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Words from the top

Marla Royne Stafford

We are just a few weeks away from our annual conference in Atlanta, and I am excited that we will be in such a vibrant city, home to many advertising agencies and major corporations. The conference program looks very inviting, and we have two outstanding pre-conferences available as well. We also have two new conference opportunities.

This year, we are launching a new mentoring program. At registration, new AAA members, including doctoral students and assistant professors, can choose to be matched with a senior member of the organization. This pairing will provide new members with someone who can “show them the ropes” and introduce them to other members of our wonderful organization. As a group, we have much to share, and this program is a starting point that can blossom into new relationships, friendships, and research partnerships for both the mentor and the mentee.

This year’s conference will also offer presentations from our new Industry Bridge Track. Headed up by Karen Lancendorfer, this track will feature selected industry papers in a session following our group lunch on Friday. Highlighting the lunch will be Suzy Deering, CEO of Moxie Interactive, who will share her insights on current trends in the advertising industry.

With these outstanding events on Friday, we have moved our Awards Luncheon to Saturday. That day also features a special outing to CNN, Centennial Park and the World of Coke, as well as a special reception, thanks to the hard work of Tom Reichert at the University of Georgia. I hope you choose to take part in this wonderful excursion that should prove to be both



AAA President Marla Royne Stafford

educational and fun!
And please remember to join us for one of the two outstanding preconference events which are scheduled for Thursday, before the main conference kicks off. With one focusing on grant funding and the other on big data, it will be hard to choose between them. But I encourage you to attend one or the other and take advantage of these special programs.
As we move toward our major event of the year, I am delighted to note that our organization continues to thrive based on the leadership we have had over the years. Let me thank Kim Sheehan, the immediate past president, for her hard work on behalf

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Ioannis Kareklas is Assistant Professor of Marketing at Washington State University. He completed his doctoral studies at the University of Connecticut in 2010. His research focuses on advertising effectiveness related to source effects (in particular gender and race) and regulatory fit, sensory perception, and public policy issues related to pro-environmental and other pro-social behaviors. Additionally, Ioannis is interested in the methodological areas of research synthesis (meta-analysis), and implicit measurement techniques, especially the Implicit Association Test (IAT), lexical decision task, and subliminal priming. Ioannis received the 2013 Dean's Excellence Award, College of Business, WSU. His most recent publication is in the Journal of Advertising.



1. Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2014), "'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*, 43 (1), 18-32.

- This paper appears in the upcoming issue of the *Journal of Advertising*. A preprint version of this manuscript was uploaded to the Social Science Research Network (SSRN), and has been Downloaded 197 times, with 592 Abstract Views. Furthermore, it made the SSRN's Top Ten Download List for each of the following topics:

- MKTG: Advertising
- MKTG: Subject Matter
- MKTG: Consumer Decision Making & Search
- Consumer Social Responsibility
- Social Responsibility of Business
- Strategy & Social Policies
- Behavioral Marketing
- Managerial Marketing
- Food Politics & Sociology
- POL: Environmental Responsibility Practices
- POL Subject Matter
- SRPN: Consumer Behavior Issues
- SRPN: Politics of Food
- SRPN Subject Matter
- MRN Marketing Network
- MRN Corporate Strategy & Business Policy Network

2. Kareklas, Ioannis, Frédéric F. Brunel, and Robin A. Coulter (2014), "Judgment is Not Color Blind: The Impact of Automatic Color Preference on Product and Advertising Preferences," *Journal of Consumer Psychology*, 24 (1), 87-95.

- This paper appears in the current issue of the *Journal of Consumer Psychology* and has garnered a lot of attention from other researchers as it presents a novel way to account for implicit color preferences that are present (and thus bias) in racial evaluations such as preference for advertisements featuring African American and/or Caucasian American spokespeople.

3. Kareklas, Ioannis and Darrel D. Muehling (Forthcoming), "Addressing the Texting and Driving Epidemic: Mortality Salience Priming Effects on Attitudes and Behavioral Intentions," *Journal of Consumer Affairs*.

