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President's Column

AAA – NYC

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

I Heart NY.

I am so excited to see you'all soon in NYC. The city that never sleeps will welcome us with so many advertisements (make sure you make a trip up to [Times Square](#)) and a chance to hear from and network with fellow attendees and advertising professionals at our special sessions, paper presentations, panels, and the receptions.

This is also the AAA's 60th anniversary and truly our first time with a conference of this magnitude in this location. Whether you're new to the organization or a life-long member, watch out for a few surprises to help us celebrate 60 years!



ANNUAL CONFERENCE

We have 100 papers and 6 special sessions on topics from religion to fear, sex and politics to big data, online video, native advertising, augmented reality, and more. The full conference program can be found [here](#).

This year we will continue to have a mobile app, but we are going with a different system. Watch your email or check the AAA website for instructions on how to download/access the app.

Here are a few highlights of the upcoming conference:

AEF-ANA-AAA Friday Luncheon Panel: Will Advertising and Marketing Be Replaced by Robots?

The [AEF](#), the educational foundation of the Association of National Advertisers (ANA), and the AAA will be presenting a joint panel at the Friday luncheon. Given the conference location and the uncertainty + exciting opportunities in the field of advertising today, and in line with our bylaws: "To develop closer liaison with the many organizations associated with the advertising industry," it makes sense for our two organizations to partner together to discuss and debate the issues in the field. We are fortunate to welcome [BRIAN FETHERSTONHAUGH](#), **Worldwide Chief Talent Officer, The Ogilvy Group**, who will be speaking and moderating the academic-professional panel. Joining him will be [TARA DEVEAUX](#), **Chief Marketing Officer, BBDO New York** and [JEF I. RICHARDS](#), **J.D., Ph.D., Professor, Department of Advertising & Public Relations, Michigan State University**. I hope you will join us for this lively discussion and debate!



Michelle R. Nelson

Saturday Awards Luncheon

Saturday's lunch is when we celebrate this year's award recipients and we meet our new officers. Please join us for this special session to see who won the best reviewers' awards, research fellowship recipients, best doctoral dissertation proposals and more!

3 Networking Events: Meet up with old friends and make some new ones

Last year's post-conference survey revealed that networking and connecting with friends/colleagues was one of the most important parts of the conference. Therefore, we have retained the 3 popular receptions: Thursday night gathering in the hotel for the conference kick-off with drinks and appetizers; Friday night Presidential Reception at the hotel where we welcome Tom Reichert as the President with more drinks and nibbles; and Saturday's offsite toast at the One World Observatory. Speaking of...each year we provide attendees with a social event that's relevant to the local area. That's why we'll meet in the second floor lobby on Saturday afternoon for a champagne anniversary toast. You will, at that time, get your ticket and then walk in small groups to OWO (One World Observatory, World Trade Center) where you will view NYC from the top of the world in daylight and watch as the lights come on for the glamorous night scene. For more information check out their [website](#).

A word on networking: I love the receptions now, but I have introvert tendencies and have not always been a fan of networking. If you're familiar with the AAA, please try to connect with a new member. Here are some quick tips for networking. Go to the events! For students, especially, it may be easier to get to know students from other programs (and they may introduce you to their advisers, professors, etc.). In general, if you ask people about their research or 'what they're working on lately' (with follow-up questions), that is a good conversation starter. You should be prepared to talk a little about yourself ('the elevator pitch'), with opportunities for the other person to respond. If there are other people from your department /institution/workplace, you might hang with them and help each other by introducing "your" people to other people and so on. Follow up by email or social media if you make a connection. If you see someone with a first-time attendee badge, introduce yourself. More advice [here](#).

Upcoming Conferences – 2018 and 2019

There is no global conference this summer 2018, but you might consider submitting a paper to [this year's ICORIA in Spain by the European Advertising Academy](#).

And heads up for 2019. Our AAA Global conference will be in China!

"Smart Communication for A Digital World"

Conference date: July 12-15, 2019

Location: Peking University, Beijing, China


Hosting partner organizations: The Academic Committee of the China Advertising Association (CAA) and Peking University

Thank you...

This will be my last column for the AAA newsletter as president. I will remain on the Executive Board as past president, but leave the column and AAA to the most excellent, incoming president, Tom Reichert!

I wanted to thank you all for your efforts large and small in helping advance advertising scholarship and education and the AAA. Our organization (and advertising as a field!) has come so far in the past 60 years and I am confident that we (AAA) will meet the challenges and opportunities in the next 60 years and beyond.

When I took over as president, I wanted to help carry out the initiatives outlined in the AAA's first Strategic Plan. Members received that plan in June 2017 and it is available on the website. We have secured our positioning as the organization **that serves to promote and advance advertising theory, research and scholarship** while also recognizing that education and connecting to industry is important. As mentioned in the previous issue, we are working on structural changes, including hiring a professional executive director and conference manager, through [Arden Solutions](#).

My personal goals were to *connect with industry organizations* – especially given that the annual conference was in NYC and to offer *additional opportunities to our graduate students*. I am grateful for the relationship our organization is building with AEF/ANA both at this conference and in the pilot program for doctoral students to visit at advertising agencies next summer. I look forward to seeing you all in NYC and in the years to come. 

Research Feature

Embracing Diversity in Advertising Research

by Martin Eisend (European University Viadrina, Germany)

The American Academy of Advertising is a diverse group of people with different cultural, disciplinary, and educational backgrounds. As a scholar from Europe with academic experience in both communications and business, I have



Martin Eisend

always felt welcome in this group. We often take such diversity for granted, but we shouldn't. As the world becomes more heterogeneous, it also creates movements that advocate more homogeneity in society. As members of society, and especially as advertising researchers, we should embrace diversity.

Diversity can help us manage the rapid evolution of advertising and advertising research, as described, for instance, by Dahlén and Rosengren (2016): The development and transformation of technology, new digital and hybrid advertising formats, the more active role of consumers, and the extended economic and social effects of advertising. These developments present challenges to our field, and we currently struggle with providing good guidelines and explanations to practitioners and other stakeholders.

In a recent meta-meta-analysis, my colleague and I found that advertising research explained an average of 4 percent in the dependent variables, leaving 96 percent unexplained (Eisend and Tarrahi 2016). While such magnitudes of explained variance are not uncommon in research, we have evidence that the explanatory power of advertising research has decreased over the years, suggesting that our field is in decline (Eisend 2015). To improve this explanatory power,

we need to discover new ways that will provide answers to new questions and solutions to new problems. Embracing diversity might help.

