

In This Issue:

President's Column.....	1
Research Feature.....	3
Teaching Feature.....	5
Special Topic.....	6
Graduate Student Spotlight.....	8
AAA Notes.....	13
Announcements.....	16
Advertising Policy.....	33

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President's Column

Season's Greetings and Updates from the AAA

by Michelle R. Nelson (University of Illinois at Urbana-Champaign)

Happy end of the semester and end of the year! May you catch up on projects, sleep, and family and friends time during the holiday season.

I've just returned from the AAA Executive Committee (EC) meeting in New York City where we discussed the upcoming annual conference and our continuing efforts with the strategic plan. I will summarize various initiatives here, but please feel free to contact me directly if you have questions or want more information (nelsonmr@illinois.edu; 217-344-5068).

Mark your calendars: **ANNUAL CONFERENCE – March 22-25, 2018 in NEW YORK CITY**



Michelle R. Nelson



In the city that never sleeps we will celebrate our 60th anniversary. New York City is THE place for advertising. I was amazed when I saw people just hanging out on bleachers set up near Times Square – they were watching and filming the advertising. This is the place where, instead of avoiding, zipping, or blocking ads, we are fully attending to the advertising. [Like the Superbowl of outdoor.](#)

The energy and diversity of the city are captivating. I hope you will actively attend the sessions and conference events – but we will leave you with time to explore the city after our receptions. [The conference hotel](#), located in lower Manhattan, is quite near [the 911 Memorial & Museum](#), as well as [Battery Park](#).

The conference program itself will reflect the AAA mission as “the home base for academic growth, knowledge generation, global insight, networking, and the shared mission of educating the next generation of advertising scholars.”

This year, there were 190 paper submissions and 15 special topic proposals submitted for the conference. That is up significantly from last year's numbers (163, 12). In addition to the research focus, members rated Advertising Education Issues and Developing and Maintaining Academy-Industry Connections quite high on the strategic plan survey last year.



And since New York City offers great proximity to high-level industry folks, the program this year will include multiple opportunities to interface with professionals about teaching, research and practice. I am looking forward to reviewing our past and looking ahead to the future of advertising.

If you can come in early, I urge you to attend one of the three confirmed pre-conference sessions. Each session offers a different and important aspect of current advertising scholarship, teaching, and/or practice.

The Pre-Conference: Thursday March 22, 2018

½ DAY: IMC in Transmedia Era: Voices from Industry – an offsite session at Publicis Media, 375 Hudson St., New York, NY 10014. The panel, chaired by Jooyoung Kim, University of Georgia, and Lori DePace, Publicis Health: NYC, will feature high-level agency representatives from across functions and agencies. On the agenda are: Loretta Lurie, Senior Vice President/Group Client Director, MediaVest Spark; Ryan Moglia, VP of Digital/CRM/Content Strategy, SapientRazorfish; Carl Turner, EVP of Strategy, Publicis LifeBrands Medicus; and Diana Bosniack, SVP/Global Creative Director, Saatchi & Saatchi. The purpose of the session is to open a discussion forum among AAA members and advertising professionals in NYC about current IMC practices in the transmedia environment powered by the ongoing digital media revolution.



½ DAY: THE IMPACT OF “NEW RETAILING” ON ADVERTISING EDUCATION AND RESEARCH – moderated by Don E. Schultz, Northwestern University, with the following panelists: Martin P. Block, Northwestern University; Hairong Li, Professor, Michigan State University; Steven Keith Platt, The Platt Retail Institute; and Deborah Weinswig, Fung Global Retail and Technology. This session with a ‘town hall’ approach examines how the changes in the retail environment impact retail advertising and marketing communication concepts, research, and teaching.

Full Day: DIGITAL ADVERTISING & ETHICS: RESEARCH, TEACHING, & PRACTICE is chaired and organized by Saleem Alhabash and Kjerstin Thorson of Michigan State University along with Minette (Meme) Drumwright and Kathryn Pounders of the University of Texas at Austin with a nice range of speakers from across academic, regulatory,

and professional viewpoints. The full day pre-conference is organized in four sessions: Advertising Ethics: From Theory to Practice; Data, Privacy, and the Changing Face of Advertising; From Likes to Dislikes: The Future of Digital Advertising; and Teaching Ethics to Future Advertisers. Session topics include: ‘fake advertising’ and behavioral tracking to political profiling and advertising, augmented reality, algorithms, vulnerable populations, ethics across cultures, and more.

STRATEGIC PLAN

Last year, the Strategic Planning Committee released a report for the first-ever strategic planning document for the AAA and you were provided an opportunity to provide feedback on that report. The results of that feedback were sent to you last June 19, 2017; they are also available on the member part of the AAA website. The EC has been discussing and is implementing aspects of the strategic plan.

As you have probably seen, the AAA website has changed! The look and feel and functionality of the website have been vastly improved. A special thank you to the communications committee for helping to streamline the new website process. We are now moving on to a very important change in the structure and management of the organization.

Hiring a Professional Executive Director and Conference Manager

Those of you who have worked with Executive Director Pat Rose will admire her deep *and* wide knowledge, advice, and guidance with respect to all-things AAA. She is a rare gem – someone who knows so much and cares so much about us! Pat has already retired once from her ‘day job’ as a faculty member and we would like to allow her to retire from her other ‘day job’ as Executive Director. Eventually. We can say similar and wonderful things about our conference manager Betty Djerf.

In anticipating the eventual retirements of Pat and Betty, the Strategic Planning committee recommended that the EC carefully review the responsibilities and duties of the Executive Director and Conference Manager and solicit proposals to fulfill those responsibilities in the next two years (2017-2018).

The EC has begun reviewing these responsibilities, soliciting proposals, and meeting with professional conference managers. Based on our positive working relationship and mutually beneficial proposal, we have agreed to hire Dr. Ginger Phillips /[Arden Solutions](#), as the Executive Director. Ginger and her team have vast experience working for other academic associations,

Continued on page 7...

Research Feature

Virtual Experiences that Impact Physical Attitudes and Behaviors: Brief Introduction to Research on Immersive Virtual Worlds

by Sun Joo (Grace) Ahn (University of Georgia)

I was always interested in computer-mediated communication but had never heard of immersive virtual environments (IVEs; includes platforms commonly known as “virtual reality” or “augmented reality”) until I began my doctoral program at Stanford University’s Virtual Human Interaction Lab in 2006. The technology was clumsier and prohibitively expensive back then, but I was immediately drawn to the potentials it held for persuasive communication. In the following decade, the IVE technology has come a long way—ubiquitous use of various head mounted displays (the goggles that provide head-rotation, stereovision, and stereo-audio) to immerse users in fantastical but sufficiently realistic mediated environments is now a conceivable idea. Along with the Internet, mobile media, and social networking platforms, IVEs are poised to fundamentally transform our understanding of traditional communication models and norms.



Sun Joo (Grace) Ahn

Why Should Social Scientists Be Interested in Immersive Virtual Environments?

For decades, consumption of media content has largely been passive and unidirectional, wherein the individual reads, views, or listens to media content without any feedback from the content itself. Thus, not only was the experience passive, the content also remained largely static with little interaction with the user. IVEs are digitally rendered

spaces that offer sensory-rich simulations created by digital devices and allow users to experience mediated events in the virtual world as they might in the physical world. This means that audiences can use IVEs to embody the experience of mediated events as if it were happening to them at the moment, more realistically rendered than by any other traditional medium. For example, consider advertisements that allow potential consumers to vividly experience the product, seeing, hearing, and feeling the product through their sensory channels (Ahn and Fox 2016). And while delivering these sensory-rich simulations, the digital devices also track every physical movement made by the consumer down to the millisecond and millimeter. IVEs afford social scientists the best of both worlds—visceral experiences for ecological validity and accurate measures and replication for each participant for experimental control (Blascovich et al. 2002).

Back to Basics: Theory-Driven Research

Perhaps because of such technological sophistication, a common misconception regarding social science research on IVEs is that it focuses on the technology and is therefore only tangentially related to social sciences, including advertising, communication, and psychology. For many years, I have struggled with this knee-jerk reaction wherein editors and reviewers dismiss a study on IVEs as a “poor fit for this journal.” Readers’ gut reactions to IVE research are, in fact, not ungrounded; many IVE papers solely investigate novel features of the technology.

Although such techno-centric findings do contribute to a nascent field where much still remains underexplored, for

Sun Joo (Grace) Ahn Bio:

Sun Joo (Grace) Ahn (Ph.D., Stanford University) is an associate professor of advertising at the Grady College of Journalism and Mass Communication, University of Georgia, and the director of the Games and Virtual Environments Lab. Her main program of research investigates how interactive digital media transform traditional rules of communication and social interactions, looking at how virtual experiences shape the way that people think, feel, and behave in the physical world in four different contexts: health, consumer psychology, conservation, and education. Recently, she has received over \$3.5 million in support from the National Science Foundation and the National Institutes of Health as the principal investigator. She has published in a number of top-tier outlets, including *Journal of Advertising*, *Journal of Computer-Mediated Communication*, *Communication Research*, *Journal of Health Communication*, *Human-Computer Interaction*, and *Media Psychology*. She is the recipient of the Mary Alice Shaver Promising Professor Award from the American Academy of Advertising (AAA), the Emerging Scholar Grant from the Association for Education in Journalism & Mass Communication (AEJMC), the Charles B. Knapp Early Career Award Scholar Award from University of Georgia, and the Early Career Award from the National Communication Association’s Health Communication Division.

reasons obvious to many scholars, research that contributes to the theoretical advancement of the field is more fruitful in the long run. Therefore, the ideal research question exploring IVEs would be guided and informed by an existing theory or framework because social science has already made great strides in modeling and predicting human attitudes and behaviors. Then, the authors should consider the novel ways in which IVEs allow users to interact with the technology's features to consume content, and how these affordances extend or limit the existing framework. Also important is the investigation of underlying mechanisms or moderating factors of IVE experiences that drive the observed outcomes.

