AMERICAN ACADEMY OF ADVERTISING Newsletter

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President's Column
President Report
by Sela Sar (University of Illinois at Urbana-Champaign)

I hope all of you had a great summer. It went by too fast. We are now entering a new academic year and most universities will be holding classes in person. Wishing all of you a great start to the semester.

Sela Sar

Please mark your calendar for our next year's in person conference from **March 23 - 26, 2023**, in Denver, CO. It will be at the Curtis Hotel in the heart of downtown Denver. The EC has discussed that this conference will be completely in person, no hybrid. The calls for preconference proposals, special topics and competitive papers were announced in May and a reminder was sent out in mid-July. The deadline for preconference proposals was August 31, and the deadline for both competitive papers and special topics is October 1, 2022. I hope all of you will be able to make it to the sixty fifth annual conference.

This year the graduate student interest group committee will continue to hold their annual conference virtually. It will be on September 16, 2022. Special thanks to Jameson Hayes and the ad hoc grad student interest committee for planning and organizing this event. Please see the announcement for details on pages 17-18. I encourage everyone to participate. Also, the initial announcement was sent out in late June.

Some updates:
To continue our partnership with the European Advertising Academy (EAA), some of us were able to attend their Annual Conference in Prague, Czech Republic. According to their record, they said that this year there were more AAA members attending ICORIA than in previous years. I hope we will continue to participate in their conference.

In the June newsletter, I mentioned the names of the editors for two of our journals for the upcoming year. I would like to again thank Jisu Huh, incoming *Journal of Advertising* Editor, and Jooyoung Kim, who has agreed to continue to serve as Editor for *Interactive Journal of Advertising* for another term, for their dedication to the journals. Thanks to Shelly Rodgers for her outstanding service as our past Editor for *Journal of Advertising*.

Also, I am sure you have received emails from our journals special issues calls. Please see the calls on pages 27-31 for details.

In our last newsletter, I mentioned that AAA members have access to

Research Feature

Sexual Appeals in Advertising: How to Build a Good Research Pyramid
by Hojoon Choi (University of Houston)

Since I started my master's program at the University of Georgia in 2006, this year marks my 16th year in advertising research. There is still a long way to go academically, but looking back on my experience, I have always thought that the field of academic research is like a pyramid

Hojoon Choi

built up by many scholars over the years. Based on the foundation they achieved, we are in a position to strive to expand a bigger and stronger pyramid of academic research.

To this end, we are all thinking about how to become better and more productive researchers, and achieving this is closely related to which research topics we choose and develop. As our research reflects topics intrigued by many advertising practitioners and of interest to consumers, the importance of our research will be better recognized. And as our research topic relates to the fundamental desire of consumers rather than simple trends, it can be easily expanded and developed to other research platforms.

In this sense, sex in advertising is a research topic that has been studied for a long time, but it continues to develop and expand its area. This is not only because sexual appeal is still widely used by advertising practitioners on various platforms, but also because the research constantly updates that while the sexual appeal is common to stimulate fundamental desire of consumers, it produces different advertising effects combining with consumers' various physical, psychological, and social factors.

Indeed, taking a brief look at the history of sex in advertising research, this research topic has been studied and developed since the 1960s, and until the 1980s, researchers' primary focus was on how sexual appeal is used and portrayed in advertising (e.g., Kerin, Lundstrom, and Sciglimpaglia 1979). Since the mid-1980s, the focus of research was developed towards examining the physical and psychological effects of sexual appeal. Consumers evaluate the sexual appeal of opposite gender more favorably (LaTour 1990), and sexual advertising is basically processed in the psychological mechanism of increasing consumers' emotional arousal and ethical concerns together (LaTour 1990; Ford and LaTour 1996). Since the emotional arousal positively predicts advertising effects while the ethical concerns do the opposite (Reichert, LaTour, and Ford 2011), studies since the 2000s focused on targeting strategies, examining which individual propensities enhance emotional arousal and dilute ethical concerns, and which product categories make a good match-up with sex appeal. For example, researchers identified sexual liberalism, sexual self-schema, and sensation seeking as significant individual propensities, and fashion and hedonic product categories as suitable for sexual appeal (see Mittal and Lassar 2000; Reichert, LaTour, and Ford 2011; Chang and Tseng 2013).

More recently, researchers have found that the portrayal and effects of sexual appeals are changing as consumers' lifestyles, thoughts, and behaviors change. These changes are mainly due to the rapid evolution of the media industry from traditional media to digital platforms and significant socio-cultural movements such as feminism. Since these changes in media and society can influence practitioners' usage of sex appeal and consumers' attitudes toward it, researchers are now in a position to update how different the past and the present are, and what makes the difference.

In this research context, the research of me and my

Hojoon Choi Bio:

Dr. Hojoon Choi is an associate professor in the Jack J. Valenti School of Communication at the University of Houston. His primary research fields are advertising and various social issues, such as sexual appeal and feminism, food and nutrition claims, and eWOM in cultural differences. Dr. Choi's research has been published in various leading advertising and health communication journals, including *Journal of Business Research*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of Health Communication*, *Computers in Human Behavior*, *Creativity Research Journal,* and so on. He received two best paper awards from *International Journal of Advertising* and *Global Marketing Conference*. In American Academy of Advertising (AAA), he won Doctoral Dissertation Grant Competition in 2011, and served as the chair of Membership Committee from 2017 to 2019. He currently serves as a member of Research Committee since 2021.

colleagues (Drs. Kyunga Yoo, Tom Reichert, Michael LaTour, and Temple Northup) has focused on feminism as one of the significant social movements affecting consumers' evaluative responses to sexual appeals in advertising. Historically, feminism movement has three waves, and while the second wave until 1990s saw women's sexual appeals in advertising as sexist and exploiting instrument, the third wave from the late 1990s sees women's sexuality more positively as it enhances self-efficacy and sexual independence (see Choi et al. 2016). Thus, different from previous studies in the second-wave feminism era, we found that contemporary feminists evaluate sexual images of women in advertising more positively (Choi et al., 2016). Furthermore, our recent study employed Feminist Perspectives Scale, which categorizes feminist attitudes into more complex perspectives (Henley et al. 1998), and found that consumers holding liberal feminist perspective evaluated sexual images of women in advertising more positively than consumers holding radical feminist perspective (Choi et al. 2020).

In addition to the social movement aspect, our research has been expanded into the digital platform of social media, because the branded content in social networking sites (SNSs) can work as advertising message (Choi et al. 2022). First, our content analysis provided empirical evidence that the more sexually positioned brand (e.g., Victoria's Secret) employed more frequent and more explicit sexual appeals on their branded social media posts, and there is a positive correlation between the degree of sexual appeals and the number of likes and comments. Second, our follow-up experiment reported that consumers are reluctant to click "Like" and "Share" on social media posts featuring sexual image, because they don't want to publicly open the sexual communication with their friends and followers. But such reluctance can be adjusted by consumer's psychological propensity (e.g., sexual self-schema) and cultural value orientation.

In the end, looking back on the research mileage, sex in advertising research seems to be a very substantial and still energetic topic that helps researchers become better and more productive workers who contribute to building a bigger and stronger academic pyramid. While human's sexual desire is perpetual regardless of the development of society and technology, many research ideas remain unexplored in this field. Thus, this encourages continued interest and participation of advertising researchers.

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all three journals, proceedings and newsletters online. I would like to give a big Thank You to Segal for her determination and commitment to complete the AAA Proceedings early this year. It is now available online via AAA website.

Please don't forget to check out our AAA 2022 award winner video interviews on the AAA Facebook. They were created by Anthony and the Communication Committee members. I am looking forward to seeing all of you at next year's conference.

Teaching Feature

Active Learning as an Effective and Sensitive Approach to Disengagement in the Advertising Classroom

by Glenna L. Read (University of Georgia)

The past few years have presented unprecedented challenges for students and educators. Instructors have demonstrated flexibility and ingenuity as they found creative ways to engage students via new, and sometimes, completely unfamiliar platforms of learning. Students have drawn

Glenna L. Read

upon reserves of resilience and motivation to continue their education in a time of great uncertainty. Both students and educators face the risk of burnout due to unparalleled societal and personal stresses. Despite widespread disengagement and challenges to motivation during these past few years, the march of education continued.

During this time, I was fortunate to participate in a three-week intensive active learning course at the University of Georgia to redesign my Media Strategy and Activation course (via the Active Learning Summer Institute; ALSI, 2021). This experience reignited my passion for teaching and gave me strategies to cope with the unprecedented challenges I faced. For this reason, I am thrilled to have the opportunity of this teaching feature to share what I learned about active learning with you.

Active learning is defined as any activity that requires students to engage in the learning process (Prince, 2004) by thinking about what they are doing while they are learning (Bonwell and Eison, 1991). For example, rather than teaching students how to do a task, an active learning perspective may have them evaluate the processes involved in completing a task. This facilitates deeper thinking about problems that allows flexibility and provides students with a framework to approach novel problems.