- This paper will appear in a forthcoming issue in the *Journal of Consumer Affairs* and focuses on how to address the texting while driving epidemic through the use of Public Service Announcements (PSAs) utilizing mortality salience (verbal and/or visual) primes.

- A preprint version of this manuscript was also uploaded to the Social Science Research Network (SSRN), and it made the SSRN's Top Ten Download List for each of the following topics:

- Behavioral Marketing
- MKTG: Public Policy & Consumer Behavior
- MKTG: Consumer Decision Making & Search
- MKTG: Consumer Information Processing
- MKTG: Culture & Consumer Behavior
- MKTG: Symbolic Consumer Behavior
- MKTG: Personality & Individual Differences
- MKTG: Attitudes, Attitude Change, & Persuasion
- MKTG: Sociological Analyses of Consumer Behavior
- MKTG: Group & Interpersonal Influence on Consumer Behavior

Featured Service

Jami Fullerton, professor at Oklahoma State University and her research partner, Alice Kendrick, professor of advertising at the Temerlin Advertising Institute at Southern Methodist University's Meadows School of the Arts, received AEJMC's 2013 Advertising Division Outstanding Service Award, which recognizes a career-long commitment to the organization.

Fullerton has served on the executive committee for the AEJMC Advertising Division as a research chair and division head. She and Kendrick also serve as co-editors of the Journal of Advertising Education, which is published by the organization.

“Dr. Fullerton and Dr. Kendrick have taken an already good journal and increased its visibility, impact and rigor, while also expanding its distribution and solidifying its financial base,” said Jay Newell, head of the AEJMC Advertising Division, in presenting the award. “They have maintained a presence as traditional advertising expands into new areas and connect with students and media professionals.”



AAA

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of the organization. She has done a wonderful job, and I am honored to take the reins from her and continue to move the organization forward. Let me also take a moment to thank our dedicated executive director, Pat Rose, for her tireless efforts over the years. She is wonderful at keeping everybody on task, and I look forward to working with her over the next year.

But our group would not be what it is and where it is today without our members. The American Academy

of Advertising is for you, and I want to keep an open conversation and hear what you have to say. Let's continue to work together to keep our organization moving ahead and making positive strides. Do not hesitate to stop me at the conference to chat. Or call or email me at any time during the year. I am here for you, and am very excited to lead the group as we continue to make progress in the advertising discipline.

Have Items for the Newsletter?

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

Publications

Dr. Varsha Jain (Mudra Institute of Communication, India) was a visiting scholar at the Medill School, Northwestern University, Evanston, IL, US from May 27 to July 31, 2013 and worked with Prof. Don Schultz, Prof. Vijay Viswanathan and Prof. Edward Malthouse. He received the "Outstanding Young Management Researcher 2013" (Gold Medal) by the Association of Indian Management Scholars (AIMS International) on December 22, at IMT Ghaziabad, (Delhi), India. He published the following:

Jain, Varsha, Subhadip Roy and Adwita Pant (2013), "The effect of colour and relative product size (RPS) on consumer attitudes," *Transnational Marketing Journal* (UK), 1(1), 41-58.

Viswanathan Vijay and Varsha Jain (2013), "A dual-system approach to understanding "generation Y" decision making," *Journal of Consumer Marketing* (Emerald, UK), 30(6), 484-492.

Jain, Varsha, Subhadip Roy and Ashok Ranchhod (2013), *Marketing Brand Aava: Not as Simple as Water*, Emerald Emerging Markets Case Studies Collection, UK.

Bhave Ketaki and Varsha Jain (2013), "Understanding the orientation of gen Y toward mobile applications and in-app advertising in India," *International Journal of Mobile Marketing*, 8(1), 62-74.

Roy, Subhadip, Jain, Varsha and Pragati Rana (2013), "The moderating role of consumer personality and source credibility in celebrity engrossment," *Asia-Pacific Journal of Business Administration*, 5(1), 72-88.

Pant, Saumya and Varsha Jain (2013), "A comparative analysis of mobile marketing: A case study approach," *Middle East Media Educator*, (3), 87-96.

