategic communication, preferably with some experience in both fields, with understanding of technology and digital communication tools that shape the modern media world. Candidates will have either the academic or professional qualifications consistent with appointment to the Schieffer School faculty. The ideal candidate will have experience in higher education, preferably with some experience in academic leadership or administration. The director should have a capacity for effective teaching, and an advanced degree is strongly preferred. Candidates should have a propensity and enthusiasm for fundraising and should be prepared to work with the dean, chancellor, and advancement office on a substantial campaign to improve resources at the Schieffer School.

The director should be a dynamic leader with national visibility who values and encourages innovation and entrepreneurship. The ideal candidate will have a demonstrated record of successful leadership, able to engage with, listen to, and build consensus among students, faculty, staff and administrators. The director should be capable of both vision and planning. He or she should be able to use the positive friction between the program's professional and academic missions – as well as between news and strategic communication – to recruit and retain top faculty, staff, and students. Candidates should promote and embrace diversity, global awareness, and ethical values.

For further information on TCU see www.tcu.edu, and for further information on the Schieffer School see www.schiefferschool.tcu.edu. Requests for additional information should be directed to: Dr. Chip Stewart, chair, Schieffer School Director Search Committee, d.stewart@tcu.edu. While applications and nominations will be accepted until a new director is selected, for optimal consideration, interested parties are encouraged to submit a cover letter and resume by September 15, 2013, to the address below.

R. William Funk & Associates
c/o TCU CC
100 Highland Park Village, Suite 200
Dallas, Texas 75205
Email: krisha.creal@rwilliamfunk.com
Fax: 214/295-3312

~TCU and the Schieffer School are affirmative action/equal opportunity employers~

Announcement of Faculty Position School of Advertising and Public Relations The University of Tennessee, Knoxville

Date of Opening	August 1, 2014
Academic Rank	Assistant Professor
Nature of Position	Advertising and Public Relations Program seeks to fill an Assistant Professor tenure-track position to begin August 1, 2014. Teach introductory course in either public relations or advertising and discipline-specific courses in two or more of the following: design, research, writing, management, campaigns. Publish research and perform service assignments. Ph.D. in Communication or related field required at the time of appointment. Evidence or promise of research productivity. Professional experience in either advertising or public relations and university teaching desirable. The salary is competitive.
The University	The University of Tennessee enrolls about 25,000 students at its Knoxville campus. The institution welcomes and honors people of all races, creeds, cultures and sexual orientations, and values intellectual curiosity, pursuit of knowledge, and academic freedom and integrity.
The College	<p>The College of Communication and Information consists of four schools: the School of Advertising and Public Relations, the School of Communication Studies, the School of Information Sciences, and the School of Journalism and Electronic Media.</p> <p>Students affiliate with the School of Advertising and Public Relations in their freshman year or thereafter. The School maintains separate curriculums for advertising and public relations students and offers a major in each discipline. The School currently has 13 full-time faculty members. The School participates in the College's M.S. and Ph.D. programs in Communications.</p>
Interested?	<p>To apply, send a letter of application, vita, three letters of recommendation, and evidence of teaching excellence to:</p> <p>Dr. John Haas Search Committee Chairman School of Advertising and Public Relations 476 Communications Building University of Tennessee, Knoxville, TN 37996-0343.</p> <p>Review of applications will begin October 14, 2013 and will continue until the position is filled. Females and minorities are especially encouraged to apply.</p>
EEO/AA/Title VI/ Title IX/ADA ADEA Employer	<p>The full University of Tennessee Knoxville, Non-Discrimination Statement EEO/AA statement reads as follows:</p> <p>All qualified applicants will receive equal consideration for employment and admissions without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status.</p> <p>Eligibility and other terms and conditions of employment benefits at The University of Tennessee are governed by laws and regulations of the State of Tennessee, and this non-discrimination statement is intended to be consistent with those laws and regulations.</p> <p>In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans</p>

Continued on next page...

with Disabilities Act of 1990, The University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the University.

Inquiries and charges of violation of Title VI (race, color, and national origin), Title IX (sex), Section 504 (disability), ADA (disability), Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Equity and Diversity (OED), 1840 Melrose Ave, Knoxville, TN 37996-3560, telephone (865) 974-2498 (V/TTY available) or 974-2440. Requests for accommodation of a disability should be directed to the ADA Coordinator at the Office of Equity and Diversity.

AAA

School of Journalism and Mass Communication College of Liberal Arts University of Minnesota

Strategic Communication: Public Relations/Communication

Job Title: Assistant Professor

Department Name: School of Journalism and Mass Communication

Appointment Start Date: August 25, 2014

The School of Journalism and Mass Communication invites nominations and applications for one 100%-time, nine-month, tenure-track faculty position at the rank of assistant professor. We are seeking an outstanding scholar with research and teaching interests in public relations.

Successful candidates for this position will demonstrate a commitment to sustaining a vigorous program of original research and publication with potential for external funding; show promise of excellence in graduate-level teaching (both M.A. and Ph.D.); demonstrate a capacity to teach introductory and advanced undergraduate academic courses and professionally-oriented courses such as strategic communication campaigns, case studies, management, digital media design, and professional writing and messaging for strategic communication. Meaningful professional experience in public relations is required. The salary will depend on the candidate's qualifications, consistent with collegiate and university policies.

To review and apply for the position go to: employment.umn.edu or <https://employment.umn.edu/applicants/Central?quickFind=113394>.

The University of Minnesota is an equal opportunity educator and employer.

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)

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