There are many ways to incorporate active learning activities in the classroom. Two of my favorites are the minute paper and concept mapping. When implementing the minute paper, I pose a question on a complex or controversial topic and give students 60 seconds to write their response. Once complete, I ask students to share their responses, if they wish, in a class-wide discussion. This activity slows down the pace of the class for students and gives them ample time to process material. I've found that this activity results in some of my more reticent students contributing to class conversation. Additionally, this allows me to get to know my students better and to count their participation in class, even if they never speak up. In ALSI, I learned that this technique can be considered trauma-informed teaching in that it allows students control over how they participate (CTL, n.d.).

My other favorite activity is concept mapping. I use concept mapping in my advertising and society class to get students to probe overt and subtle influences on their attitudes toward advertising and its role in society. Students are tasked with examining the foundations of their ethical approach to understand where their attitudes toward advertising come from and how they change over time. Students create a concept map to make their ethical framework explicit and then apply their map to evaluate an advertising issue. The short-term goal of this assignment is for students to critically evaluate their thinking around ethical issues and to see how their personal framework compares to those of their peers. But there are lasting implications of this assignment as well. My hope is that this active learning assignment provides students with a framework they can use to inform their approach to ethical issues throughout their career.

Glenna L. Read Bio:

Glenna L. Read (PhD, Indiana University) is an assistant professor in the Department of Advertising and Public Relations at University of Georgia. Her research blends perspectives in advertising, social psychology, and media psychophysiology to investigate cognitive and affective processing of media and advertising in social contexts. She teaches undergraduate- and graduate-level advertising courses, including Media Strategy and Activation, Advertising and Society, Insights and Analytics, Advanced Media Planning, and Communication Research Methods. She has developed two graduate-level special topics courses, Consumer Neuroscience and Media Psychophysiology, and has led independent studies with advertising and psychology doctoral students. In 2020, she received the UGA advertising teacher of the year award.

Active learning contributes to an engaging classroom, but it is not always fun and games. Even the best active learning activities fail when students are resistant or do not want to engage. For this reason, an instructor who desires to implement active learning classes should try to read the mood of the classroom and modify activities or plans when needed. Occasional failure is inevitable, so active learning instructors need to cultivate a spirit of resilience in the classroom. Despite the potential for awkwardness, active learning is worth it. Active learning improves learning outcomes (e.g., Freeman et al., 2014; Theobald et al., 2020) and provides a better classroom experience for both teachers and students. Furthermore, active learning can decrease disparities and achievement gaps within the classroom. Research indicates that while active learning benefits all students, educationally or economically disadvantaged students tend to benefit the most (Haak et al., 2011).

Recently, students and teachers have been challenged like never before. Issues with student engagement and retention are widespread. One solution to reignite passion for learning and success in educational outcomes in both students and teachers is to implement active learning. Easy active learning strategies, such as the minute paper, can engage students while being sensitive to their unique needs. The meta-cognitive processes provided by active learning help students obtain the critical thinking skills that are essential for a college education. For me, active learning gave me creative ways to engage with teaching, which has resulted in some really fun times in the classroom with my students.

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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 Editor, Joonghwa Lee, by **October 15**, at joonghwa.lee@und.edu.

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Special Topic

Arnold M. Barban (1932 – 2022): Leader, Mentor, Friend
by Joseph E. Phelps (University of Alabama)

Our field lost another of its pioneers with the recent passing of Arnold M. Barban. Many of you may know Arnold as a AAA Fellow and as a Past President. Fewer may know he was a founding member of this Academy and that he served as a faculty member and later as Head of the Department of Advertising at the University of Illinois. He also served on the faculty at the University of Texas and as Department Chair at the University of Alabama.

Joseph E. Phelps

He was a leader that positively influenced the perception of advertising as a legitimate academic field, with his legacy as a magnificent mentor arguably his most profound contribution. I share my personal account and the comments from other mentees to convey our professional admiration and our personal appreciation for Arnold's influence on our lives.

Arnold M. Barban

I came to know Arnold when I joined the faculty at the University of Alabama in 1990. He was already a senior scholar and incredibly generous with his time and encouragement. When I needed advice, which was often, he would listen and share his thoughts. He would typically not tell me what to do but would instead help me think through options.

He was precise in his thinking and his behavior. Precision is found in the details and that reminds me of his habit of using a ruler to ensure that his signature was always written on a straight edge. I believe that was a remnant of his early training to become an architect. I remember when I was about to move into a larger office, Arnold drew a true to scale drawing of the office including his thoughts on furniture placement. He even put a fresh coat of paint on the walls for me. He made an old office and used furniture seem like a meaningful reward.

As years passed, I began to notice how Arnold was always thinking at least two steps ahead of me. Noticing that took a few years because 1) I was slow and 2) he would plant seeds of thought years ahead of time. Something would be decided or accomplished by our faculty and later it would hit home that Arnold had set the chain of events in motion years prior. I noticed that he did these things with other people's best interests in mind.

Whereas I met Arnold at the beginning of my academic career, **Don Jugenheimer**'s relationship began when Arnold was a new faculty member at the University of Illinois. Jugenheimer recalled, "I first met Arnold Barban in the fall of 1964 when I was returning to college after service in the Air Force. That semester, Arnold taught Ad Media for 3 hours a week, lectured in Ad Copy for 2 hours a week plus 4 hours of lab, and I him for all 9 of those. He also advised the ADS student club and I was an officer, so we had even more contact. I'm sure he was tired of seeing me.

When I went back for graduate school, Arnold taught Consumer Behavior. For my doctoral dissertation, Arnold was on my committee. Later, we cooperated in writing several books and worked on AAA together. At AAA conferences, Arnold and I would sit and talk in the lobby, and dozens of friends and former students would stop by to pay their respects to Arnold.

After Arnold retired, I tried to talk with him every month or so. Our last conversation was about 6 weeks before his passing. So I knew Arnold Barban for 58 years. He inspired, motivated, counseled, advised and supported, not just me but dozens of aspiring academics. Most important, he was my friend and colleague. I could not have been more fortunate".

John Leckenby got to know Arnold when John went to the University of Illinois to study for his Master's degree. Leckenby said, "Dr. Arnold Barban was a man of integrity of the highest order, plain and simple. He was a mentor to many, many people who crossed his path. It did not matter to him or his wife from what nationality, religion, color,

gender, or sexual orientation we came. All were accepted and cared for by both these remarkable and rare human beings.

So, this person and family have had a big impact on my life as I try to come to some understanding of what it means to be a good person in life. He has helped me on that path I believe. And I thank him for that and many other things too numerous to go into. I hope you will see this tribute to this man is very personal. It is to me the essence of this man and his family. That is what made all the difference for me. They helped a scared little country boy from Michigan become a different, and I hope, a better and more useful human being than would otherwise have been the case."

Dick Beltramini's life was also changed by his long-term friendship with Arnold. Beltramini wrote, "About fifty years ago, I was an Illinois undergraduate student who'd dropped out of school twice and was in search of a major. My aptitude tests indicated "business" and "writing" and so I was encouraged to explore advertising. At the time, I didn't even know there were courses in advertising, but I went to see Professor Arnold Barban. He patiently answered all my questions, and suggested I take Principles of Advertising. Soon after, I became an advertising major and found myself in Arnold's Advertising Media course. I still have the project from that class because I remember how much time and effort it required. In fact, when my roommates left for Florida during spring break, I recall me passing on the trip and spending my entire spring break on this project.

After earning my undergraduate advertising degree, Arnold suggested I consider staying at Illinois to work on my master's degree. I was awarded a James Webb Young Fellowship and did indeed earn my graduate degree. After moving to Dallas to work for Texas Instruments, each visit back to see family I also met with Arnold. Again, he patiently mentored me with career advice each time we met. Finally, on one visit back, Arnold asked me when I was planning to return to graduate school to work on a PhD, which we'd discussed several times previously.

I returned to Dallas, quit my job, and entered the PhD program at The University of Texas at Austin. I completed my PhD, and started my academic career at Arizona State University and my involvement in the American Academy of Advertising. Over the years, we frequently kept in touch, with Arnold mentoring me further. I owe my career to Arnold Barban. His mentoring, his sincere caring, and his friendship will never be forgotten.

Karen King also recalls Arnold's caring mentorship through multiple life changing moments. She wrote, "I guess the best way to summarize what crosses my mind when I think of Dr. B (still have trouble calling him Arnold) is gratitude. It is hard to put into words the impact that Arnold Barban had on my academic career. It seems he influenced my career path at every major turn. He was a role model, a mentor, and a supporter throughout the years.

From the time I was an undergraduate student in his media class at Illinois, he served as a role model for how to teach a professionally-oriented course with enthusiasm and real-world examples. Two years later, as a masters student, I was the TA for his media planning course which meant I updated problem sets, graded tests and assignments, met with students, and kept the Pilot computer program up and running as the system changed each semester. If not for being in a position of never wanting to disappoint Dr. Barban, I would not have overcome my fear of wrestling with computer systems and coding or realized how much I enjoyed working with students.