In the research literature, diversity most often applies to organizational teams and refers to the presence and distribution of particular attributes among team members. These attributes include overt demographic characteristics (age, gender, nationality, race, ethnicity), psychological characteristics (personalities, values, attitudes), and task-related characteristics (functional expertise, education, organizational or team tenure). Team diversity enhances team performance by providing a multitude of perspectives, knowledge bases, skills, and insights. Diversity can improve decision-making and problem-solving by fostering creativity, innovation, learning, and information exchange. Diversity can have negative effects, too, as diverse teams are more likely to develop in-group and out-group dynamics, increasing conflict and making communication and coordination more difficult. These negative effects can be reduced, however, by establishing coordination and communication rules, while the positive diversity effects will remain.

Diversity in advertising research does not refer only to research teams, but also to advertising concepts that can differ in terms of composition and variety of elements. All these diversity areas can contribute to the progress of our field.

- *Diversity of research teams*: Research shows that, as in organizational teams, diversity in research teams increases research performance, as measured by number of citations, top publications, etc. In an editorial for the *International Journal of Advertising*, I report a positive relationship between international diversity of author teams of articles published in the three major advertising journals

Martin Eisend Bio:

Martin Eisend is Professor of Marketing and Director of the Center for Market Communications at the European University Viadrina, Germany. His research interests lie in market communications, particularly the effects of advertising messages and strategies (e.g., humor, repetition), societal issues of marketing communication (e.g., diversity and gender roles), and empirical generalizations. He has published over 60 articles in peer-reviewed journals, including *Journal of Marketing*, *Journal of Advertising*, *International Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Research in Marketing*, and *Journal of the Academy of Marketing Science*. He is the recipient of several best-paper awards, including both the 2015 and 2016 *Journal of Advertising* Best Paper Awards. Martin is an associate editor of the *International Journal of Advertising* and has served as editor for special issues of both the *International Journal of Advertising* and the *Journal of Advertising*. He is the president-elect of the *European Advertising Academy* (EAA).

and performance as measured by annual citations of a paper (Eisend 2017).

- *Diversity of topics*: Like many other research fields, advertising research suffers from topic mainstreaming. We often focus on established and popular topics, as they meet higher acceptance in the community and offer better chances of publication, which supports our careers. Establishing new topics is a risky career strategy, although it can be fruitful. Because the maturity of topics slows research progress, we must be open to new topics and accept more topic diversity.
- *Diversity of methods*: Method choice, topic choice, and even research outcomes are related to one another. For instance, variable relationships in experimental studies lead to stronger effects than in non-experimental studies because experimental studies offer the control necessary to eliminate potential confounds. Our field is strongly focused on quantitative methods (Kim et al. 2014). We lack qualitative research or mixed methods study as well as theory-development and conceptual papers. Diversity in methods not only provides triangulation of findings, but also broadens our insights and knowledge, because different methods provide different angles from which to look at a topic and understand it.
- *Diversity as a topic*: As both consumer heterogeneity and recognition of societal diversity increase, diversity as a topic in advertising becomes more important. The depiction of endorsers and figures in advertising plays an important role in advertising effectiveness (e.g., celebrity endorser effects and sexual appeals), but the diversity of these figures also raises the question of advertising's role and responsibility to present an accurate view of society. Diversity research has largely focused on gender roles, and research suggests that advertising is still promoting traditional gender roles to sell products, despite significant developments toward gender equality in most Western countries. Other diversity dimensions, such as ethnicity, age, and sexual orientation, have been less researched or neglected altogether. They deserve more attention.

Advertising research is in an exciting period of rapid development—one that is revolutionizing the field and posing new challenges, but also providing new opportunities for research that could support research progress of our field. There are many ways to approach these developments and the challenges and questions they pose, and as researchers we need to find answers and solutions. Embracing diversity will likely help in this endeavor.

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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 **April 15**, at joonghwa.lee@und.edu

Teaching Feature

Developing the Next-Gen Don Draper: Teaching Digital Insight & Analytics

by Valerie K. Jones (University of Nebraska-Lincoln)

I had a conversation recently with Rishad Tobaccowala, Chief Growth Officer at Publicis Group, about data in advertising education. He pointed out that the two most powerful advertising companies today and in the future, Google and Facebook, are data-driven companies. “Without having data at the center of advertising teaching,” he said, “you’re teaching for a prehistoric age.” He went on to point out that clients are making decisions about who they hire and fire based on how good they are at leveraging data. “In many ways, data is the new oil – what’s most important is how you refine it,” he remarked.



Valerie K. Jones

We know that digital analytics and social listening and insight skills are important to advertising and public relations practitioners (Neil and Schauster 2016; Jones 2017). The best practitioners are fluent not only in creativity and the generation of big ideas, but also in analysis and the application of big data (Jones 2017). But how do we teach this stuff and get our students excited about it? Here are a few ideas.

I created an online course called Digital Insight & Analytics in 2010 at UNL, drawing on my experiences leading an analytics team at an advertising agency. The primary goal is to help students learn to “refine the oil” of data. I’m teaching it face to face for the first time this semester. Both the online and face to face versions are shaped around a few guiding principles, which relate to elements Keller (1983) identified for motivating students to learn: confidence (make students believe they can succeed), attention (stimulating students’ interests), relevance (connecting to the learners’ future job requirements or to interesting topics), and satisfaction (make students satisfied with what they have achieved).

Valerie K. Jones Bio:

Valerie K. Jones (MA, Northwestern University) is curious about what’s next. That curiosity fueled an award-winning career at advertising agencies from Chicago to San Francisco, the creation of her own digital marketing consultancy, and a move to academia. She is now an assistant professor of advertising and public relations at the University of Nebraska-Lincoln College of Journalism and Mass Communications. Her recent research focuses on digital analytics, the influence of social media, and voice-powered artificial intelligence assistants.

- **We’re all analysts.** We start with a book by Seth Stephens-Davidowitz called *Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are*. In it, he argues that all the world is a lab, and that you don’t have to be a mathematician or a computer scientist to be an analyst. This book helps students believe that they can be successful and gets them interested in the kinds of questions we can ask, the kinds of data that can be collected, the “digital truth serum” that is Google, and the powers of big data.
- **Make it matter.** The centerpiece piece of the course is a blog for our fictional digital analytics consulting company, DIGIA. The blog consists entirely of content we develop and is promoted through social media posts we create. The purpose of the blog is to get students invested in the data produced by content they generate and promotion they do, and for them to see the relationships between content, data, analysis, and optimization.
- **Incorporate interests.** Students choose a topic they are interested in to blog about. It needs to be somewhat related to data and analytics, but that provides a surprising amount of latitude -- students have written about how data is used in sports or by Netflix; how to explore cultural similarities and differences using Google Trends; and how social media advertising and analytics can be used by startups.
- **Get our digital hands dirty.** This course is very focused on learning by doing, so we then move on to using free social listening and keyword discovery tools such as Moz Keyword Explorer, Google Keyword Planner, Ubersuggest, BuzzSumo, SocialBlade, as well as Google Trends, to develop topics, audience personas, and content calendars. Then, we launch the blog! Students become Hootsuite certified and Google Analytics certified, which students are proud of and area employers value.

