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President's Column

President Report

by Sela Sar (University of Illinois at Urbana-Champaign)

Dear AAA fellow members, the annual AAA Conference in Denver is just around the corner. Kelly Chu and Martin Eisend have put together a wonderful preliminary conference program and posted it online. The themes at this year's AAA conference will be interesting. Both competitive papers and special topics will provide attendees access to various topics ranging from advertising and health, children and advertising, advertising and social media, advertising and technology to advertising during the pandemic. I am looking forward to attending the sessions and meeting everyone at the conference.



Sela Sar

Denver Conference Update:

There are two preconference sessions this year. The sessions will be on Thursday, March 23rd. I hope you can attend the pre-conference sessions.

Preconference 1: Changing Tides: How Advertisers Are shifting Their Gender Portrayals in Commercial Communications, 9:00am – 12:00pm

Preconference 2: Doctoral Colloquium – A Compass to Help Navigate the Academic Landscape Early on In Your Career, 1:00pm – 5:00pm

These pre-conferences will be followed by the Opening Reception from 6:00pm to 7:00pm, with a graduate student reception from 9:00pm – 10:00pm.



Bordeaux, France.

The off-site on Saturday night will be at the Meow Wolf Denver: Convergence Station and Immersive Art. You can check it out here: <https://meowwolf.com>. We encourage you to come and join us to explore their amazing, entertaining art programs.

AAA and EAA have a joint membership program. This year AAA will not have a separate international conference, but AAA members are encouraged to join the EAA at the June ICORIA conference in

Continued on page 3...

Research Feature

Dataveillance in Advertising

by Claire M. Segijn (University of Minnesota)

Given the omnipresence of personal data that is collected, stored, and processed in today's digital advertising landscape, surveillance or 'dataveillance' is becoming a central topic that warrants more investigation in the advertising literature. Dataveillance is defined as the "automated, continuous, and (unspecific) collection, retention, and analysis of digital traces by people or groups, by means of personal data systems by state and corporate actors, to regulate or govern their behavior". It is different from regular data collection because of its volume, velocity, variety, and continuousness.



Claire M. Segijn

As I expect dataveillance to be a central concept for today's and future advertising scholarship and practice, I would like to shed more light on this topic and present an agenda for future research. I do this based on the recent work that I published with Dr. Joanna Strycharz in the 50th anniversary special issue of *Journal of Advertising* that introduces theories that are expected to lead the next 50 year of advertising scholarship and the 40th anniversary special issue *International Journal of Advertising* on advancing the field of advertising for academics and practitioners.

Theoretical Framework

Journal of Advertising asked for papers proposing new theories that could help study and better understand advertising in the years ahead. As the guest editors noted in the call for papers, traditional definitions have been challenged by changes in the media landscape and advances in

technology. This also applies to the concept of surveillance, which lead to the Dataveillance effects in advertising landscape (DEAL) framework that could be used to study the impacts of surveillance on advertising.

In short, this framework, modelled on and extending existing advertising theories developed before the digital age, explains how an instance of surveillance in combination with people's surveillance beliefs could affect surveillance and advertising responses. Such an instance could for example be a hyper-targeted ad or an ad that is seemingly related to a previous offline conversation that make people believe that their data is being collected and processed for advertising. Important to note is that we approach it from the perceptions of surveillance by the consumer rather than actual surveillance that takes place. For example, consumers may feel that their phones are listening in on offline conversations and that advertisers provide targeted ads based on these conversations, while this may not be the case. We argue that if consumers believe that, it could impact how consumers perceive and respond to the ad.

Consumers develop surveillance beliefs (i.e., what they think is true about the extent and aim of surveillance) over time through experiences (their own and through others) and other sources (i.e., the media, education). An example of a surveillance belief is that people may think their phone is listening or that prices for flight tickets will be adjusted based on their past searches online. What beliefs people hold towards surveillance may differ across populations, contexts, and may include false beliefs. Understanding belief formation and what beliefs people hold will help further our understanding of the effects of surveillance on advertising. Research is need on how these beliefs are developed and activated, how they impact advertising effects, and how to combat false beliefs.

Claire M. Segijn Bio:

Claire M. Segijn (Ph.D., University of Amsterdam) is an Associate Professor at the Hubbard School of Journalism and Mass communication and a Mithun Program Fellow in Advertising. Her research focuses on the intended and unintended effects of using multiple media simultaneously (multiscreening and synced advertising). She studies how media multitasking affects information processing and advertising effectiveness, as well as privacy concerns and ethical ramifications of synced advertising and other forms of surveillance. She received numerous awards and research grants from different academic organizations, including the AAA. For example, in 2020, she was granted the prestigious Mary Alice Shaver Promising Professor award of the AAA. She published 30+ articles and book chapters in top-tier advertising and communication journals. She has been involved with the major AAA journals as Associate Editor, Editorial Board Member and reviewer, as well as served on different AAA committees (e.g., Global and Multicultural Committee, Research Committee).

The DEAL framework has been developed theoretically but empirical evidence is needed to test and advance it. To further our understanding of the role of dataveillance in advertising, the framework should be tested in different topical contexts, such as personalized advertising, algorithmic decision making, computational advertising, or other forms of data-driven advertising. Additionally, research providing different cross-country and cultural perspectives on the topic of dataveillance is needed because of the difference in privacy regulations as well as perceptions of surveillance around the world.

Stakeholders and Changing Technology

The advertising and media landscape are rapidly changing, and new stakeholders may play a role that should be taken account in future advertising research. Regarding surveillance and advertising, currently research mostly focuses on the interplay between the advertising industry, consumers, and regulators. However, the tech industry should not be forgotten. Specifically, organizations responsible for the infrastructure for collecting, storing, and processing of consumer data, data management platforms, hardware companies, etc. Similarly, technologies and media are changing as well. To build a foundation of knowledge that is sustainable, it is important that scholars investigate the affordances of new technologies related to surveillance, rather than studying platform- or device-specific questions.

Methodological Challenges

There is an asymmetry to what data the industry has access to and what scholars have access to. Digital analytics could be a start to move beyond measuring motivations and intentions. Additionally, digital trace data could be obtained in collaborations with the industry. Finally, researchers started working together with consumers by asking them to donate their digital trace data, allowing them to answer research questions they were not able to answer in the past.

Ethics and Surveillance


Finally, we call for more research on ethics in this context. In our *IJA* article, we discuss the current state of advertising ethics and surveillance by examining the role and interplay of the industry, consumers, and regulators. Ethical issues in this context are for example, social sorting, stereotyping, information asymmetry between the industry (incl. tech companies) and consumers, and the need for transparency of the extent and aim of surveillance by industry players. Additionally, we should rethink consumer vulnerability moving away from current group-based understanding (e.g., children, older adults) because it is contextual and situational. Someone could be vulnerable when being under high emotional or financial stress, who might otherwise not be classified as such.

Utilizing these vulnerabilities for own gain by psychographic profiling is an ethical issue that requires our attention.

Interested and Want to Learn More?


For more insights, I kindly refer you to our publications in *Journal of Advertising* and *International Journal of Advertising* published in the special issues. Additionally, we have a panel excepted on this topic for the AAA conference in 2023. It will explore the topic of surveillance in advertising bringing together the academic, industry and legal perspectives. I hope to see you in Denver!

References

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- Segijn, C. M. & Strycharz, J. (2023). The ethical ramifications of surveillance in contemporary advertising for the industry, consumers, and regulators: Current issues and a future research agenda. *International Journal of Advertising*, 42(1), 69-77. <https://doi.org/10.1080/02650487.2022.2114700> 

Continued from page 1 by Sela Sar.

I would like to thank everyone who served the Academy this year in your separate but important roles. Also, a special thank you to our AAA officers. It has been an honor to have the opportunity to serve the AAA community.

I look forward to seeing all of you in Denver! 

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Anthony (HoYoung) Ahn (Chair), Pepperdine University

Have Items for the Newsletter?

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

Send your news items to the new Editor by **April 15**.

Teaching Feature

Creating an Equitable Advertising Classroom: Centering DEI in Teaching

by Minjie Li (University of Tennessee, Knoxville)

While DEI (diversity, equity, and inclusivity) has become a buzzword in research and pedagogy in the field of advertising and mass communication at large, it is not an easy task to meaningfully incorporate DEI into curriculum and instruction. Marketing communication has been the avant-garde in stirring debate around and riding the waves/trends of social justice through creative strategies. However, the commodification nature and lack of diversity literacy in its professional practice oftentimes land brands and organizations in the hot water of crises. The research presented (e.g., Kasey Windels' research on women and minorities' workplace experiences in agencies) and teaching panels hosted (e.g., conversations featuring Kevin Thomas, Wanhsiu Tsai, Edward Timke, Peggy Kreshel, etc.) at AAA in the recent years have shown that agencies and higher education institutions have not adequately addressed the structural inequality and lack of diversity literacy in the industry and education. As a result, it has not only led to problematic campaigns but also created a workplace environment unfitting for minorities—especially the intersectionally marginalized ones—to merely exist or thrive. In higher education specifically, the lackluster in substantial DEI execution has also resulted in the dearth of students from marginalized communities represented in the advertising major pipeline.

Given my expertise in multicultural advertising, LGBTQ movements, racial inequality, and IDEA (Inclusion, Diversity, Equity & Access), Dr. Joonghwa Lee asked me to discuss how to incorporate DEI pedagogical practice within the context of advertising education. Since I have experiences in teaching DEI-focused courses—such as Multicultural and Prosocial Strategic Communication—and integrating DEI



Minjie Li

pedagogy into the other general advertising theory or production courses that I have taught (e.g., Advertising Creative Strategy, Social Media Strategies & Tactics, etc.), I want to share some strategies and principles that I found important when navigating teaching DEI.