I knew I disappointed him when I chose to move from media planning into an industry research job at FCB rather than getting my PhD a year after graduation. Still, he was right there supporting my application to the U of I PhD program three years later. Unlike others, he never questioned me about the wisdom of having a baby during the first year of my PhD program, but continued to be a supporter. Family mattered to Dr B and he and Mrs. B both treated graduate students with warmth and respect. When graduation time neared, he directed me to universities he thought would be a good fit and gave UGA high marks because Reid, Krugman and Russell were there. I can forgive him for that one. Ha!

As a department head, I couldn't copy his measured style, but often thought what would Barban do when trying to be fair to students and faculty. I learned that you can't always make everyone happy, but you can try to make decisions that are fair and for the greater good.

I remained active in AAA since the beginning of my PhD program because Dr. B had strongly recommended it as an academic home. Once again, he was right about that. I will always feel grateful for having had him as an example.

Ron Faber said, "I knew Arnold when he was at Illinois and then was lucky enough to be his colleague for a couple of years at Texas. He epitomized what it meant to be a gentleman and a scholar. I learned a lot from him about being a professor, but even more about being a good person."

Mary Ann Stutts wrote, "I knew Arnold through AAA conferences, the high praise by colleagues and former students over many years, and on a more personal basis when his granddaughter, Briana, came to Texas State. I had the honor to visit with Arnold and his wife over lunch and to teach Briana. I remember thinking I wish he had been one of my professors. Funny, smart, and someone who had lasting impact on the advertising industry, academia, and all those he taught."

Bruce Vandenbergh remembers Arnold as "A great teacher-scholar and a great person." **Len Reid** likewise describes Arnold as "a special person and a giant in advertising education."

Dean Krugman wrote that, "Arnold helped make the field what it is by turning advertising into an important field of study. He was one of the first to understand how our discipline fit into the academic side of universities as a legitimate form of inquiry. So, while folks may not have felt his influence directly they have been impacted by the way he helped build and reify advertising scholarship. Early on, Arnold championed research and intellectual thinking when others did not. He was a true pioneer."

This compilation of comments certainly reflects only a tiny portion of the tremendous life-changing influence of Arnold Barban's legacy of mentorship and friendship. I had mentioned earlier that he was always thinking at least two steps ahead of me so I shouldn't be surprised that he published poetry containing reflections on his imminent passing. Please note that I took the liberty of combining select lines from two of his poems (Day and Night - The Final One … Reflections on Death and Where Will My Memories Go?)

"The sun did, as always, rise that portentous day
Yet, the setting approached only seconds later
Bringing the dimness that would be absolute.

But in that short span of light thoughts wafted
And a lifetime glimmered as if on a silken screen
Where memories burst forth into golden sprouts

Where will my memories go
when I die?
I fear I do not know.

So, will what I write here, and other places,
be that which remains?
If that is the answer, I must proceed with haste
To pen the words which bind the thoughts,
And, give meaning to a life that came my way

Thus, as the sun prepares to set one last time,
And, as the mountain before me I'm destined to climb
Will hopefully reveal what will be my final estate,
Perhaps, only my written words will be on the slate.
So, whatever legacy there might be,
Some may recall, with import, in thinking of me."

Oh, Arnold, your legacy echoes throughout the comments of your mentees. We think of you often and these memories are of great import to us. You changed our lives and will forever be with us.

I look forward to one day visiting you and Barbara in your heavenly estate and I won't be surprised to see in it perfectly and precisely placed furniture.

Left to Right: Joe Pisani, John Leckenby, Nancy Stephens, Ivan Preston, Jef Richards, Darrel Muehling, Patricia Stout, Dick Beltramini, Arnold Barban, Don Jugenheimer, Dean Krugman, Ray Taylor, Les Carlson, Patricia Rose, Billy Ross, Mary Alice Shaver, Joe Phelps, Bruce Vanden Bergh, and Tony McGann

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The list of places our students work is much longer, but we ran out of room.

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Graduate Student Spotlight

WooJin Kim (University of Illinois at Urbana-Champaign)
Mamba Mentality

"The most important thing is to try and inspire people so that they can be great in whatever they want to do" – Kobe Bryant (1978 - 2020)

On January 26, 2020, I heard the tragic news that a helicopter carrying former basketball hero Kobe Bryant, his daughter Gianna, and seven others crashed in California.

WooJin Kim

Tragically, Kobe is gone, but he left behind this legacy: Mamba Mentality – a mindset that is all about focusing on the process and trusting in the hard work when it matters most. This mindset motivated Kobe to workout at 4 a.m. and push the boundaries of what is possible.

This Mamba Mentality is a driving force that encourages me to constantly try to be the best version of myself in an academic field. My motivation to study advertising brought me to the University of Texas at Austin as a master's student. It was an amazing feeling to publish my master's thesis "Hypocrisy in Advertising" to the Journal of Advertising as a first author. The article examines hypocrisy induction, a strategy for encouraging ethical behavior by making perpetrators realize that they are violating moral values when they use anonymous online venues to abuse unknown strangers. The article shows the moderating effects of self-construal and feelings of guilt mediate these moderating effects (Kim et al., 2022).

To broaden my perspective, I studied with various researchers, which prompted my decision to pursue my PhD at the University of Illinois at Urbana–Champaign as a Ph.D. student. Since joining the ICR (Institutions of Communication Research), my research interests have been extended to artificial intelligence (AI) in advertising and marketing. During this time, I published a journal article about "Chatbot Advertising as a Double-Edged Sword: The Roles of Regulatory Focus, Ad Personalization, and Privacy Concern" in the Journal of Advertising as a first author. The article examines the effect of regulatory focus and privacy concerns on consumers' responses to highly personalized chatbot advertising. Findings indicate that promotion-focused consumers are more receptive to highly personalized chatbot advertising because they attend more to benefits they may gain from disclosing personal information. In contrast, consumers who are predominately prevention-focused are more attentive to the risks involved and disfavor highly personalized chatbot advertising. In addition, consumers who are highly concerned about privacy disdain highly personalized ads, regardless of regulatory focus. Risk-benefit perceptions are shown to mediate interactions (Kim et al., 2022).

Focusing on AI influencer marketing, another paper entitled, "Human vs. Artificial Intelligence: The Role of Algorithmic Awareness in Consumer Responses to AI Influencers, Moderated by Interactivity and Mediated by Anthropomorphism" was accepted for publication in 2022 by the *Association for Education in Journalism and Mass Communication (AEJMC).* This article attempts to look at how human intelligence (HI) enables them to effectively cope with artificial intelligence (AI)-driven social media influencer marketing. To enhance realism, the ICR team developed an actual AI influencer, *Woody*, through a software program and manipulated its interactivity levels by using different sets of algorithms, and linked *Woody* with Facebook Messenger through which participants could engage in actual conversation (Kim, Lee, & Ham, 2022).

The happiest moments of my life occur when I am absorbed in thinking of and conducting my research. As a fourth-year Ph.D. student, I'm still looking for

WooJin Kim Bio:

WooJin Kim (woojink2@illinois.edu) is a fourth year Ph.D. student in ICR (Institutions of Communication Research) at the University of Illinois at Urbana-Champaign. His current research is investigating the impact of AI influencer marketing, personalization, and privacy issues involving advertising technology on consumers' attitudes and purchase intention. He has a B.A in Mass Communication and Journalism from Sungkyunkwan University in Korea and M.A in Advertising from University of Texas at Austin. He is a Big three lifts (squat, deadlift, and bench press) enthusiast.

Yuqian Ni *(Indiana University)*

Returning to graduate school is one of the best choices I have made. After I received my master's degree, I thought I was finally done with school and could not wait to dive into a career as an industry researcher. Although I enjoyed my job as a user researcher in New York and later in Shanghai, as time went by the enthusiasm gradually faded. With each client project I felt that I was repeating myself—merely reusing the skills I had already learned without growing. When I came back to academia at Indiana University, the variety of courses offered on campus and the fact that I am learning something new every day has helped me realize how precious and privileged it is to be dedicated to building new knowledge.

Yuqian Ni

I have developed an interest in cognitive neuroscience, an area that I was not familiar with during my master's degree. I have enjoyed the new excitement of this field and have been trying to apply what I have learned from cognitive neuroscience to communication research. I am also excited about recent advancements in neuromarketing and look forward to seeing how neuroscience and psychophysiology can help us to better understand consumers and audiences.

For me, learning is both fun and challenging. There are so many theories that I need to digest and new skills that I need to acquire. Each seems intimidating at first, but interest and curiosity become the best motivators, supporting me through challenging times. Self-esteem is also a key to this journey. Trust in my ability to learn gives me the courage to keep pushing the boundaries of my knowledge. Nonetheless, from time to time, I still struggle with a feeling that I am so ignorant, that there is so much *more* for me to learn. These negative thoughts sometimes stress me out. Luckily, once I learn something new and understand more about how the brain dynamically processes persuasive messages—the stress is replaced by excitement. Realizing that we know so little is probably not a bad thing because it can motivate us to learn more. Being humble and continuing to learn is my parents' wish for me—in fact, it is the literal meaning of my given name. I will always keep this in mind and let it be the guiding light of my career.

