

President's Column:

2001 Conference in Salt Lake City A Rousing Success!



Russell N. Laczniak
AAA 2001 President

Another *outstanding* conference! I think that phrase would describe just about every attendee's viewpoint regarding the 2001 AAA Conference (held from March 29 – April 1) in Salt Lake City. Outstanding program! Outstanding food! Outstanding accommodations! Outstanding people!

The main objective of the conference is to share research and ideas. To this end, the 2001 Conference featured an *outstanding* program. The conference kicked off with an exciting pre-conference program (organized by **Carrie La Ferle** of Michigan State University) that featured sessions that enabled members to hear leading practitioners talk about their

international advertising activities on the web. The main sessions were also of top quality. Special sessions included a "Meet the Editors" panel, where the editors of the top advertising journals (including **Jim Leigh**, co-editor of the *Journal of Current Issues and Research in Advertising* – whose name we inadvertently left off of the program and errata sheet) discussed advertising research issues. Another special session featured a panel of past AAA "Outstanding Contribution to Research" winners who shared their opinions on the past, present, and future state of advertising research. Competitive sessions featured many papers dealing with interactive advertising, cross-cultural consumers, effectiveness of sponsorships, and many others. These sessions facilitated the exchange of state-of-the-art knowledge among top advertising scholars. Special thanks to **Mary Alice Shaver** and **Ray Taylor** for putting together an outstanding conference program.

Some important business was dealt with at the conference's annual business meeting. Attendee's unanimously supported the Executive Committee's proposal to separate the Executive Secretary's position into two positions – an Executive Secretary and a Director of Conference Services. Hopefully, this will ease some of the burden placed on the Executive Secretary's position.

Given Bob King's decision to retire from the Academy next year (see the "Call for Nominations" in this *Newsletter*), we will be looking for people to fill these positions in the near future.

The conference, however, was not all about business. As always, **Bob King** arranged for two *outstanding* lunches, a great dinner, and an *outstanding* special event (and dinner) at the Snowbird Ski Lodge. While the food provided needed nutritional substance, the luncheons and dinners also provided us with an opportunity to honor academy members. It was my pleasure to honor **Elsie Herbert** for her many years of service to the Academy (via her work on the ACEJMC Accreditation team). In addition, we honored Immediate Past President

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Have a Great
Summer!!

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*Guest Column:***I Regret to Inform You That Your Paper Stinks:
A Guide For New Reviewers***By Barbara J. Phillips, University of Saskatchewan*

“My overall impression is that you have taken a subject that ought to be interesting and fascinating and managed to make it pedestrian and dull.”

“This is really ugly! You should fix this!”

These helpful comments were provided to me by an actual reviewer of one of my manuscripts; I responded as any aspiring author would—I threw up my hands, cursed the ignorance of reviewers, and swore I would never write another article again. I let the review sit in a file for a few weeks so I could regain my composure and perspective; when I read the review comments again however, I was stumped as to how to revise the paper.

As a reviewer, it is your job to help an editor select research that can contribute to knowledge in our field. As a new reviewer, you'd like to do this well. Here are a few tips to help polish your review-writing skills.

Create a template. The template is an outline of an ideal review; it will shorten your review-writing time by giving you a starting point and ensure that you cover everything you thought of while reading the paper. A typical template could start with a few sentences that, in your own words, describe the research (e.g., the question, the method, key conclusions). In the next section, I give overall comments about the paper including contribution to the field, suitability of method, and writing style. The final section includes specific comments on strengths and weaknesses

of the paper, numbered so the authors can easily respond to each. I organize these by order of appearance in the paper (i.e., literature review comments first, then method comments, then results comments) or by biggest to smallest problems.

Be constructive. All research is flawed in one way or another but much of it is still useful. I believe that my job as a reviewer is not to argue the fatality of flaws in each paper but to help the authors make the most of the knowledge they have uncovered. After all, the editor of a journal can desk-reject manuscripts; if this one appears on my desk, the editor thinks there may be something of value in it. An adequate reviewer can point out a paper's weaknesses; a good reviewer can suggest ways to overcome them. Occasionally you will encounter a paper where you believe the problems cannot be addressed through revision. In these cases, do not torture the author with promises tied to vague hints of revision if you honestly feel the problems cannot be resolved.

Be specific. One of the best reviewers I have ever worked with told me that my findings were unorganized and then suggested a better framework. By telling me how to reorganize, this



Barbara Phillips was named *Outstanding Reviewer for 2000*, along with Pam Ellen and Marla Stafford.

reviewer not only immeasurably improved the paper but also eased my way into a revision. If you think a paper's literature review is skimpy, take the time to list the references (with journal titles and years) that you think should be included. If the tables are inadequate, state what would make them complete. Providing specific comments also simplifies your task when the revised paper comes back to you; it is easy to see if the author responded to your suggestions.