Setting the Tone

It is important to explain why DEI, purpose, and social advocacy are the core of what we do. Many students see them as a mere genre of marketing communication and peripheral to advertising practice. At the very beginning of the course, I will always address that, in the media and marketing eco-systems, DEI, purpose, and social advocacy are the core of many brands (e.g., Ben & Jerry), organizations (e.g., Teen Vogue), and advertising agencies (e.g., Axis, Conill, Casanova/McCann, VMLY&R, Story MKTG). In other words, professionally and culturally, DEI is not really a niche; DEI is the mainstream and the culture. To engage in this industry ecosystem, students need to equip themselves with literacy/competence in DEI. DEI is not only personal and political but also professional.

Positionality

When you have a classroom with students from all walks of life, students with different identities might process/react differently when discussing social issues and marginalized communities due to their differences in power and lived experiences shaped by their communities and societal structures. I always dissect my positionality (i.e., identities, access, class, power, privilege, oppression, and social position) and how it might have shaped my interpretation and stance. More importantly, I encourage students to do such self analyses and share with one another their positionalities in relations to their understanding of social issues and communities. In this way, they are able to understand where each other comes from when having confrontational conversations on controversial topics with their peers.

Instructors need to be aware of the power differentials created by positionality. Power differentials exist between

Minjie Li Bio:

Minjie Li is an assistant professor in the Tombras School of Advertising & Public Relations at the University of Tennessee, Knoxville. His primary research interests stand at the intersection of multicultural advertising, prosocial strategic communication, activism, implicit bias, emerging technologies/platforms, media inclusivity, and media psychology in relation to social change. He has taught courses in advertising creative strategy, multicultural and prosocial strategic communication, social media strategies and tactics, visual communication, among others. He has received multiple teaching—as well as research—awards from several international/national associations (e.g., AEJMC, AAA, etc.).

students from dominant social groups and their peers from minoritized communities. These power differentials mirror structural inequality. The better approach is to not shy away from confrontational classroom discussions and situations. Instead, instructors should turn that into a teachable moment. However, in course design, assignment, and discussion, it is very important for instructors to not burden minority students with extra responsibilities of educating their peers. There is a huge difference between giving a voice/platform to marginalized folks and burdening them.

Apply Trauma-Informed Pedagogy to Create an Equitable Classroom

Teaching a DEI course in a manner that unconsciously perpetuates the status quo is a disservice to our students, which calls for the implementation of trauma-informed pedagogy. Living, learning, and teaching in a time that converges the COVID-19 global pandemic, civil unrest, and commodified activism have made more visible not only the collective trauma but also the systemic traumas—such as racism, sexism, transphobia, anti-Semitism, and ableism—that have been continuously and intersectionally plaguing marginalized communities. No matter it is at the individual level (e.g., sexual assault) or the societal/community level (e.g., structural inequality, microaggressions), the emotional and physical consequences (e.g., headaches, substance abuse, memory loss, anxiety, etc.) are real. The relationships between traumas and inequality require educators to take a trauma-informed approach to teaching, especially when teaching courses related to DEI. To achieve that, educators should deliver course content acknowledging the interconnectedness of DEI and traumas. More importantly, educators need to set up course policies/mechanisms that 1) balance flexibility and professionalism, 2) promote wellness, 3) draw clear boundaries, and 4) connect students to resources that provide professional help.


Course Content: Be Critical and Solution-Oriented

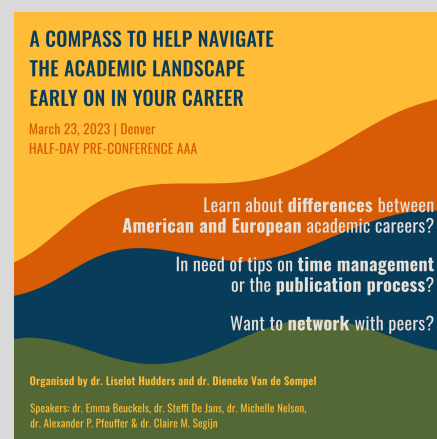
To effectively teach DEI in advertising, I bridge both critical/cultural perspectives and quantitative social psychology. While many have seen these two areas as oils and water, in the classroom, they serve different purposes that eventually complement each other to achieve overarching DEI teaching objectives. On one hand, critical/cultural perspectives provide an in-depth understanding of multicultural issues and intergroup dynamics/conflicts within the U.S. or transnational contexts. They equip students with the capability to comprehend issues/problems with complexity and nuances. At a personal level, these perspectives also encourage students to re-evaluate their lived experiences in relation to DEI and advertising. This will help students acutely identify relevant problems and campaign objectives for their potential clients in a

new market ecology driven by corporate social advocacy and identity-based political consumerism/activism. On the other hand, the quantitative social scientific lenses—especially the foundations on the effects of multicultural advertising, persuasion, and intergroup social psychology—provide solution-oriented directions on what strategies are psychologically effective in engaging consumers from different groups. Only through these two bodies of knowledge can students navigate their processes of research, strategizing, big idea generation, and execution with sensitivity, effectiveness, and social impacts.

Engage Community Leaders and Multicultural Clients

Depending on the specific course objectives, after laying the foundation on DEI literacy, it is important to engage community leaders and multicultural organizations/businesses as guest speakers or course clients, especially if you are teaching a service-learning course. Only through this can students contest their DEI competence with problem-solving. However, this kind of partnership has to be two-way and reciprocal. It's important to let students know that it is unethical to involve marginalized communities or invade their physical/online space without consent, even if it is with good intentions.

There are so many aspects that we are not able to tap into due to the page limit of a newsletter entry. I hope these strategies and suggestions are helpful. They can serve as the starting point for us educators to collectively explore more meaningful ways to create an equitable advertising classroom for our students. 



Are you a young scholar (PhD candidate, graduate student with interest in a PhD program, or an early career professor or postdoc)? At the American Academy of Advertising conference 2023 in Denver, Dienneke

Van de Sompel and Liselot Hudders will organize a half-day pre-conference symposium where you will get insights in the differences between academic careers in Europe and the United States. Speakers will discuss effective strategies for academic success and provide important hands-on skills such as time management and publication strategies. This colloquium will offer you the opportunity to meet and expand your network and will give you some important insights and tricks that will help you pursue your academic career.



The University of Tennessee, Knoxville, and Knoxville-based advertising agency Tombras, have partnered to create a first of its kind, landmark program and investment plan to modernize and expand advertising and public relations education. Key goals for the newly named Tombras School of Advertising and Public Relations are to double the number of historically underrepresented graduates entering those industries from UT, and to make advertising and public relations industry demographics more representative of state and national populations.

A YEAR OF FIRSTS



- Named school at the **University of Tennessee, Knoxville**
- Named school of ADPR in the **SEC**
- Named school of ADPR among **all land-grant universities** in the country



Dionne George
Program Manager

PROUD TO WELCOME

The Tombras School welcomes two new colleagues who will actively recruit historically underrepresented students and promote DEI in higher education and the industries.



María De Moya
Tombras Professor

tombras.utk.edu

Special Topic I

35 Years of AAA Newsletter

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According to the AAA newsletter archives on the AAA website, the AAA newsletter has been one of the major communication tools for AAA and its members since 1988. To commemorate the 35th anniversary, I invited six former AAA newsletter editors who devoted to building and maintaining the legacy of the AAA newsletter to share their memories and stories about the AAA newsletter. – Editor –

”

AAA Newsletter Editors (1988-2023)

Keith Adler (1988-1989) → Jane S. Reid (1990-1993) → Tommy V. Smith (1994-1996) → Marla Royne Stafford (1996-1999) → Carrie La Ferle (1999-2002) → Kim Sheehan (2002-2005) → Shelly Rodgers (2005-2008) → Jisu Huh (2008-2011) → Anca Micu (2011-2014) → Joonghwa Lee (2016-2023)

**by Marla Royne Stafford (University of Nevada-Las Vegas)
1996-1999 Editor, 2014 AAA President**

I remember when Mary Ann Stutts called to ask me if I would be interested in editing the AAA newsletter. I was an assistant professor at the University of North Texas and very young in my career. I had already found an instant connection with AAAs and now, the president of the organization was personally inviting me to take a major role with the organization.



Marla Royne Stafford

After thinking about it for less than an hour, I jumped at the chance. I knew this opportunity would allow me to meet people, learn about the inner workings of the organization, and grow as a professional in the discipline. I was right. Becoming editor of the newsletter turned out to be the catalyst I needed to become fully engaged with the organization.

I remember receiving news about academic promotions, research grants, new positions, paper acceptances, family celebrations, and more. Each year brought a new president, new philosophies and new insights that were shared with me to publish in the president's column. Given how early I was in my career, I eagerly devoured each piece of information shared, delighted to learn everything I could about the organization. Embracing my colleagues' successes allowed me to celebrate with them. As the key communications person in the organization, I met so many people, building relationships and friendships that exist to this day. When I stepped down in 1999, I was blessed with a baby boy, Joseph, who became the focus of my life.

As I think back, when I was newsletter editor, it was still mailed out to all members. Although an online version logically came a few years later, I must admit I miss having a hard copy (I know my age is showing here). But it would be nice to sit back on my sofa and peruse the newsletter slowly without having an electronic device on my lap and without having to print it. But either way, I still eagerly await the next issue of AAA's newsletter to learn of my friends' activities and successes. It is a wonderful way to stay knowledgeable involved in my favorite academic organization.

**AAA Newsletter: We've Come a Long Way Baby!
by Carrie La Ferle (Southern Methodist University)
1999-2002 Editor**

The year was 1999 when I took over the AAA Newsletter from Dr. Marla Stafford. Dr. Wei-Na Lee, my wonderful mentor, had suggested the role would be good as a new assistant professor. I could learn the ins and outs of the academy while getting to know a lot of people and providing an important service. She was right!