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another Kobe to strengthen my motivation and inspire me to become a proficient researcher. Here is my recommendation: Try to find your own Kobe, your own Mamba Mentality. It will help you identify what actions to take to move forward, have a clearer sense of direction, and overcome setbacks. Thank you, Mamba!

References

Kim, W. J., Ryoo, Y., Drumright, M., & Yoon, S. (2022). Hypocrisy Induction in Advertising, *Journal of Advertising*.

Kim, W. J., Ryoo, Y., Lee, S. Y., & Lee, J. A. (2022). Chatbot Advertising as a Double-Edged Sword: The Roles of Regulatory Focus, Ad Personalization, and Privacy Concern. *Journal of Advertising*.

Kim, W. J.**,** Lee, D. C., & Ham, C. D. (2022). Human vs. Artificial Intelligence: The Role of Algorithmic Awareness in Consumer Responses to AI Influencers, Moderated by Interactivity and Mediated by Anthropomorphism. Association for Education in Journalism and Mass Communication (*AEJMC*). Detroit. August.

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 Editor, Joonghwa Lee, by **October 15**, at joonghwa.lee@und.edu.

Yuqian Ni Bio:

Yuqian Ni (yuqni@iu.edu) is a Ph.D. student in the Media School at Indiana University Bloomington, studying communications and cognitive science. His advisor is Dr. Robert F. Potter. Yuqian earned his M.A. in Media Studies at Syracuse University and B.A. in International Communications at the University of Nottingham. He is interested in models of appetitive and aversive motivation and the usage of interactive media to study motivational systems.

HUBBARD SCHOOL
OF JOURNALISM & MASS COMMUNICATION
UNIVERSITY OF MINNESOTA

DISCOVER YOUR VOICE

Congratulations Jisu Huh

The Hubbard School congratulates Mithun Chair in Advertising and Professor Jisu Huh on being named editor-in-chief of the Journal of Advertising. We know she'll do an excellent job in this post to expand advertising scholarship and theory.

Congratulations Claire Segijn

The Hubbard School congratulates Associate Professor Claire Segijn on her promotion with tenure as well as being named a Mithun Fellow in Advertising.

Welcome to the Hubbard School

Haseon Park   Alvin Zhou

The Hubbard School is pleased to announce it has recently welcomed two new advertising faculty members: Haseon Park and Alvin Zhou. These Hubbard School advertising faculty are part of a vibrant, interdisciplinary community of scholars in the Hubbard School exploring new frontiers in computational advertising, media multitasking and attention to advertising, and strategic communication.

Earn your M.A. or Ph.D at the Hubbard School

Financial support packages for graduate students include:

$31k in PhD assistantship, research, travel, summer fellowship and stipend support

$18k in MA assistantship stipend support, with additional competitive opportunities for travel, research and summer support

APPLY
by December 15, 2022
cla.umn.edu/hsjmc/graduate

CONTACT
Contact Matt Carlson, Professor and Director of Graduate Studies
carlson1@umn.edu

These new faces join the Hubbard School's full-time faculty:

Colin Agur
Sid Bedingfield
Valérie Bélair-Gagnon
Matt Carlson
Elisia Cohen (director)
Diane Cormany
Ruth DeFoster

Gayle Golden
Jisu Huh
Mark Jenson
Sherri Jean Katz
Jane Kirtley
Scott Libin
Susan LoRusso

Regina McCombs
Rich McCracken
Scott Memmel
Rebekah Nagler
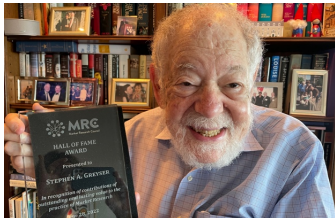Amy O'Connor
Yan Qu
Sara Quinn

Hyejoon Rim
Claire Segijn
Christopher Terry
Benjamin Toff
Emily Vraga
Marco Yzer

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AAA Notes

Awards and Honors

Stephen Greyser

Professor Stephen Greyser (Harvard Business School) was elected (competitive ballot) to the Hall of Fame of the Market Research Council. The Market Research Council is a century-old entity that enhances professionalism in the field of market research. Professor Greyser is a past AAA President (1972-1973) and an elected Fellow of the Academy.

Karen Lancendorfer

Dr. Karen M. Lancendorfer (Ph.D., Michigan State University) has been named as a Lee Honors College Faculty Fellow for her distinctive contributions to the academic lives of Honors students at Western Michigan University.

Grants and Fellowships

Carolyn Lin

Dr. Carolyn A. Lin (University of Connecticut) has received $15,000 grant funding from the Institute for Collaboration on Health, Intervention, and Policy. The title of her research project is "Developing and Sharing CT Spatial Analytics Tools to Uncover Causes of Health Disparities."

Job Changes, New Hires, and P&T

Jooyoung Kim

Dr. Jooyoung Kim has been named director of the James M. Cox Jr. Center for International Mass Communication Training and Research at the University of Georgia. The James M. Cox Jr. Center for International Mass Communication Training and Research is dedicated to conducting media training programs involving countries all over the world and conducting and publishing research reports on a variety of topics related to the practice of journalism, media, and mass communication around the world.
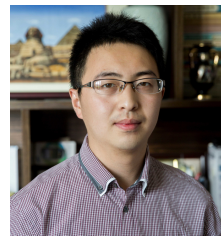

Doyle Yoon

Dr. Doyle Yoon started a new role as a Director of Graduate Studies of the Gaylord College of Journalism and Mass Communication at the University of Oklahoma from July 1, 2022.

Robert F. Potter

Dr. Robert F. Potter has accepted the position of Director of Graduate Studies for The Media School at Indiana University. Potter, whose research includes exploring advertising effectiveness using psychophysiological and neuroscientific measures, was previously the Director of the Institute for Communication Research at Indiana University.

Linwan Wu

Dr. Linwan Wu was selected to serve as the Associate Dean for Research of the College of Information and Communications at the University of South Carolina. His position began on August 16, 2022.

Joe Phua

Dr. Joe Phua moved from the University of Georgia to Southern Methodist University as Endowed Distinguished Chair and Director of the Temerlin Advertising Institute, and tenured Full Professor in Fall 2022.

Soojung Kim

Dr. Soojung Kim has been elected as the Chair of Department of Communication at University of North Dakota. Her position began on July 1, 2022.

Dr. Yang Feng moved from San Diego State University to the College of Journalism and Communications at University of Florida as an Associate Professor of Advertising in Fall 2022.

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UNC | HUSSMAN SCHOOL OF JOURNALISM AND MEDIA

UNC-Chapel Hill's Ph.D. in Media and Communication program, preparing students to lead in the academy and industry

Pablo Miño, the 2022 outstanding doctoral graduate, will start this fall as an assistant professor at Boston University.

Ph.D. in Media and Communication

9 national dissertation awards in mass communication—no other program comes close

82% of new graduates in the last five years have become assistant professors—most at R1 institutions—or postdoctoral fellows

2022 graduate job placement includes:

Tenure-track positions at Alabama, Auburn and Butler

Senior roles in industry and nonprofit sectors

University of Chicago NORC fellowship in health communication

RESEARCH EXCELLENCE IN:

Political communication

Exploring the impact of digital technology on political expression and democracy

Affiliated with the Center for Information, Technology, and Public Life, and the UNC Center for Media Law and Policy

Tori Ekstrand   Deen Freelon   Daniel Kreiss   Shannon C. McGregor

Lee McGuigan   Amanda Reid

Health communication

Studying how mediated communication affects health-related attitudes, behaviors and health status

Home to the Communicating for Health Impact Lab, and affiliated with the UNC Lineberger Comprehensive Cancer Center

Lucinda Austin   Spencer Ryan Barnes   Francesca Dillman Carpentier   Nori Comello

Heidi Hennink-Kaminski   Allison Lazard   Seth M. Noar   Xinyan (Eva) Zhao

Announcements (AAA Graduate Student Symposium)

AAA Graduate Student Symposium

September 16, 2022 | Virtual (Zoom)

Registration: https://tinyurl.com/28utxhf4

The Advertising Graduate Student Symposium will be an online event sponsored by the American Academy of Advertising. The one-day online symposium will be held virtually Friday, September 16, 2022 and targeted to current and potential advertising doctoral students around the world.

Renowned professors from top member institutions in the American Academy of Advertising will provide current and prospective doctoral students insight about doctoral programs and the academic job market. Current doctoral students will get a peek behind the curtains of the academic job market and tips as to how to navigate the process. Master's students will gain an understanding of what doctoral programs are at top advertising programs, how to successfully apply, and insight into what it is like to be a doctoral student.

The event is free for doctoral students to attend with an active AAA student membership. The event is free for all Master's students. Please complete the information below to register. More details about the symposium will be provided via email as the event approaches.

Non-AAA member doctoral student? Please go to AAA Home (aaasite.org) to become a AAA student member before registering. Registration will close on September 14, 2022 at 11:59 p.m. EST.