Continued on page 7...

Special Topic I

“ Betty Djerf has been AAA Conference Manager since the 2011 MESA Conference. When we arrive at the conference hotel, we begin the annual AAA conference with her smile and warm welcome. She has contributed to AAA behind the scenes for many years. As the 2018 NYC Conference is her last AAA conference, I'd like to call her our “star.” Thank you, Betty! – Editor – ”

So What Have I Been Doing All These Years??

by Betty Djerf (AAA Conference Manager)

I've been a star maker, not a star.

We all go to meetings of some sort. Maybe it's a local club meeting, or a family reunion, a staff meeting, a committee meeting or a professional meeting – like the AAA Annual Conference in Boston last year, or the New York conference later this month.



Betty Djerf

You plan meetings. I plan meetings. We all plan meetings. Maybe it's a wedding (yes, they are considered meetings), a Christmas party, a board meeting, a dinner for 20. The only difference is that I'm a certified meeting planner – or, as we're known in the hospitality industry – a meeting professional. I plan meetings for groups of 10 to 10,000 people and *I get paid for it.*

Planning a meeting for 5 – 10 or 50 – 100 or 500 – 1,000 people are basically the same. Of course, the larger the group, the more complicated it becomes. But still you do the same things – once an event is decided, there's always the question of the date, the appropriate location, the venue(s), and the menu items.

How about 5,000 to 10,000 – 15,000? Scary? It's all relative, really. Yeah, but in the end it's no different than planning that group for 50. It just takes more time and more attention paid to more details.

What is a Meeting Planner?

Anyone can call him/herself a meeting planner and reap the benefits of what the vendors in hospitality industry can offer – fam (familiarization) trips, golf outings, free hotel rooms, free tickets to important events, free seats, free gifts galore to name a few. Those who have abused the privileges have

splashed those of us making a living at it with the same brush.

So, years ago, we as an industry, using our professional associations, decided to do something about it. A coalition of some 25 associations formed the Convention Liaison Council to set standards and develop a test to certify planners as professionals in the industry. This designation of Certified Meeting Professional (CMP) that we can put after our name on our business card, etc., helped vendors recognize the true professionals. It gave credibility and recognition to those people who have extensive experience and gives legitimacy to the planner, who must then demonstrate a commitment to the industry as a professional, and are careful about accepting all those freebies. A CMP must take a re-certification test every 5 years to indicate that the meeting professional is keeping up with the innovations in the field.

The experienced meeting professionals must have knowledge of all areas of a meeting:

- a. DEVELOP A BUDGET – if it is a conference with educational seminars and includes meals, then the registration cost must be determined and negotiations are set in motion with vendors to negotiate prices that will keep within the budget. Some of these expenses can include: creating, developing and printing promotional material; arrange for transportation, speakers, meeting room costs, audio visual, staging, lighting, meals and meal guarantees, signs, registration packets (name badges and holders, programs), and hotel rooms.
- b. SITE SELECTION (when and where to have the meeting). Several factors must be considered once the host group makes the decision to have a meeting: geographic factors, weather, winter travel, international venues, physical space requirements, accessibility for the physically challenged, competitive meetings, and convenience of travel for potential attendees to the location, etc. The client has major input. Consider, for

example, a religious group – the price may be very attractive, but they may not want to hold a conference in Las Vegas. But Orlando or Anaheim may be very suitable, especially if there are family members attending, or maybe Indianapolis or Chicago would be a better location because of it being in the middle of the country and easy to get to/from both coasts. On the other hand, the price of the hotels and travel to the meeting may be more important to a group, or if the meeting has big exhibits, then a large convention center might be the determining factor. The Meeting Planner than has to survey the location(s) and possible sites and make a recommendation

- c. **NEGOTIATION AND DEALING WITH LOGISTICS.** The role of the meeting professional entails contacting and negotiating with vendors for: security, first aid, translation, transportation, and sleeping & meeting rooms; setting up and arranging registration processes, determining staffing requirements; providing a post-meeting report with amount of registration fees collected, attendance numbers, cost of food, cost of A/V equipment, and any other expenses that were paid out. The planner also reports what worked and what didn't work and why.

I am an independent planner. I started my own company 40 years ago after leaving the corporate world. My niche was association and religious meetings of 250 people to a religious convention of 2,000 people handling the registration, housing and a staff of 1500 volunteers. These groups met all over the US and some of the smaller associations have been held out of the country.

But my favorite size group is a 3 day meeting for 200 – 500. The AAA Annual Conference has been a good fit. All I attempt to do is to make the conference run seamlessly for the attendee with few hitches, and make the person(s) responsible have fewer ulcers and look like pros. So you see... I am

A star maker, not a star.

Betty Djerf 

Continued from page 5 by Valerie K. Jones.


They apply those skills to promoting and evaluating success of their content using a [Digital Marketing & Measurement Model](#) they create, based on a framework from analytics expert Avinash Kaushik. Students with the best performing content in Google Analytics at the end of the semester can earn bonus points through a friendly

contest. They also have to make recommendations, based on the data, about how optimize the promotion and content to better reach the goals and KPIs they outlined.

- **Provide real-world relevance.** One way I do this, as we all do, is by bringing in other social listening and analytics experts from industry so students can understand job opportunities they have and real problems they can solve. Students see the applicability of their skills in the “real world” by exploring the data around relevant, topical questions about contemporary issues. With midterm elections coming up, a fitting example of this is from fall 2016. The death penalty was on the ballot in Nebraska, which, of course, is a controversial issue. I invited speakers on both sides of the issue to talk with us, and students had to use social listening tools, Google Trends, and Google Analytics data from a website devoted to the issue to predict what the outcome of the vote would be. A survey before and after the course revealed a nearly 10% jump in the percentage of students that encouraged their friends to vote in the election, and a 13% jump in those who often engaged in discussions about political or ballot issues.

