



**THE PROCEEDINGS OF THE 2008 CONFERENCE  
OF  
THE AMERICAN ACADEMY OF ADVERTISING**

Edited by

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AMERICAN ACADEMY OF ADVERTISING

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## PREFACE

This volume of the 2008 *Proceedings* contains the pre-conference, competitive, and special topics sessions presented at the 2008 Conference of the American Academy of Advertising held March 27-30, 2008 in San Mateo, California. The conference marked AAA's 50<sup>th</sup> anniversary celebration and what better way to celebrate than to have our members turn out the highest number of paper submissions—ever! Congratulations to the AAA membership for this tremendous accomplishment.

The papers in this volume are organized in the order in which they appeared in the 2008 Conference Program, beginning with the Pre-Conference and followed by the competitive and special topics sessions. Authors had the option of publishing an abstract only or a paper in full. As in previous years, the competitive papers were selected by a “double blind” review process in which neither the authors nor the reviewers' identities were known to each other. All 200 competitive papers were submitted electronically via the Confmaster website. Of these, 103 were accepted for presentation. There were 15 special topics papers submitted this year (9 accepted for presentation), superbly coordinated by AAA President-Elect Dean Krugman of The University of Georgia. The special topics papers that appear in the *Proceedings* are summaries of the sessions presented at the Conference.

There was one Pre-Conference session, an “Emerging Scholar Symposium,” coordinated by Kim Bartel Sheehan (University of Oregon) and co-coordinated with Eric Haley (University of Tennessee), Margaret Morrison (University of Tennessee), and Marla Royne (University of Memphis). Thank you to Kim et al. for putting on such an exceptional event.

As with every publication, the quality of the *Proceedings* is determined by the authors and reviewers—so thank you, to everyone who submitted a manuscript or special topics idea and thank you, also, to the reviewers and session chairs who gave so generously of their time and intellect—several reviewing as many as four and five papers. A special thanks to Jef Richards (AAA President) and Bob King (Director of Conference Services) for putting on such an outstanding conference and for lining up one additional presentation room, enabling us to accommodate more sessions than in previous years. I am also grateful to my husband, Jon Stemmler, for his assistance with the formatting of the *Proceedings*.

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We hope you enjoy the 2008 *Proceedings* and, as with all AAA publications, support the *Proceedings* by citing this publication whenever possible in your own research and work.

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