Carrie La Ferle

My first issue was published in June 1999. At the time, Dr. Carole Macklin was President, and the issue was filled with events and award winners from the annual AAA conference in Albuquerque. Upon receiving advice and boxes of old newsletters from Marla, I purchased the latest PageMaker 6.5 and began the journey. As technology was not yet ready for internet and email distribution, a printing shop also had to be secured.

The Newsletter was printed four times a year on two 11x17 sheets folded twice and taped to allow for mailing. Once

formatted and printed, labels were generated, stamps were placed, and the newsletter was mailed. The base cost was approximately \$360 for 700 printed copies and then another \$250 for postage. Photos were \$12 each, so initially only the President's photo appeared. Beyond cost, the time to produce each issue was long. People submitted material via fax or regular mail, and once a completed version was created, time still had to be allocated for printing, labeling, and posting.

While not the most glamorous job, I loved being plugged in and helping to share the AAA happenings to members. In 2000 the Newsletter got a fresh look, changed to glossy paper, and it started being uploaded in a PDF version to the AAA website. This was the first step toward moving to an all-online format, saving the Academy both time and money. By 2002 most AAA members had email and Adobe Acrobat was offered for free at the AAA website, so the decision was made to shift to an online only format.

With each new editor, the Newsletter has evolved, but its ability to keep members close, sharing the latest news, insights, and accolades, while also documenting our AAA history, remains a wonderful gift. Congratulations AAA Newsletter on 35 years and to the past and future Newsletter Editors, especially Joonghwa, for your invaluable service in sharing our stories!!

my skills). Finally, I saw how the organization worked and how important the membership was to the functioning of the AAAs. Talking to the Executive Committee and having them share their passion for the AAAs encouraged me to get more involved. I eventually served as Secretary, Vice President and President, and the newsletter editorship set me on that path.

Two other memories: first, when I took over the editorship, the previous editor Carrie LaFerle sent me a giant box filled with back issues of the newsletter. I used a few for reference and then packed up the box and sent it along to Shelley Rodgers, who took over from me. I do wonder if that taped up cardboard box is still making the rounds among newsletter editors. Second, I didn't have the software on my school computer to do the newsletter, so I used software in my school's computer lab. Because of scheduled classes, the only time the lab was free was from 6am-8am. So, one week per quarter, you could find me at the crack of dawn swearing at Adobe Pagemaker in the computer lab. I hope today's editor does not carry on this tradition.

by Shelly Rodgers (Missouri School of Journalism) 2005-2008 Editor, 2010 AAA President

Being the Editor of the AAA Newsletter (2005-2008) is a pride point for me in my career in AAA service. It gave me the ability to tell the stories of our amazing members – advertising educators, practitioners, students, and scholars – and to get to know our organization and members as I eventually moved into the role of AAA President (2010) and, most recently, Editor-in-Chief of the *Journal of Advertising* (2020-2022).

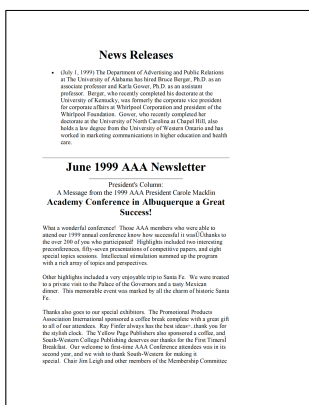


Shelly Rodgers

I had the unique opportunity to build on those who came before me with the newsletter by creating a new “automated” design (which is still being used today), including some new features like the “Notes” column and “Events and Deadlines,” and the ability to represent a diversity of perspectives.

Without question, the highlight was serving as the Editor for the 50th anniversary issue newsletter. That was a true labor of love, spanning nearly 150 pages that were the result of almost 2,000 emails and 200 contributors. It provided the chance for our members to look back on all that had been achieved and look ahead to what was possible both as an organization and related to advertising education on a global scale.

I'm so grateful to have been given the chance and to be entrusted to tell a part of the AAA story.



by Kim Sheehan (University of Oregon) 2002-2005 Editor, 2013 AAA President

Iserved as the Newsletter editor in the early part of the 2000s, and it was a learning experience for me in so many ways. First, I got to know so many people in the AAAs who generously offered to write columns for the newsletter, and it was a pleasure to engage with these great scholars and people. Second, I learned how to use desktop publishing software (although if you would look at some of those newsletters you would not be impressed with



Kim Sheehan

by Jisu Huh (University of Minnesota)
2008-2011 Editor, 2016 AAA President

AAA Newsletter has been serving the Academy's members since 1988 and, through this quarterly newsletter, we have shared not only our innovative research, insightful findings, and useful teaching tips, but also our personal and professional news and updates. This is the place where many of us were first introduced through the Graduate Students Speak section and we formed close connections to one another.



Jisu Huh

I had the privilege to serve as *Newsletter* editor from 2008 to 2011, succeeding the previous editor, Shelly Rodger, who made significant contributions to transforming the *Newsletter* by, among other things, establishing the professional format and style of the *Newsletter*, which is still used today. The year I assumed the editor's post was when the AAA celebrated its 50th anniversary and Shelly and I had a great fun planning some interesting anniversary projects, including the online AAA Family Tree, which was unveiled at the 50th Anniversary Conference.

During the period of my editorship, I had a great fortune to meet so many wonderful members of our community and share their stories. Among the 13 issues I edited, the most memorable was my last one in June 2011, for which I had planned a special issue dedicated to the *Journal of Advertising's* 40th anniversary. I tracked down all living former editors of *JA* and past presidents of AAA who made significant contributions to the establishment and growth of *JA* and gathered their memories and thoughts. Those who contributed columns included: Arnold Barban, who was one of the five members of the founding Journal Board of Directors and later served as AAA president in 1981; Tom Russell, who was the second editor of *JA*; Keith Hunt, the third editor and AAA president in 1982; Len Reid, the fifth editor; and Don Jugenheimer, who served as president in 1984-85. This issue was also special because unfortunately Ivan Preston, who served as AAA president in 1996, passed away earlier that year and Herb Rotfeld's President's Column was dedicated to the memories of Ivan Preston and many other leaders of the AAA who had passed away.

I am grateful to have had the opportunity to serve as the *Newsletter* editor and deeply appreciative of the dedicated service by the current and all the former editors.

by Anca Micu (Fairfield University)
2011-2014 Editor

I have served as the AAA Newsletter Editor from 2011 to 2014, spanning four years of extraordinary developments in the field of advertising and of the AAA organization under four outstanding presidents: Herb Rotfeld, Debbie Treise, Kim Sheehan, and Marla Royne Stafford. Shelly Rodgers had recommended I serve as editor and Jisu Huh capably handed over the reins after her successful editorship. We started off in 2011 with Hairong Li of Michigan State emphasizing the importance of "real data" and Esther Thorson of (then) the Missouri School of Journalism highlighting a *Communication Markets* seminar, which was the result of collaboration among Journalism, Marketing, Communication, and Information Science & Learning Technologies. Directions for applied research to gain insights about digital advertising were outlined in 2011 interviews with Michelle Peluso and Vanessa Collela, who were heading marketing efforts at Citibank at that time. The emphasis on relevancy and technology continued throughout the four years with a 2012 President's column dedicated to challenges to advertising ethics in the digital realm, a 2013 highlight of a new course called *Computer Science Meets Advertising* at the University of Illinois Urbana - Champaign, and a mention of the pre-conference session at the 2014 AAA Annual Conference dedicated to big data. The AAA continued to be the preeminent organization for advertising scholars and the Newsletter the glue holding together its community. By 2014 the AAA Newsletter announced a new mentoring program to pair doctoral students and assistant professors of advertising with more senior AAA members. That year, the AAA conference had a record 162 submissions and 262 participants at its annual conference. It was an exciting time for me to have witnessed all these developments. Many thanks go to Pat Rose, Petya Eckler, and Mugur Geana for their help in producing a successful newsletter for four years. *AA*



Anca Micu

Have Items for the Newsletter?

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

Send your news items to the new Editor by **April 15**.

Special Topic II

Passing the Torch: Seven Grateful Years as the AAA Newsletter Editor

by Joonghwa Lee (University of North Dakota)

When I was appointed as the AAA Newsletter Editor by Jisu Huh in 2016, I had no idea where to start. Naturally, I checked the AAA Newsletter archive on the AAA website and reviewed all previous newsletters since 1988.

Initially, I had the impression that the AAA newsletter was just one of the channels for the Academy to communicate with members. When I read each newsletter, however, I was able to learn more about legendary scholars, my advisor, my mentors, friends, and colleagues through the articles, photos, and their milestones and accomplishments. I couldn't help but smile when I came across young Esther Thorson and a doctoral student Harsha Gangadharbatla in old newsletters. I then realized that the AAA newsletter is not just a newsletter to deliver knowledge and information, but it is also the living history of AAA and a precious scrapbook filled with fond memories of its members.



Joonghwa Lee

I believe that AAA members each have their own stories within AAA. The newsletter is filled with amazing testimonies about AAA and how it helped them grow professionally and personally. For me, networking at AAA changed the course of my life. I first met Esther Thorson at the 2008 AAA Conference in San Mateo, California. At that time, I was a master's student at the Michigan State University who at that point only had one conditional offer of admission to a Ph.D. program. This meeting, however, led me to pursue my Ph.D. degree at Missouri. I also met my invaluable mentors, such as Ray Taylor and Joe Phelps, through the AAA mentoring program. I even met my wife, Soojung Kim at the 2013 AAA Conference in Albuquerque, New Mexico. As the AAA Newsletter Editor, I have strived to not only provide professional insight but also to record the history, memories, and life-changing stories for AAA members.