I mention this example as a reminder of how we can “sneak in” other issues for our students to learn about while still practicing course concepts – from the clients we choose to the projects and topics we assign. We certainly want our students to learn to refine the oil, to analyze and act on the data, but we also want them to become engaged in the world around them. We get to shape not only future advertising professionals, but also curious, informed, global citizens who are vital voices in our democracy. How lucky is that? And, armed with analytics skills that employers are looking for, they will hopefully be employed voices in our democracy, too.

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Special Topic II

Balancing Work with Life!

We teach, research, and do service, but we also have our personal life. When we focus on our work, we easily forget the balance between our work and life. Let's see how others achieve balance. They may inspire ideas on how to be a productive teacher and scholar while having lots of fun. We teach, research, and do service to be happy! – Editor –



To find work/life balance, find an alpaca. An alpaca is always happy to see you. Alpacas won't ask for an extension or bug you about their grades. Alpacas live in herds, not committees, and they'll never ask you to chair their herd. You're welcome to

hang out with them, though Alpacas aren't concerned about tenure, they don't have a taste for office gossip, and their deadlines (other than breakfast and dinner) are pretty flexible. An alpaca is never Reviewer Number 2. Alpacas have basically two things on their daily 'to do' list: in the morning they graze, and in the afternoon they digest what they ate in the morning. Think about that. The morning is a concentrated effort on a single task, and the afternoon is about processing that experience. Life is thoughtful and deliberate. If an alpaca feels you are invading her personal space, does she swallow her annoyance and pretend it is all OK? NO! She spits on you. And you learn quickly not to do that again. Balance is restored. My alpaca is the Duke of Calypso. Your alpaca might be your dog, a river, a mountain, your kitchen, your children: anything away from the constant judgment of the academy. Be mindful, thoughtful and deliberate with your alpaca, and I think you'll gain not only balance, but a new perspective in your life.

-Kim Sheehan (University of Oregon)-

In my (copious?) spare time, I love to knit and crochet. I make hats, scarves, mittens, and blankets but am too lazy to read a pattern so sweaters are out of the question! I enjoy regular "stitch and bitch" time with fellow AAA member,



Anna McAlister (far right) and student leaders of Charity Craft Club at Endicott College.

Elizabeth Taylor Quilliam. In an effort to persuade millennials to enjoy this "granny craft", I started a student club at my school. I meet with a group of undergraduate students twice a week to enjoy crafts together while listening to music and sipping hot chocolate. I am a true believer in the stress-relieving benefits of crafts. Ask me to knit you a scarf or hat and I'll do it! -Anna McAlister (Endicott College)-



Make sure that you spend your "off" or "down" time doing things that remind you (a) most of the stuff you're stressed out about is probably not that important and (b) that there's so much more out there beyond your area of professional interest. For example, spending time with (well-behaved) kids always reminds me that committees and

meetings are just the terrible inventions of adults. And anytime I do something that's outside my comfort zone, like jumping out of an airplane (I really did!) or watching a documentary about competitive-crossword-puzzle-solving (I didn't want to, but it was amazing!), it helps put work into perspective. And it turns out that advertising looks pretty small from 14,000 feet.

-Glenn Griffin (University of Colorado Boulder)-

Finding work-life balance in academia can be tricky. On the one hand, you have a flexible job and can set your own office hours with a 3-month unpaid summer vacation with benefits. On the other hand, you spend entire weekends and part of that summer working on manuscripts and wondering when you will finally have time to relax. I still remember what I was told during the graduate student orientation when I started my Ph.D. program: "Don't spend 15 hours a day in the library. Don't come to the grad student hub during the Thanksgiving break. You have to have a life!" In the final years of that doctoral program, I finally found what would change my view on work-life balance entirely. I was going through a rough time back then. Not rock bottom, but pretty close. Heading to the gym was my only escape. Then I discovered Zumba®! I immediately knew I had to pursue it. I

bought a DVD and found another gym that offered Zumba® classes. It has been the best thing I've ever done in my life.

For those of you who are new to Zumba®, it is a Latin-inspired cardio-dance workout that uses music and choreographed steps to form a fitness class. What is great about Zumba®, for me, is very simple: IT MAKES ME

SMILE. When I'm gloomy, I can get through the day just thinking that I will have a Zumba® party that night (we call it a "party," not class!) and dance with my amazing friends. When I'm happy, I know I will be even happier after the Zumba® party. In 2016, I became a licensed Zumba® instructor. Now I return the favor by offering to others my own cardio-dance party. The picture below shows my Zumba® family. They are making a "finger heart" for AAA members. I told my dancers that I'm working on a piece on Zumba® for an academic organization and they graciously agreed to show their love! Here's an even more important thing about Zumba®. It has taught me what it means to be an engaging teacher. First, a class should be fun. Second, there should step-by-step instructions on what is going to be covered. Third, it is about "doing it together," not me showing off my knowledge (or dance skills). When it comes to research, Zumba® has helped me focus better with a relaxed body and sharper mind ready to delve into a manuscript in progress. That's a double dose of happiness, Zumba® and achievement!

-Su Jung Kim (Iowa State University)-

My advice for achieving work-life balance is to choose great partners – in research and in life. Doing research is a challenge; if it wasn't, everyone would do it (and we would get paid even less).

However, choosing people who you genuinely like to be around as collaborators makes the work part of

work-life more enjoyable. Well, that and the fact that you signed up for this. That said, we don't necessarily work on a normal schedule, so an understanding life partner is absolutely necessary. I am very lucky that my wife has suffered through \$15K graduate stipends, the dissertation hazing ritual, plenty of late nights approaching submission deadlines, and two moves. Knowing that she supports me

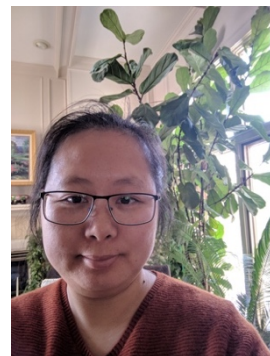


Sending Zumba Love from Ames, IA



drives me to put in an honest 40-hour week so that I can spend the weekend at home with her. So, choosing great partners in research and in life makes both work and life better. -Jameson Hayes (University of Alabama)-

Besides work and family, I have a dog, a guinea pig, a gold fish, 10 in-door plants and a garden to take care of. I got into these businesses involuntarily most of the time. It often



started with my kids' promise of taking care of an animal or a plant they liked. Then, it eventually became my responsibility. However, watering plants and watching them grow becomes a relaxing weekly routine for me. Here are a few tips for taking care of plants. Sunlight largely determines the growth. Place plants that like sunshine near east- or south-facing windows. West-facing windows may easily cause sunburn to leaves. Place plants that like shade to north-facing windows. Most in-door plants are drought resistant, but weekly watering is necessary. One or two cups of water per week for a plant in a 1.2 to 1.6 gallon container is enough. Another thing I have learned over the winter is how to grow new jade plants. You cut off a 5 inch branch tip, and bury about 1 inch of the end into soft and moisturized soil. Place it near an east- or a south-facing window. Keep the soil moisturized without excessive flow of water. Water only when the soil gets dry, about once a week. The branch will grow roots in about a month!