Compare your review. The editor often will send you the other reviewers' comments. This is a terrific opportunity for a new reviewer to check his/her review against the impressions of others and learn where the review was strong and also what was missed.

Benice. Be honest but lose the sarcasm and the exclamation points. Imagine you are writing the review to yourself or to a friend. Review unto others as you would have them review unto you.

Be on time. The editor will thank you. ■

Call For Nominations & Proposals

Position of Executive Secretary



The Executive Secretary is a critical position within the American Academy of Advertising. Without a capable Executive Secretary, the smooth operation of Academy functions would quickly become a thing of the past.

In addition to performing the duties that enable the Academy to function efficiently, the Executive Secretary meets with the Executive Committee and participates in discussions regarding issues facing the Academy. The Executive Secretary is not a voting member of the Executive Committee.

The Executive Secretary is responsible for all member and financial & business services of the Academy, including:

- * Issuance of checks
- * Collection of membership dues
- * Maintenance of accounting and membership records
- * Initiation and coordination of all mailings
- * Contracting with printers of the annual conference Proceedings and Membership Directory and other Academy documents
- * Execution of other duties as necessary.

Please consider applying for this position or nominating someone whom you believe has the talent and the desire to perform this crucial position within the Academy.

Applications/nominations should be sent by September 15, 2001 to: Russ Lacznik, Department of Marketing, 300 Carver Hall, Iowa State University Ames, Iowa 50011-2063. Phone: (515) 294-9692; Fax: (515) 294-2534; Email: lacznik@iastate.edu ■

2002 Research Fellowship Competition



The American Academy of Advertising Research Fellowship Competition exists to promote 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. Members of the Academy at the time of submission of the proposal are eligible for these awards.

Each award, typically, is in the range of \$1,000 to \$3,000. Awards will be based on a competitive review of research proposals. Any topic in advertising may be addressed. Winners must comply with a number of requirements.

Proposals must reach the Chair of the Research Committee by **November 1, 2001**. (Please note that this is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) Winners will be notified prior to the AAA Conference.

The awards will be announced at the 2002 AAA Conference and communicated to the membership through the AAA Newsletter.

For submission details and winner requirements visit the AAA web site (www.americanacademyofadvertising.org) or contact the Research Committee Chair: Dr. Kristina Frankenberger, Chair, AAAs Research Committee Western Oregon University, Division of Business, 345 N. Monmouth Avenue Monmouth, OR 97361. Phone: (503) 838-8720; email: frankek@wou.edu ■

2001 AAA Doctoral Dissertation Competition

The American Academy of Advertising is pleased to announce its 2001 Doctoral Dissertation Competition. The competition exists to promote doctoral research in advertising. Typically, each award is in the range of \$1,000 to \$2,000. In addition to the standard awards, the Dunn Award is given for outstanding

proposals in the area of international advertising. Awards will be based on a competitive review of dissertation proposals.

Six copies of the proposal must reach the Chair of the Research Committee by **August 15, 2001**. Winners will be notified by early December.



For details visit the AAA web site (www.americanacademyofadvertising.org) or contact: Dr. Kristina Frankenberger Chair, AAAs Research Committee phone: (503) 838-8720; email: frankek@wou.edu ■

People News:



Herbert Jack Rotfeld, Auburn University, has been named Editor for the *Journal of Consumer Affairs*. He will officially take over as new Editor in September 2001. For insight on his personal approach as Editor, review some of his past essays by visiting his web page at <http://www.auburn.edu/~rotfehj/essays.html>. ■

Bruce Vanden Bergh, Michigan State University, and his AAF team won District Six and will advance into the finals from June 10-12 in Cleveland. He will be joined by other district winning teams such as **Dennis Altman's** team from the University of Kentucky. ■

Terry Daugherty, a doctoral candidate in the Department of Advertising at Michigan State University, has been awarded the eLab Post-Doctoral Fellowship offered by the Owen Graduate School of Management at Vanderbilt University. As part of the \$2.1 million eLab Infrastructure Project, Terry will serve as a Research Associate for two years while conducting multidisciplinary research in ecommerce. For information about the lab visit: <http://ecommerce.vanderbilt.edu>. ■

Bob J. Carrell, Jr., professor emeritus from the University of Oklahoma, passed away at home in Fort Worth, Texas, on January 17 from heart failure complicated by emphysema and lung cancer. He will live on in his students and in our memories. ■