After spending two months preparing for my editor job, I set up three objectives. First, I would never miss publishing newsletters. Due to its quarterly publishing schedule, I have had only one week of break between each issue. I have

spent virtually every day thinking about the topics of columns and their appropriate writers, as well as collecting and organizing newsletter items from the members. This first objective was important because the AAA newsletter is the promise between AAA and its members to communicate with and connect among members regularly. Thankfully, I was able to keep this promise with the AAA members by publishing 27 issues on time. My second and third goals were to feature diverse members from various schools and to cover various topics in research, teaching, and service in newsletters. Through the 27 issues, over 220 members at 86 universities from 14 countries contributed to newsletter columns where its sections ranged from main columns, Research and Teaching Features, to interactive topics featuring the first impressions of AAA from first-time AAA attendees, balancing work and life, and winter break fun.

It is my sincere hope that my efforts have improved communication and the presence of AAA and inspired AAA members in a variety of ways. I am truly honored to have had the opportunity to contribute to archiving the history of AAA and to give the gifts and blessings I received from AAA to the Academy and its members via AAA newsletters.

I would like to express my utmost gratitude to all contributors for the past seven years and past Presidents and Communication Committee Chairs who have supported the AAA newsletters. There are three important people who deserve a special shoutout: Pat Rose, Debbie Treise, and Lily Pieper. Without their help, publishing newsletters on time would have been impossible. Finally, I would like to thank all AAA members for reading and showing interest in the AAA newsletter. I remember the encouraging emails I received from Kim Sheehan, Hairong Li, Tom Reichert, Shelly Rodgers, Edoardo Teodoro Brioschi, and Hye Jin Yoon after publishing my first issue. I believe that the next editor will do an amazing job to bring the AAA newsletter to the next level.

It has truly been an honor to serve as the AAA newsletter editor for the past seven years. AAA and all the members will always hold a special place in my heart. *AA*

New texts from Melvin & Leigh, Publishers

New!

Strategic Communication Research Methods Workbook

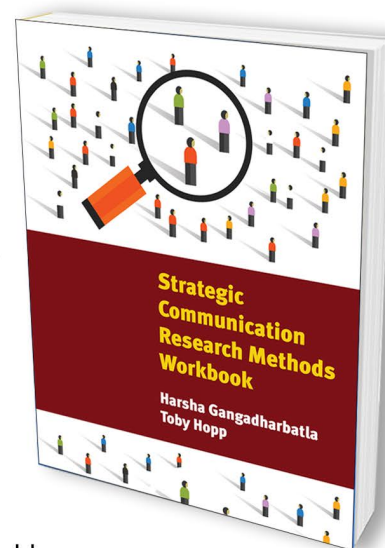
Harsha Gangadharbatla and Toby Hopp

2023. 300 pp. Paper: 978-1-73604024-9 \$59.95

Designed to serve as an alternative (or a companion) to traditional research methods textbooks. Each chapter begins with the basic knowledge that students and professionals in the strategic communication industry must possess—then asks readers to apply this knowledge to real-world research scenarios faced by strategic communication professionals.

Among the *Workbook's* many features:

- It's one of the few research methods books specifically designed for strategic communication (advertising and public relations) students.
- It employs a hands-on, "learning by doing" approach built around the application of research tools and strategies to strategic communication problems.
- It is written in a clear and easy-to-understand manner that is appropriate for intermediate and advanced strategic communication students.
- It addresses both qualitative and quantitative research approaches.
- It includes a useful concluding chapter on presenting research, plus an exceptionally detailed glossary.



New Edition!

Advertising Campaign Planning

Developing an Advertising-Based Marketing Plan

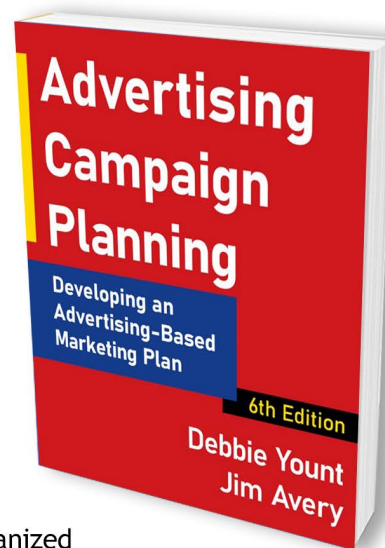
Sixth Edition

Debbie Yount and Jim Avery

2023. 276 pp. Paper: 978-1-73604023-2 \$54.95

This book, long the most widely-adopted text for Strategic Advertising Campaigns classes, offers a fresh "how to" approach for developing fully integrated advertising campaigns. The simple step-by-step practical application gives readers the entire toolbox needed to make a winning campaign and eliminates obstacles and roadblocks that can get in the way of creating great work.

The Sixth Edition has been significantly changed for the ever-changing world of communication with several sections added, others updated, and some reorganized to reflect the "real world" flow of strategic marketing communication campaign development.



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Graduate Student Spotlight

Louvins Pierre (*University of Connecticut*)

The Relationship between My Identity and Advertising

For many of us, salient aspects of our identity and our values/interest play a substantial role in what we research and the type of work we pursue. In the case of my own research that is most certainly the



Louvins Pierre


case. Most of my research centers on 1) how brands can connect with consumers' identities, and 2) how digital forms of advertising on social media and websites lead to positive advertising outcomes. Correspondingly, being a Black Haitian millennial raised during the rapid rise of technology innovations of the late 1990s and early 2000s has significantly influenced my interest in these topics.

First, the bulk of my scholarly interests deal with how connecting with consumers' sense of identity (either socially, or racially/ethnically) influences their evaluations of a brand/organization. From the time I was in kindergarten to my current stage of doctoral study, I spent much time watching television and have witnessed how advertisements gradually have included more racially diverse models. Additionally, some of these ads will incorporate cultural symbols or partake in popular social trends in an effort to ingratiate themselves and make a personal connection with culturally diverse consumers. This has always fascinated me and led to my central questions of 1) do these culturally inclusive techniques work, and 2) how can brands continue to employ them effectively?

Some of my past and current projects have examined how the use of a racially diverse and "instafamous" brand influencers and advertising spokespersons may impact consumers' perceived relationship with a brand to influence their attitudes and behavioral intentions. An interesting

question that has yet to be explored in this line of research is whether appealing to consumers' unique salient identities may also alienate consumers who don't share those identities, in addition to appearing to be inauthentic to the brand identity itself. To address this, my dissertation work and future studies will study the emerging phenomenon of how marketers can employ brand activism to help them benefit from consumer-brand engagement and interactivity.

Another of my research streams examines how the interactive nature of digital advertising influences consumer outcomes. Several notable institutions, such as the [American Marketing Association](#) and [HubSpot](#), have noted that interactive content on social media is essential for effective marketing in the 21st century, especially when targeting millennials. To this point, some of my past and current projects examine how accessing variations of native advertising on social media and browsing a brand's website may impact consumer attitudes and decision-making. The latter of these projects employs eye-tracking technology with the additional aim to help provide answers to the perplexing question of how brands can capture consumers' short attention spans.

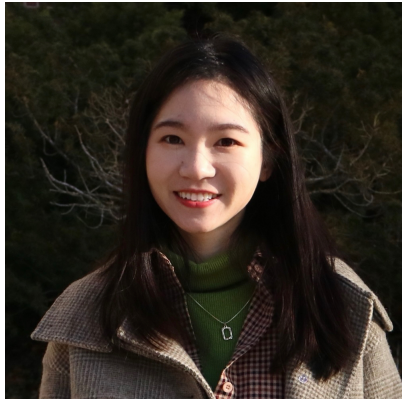
As I will begin work on my dissertation soon, I hope to secure a position that will allow me to pursue the research agenda elucidated here and continue educating students in the future. For the upcoming AAA conference, I will be presenting a paper entitled "A Systematic Review of the Relationship Between Covert Advertising Recognition and Consumer Attitudes." I look forward to attending the conference and meeting many of you to discuss and share our research interests and ideas. 

Louvins Pierre Bio:

Louvins Pierre is a PhD Candidate studying Marketing Communication in the Department of Communication at the University of Connecticut (UConn). He has received an advanced business certificate in Digital Market Strategy from UConn's Graduate Business School, his MA in Communication from UConn, and his BA in Communication from Tuskegee University. At UConn, Louvins has taught courses in Advertising, Public Relations, Public Relations Writing, Public Speaking, Media Literacy, Children & Mass Media, and Introduction to Communication. Please feel free to connect with Louvins on [LinkedIn](#).

Chen (Crystal) Chen (University of Illinois at Urbana-Champaign)

With a sense of excitement and fulfillment washing over me, I carefully signed the contract, officially ending my job search on Christmas Eve of 2022. Then I took a deep breath and began writing this column.



Chen (Crystal) Chen

Navigating the academic world can be challenging, but I am grateful to have had the support of mentors, peers, and communities along the way. I hope that by sharing my experiences and tips, I can help graduate students successfully navigate the turbulence and achieve success in their studies.

Identify Research Questions That Matter to Us.


Research is a marathon, and solving a problem that benefits us or the community that we care about can inspire more sustained interest and keep us motivated. As someone who has struggled with attention, I am particularly interested in understanding media strategies that can help users sustain attention in dynamic media experiences. This curiosity has led me to focus on immersive experiences, where people are “whisked away” from their physical world and “absorbed” in the non-physical space, such as in narratives, games, augmented and virtual reality (AR/VR), and the metaverse world. Not only can my research be applied to advertising, but it also helps us become more efficient media users. For example, study 3 of my dissertation suggests that rewards that feel psychologically closer to us increase attention allocation. To reduce this effect, I often put my phone out of reach to make rewards feel more distant during my work. I find it helpful when research questions are connected to my daily life, so my thoughts are always in sync with my interests.

Recognize Our Strength.