To illustrate, take, for instance, the seminal framework of social cognitive theory. Extant literature clearly demonstrates that people like to observe, mimic, and learn from models that they identify and share commonalities with. IVEs present opportunities to interact with a model that individuals may have never met before—a virtual human that looks photorealistically like themselves. We call them virtual doppelgängers; a virtual being that looks exactly like you but may not behave like you (Ahn and Fox 2016). This then presents an opportunity to systematically test a potential extension or boundary condition of an established theory: are people more willing to model themselves (because who is more similar to yourself than... yourself?) or are they psychologically disturbed when the similarities between themselves and the model become too intense?

McLuhan (1964) argued that the medium is the message, and in some ways, particularly when considering the impact of novel affordances of IVEs, the statement is true. But the fundamental needs of humans engaging in communication activities have not changed dramatically over time despite multiple technological revolutions. The basic psychological need to connect, communicate, and relate as social animals remains intact. Consequently, a purely techno-centric approach to IVE studies overlooks a major element of the human-virtual-real tripartite relationship of IVEs—without a deep understanding and theorizing of human motivations and behaviors, the effect of devices and their features alone have little meaning.

Residual Effects of Embodied Experiences

Perhaps the most fascinating element about embodied experiences in IVEs—having seen, heard, and felt things in a mediated world—is that the effects of the exposure do not cease after leaving the virtual world. Rather, just as personal experiences linger in the mind as schemas, the memories of the virtual experiences linger and yield residual effects on attitudes and behaviors in the physical world. Evidence

demonstrates that the experience of having briefly lived as another entity in a virtual world through controlling an avatar led people to continue to behave as their avatar would, after they left the virtual world (Yee and Bailenson 2007). The brief experience of living the world as a red-green colorblind person increased the time that they spent helping a person with the same disability in the physical world, and also reduced people's prejudice toward people with disabilities in general long after they had left the laboratory (Ahn, Le, and Bailenson 2013). My own work has repeatedly demonstrated that the effects of embodied experiences on attitude and behavior changes can last up to one week following a 2-3 minute exposure, whereas the effects of exposure to more traditional media messages (e.g., print, picture, video) dissipate rapidly over time (Ahn 2015; Ahn et al. 2016).

Why Immersive Virtual Environments Excite Me

Despite having directed the Games and Virtual Environments Lab for many years, I am actually not a serious gamer. I rarely play on my own time, ironically because I spend too much time studying them. But virtual worlds still excite me because of their ability to deliver messages as experiences that are better attended to and remembered longer, yielding sustained impact on attitude and behavior change. To me, social science is most meaningful when I am able to see the immediate impact of my research in my community. This is why, in recent years, I've concentrated on obtaining federal funding to promote STEM education in children in tandem with the Children's Museum of Atlanta,

Continued on page 11...

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Have Items for the Newsletter?

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

Send your news items to the Editor, Joonghwa Lee, by **January 15**, at joonghwa.lee@und.edu

Teaching Feature

A Heartfelt Plea for Early Training Wheels on that Teaching Bike!

by Padmini Patwardhan (Winthrop University)

I was delighted when AAA newsletter editor Joonghwa asked me to write the teaching feature for this issue. After all, I had won two teaching Oscars this year (AAA and AEJMC) but got to make a speech at only one of them (AEJMC). So, this was a nice opportunity to talk to AAA colleagues about effective teaching and redress the balance!



Padmini Patwardhan

But seriously, AAA's teaching feature has always provided food for thought with great ideas to improve our impact on young and impressionable minds. To some of us, teaching comes almost by instinct. To others, time and patience are needed to smooth the edges. And then there are those who see it as something you have to do (teach) to be able to do what you really want to do (research). To all I ask the same question: how many of us are actually trained in the art and craft of effective teaching?

My own answer is "not at all." Of course, some of you may have had a different experience. But, here's a small sample of what I got when I broached the topic to a few fine fellow profs to help me formulate my thoughts: "Define training." "Do you mean formal or on the job?" "I've a Ph.D. I'm an expert in my subject. That's my qualification to teach." "I have 20+ years of experience in the professional world. I don't need training." And finally: "What a brilliant question! Why haven't we discussed this before?"

I'll take my cue from that last one. My interest in teacher training evolved from research into leadership training in

advertising and public relations – a topic I have been working on for the last few years. In conversations with senior professionals, I repeatedly heard the same thing: industry doesn't do a good job at 'real' and structured leadership training because there are too many pressures and too little time. They also asked: can universities step in to help? Why don't you start the process early and offer undergrads training in soft skills, life skills, and leadership skills alongside their professional skills? This set me thinking about other skills we impart (or don't) in advertising education at different academic levels. Again and again I came back to my own doctoral experience. I realized that I learned a whole lot about doing good research but very little about becoming an effective teacher.

Teaching is like learning to ride a bike. At the beginning, we can all use a lot of help. Those training wheels can add support and stability when it is most needed and make the learning curve less daunting. So why not put them on early as part of the process?

I get that research is the primary focus of a Ph.D. program. For most graduate students those are some of the best years of discovery and exploration. Cutting edge scholarship incubated at that time extends the frontiers of knowledge in our discipline. However, the Ph.D. is a gateway to tenure track positions at a variety of academic institutions. The range of opportunities spans research, balanced, and teaching focused universities – and teaching is one of the first responsibilities for new faculty at all of them.

When I think back to my own Ph.D. days, teaching was almost always an afterthought (it paid the bills as GA or instructor of record). One reason for limited focus on teaching could be that

Continued on page 12...

Padmini Patwardhan Bio:

Padmini Patwardhan (Winthrop University) is professor and coordinator of the IMC program. She has professional experience as an advertising creative and media columnist and teaches courses in IMC, advertising, public relations, and communication theory & research. She is recipient of the 2017 Charles H. Sandage Teaching Excellence Award (AAA) and the 2017 Distinguished Teaching Award (Ad Division, AEJMC). Other honors include the 2016 Scholarship Excellence Award (College of Arts & Sciences, Winthrop), 2011 Thompson Scholar (Winthrop) and 2006 Visiting Professor Fellow (AEF). Her current research focuses on leadership issues in advertising and public relations. She is published in leading journals, has earned many conference recognitions, and received research funding from several sources (e.g. Temerlin Advertising Institute, American Academy of Advertising (fellowships); Plank Center for Leadership in Public Relations, National Association of Broadcasters, South Asian Journalists' Association, Winthrop Research Council (grants). Padmini works closely with professional associations and serves on journal editorial boards. She has worked on numerous AAA committees since 2002, most recently completing her term as AAA Secretary and EC member. She has also served on the EC of AEJMC's Advertising Division.

Special Topic

“
The administration world is a mysterious territory, especially for junior faculty members. It is beneficial for both junior faculty members who would like to understand administration and senior faculty members who are preparing to take a step into that mysterious world. Dr. Joseph E. Phelps unveils some of the mystery by sharing his experience! – Editor –
”

“Chairish” is a Word I use to Describe...

by Joseph E. Phelps (University of Alabama)

Are you considering a professional opportunity with administrative duties? If you have not served in an administrative role previously, you may find the reflections in this article to be of interest, and hopefully, of some value.

If you are just starting to think about moving into administration, the first thing you should do is ask yourself, why?

Why does this administrative role feel like it might be a good opportunity? To answer this question, it will be helpful to consider how the duties and rewards of the administrative position differ from the duties and rewards connected with your current position.

Which aspects of your current faculty role bring you the most joy and which duties are not quite as appealing to you? If you are a tenured, you earned tenure on the basis of your research productivity and your teaching skills. Teaching and research are efforts often carried out alone. Some have compared the role of a faculty member to that of an independent contractor. You are judged to be productive as an individual scholar and you are rewarded for your productivity as an individual.

As a Department Chair, Associate Dean or Dean, your duties expand and the focus is no longer on you as an individual.



Joseph E. Phelps

You are now the leader of a team and it is your duty to help the team be productive and accomplish the team's goals.

The focus is on the team and this focus will direct your investment of time. What was once time allocated for your research will likely be redirected toward other duties. In any administrative position, there will be many meetings and a great deal of paperwork. From a department chair's perspective, it seems like the layers of bureaucracy, and here we call it "Crimson Tape," increase each year. All of that can be mind-numbing at times.

Despite those less than appealing aspects, if you enjoy helping others accomplish their/our goals and enjoy celebrating the accomplishments of your team mates, you will likely enjoy an administrative position.

Personally, I get excited when our students earn a scholarship and when I get to meet parents at graduation. I feel great pride when students in my department win a competition, such as NSAC or Bateman, under the direction of one of our faculty. I feel that same pride when a faculty member is honored with an award for outstanding research or is awarded a grant to conduct outstanding research. I love bragging to alumni, potential employers, and pretty much anyone that will listen, about the accomplishments of our students and our faculty team. These aspects of my job bring me joy and they more than make up for other duties.