-Ye Wang (University of Missouri, Kansas City)-

For those of us in pursuit of a healthy work-life balance, I recommend packing an unlimited sense of humor.

Between manuscript revisions, research meetings, and class preparation, I also take care of a three-year-old daughter, and a five month baby boy who enjoys waking and staying up at 3 a.m. and prefers to have at least one of his parents by his side for the party. I am proud of my physician wife and recognize the difficulties that she faces in balancing between work and family. Since my wife reads brain MRIs every morning and I don't, I am more than happy to give up on sleep, at least until the kids go to college. And what about the manuscript revisions? the grant applications? the classroom preparations? the IRB reformatting? I guess I will find my work-life balance when the kids grow older. For the next decade or two, I will try to master the art of office naps.

-Guy J. Golan (University of South Florida)-



When you love your work, it may be difficult to put it aside.



As academicians, we joined a field where we teach and research our passion; as such, our work has the potential to turn into our “extracurricular” activity. Yet the topic of work-life balance pops up on a regular basis, and as

scholars that can become a challenge. We are often defined by what we do and the professional roles we play, and most of us like to sit in our favorite recliner at night to read through a draft manuscript or even grade papers. We may even find that relaxing. And that’s why I advocate a healthy work-life integration as opposed to trying to create that work-life balance. A healthy work-life integration means building our work into our lives but in a healthy manner so that it may define who we are but not how we live our lives. That means we still need time for family and friends and other activities that we enjoy. But it’s not unusual for me to return from a rehearsal with the Sweet Adelines, and plop into my favorite chair ready to digest the latest version of a manuscript nearly ready for submission. Or to have dinner with friends and debate the latest social media trends that I can discuss with my students. Work life integration is a reality. And as long as we do not allow it to overpower us, work-life integration can be healthy and make us better scholars, but keep our individual spirit. And most important, we need to keep things in perspective and not let work control our lives.

-Marla B. Royne (Stafford) (University of Memphis)-

I truly value life-work balance. Earlier in my career, I was not so good at balancing life and work. As in, I worked all the time, day and night, weekdays and weekends. However, life events changed my perspective in an extreme way. After the death of my mother and the birth of my daughter, Lily, a few months after, I completely altered



how I worked and placed more emphasis on balancing between my work and being productive, on one hand, and being able to cherish moment with family and friends. Also, having a newborn forces you to balance. There's no other way. My routine is that I try to go to the office every day and put in solid 8 hours of work. I rarely work at night and on weekends. What really helped me is to get into the rhythm of

balancing work and life. Doing things that are important to me and that make me more productive and energized during work hours. For example, I took up early morning exercise (CrossFit! I promise not to bother anyone with CrossFit stories at the NYC meeting). With that and now two kids, I'm completely wiped out by 9 p.m. This forces an earlier start to my day, which makes me productive. In short, I think the most important thing is to maximize on the number of hours where we're supposed to work. Having a clear objective for each day, and most importantly, including tasks during the day that are achievable and can build-up our self-esteem.... Ok, truth be told... work-life-balance is only good when we have something to look forward to in our lives... kids, loved ones, family, or... maybe our iPhone!

-Saleem Alhabash (Michigan State University)-

Hong Kong has a lot of scenic trails, and many of them are accessible by public transport. When I was a teenager, our



church mentors introduced us to many hiking trails. We resumed this hobby around 2000. My husband and I

hike almost every Saturday if we do not have school duties. We update each other and share our feelings. In recent years, we explored hiking overseas. It gives us new experience of different forms of landscape, flora and habitat. My favorite ones are the Manley Scenic Walk at Sydney and the trails near Berchtesgaden, Germany. Being in nature gives me a sense of calmness. My worries tend to flock away when I think of how the grass and the wild flowers are being cared for by our Creator. It also trains us in endurance. Each of the small steps is able to contribute to a long journey. Hiking is a great way to be connected with family members and friends. -Kara Chan (Hong Kong Baptist University)-

I try to make my life slow down. Every early morning, I grind whole coffee beans by a hand grinder, boil water, brew a cup of coffee by a hand dripper, and sip it. It takes a much longer time to brew coffee than using a coffee machine, but this coffee time is the most important moment in the day. During all the processes, I think nothing, do not use any digital devices, and only concentrate on what I am doing now. It is a kind of meditation for me. After this time, I feel my mind is calm and I have got a lot of confidence to handle what I should do. The morning ritual



Continued on page 13...

Graduate Student Spotlight

Samuel M. Tham (Michigan State University)

Not too long ago, I worked as an account executive in an advertising agency, and then for a corporation where I directed their in-house marketing. It was a momentous decision for me to return to academia after working for a decade. Leaving behind what I had accomplished to start this new journey left me with an odd sensation, akin to losing one's identity. For years,



Samuel M. Tham

I had defined myself by my professional accomplishments. Returning to graduate school has made me contemplate what truly matters in both my life and my future. I now take a different view on personal achievement and see more value in long-term goals. Doing so has helped me find an inner joy in what I do. Over the last few years, there are three ideas that have helped me mature as a human being. I feel privileged to share them with you.

Balance


Prior to graduate school, I always worked long hours, partly for the sake of accomplishing goals, and partly because I was a workaholic. Over time, I have learned the value of moderation. Starting graduate school was no easy feat. I had to learn theories, methods, statistics and do mountains of research—all which were foreign to me. It was challenging, and given my ambitious nature, I wanted to learn it all right away. I soon realized that the invincibility of youth fades and is replaced by a more pragmatic sense of care for my own mental well-being and health. I started to understand the value of moderation. I learned how to wait. I started to exercise patience and set daily time aside for important personal things.

Rejuvenation

As an avid fan of tennis, I once read that what distinguishes the best players from their peers is how they recharge themselves. The best tennis players use the small gaps of time between serves to recharge. As an academic, I have learned to do this by taking advantage of breaks within the day. Instead of going on social media to feed the insatiable reader within me, I take a walk or even a power nap to recover. It's important to look for the gaps in the day, and find time to recharge instead of expending more cognitive energy.