Finding a research path can be filled with uncertainty and confusion, but it's important to remember that every cloud

has a silver lining. I personally struggled with staying focused on one construct or context, but I found that my ability to see connections across different constructs and make sense of them was a strength rather than a weakness. I was interested in constructs from different contexts, such as immersion, presence, flow, and transportation, with a strong intuition that they may be related under a broader framework. My initial exploration of this topic was with Dr. Mike Yao, and my work was recognized at the American Academy of Advertising (AAA) conference and won the best student paper of that year. This experience gave me the confidence and motivation to expand my exploration, which was further supported by Dr. Jacob Fisher. I conducted a systematic review of 400 papers in the realm of immersive literature and derived a theoretical framework with three processes that form the basis of the immersive experience, which has now been accepted as an invited submission and will be published within the next year. Learning from my past, I will encourage my peers to acknowledge their strengths and celebrate their achievements with more confidence and patience.

Surround Ourselves with a Supportive Network.

Working together is one of the best parts of being an academic. Collaboration allows us to ask for thoughts and seek feedback from inspirational scholars and well-connected communities. I have always benefited from in-depth conversations with faculties within my department, such as with Drs. Michelle Nelson, Kevin Wise, and Ewa Maslowska, and communications with my peers from the Technology and Social Behavior Lab (TSB) and the Media and Advertising Lab (MAd). I have also learned a lot from the AAA's mentorship program, which connected me with Drs. Huan Chen, Kelly Chu, and Taylor Wen. This healthy network has sparked my research ideas, cultivated my professionalism, and built up my confidence and well-being, and I'm more than happy to share the responsibilities and assist the growth of future researchers. 

Chen (Crystal) Chen Bio:

Chen (Crystal) Chen (chenc4@illinois.edu) is a Ph.D. candidate in the Institute of Communications Research at the University of Illinois at Urbana-Champaign and an incoming assistant professor in the Department of Strategic Communication at the University of Miami. She serves as the lab manager of the SONA system for the Department of Advertising and the Technology and Social Behavior Lab. Her research focuses on individuals' attention, motivation, and decision-making in immersive experiences such as AR/VR, games, and narratives, using behavioral research methods and formal modeling techniques. She is the recipient of the best student paper from AAA 2019. Her research has been published in journals such as *New Media & Society*, *Psychology & Marketing*, and *Journal of Marketing Communications*.



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Journal of **Advertising**

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Journal of **Current Issues & Research in Advertising**

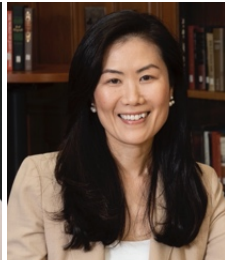
Publishing on current issues and research in advertising, exploring role in society and debating contemporary and lasting issues.

59K annual downloads/views | 2.9 (2021) CiteScore (Scopus)

Grants and Fellowships



Wonsun Shin



Jisu Huh

Dr. Wonsun Shin (University of Melbourne) and Dr. Jisu Huh (University of Minnesota) received Meta's 2022 People's

Expectations & Experiences with Digital Privacy Grant with their research proposal "Privacy and Trust Equilibrium of Personalized Social Media Ad Acceptance." The Meta grant program was designed to support academics in the social sciences and technical disciplines whose work will help Meta understand how to build privacy-centric products, inform robust data policies, and advance internal privacy programs and practices. The request for proposal attracted 136 proposals from 112 universities and institutions around the world and Dr. Shin and Dr. Huh were one of just five teams to be chosen.



Chuqing Dong

Dr. Chuqing Dong (Michigan State University) is selected to receive the [2023 SciComm Identities Project Fellowship](#). The SciComm Identities Project is launched by the University of Rhode Island's Metcalf Institute, Michigan State University's Knight Center for Environmental Journalism, and the URI Science and Story Lab.

Funded by a collaborative National Science Foundation grant, the SCIP fellowship supports the next generation of science communicators from diverse ethnic and racial backgrounds to seek a culturally relevant approach to addressing environmental issues.



Kara Chan

Kara Chan, Professor at Hong Kong Baptist University received a research grant of US\$57,000 from the Hong Kong Jockey Club Charities Trust to conduct a study on "Work-integrated learning with industry partners."

Job Changes, New Hires, and P&T



Huan Chen

Dr. Huan Chen has been appointed the Interim Chair of the Department of Advertising at the University of Florida.

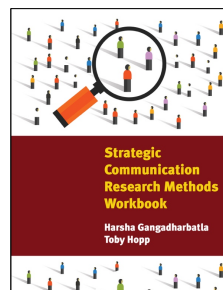
Su Yeon Cho (Ph.D. candidate, University of Miami) will start a tenure-track assistant professor of strategic communications in the School of Communications at the Quinnipiac University in Fall 2023.

Chen (Crystal) Chen (Ph.D. Candidate, University of Illinois at Urbana-Champaign) will start as a tenure-track assistant professor in the Department of Strategic Communication in the School of Communication at the University of Miami in the Fall of 2023.

Eunjoo Jin (Ph.D. Candidate, University of Texas at Austin) will start a tenure-track assistant professor position in the Jack J. Valenti School of Communication at the University of Houston in Fall 2023.

Yuan Sun (Ph.D. Candidate, Pennsylvania State University) will join the Department of Advertising at the University of Florida College of Journalism and Communications as a tenure-track assistant professor in Fall 2023.

Book Releases



Dr. Harsha Gangadharbatla (University of Colorado Boulder) and Dr. Toby Hopp (University of Colorado Boulder) have recently published the first edition of the [Strategic Communication Research Methods Workbook](#) with Melvin and Leigh Publishers. It is one of the few research methods books

specifically designed for advertising and PR students and employs a hands-on approach with lots of exercises and classroom activities.

Other News



Marla Royne Stafford

Marla Royne Stafford, Professor of Marketing at the University of Nevada - Las Vegas Lee Business School, has been named the first faculty research affiliate of the UGA Grady College SEE Suite. The Social media Engagement & Evaluation (SEE) Suite at the

Department of Advertising and Public Relations of the Grady College at the University of Georgia is an innovative space, designed for students and researchers to gain the skills, experience and knowledge to become leaders in the changing social communication ecosystems. *AA*

The Importance of Global and International Research in Advertising: Resources for Scholars

by Angeline Close Scheinbaum & Jiyun (Joyce) Huang (Clemson University)

Advertising scholars and educators have many opportunities to broaden their research questions, samples, and theories to an international or even global scope. The purpose of this article is to inform and/or remind scholars that the American Academy of Advertising (AAA) has a Global and Multicultural Committee (GMC) with a mission to help members who are interested in international and or multicultural topics and issues. The committee defines the term *global* broadly to indicate all regions of the world that are engaging in advertising communication, research, and/or teaching. Related, the GMC committee defines *multicultural* broadly as well to include “varied cultures.” Varied cultures include, but are not limited to, ethnic-specific advertising as well as racial; it also includes cultural aspects based on languages, food preferences, religion, sexual preferences, LGBTQ identity, age, abilities, and so forth. With these scopes in mind, AAA committee volunteers have helped curate research resources for scholars to help with their research and also to help find like-minded coauthors.

Here, we overview the four research-oriented databases listed on the GMC webpage (<https://www.aaasite.org/gmc>). First, the AAA has an International Scholars Database that the GMC committee maintains. This database was recently updated, and it now has over 150 scholars in it. It contains important information to help scholars find collaborators based on their international research area. The international scholar database contains the following information: scholar names, titles, affiliations, country, teaching area, and their international research topics of expertise. Second, there is a GMC Research Database. This database consists of a regularly updated list of global and multicultural, and cross-cultural research papers that are published in *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of Interactive Advertising*, and *Journal of Current Issues & Research in Advertising*. The years span from 2005-2022. This is a great resource because the database includes: the theory used, the area of global or multicultural research, the country the research came from, and some details about the customers in the study (e.g., women, millennials, specific religions, etc.). Next time you are writing a literature review on a related topic, be sure to check out this helpful database. Third, there is a Ph.D. Student and Early Career Opportunities Database. In this database, some great opportunities are noted for these newer scholars. For example, the database includes a list of national and international fellowships, awards, internships, and study abroad programs. Fourth, there is a Black, Indigenous, People of Color (BIPOC) Scholarship Database. The goal of this database is to curate a list of scholars representing these groups to enhance the visibility of BIPOC advertising scholars and their research. This helpful database (2006-2022) includes a list of journal articles written by these BIPOC scholars as the first or second authors, and identified the research areas, research topics, and theories they employ.

These resources can also help scholars interested in cross-cultural advertising research, which is a growing area. In fact, there were 111 research papers that examined two or more countries in advertising research from 1982-2021 in the *International Journal of Advertising* (IJA) alone (Ford, Mueller, and Mueller 2022). A bibliometric analysis of these papers in IJA shows a significant variation in the topics studied, theories and methods used, countries examined, and gender role portrayals. There is especially an opportunity for more cross-cultural research representing Central and Eastern European countries, Africa, the Middle East, and Latin America (Ford et al. 2022). Thus, we encourage scholars to utilize AAA's GMC research databases to help spark work focusing on these regions, and all forms of important scholarship that progress the extremely important global, multicultural, and cross-cultural research.

