



## AAA Call for Award Nominations

The Awards Committee of the American Academy of Advertising announces its call for nominations for five prestigious awards:

1. the IVAN PRESTON OUTSTANDING CONTRIBUTION TO RESEARCH ON ADVERTISING AWARD,
2. the DISTINGUISHED SERVICE AWARD,
3. the CHARLES H. SANDAGE AWARD FOR TEACHING EXCELLENCE (called the "Sandy"),
4. the BILLY I. ROSS ADVERTISING EDUCATION AWARD,
5. the KIM ROTZOLL AWARD FOR ADVERTISING ETHICS AND SOCIAL RESPONSIBILITY, and
6. the MARY ALICE SHAVER PROMISING PROFESSOR AWARD.

The information below also is available on the AAA website, and in some cases the website might include additional or more up to date information. Nominators are encouraged to check: <http://aaasite.org/> (under the "Awards" tab)

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The **IVAN PRESTON OUTSTANDING CONTRIBUTION TO RESEARCH ON ADVERTISING AWARD** is designed to honor an individual who has made an outstanding contribution to the discipline of advertising through a systematic and sustained program of published research. The award carries a \$1,000 prize. This award will be given only to active and contributing AAA members for exemplary research on advertising and is not necessarily awarded every year.

To be eligible, a nominee must have:

1. Received a doctorate more than 20 years ago.
2. Been promoted to rank of Full Professor (not Assistant or Associate Professor) prior to nomination.
3. Been an active member of AAA for at least 5 years prior to nomination.

Active membership is defined as:

1. Must have been an AAA member for the last 5 consecutive years.
2. Must have participated in AAA conference activities in one or more of the following ways in the last 5 years:
  - o Session chair or discussant
  - o Track chair
  - o Paper presentation
  - o Special topics session
  - o Reviewer of papers for the AAA conference
3. In addition, active membership should include at least one, but probably two of the following:

- AAA Committee Member
- AAA Committee Chair
- AAA Officer
- Webmaster
- *AAA Newsletter* Editor
- *Journal of Advertising* Editorial Review Board or have served as an ad hoc reviewer for several years.

Your nomination letter should include an overview of the nominee's research contributions, making the case for the outstanding nature of these contributions. It should also include the names of 3 to 5 leading scholars who might be able to testify to the nominee's research contribution.

The winner will be notified prior to the AAA Conference and is required to attend the conference to receive the award.

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The **DISTINGUISHED SERVICE AWARD** is given by the American Academy of Advertising to individuals who have rendered distinguished service to the organization and/or advertising education. Such service must be clearly above and beyond credit given as part of normal university research/teaching/service or a paid assignment and thereby considered part of one's job. The person should be a champion of advertising education, active in providing opportunities for the professional development of students and faculty, and someone who unselfishly performs this meritorious service.

One need not be a member of the Academy to be considered for this award.

It is expected that the Distinguished Service Award will be given infrequently and only for truly distinguished service. Service should encompass national activities. The award is presented at the annual conference of the Academy and is accompanied by a plaque commemorating the event.

Your rationale for nominating someone should document years of meaningful service efforts that are clearly over and above normal university/professional "service" requirements.

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The **CHARLES H. SANDAGE AWARD FOR TEACHING EXCELLENCE** recognizes outstanding contributions to advertising teaching. The "Sandy," as it is known, is in recognition of outstanding contributions to advertising teaching. The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy. One need not be a member of the Academy to be considered for the award; however, preference will be given to Academy members.

Past Presidents of the Academy are not eligible until 5 years have passed since they have served on the Executive Committee.

Your nomination letter should bullet the key reasons this person should receive the award. Supporting documentation should provide evidence of lifetime teaching excellence. Examples of excellence might include (but are not limited to) the following:

- Performance of students as advertising (or business) professionals
- Performance of students as advertising (or other) teachers
- Case study development and publication
- Textbook publication
- Letters from past students (not sufficient in and of themselves)
- Innovative course development
- Innovative ex-class room teaching development

A meaningful nomination should explain, with reference to documents and with as much detail as possible, the outstanding teaching contributions of the nominee.

No more than one Sandy will be awarded in a given year, and there is no obligation to award a Sandy in any year. For a list of past award winners please visit the AAA website.

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The **BILLY I. ROSS ADVERTISING EDUCATION AWARD** recognizes innovative work that advances the field of advertising education. The primary purpose of the award is to recognize innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching. The award is presented at the annual conference of the Academy and is accompanied by a cash award and a plaque commemorating the event.

One need not be a member of the Academy to be considered for the award; however, preference will be given to Academy members.

The award is not intended to be an addition to a project that has already been underwritten by another source. The nomination letter should include an explanation of how the project is an outstanding accomplishment or innovation in the field of advertising education. Examples of projects might include (but are not limited to) the following:

- Innovations for teaching a new advertising course
- Published work about innovative class projects in advertising
- Published research that advances advertising education
- Support for materials (such as visual aids) for conference presentations about advertising education
- Dissemination of information to advertising educators that is helpful in the classroom

More than one award may be made in any given year, but the AAA is not obligated to make an award every year. The Awards Committee will determine the amount of the cash award. For a list of past award winners please visit the AAA website.

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The **KIM ROTZOLL AWARD FOR ADVERTISING ETHICS AND SOCIAL RESPONSIBILITY** recognizes individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy.

This is not to be considered as an annual award and will be given only to individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and

social responsibility. One need not be a member of the Academy to be considered for the award; however, preference will be given to Academy members.

The nomination must be based on evidence of the contributions of the nominee. Preferably, this evidence should be readily identifiable and measurable. For an academic, such evidence is likely to be exhibited in the form of scholarly publications (e.g., books and/or peer-reviewed articles). For an advertising practitioner or organization, the results of specific programs or activities that have had a positive impact on society would serve as evidence.

It is essential to note that there must be evidence of lifetime achievement in either ethics or social responsibility.

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The **MARY ALICE SHAVER PROMISING PROFESSOR AWARD** honors a junior faculty member who has demonstrated excellence and innovation in advertising teaching and research. The award is given to full-time faculty who have taught no more than 4 years and who are members of the American Academy of Advertising.

The potential awardee must be nominated by a current AAA member. This letter need not be from an AAA member if the school is without an AAA member at this rank. Should the nominator be from the potential awardee's school, this letter may come from an associate professor.

The nomination letter should also include the name of a full professor at the potential awardee's school. The criteria upon which research and teaching excellence will be assessed is important information for both the nominator and the nominee. Nominators will want to address points relevant to the criteria in the nominating letter. Nominees will want to gather the materials indicated below for submission should they be contacted by a member of the committee.

Research excellence will be assessed via the quality of the research and the publication venue. Teaching will be assessed by review of syllabi, nominators' evidence, and any supplemental materials. Innovation will be assessed by new methods, pedagogical areas, research streams, etc.

Only one award will be awarded per year and there is no obligation to make an award every year.

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For a list of past award winners please visit the AAA website.

ANY MEMBER OF THE ACADEMY may nominate an individual (or an organization, in the case of the Kim Rotzoll Award). Nominations should be sent via email to the Chair of the Awards Committee no later than **November 2, 2018**: [phelps@apr.ua.edu](mailto:phelps@apr.ua.edu)