The Art of Bouncing Back

Sometimes I think I am the slowest learner on the planet. This negative feeling erodes my confidence, especially when I fail in important ways—like when I have a paper rejected. While failure is a part of life and can be a useful teacher, it also has the capacity to bring us down in ways that can be crippling. I have learned the importance of quickly picking oneself up through mental conditioning or by leaning on close friends and family. Learning how to bounce back rapidly has been central to my well-being.

Graduate school is an exciting but difficult journey. I am tremendously grateful for all the generous people that have helped me along the way. I am especially thankful for my amazing mentor, Dr. Esther Thorson, who truly has inspired me. There is a phrase she often says at the end of our meetings that I have embraced as my motto: "Onward and Upward." I believe that we should always look forward. This means embracing a vision, living it, enjoying it and never giving up. 

Samuel M. Tham Bio:

Samuel M. Tham (stham@msu.edu) is a second year Ph.D. student in the Information and Media program at Michigan State University. He earned his M.A. in Strategic Communication at the University of Missouri, School of Journalism. He currently teaches Social Marketing in the advertising department while pursuing his doctoral degree. His research interests include, advertising avoidance, media psychology, decision making, and social media marketing. Prior to graduate school, Samuel founded an online company, and also worked in the advertising industry for a decade. His doctoral supervisor is Dr. Esther Thorson.

Min Xiao (University of Florida)

Everything you do is meaningful and innovative when you're pursuing your graduate degrees. You're learning new ideas on a daily basis. The school literally pays you to research whatever you want to research. You even have a group of fans (undergrads in the class you teach) listen to your lectures once or twice a week. Below are some of my tips that may help you enjoy your life in graduate schools.



Min Xiao

Never Say Never. When I was in high school, I told myself that I would never pursue a doctoral degree. Five years ago, when I just started my master's degree program, I thought that I could never do research because I don't possess the required skills. Now, I'm doing both. What I try to say here is that you don't have to beat yourself up so soon before trying to do something. Try it first, because why not? By trying new things, you're challenging yourself to walk out of your comfort zones. This is a great opportunity for you to learn something that will help you grow as a person. This is also a process that will help you find the goals in your life. For example, I didn't realize how much I love doing research and teaching until I'm actually doing these in my Ph.D. program.

Self-Learning State of Mind. It seems that every expert in a field has his/her own tricks that make them the best. If you're a fan of Harry Potter, you must be familiar with the story about how Harry Potter uses the Half-Blood Prince's textbook to ace the "Potion Making" class. The secret is the notes in the textbook. The notes are about alternative techniques, invented by the Half-Blood Prince, of potion making. I can only imagine that the Half-Blood Prince comes up with these techniques through his trials and errors.

If you want to know more and become the cream of the crop in your field, you have to learn extra on your own. Teachers and textbooks can offer you a good foundation to start your inquiry. However, teachers are not knowledgeable about

everything in this world and textbooks can be outdated. Therefore, you may often find yourself sitting in front of your computer, searching for the answers to the questions in your mind on the Internet. This is good because self-learning helps you learn things solidly. Self-learning also helps you see the same subjects that you have encountered in the textbook or class in a different way. Your different understandings on these subjects are often the bases of your research, which may have the potential to shift the paradigm.

Don't Worry, Be Happy. There are many ways to make life less stressful. For instance, I would reward myself (like a good meal) if I complete a goal or a task well. Be grateful for people around you will also help you stay calm and be positive. It's ok if you feel down and out occasionally. I'm sure you all have your own ways to deal with stress. If you're happy, please spread the good vibes and help the others around you. After all, the ultimate goal of life is happiness!

Happy New Year! 

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 **April 15**, at joonghwa.lee@und.edu

Upcoming Event



AAA Annual Conference, #AAANYC18
Marriott Downtown, New York, NY
March 22-25, 2018

Min Xiao Bio:

Min Xiao (mx626@ufl.edu) is a doctoral student in the College of Journalism and Communications at the University of Florida. He earned his M.A. in Advertising at the University of Florida as well. His research focuses on investigating the motivators and outcomes of consumer usage of digital media technologies. His dissertation examines consumer perceptions of gamification in branded mobile apps. Min has received the 2017-2018 University of Florida Outstanding International Student Award for his work.

AAA Notes

Awards and Honors



Edoardo Teodoro Brioschi


In July 2017, Professor Edoardo Teodoro Brioschi (Università Cattolica del Sacro Cuore) has been designated as Honorary Member at European Universities Public Relations and Information Officers' Association (EUPRIO) that he co-founded in Brussels as the representative of Italy in 1986. EUPRIO groups about 650 communication professionals operating in 220 Universities of 24 European countries.

In October 2017, Professor Edoardo Teodoro Brioschi (Università Cattolica del Sacro Cuore) received the "Honorary Life Membership" Award during the International Advertising Association (IAA) Global Conference in Bucharest. IAA is comprised of corporate and organizational members as well as educational affiliates and some 4,000 members from 56 countries in the world.

Book Releases



Dennis Martin, professor emeritus, BYU Provo, and Dale Coons, Senior VP Media Research Director, Lowe Campbell-Ewald, Detroit, are launching their newest case study featuring an international brand, **FIJI WATER**. In response to professors' requests, all new [MFP case studies with](#)

[Professor's Answer Guide](#) will be posted on [mediaflightplan.com](#) by middle of January. As with all MFP case studies, students will gain experience using the latest syndicated marketing data. 

Continued from page 10.

makes me energetic all day long and considerate toward my tasks. -*Sumin Shin (University of Wisconsin-Whitewater)*-



This is a sensitive matter and for each person to work out for themselves. That said, I find it has been best for me to place 'family first', above professional matters. For example, one may well be able to do without the academic scene, conferences,

journal papers and so forth, but if the price paid is one's loved ones and family, then – simply – the price is too high. At times, I have to be told 'sharply and lovingly' that my 'nearest and dearest' is fed up with my working all the time. Then, a rapid course correction is needed. The old Quaker proverb for those with companions or spouses: 'Thee lift me, and I'll lift thee... and we'll ascend together' strikes me as wise counsel.