Be honest with yourself when you consider whether it is more satisfying to accomplish individual goals or to facilitate the accomplishment of team goals as the answer to this question can help direct your career decision. No matter what you

Joseph E. Phelps Bio:

Joseph E. Phelps is the Reese Phifer Professor and Chairman of the Department of Advertising and Public Relations at The University of Alabama. He received his M.A. and Ph.D. degrees from the University of Wisconsin-Madison and received his B.A. from Saint Norbert College. Phelps has published in a wide variety of marketing and advertising journals and in a few medical journals and his work has garnered thousands of citations. In 1999, the Direct Marketing Educational Foundation selected Phelps as the Outstanding Direct Marketing Educator. He served as President of the American Academy of Advertising (2004-2005) and in 2015, he was named a Fellow of the American Academy of Advertising.

decide, you will be working hard to be successful so you might as well get the maximum enjoyment out of that hard work. If you have made the decision to move into an administrative role, I have some additional advice that I hope you will find of value. I do not claim to be an expert in administrative leadership but I do think that I've learned some useful lessons over the years. Some of these lessons were learned because of mistakes that I made and if I can help you avoid a mistake your reading this article will have been time well spent.

I had already been a faculty member for about two decades when I became Department Chair. I thought I knew this program and that I knew better than anyone else what needed to be done to improve it. I was so confident that I knew what was best for the program that I did not see the need to ask the opinion of others. I just wanted to push my plans forward and I did push.

There was push back and my plans did not get very far with the faculty that first year. I was fortunate that the faculty, especially the senior faculty, were patient and more than willing to provide advice as long as I would listen. I listened very carefully and as I listened, I learned.

As those discussions continued, it was no longer simply me pushing my ideas. It became a sharing of ideas and the identification of shared goals. Goals that we could also link directly to the goals of the College and the University. Those links were crucial in illustrating our contributions and thereby our value to the College and the University decision makers.


Together we developed a shared vision using a strategic planning process. It has been nearly five years now since we completed the work to create our strategic plan and we have worked that plan. We have successfully obtained almost every one of our goals and are currently beginning the process to develop a new plan. I mention all of this to provide context for the two suggestions below.

First, your job will be easier if you learn to be a good listener. If your team knows you care and that you will help them accomplish their goals, they will develop and share great ideas.

Second, your job will be easier if you and your team agree on shared goals and develop a strategic plan together. The plan will help direct your efforts and team resources toward the accomplishment of what the team has already identified as priorities.

More important than making your job easier, it is my experience that following these suggestions will increase your

team's productivity and direct that productivity toward shared goals that are tied to directly to larger institutional goals.

Your success as an administrator is bound to the success of your team. Your rewards, both the tangible and intangible rewards are likewise bound. 

Continued from page 2 by Michelle R. Nelson.

such as the American Council on Consumer Interests. There is a transition plan in place where Pat, Ginger and her team, and Betty will work closely together for the next few years. You may have met Ginger at our conference in Boston. She will also be in New York City where we will introduce her and welcome her to the AAA family.

UPCOMING DEADLINES: DEC. 15 AND JAN. VOTE!

You received an email about nominations for officers. As a reminder, for the first step, we are seeking nominations from members of the Academy and we hope you consider nominating your colleagues for these important positions. Nominations are due December 15.

Your nomination should include:

- The position for which you are nominating
- The individual you are nominating (including the person's full name, phone number, and email address)
- Rationale/support for your nomination including why the person is qualified for both providing overall direction to the organization and fulfilling the specific duties of the job.

President-Elect (this person becomes President the following year and, afterwards, the Past-President)

Vice President (a one year position)

Secretary (a one year position)


Treasurer (a two year position)

Please e-mail all nominations to:

Jisu Huh, Past-President and Chair of the Nominating Committee, at jhuh@umn.edu

The election will take place in January 2018 and the winners will be announced at the end of January prior to the 2018 Annual Conference.

If you would like more information, Articles V and VI of the Academy's Constitution (found on the AAA website: www.aaasite.org) spell out the procedures to be followed and the descriptions of officers and their duties. In addition, the Secretary's duties have been expanded to oversee AAA communications.

Warm wishes for the holidays and hope to see you in New York! 

Graduate Student Spotlight

Tara Walker (University of Colorado, Boulder)

For the past couple of years, I've been interested in the successes and pitfalls of Dove's advertising. Dove has routinely been praised as a brand that challenges gender stereotypes. While I do think that Dove has made some good decisions, it bothers me when people hold up the Dove ads as the pinnacle of "responsible" advertising. It's as if featuring images of women who don't look like Victoria's Secret models means that we've solved the issue of representation in advertising. If you were following the recent controversy about a video Dove released, you know that we haven't.



Tara Walker

The three-second video featured a black woman taking off her t-shirt and turning into a white woman. It went viral, but not for the right reasons. Dove had intended to show that their products are for all skin colors and races, but judging by the fury on social media, that effort backfired dramatically.

I feel strongly that advertising is not a passive reflection of culture and society, but that it can, and does, shape culture and society. Because of this, representation matters. Some people see a bad ad and say, "Well, it's just a product of the world we live in," but I think that's a sorry excuse. As a researcher, I try to challenge inaccurate media representations of gender and race, and more recently, mental illness. So, I was obviously dismayed when I saw the video. The ad, as a spokesperson said, "missed the mark."

When you consider that most of the ad's context was erased by social media, it becomes much more sympathetic. The original version of the ad featured seven models of different races and ages changing into each other. But in the contemporary media environment, context gets washed away with every re-post. It's like the kid's game, telephone,

where every time the message gets passed on, it gets a little bit more incomprehensible. Unfortunately, the creative team that came up with this ad didn't foresee the likelihood of being taken out of context. Wrapped up in their intentions, the larger context of American society and culture was forgotten: Racial and political tensions are high, and they echo a long, painful history of racial oppression, not easily erased by Dove's good intentions.

You only have to look as far as Aunt Jemima's pancakes or Uncle Ben's rice to be reminded of the seedy history of racial stereotyping in marketing. The image of a black woman turning into a white woman channels turn-of-the-century Pears' soap ads. In one of them, a black child washes his skin with the soap and turns white, communicating that blackness is dirty and can be washed away to reveal purity. Images that remind us of this intensely racist past will never be benign. They will always haunt the American psyche. When you create advertising imagery, you are not just selling a product; you are tapping into history, and a backlog of metaphors and experiences. Any advertiser that takes on race has an ethical responsibility to consider this.

Beyond that, media creators cannot assume that anything will be seen in the context for which it was intended. The speed and ubiquity of information makes it possible to share anything online with anyone. This sets advertisers up for a sizable challenge: they might have to start considering the perceptions of people who only see *part of an ad*. This would require thinking beyond the immediate context to the wider cultural context, and even beyond that to the global context of the internet.

It would be easy to get cynical, to say that there is no way to avoid offending people, so why bother? But because advertising benefits from the globalized marketplace that it helped to produce, the industry has a responsibility to examine the wider implications of the messaging it creates. Without this consideration, outrage regarding offensive images will continue – with good reason. ~~AA~~

Tara Walker Bio:

Tara Walker is currently a second-year PhD student in Media, Research and Practice, focusing on Strategic Communication, at the University of Colorado, Boulder. She received her BA in English with a minor in Philosophy from Coe College, and her MFA in Writing from the School of the Art Institute of Chicago. Tara's research interests include representations of marginalized populations and communities in advertising, the ethical controversy surrounding direct-to-consumer advertising, and wider questions concerning depictions of mental illness in media.

Anneroos Smink (University of Amsterdam)

When asked to write a column for the AAA newsletter, I could choose any topic I wanted. So why not write something about my own PhD topic? *Augmented Reality* is a topic that is often discussed in talks or keynotes about the future of advertising.



Anneroos Smink

However, nobody really knows what this future is going to look like, except that the media says *'it's going to be big'* and *'it's going to change the way we advertise'*, but how exactly?

Are we all going to walk around with see through glasses or lenses that project virtual content on your surroundings in the future? Will we walk around the city while getting virtual directions, seeing messages appear in your sight, showing virtual, personalized ads, while at the same time you're feeding your virtual pet? This is what Augmented Reality could empower. For some, this might seem like a far-fetched future, but it might be closer than you think.

For those not yet familiar with Augmented Reality, this technology enables consumers to project virtual objects upon the physical world, through smartphone apps or head-mounted displays (such as Microsoft HoloLens). Think of the hype around *Pokemon Go*, which projected virtual Pokemons on your own street. Or the *IKEA* app, that enables users to try out virtual furniture in your own living room. But this is more of a gimmick compared to what Augmented Reality glasses can do; turn your living room into a game of *Minecraft*, replace your TV by projecting it on your wall, or virtually transport yourself to another room. I must say, when explaining what this technology entails, it does not sound as exciting and interesting as when you experience it yourself.

It is evident that when Augmented Reality gets as big as the media suggests, this will have consequences for what advertising is going to look like in the future. What I found an interesting and original angle in this discussion is a recent

social media post on Jeff Koon's Augmented Reality art work. In October, Snapchat launched an Augmented Reality art exhibition, showing Jeff Koon's artwork at physical locations, such as New York's Central Park. Snapchat users could use their smartphone's camera at these locations to see the virtual art work. As a reaction to this, Graffiti artist Sebastien Errazuri digitally manipulated the virtual artwork, showing off a vandalized sculpture. By doing this, he raised an interesting issue on social media with regard to using these geographic locations to project virtual content:


"Should corporations be allowed to place whatever content they choose over our digital public space? Central Park belongs to the city of NY. Why should corporations get to geo-tag its GPS coordinates for free? We know they will make money renting GPS spots to brands and bombard us with advertisement. They should pay rent, we should choose to approve what can be geo-tagged to our digital public and private space."