Symposium Program

8:45 – 9 am   **Welcome & Overview**
Dr. Jameson Hayes, University of Alabama
Dr. Sela Sar, University of Illinois

9 – 10:30 am   **Panel 1: Navigating the Academic Job Market (doctoral students)**
- Types of Jobs & Where to Find Them (Dr. Saleem Alhabash, Michigan State University)
- The Application Process – What to Expect (Dr. Janelle Applequist, University of South Florida)
- The Interview Process – What to Expect (Dr. Joe Phua, Southern Methodist University)
- Negotiating Your Contract (Dr. Damion Waymer, University of Alabama)
- Q&A

Panel 2: Understanding & Searching for Doctoral Programs (master's students)
- Why do a Ph.D.? Areas of Advertising Research (Lucinda Austin, University of North Carolina)
- Doctoral v. Master's Programs (Dr. Chang Dae Ham, University of Illinois at Urbana-Champaign)
- What to look for in a doctoral (Dr. Matt Eastin, UT – Austin)
- The Ph.D. Application Process – What to Expect (Dr. Tom Kelleher, University of Florida)
- How funding works (Dr. Tom Reichert, University of South Carolina)
- Q&A

10:40 – 12:15   Panel 3: Tips for the Job Hunt (doctoral students)
- How to Write Successful Application Letters (Erin Schauster, University of Colorado)
- Crafting a Curriculum Vita (Dr. Kelly Chu, DePaul University)
- The Job Talk – Design & Delivery (Dr. Matthew Pittman, University of Tennessee – Knoxville)
- Teaching Presentations – Design & Delivery (Dr. Steven Holiday, University of Alabama)
- Other Tips & Q&A

10:40 – 12:15   Panel 4: Becoming & Being a Successful Doctoral Student (master's students)
- How to Craft a Successful Application Package (Dr. Jisu Huh, University of Minnesota)
- Doctoral Coursework (Dr. Jef Richards, Michigan State University)
- The Dissertation (Dr. Laura Bright, The University of Texas at Austin)
- How Assistantships Work (Dr. Glenna Read, University of Georgia)
- Tips & Q&A

LUNCH BREAK

1:15 – 2:45 pm   Panel 5: Ask the Chairs/Search Chairs Session (doctoral students)
- Chairs & current/recent search committee chairs provide an overview of the search process from the search committee's point-of-view
  - Dr. Karen King, University of Georgia
  - Dr. Heidi Hennink-Kaminski, University of North Carolina
  - Dr. Michelle Nelson, University of Illinois at Urbana-Champaign
- Q&A

Panel 6: Doctoral Programs Showcase & Q&A (master's students)
- Four AAA member doctoral programs will provide short presentations about their doctoral programs providing students with insights into what advertising doctoral education looks like.
  - University of Florida (Dr. Robyn Goodman)
  - University of Minnesota
  - University of South Carolina (Dr. Mary Anne Fitzpatrick)
  - University of Colorado (Dr. Chris Vargo)
- Q&A

3:00 – 4:15 pm   Panel 7: Doctoral Students on Being a Doctoral Student
- Research examples from current doctoral students
- Tips from current doctoral students
- Q&A

4:15 – 4:30 pm Closing Comments (Dr. Jameson Hayes, University of Alabama)

THANK YOU TO OUR AAA SPONSORS!

- University of Illinois
- University of Florida
- University of Georgia
- University of Tennessee
- University of Minnesota
- University of South Florida
- DePaul University
- University of South Carolina
- UT-Austin
- Southern Methodist University
- University of Colorado
- University of Alabama
- Michigan State University
- University of North Carolina

Announcements (Call for Proposals)

AAA 2023 Research Fellowship Competition

Submission Deadline: Friday, September 16, 2022

The American Academy of Advertising Research Fellowship Competition promotes the continued scholarship of professors and advertising professionals who have completed their education and are doing research in advertising. Doctoral students are not eligible to participate in this competition, and joint research with doctoral students is likewise specifically excluded, unless that research will not be part of the student's dissertation.

Each award, typically, is in the range of $1,000 to $3,000. Any topic that is appropriate for potential publication in the *Journal of Advertising* (JA), *Journal of Current Issues & Research in Advertising* (JCIRA), or *Journal of Interactive Advertising* (JIA) is eligible for the competition.

Awards are based on a competitive review of research proposals. While members can submit as many single or joint proposals as desired within a given year, authors cannot receive funding for more than one proposal. Based on the reviews, should more than one paper containing an author's name receive high rankings, only the highest ranking one will be funded. Winners must comply with the following requirements:

- Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
- Winners must grant the JA, JCIRA, or JIA first right of refusal on any papers resulting from the supported research. Research fellows receive the first half of the award at the time of selection and the other half of the award when the completed paper is submitted to the JA, JCIRA, or JIA.
- Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2023 Fellowship winner has until April 1, 2026, to complete the project in order to receive the second half of the award.
- Winners must acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are also asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.
- Winners cannot apply for additional Research Fellowships while their award is active. Awards are active until winners (a) complete the Fellowship by submitting a manuscript to the JA, JCIRA, or JIA within the three-year time limit and receive the second half of the award or (b) forfeit the second half of the award.

Requirements for Submission of Proposals

ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format.

Submissions must include the following:

- A cover email, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors. This cover email is for record keeping only and will be removed before submissions are sent out for review.
- Please designate a single contact person and provide phone and email address for that person as well.
- Proposals are double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal.
- To ensure that your paper is blind reviewed, do not include a title page with your proposal (your cover email will serve as your title page). Additionally, per the instructions below, you must delete all properties from your proposal.

Submitters will receive an email acknowledgement shortly after submitting their material.

Procedure for deleting properties for e-mail submission (in MS Word):
- Click the Microsoft Office Button and point to Prepare.
- Click Inspect Document, and in the Document Inspector box be sure Document Properties and Personal Information is checked.
- Click Inspect and then select Remove All for Document Properties and Personal Information.
- Save the document.

(For other versions (e.g., Word 2016), refer to the Microsoft Office website: https://support.office.com/en-us/article/Remove-hidden-data-and-personal-information-by-inspecting-documents-356b7b5d-77af-44fe-a07f-9aa4d085966f)

The body of the proposal shall include:
- The body of the proposal should be no more than 10 pages, excluding tables, figures, budget, and timetable (see details Proposal Format Requirement below).
- A literature review, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
- A methods section that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
- A conclusion, including expected results and implications.
- References

Proposal Format Requirements:
- 10-page limit, including references. Figures, tables, budget, and timetable should be placed in an appendix and do not count toward the 10-page limit.
- Contents must be double spaced
- 12-point Times New Roman font (or equivalent)
- One-inch margins on all four sides
- Title of proposal at the top of page one
- Page numbers
- An appendix that includes:
    - A timetable for completion of the research
    - A proposed budget, which should be both realistic and adequately detailed.
- In addition to the proposal, a resume/curriculum vitae for each author needs to be submitted.

Proposals must be received by the Chair of the Research Committee **no later than 5pm EST on Friday, September 16, 2022.** Receipt of submissions will be acknowledged via email. Fax or postal mail submissions are not accepted. Winners will be notified in early 2023. The awards will be announced at the 2023 AAA Conference.

Researchers who previously have received an AAA Fellowship are eligible for the award upon completion or termination of the previous award. Researchers who have submitted proposals that have not been awarded in the past may resubmit proposals for similar projects.

Please email your materials and all questions to:

Dr. Chang-Dae Ham
Chair, AAA Research Committee
Email: cdham317@illinois.edu

AAA AMERICAN ACADEMY OF ADVERTISING

Call for Conference Papers and Proposals for Special Topics Sessions

American Academy of Advertising 2023 Annual Conference
March 23-26, 2023
Curtis Hotel, Denver, Colorado, USA

Submission Deadline: October 1, 2022

Competitive Research Papers
You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising for presentation at the 2023 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All research related to any of the various aspects of advertising and marketing communication will be considered. Please note that the AAA uses the term advertising in a broad sense. We also respect all research methodologies. All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract of the paper for the online proceedings, available on the American Academy of Advertising website. All papers can be published in full in other publications or journals at a future date.

The rating criteria for Competitive Research Papers are as follows:
- Fit with the Mission and Vision of the Academy
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

Submissions may not be under consideration at other journals or conferences. You may consider the AAA review process complete when notices of acceptance/rejection are received. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete all identification of the authors in the file properties, and track changes functions prior to submission. Use Journal of Advertising style to format citations. Submit your paper in Word format only; do not submit a PDF.

To be considered for the Best Student Paper Award, papers must be authored by one or more students and not co-authored with a faculty member(s). Faculty help, however, may be listed in the acknowledgements.

When you upload a paper submission you will see a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper will result in the paper being withdrawn from the conference proceedings. Only an author listed on the paper is eligible to present at the conference. You must agree to this statement in order to submit.