- *Philip Kitchen (Salford University Business School)*- 

2018 AAA Conference Special Events

Thursday Pre-Conference

- Half day session - The Impact of "New Retailing" on Advertising Education and Research (on site) - \$40
- Half day session - IMC in Transmedia Era: Voice from Industry (off-site) - \$40
- All day session - Digital Advertising & Ethics: Research, Teaching & Practice - \$65

Thursday Evening Opening Reception

Friday Academic-Industry Panel & Luncheon

Friday Evening AAA President's Reception

Saturday Awards Luncheon

Saturday Off-Site Social Event

- One World Observatory – World Trade Center

Conference Logo Design Vote

- At the annual meeting, you'll have the opportunity to vote for next year's conference logo. The top two student submissions will be on display by registration, so please help us choose our 2019 AAA Dallas logo.

Get online and use #AAANYC18 during the conference. Live tweet. Share videos, photos, and other relative content. Let's get trending!!



 AMERICAN ACADEMY OF ADVERTISING

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!

REFERENCES

- Dahlen, M., & Rosengren, S. (2016). If Advertising Won't Die, What Will It Be? Toward a Working Definition of Advertising. *Journal of Advertising*, 45(3), 334-345. doi:10.1080/00913367.2016.1172387
- Huh, J. (2016). Comment: Advertising Won't Die, But Defining It Will Continue to be Challenging. *Journal of Advertising*, 45(3), 356-358. doi:10.1080/00913367.2016.1191391
- Schultz, D. (2016). The Future of Advertising or Whatever We're Going to Call It. *Journal of Advertising*, 45(3), 276-285. doi:10.1080/00913367.2016.1185061 

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)

International Journal of Advertising **Special Issue on Advertising Humor**

Guest Editors

Marc G. Weinberger, *University of Massachusetts, Amherst & University of Georgia*
Charles S. Gulas, *Wright State University*

Submission Deadline: May 31, 2018

Manuscripts are currently being solicited for an upcoming issue of the International Journal of Advertising (IJA) dedicated to **Advertising Humor**.

BACKGROUND

Humor has long been used in advertising, and it has been examined in the advertising literature for more than forty years. However, the last major review of the humor in advertising literature was published nearly twenty-five years ago. Since then there have been significant demographic, cultural, and technological changes that have dramatically affected the marketing and advertising environment. Given these changes, we think it that is now time for a concentrated examination of humor in advertising. What do we know that is still true, and what do we still need to learn as the communications environment becomes increasingly global, digital, and social?

IJA is a leading source of authoritative analysis and international coverage of all aspects of advertising and marketing. IJA focuses on issues of concern to practitioners, academics and policy-makers from a conceptual perspective. This, combined with its intentionally international orientation, makes it well-suited for a comprehensive examination of humor in advertising across cultures and media.

TOPICS

We welcome papers that advance our knowledge of humor in advertising. This may include applications of humor, new developments, models, theories, frameworks and research. Preference will be given to papers that help clarify our knowledge of how, if, or when humor in advertising is most effective. Integrative papers will be given preference over studies more narrowly focused. Potential paper topics that may be addressed include (but are not limited to):

- Evidence of successful/unsuccessful applications of humor based on sound conceptual frameworks.
- Novel conceptual approaches to understanding how and when advertising humor works or does not work.
- New approaches to measuring the impact of advertising humor.
- Comparison of the effects of different types of humor.
- Understanding of the cultural factors that influence advertising humor success.
- Understanding how advertising is (or might be) used in digital, virtual media or other developing media.
- The role of individual audience factors in the effectiveness of advertising humor.
- Development and testing of relevant humor theory.
- Gaining understanding the ethical implications of the use humor in advertising.
- Examinations of novel applications of humor in advertising to political advertising, public policy advertising, social issue advertising, etc.
- Context factors affecting the use of humor in advertising.
- Evidence of humor effects using realistic humor manipulations and contexts.

Guidelines for Paper Submission

Submissions should follow the manuscript guidelines for IJA at

<http://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions>

A typical manuscript for this journal should be no more than 8000 words; this limit includes tables, references, figure captions.

All manuscripts should be submitted through the IJA online submission system, Editorial Manager, between May 1 and May 31, 2018 at: <http://www.edmgr.com/I-J-A/default.aspx>. Authors should select "Special Issue: Humor in Advertising" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Issue on Advertising Humor.

The submission deadline is May 31, 2018.

- All articles will undergo blind peer review by at least two reviewers and a special issue editor.
- The anticipated date of publication is late Spring 2019. ~~AA~~

Announcements (Call for Papers)

International Journal of Advertising **Special Issue on How Advertising Helps or Hinders Consumer Well Being**

Guest Editor

Marla B. Royne Stafford, *University of Memphis*

Submission Deadline: March 31, 2019

Background

Concern for consumer well-being has imbued academic literature for several decades and stimulated scientific inquiry in a range of disciplines, including marketing and consumer behavior. This interest, coupled with business dynamism, have spawned several special journal issues dedicated to spurring social change among marketers in ways that improve the lives of consumers. The transformative consumer research movement has also helped marketers structure marketing and consumer behavior topics to help in this quest. Consumer well-being remains a critical and ever-evolving issue in marketing and a key societal concept because consumer consumption affects society, our economy and the environment.

Despite the ongoing interest in the topic and the increased quest for knowledge surrounding consumer well-being, little research has been published on advertising's role in consumer well-being. The various forms of advertising can play both a positive and negative role in the trend. For example, while social media plays a critical role in building brand awareness, it also carries increased negative messages to people of all ages. Even more traditional advertising has affected individual well-being by repeatedly advertising products and services to target markets that cannot afford them, featuring ultra-thin models that are blamed for adolescents developing negative body images and eating disorders, and supporting the barrage of ads promoting "natural" solutions that are dangerous or prescription drugs that consumers demand from their physicians, whether or not they have the diagnosed condition.

The purpose of this special issue is to provide a forum where advertising research that helps or hinders consumer well-being can be disseminated. Empirical papers, qualitative research, and literature reviews are all welcome so long as key advertising issues related to consumer well-being are highlighted. The goal of the special issue is to provide insight into advertising practices and trends that can ultimately promote consumer well-being. Papers that examine the negative effects of advertising on well-being are strongly encouraged and an important part of this special issue. However, a strong discussion section, including principal implications, will be required to provide guidance on the changes that must be made for advertising approaches to positively influence consumer well-being moving forward.

IJA is a leading source of authoritative analysis and international coverage of all aspects of advertising and marketing. *IJA* focuses on issues of concern to practitioners, academics and policy-makers from a conceptual perspective. This, combined with its intentionally international orientation, makes it well-suited for a comprehensive examination of how advertising plays a role in consumer well-being.

TOPICS

We welcome papers that advance our knowledge of how advertising affects an individual's well-being. Papers may investigate the positive or negative effects of advertising on consumer physical or emotional well-being. For example, an examination of direct to consumer advertising may be relevant if the research shows how the advertising affects consumer choices and their ultimate positive or negative effects. Papers may show how social media negatively affects consumers in their brand and product choices.