Jain, Varsha and Subhadip Roy (2013), "Employee perception about knowledge management in information technology industry," *IMS Manthan: The Journal of Innovations* (IMS Noida, Delhi), VII(1), 75-81.

Schultz, Don and Varsha Jain (2013, November). The young and the upwardly mobile: Luxury marketing in India. *Marketing News*, 26-27 (American Marketing Association, USA).

Schultz, Don and Varsha Jain (2013, Fall). The same, but different: Luxury brands fill disparate roles in China and India. *Marketing Insights*, 16-17 (American Marketing Association, USA).

Jain, Varsha and Kruti Patel (2013, January), WARC Exclusive (World Advertising Research Center, UK) on *Marketing Luxury Cars In India*. It can be retrieved through <http://www.warc.com/Content/ContentViewer.aspx?MasterContentRef=35b331d9-d3ec-46bb-a245-7f09b78670af>

Karen Mallia (University of South Carolina) published:

Mallia, K.L., K. Windels & S. Broyles (2013). The Fire Starter and the Brand Steward: An Examination of Successful Leadership Traits for the Advertising-Agency Creative Director. *Journal of Advertising Research*, 53(3), 339-353.

Windels, K., K. L. Mallia & S. Broyles (Fall 2013). Soft Skills. The difference between leading and leaving in the advertising industry? *Journal of Advertising Education*, 17(2), 17-27.

Mallia, K.L. How to Get Ahead in Advertising Even if You Are a Girl. [Men: Read this. It'll do you good.] (2013). In Minsky, L. & Bendinger, B. (Eds.) *The Get a Job Workshop: How to Find your Way to a Creative Career in Advertising, Branding, Collateral, Digital, Experimental and More*. 284-294. Chicago: The Copy Workshop.

Lu Zheng's (University of Florida) sole-authored piece entitled "Narrative Transportation in Radio Advertising: A Study of the Effects of Dispositional Traits on Mental Transportation" is scheduled to appear in *Journal of Radio and Audio Media* in May, 2014.

Quoted in HBR Blog

Keith Quesenberry (Johns Hopkins University) was quoted in HBR Blog "The Irresistible Power of Storytelling as a Strategic Business Tool."

From USF to Elon

Hal Vincent has moved from the University of South Florida last fall to Elon University to assume a Lecturer position and the faculty director of Live Oak Communications - Elon's student-run Strategic Communications agency.



Glenn Howze Academic Freedom Award

Auburn University President Jay Gogue received the 2014 Glenn Howze Academic Freedom Award from the Auburn chapter of the American Association of University Professors during the spring meeting of the University Faculty on March 25. Past AAA President Herbert Jack Rotfeld (pictured right), who received the award in 2011, presented the award to President Gogue as president of the Auburn AAUP chapter. The award is named for the late Glenn Howze, a leading advocate for academic freedom and shared governance who served as the 1998 chair of the University Senate.



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Have Items for the Newsletter?

Please send us your:

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

Send to the Editor, Anca Micu, at:
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ICORIA 2014 Amsterdam



On June 27 and 28, 2014, the 13th International Conference on Research in Advertising (ICORIA) will be held in Amsterdam, The Netherlands. The ICORIA conference is the main conference of the European Advertising Academy, a sister of AAA. Valued for its history, creativity and diversity, Amsterdam has grown out to be a leading city in international advertising, and is home to many award-winning global advertising agencies. The ICORIA conference provides a small and interactive setting, with 100 to 200 participants and a limited number of parallel sessions. The conference draws participants from marketing, communication science and advertising around the world, primarily from Europe, the United States, and Australia. ICORIA 2014 will take place in the center of Amsterdam, in a former warehouse at the waterfront redesigned into a state-of-the art conference facility. The conference will be hosted by the Graduate School of Communication of the University of Amsterdam, which offers Masters and PhD education in Communication Science and The Amsterdam School of Communication Research (ASCoR). The Amsterdam School of Communication Research (ASCoR) is the largest European research institute in Communication, and one of the leading institutes in the world. A traditional Thursday evening get-together and gala dinner on Friday are planned. New this year is a Thursday afternoon doctoral colloquium, in which renowned scholars share their insights with PhD students in an interactive small group context. The deadline for submissions was March 1, but why not take the opportunity to get a more European perspective on advertising, and visit Amsterdam early summer? Go to www.icoria.org for more information.