What is so interesting in this discussion about Augmented



Reality, is that it blurs the boundaries between what is real and what is virtual, between who is the creator, sender

or receiver of information, and who is the actual owner of the virtual content. Whose property is the virtual augmented space? Are advertisers allowed to place ads virtually in a physical environment?

To come back to the question on how Augmented Reality will change advertising, nobody really knows. But it raises interesting questions which are also important with regard to advertising research. For now, I hope I have given you some ideas to think about. 

Anneroos Smink Bio:

Anneroos Smink is second-year PhD candidate at the Amsterdam School of Communication Research, University of Amsterdam, the Netherlands. She received her research master's degree in Communication Science with distinction in 2014. After working for two years at a marketing research agency, she returned to academia in 2016 to carry out her 4-year PhD project, focusing on the persuasive consequences of Augmented Reality applications. Part of her project is funded by the AAA doctoral dissertation grant.

Betsy Byrne (University of Tennessee)

During my first semester of my master's program at University of Louisiana at Lafayette, I was reporting the results of a study we read for class. My professors said, "So what?"



Betsy Byrne

Although simple, this question has since guided my research in efforts to create relevant, creative studies that are of interest to the advertising industry.


As a second year doctoral student at the University of Tennessee, my research philosophy is a combination of the questions I am drawn to and the application of the "so what" question. I use the "so what" question as a template to understand how the results of my study would be applicable to the advertising field. Before I design a study, I ask myself, how would this study contribute to my field of research?

I have always been interested in the psychology behind advertising. What about an advertisement makes a person choose to buy a product? Are individuals attracted to advertisements that highlight their subconscious needs and desires? Which elements in an advertisement are more appealing than others? Specifically, I am interested in consumer responses to advertising messages, as well as individual psychological differences involved in persuasion. Based on these broad interests, I have combined communication with advertising theories to develop research questions that extend previous research.

In applying media psychology to communication theory, I am most interested in narrative transportation, a second-order measure of cultivation theory. Narrative transportation is the extent in which an individual become immersed into a storyline, losing touch with the world around them. Narrative transportation was the foundation of my thesis at University of Louisiana at Lafayette as well as the current study I am working on.

For my thesis entitled, "Psychological Media Effects of Narrative Transportation in Advertising," I explored the relationship between narrative transportation and brand favorability, incorporating the individual difference variables of need for fantasy and cognitive capacity. My thesis applied a positivist perspective with an experiment to study the effects of these variables on product placement.

Currently, I am working on a study entitled, "Psychological Differences in Ad-Skipping via 2017 Super Bowl Commercials." This study explores narrative transportation and ad-skipping, incorporating the individual difference variables of fantasy proneness and escapism. The study examines relationships between narrative transportation, message strategy, and viewing time on overall brand attitude in the context of online video advertisements.

In future projects, I will explore the relationship between narrative transportation, cognitive process, and other psychological variables that may enhance the effect of narrative transportation. Since my thesis, my research has continued to be based on the positivism perspective, utilizing experiments as my methodology. However, I hope to continue to expand my knowledge of narrative transportation, as well as the perspectives and research methods that I use, always keeping the "so what" question in mind. 

Have Items for the Newsletter?

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

Send your news items to the Editor, Joonghwa Lee, by **January 15**, at joonghwa.lee@und.edu

Betsy Byrne Bio:

Betsy Byrne is a second year doctoral student at the University of Tennessee from the School of Advertising in the College of Communication and Information. Betsy earned a Bachelor's of Arts degree in Communication with a concentration in Public Relations at the University of Wisconsin – Stevens Point and a Master's of Science in Communication with a concentration in Advertising at the University of Louisiana at Lafayette. Her research interests are in consumer behavior, fantasy proneness, and narrative transportation in advertising.

Xiaolu Zhou (University of California, Irvine)

From China to Singapore, then to the UK and continental Europe, and now the United States, I have studied and lived in three different continents. Living in these different parts of the world made me confront cultural differences at various levels. This experience caused confusion and shock, but this has made me capable of understanding what is happening around the world and able to adapt to different environments.



Xiaolu Zhou

This has become a significant part of my personal growth since this special type of education has never been easy or smooth to navigate. Gradually, I have grown more open to different perspectives and people, and gained more confidence to overcome language barriers and other difficulties.

It has been a long journey for me before I found the right fit and entered my current doctoral program. My academic journey involved frustration and failure though I never gave up. I am especially grateful to the professors who believed in me and generously provided me great support along the way. Without their support, I would doubt whether I could go so far. My graduate studies have spanned the social sciences, humanities, and arts. I appreciate diverse approaches to addressing particular social inquiries and phenomena across these disciplines. I believe that an interdisciplinary approach provides great opportunities to enhance creativity in marketing research.

My interests in academic marketing stem from my experience with communications and performance research and are focused on the power that some messages have in reaching consumers when communication is infused with art. These aesthetically enriched messages engage consumers' emotions, shape their feelings and even sharpen their thoughts. I came to this strongly held belief through both academic studies and life experience. I am interested in the role of art and entertainment in marketing communications and how this affects consumer emotions and behaviors. This

process is not merely about what advertising does to consumers, but rather, it is about the co-creative aspects that both engage consumers and are constantly shaped and reshaped by consumers. Marketers build fantastic space with spectacles which evoke fantasies and generate pleasant feelings. In such space, consumers are invited to use their imaginative mind and engage with the unexpected yet desirable scene. I see the importance of artistic techniques and performativity in marketing, along with consumer imagination and fantasy. Further, I look into the social benefits that advertising generates aside from influencing consumption such as positive emotional value and well-being of consumers. Both universal puzzles and unique cultural contexts of consumer behavior, and interesting social phenomena motivate me to pursue this academic journey. ✨

Continued from page 4 by Sun Joo (Grace) Ahn.

and to encourage physical activity in children in partnership with the YMCA of Metropolitan Atlanta. Harnessing the powers of virtual worlds to help people better assess risk situations, make informed decisions, learn effectively, and adopt recommended behaviors is what gets me up in the mornings and my *raison d'être* in academia. Have I piqued your interest in virtual worlds? Have any questions or want to work together on a project? I would love to hear from you: sjahn@uga.edu (@sunjooahn, <http://grady.uga.edu/vr>)

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Xiaolu Zhou Bio:

Xiaolu Zhou (xiaolu@uci.edu) is a doctoral student in Marketing at the Paul Merage School of Business, University of California, Irvine. She is currently working on product placement and its effect on consumer behavior and branding. She received a Master's in Mass Communication at Nanyang Technological University, Singapore, and a MA in International Performance Research at the University of Warwick jointly with the University of Helsinki/Tampere.

Media Era (Vols. 1-2), Ruth E. Brown, Valerie K. Jones, and Ming Wang, eds., Santa Barbara, CA: Praeger.

Ahn, Sun Joo (Grace), Amanda M. T. Le, and Jeremy N. Bailenson (2013), "The Effect of Embodied Experiences on Self-Other Merging, Attitude, and Helping Behavior," *Media Psychology*, 16(1), 7-38.

Blascovich, James, Jack Loomis, Andrew C. Beall, Kimberly R. Swinth, Crystal L. Hoyt, and Jeremy N. Bailenson (2002), "Immersive Virtual Environment Technology as a Methodological Tool for Social Psychology," *Psychological Inquiry*, 13, 103-124.

Yee, Nick, and Jeremy N. Bailenson (2007), "The Proteus Effect: Self Transformations in Virtual Reality," *Human Communication Research*, 33, 271-290. 

Although helpful, this may no longer be sufficient to prepare for the challenges of today's academic careers.

We do a disservice to future teacher-scholars if we do not provide resources to help develop teaching skills. As our own teaching styles develop, early knowledge can make the journey easier. Doctoral programs could and should offer more structured training in both the *why* and *how* of teaching. Just as in research, pedagogy equips us with better knowledge of changing education environments and student learning patterns. Learning ethics, time management and lesson planning; building instructional technology competence; learning about classroom dynamics and engagement strategies; and understanding relevance of assessment are all important to successful teaching careers.


Continued from page 5 by Padmini Patwardhan.

doctoral students are under pressure to build research agendas. Added formal training in teaching may be viewed as one more thing that distracts from that primary goal. Another could be that teaching is not seen as something that needs to be taught; many believe it can be acquired experientially assisting and emulating professors, teaching entry level classes and labs, and refining skills in early pressure cooker years on the job.

I certainly don't imply that emphasis on scholarship leads to lack of teaching skills. With or without help, we've all built our personal teaching approaches and styles. So why fix what is not broken? My contention is that early training can only benefit us all: learning to teach well is just as important as learning to do research. Today's academic environment is complex. Our traditional teaching practices do not keep pace with innovations and developments in learning. Much has changed and continues to change in the field of education: most certainly in technology, learning styles, and delivery platforms. What better place to start creating teaching competency than side by side with scholarship in our doctoral programs?

That's not to say we don't do anything already. Many universities have teaching academies or learning centers that offer ample opportunities for faculty development – but how many actually take advantage? I would also argue that there is a need to begin the process much earlier with pedagogical training included in the doctoral curriculum. I see teaching as both art and science. Exposure to the scholarship and tools of teaching can only lead to better educators. I am also aware that several Ph.D. programs offer some guidance through a teaching seminar or mandatory graduate assistant orientation. The training, however, varies widely and often relies on conventional approaches.