Potential paper topics that may be addressed include (but are not limited to):

- Evidence of successful/unsuccessful applications of advertising appeals and how they have affected a person's emotional or physical well-being.

- The negative or positive effects of social media. This includes the power of social media as a powerful tool of change to make our lives better (such as in the use of effective health messages) as well as how that power can contribute to negative behaviors based on posted messages (e.g., the results of bullying on social media).
- Health-related messages that have a positive or negative effect on consumer well-being.
- New approaches to measuring the impact of advertising messages that show positive or negative consequences.
- Understanding of the cultural factors that might play a role in negatively affecting advertising response.
- Advertising of sin products (alcohol, e-cigarettes, marijuana, gambling) that can play a role in consumer well-being.
- Investigating addictive technologies like Instagram, Netflix, Facebook, Fitbit, Twitter, and email.
- A comparison of which media play a more positive or negative role in affecting consumer well-being.
- The role of individual audience factors in how messages are perceived as negative or positive by consumers.
- Understanding the ethical implications of advertising that harms consumer well-being.
- Advertising specifically to children that can harm their well-being.
- Questionable advertising to vulnerable populations (e.g., the elderly, children).

Guidelines for Paper Submission

Submissions should follow the [manuscript guidelines for IJA](#). A typical manuscript for IJA should be no more than 8000 words; this limit includes tables, references, figure captions.

All manuscripts should be submitted through the [IJA online submission system, Editorial Manager](#), between March 1 and March 31, 2019. Authors should select “Special Issue: Well-Being” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Advertising and Well-Being. All articles will undergo blind peer review.

The submission deadline is March 31, 2019.

Editorial information

Guest Editor: Marla B. Royne Stafford, University of Memphis (mstaffrd@memphis.edu) 

Announcements (Journal of Advertising)



Journal of Advertising Virtual Special Issue on IMC – "Premonitions and Déjà Vu"

The Journal of Advertising is pleased to announce the Virtual Special Issue on Integrated Marketing Communications (IMC) - "Premonitions and Déjà Vu." Our Guest Editor, Professor Gayle Kerr of the Queensland University of Technology, has reviewed all issues published between 2005 - present in the Journal of Advertising and selected 12 articles, many authored by AAA academics.

In its earliest days IMC was a premonition. A way that marketing communication could change because the mass-media paradigm had been broken. Schultz (1999, 337) described IMC as "the natural evolution of traditional mass-media advertising which has been changed, adjusted and redefined as the result of new technologies". In this special issue, twelve journal articles track this evolution from integrating marketing communications to using digital to break down organizational silos and empower consumers to have the voice and measurability that IMC always intended.

For more information and free download from this Virtual Special Issue, please click this link:

<http://explore.tandfonline.com/content/bes/premonitions-and-deja-vu>

Shintaro Okazaki
Editor-in-Chief, *Journal of Advertising*
King's College London 

Announcements (Journal of Advertising Education)


Journal of Advertising Education—New Editor, New Publisher, Same Mission



Jami Fullerton and Alice Kendrick, co-editors of the AEJMC's Advertising Division's *Journal of Advertising Education*, are pleased to announce that Jay Newell will take over as editor in January 2018. Newell, an associate professor at Iowa State University's Greenlee School of Journalism and Communication, will transition the journal to SAGE Publishing.

Fullerton and Kendrick have edited and published JAE since 2011, which was founded in 1996 by the AEJMC Advertising Division. It remains the only peer-reviewed journal dedicated to research and commentary on advertising education.

The move to SAGE is expected to increase the circulation of JAE, the number of indexes that cover the journal, and the amount of citations. JAE will be available online, and continued in print for AEJMC Ad Division members.

Submissions to *JAE* will be through SAGE's online system, but during the transition, manuscripts can be sent to newelljj@iastate.edu. 

Announcements (ANA Educational foundation)



****CALL FOR PAPERS****

ALFRED J. SEAMAN AWARD FOR BEST UNDERGRADUATE PAPER

Two Award Categories now available:

Advertising and Society

Marketing Insights and Innovation

A panel of AEF board members, consisting of professors and advertising/marketing professionals will select the winners of the competition. The 2018 awards, including a \$1,000 cash prize for students, will be presented at the AEF annual Honors Night Dinner on Monday, June 11, 2018.

SUBMISSION GUIDELINES:

Professors or students may initiate submissions. Each nomination must include:

- a copy of the paper from current academic year
- a supporting letter from a professor familiar with the work
- an abstract (no longer than 200 words)
- the student's resume
- other relevant supporting materials the student wishes to include
- You must specify to which category you are submitting work

Submissions are due no later than **March 30, 2018**.

Send to:

Darria Tucker
ANA Educational Foundation
Email: dt@aef.com

Papers may be up to 5,000 words and must be submitted in digital form via email to dt@aef.com. Each paper should address one or more aspects of the relationship between advertising and society; or marketing insights and innovation. The paper should promote one or more theses or hypotheses and should set out to support the perspective the paper is trying to prove.

Students are strongly urged to employ original research, yet secondary research or a combination of both is acceptable. Typically, a paper will be one that the student has prepared as a part of a course. However, papers written specifically for project submission are also welcome.

Note: Additional supporting material beyond the 5,000 words may be included in the form of appendices to cover such items as sources/footnotes, research data/tables, creative samples etc.

SUBMISSION JUDGING


Submissions will be evaluated based on five (5) criteria:

1. **Idea** – How original is the idea relative to the subject category? How well does it advance important discourse?
2. **Hypotheses** – How interesting, cogent and compelling are the hypotheses offered? Are the hypotheses capable of being supported?
3. **Quality** – How well is the paper written? Is it clear, well organized and well argued?
4. **Proof** – How effective is the proof for the hypotheses? Does the paper make a solid argument through original and/or secondary research for the ideas posed?
5. **Conclusions** – What are the implications of the work? Do the conclusions suggest valuable ideas and invite additional exploration of the subject?

PROGRAM DETAILS

- The winner will receive a **\$1,000 cash prize**.
- The AEF will pay for travel and overnight accommodation in New York for the student and his/her professor so that they may attend the AEF's 2018 Honors Night gala on June 11, 2018
- The winning papers will be considered for inclusion among the educational materials on www.aef.com.

NOTE: *The winning Student Paper must satisfy all judging criteria. The awards will be presented at the sole discretion of the Selection Committee.*

We look forward to your submission. 

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~~