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More words from the top

Marla Royne Stafford

Spring has come and gone and so has the AAA annual conference in March. As usual, the conference was filled with interesting presentations, stimulating discussions and special activities. I hope that everybody found it to be both professionally and personally beneficial.

The two pre-conferences offered participants the opportunity to learn about big data or grant funding, and I know that many people had a hard time choosing between the two. Thanks to all of the leaders of both of these pre-conference for creating an outstanding start to our annual event.

We did a few things differently this year. First, we had a special “industry day” on Friday with John Rich, Vice President of Digital Strategy for Moxie Interactive, exciting the group with his inspiring presentation on the digital future. John’s presentation sparked considerable discussion on the changing interactive environment, and he graciously joined the new industry bridge session after lunch, offering his perspective on the discipline. We look forward to more connections like these between the Academy and the Industry.

With Friday’s focus on industry partnerships, the annual awards luncheon was moved to Saturday. The program focused on the outstanding work conducted by our members including the doctoral students. In addition to announcing research and dissertation grant recipients, best paper awards, and the outstanding contribution to research award, this year saw the first presentation of the Mary Alice Shaver Award recognizing an outstanding younger colleague to Saleem Alabhash.



AAA President Marla Royne Stafford

Pat Rose, the AAA’s Executive Director and past AAA’s president was awarded the AAA’s Distinguished Service Award. This award is only presented when an individual is identified that has provided distinguished service to either AAAs or advertising education. An active member of the AAAs and the advertising discipline for too many years to count, Pat has worked tirelessly on behalf of the organization. I cannot think of a more deserving person than her. In addition, Don Jugenheimer, another past president, was recognized as an elected Fellow of AAAs, the highest honor bestowed by our organization. Don is yet another individual who has been

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Best Conference Paper Award

Differential Effectiveness of Promotion vs. Prevention Messages in Acquisition vs. Forfeiture Decision Tasks

Tilottama Ghosh Chowdhury, Quinnipiac University

Camelia Micu, Fairfield University

Srinivasan Ratneshwar, University of Missouri

Eunjin Kim, University of Missouri



Tilottama Ghosh Chowdhury

In a few months we will be overwhelmed with the holiday season and get bombarded with gifts—including gifts that we have no clue on what to do with! Our research idea emerged after one such Christmas, when my house was filled with “pink stuff”...pink nail-polish, pink shirt, pink fleece, pink shoes...But sadly, I hate the color pink and did not know what I should do with all these holiday gifts.

In this context, let’s consider two decision scenarios I might face next Christmas. Scenario 1: I get a gift card and decide to buy a new DVD player. Scenario 2: My family members come to know that I need a DVD player, and consequently I get two of them, one from my parents and one from my cousin; thus, now I need to return one. The two scenarios deal with two very different types of decision tasks: acquisition versus forfeiture.

Building on this task distinction, the main objective of our paper was to demonstrate that different types of messages can be differentially effective, depending on the consumer’s decision task. We conducted three experiments to show that promotion-focused (versus prevention-focused) messages are more effective in product acquisition decisions, but only in the case of

hedonic products and when imagery-based processing prevails. However, prevention-focused messages are more effective in product forfeiture decisions, provided the ads deal with utilitarian products and are processed in an analytical manner.

We are truly honored to have received the best paper award at the AAA conference. We believe that our research not only enhances knowledge in the area of decision tasks and persuasive effects of different types of messages, but also provides some interesting advertising implications. For example, when the consumer is looking at an acquisition decision, hedonic products (e.g., sports cars, jewelry, perfumes, video games) should be advertised with promotion-focused messages, especially those designed to cue rich imagery. But consider a forfeiture decision in a utilitarian context, such as a commercial real-estate sales setting, where a prospective office-building buyer seems to favor two properties equally and needs to give one up to make a final decision. Here, arguments by a realtor to persuade the buyer to choose one of the two (presumably utilitarian) options should emphasize the avoidance of negative outcomes and be stated in matter-of-fact, plain-spoken language.

Have Items for the Newsletter?