This becomes even more important given the cultural diversity among students in US based doctoral programs in advertising, marketing and related fields. To international students from a different educational environment, the American undergraduate classroom can create cultural speedbumps and lead to performance anxiety. Anecdotal, observational, and experiential evidence suggests that many operate in survivor mode in early years, particularly when English is a second language. We owe it to them to develop better understanding of the cultural needs of all future educators and build better coping mechanisms and confidence for those first years on the job. If only I had been taught a little more of what I know now, I could have averted multiple crises in the classroom, become involved in innovative curriculum development from the get-go, and held on to the 10 pounds I lost during the first three years (alas, I got them back later).

As a research field, advertising borrows theories and practices from other disciplines because it makes us better as a sum of many parts. In teaching as well, why not borrow some of the training approaches, tools and techniques from fields like education and work them into a better game plan to train our trainers? The more prepared we are, the better off our students will be. 

Upcoming Event

AAA Annual Conference
Marriott Downtown, New York, NY
March 22-25, 2018

AAA Notes

Awards and Honors



Sun Joo (Grace) Ahn

Dr. Sun Joo (Grace) Ahn (University of Georgia) received the NCA Health Communication Early Career Award. This award recognizes a communication scholar who has made a substantial positive impact on health communication research, yet who is currently early in her or his career. Nominees should have a productive record of high-quality publications and should demonstrate evidence of sustaining their scholarly trajectory.



Charles R. Taylor

Dr. Charles Raymond (Ray) Taylor received the 2017 EAA Flemming Hansen Award, the official award of the European Advertising Academy for contributions to distinguished scholarship in advertising research; and, with this award, the EAA recognizes an author of one or more publications that had a significant impact in the field of advertising. The prize was awarded during the 16th ICORIA (International Conference on Research in Advertising) in Gent, Belgium.



Claire Segijn

Dr. Claire Segijn (University of Minnesota-Twin Cities) received Baschwitz Article of the Year Award for Young Researchers for the article "The Underlying Mechanisms of Multiscreening Effects" that was published in the Journal of Advertising last year.

Grants and Fellowships



Steven Edwards



Fong Yee Chan

Dr. Steven M. Edwards, Ph.D., Distinguished Chair and Director, Temerlin Advertising Institute and Dr. Fong Yee (Fanny) Chan, Assistant Professor, Hang Seng Management

College were awarded \$599,940 HKD by the Research Grants Council of Hong Kong to examine the effectiveness of product placements on television. The project will examine the interaction of brand familiarity and congruity with consumer need for cognition to better understand the persuasiveness of co-appearing brands in television programs.



Carolyn A. Lin

parents/caregivers of 1- to 2-year-olds.

Dr. Carolyn A. Lin (Professor, Department of Communication, University of Connecticut) has recently received funding from the *Child Health and Development Institute* (2017-2019, \$174,064) as a co-investigator for the following research project: *Integrated communications pilot to encourage adoption of healthy eating guidelines by low-income*



Yoenshin Kim



Sukki Yoon



Tae Hyun Baek

Drs. Yoenshin Kim (Myongji University), Sukki Yoon (Bryant University), Tae Hyun Baek



Yung Kyun Choi



Sangdo Oh

(University of Kentucky), Yung Kyun Choi (Dongguk University) and Sangdo Oh (Yonsei University) have recently received funding from the National Research Foundation of Korea (2017-2019, \$138,840) for the following research project: Culture and Sustainability Advertising. The research will examine the persuasive impact of pro-environmental message features and the socio-cultural characteristics of the audience on sustainable consumption behaviors such as saving water and recycling.



Kara Chan

Dr. Kara Chan, Professor of Advertising at Hong Kong Baptist University, has received a Faculty Research Grant of US\$15,000 from Hong Kong Baptist University to conduct a research project on "Social inclusion and Internet use among people with mental illness in Poland" with collaborative researchers from Poland, UK, and Hong Kong.

Dr. Sun Joo (Grace) Ahn (University of Georgia) has received a R01 grant (\$3,316,724) from the National Institutes of Health (National Heart, Lung, and Blood Institute) for 2017-2022. Project title: "The Virtual Fitness Buddy Ecosystem: Using Digital Technology to Promote and Sustain Moderate-to-Vigorous Intensity Physical Activity in Children." Dr. Ahn is the principal Investigator of the project.

Job Changes, New Hires, and P&T

Dr. Kara Chan (Hong Kong Baptist University) was appointed as the associate director of the David C. Lam Institute for East-West Studies. The research center focuses on three research themes, including urbanization and mobility; environment, health and sustainability; as well as cross-cultural studies.

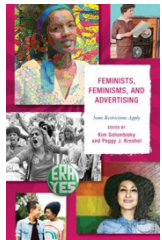
Dr. Ye Wang received Tenure and Promotion to Associate Professor at the Department of Communication Studies, University of Missouri-Kansas City.

Dr. Mihyun Kang received Promotion to Associate Professor in the Department of Communication at Eastern Connecticut State University.

Dr. Claire Segijn started as a tenure-track assistant professor in the Hubbard School of Journalism and Mass Communication at the University of Minnesota-Twin Cities in fall 2017.

Dr. Yan Huang started a tenure-track assistant professor in the Temerlin Advertising Institute at Southern Methodist University in fall 2017.

Book Releases



Kim Golombisky (University of South Florida) and Peggy Kreshel (University of Georgia) have just published [*Feminists, Feminisms, and Advertising: Some Restrictions Apply*](#) (Lexington, 2017). The book is a collection of 15 essays by feminist scholars focusing on a broad range of issues related to

women and the advertising industry. Among those issues are: the relationship between the industry and the feminist movement, ethics, historical accounts of women working in the industry, how advertising messages are encoded, the culture of the agency creative department, and how intersectional audiences decode, interpret, and resist advertising content. A concluding chapter provides a "primer" on feminist education for advertising students.

Kim Golombisky (University of South Florida) and Peggy Kreshel (University of Georgia) will publish *What's the Big Idea? Feminist Perspectives on Advertising* (Lexington) scheduled for release early in 2018. That book, also an edited collection of essays by feminist scholars using a range of feminist methodological approaches will examine advertising messages and content.



Dmitry Senderov (STRONG communication group, Russia) together with Ukrainian professor Evgen Romat published new textbook *Marketing Communications*. This book incorporates most effective trends in global marketing, including PR, Digital, direct marketing, sales promotion, event marketing, sponsorship, advergaming. The textbook continues a series of books written by practitioners.



[*Advances in Advertising Research \(Vol. VIII\): Challenges in an Age of Dis-Engagement*](#) is now available. For this volume, Vesna Zabkar and Martin Eisend served as editors. The volume is a selective collection of research presented at the 15th International Conference in Advertising (ICORIA) which was held in Ljubljana (Slovenia) in July 2016. The book addresses challenges in research and management pertaining to the media, contents, and audiences in the era of (dis)engagement.

Other News

Dr. Kara Chan of Hong Kong Baptist University together with the library launched a new web site about materialism among children and youth in China, Hong Kong, Macao, and Singapore. It presents survey documents, survey data, findings, drawings, and interview transcripts for several quantitative and qualitative works on the topic. Members can use the resources for teaching data analysis, conducting meta-analysis, or getting insights for future studies. Please feel free to visit [the page](#).



This Spring Break, Temerlin Advertising Institute (TAI) students and faculty went to South by Southwest (SXSW) to attend the SXSW Conference, which included sessions on Brands & Marketing, Design, Development & Code, Experiential Storytelling, VR/AR and the Intelligent Future. This was the first year that students could attend SXSW through TAI while receiving course credit. Many students were excited about the opportunity and greatly enjoyed their time spent in Austin. 



Registration for the 2018 Media Scholars Case Competition is now open!

Case Competition

Students begin by completing the qualifying round, which includes a brief introduction to the basics of media planning. This allows judges to determine those most able to submit a competitive media plan. During this round of the competition, students may work either individually or in a team of two.

Qualified students then work in teams of two to create a strategic media plan based on a hypothetical public policy issue. Students work with actual, real-world data from leading national research and rating firms to create a media plan that effectively reaches their target audience.

Some students may not have the knowledge or background necessary to create an in-depth strategic media plan. With that in mind, we have created a step-by-step guide to participation and a suggested reading list. A 15-minute tutorial is available to registered teams upon request.

All students, regardless of academic interest, have the opportunity to truly engage in this challenge and potentially visit the Nation's Capital for Media Scholars Week.

Media Scholars Week

The top six teams are flown to Washington, D.C. where they participate in a week of networking and career advancement opportunities. At the end of the week, finalists present their strategy to a panel of judges and compete to win the National Excellence in Media Award and a portion of \$16,000 in scholarships. The award winners are announced each year at a networking reception held at The Newseum. Nearly 500 media industry professionals from across the country attended this event in June 2017.

Interested students may apply online at:
<http://www.mediascholars.org/media-fellows/>



www.MediaScholars.org

 @MediaScholars

 Facebook.com/MediaScholars

 @Media_Scholars

A 501(c)(3) organization providing scholarships, networking and educational opportunities for undergraduates interested in public policy media strategy, research and management.

Announcements (Logo Design Contest)

American Academy of Advertising (AAA) — Annual Conference Logo Design Contest Overview for Logo Design Call for Student Entries:

The AAA Annual Conference Logo Design Contest is in its fourth year and is now open to any paid AAA member faculty who teaches a design-related course to submit up to **FIVE (5) student logo designs** for the 2019 AAA Annual Conference in Dallas. Below are the parameters faculty should use to create guidelines for a course logo design assignment.