References:

Ford, J. B., Mueller, B., & Mueller, S. (2022). Forty years of cross-cultural advertising research in the *International Journal of Advertising*: a bibliometric analysis. *International Journal of Advertising*, 1-9. <https://doi.org/10.1080/02650487.2022.2138149> *AA*

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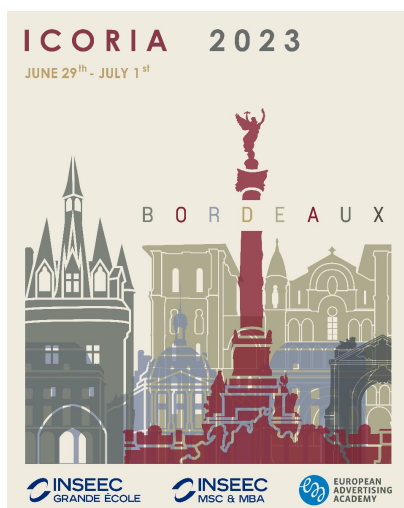
Announcements (Call for Papers)

ICORIA 2023

American Academy of Advertising 2022 Annual Conference
June 29-July 1, 2023

INSEEC – BORDEAUX

Submission Deadline: March 15, 2023



INSEEC will be hosting the 21st International Conference on Research in Advertising (ICORIA) from June 29 to July 1, 2023. ICORIA is the annual conference of the **European Advertising Academy (EAA)** whose objective it is to promote, disseminate and stimulate high quality research in the field.

ICORIA offers a small and interactive setting and provides excellent opportunities for advertising scholars to build a knowledge exchange network and develop collaborative relationships in research and present their cutting-edge research from the advertising and communication realm.

The conference topic “**Harder, Better, Faster, Stronger: Advertising and Communication between Immediacy and Sustainability**” inspired by the French music duo Daft Punk and is a reflection how to manage mass-communication and personalized messages, how to overcome the temptation of instant gratification vs long term benefit, how to deal with current and future trends, how to perform between one-minute buzz and authenticity, etc. These issues should find an answer thanks to research in advertising and communication, that is why we invite you to feed the debate and have a taste of France.

The ICORIA will start on June 29, 2023, with the 8th doctoral colloquium and a welcome reception. On June 30 and July 1, 2023, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. A Gala Dinner will give you the opportunity to discover a taste of France, and as usual this event will allow further networking.

8th ICORIA DOCTORAL COLLOQUIUM

The aim of this colloquium is to provide PhD students with professional skills needed for their academic career. A selection of renowned scholars from the fields of advertising, marketing, and branding will give interactive lectures and workshops on various topics, including how to publish your work in top academic journals, how to manage your supervisors, the do's and don'ts of peer reviewing and career advice.

Active participation and some preparation are expected from the participants. The colloquium gives PhD students the opportunity to learn from the insights and experiences of senior scholars in their field of study. Moreover, PhD students will meet their peers from different countries and be able to build their international network that will become valuable throughout their academic career. Please visit www.icoria.org for further information.

PhD students will be invited to chair sessions and embrace their future role.

SUGGESTED TOPICS (but not limited)

Advertising

Advertising Accountability & Effectiveness, Attention & Processing, Content & Creativity, Cross-cultural issues, Special target groups, Non-for Profit Advertising, Privacy & Ethics.

Branding and Brand Management

Branding and Brand Management Models of Brand Communication, Brand Communication & Brand Equity, Branded Experiences, Sensory Branding, POS Communications, Communications with Labels & Packaging.

Consumer Behavior

Consumer Behavior Emotions & Engagement, Neuroscience & Communication, Relationship Building, Sensory

Experiences & Embodiment, Consumer Perception of Designs, Personalization & Microtargeting, Consumers in Digitalization.

Communication Management

Communication Management Integrated Marketing Communication, Public Relations, Product Placement, Branded content, Content Marketing, Sponsorship & Events, Influencer Marketing, Omni-channel Communication.

Digital Media

Digital Media Social Media, Mobile Media, User Generated Content, Touchpoints and their Experience, Virtual, Augmented & Mixed Reality, Data & Communications, Privacy & Data Security.

Mass Media

Mass Media Channel & Multi-Media Management, Convergence Management, Cross-media strategies, Media Management, Trends in Mass Media.

Methodological Issues

Methodological Issues Data Science in Advertising & Communications, Artificial Neural Networks, Machine Learning and AI in Communication Research, Neurophysiological Methods in Communication Research, Text, Data, Image Analytics & Intelligent video analytics.

Public Policy

Public Policy Corporate social responsibility, Ethics, Marketing in restricted industries, Political Communication, Stakeholder Advertising, Promotion of Sustainable Behavior, Communication of Healthy Behavior.

PAPER SUBMISSIONS

Please submit a ten-page summary of your paper as soon as possible (but no later than March 15, 2023). Please use the submission procedure for your paper summaries provided on EasyChair.

The summary must include an Abstract, Introduction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypotheses, research objectives, methods and findings. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details.

Please refer to ICORIA 2023 Submission Instructions when preparing the paper and title page. Papers must be prepared using the layout and reference guidelines of the International Journal of Advertising.

All submissions will be blind peer reviewed. Please ensure your submission applies a correct academic style and authors are not to be identified in the text.

SPECIAL SESSIONS

Proposals for a Special Session (SS) should cover one entire session (4 papers). These proposals are submitted by the session chair, who is responsible for the submission of 1 document with the 4 manuscripts and 1 document with the names and affiliations of each manuscript.

The aim of Special Sessions is to stimulate discussion and set up new insights or domains. Special session proposals are peer reviewed based on the relevance of the topic, innovative approach, and the quality of the content.

All guidelines and criteria for regular submissions apply too for submissions of a Special Session (length: 3- to 4 pages maximum per paper plus a separate cover/title page).

The summary of each contributor must include an Abstract, Introduction, Discussion and/or Conclusion and a short list of references. Also a brief description of the hypotheses, research objectives, methods and findings if applicable. A separate cover/ title page should include for all the manuscripts: Title, Author(s) names, Affiliations, and Contact Details.

PUBLICATIONS

All accepted papers will be published in the Conference Proceedings. Authors can choose to publish either a ten-page summary or a one-page extended abstract for the proceedings. A selection of extended papers will be invited for publication in the official European Advertising Academy, **Advances in Advertising Research Vol. XIV**. At the Gala dinner, the "Best Paper Award" and the "Best Student Paper Award" will be announced.

Papers, which received high reviewer scores, will be considered for a special issue of the **International Journal of Advertising**.

REGISTRATION

At least one of the authors of a paper that is accepted needs to register and attend the conference.

The conference fee is €390 for early bird (before May 22nd) and €450 for late registration (from May 23rd)- including the conference proceedings and the €30 annual membership fee

of the European Advertising Academy (EAA). The joint EAA/AAA members are entitled to a 30 € deduction.

The doctoral colloquium is free of charge for PhD students registered to the conference.

Submission deadline is March 15, 2023.

The deadline for registration is May 24, 2023.

ICORIA GRANT

To encourage researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting, the European Advertising Academy will provide a yearly research grant by waiving the conference fee of 375 EUR for three selected researchers. For further information, please refer to the EAA's website at www.europeanadvertisingacademy.org/.

MORE INFORMATION

Please frequently visit our conference website at www.icoria.org for more information. On the website you will

find more details about travel and accommodation, impressions and tips. Please contact the conference chair manager for any questions about paper submission or other matters.

The conference chair manager:

Alexandra Vignolles
avignolles@inseec.com

ORGANIZING COMMITTEE AT INSEEC

Camille Saintives
csaintives@inseec.com

OUR PARTNER



Announcements (Call for Papers)

Journal of Interactive Advertising **Special Issue Article Collection on Brand Activism on Digital and Interactive Media**

Guest Editors

Hye Jin Yoon, *University of Georgia, USA*
Kacy Kim, *Bryant University, USA*

Submission Deadline: July 31, 2023

Dear AAA Members,

We are excited to share the CFP for a *Journal of Interactive Advertising* special issue article collection on Brand Activism in Digital and Interactive Media. Brand activism is when brands actively take a stand, generally on a divisive social, political, environmental, or economic issue. Interactive and digital media has become an essential vehicle for brand activism. P&G's Always #LikeAGirl, Patagonia's Patagonia Action Works, and Nike's #YouCantStopOurVoice are examples of brand activism on digital and interactive media. The interdependent relationship between brand activism and interactive media has been explored in recent research, such as exploring online conversations to identify the dimensions of woke brand activism authenticity, examining video responses and audience interactions to brand activism campaigns, and testing the effects of brands' replies on social media to consumer backlash to brand activism. However, more needs to be done on theoretical, empirical, and critical levels. This special issue of JIA aims to seek research to understand the continuously evolving relationship between brand activism and interactive media. Research focusing on any form of brand activism on digital and interactive media is welcome.

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

- The presence and effects of brands utilizing digital and interactive media to activate their brand activism messaging (e.g., social media, websites, blogs, vlogs, display advertising, mobile, augmented reality, virtual reality, holograms, video sharing, video streaming, video games, podcasts, webinars, chatbots, artificial intelligence, social media influencers)
- Brand activism influencing online public sentiment and reactions
- Brand activism on digital media affecting real change offline
- Brand activism integrated marketing communications campaigns utilizing a mix of online and offline media
- Success and failure cases of brand activism utilizing digital and interactive media
- Authentic brand activism leading to consumer brand evangelizing and "buycotting" online
- Inauthentic brand activism ("woke-washing" and tone-deaf activism) leading consumer brand shaming and boycotts online
- Brand activism or lack of brand activism leading to consumer hashtag campaigns
- Online communities that form for or against a brand's activism
- Parody and spoof of brand activism on digital and interactive media, its presence, and effects
- eWOM of brand activism
- Digital and technology brands, companies, and services engaging in brand activism

Full-length and Rapid Communication manuscripts are welcome.

Publication schedule: Accepted articles for this Special Issue Article Collection will be published in JIA's first available regular issue (i.e., rolling publication); the articles will also be added to a Special Issue Article Collection page upon publication, along with an introduction and editorial from the guest editors.

Submission deadline: July 31, 2023.