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

For Stats Lovers

This year there were a record 162 submissions. Out of the 162 submitted, 72 papers were accepted, yielding a 49% acceptance rate for the Atlanta Annual Conference. In addition, eight interactive papers were accepted for presentation. At the annual members meeting it was announced that the category of research papers – competitive and interactive papers would be collapsed into one category for next year.

Of the 12 special topic sessions, 7 were accepted. While there were five submissions for the industry-bridge session, only 2 were accepted. For next year's annual conference there will be a change in wording to clarify the role of special topic sessions. The Industry Bridge session worked well, with industry people coming for lunch and staying for the afternoon sessions. The papers for the Industry Bridge session are research studies with managerial implications.

There were 262 attendees in total in Atlanta, comprised of 180 regular registrants, 47 student registrations, and 35 speakers, presenters and/or panelists registered. Of this total, 60 were first time attendees. In addition, there were approximately 30 non-paying professionals for one or more session presentations. The pre-conferences were successful: there were 75 registrations for the Big Data session – an all time high.

The 2015 Annual Conference will be held in Chicago on March 25-29; the 2015 International Conference is slated for New Zealand from July 9-12th. A special rate in New Zealand has been negotiated at \$165 including Breakfast (in New Zealand dollars?). Seattle will be the site of the 2017 conference.

Awards AAA 2014

Ivan L. Preston Outstanding Research Award – Don Schultz

Research Awards & Grants, Dissertation Awards

2014 Research Fellowship Awards:

Lee, Byung-Kwan

The Effects of Regulatory Mode and Attribute Alignability in a Comparative Advertising Context - \$1500

Bhutada, Nilesh, Jisu Huh, Brent Rollins and Matthew Perri

Influence of Endorser Testimonials in Print Direct-to-Consumer Prescription Drug Advertising: An Elaboration Likelihood Model Approach - \$2500

Murphy, Peg

A Seamless Convergence or a Path Apart: The Advertising Industry Perspective on Undergraduate Career Preparedness - \$1000

2014 Dissertation Proposal Awards:

Im, Heewon

The Effects of Prescription Drug Direct-to-Consumer Advertising on the Medication Adherence of Patients with a Chronic Disease - \$1500

Shan, Yan

The Credibility of Electronic Word-of-Mouth: Do Perceived Similarity, Membership Prestige, and Argument Quality Foster the Emergence of Trust - \$1500

Li, Hongshuang (Alice)

Attribution Modeling and Optimal Resource Allocation in Online Environment \$1500

Kim, Anna

The Why and How of Narrative Advertising: An Integrated Process Framework \$1500

Best Journal of Advertising article Awards for 2012 and 2013, and Journal of Advertising Outstanding Reviewer Awards

2012

Journal of Advertising Best Article

“What about the Intended Consequences?: Examining the Effects of Race-Stereotyped Portrayals on Advertising Effectiveness,” 41(3), 91-106.

Guillaume D. Johnson, University of Nottingham Ningbo China

Sonya A. Grier, American University

Journal of Advertising Outstanding Reviewers

Sanjay Putrevu, University at Albany, SUNY

Jackie Kacen, University of Houston

Awards AAA 2014

Best Journal of Advertising article Awards for 2012 and 2013, and Journal of Advertising Outstanding Reviewer Awards

2013

Journal of Advertising Best Article

“Defending Brands: Effects of Alignment of Spokescharacter Personality Traits and Corporate Transgressions on Brand Trust and Attitudes,”
42(4), 331-342.

Judith Anne Folsie, Louisiana State University

Scot Burton, University of Arkansas

Richard Netemeyer, University of Virginia

Journal of Advertising Outstanding Reviewers

Francois Carrillat, HEC Montreal

Andy Aylesworth, Bentley University

Ron Faber, University of Minnesota

Journal of Current Issues and Research in Advertising best paper award

“ Viewer Responses to character Race and Social Status in Advertising: Blacks see Color, Whites see Class”

Gregory J. Hoplamazian, Ohio State University

Osei Appiah, Ohio State University.