Students should design a logo that:

- effectively captures the essence of the host city in a creative and clever way that is not dominantly based on just a city skyline;
—NOTE: An iconic skyscraper element could be part of a logo design if done so in a clever way that will reproduce well as Illustrator "line art" and effectively convey the essence of the city, realizing not all cities will have iconic skylines like Seattle's Space Needle, or a couple of unique skyscrapers in Chicago and New York City);
- speaks to an international audience of AAA members (professors and graduate students who conduct research and /or teach advertising in marketing, journalism and mass communication and other departments; also industry professionals) and potential constituents who may not know some intricacies of the host city; and
- creatively incorporates the "Triple AAA" logo icon in the design in an adequate size that does NOT rotate or un-proportionally distort the "AAA" icon in any way;
—NOTE: the "Triple AAA" logo icon line art file will be available to faculty to provide their students and should remain in "line art" form throughout the design process.


In addition, all entries must address the following mandatories to receive full consideration in the conference logo contest:

- Include TWO (2) separate required text items of: • City name "**Dallas**" (This content should be more "dominant") • "**2019 Annual Conference**" (This content should be designed in a more "secondary" treatment compared to the city name);
- The design should be a solid, aesthetically pleasing logo "unit" (the student designer should ensure text is not floating but is effectively designed into the unit);
- The logo "unit" should be designed to ensure readability when reproduced in small sizes, (as small as 1/2" squared on the conference name badges, etc.);
- The required text should be treated in a large enough proportional size that it is not hidden or too small to be readable;
- All logo elements should be the original creation of the student and NOT include any existing "clip art";
- All files should be created solely in black & white (greyscale) with NO color applied to any elements including the "AAA" icon.

ENTRY SUBMISSION PROCESS & GUIDELINES:

- Entries are limited to a TOTAL of no more than **FIVE (5) per academic institution**;
- Entries should be submitted directly by the Faculty Member (entries will NOT be accepted directly from students; uploaded) on the AAA website.
- All entries should be designed in a Vector Art design application like Adobe Illustrator and submitted in EPS Line Art Format with ALL text "Converted to Outlines";
- Entries should be designed during the FALL 2017 academic semester in a course taught by a PAID AAA Faculty Member;
- **Entries are due by 11:59pm EST Friday Jan 5, 2018.**

LOGO CONTEST JUDGING:

- All logo entries will be judged as B&W "line art" by a panel of professional designers in an online survey in January 2018 to determine the best designs;
- In addition to the above logo design parameters the panel of professional designers will also be asked to critique and rank the student logo designs with the understanding that many of the students designing these logos are NOT professional graphic designers nor are they even necessarily graphic design majors. Many students are likely learning design for the first time as a possible career option, and that some "polishing" of winning logos by AAA will be necessary but done so as not to alter the student's design concept, but just to "polish" up the technical sizing/placement of elements;
- A final set of Horizontal and Vertical logo treatments will be created by the AAA Art Director after final voting and approval of the winning design (this set of final logo files will include one version WITH the AAA "brand" logo when that AAA organization logo is NOT also used elsewhere on a piece of communication, and versions WITHOUT the AAA "brand" logo for communication material that the AAA "Brand" logo will already be included);
- Up to three (3) of the top student designs will be displayed for an on-site vote of PAID AAA Members at the 2018 Annual AAA Conference in New York City to ultimately determine the winning 2019 Dallas conference logo design. 

Announcements (Call for Papers)

Journal of Advertising **Special Issue: Advertising and Children**

Guest Editor

Michelle R. Nelson, University of Illinois at Urbana-Champaign

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Advertising* (JA) dedicated to **Advertising and Children**.

JA is the premier journal of the American Academy of Advertising, an organization of advertising scholars and professionals with an interest in advertising and advertising education. The journal covers “significant intellectual development pertaining to advertising theories and their relationship with practice.”

For more than 40 years, scholars, practitioners and public policy makers have been interested in the effects of advertising on children. Today the forms of advertising and the uses of media have changed drastically. At the same time, the nature of childhood, definitions and structures of family, approaches to parenting, and academic understanding of children are also changing. These changes necessitate new forms of scholarly inquiry into advertising and this special audience.

The purpose of this special issue is to draw from across methodological and disciplinary perspectives to examine issues related to children through age 18. Submissions from across academic fields are encouraged. Papers may include conceptual frameworks, literature reviews, historical approaches, experiments, surveys and qualitative approaches. Potential research questions and topics that may be addressed include (but are not limited to):

- * Use and effects of newer forms of advertising and media technologies, including social media and mobile devices
- * Issues related to ethics and fairness of advertising to children, including privacy, effective parental mediation, and blurring of commercial and non-commercial content
- * Media literacy and persuasion knowledge of children
- * Potential for positive and negative effects of advertising to children including health-related behaviors, materialism, consumer literacy, and normative beliefs
- * Consumer socialization of children
- * New theoretical perspectives, such as the sociology of childhood, children’s lived perspectives, consumer culture theory, and children as active interpreters
- * How children and their behaviors are represented in advertising
- * Cross-cultural issues in advertising to children
- * Stakeholder Perspectives (e.g., parents, educators, advertisers, trade groups, policy makers, medical professionals) in advertising to children

Submission Guidelines

Submissions should follow the manuscript format guidelines for JA at <http://www.tandfonline.com/toc/ujoa20/current>. A manuscript should not normally exceed 12000 words, including all references, tables, figures, and appendices.


The submission deadline is January 30, 2018.

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during January 1-30, 2018. Authors should select “SPECIAL ISSUE: Advertising and Children” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Advertising and Children. Manuscripts will go through a peer review process, and the Special Issue is planned to appear as the first issue of 2019.

Special Issue Guest Editor

Michelle R. Nelson, Associate Professor, Charles H. Sandage Department of Advertising, Institute of Communication Research, University of Illinois at Urbana-Champaign.

<https://media.illinois.edu/michelle-nelson>

For additional information regarding the Special Issue, please contact the Guest Editor at JAadvertisingandchildren@gmail.com. 

Announcements (Call for Papers)

Journal of Interactive Advertising **Special Issue on Digital Technologies & Advertising Change**

Guest Editors

Sally McMillian & Courtney Childers, University of Tennessee

Submission Deadline: December 31, 2017

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Interactive Advertising (JIAD)* dedicated to understanding how digital technologies have affected advertising change.

BACKGROUND

Shortly after the dawn of the commercial era of the Internet, Rust and Oliver (1994) predicted the death of advertising as we know it. They forecast that technology-enabled producer-consumer interaction would eliminate the need for the mass media advertising model, and warned advertising educators to transform themselves into departments of information transfer or face extinction by 2010.

Doomsday has passed and advertising remains, along with those pesky advertising educators. Nonetheless, most scholars and practitioners would agree that digital technologies have affected the advertising discipline. Some suggest that digital technologies are simply a continuation of the history of media change with new definitions and tools, but the field remains fundamentally intact (Dahlen & Rosengren, 2016; Huh, 2016; Schultz, 2016). Others proclaim that digital technologies have begun to reshape advertising scholarship and practice in revolutionary ways (Mallia & Windels, 2011; Martin & Todorov, 2010; McMillan & Childers, 2017).

The *Journal of Interactive Advertising*, since its debut in 2000, has offered a venue for exploring new forms of digitally enabled advertising. This special issue of *JIAD* will provide a space for examining broad questions of change in advertising scholarship and practice. Are these advertising changes evolutionary or revolutionary? Incremental or fundamental? Continuous or discontinuous? Productive or destructive? The primary goal is to provide a scholarly forum for research and commentary that directly addresses these questions about changes in the advertising field. Scholars are encouraged to reflect and detail various theoretical perspectives. Literature reviews, historical analyses, and conceptual papers are sought. Scholars are also encouraged to submit empirical studies that support views on how digital technologies are continuing the traditions of advertising and/or leading to the death of advertising as we know it.

TOPICS

Potential research topics may include, but are not limited to, examinations of how changes in digital advertising have (or have not) effected:

- Brand communication
- Consumer behavior
- Critical perspectives
- Ethical considerations
- Interactions between brands and consumers
- Measurement of advertising effects
- Media Technology (e.g., social media, augmented reality, virtual reality, Web 3.0, etc.)
- Media use and advertising delivery (e.g., mobile, location-based, etc.)
- Multi-cultural communication
- Pedagogy
- Relationships between advertising and content

- Roles and practices in advertising and marketing firms
- Understanding of “mass” and “personal” communications

All manuscripts for the special issue should follow *JAD* formatting guidelines (available on the journal's web site: <http://www.tandfonline.com/toc/ujia20/current>.) and be submitted via the ScholarOne online system <https://mc.manuscriptcentral.com/ujia>.

The **deadline to receive manuscripts is December 31, 2017**. Authors should select “SPECIAL ISSUE: Digital Technologies & Advertising Change” as “Manuscript Type.” Please note in the cover letter that the submission is for the Special Issue on Advertising Change.

- All articles will undergo blind peer review.
- Authors will be notified no later than April 1, 2017, on first round editorial decisions.
- The anticipated date for publication of the Special Issue is Fall 2018.

For questions or additional information regarding the special issue, please contact the guest editors: Dr. Sally McMillan, sjmcmill@utk.edu, +1.865.974.5097, or Dr. Courtney Childers, childers@utk.edu, +1.865.974.5108.