Special Issue Guest Editors

Hye Jin Yoon, *University of Georgia, USA*
Kacy Kim, *Bryant University, USA*

For more information, please visit <https://bit.ly/3KupXDD>

Please share this call with anyone who might be interested. Email hjyoon@uga.edu or kkim2@bryant.edu for any questions.

We look forward to receiving your submissions! 

Announcements (Call for Papers)

Journal of Current Issues & Research in Advertising **Special Issue on Emerging Issues in Computational Advertising**

Guest Editors

Su Jung Kim, *University of Southern California*
Ewa Maslowska, *University of Illinois Urbana-Champaign*
Joanna Strycharz, *University of Amsterdam*

Submission Deadline: November 1, 2023

1. Definition and scope of computational advertising

The *Journal of Current Issues & Research in Advertising* (JCIRA) is calling for articles that discuss emerging issues and advances in computational advertising. Over the last decade, computational advertising has been praised for replicating “what humans might do if they had the time to read Web pages to discern their content and find relevant ads among the millions available” (Essex, 2009, p. 16). Computational advertising has expanded to become “a broad, data driven advertising approach relying on or facilitated by enhanced computing capabilities, mathematical models/algorithms, and the technology infrastructure to create and deliver messages and monitor/surveil” individual behaviors (Huh & Malthouse, p. 1).

By handling massive data in real time, computational advertising quantifies consumer characteristics and experiences to personalize advertising messages, target media content, and simplify consumer decision making. Algorithms drive targeted content to maximize message frequency, reach, ROI, and lift.

The rapidly growing field of computational advertising involves numerous systems including information retrieval, behavioral analytics, and decision making (Yang et al., 2017) and is thus relevant for interdisciplinary research such as advertising, marketing, computer science, linguistics, and economics.

2. Issues in the advertising landscape

Beyond its use as a marketing tool, computational advertising can be socially influential. First, across platforms, consumers are inundated with disruptive and frustrating advertisements. Despite state-of-the-art digital ad targeting models, Millennials and Gen Zs particularly disparage digital advertising for being irrelevant, useless, and deceptive (Lineup, 2021). Nevertheless, by synthesizing relevant messages based on consumer and/or context information, computational advertising is potentially able to overcome negative perceptions.

Second, marketers and advertisers are widely disdained for providing disinformation. A NewsGuard and Comscore study of programmatic advertising found that brands spend billions on algorithms intended to provide advertisements that maximize engagement, but unfortunately often amplify misinformation (Eisenstat, 2019; Skibinski, 2022). Computational advertising, however, can enhance brand safety by identifying inappropriate or incorrect content and preventing brands from misplacing ads next to reputation-harming content. Furthermore, targeting techniques can be used to correct disinformation or create public service announcements that promote media literacy so that consumers learn about consequences associated with data breaches, algorithmic biases, or mis/disinformation.

Third, advertisers and researchers can potentially use innovative new computational methods to measure key interests such as attitudes and emotions. For example, affective computing examines emotions by analyzing online activities of thousands of individuals in natural settings (D'Mello et al., 2018). It can be used to detect, interpret, and respond to human emotions before, during, and after ad exposure. Consequently, affective computing could be used to overcome challenges such as response biases and sampling errors. Simultaneously, as abstract concepts, emotions and affect are difficult to link with appropriate indicators or to

map with proxies (Roy et al., 2013). Despite multiple challenges, future developments will enable affective computing to better respond and adapt to emotional states.

Consumers are increasingly concerned about privacy violations, lost control over personal information (Auxier et al., 2019), and biases built into algorithms and targeted advertising (e.g., Hao, 2019; Kant, 2021). Advertising ethicists have called targeted advertising “one of the world’s most destructive trends” (Mahdawi, 2019) because computational methods can be used to predict individual personalities, needs, or emotional states and use those insights to drive political preferences. The Cambridge Analytica scandal particularly exposed personalized advertising as a prejudicial force in the 2016 U.S. Presidential Election and the Brexit referendum (e.g., Cadwalladr & Graham-Harrison, 2018; Grassegger & Krogerus, 2017). Can computational advertising be used ethically to create relevant messages without violating privacy or enhancing biases?

Finally, computational advertising struggles to establish its worth. Attribution modeling, long challenged for inaccuracy, has become increasingly difficult under new privacy regulations and settings. Authors such as Tim Hwang (2020) argue that digital advertising is ineffective. Indeed, effectiveness is difficult to establish (e.g., Edelman, 2020; Frederik & Martijn, 2019), but attribution modeling is expected to evolve in its capacity to create, execute, and evaluate advertising programs (Yun et al., 2020).

3. Potential topics for the special issue on emerging issues in computational advertising

This special issue will publish original, high-quality papers that examine the theoretical, methodological, ethical, or practical implications of computational advertising. Suggested topics are listed below, but we are open to other relevant themes regarding computational advertising:

- Definitions and measurements of concepts
- Computational advertising and its relation to disinformation
- Brand safety in the age of computational advertising
- Ethical issues related to computational advertising
- Consumer privacy in the age of computational advertising
- Authentic versus fake advertising
- Measurement issues in computational advertising
- Societal value of computational advertising
- Algorithmic synthesis of creatives
- Short-term behaviors versus long-term valuations
- Trust and its role in computational advertising

Direct inquiries to the **Special Issue Editors**:

Su Jung Kim – Assistant Professor, Public Relations, Annenberg School for Communication and Journalism, University of Southern California (sujung.kim@usc.edu)

Ewa Maslowska – Assistant Professor, Charles H. Sandage Department of Advertising, College of Media, University of Illinois at Urbana-Champaign (ehm@illinois.edu)

Joanna Strycharz – Assistant Professor, Amsterdam School of Communication Research (ASCoR), University of Amsterdam (J.Strycharz@uva.nl)


For More Information:

Journal of Current Issues & Research in Advertising: <https://www.tandfonline.com/journals/ujci20>

Special Issue Call:

https://think.taylorandfrancis.com/special_issues/journal-current-issues-research-advertising/

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Announcements (Call for Papers)

Journal of Advertising Research **Special Section on Prosocial Advertising Messages**

Guest Editor

Marla Royne Stafford, *University of Nevada-Las Vegas*

Submission Deadline: May 8, 2023

Prosocial behaviors are generally considered voluntary actions intended to help or benefit other individuals or groups of individuals. These actions are generally preceded by intentions that may be generated through a range of prosocial messages communicated via a range of channels, including advertising. Prosocial messaging has moved to the forefront today, prompted by key societal issues related to climate change, public health, mental health, suicide prevention, and people's overall well-being, and by a post-Covid environment that has further exposed widening inequalities with respect to gender, race, and wealth. Many for-profit firms are adopting prosocial causes and missions that often are featured prominently in their advertising.

In the midst of our societal challenges, advertising has a responsibility to communicate messages which provide consumers information they can use to make smart decisions. Yet, research has found that not all advertising helps consumers (Gilbert *et al*, 2021), but, instead, it can actually harm them.

This special issue of *JAR* seeks manuscripts specifically on prosocial advertising messages, with the goal of publishing a set of papers with insights and actionable recommendations that can be implemented to help generate positive decisions and behaviors.

Submissions are welcome on an ongoing basis up to May 8, 2023.

The following is an indicative, but not exhaustive, list of possible areas for submissions:

- Understanding and developing advertising's role in alleviating poverty, and in bridging racial and economic divides
- Understanding advertising's role in developing public policy that has implications for societal issues
- Creating messages that have an impact of individual behavior that can affect such topics as climate change and mental health
- Developing campaigns that reduce public stigma in potentially biased situations such as gender, racial, sexual identity, and mental or physical health related biases
- Testing a range of theoretically sound communication strategies to support eco-friendly behaviors
- Utilizing new technologies (e.g., AI, VR, neuromarketing) to create effective advertising strategies to engage consumers in a range of prosocial behaviors
- Cross-media synergies in creating effective advertising campaigns across a range of prosocial behaviors
- Challenges faced in prosocial advertising in the face of attribution and a multi-screen world
- The role of social media in prosocial advertising messages
- Developing advertising messages with both short-term and long-term effects
- Health-related messages that have a positive effect on consumer's decision-making and overall mental and physical well-being
- Understanding cultural factors that may play a role in prosocial messages
- A comparison of which media play a more effective role in producing more effective prosocial messages
- How emotional appeals play a role in the effectiveness of prosocial advertising

We are looking for immediately actionable research findings, and as a result there is preference for submissions that include empirical data (i.e., quantitative, qualitative, or mixed). Conceptual submissions are encouraged only if they contribute major advancements relevant to advertising practice. Given our strong industry readership, please place particular emphasis on practitioner implications of the research findings.

The length for *JAR* submissions is 7,000 words, excluding references. Authors are encouraged to make use of online appendices for material useful, but not central, to the paper. Submission guidelines can be found [here](#).

The special section editor is Dr. Marla Royne Stafford (marla.stafford@unlv.edu) at the Lee Business School at the University of Nevada-Las Vegas. Papers should be submitted via the *JAR*'s [Editorial Manager online platform](#). 

Announcements (Call for Papers)

Journal of Advertising Research **Special Section on Insights for Advertisers on Immersive Technologies: The Future of Advertising Using VR, AR and the Metaverse**

Guest Editors

Kirsten Cowan, *University of Edinburgh, UK*

Ana Javornik, *University of Bristol, UK*

Kirk Plangger, *King's College London, UK*

Submission Deadline: July 3, 2023

Immersive technologies that are creating extended realities (XR) — *i.e.*, augmented reality (AR), virtual reality (VR) and mixed realities (MR) — are currently seen as increasingly important elements of advertisers' promotional campaigns to connect with existing and potential customers. Moreover, a continuously stronger integration of immersive technologies with the physical world is giving rise to the metaverse, outlined by Mark Zuckerberg as the future of social media (see <https://youtu.be/Rncz85tVt5I>). Although a fully immersive and integrated metaverse has yet to be realized, we are observing numerous predecessors, such as collaborative virtual environments and various touchpoints in which consumers connect the physical reality with the virtual one. These developments have tremendous implications for marketers and advertisers; recent research has highlighted the power of these technologies to affect advertisement recall, attitudes, and purchase intentions.