JCIRA reviewer awards

Editorial Review Board Award - Glen Nowak, University of Georgia

Ad-Hoc Reviewer Award - Sheila Sasser, Eastern Michigan University

Journal of Interactive Advertising reviewer award

Petya Eckler, University of Strathclyde

Best Conference Paper Award

Differential Effectiveness of Promotion vs. Prevention Messages in Acquisition vs. Forfeiture Decision Tasks

Tilottama Ghosh Chowdhury, Quinnipiac University

Camelia Micu, Fairfield University

Srinivasan Ratneshwar, University of Missouri

Eunjin Kim, University of Missouri

Best Student Paper Award

Effects of Ironic Advertising on Consumers' Attention, Involvement and Attitude

Taemin Kim, University of Minnesota

Okhyun Kim, University of Minnesota

AAA Distinguished Service Award - Pat Rose

AAA Promising Professor Award - Saleem Alhabash, Michigan State University

AAA Fellow Award – Don Jugenheimer



AAA members from Australia and the USA: Louise Kelly, Gayle Kerr, Jamie Fullerton, Alice Kendricks, Sheila Sasser take over the CNN newsroom



Tom Reichert hosting CNN and Coca Cola events



EAA President Edith Smit, ICORIA host along with Martine van Selm, Lotte Willemsen, Julia van Weert, and Guda van Noort of University of Amsterdam ICORIA organizers welcome AAA participants Sheila Sasser, Ed Malthouse, Mark Kilgour and Scott Koslow to a special garden party in the quiet village of Abcoude with a brief walk to the Café Restaurant De Eendracht to view the FIFA world cup finals with a huge win by the Netherlands Orange team, much to the delight of the entire crowd. Thankfully, a little Orange goes a long way!



Early ICORIA arrivals and AAA Members enjoy a Rijsttafel Dinner with EAA Past President and host Peter Neijens, of the University of Amsterdam ASCOR, Ed Malthouse, Northwestern University, Sheila Sasser, Eastern Michigan University & University of Michigan Visiting, AAA guest Patti-Jo, IJA Editor Ray Taylor, Villanova University and Guda Van Noort, University of Amsterdam (photographer) in Amsterdam preceding the ICORIA conference. This is a Dutch specialty treat adapted from Colonial times in a very special restaurant.

Continued from page 1

with AAAs for many years, serving as an outstanding example for younger members of the discipline.

After sessions on Saturday, the group toured CNN and then visited the World of Coke where we enjoyed food and drinks thanks to Tom Reichert and the University of Georgia. We were able to ride the longest freestanding escalator in the world (it rises eight stories, is 205 feet long and is supported only at its ends) inside the CNN Center's atrium and go home with everything from Coca Cola banks to Coca Cola underwear.

While many of the existing AAA committees had their annual meetings at the conference, the newly established Communications Committee met for the first time in Atlanta. One of their several tasks is to improve the website, so if you have ideas please feel free to forward them to Millie Wells, chair of the committee, or Sheila Sasser, AAA secretary.

As AAA president, I was fortunate to be able to attend the European Advertising Academy's annual conference (ICORIA) in Amsterdam in June. This was a great opportunity to see some old friends, make some new ones, and represent AAA. We are excited about our continuing partnership with this wonderful organization and look forward to some shared opportunities ahead.

In the meantime, start planning to attend the AAA Global Conference in 2015 which will be held on July 9-12 at Auckland University of Technology in New Zealand.

Check out our website for preliminary information. The call for papers for our annual conference, next year in Chicago on March 26-29, is also online, so start working on those submissions now. The deadline is October 3, 2014 and we will again have three tracks: traditional competitive research papers, industry bridge papers and special sessions. It's also not too early to start thinking about our 2016 conference in Seattle!

Our organization continues to flourish, and I hope that everybody takes advantage of all that we have to offer. As we move forward, please do not hesitate to contact me with any thoughts, questions or ideas. I hope to see you in Chicago or New Zealand (or both) in 2015!

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.