The University of Tennessee, Knoxville
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Announcements (Call for Papers)

Journal of Current Issues & Research in Advertising **Special Issue on Research on the Professional Environment and the Academic Response**

Guest Editors

Pat Rose, *Florida International University*
Beth Egan, *Syracuse University*

Submission Deadline: March 31, 2018

Dedicated to studying current industry challenges, the [*Journal of Current Issues & Research in Advertising*](#) is soliciting research manuscripts that examine advertising industry issues and practice within this ever-changing environment. Diverse research paradigms, methods and types of articles are welcomed. It is hoped that this special issue can inform both industry and academia as to the present state of ad industry issues, future challenges and how best to prepare current and future talent for success in the dynamic world of marketing communication.

In this special issue, we explore the advertising profession as one that has always attracted those who thrive on change, who are adaptable and love creativity and innovation. But the rate of change today is so rapid, even consumers are struggling to keep up. The models that we have been teaching and practicing over even the past ten years are becoming outdated as consumers continue to wrest more control from marketers. Amy Kean of Havas Media states that “over the next 10 years advertising will move from communication to predicting, and emoting, based on human needs.” Entrepreneurs and general audience writers are hosting TV shows and authoring books on the subject, stating that the days of Mad Men are long gone. Business magazines are looking at how companies view creatives: not copywriter nor art director but good vs bad ideas. And academics are debating what “advertising” should be termed and how much “new” technology will change the field (Dahlen & Rosengren, 2016; Huh, 2016; Schultz, 2016). While there is much research on how to adapt the practices, there has been less focus on how to help the practitioners adapt.

Potential research topics may include, but are not limited to:

- Agency/Client relationships
- Industry expectation for ad education
- Industry issues such as diversity and other things that relate to the culture of advertising creation
- Strategic management decisions such as the integration of digital, managing strategy across partner companies, advances in media strategy, the relationship between media strategy and creative strategy, etc.
- Issues in Advertising History and the present implications
- Industry leadership
- Realities of strategic integration
- Industry professionals' views of creative challenges in the digital age
- Practitioner theories and advertising practice
- The challenge of making ad folks into data geeks and vice versa
- The impact of programmatic advertising on developing advertising strategies
- How to keep talent

Submission Guidelines

All manuscripts for the special issue should follow *JCIRA* formatting guidelines (available on the [journal's website](#)) and be submitted via the [ScholarOne online system](#).


The deadline to receive manuscripts is **March 31, 2018**. Authors should select “SPECIAL ISSUE: Digital Technologies & Advertising Change” as “Manuscript Type.” Please note in the cover letter that the submission is for the Special Issue on Advertising Change.

- All articles will undergo blind peer review.
- Authors will be notified no later than **June 1, 2018**, on first round editorial decisions.

- The anticipated date for publication of the Special Issue is Winter 2018.

For questions or additional information regarding the special issue, please contact the guest editors, **Pat Rose** (rosep@fiu.edu) or **Beth Egan** (beegan@syr.edu). We look forward to receiving your manuscript!

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Announcements (Call for Papers)

International Journal of Advertising **Special Issue on Native and Covert Advertising Formats**

Guest Editors

Bartosz W. Wojdyski & Nathaniel J. Evans, University of Georgia

Submission Deadline: April 1, 2018

Manuscripts are currently being solicited for an upcoming special issue of the *International Journal of Advertising* (IJA) dedicated to native, covert, and potentially deceptive advertising formats.

In recent years, the ubiquity and growth in mobile and online content consumption has fueled the proliferation of digital advertising formats. In attempts to engage consumers with advertising during digital media consumption, advertisers have increasingly turned to formats that may be less clearly delineated that may appear to the reader, at least initially, to be content rather than advertising. These formats include, but are not limited to, sponsored content, native advertising, advergames, sponsored social media posts, influencer videos, paid product reviews and blog posts.

This special issue seeks to address the implications of the rise of native and covert advertising formats for the study of advertising effects. We welcome papers on any of the following topics and approaches, and we particularly encourage conceptual papers and submissions that offer meaningful contributions to advertising or communication theory in this area. Potential research questions and topics that may be addressed include (but are not limited to):

- Information processing and/or psychophysiological approaches to studying covert advertising recognition or deception
- Empirical comparisons between covert and more overt advertising formats, or between differing covert formats
- Big data approaches to analyzing native and/or covert ad effectiveness
- Qualitative examinations of consumer responses to native advertising
- Examinations of longer-term or repeated-exposure effects of native or covert advertising on attitudes and trust
- Industry perspectives on the use, effectiveness, or ethics of native advertising

Submission Guidelines and Review Process

Submissions should follow the manuscript format guidelines for IJA at

<http://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions>. Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time. Manuscripts should not exceed 8000 words, including references, tables/figures, and appendices.

All manuscripts should be submitted through the IJA online editorial management system at <http://www.edmgr.com/i-j-a/default.aspx>, during the period of February 15 through April 1. Authors should select "Special Issue: Native and Covert Advertising Formats" as "Article Type". Please also note in the cover letter that the submission is for the Special Issue on Native and Covert Advertising Formats. Manuscripts will go through a peer review process, and the Special Issue is planned to appear in a 2019 issue.

Special Issue Guest Editors

Bartosz W. Wojdyski, Assistant Professor, Department of Journalism, Grady College of Journalism and Mass Communication, University of Georgia. <http://grady.uga.edu/faculty/bartosz-wojdyski/>

Nathaniel J. Evans, Assistant Professor, Department of Advertising and Public Relations, Grady College of Journalism and Mass Communication, University of Georgia. <http://grady.uga.edu/faculty/nathaniel-j-evans/>

For additional information regarding the Special Issue, please contact the guest editors at nevans4@uga.edu or bartw@uga.edu. 

Announcements (Call for Papers)

Journal of Marketing Communications **Special Issue: Replication in Marketing Communications Research**

Guest Editor

Kim Sheehan, University of Oregon

Submission Deadline: December 15, 2017

The Journal of Marketing Communications is proud to announce a special issue addressing “Replication in Marketing Communication Research.”

Replication of research results is important for many reasons. It is key to the credibility of the field of marketing communication and increases confidence in research findings. Replications help develop and refine theory (Easley, Madden and Dunn, 2000). However, replication papers tend to be very rare, as many potential outlets for publication do not view the results as inherently novel (Madden, Easley and Dunn, 1995). Replication research can also be hampered by inaccessible data and by sampling issues. Example: many studies in our field now use online panel data, a type of convenience sample. Convenience sampling is an acceptable choice *if research findings can be replicated across varied samples*.

This special issue will publish replications of central and/or important results within Marketing and Corporate Communications, or conceptual papers that address the issue of replication in these domains. Researchers should consider findings that fit one of these categories

- Address foundational, important topic areas in the domain of marketing communications;
- Are widely referenced in the marketing communications literature;
- May have produced controversial results.
- Theoretical/conceptual papers concerning replication in marketing communications

Replicated studies will generally have been published in a journal relevant to marketing/corporate communications. Here, studies are needed that bring additional insight to existing knowledge. Submitted papers should be concerned with one or more of the following areas in mind:

1. Properties of the particular sample used for replication: papers with larger and/or different samples, or samples for a different context than the study being replicated.
2. Papers which reproduce with exactitude extant studies which may result in different outcomes, or confirm or augment extant knowledge.
3. Model constructs: improved model specifications, more powerful methods
4. Mixed results in findings: papers that help us understand areas where other study results are in conflict.
5. Conceptual papers that add to and deepen understanding of replication,

Theories used in Marketing Communication that could be considered for replication include (but are not limited to):

- Elaboration Likelihood Model (Petty and Cacioppo, 1986)
- Theory of Reasoned Action (Fishbein, 1979)
- Theory of Planned Behavior (Ajzen, 1985)
- Diffusion of Innovation (Rogers, 1971)
- Hierarchy of Effects (Lavidge and Steiner, 1961)
- Match up hypothesis (Hawkins, Best and Coney, 1980)
- Persuasion Knowledge Model (Friestad and Wright, 1994)
- Situational theory of publics (Grunig, 1983)

- PR excellence model (Grunig and Grunig, 2008)
- Integrated marketing communications (many authors)


Manuscripts reporting on replications should clearly identify the study or studies being replicated. The manuscript should highlight any differences or similarities relative to the prior work or works (e.g., measurements, manipulations, participants, etc.) and how these differences/similarities inform the literature (e.g., validity/robustness of constructs). If the results provide confirming evidence, then the paper should attempt to estimate effect size across studies in order to advance knowledge and understanding of the significance of the results. If the results are substantially different than the original work, the submission should discuss potential reasons and resultant implications for theory, scholarship and practice.

Where possible, the author(s) of the study being replicated will be invited to provide a short comment to accepted papers.

Papers should be submitted in electronic form in the first instance VIA EMAIL to Prof. Kim Sheehan at ksheehan@uoregon.edu. Please include the letters "JMC" in the subject line of the email. The deadline for submissions is December 15, 2017 with the special issue tentatively scheduled for publication in January, 2019.

All papers should follow the style guide of the Journal of Marketing Communications and be appropriate with regard to length. All papers are subject to the usual double blind refereeing process.

Select References

- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In *Action control* (pp. 11-39). Springer Berlin Heidelberg.
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Announcements (Southern Methodist University)



FLEXIBLE TAI Research Fellows Program Southern Methodist University Dallas, Texas

** A week, a month, or a semester*

Temerlin Advertising Institute (TAI) at Southern Methodist University invites applications for its research fellows program. Located in Dallas, TAI is a research-oriented institute composed of distinguished faculty with both industry and academic backgrounds.