Special Topics Sessions
You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information, but also to stimulate discussion and debate among panelists and audience members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) and are not the venue for competitive research papers. Preference will be given to proposals that are not simply a compilation of research papers by different authors put together in a session. Further, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in

sessions that focus solely on refereed research. As such, the Academy is willing to provide "waivers" for industry participants who will be attending only a Special Topic Session (non-academics and individuals who have not been AAA members) of both AAA membership dues and registration fees. This waiver is only good for the specific session. If you would like to use these waivers, you must provide the specifics in your proposal.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees, including why such a contribution is not likely to be available elsewhere at the conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various participants and (5) how conversations can be continued beyond the actual session.

Since, by nature, Special Topics Sessions cannot be blind reviewed, a panel will judge all submissions. The rating criteria are as follows:
- How current is the topic?
- How well will it attract attendees to the session?
- How well thought-out is the proposal?
- Are the proposed participants appropriate and qualified for this topic?
- How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing complete information.

When you upload the special topics session proposal, you will see a statement specifying that all presenters agree to participate as specified. You must agree to this statement in order to submit the session proposal. Special topics chairs are responsible for generating a one- to three-page summary after the conference for inclusion in the online Proceedings.

Deadline for Submissions
Electronic submissions (https://aaa.confmaster.net) will be accepted beginning September 1, 2022, and must be received no later than **MIDNIGHT EDT, October 1, 2022**.

Questions? Please direct them to the appropriate person, as follows:

Competitive Research Papers
- Professor Martin Eisend, Vice President AAA
- European University Viadrina, Germany
- eisend@europa-uni.de

Special Topics Proposals
- Professor Shu-Chuan (Kelly) Chu, President-Elect AAA
- DePaul University
- schu7@depaul.edu

General questions about the conference
- Professor Sela Sar, President AAA
- University Illinois Urbana-Champaign
- selasar@illinois.edu

We look forward to your submissions and hope that you will be able to attend the 2023 Conference of the American Academy of Advertising.

AMERICAN ACADEMY OF ADVERTISING

AAA 2023 Doctoral Dissertation Competition (GRADUATE STUDENTS ONLY)

Submission Deadline: Friday, November 4, 2022

The American Academy of Advertising is pleased to announce its 2023 Doctoral Dissertation Competition. The competition exists to promote doctoral research in advertising. Each award is in the range of $1,000 to $2,500. Awards are based on a competitive review of dissertation proposals.

Any topic in advertising may be addressed. Winners must grant the Journal of Advertising (JA), Journal of Current Issues & Research in Advertising (JCIRA), or Journal of Interactive Advertising (JIA) right of first refusal on any papers resulting from the dissertation. Recipients receive half of the award at the time of selection and the other half of the award when the dissertation has been defended successfully. Recipients have three years from the time of the award to complete their dissertation and receive the second half of the award. For example, winners of the 2023 Competition must complete the dissertation and have the committee chairperson send a letter notifying the Chair of the AAA Research Committee by April 1, 2026.

Only graduate student members of the American Academy of Advertising working on their dissertations at the time of proposal submission are eligible for these awards. If funded, you must also maintain membership until you complete your project. Submissions based on completed or near completed dissertations are not eligible; submissions should be in the proposal stage. Applicants must be currently enrolled in a graduate program.

Applicants must submit a proposal package including the following documents. It is important to follow guidelines with regard to length and format. Proposals that do not meet the guidelines will not be entered in the competition.

Contents of Electronic Submission Package:

ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in the format indicated below.

Submissions should include the following:
1. A letter of endorsement from the faculty member chairing the dissertation committee. The letter verifies the credibility of the proposed topic and timetable for completion. This letter must be signed by the dissertation chairperson and sent in a PDF file.
2. A cover email, including the following:
   - The proposal's title.
   - The author's name, affiliation, and current contact information (address, phone, e-mail).
   - The name and contact information of the faculty member chairing the dissertation committee.
   - A list of faculty members on the dissertation committee.
3. To ensure that your paper is blind reviewed, do not include a title page with the proposal itself (your cover email will serve as your "title page"). Additionally, you must delete all properties from your proposal. An instruction on how to remove document properties can be found by searching "remove hidden data and personal information" on https://support.office.com/en-US/. (or see Procedure for deleting properties for e-mail submission below)
4. The dissertation proposal: Because proposals are double blind reviewed, the student's name, geographic location, or school affiliation should not be revealed in the body of the proposal. Each proposal should include:
   - A timetable. The timetable shall outline the schedule for the completion of the dissertation, including the expected dates of the final defense and graduation.
   - A budget that itemizes the expenses required to complete the proposed research.

- Proposal Contents and Organization

The proposal's text should motivate the topic through a thorough but brief literature review. The literature review should include a paragraph or a statement that describes the importance of the contribution made by the proposed research. The literature review is followed by a set of research questions or hypotheses that are derived from the review. Questions/hypotheses are followed by a methodology section that succinctly outlines the research design, including the recruitment procedure (if any) to be used. If appropriate, authors should identify dependent and independent variables, treatment manipulations, experimental designs, data analysis techniques, statistical models, etc. in this section.

Procedure for deleting properties for e-mail submission (in MS Word):
- Click the Microsoft Office Button and point to Prepare.
- Click Inspect Document, and in the Document Inspector box be sure Document Properties and Personal Information is checked.
- Click Inspect and then select Remove All for Document Properties and Personal Information.
- Save the document.

(For other versions (e.g., Word 2016), refer to the Microsoft Office website: https://support.office.com/en-us/article/Remove-hidden-data-and-personal-information-by-inspecting-documents-356b7b5d-77af-44fe-a07f-9aa4d085966f)

Format Requirements:
Proposals that fail to meet these guidelines will not be entered in the competition.
- A 10-page limit proposal. The 10 pages include the body of the proposal plus references but does not include tables, figures, the budget, and timetable. The latter items should be included in an appendix.
- Contents must be double-spaced.
- 12-point Times New Roman font (or equivalent).
- One-inch margins on all four sides.
- Title of proposal at the top of page one.
- Page numbers.
- An appendix that includes:
  - A timetable for completion of the research
  - A proposed budget, which should be both realistic and adequately detailed.
- In addition to the proposal, a resume/curriculum vitae for the dissertation author needs to be submitted.

The submission package – including the proposal and letter of endorsement - must be received by the Chair of the Research Committee **by 5 pm EST on Friday, November 4, 2022.** Receipt of submissions will be acknowledged via email. Fax or postal mail submissions are not accepted. Winners will be notified in early 2023. Winners will be notified in early 2023. The awards will be announced at the 2023 AAA Conference.

Please email your materials and all questions to:

Dr. Chang-Dae Ham
Chair, AAA Research Committee
Email: cdham317@illinois.edu

Announcements (Call for Proposals)

AAA 2023 Dunn Award (GRADUATE STUDENTS ONLY)
– for Research Projects in Global Advertising by Graduate Students

Submission Deadline: Friday, November 4, 2022

The American Academy of Advertising is fortunate to have received monies in memory of a former AAA President, S. Watson Dunn.

The S. Watson Dunn Memorial Fund is intended to fund future graduate student research projects in the area of global advertising. This need not be a dissertation. Each award, typically, is in the range of $500 to $1,000.

Awards are based on a competitive review of research projects. While members can submit as many single or joint proposals as desired within a given year, authors cannot receive funding for more than one proposal. Winners must comply with the following requirements:

- Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
- Winners must grant the Journal of Advertising (JA), Journal of Current Issues & Research in Advertising (JCIRA), or Journal of Interactive Advertising (JIA) first right of refusal on any papers resulting from the supported research. Should the winners not write a paper, a copy of the project results must be submitted to the AAA Research Chair. Winners receive half of the award at the time of selection and the other half of the award when the first completed paper is submitted to the JA, JCIRA, or JIA – or – when the project results are submitted to the Research Chair.
- Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2023 Dunn Award winner has until April 1, 2026 to complete the project in order to receive the second half of the award.

Requirements for Submission of Proposals

ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format.

Submissions must include the following:

- A cover email, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors. This cover email is for record keeping only and will be removed before submissions are sent out for review.
- Please designate a single contact person and provide phone and email address for that person as well.
- Proposals are double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal.
- To ensure that your paper is blind-reviewed, do not include a title page with your proposal (your cover email will serve as your "title page"). Additionally, per the instructions below, you must delete all properties from your proposal.

Submitters will receive an email acknowledgement shortly after submitting their material.

Procedure for deleting properties for e-mail submission (in MS Word):

- Click the Microsoft Office Button and point to Prepare.
- Click Inspect Document, and in the Document Inspector box be sure Document Properties and Personal Information is checked.

- Click Inspect and then select Remove All for Document Properties and Personal Information.
- Save the document.