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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:

Awards

Sheila Sasser (Eastern Michigan University) received the 2014 Outstanding Research Award on April 11 at the Honors Banquet for the College of Business at Eastern Michigan University, based upon her research productivity and publishing over the past year in top journals. She published several peer reviewed journal articles in *Journal of Advertising*, *Journal of Advertising Research*, *Creativity Research Journal* and completed major book chapters and an edited book publication. Sheila serves on the Editorial Review Boards for leading advertising and marketing journals. Dr. Sasser was



additionally honored with a University Gold Medallion Faculty Award, based upon her dedication and service, as faculty advisor to the EMU American Advertising Federation Chapter since 2006, when she was hired at EMU and activated the AAF Chapter. Her advertising students won numerous Echo Award competitions, MAB Foundation Broadcasting scholarships, Adcraft Foundation Scholarships, Google Community Leadership Awards and ad agency internships thanks to her mentorship. Most of her former students now hold key positions in top advertising, marketing and social media firms like Google, Yahoo, AOL, Carat, Lowe:CE, McCann, Ogilvy, BBDO, DDB, Leo Burnett, Publicis, Saatchi, Starcom MediaVest, Doner, Team Detroit, Proctor & Gamble, Chrysler, General Motors and Ford Motor Co.

Joonghwa Lee (Middle Tennessee State University) received the Ed Kimbrell in Excellence in Teaching Award.



Dr. Joonghwa Lee, center, a second-year advertising professor in MTSU's School of Journalism, accepts the Ed Kimbrell Excellence in Teaching Award from the former dean for which it was named, right, and journalism director Dr. Dwight E. Brooks, left. (MTSU photo by Andy Heidt)

New AAA Permanent Committee



The AAA International Advertising Education Committee is now a permanent committee. The Committee Chair is **Padmini Patwardhan** (Winthrop University).



AAA Newsletter Editor End-of-Term

Anca Micu (Sacred Heart University) ends her terms as this Newsletter's editor. It's been a pleasure to work with all of you.

Call for Papers

Advertising & Society Review

Dance is a way of being and knowing that lacks formal exploration in advertising, even though we have by now accumulated a considerable body of persuasive texts that use, either as a primary or secondary feature, dance as a rhetorical device. For a special Advertising & Society Review issue, we are welcoming papers that bring in the vast scholarship on dance and illuminate its use in advertising. We aim to compile perspectives from widely ranging approaches, including:

- Historical
- Anthropological
- Aesthetic
- Sociological

In this issue, we wish to demonstrate that dance can be studied as a performance, or a semiotic system; as a means, or an end; approached as a cultural artifact, or purely as a somatovisceral phenomenon. It can underwrite synonymy and tap into streams of historical knowledge, situating a brand of product firmly within a cultural identity with little or no words.

The submission deadline is January 15, 2015. For more information, please consult: http://muse.jhu.edu/journals/advertising_and_society_review/ or contact the Managing Editor:

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International Journal of Advertising – Special Issue
Topic: Gender Stereotypes in Advertising – An Updated Examination
Submission Deadline: December 15, 2014
Publication Date: 2017
CALL FOR PAPERS

Advertising as a social institution often mirrors the prevailing norms, beliefs, attitudes and stereotypes of society (Pollay, 1986).

Gender stereotypes are general beliefs about sex-linked traits and roles, psychological characteristics and behaviors describing women and men (Browne 1998). Gender roles stereotyping in advertising has been a critical topic in the literature since 70's. The rise of feminism directed considerable attention to female advertising depictions, which were considered to enhance female role stereotypes and promote "sexism". Sexism refers to the portrayal of women and men in an inferior manner relative to their capabilities and potential.

Changing role structure in the family and in the labor force has brought significant variation in the both male and female roles and subsequently how it is reflected in advertising. It has been noted that there is a cultural lag. Sexes for a long period of time were depicted in advertising in more traditional roles.

During the 90's the notions of feminism and sexism were considered to be outdated. Issues of sexuality rather than gender became the focus of discourse and debate. Sexual imagery of women is viewed as radical and cutting-edge rather than unfair and exploitative. The new representational approach of retro-sexism appears to extend beyond media imagery to society at large (Gill and Arthurs, 2006). Finally, in recent years the focus of postmodern advertising has been on the philosophical aspects of social analysis, yet does not offer so far, a clear-cut view of sufficient changes in gender and sexism stereotypes.