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Contact:

Dr. Ken Waters (ken.waters@pepperdine.edu)
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24255 Pacific Coast Highway
Malibu, CA 90263-4211

Advertising and Public Relations Research

Second Edition

Donald W. Jugenheimer, Larry D. Kelley,
Jerry Hudson, and Samuel D. Bradley

Advertising and Public Relations Research is designed to serve as a comprehensive, primary text for research methods courses in Advertising and/or Public Relations programs.

To fit the purpose of most undergraduate and masters' level courses, the book concentrates on the uses and applications of research in advertising and public relations situations. Although the design and conduct of research is covered in ample detail, the primary goal of the book is not to make researchers of the readers themselves. Instead, the authors' goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations.

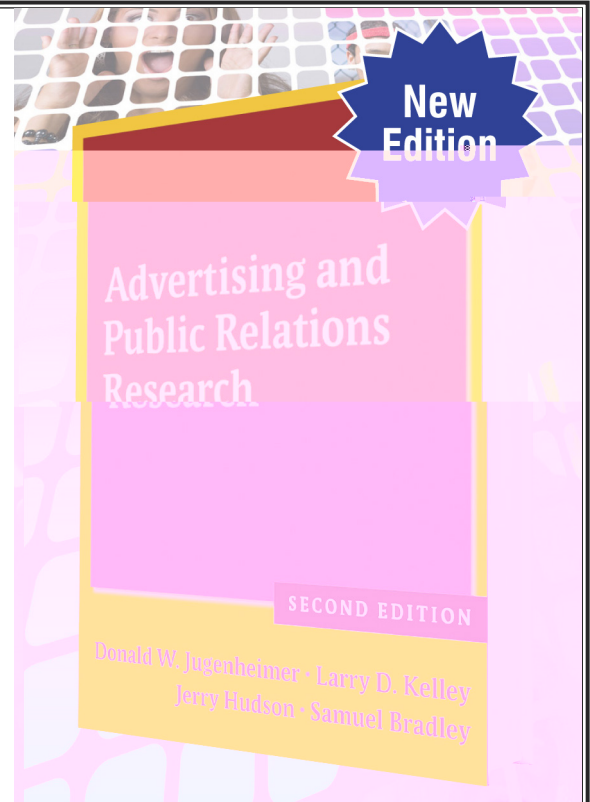
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“One of the biggest challenges of teaching research for advertising and public relations is finding a textbook that addresses the foundation of research methods while also illustrating the relevance and application of research for the professional practice. The second edition of Advertising and Public Relations Research solves this problem, and is the perfect blend of theory and practice.”

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“The Second Edition of Advertising and Public Relations Research builds on the strengths of its worthy predecessor and continues to provide a solid foundation in research planning and methodology for undergraduate students in advertising and public relations.”

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NCAA Research Committee 2014 Graduate Student Research Grant Program Call for Proposals

The NCAA Research Committee is pleased to announce the 2014 NCAA Graduate Student Research Grant Program. The program's goals are: (1) to stimulate research on college athletics; (2) to foster contributions to the empirical research on college athletics; (3) to provide financial support to graduate students interested in engaging in high-quality research related to college athletics; and (4) to assist NCAA-member institutions and the general public in gaining access to new, outstanding research in this field.