(For other versions (e.g., Word 2016), refer to the Microsoft Office website: https://support.office.com/en-us/article/Remove-hidden-data-and-personal-information-by-inspecting-documents-356b7b5d-77af-44fe-a07f-9aa4d085966f)

The body of the proposal shall include:

- A literature review, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
- A methods section that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
- A conclusion, including expected results and implications.
- References

Proposal Format Requirements:

- 10-page limit, including references. Figures, tables, budget and timetable should be placed in an appendix and do not count toward the 10-page limit.
- Contents must be double spaced.
- 12 point Times New Roman font (or equivalent)
- One inch margins on all four sides
- Title of proposal at the top of page one
- Page numbers
- An appendix that includes:
    - A timetable for completion of the research
    - A proposed budget, which should be both realistic and adequately detailed.
- In addition to the proposal, a resume/curriculum vitae for each author needs to be submitted.

Proposals must be received by the Chair of the Research Committee **by 5pm EST on Friday, November 4, 2022.** Receipt of submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Winners will be notified in early 2023. Winners will be notified in early 2023. The awards will be announced at the 2023 AAA Conference.

Graduate students who previously have received an AAA Dunn Award are eligible for the award upon completion or termination of the previous award. Researchers who have submitted proposals that have not been awarded in the past may resubmit proposals for similar projects.

Please email your materials and all questions to:

Dr. Chang-Dae Ham
Chair, AAA Research Committee
Email: cdham317@illinois.edu

Announcements (Call for Papers)

Journal of Interactive Advertising
Special Issue on AI and Social Media Advertising

Guest Editors
Huan Chen, *University of Florida*
Yang Feng, *San Diego State University*

Submission Deadline: December 31, 2022

With the constant advancement and innovation of technology, artificial intelligence (AI) has been widely adopted in the advertising industry and shaped every aspect of the advertising process (Rogers, 2021) such as consumer insight discovery, advertising creation, media planning and buying, and advertising impact evaluation (Qin & Jiang, 2019) with both short-term promotional effects and long-term brand relationships (Li, 2019). Accordingly, the number of academic research on AI and advertising has significantly increased in recent years and covers a variety of topics (Kim, 2021; Li, 2019; Rogers, 2021). Extant research has examined AI's impact on consumer journey (Kietzman et al., 2018), AI's prediction on consumer personality (Shumanov et al., 2021), public conversations on AI (Wu et al., 2021), AI's role in advertising creativity (Chen et al., 2019; Vaskratsas & Wang, 2021), deepfakes and AI-generated ads (Campbell et al., 2021; Kietzmann et al., 2021), woke advertising (Feng et al., 2021), AI and influencer marketing (Feng et al., 2020; Thomas & Fowler, 2021), macro factors influencing AI advertising (Helberger et al., 2020), and methodological and technical issues of AI advertising research (Feng et al., 2019; Hayes et al., 2021; Yun et al., 2020).

A close examination of the current literature on AI and advertising suggests that scholars either examined AI as an enabling technology that brings possibilities and enhances the efficiency and effect of advertising via multiple AI-related technologies or adopted AI as a research tool that complements traditional research methods by uncovering hidden insights from a large scale of data. In order to further advance the conceptualization and theorization of AI advertising as well as promote the methodological development and diversity of AI technology in advertising research, we invite original manuscripts for this upcoming Special Issue Article Collection of the *Journal of Interactive Advertising* (JIA) dedicated to AI and Social Media Advertising.

The proposed special issue article collection focuses on two directions. The first direction examines the role of AI as an enabling technology in social media advertising practices, as well as its promises and perils. Relevant topics and themes for this direction might include, but are not limited to:

- The personalized advertising brought by the recommendation algorithms of social media, and its effectiveness and privacy concerns
- The role of comment ranking algorithms of social media in shaping consumer responses toward social media campaigns
- Consumers' perceptions of chatbots used by brands on social media, and consumer-brand engagement of chatbots-enabled promotions
- The location-based advertising brought by the recommendation algorithms of social media, and its effectiveness and privacy concerns
- Consumers' perceptions of AI-produced advertising compared to human-made advertising
- The effectiveness and efficiency of AI-assisted social media advertising plan

The second direction examines the role of AI as a research tool in social media advertising research, as well as its strengths and weaknesses. Relevant topics and themes for this direction might include, but are not limited to:

- Leverage computer vision and natural language processing to examine the visual and textual content of sponsored social media posts and identify the relationship between visual and textual content and consumers' engagement with sponsored social media posts

- Use natural language processing to monitor consumer responses toward social media campaigns, such as sentiment analysis, topic discovery, etc.
- Leverage computer vision and/or natural language processing to extract creative ideas from user-generated posts in order to create customized brand posts for consumers
- Accuracy of AI-facilitated data analytics applied in social media advertising research
- How and when to use unsupervised vs. supervised machine learning to uncover insights from consumer-generated social media data
- How to integrate and triangulate AI-enabled methods with traditional qualitative and quantitative research methods in the context of social media advertising to generate rigorous and innovative discoveries

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.

References: Available upon request. Due to the space limitation, the list of cited resources cannot be provided in this announcement.

Announcements (Call for Papers)

Journal of Advertising
Special Section on Inclusive Advertising for a Better World

Guest Editors
Giampaolo Viglia, *University of Portsmouth, UK*
Gopal Das, *Indian Institute of Management Bangalore, India*
Wan-Hsiu Sunny Tsai, *University of Miami, USA*
Iryna Pentina, *University of Toledo, USA*

Submission Deadline: February 1, 2023

The expansion of various social and cultural norms across identity categories such as race, gender, sexuality, physicality and ability underscore the need of "inclusive" advertising that can appeal to individuals who resonate with diverse and changing demographic and psychographic groups (Lisandru and Cui, 2018). Lack of understanding of and respect for diversity can lead to detrimental effects on consumer wellbeing, such as marginalization, identity or stereotype threats (Henderson and Rank-Christman, 2016). Given the longstanding criticism of invisibility and stereotyping of minorities in advertising, as well as the recent controversies surrounding "woke advertising" as exploiting diversity and inclusion movements, it is crucial for research to provide theoretical and strategic insights on advertising inclusivity, or lack thereof, to understand the social and cultural impacts of advertising.

Diversity in advertising has been examined through various aspects (e.g., gender roles, cultural identity, political ideology, religious and spiritual appeals; Eisend, 2019; Milfeld, Haley and Flint, 2021; Northey et al., 2020; Waller and Casidy, 2021) for developing more personalized advertising. However, recent studies suggest that advertising messages featuring ethnic and religious minority brand endorsers (Rößner, Gvili and Eisend, 2021), as well as ads targeting African Americans and older consumers (Franklin, 2014; Rosenthal et al., 2021) fail to meaningfully engage with these communities. Similarly, people with disabilities remain largely absent in advertising representations (Timke, 2019). Recent years have witnessed an increase of ads promoting diversity and inclusion (e.g., The Financial Express, 2022; CU Boulder Today, 2022) that may break existing boundaries. At the same time, recent industry surveys suggest that almost half of the interviewed American consumers (42%) strongly care about inclusivity in advertising and may boycott brands that fail to represent diversity (Statista, 2021). Furthermore, research shows that consumers who feel alienated or marginalized from brands can experience threats to their wellbeing (e.g., Kipnis et al., 2021). Therefore, research on inclusivity in advertising and on how to develop advertising for a diverse world is extremely needed both for the benefit of consumer wellbeing and for that of brand performance and reputation.

Recognizing diversity in advertising can elicit varied responses from different consumers (e.g., Choi et al., 2020; Taneja, 2020), this special section aims at addressing inclusive advertising by encouraging research related to the following areas:
- Exploring the relationship between inclusive advertising and consumer well-being
- Examining factors driving the effectiveness of inclusive advertising campaigns and the associated boundary conditions (e.g., consumer self-identification, personality, product involvement)
- Conceptualizing diversity, equity, and inclusion in the media, advertising, public relations, and marketing industries, especially in relation to how agencies help connect advertisers and diverse market segments
- Identifying effective strategies to communicate inclusivity in advertising to engage with both minority and majority consumers
- Highlighting the varied needs, concerns, and experiences of different minority groups in relation to inclusive or niche-targeted advertising
- Proposing new methodologies to explore under-researched, marginalized consumer groups' advertising responses, consumption patterns, and brand relationships
- Addressing the social, ethical, and political implications of artificial intelligence-powered advertising personalization in enabling or hindering advertising inclusivity

- Discussing the power dynamics between advertisers, digital media intermediaries, and consumer activists in promoting, negotiating, or resisting diversity and inclusivity movements via advertising.
- Investigating the impacts of "black swan" events (e.g., COVID pandemic) and other sociopolitical forces in a specific cultural context (e.g., recent legalization of same-sex marriage in Chile) on the implementation of and consumer response to inclusive advertising

Submission Guidelines

Submissions should follow the manuscript format guidelines for *JA* found at http://www.tandfonline.com/toc/ujoa20/current. The word count should be 12,000 words maximum (including references, tables, figures, etc.).

Submission deadline: February 1, 2023

All manuscripts should be submitted through the *JA* ScholarOne System at http://mc.manuscriptcentral.com/ujoa, during **January 15 – February 1, 2023.** Authors should select "SPECIAL SECTION: Inclusive Advertising for a Better World" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Section on Inclusive Advertising for a Better World.

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than **March 2023** on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Section is **October/December 2023**.