In this special issue, empirical and conceptual papers, addressing the topic: "Gender stereotypes in Advertising – An updated examination" are welcome. We are looking for research that contributes significantly to the work in existence. More specific potential sub-topics include the following (but are not limited to):

- Female role stereotypes in traditional advertising
- Male role stereotypes in traditional advertising
- Effects of stereotypes in specific product categories (e.g. beauty industry; Weight loss industry)
- Gender based responses to advertising
- Changing role stereotypes in GLBT advertising
- Cross-national comparisons of audience perceptions toward digital advertising for global products
- Cross-cultural comparisons of gender stereotypes in advertising
- Gender stereotypes in post-modern advertising

We welcome a variety of methods and multi-method papers. Empirical and conceptual papers will both be considered. Case studies will not be considered.

References:

Browne, B.A. (1998) 'Gender stereotypes in advertising on children's television in the 1990s: a cross-national analysis', *Journal of Advertising*, 27(1), pp83-96.

Gill, R. & Arthurs, J.(2006) 'Editor's introduction: New feminities?' *Feminist Media Studies* 6(4), pp 443-51.

Pollay, R.W.(1986) 'The distorted mirror: reflections on the unintended consequences of advertising', *Journal of Marketing*, 50(2), pp18-36.

Manuscript Preparation and Submission: All submissions, reviewing and notification will be conducted electronically through e-mail. Please, for your manuscript follow the Guidelines for Contributors of IJA . Please submit your paper at:

www.editormanager.com/i-j-a/

It is essential to provide all the details requested on the online form. These details include: a full title, an abstract not exceeding 150 words, contact details of the corresponding author and, where relevant, co-authors.

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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.

The new edition features several new chapters as well as deeper content in existing areas based on feedback from students, instructors and practitioners.

New coverage includes:

- New, separate chapter devoted to focus groups
- New, separate chapter on in-depth interviews
- New chapter on content analysis
- Greatly expanded chapters covering all forms of qualitative research
- Updated examples and case studies throughout the book

This edition also features a first-ever online Instructor's Manual, which includes a detailed chapter guide, PowerPoint slides, and sample test questions for each chapter.

2014 • 376 pages • Tables, figures, bibliographic references, index, online instructor's materials.
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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.”

— **Kati Tusinski Berg**,
Marquette University

“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.”

— **Fred Beard**,
University of Oklahoma

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SAN DIEGO STATE
UNIVERSITY

Visiting Faculty in Advertising/Branded Digital Communications
School of Journalism and Media Studies | San Diego State University

The School of Journalism and Media Studies at San Diego State University invites applications for a full-time, two-year, visiting faculty position in advertising/branded digital communications (non-tenure-track), at the level of assistant professor or lecturer, to start August 2015.

Responsibilities: The successful candidate will be able to teach in the long term across the undergraduate advertising curriculum, including both skills-based and theory courses, as well as graduate seminars in an advertising-related area. In the short term, the immediate teaching need is for coverage of the advertising creative and advertising campaigns courses. The visiting faculty member is expected to have a scholarly research agenda in advertising and/or branded digital communications (broadly defined) and also provide service to the School and professional advertising communities.

Required Qualifications: Candidates should have a demonstrated commitment to excellence in both teaching and research, in line with SDSU's teacher-scholar model. Relevant professional work experience in advertising is required. Evidence or promise of a strong research agenda in advertising and/or branded digital communications (broadly defined) is required.

Desired Qualifications: We seek a "visionary," a candidate who is able to express his/her own perspective on where the field of digital branded communications is heading and who possesses the desire and skills necessary to revise and create courses that help students understand this vision, thereby contributing to both the growth of the advertising specialization and to students' post-graduation success. An earned doctorate in advertising, marketing, integrated marketing communication, mass communication or a related field is strongly preferred by the position start date.

The ideal candidate should have a track record of teaching college-level advertising courses. We are particularly interested in candidates with expertise for and/or experience in teaching undergraduate courses in advertising research, advertising creative, digital media planning, and advertising and social media strategy. Applicants also should have an interest in designing and teaching courses broadly related to branded digital communications at the graduate level, in addition to serving on master's thesis committees.