The NCAA Research Committee invites research proposals within the general topic areas of student-athlete well-being and college athletics participation. Graduate students studying topics of specific interest to the NCAA and its membership, while demonstrating the competencies necessary to successfully complete the proposed study, will receive the highest consideration. Research topics may include *but are not limited to*:

- The impact of participation in intercollegiate athletics on the academic or social experiences of student-athletes;
- Best practices for academic support of student-athletes;
- The relationship between athletics time demands and academic success;
- Student-athlete integration into the campus community;
- Finances of intercollegiate athletics;
- Student-athlete satisfaction with the college experience;
- Diversity and inclusion issues in intercollegiate athletics;
- Analytic philosophical/historical accounts of intercollegiate athletics; and
- Student-athlete well-being, health and safety

Award Details

The research grant is a one-time award set at a maximum of \$7,500. Total funding will be provided upon approval of the proposal. In most cases, awardees may choose whether to have funds sent directly to them or to their institutions. Institutions may not charge indirect costs. Grant recipients will be provided with an expense paid trip to the annual NCAA Research Committee meeting to present their research proposal and will have the opportunity to interact with and receive feedback from the committee and NCAA staff members. The research is expected to be culminated in an article suitable for publication in a scholarly journal, or in a completed master's thesis or doctoral dissertation. Recipients will also be expected to submit a brief summary of the research that is suitable for publication on the NCAA website and/or the NCAA Champion magazine in addition to a final paper.

Eligibility

Research grants are available for graduate students only and are intended to support the student while conducting research to be used for a doctoral dissertation, master's thesis, or external publication in a scholarly journal. To be eligible for funding, students must be enrolled in graduate school at an NCAA member institution, and the proposed research must be in progress during the award period. Completed studies are not eligible to receive funding.

Submission Rules & Deadline

All grant materials should be electronically submitted via email with the subject line "Grant Submission", and all materials attached in PDF form. Please submit materials to Dr. Tiese Roxbury (troxbury@ncaa.org) by 11:59 p.m. on **August 10, 2014**.

It is preferred that letters of reference be included with the application materials and sent as a package. However, letters will be accepted separately if received by the submission deadline. Incomplete applications will not be considered. Contact Dr. Roxbury, 317-917-6811 or troxbury@ncaa.org, if you have questions regarding the submission process.

Application Requirements

All submissions for the 2014 NCAA Graduate Student Research Grant must include the following materials:

1. **Proposal**. The research proposal should not exceed eight double-spaced pages. This page count does not include the title page, abstract, or references. The proposal should be structured as follows:
 - a. **Title Page**. Include the research study title, name and institution of principal investigator(s).
 - b. **Abstract**. (250 word maximum). The abstract should be a brief summary of the proposal's key points.
 - c. **Introduction**. Introduce the issues/theories/programs to be addressed by your research, including the study's research questions. Be sure to include the rationale for the study.
 - d. **Literature Review**. Provide a summary of literature that is relevant to the current study.
 - e. **Methodology**. Describe the research methodology. Be sure to address the research questions and include information about the research design, data collection, sample/subject selection, instruments/protocols and data analysis.
 - f. **Significance/Potential Implications**. Discuss the significance of the research and the practical application to the field and to the NCAA.
 - g. **References**.
2. **Timeline**. List the beginning and termination dates for the proposed research. A list of the projected dates of completion of major milestones in the progress of proposed research should be included. This list must include a date for submission of the final report.
3. **Brief Outline of Budget**. Prospective grant recipients must provide justification for how funds will be used in the research project. The line item budget should not total more than the maximum award amount, \$7,500. Funds may be used to provide tuition relief.
4. **Copies of any survey instruments or other written materials that will be used in the study**.
5. **Graduate Transcript**. Please provide the most current transcript from your graduate program.
6. **Resume/Curriculum Vitae**. Please attach your resume or curriculum vitae.

7. **Reference Letters.** A minimum of two reference letters must be provided. Letters should be from graduate advisors, professors or others who can speak to the specifics of the research proposal and the researcher's ability to successfully carry out the study.
8. **Human Participants Certification.** If this research involves the use of human participants, certification must be provided that this proposal has been or is in the process of being reviewed by the Institutional Review Board (IRB) or human subjects committee of the originating institution, in compliance with the Department of Health and Human Services policy on protection of human subjects. Funds will not be released until human participants approval has been granted for the proposed study.

Selection Criteria

Each proposal will be evaluated using the following criteria and point system:

1. The importance of the topic to the field and to the NCAA (*30 points*);
2. The strength of the methodological approach (*25 points*);
3. The appropriateness of proposed analyses (*20 points*);
4. The contribution to literature or ability to produce new knowledge (*15 points*); and
5. The acceptability of the proposed budget (*10 points*).