Effectively deploying immersive technologies within marketing and communication strategies remains a challenge. First, there is a limited knowledge about how to use specific technologies or combinations of technologies to achieve different promotional objectives. XR applications vary from the very simple forms (*e.g.*, 360 degree images on Facebook) to the more complex (*e.g.*, Cave Automatic Virtual Environment [CAVE]), used in popular digitally augmented simulations such as "Van Gogh: The Immersive Experience." And although there is some fragmented research on these technologies, relevant insights for advertisers are scarce.

Second, much of the scholarship that investigates AR and VR applications in advertising and marketing remains siloed, thus failing to account for the potential to combine them in complementary ways. Existing research that explores virtual worlds offers an incomplete perspective of the potential value of the envisioned metaverse, leaving advertising practitioners and scholars to grapple with key questions. Among them: How can the strategic implementation and integration of immersive technologies impact consumers' attitudes and behaviors? Third, given that these research areas are in their infancy, advertisers have limited understanding about how these technologies can be combined with traditional communication channels to create consumer, company, and social value. As consumers do not experience immersive technologies as a single touchpoint but rather as part of an integrated interaction with other communications, advertisers need further insights into how the immersive technologies fit into the traditional promotional mix.

Building on recent contributions focused on marketing applications of immersive technologies (*e.g.*, *JBR: Virtual Reality in Marketing*; *P&M: Disrupting Marketing Realities*), this special issue of *JAR* aims to inspire investigation into the future of advertising applications within immersive technologies. Moreover, the Guest Editorial Team encourages submissions that focus on the integration of various channels or technologies with immersive technologies, such as various forms of XR or even XR with other media.

Submissions are welcome on an ongoing basis up to July 3, 2023.

We suggest the following topics but are welcome to other relevant advertising focuses within the theme of the special section:

- Identifying cognitive processes triggered by immersive technologies, leading to increased advertising recall.
- Understanding, creating, and influencing consumer persuasion through integrating two or more immersive technologies.

- Evaluating the potential of mixing social media with various immersive technologies to change attitudes, behaviors, or customer relationships.
- Examining how spatial-, social-, or self-presence affects the consumer experience and engagement with immersive advertisements.
- Investigating sensory simulation methods that communicate non-audiovisual sensory information (e.g., smells, textures, temperatures, tastes) using immersive technologies leading to enhanced consumer experiences and increased advertising engagement.
- Assessing how the ability to personalize avatars within immersive advertising affects consumers' attention, attitude formation, and behavior.
- Mapping the consequences of consumer interactions with advertising-centered content in immersive technologies, also in relation to future interactions with non-immersive advertising.
- Developing effective methods of how advertising can be embedded within immersive games to optimize consumer outcomes.
- Identifying the "new rules of engagement" in collaborative virtual environments, where content is frequently co-created among the online community members.
- Investigating strategic advertising approaches to address challenges posed by immersive technologies in managing privacy concerns, dealing with social equality and fairness, and addressing harassment, and bullying.
- Exploring best practices to manage the consumer data captured with immersive technologies (e.g., within the virtual spaces — text, image capture, video capture, body movement or outside of the virtual spaces — bodily movement, neurological measures).
- Charting how advertisers can be ready for the metaverse as it develops, and forecasting how this will impact persuasion tactics and brand-consumer relationships.
- Analyzing the transformative potential of advertising to leverage immersive technologies to create, deliver, and enhance experiential events, such as tradeshow or concerts.


We are looking for immediately actionable research findings, and as a result there is preference for submissions that include empirical data (*i.e.*, quantitative, qualitative, or mixed). Conceptual submissions are encouraged only if they contribute major advancements relevant to advertising practice. Given our strong industry readership, please place particular emphasis on practitioner implications of the research findings.

The length for *JAR* submissions is 7,000 words, excluding references. Authors are encouraged to make use of online appendices for material useful, but not central, to the paper. Submission guidelines can be found [here](#).

The special section editors are Kirsten Cowan (kirsten.cowan@ed.ac.uk), University of Edinburgh, Ana Javornik (ana.javornik@bristol.ac.uk), University of Bristol, and Kirk Plangger (kirk.plangger@kcl.ac.uk), King's College London. Papers should be submitted via the *JAR*'s [Editorial Manager online platform](#).

Sample References:

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Announcements (Date Release & Call for Ideas)

Journal of Advertising Research **JARxTVision Data Release and Call for Ideas**

Understanding Attention and Attention Metrics

Submission Deadline: March 31, 2023

Understanding what drives consumer attention, how it's measured, and its ensuing effects is incredibly important for advertisers. [TVision Insights](#), a leader in the measurement of consumer attention, has teamed up with the *Journal of Advertising Research* to make data from their consumer panel available to academics at no charge.

TVision's demographically representative [panel](#) includes 13,000 people from 5,000 US homes. Data is collected via a [sensor](#) installed above each TV in a panelist's home. The sensor uses facial recognition to identify who is watching and uses ACR technology to identify what is being watched. The panel is opt-in, compensated, and anonymized. TVision's resulting dataset spans nearly 25 billion seconds of TV viewing across both linear (over the air) and CTV (streamed) television viewing.

TVision's person-level data includes information on:

A) CTV Ad Impressions, Linear TV Ad Impressions, CTV Program Impressions, Linear TV Program Impressions:

- What content and ads are being watched and when
- Demographics of each viewer
- Coviewing rates
- Audience engagement with both content and ads
- Viewer demographics for content and ads specific shows

B) As well as OTTO Device Person Impressions:

- Demographics of each viewer
- Method of viewing (*i.e.*, app, device)
- Coviewing rates
- Share of time spent with each viewing app
- The distribution between AVOD & SVOD apps
- The number of devices per household
- App engagement rates by audience
- Hourly viewing trends for apps


TVision is interested in the following topics but is also open to other ideas that advance understanding of audience attention and measurement:

- How and why the efficacy or impact of ads may differ on CTV compared to Linear TV
- How and why co-viewing (or watching TV with more than one person) may impact CTV ads and programming
- How and why does creative perform differently across linear and CTV - ad length, creative elements, rotation, frequency, audience
- Mapping the viewer journey and influences on it. For instance, if a viewer typically starts with Netflix, where do they go next and why? And what drives how much time an app gets before audiences tune away?
- CTV first viewers vs. Linear first viewers - who are they, how do they behave, how can they best be targeted?
- How do CTV programming tentpoles impact viewer behavior?

Interested academic researchers are encouraged to apply for access to the data by submitting their research ideas [using this form](#). Applications will be reviewed by TVision and JAR based on each idea's potential contribution. Each author team's expertise with the topic, handling large data, and chosen methodology will also be considered. JAR and TVision are both looking for immediately actionable research findings. As a result, there is preference for research ideas that have implications for the advertising and marketing community in addition to advancing theory.

Applications are welcome on an ongoing basis up to March 31, 2023.

Successful applicants must agree to sign a nondisclosure agreement (NDA) with TVision governing use of the data before access can be provided. This agreement will not preclude academic publications using the data, although successful applicants must submit any resulting papers for consideration first to the *Journal of Advertising Research*. Papers that are unsuccessful at JAR can be submitted to other outlets. Successful applicants are also requested to prepare a slide deck for TVision summarizing their findings.

This data release and call for ideas is only available to academic researchers with no commercial interest in this area. Individuals or companies interested in use of TVision's data for commercial reasons should contact TVision's sales team for more information using [this form](#). 

Announcements (Call for EAA Award Nominations)



EAA Flemming Hansen Award 2023

Nomination Deadline: April 1, 2023

The European Advertising Academy (EAA) is seeking nominations for the Flemming Hansen Award 2023. This long-term impact award honors an advertising scholar who has made outstanding contributions to distinguished scholarship in the field of advertising research. Specifically, the EAA will recognize an author of several publications that achieved significant impact in the field of advertising. The 2023 recipient will be announced at the Gala Dinner of the 21th International Conference on Research in Advertising (ICORIA).

The EAA will consider self-nomination as well as nomination by another person or organization. All nominees will be considered against the same criteria. Please send nominations and any questions related to this award to the EAA Award Manager, Tobias Langner, at langner@wiwi.uni-wuppertal.de. Include the candidate's CV with the nomination letter which should describe significant contributions to distinguished scholarship in advertising research made by the nominee (maximum one page).

Nominations for the 2023 award must be received by April 1, 2023. ~~AA~~

Announcements (ANA Educational Foundation)



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AEF's online peer-reviewed scholarly journal is distributed by the Johns Hopkins University Press (JHUP) Project MUSE. Ranked in the top 7% of all MUSE online journals, ASQ includes materials exploring advertising and society with original articles by academicians and interviews, roundtables and panel discussions with participants from industry and academia. We are always looking for submissions!

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Visiting Professor Program (VPP) – Register for Virtual Participation

The VPP enhances professors' understanding of current practices and developments in advertising and marketing to inform your teaching and research. The theme of the 2023 VPP will be 'Envisioning the Future of Marketing and Advertising' and the curriculum will focus on the broader themes of Society and Sustainability, Brand and Creativity, Data and Technology, and Talent and DEI. For Virtual VPP participation, industry leaders will live-stream presentations on topics related to the Future of Marketing and Advertising, participate in Q&As with professors, and more. The 2023 Virtual VPP is open to all professors including former VPPs so register now!

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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)
- AEF – ANA Educational Foundation
- 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
- IJA – International Journal of Advertising
- 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 new Editor of the Newsletter 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 