Any questions about the Special Section can be sent to the guest editors at JAinclusive@gmail.com

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Guest Editors
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Dr. Giampaolo Viglia is Professor in Marketing at the University of Portsmouth, UK, and at the University of Aosta, Italy. He published in a number of international journals, such as Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Retailing, Journal of Service Research, and International Journal of Research in Marketing. He is currently the Editor-in-Chief of Psychology & Marketing.

Dr. Gopal Das is an Associate Professor in the Marketing Area at the Indian Institute of Management Bangalore. He published in journals such as Journal of the Academy of Marketing Science and International Journal of Research in Marketing. He is an Associate Editor for few journals including Psychology & Marketing.

Dr. Wan-Hsiu Sunny Tsai is a Professor in Strategic Communication at the University of Miami. Her work has been published in a number of international journals, such as Journal of Advertising, International Journal of Advertising, Journal of Public Relations Research, Journal of Global Marketing, Consumption Markets and Culture, Journal of International Consumer Marketing.

Dr. Pentina is a Professor of Marketing at the University of Toledo. She has authored over 100 scientific publications and taught classes in over 15 marketing subjects. Dr. Pentina is a Fulbright Research Scholar and a Fulbright Specialist. She is an Editorial Board member of the Journal of Advertising, Journal of Interactive Advertising and International Journal of Bank Marketing.

Announcements (Call for Papers)

Journal of Marketing Communications
Special Issue on A Step Change in Marketing Communication Education and the next urgent steps for research

Guest Editors
Gayle Kerr, *Queensland University of Technology, Australia*
Ian Lings, *Queensland University of Technology*
Philip Kitchen, *ICN Artem Business School, France*

Submission Deadline: November 30, 2022

COVID has reshaped the world and all of our lives. Much business research has focused the implications of the pandemic on operations, logistics, consumer behaviour and marketing communications amongst other things. The new reality for marketing communication education in a pandemic disrupted world remains unexplored.

This special issue calls for contributions exploring how the ways that students learned during the pandemic has re-framed their mindset and re-shaped their experiences and expectations; and how our knowledge of the 'post pandemic' students' mindset, experiences and expectations impact disciplinary practice, university imperatives and the way we teach.

- Are the current educational regimes still fit-for-purpose.
- The customer experience of the student. Undergraduate students, who may have spent the last two years learning from home. International students who may have had to stay at home. Even doctoral students.
- The real value of technology-mediated interaction. How much is convenience vs learning experience.
- The impact on program leaders and teaching staff and even administrators in a cost-imperative world.
- The viability of universities and competition from industry educational programs

COVID has forced a step change in marketing communication education. Now that the 'dust has settled somewhat' what are the next steps forwards, backwards, sideways?

Informal enquiries are welcome to Gayle, Ian or Phil at:
gf.kerr@qut.edu.au
ian.lings@qut.edu.au
philip.kitchen@icn-artem.com

Prior to submission please visit the author guidelines on the journal home page: https://manuscriptcentral.com/rjmc. From the author guidelines you will find an option to submit to the journal. The guidelines indicate the required length of manuscripts and the format in which they should be submitted. These are the standard requirements for the journal.

The deadline for paper submission is **30 November 2022**. Accepted papers will be published in 2023.

Announcements (Journal of Advertising)

Special Section on Forgotten/Neglected Advertising Research Topics: Candidates for Resurrections?!

The *Journal of Advertising* has published a Special Section on "Forgotten/Neglected Advertising Research Topics: Candidates for Resurrections?!" co-edited by Les Carlson (University of Nebraska-Lincoln) and Russell N. Laczniak (Iowa State University). The special section is comprised of five articles that should stimulate new investigative endeavor into topics and theories that were once a focus of advertising scholarship but which have not received the attention recently from advertising academics and practitioners that they might deserve. Specifically, the topics of these articles should hopefully motivate additional understanding and needed knowledge development in the areas of services advertising, brand awareness, older consumers, the FCB Grid, and Barbara Stern's perspectives on literary criticism on advertising.

Special Section: Forgotten/Neglected Advertising Research Topics: Candidates for Resurrections?!
https://www.tandfonline.com/toc/ujoa20/51/3?nav=tocList

Moving Forward by Looking Back: Resurrected Advertising Topics as an Impetus for Investigative Endeavor [Introduction to the Special Section] by Russell N. Laczniak & Les Carlson
https://www.tandfonline.com/eprint/FBDPZHKKEKPYXY2HBB8D/full?target=10.1080/00913367.2022.2049932

A Stitch in Time Saves Nine: Redressing a (Dis)Service to Advertising by Jonathan R. Gilbert & Marla Royne Stafford
https://doi.org/10.1080/00913367.2022.2043796

Reviving and Improving Brand Awareness as a Construct in Advertising Research by Lars Bergkvist & Charles R. Taylor
https://doi.org/10.1080/00913367.2022.2039886

Older People in Advertising, Martin Eisend
https://doi.org/10.1080/00913367.2022.2027300

Remembering the FCB Grid: Thinking, Feeling, and Involvement in the Age of Social Media by Eric Haley and Matthew Pittman
https://doi.org/10.1080/00913367.2022.2026845

Literary Criticism in Advertising and Consumer Research: Revisiting Barbara Stern by Aubrey Fowler, Arindam Das, & Jie Gao Fowler
https://doi.org/10.1080/00913367.2022.2031353

Announcements (ANA Educational Foundation)

Campus Speakers Program – Request Form Now Open!

AEF's Campus Speakers Program now sending advertising and marketing practitioners virtually into college classrooms nationwide to engage with students and faculty.

Speakers are carefully chosen, and presentations customized to meet mutual objectives. It is a rare opportunity for students to ask questions of industry leaders.

Learn more at aef.com/campus-speakers

MADE Internship Program – Application Open!

Now in its 6th year, the Marketing and Advertising Education (MADE) Internship is a development program for students interested in becoming the future leaders of the marketing and advertising industry. MADE places upperclassmen in a summer program at one of more than 75 marketing, advertising, or media companies nationwide.

Positioned as the "common app" for summer internships, this paid program is designed to provide students with the skills, mentors, and training that will help them thrive in the industry. Encourage your students to apply early – placements done on a rolling basis.

Learn more at aef.com/made-students/

Conferences and Webinars – Open to Professors

The Association of National Advertisers, together with the AEF, invites professors to attend their virtual Conferences and Webinars to help enrich your knowledge of the industry's top trends.

Learn more at aef.com/industry-events-profs/

University of Miami
Department of Strategic Communication

University of Miami
Department of Strategic Communication, Advertising Program
School of Communication

Tenure Track Assistant Professor in Advertising

The Department of Strategic Communication at the University of Miami's School of Communication is seeking applications for tenure-track assistant professor in advertising to begin in the Fall 2023 Semester. This position requires a Ph.D. in communication, mass communication, strategic communication, advertising, or a related field. We are seeking applicants with evidence and promise of scholarly research in areas relevant to contemporary advertising and/or strategic communication.

Successful applicants must be able to teach one or more core undergraduate and graduate courses in advertising, including advertising principles, strategy development, research, media planning, and campaigns, as well as elective courses in advertising and strategic communication. The department is committed to continually offering courses in new and evolving areas that will best prepare our students to transition to the advertising industry.

We are seeking candidates who will be able to help the department with graduate programs in advertising and strategic communication. The ideal candidate also will have the ability to teach school-wide communication theory and research courses at the graduate level, and actively contribute to the School of Communication's doctoral program. And finally, the ideal candidate will have some teaching experience. Some advertising industry experience is also a plus but is not required.

The School of Communication is invested in promoting interdisciplinary, collaborative research and creative activities that serve the community and promote social change, encourage diversity, and promote cross-cultural communication and understanding. The School is situated on a vibrant, multicultural campus that is committed to fostering a culture of belonging, promoting mutual appreciation and respect.

Salary is competitive and commensurate with experience. The University of Miami offers competitive salaries and a comprehensive benefits package including medical and dental benefits, tuition remission, vacation, paid holidays and much more. The University of Miami is an Equal Opportunity/Affirmative Action Employer.

Application Procedure
Review of applications will begin September 15, 2022 and will continue until the position is filled. Interested and qualified candidates should apply online and submit the following three documents:
1) a letter summarizing their research agenda;
2) a teaching philosophy, as well as a discussion of how the topics of diversity and inclusion are incorporated in their courses;
3) a current CV

To apply online for the Assistant Professor position, please click on: https://tinyurl.com/UMAdvAsstProf

Letters of recommendation will be requested from candidates who are short-listed for the position. Applicants may consider their applications unsuccessful if they are not invited for an interview within three months of application.

Newsletter Advertising Policy

The AAA Newsletter carries an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from $50 (up to 1/2 page) to $100 (from 1/2 page to a full page) depending on size.

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

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association for Education in Journalism and Mass Communication)
- 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 Editor of the Newsletter, Joonghwa Lee at joonghwa.lee@und.edu, for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter
- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- Ad(s) is due by: January 15, April 15, July 15, October 15