When reviewing the proposals and submitted documentation, the review panel will consider the following questions:

- Is the student's research question clearly defined?
- What literature already exists on this topic?
- How does the methodology relate specifically to the research question?
- Is there a high likelihood that the study can be carried out as designed?
- Does the analytic plan fit the question and the data?
- Is the applicant qualified to successfully carry out the proposed study?
- Will this study contribute to the field?

Grant recipients are encouraged to consult with the NCAA research staff regarding their proposed research prior to submitting a proposal.

Grant Decisions

The NCAA Research staff will conduct an initial review of all completed proposals to ensure they meet the submission requirements. Proposals that meet the requirements will then be reviewed by the NCAA Research Committee, which is comprised of athletics administrators and faculty who collaborate with the NCAA research department staff to produce high-quality research on issues related to college athletics.

The NCAA Research Committee will make final funding decisions, and applicants will be notified of the status of their submission by **November 30, 2014**. Reviewer comments will be made available to interested applicants after the grant recipients are chosen.

Past Grant Recipients

2007 Grant Program Awards

In 2007, the NCAA Research Committee awarded four grants through the Graduate Student Research Grant Program:

- *Predictors of Retirement Distress among Male Former Intercollegiate Athletics in Revenue- Producing Sports* by Mercedes Carswell, Michigan State University.
- *Exploring the Relationship between Athletic Injury and Coaching Behavior* by Sarah Halbert, Miami University.
- *Perceptions of Stakeholder Salience and Dimensions of Influence for Campus Student-Athlete Advisory Committees in Governance of Intercollegiate Athletics* by Lori Hendricks, University of Michigan.
- *A Chameleon on the Court: Understanding Factors that Contribute to Invisibility/Visibility for Division I Intercollegiate Gay-Athletes*, by Paul Tontz, University of Denver.

2008 Grant Program Awards

In 2008, the Research Committee awarded four grants through the Graduate Student Research Grant Program:

- *Impact of Organizational Culture on Graduation Rates of NCAA Division I HBCU Athletes: A Case Study* by Ralph Charlton of the College of William and Mary.
- *Predicting Academic Success for Student-Athletes: A Comparative Study* by Tiese Roxbury, University of North Carolina at Greensboro.
- *Perceptions of "Others": The Role of Heterosexism in the Decline of College Women Coaches*, Amy Sandler, University of Nevada Las Vegas.
- *Enhancing the Student-Athlete Experience: Understanding Sense of Community from a Student- Athlete's Perspective*, Stacy Warner, University of Texas at Austin.

2009 Grant Program Awards

In 2009, the NCAA Research Committee awarded three grants through the Graduate Student Research Grant Program:

- *Faculty Senates Perceptions of College Athletics* by Amber Falluca, University of South Carolina.
- *The College Adjustment of African American Student-Athletes at Predominately White Institutions and Historically Black Colleges and Universities* by Sheriece Sadberry, University of Missouri, Columbia.
- *Physical Self-Concept and Athletic Identity Among Former Collegiate Athletes: Examining the Influence on Self* by Jennifer Shannon, University of Missouri, Columbia.

2010 Grant Program Awards

In 2010, the NCAA Research Committee awarded three grants through the Graduate Student Research Grant Program:

- *Black Male College Athletes: Capital and Educational Outcomes* by Ginelle John, New York University.
- *Exploring the Relationship Between Athletic Expenditures and Team On-Field Success*, by Willis Jones, Vanderbilt University.
- *Examining the Role of Challenges, Resiliency, Leadership Self-Efficacy, Support and Feedback on Women Leaders in Intercollegiate Athletic Careers* by Moe Machida, Michigan State University.

2011 Grant Program Awards

In 2011, the NCAA Research Committee awarded three grants through the Graduate Student Research Grant Program:

- *Crowding-Out Effects of Athletic Giving on Academic Giving at NCAA Division I, II, and III Institutions* by Win Koo, University of Arkansas.
- *What Matters to Student-Athletes in College Experiences* by Yan Zhao, Boston College.
- *Do Nice Guys Really Finish Last? Exploring the Relationships Between Ethical Conduct, Motivation, and Satisfaction in Academic and Athletic Domains* by Mariya Yukhymenko, University of Connecticut.