The purpose of the TAI research fellows program is to foster research collaboration and provide catalysts for advancing our understanding of the field of advertising. We are looking for people who have a vision for their research and need time and support to make it come to life!

Visiting fellows can be faculty members on sabbatical, faculty-emeritus, post-docs, or even industry researchers asking thoughtful questions.

All are invited to collaborate on research projects and publications with the TAI faculty members, and pursue independent research. The Institute provides office space, a monthly stipend of \$1000-\$2000, funding for research up to \$5000, and travel support up to \$2000.

for research!

Visit Dallas

Formal teaching duties are not required, but may be available for additional compensation.

Deadline for Applications

June 1st – visit to begin the following fall or spring semester

November 15th – visits to begin the following spring or fall semester

Application Procedure

Prospective fellows are requested to supply the following information:

1. a cover letter that conveys your interest, brief background about you, overview of project or projects, and requested time frame for visit.
2. a current curriculum vitae
3. a two-page description of intended research project(s) you wish to pursue.

For information, contact:

Dr. Steven Edwards
Director, Temerlin Advertising Institute
steve@smu.edu
214-768-4196 *AX*

Announcements (Southern Methodist University)



TAI SCHOLARS PROGRAM

CONTINUES

We continue receiving researchers in Dallas and want to recognize you, as passionate interesting advertising faculty with great ideas.

Come visit with us as a TAI Scholar. We invite a new TAI Scholar every other nth for a 2 or 3 day trip.

visit Dallas

Come present your research to the TAI faculty, develop new research projects, and if there is interest, join a research team.

\$ for research!

***** Tear here and mail in *****

Dear Dr. Kim,

I want to come to Dallas. I have this idea about _____ that I would like to hash out with smart people. I am thinking that it would be great to _____. Can you put me in touch with _____ and or _____ agency? I may need some funding for _____. BTW, I would be happy to give a lecture on _____ (if the timing works out).

Sincerely,

***** End of Application *****

- You send an email.
- You get a plane ticket to Dallas.
- You get to stay in a nice hotel for a night or two.
- You get decent meals (no over promising).
- You get a tour of the Institute.
- You get to discuss research with passionate faculty members.

And...

Get a \$500 Honorarium!!!

Find us at the conference

- Steven Edwards
- Carrie La Ferle
- Hye Jin Yoon
- Sid Muralidharan
- Anna Kim
- Alice Kendrick
- Yan Huang

Skip the mail in application. Email Anna Kim (eunjink@smu.edu) to arrange a date.



Announcements (University of Oregon)




UNIVERSITY OF OREGON
School of Journalism and Communication

New Master's Program at the University of Oregon

The Professional Master's in Advertising and Brand Responsibility will welcome its first cohort of students in Fall 2018. This innovative one-year program focuses on the idea that successful brands in the 21st century must be authentic, courageous, and committed to social good. Diverse brands such as Nike, Patagonia, Cheerios and Yoplait have successfully addressed social issues while building brand equity. These brands embrace the power that persuasive communication has to make the world a better place, one ad at a time.

Coursework in the full-time residence program will examine both the theory and practice of persuasive communication and brand responsibility; students will also participate in a three-term Brand Responsibility Seminar that showcases and trains students in best practices in brand management, creative, and planning. Created and led by advertising faculty Deborah Morrison and Kim Sheehan and with support from alum Steve O'Leary (SOJC '69), this program is the first of its kind in the country. The program will also involve our alumni currently working in this area from leading agencies such as 72 and Sunny and Wieden and Kennedy that are leading the brand responsibility charge.

More information can be found at our website here: <http://journalism.uoregon.edu/admissions/grad/> and prospective students are welcome to contact Kim Sheehan (ksheehan@uoregon.edu) for more information. 

Announcements (ANA Educational Foundation)



2018 VISITING PROFESSOR PROGRAM (VPP) FACT SHEET

The ANA's Educational Foundation invites you to apply to the Visiting Professor Program (VPP)

Application Deadline

January 15, 2018

The Visiting Professor Program provides professors from all disciplines with an inside view of the world of marketing and advertising, and is intended to help inform research and teaching back in the classroom. For professor and company testimonials click [here!](#)

In 2018 there be three different ways to participate in the VPP:

1. **The Immersion** - A four-day Immersion into the latest innovations in current marketing and advertising practice. Participating companies will be agencies, marketers and media companies such as: Facebook, R/GA, Ogilvy, McCann, IBM and NBCUniversal. Topic areas will include social media, global brand building, cultural insight, multicultural marketing, the future of media and diversity in the industry. The Immersion is most suited to professors seeking an overview of the latest developments in the field in order to infuse his or her teaching with real-world examples and industry insights. The program will also include a networking reception for professors to meet with executives from agencies and marketing companies. The Immersion will be limited to 30 professors and will be held in New York City from Tuesday, June 5 to Friday, June 8.
2. **The Immersion + Fellowship** - A nine-day program combining the Immersion with a week-long 'deep dive' Fellowship hosted by a marketer or agency whose interests align with a professor's research interest. Given the one-on-one interaction through the Fellowship component, the program is best for faculty who have specific questions about the industry that are best addressed through more in-depth study. Through this intensive program professors can gain 'on-the-ground' experience to inform their teaching with the goal of forming a longer term relationship with their host company. The Immersion + Fellowship will be limited to 10 professors and held from Tuesday, June 5 to Friday, June 15.
3. **The Shadow Program** - Responding to requests for more flexibility in the VPP experience, professors will be matched with marketers or agency leaders for a day-long shadowing experience. The 'inaugural class' for this new and exciting program will begin with 20 professors and it will be conducted in markets outside New York City. Timing for the Shadow Program will be year-round.

Housing and Expenses:

Accommodations for the VPP program in NYC have been made available through a collaboration with Fordham University's Center for Positive Marketing and will be on-campus. Housing will be at the Lincoln Center campus in the heart of the city and are provided at no cost to professors. In addition, professors will be provided with a stipend of \$200 for the **Immersion** and \$450 for the **Immersion + Fellowship**. There is no cost for the **Shadow Program**. Professors will cover the expense of their travel.

Application:

Click [here](#) to apply. Complete the VPP application; upload your CV, statement and two-minute video (see details below).

Statement and supporting items:

Please provide a statement (500 words maximum) explaining why you wish to participate in the program(s) selected. Professors applying for the **Immersion + Fellowship** will be expected to provide a Lunchtime Talk about how your research and teaching relate to marketing and advertising. Please communicate the topic of your Lunchtime Talk in your statement.

Two-minute video:

All professors are asked to provide a two-minute video shot with a cell phone or a computer webcam. We are not looking for professional videos. Please hold cell phones horizontally when making your video. Topic suggestions include:

- Most interesting teaching moment or research finding in your career
- Most interesting or surprising example of advertising that has caught your eye recently and why
- Discuss something about you that is not on your application
- Most striking thing you have noticed about student culture today on campus
- A teaser about your Lunchtime Talk for professors applying for the Immersion + Fellowship program

Notifications: April 1, 2018

Final notes:

- Professors should not apply if they have already participated in the VPP
- The VPP is currently only offered to professors teaching in the US

AEF


Attn: Sharon Hudson

VP, Program Manager

708 Third Avenue, 23rd Floor

New York, NY 10017

Email: sh@aef.com

Tel: 646-708-8114 

Announcements (ANA Educational Foundation)

AEF's MADE Internship Program



The AEF recently launched a summer internship program called MADE (Marketing and Advertising Education) with the goal of developing the next generation of leaders in marketing and advertising. Initially, MADE will include paid summer internships for up to 50 undergraduates at a wide range of participating marketing companies and advertising agencies including IBM, MasterCard, Hyatt Hotels, BBDO, McCann and Ogilvy & Mather. As the program evolves, the AEF will significantly increase the number of participating students each year.


For more information on AEF's commitment to building the next generation of marketing and advertising talent, please visit:
<http://aef.com/building-talent/> 



Announcements (European Advertising Academy)



ICORIA Conference Venue 2018

EAA's 17th International Conference on Research in Advertising (ICORIA) will be held on June 21-23, 2018 in Valencia, one of the most friendly cities in the world. This is the suitable place of light and color close to the beach to stimulate co-learning. The conference will be organized by Enrique Bigne from the Department of Marketing of the University of Valencia. Around 100 papers on topics related to advertising and marketing communications will be presented during the two days of the conference. The venue will be the University-Business Foundation of the University of Valencia, which is downtown located with serves as a cultural meeting place for seminars and advanced courses. During the conference, several social events will be scheduled. Deadline for submitting a five-page paper abstract is March 15, 2018. More information will follow in the Call for Papers, which will be launched soon. Do not miss this event. We look forward to seeing you in Valencia in 2018! 

Newsletter Advertising Policy

The AAA Newsletter carries 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 1/2 page) to \$100 (from 1/2 page to a full page) depending on size.

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 follows: This list includes:

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association for Education in Journalism and Mass Communication)
- AEJ – Association of European Journalists
- AMS – Academy of Marketing Science
- AMA – American Marketing Association
- AMA SIGS – Relevant Special Interest Groups (SIGS): Advertising, Consumer Behavior, Marketing Research, Marketing and Public Policy
- APA – (Division 23 – Consumer Psychology - see SCP below);
- APA – (Division 46 - Media Psychology)
- Amer. Agri. Econ. Assoc
- EAA – European Advertising Academy
- ICA – International Communication Association
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

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.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter, Joonghwa Lee at joonghwa.lee@und.edu, for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- Ad(s) is due by: January 15, April 15, July 15, October 15 ~~AA~~