Applicants should be able to demonstrate the ability to teach one or more of the following: advertising creative with an emphasis on digital creative strategy and tools; advertising research with an emphasis on new and emerging digital research techniques; advertising and social media with an emphasis on the strategic use of social platforms. Fluency in both English and another language (e.g., Spanish) would be a plus.

Rank and Salary: This is a two-year visiting faculty position at the assistant professor or lecturer level. Appointment to the position at the assistant professor level requires that the candidate's doctoral degree be earned by August 1, 2015. Appointment as a visiting lecturer is possible if the candidate has not earned the doctoral degree by August 1, 2015. Salary will be commensurate with qualifications and experience.

Applications: Review of application materials will begin October 1, 2014, and continue until the position is filled. Each application should be mailed in hard copy and include (a) a letter of interest summarizing the candidate's qualifications, (b) a curriculum vita, (c) a transcript of all graduate courses taken, (d) a sample syllabus for a course the candidate has taught or would be interested in teaching, and (e) names and contact information for three references. All applications and inquiries should be addressed to:

Barbara Mueller, Ph.D.
Advertising Search Committee Chair
Professor
School of Journalism and Media Studies
San Diego State University
5500 Campanile Drive
San Diego CA 92182-4561
muelle1@mail.sdsu.edu

About the Advertising Program at SDSU: At the undergraduate level, the advertising specialization in the School of Journalism & Media Studies is a five-course sequence designed to empower students with the conceptual knowledge and applied skills that are required for leadership positions in branded digital communications. The courses now address digital branded communications from the perspective of strategy, creative, and research. The specialization seeks an individual with the academic and professional competencies that will allow significant contributions to the current program and program expansion.

About the School of Journalism and Media Studies: The successful candidate will become part of a school with 17 tenured and tenure-track faculty, 3 full-time lecturers, 20 part-time lecturers, and more than 700 majors, pre-majors, and graduate students. Undergraduate program areas include advertising, journalism, media studies, and public relations. The School offers a master's degree program in mass communication and media studies, as well as a master's degree program in learning design and technology. The School is part of the College of Professional Studies and Fine Arts, one of seven colleges that serve a university community of 35,000 students in a fast-growing, culturally rich, metropolitan area with a loyal regional base and strong national and international relationships. For more information, visit: <http://jms.sdsu.edu>.

About San Diego State University:

San Diego State University is the oldest and largest higher education institution in the San Diego region. Since its founding in 1897, the university has grown to become a leading public research university. Each year, SDSU provides more than 35,000 students with the opportunity to participate in an academic curriculum distinguished by direct contact with faculty and an increasing international emphasis that prepares them for a global future. Overall, San Diego State students can choose from 91 undergraduate majors, 78 master's programs and 22 doctoral degree programs.

SDSU ranks among the top universities nationwide in terms of ethnic and racial diversity among its student body, as well as the number of bachelor's degrees conferred upon students of color. Increasingly recognized for innovative research, SDSU is establishing itself as one of the leading public research universities. It is classified as a "research-high" institution by the Carnegie Foundation. Research funding has more than doubled from a decade ago. Since 2000, SDSU faculty and staff have attracted more than \$1 billion in grants and contracts for research and program administration.

EEO Statement: SDSU is a Title IX, equal opportunity employer and does not discriminate against persons on the basis of race, religion, national origin, sexual orientation, gender, gender identity and expression, marital status, age, disability, pregnancy, medical condition, or covered veteran status.

EO-1083 Mandated Reporter Statement: The person holding this position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirement set forth in CSU Executive Order 1083 as a condition of employment.

Diversity Statement: SDSU is a large, diverse, urban university and Hispanic-Serving Institution with a commitment to diversity, equity, and inclusive excellence. Our campus community is diverse in many ways, including race, religion, color, sex, age, disability, marital status, sexual orientation, gender identity and expression, national origin, pregnancy, medical condition, and covered veteran status. We strive to build and sustain a welcoming environment for all.

SDSU is seeking applicants with demonstrated experience in and/or commitment to teaching and working effectively with individuals from diverse backgrounds and members of underrepresented groups.