2012 Grant Program Awards

In 2012, the NCAA Research Committee and the NCAA Health & Safety department awarded four grants through the Graduate Student Research Grant Program:

- *Tweeting for Alma Mater: The Impact of Student-Athlete Accounts on Social Networking Sites*, by Mujde Yuksel, University of Massachusetts, Amherst.
- *Why Do Some Sickle Cell Carrier Athletes Suffer from Heat Illness?* by Carroll Flansburg, University of South Florida.
- *Institutional Concussion Education and Within Season Change in Concussion-Related Knowledge, Attitudes, and Behaviors on Male Collegiate Ice Hockey Teams* by Emily Kroshus, Harvard University.
- *Student-Athlete Attitudes Toward Seeking Mental-Health Help* by Rachel Wahto, University of Alaska, Anchorage.

2013 Grant Program Awards

In 2013, the NCAA Research Committee and the NCAA Sport Science Institute awarded seven grants through the Graduate Student Research Grant Program:

- *The Student-Athlete Experience: An Analysis of Stress and Social Support in NCAA Collegiate Athletics* by Sarah Hatteberg, Indiana University, Bloomington.
- *The Impact of Mindfulness-Acceptance-Commitment Approach on Psychological Functioning in Student-Athletes* by Blakely Low, Texas Tech University.
- *Examining the Role of Intercollegiate Athletics Recruitment Practices on Men's Lacrosse Student-Athletes: A Critical Look at the NCAA Division III Recruiting Model* by Marie Stroman, University of Washington.
- *Redshirting and Academic Performance: Evidence from NCAA Student-Athletes* by Ethan Wilkes, Montana State University.
- *Temporal Changes in Depression and Neurocognitive Performance in Male and Female Collegiate Student-Athletes: A Longitudinal Evaluation Pre- and Post-Concussion Injury* by Lindsey McGuire, Temple University
- *Advanced EEG Assessment of Concussive and Subconcussive Injury in College Athletes* by Ezra Smith, University of Arizona
- *The Influence of Collegiate Softball Coaches on the Alcohol Use of Their Athletes* by Michelle Pitts, University of Nevada, Las Vegas

Advertising Educational Foundation (AEF)

Inside Advertising Speakers Program

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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

AAA Editorial Policy

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

All calls must conform to the following guidelines:

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

AAA Newsletter Published on:

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

Call is due by:

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

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

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

Possible topics include, but are not limited to:

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

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

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AAA NEWSLETTER ADVERTISING POLICY

As of June 2008, the American Academy of Advertising Newsletter will carry an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to ½ page) to \$100 (from ½ page to a full page) depending on size.

Four Newsletters are published online annually and read by over 500 AAA members. Deadlines to receive ads to be placed are noted below. Please note that the dates below are “received by” dates, meaning the ad must be sent by the dates noted below.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information is being developed.

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased at the above noted costs. Again, the deadlines below must be adhered to.

Ad Specifications:

The Newsletter is published in an 8 ½” x 11” color format PDF. Ads may be submitted via a high resolution PDF. It is the responsibility of the individual or organization placing the ad to create the ad and submit it by the “received by” deadlines noted below. The editor and AAA assume no responsibility in the accuracy, formatting or creation of the ad. Ad content is subject to AAA approval.

Payment and Billing:

Payment in advance is required. You can pay by check, sending the payment directly to Patricia B. Rose, Executive Director, 24710 Shaker Blvd., Beachwood, OH 44122. Should you want to pay with a credit card via PayPal, please contact Pat Rose directly at rosep@fiu.edu for information.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter for additional questions or comments.

Deadline for Submitting Ads to the AAA Newsletter

AAA Newsletter Due Out:	Ad(s) due by:
March 1	February 15
June 1	May 15
September 1	August 15
December 1	November 15