THE UNIVERSITY OF ALABAMA

Advertising and Public Relations Clinical Faculty

The Department of Advertising and Public Relations at The University of Alabama seeks an experienced communication professional to join us as a full-time contract/clinical faculty member. The successful candidate must demonstrate expertise in conducting advertising and public relations campaigns, with an emphasis on research, planning, and evaluation, and must be able to incorporate these skills into the teaching of undergraduate courses in advertising and/or public relations, both of which are rooted in research-driven strategy, creative problem-solving, and measureable outcomes.

Demonstrated teaching experience is preferred. Other responsibilities include student advising and engagement in appropriate service activities, including building relationships with the professional advertising and public relations communities at the local, regional, national, and international levels. In addition to the course content described above, the successful candidate could also teach creative advertising development courses if such classes were a fit with the candidate's professional background. Finally, applicants must display an ability to be an actively engaged member of a highly collaborative faculty team.

A master's degree is required along with a minimum of five years of professional advertising and/or public relations experience.

The appointment begins on August 16, 2015. It is a contract position, renewable on a three-year basis subject to annual review and departmental needs.

The Department of Advertising and Public Relations is a nationally recognized program, celebrating 40 years of achievement with leading scholars, a highly competitive AAF National Student Advertising Competition Team, and student work exhibited during The One Club for Art & Copy's Creative Week in New York. The Department is also home to the Plank Center for Leadership in Public Relations and has been a finalist in PRWeek's Education Program of the Year for six consecutive years. The University of Alabama is an Equal Opportunity/Affirmative Action Employer.

To apply: Please upload your application, resume and cover letter at <https://facultyjobs.ua.edu>, and mail three letters of recommendation to:

APR Search Committee
Attn: Dr. Kenon Brown
University of Alabama
Box 870172
Tuscaloosa, AL 35487-0172

Questions regarding the search should be directed to Dr. Kenon Brown (brown@apr.ua.edu) Search Committee Chair, University of Alabama, Box 870172, Tuscaloosa, AL 35487-0172.

THE UNIVERSITY OF ALABAMA

APR Tenure-Track Faculty Position

The Department of Advertising and Public Relations at The University of Alabama seeks an outstanding faculty member for a tenure-track assistant professor position. The start date could be as early as January 2015, but will be no later than August 2015.

Research: An earned doctorate is required by date of appointment, and applicants must demonstrate strong potential to establish and maintain a scholarly research program. Because our departmental mission is to "shape the future of global advertising and public relations," we welcome diverse research perspectives, an understanding of the changing media environment, and entrepreneurial and leadership-focused thinking.

Teaching: UA is a student-centered research university, thus it is preferred that candidates have prior teaching experience and it is required that a candidate be able to successfully engage with students in the classroom. Applicants must display an ability to be an active and involved member of a highly collaborative faculty team.

An understanding of the strategic foundation of advertising is necessary, and applicants with some professional experience in this area will be particularly strong candidates. Candidates must be able to teach communication research and consumer insights, advertising account planning, and strategic and critical thinking. This position also could entail teaching creative advertising development courses if such classes were a fit with the candidate's professional background. Finally, this role offers teaching opportunities in the department master's programs and the college-wide doctoral program.

The Department of Advertising and Public Relations is a nationally recognized program, celebrating 40 years of achievement by leading scholars and a highly competitive AAF National Student Advertising Competition team. Student work has been exhibited during The One Club for Art & Copy's Creative Week in New York, and the program has been a finalist in PRWeek's Education Program of the Year for six consecutive years. The University of Alabama is an Equal Opportunity/Affirmative Action Employer.

To apply: Upload an application, resume and cover letter at <https://facultyjobs.ua.edu> and mail three letters of recommendation to:

APR Search Committee
Attn: Dr. Regina Lewis
University of Alabama
Box 870172
Tuscaloosa, AL 35487-0172

Applications will be accepted until the position is filled; however, review of applications will begin September 15, 2014. Questions regarding the search should be directed to the search chair, Dr. Regina Lewis (lewis@apr.ua.edu).

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

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