Top Notch Industry Professionals Speak at the AAA 2001 Pre-Conference



From left to right: Carrie La Ferle, Program Chair, Michigan State University; Frank Cutitta, Sr. Vice President, International Data Group; Silvania Imperiali, Chief Operating Officer, Real Media; Char Pagar, Partner, Hall Dickler Kent Goldstein and Wood; Norman Vale, Director General, International Advertising Association; Wei-Tai Kwok, President, Dae Interactive Marketing; and Robert Colvin, President, 24/7 Media International. ■

AAA NEWSLETTER SURVEY

Currently the AAA Newsletter is sent to each member by regular mail and it is also posted at the AAA web site (www.americanacademyofadvertising.org). The web site posting is of minimal cost, however the prices for the paper version seem to keep rising.

Please share your opinion by way of an email, phone call or letter in regular mail (see [contact info](#) below)

regarding your views on the *possibility* of receiving an *electronic only* version of the newsletter. You would receive an email with a link to the newsletter from which you would be able to print the Newsletter in PDF format.

As a sample, visit the AAA web site and click on one of the Newsletter links. The issue should open and you should be able to print a copy. See how you like it and let me know.



Send Survey Opinions & Newsletter Items to:



Dr. Carrie La Ferle, Editor
Michigan State University
Department of Advertising
E. Lansing, MI 48824-1212
E-mail: laferlec@msu.edu
Fax: 517-432-2589
Phone: 517-353-6378

Deadlines

<u>Issue</u>	
March 2001	February 5, 2001
June 2001	May 5, 2001
September 2001	August 5, 2001
December 2001	November 5, 2001



Tech Tips

For those who are regular readers of Tech Tips, you may recall that in the last issue, I asked AAA newsletter readers to respond to a short online survey. I'm happy to say that 63 readers did and while not projectionable due to small sample size and self-selection, the results are none the less interesting.

The survey attempted to determine how comfortable faculty are with new technology and what type of training they would benefit from and if using technology in the classroom should be a part of normal performance evaluations.

Expertise in Instructional Technology

Faculty respondents were asked to categorize themselves as novice, intermediate, or advanced users of instructional technology. The results were as follows: 16 novice users (26%), 28 intermediate users (44%) and 19 advanced users (30%).

Desired Training

Faculty respondents were asked what training they would like to have at their respective level of expertise:

Novice users thought that training in presentation software, like

Results of Technology Survey

By Cliff Shaluta, Western Kentucky University



Tech Tips

Powerpoint, would be particularly useful. Several users at this level also mentioned interest in web site development and multimedia training.

Intermediate Users would like training on web site creation and multimedia development utilizing video and sound. Faculty in this category thought that using classroom projects utilizing digital video cameras and editing software would be very useful for some advertising classes.

Advanced users were most interested in building web sites and multimedia production utilizing video and sound. This group also mentioned interest in teleconferencing and CD/DVD ROM production. Advanced users were very interested in making the most out of new technology in the classroom.

Assessment of Training Opps.

33 respondents or nearly 52% of the sample felt that current training opportunities in their respective school are limited at best. 17 (27%) felt training was adequate. 12 (19%) respondents felt that faculty training was plentiful. One (2%) respondent didn't know.

Performance Measures

21 (33%) faculty respondents felt that

participating in technology training should be factored into performance evaluation. 28 (45%) respondents did not want this and 14 (22%) weren't sure. Performance measures that included the actual use of instructional technology was favored by 16 (25%) respondents. 25 (40%) weren't sure and 17 (27%) faculty did not think classroom application of training in technology should carry greater weight in performance evaluation. 5 (8%) had no opinion on this issue.

Conclusions

The results of this exploratory faculty survey appear to illustrate that most faculty are interested in training in new technology as it relates to their current level of expertise. It makes sense then to organize faculty training by novice, intermediate and advanced users and offer appropriate training at that level. A Powerpoint session for an advanced user may not be an effective use of training resources. Clearly a majority (45%) of the sample did not want participation in technology training to be part of normal faculty evaluations.

For a link to the complete survey and a collection of past Tech Tips columns, please visit <http://www.wku.edu/~shalucp/techtips.html>. ■



Ivan Preston to Receive Excellence in Research Award

Ivan Preston of the University of Wisconsin-Madison will be awarded the 2001 Paul J. Deutschmann Award for Excellence in Research at the AEJMC Convention to be held at the

Grand Hyatt in Washington, DC on August 7, 2001.

The award recognizes outstanding research in the field over an extended

period of time. A special panel honoring Ivan Preston's research accomplishments and career will be held at 4:30 p.m. on the same day. ■

Congratulations to AAA Award Winners.....

1999 Journal of Advertising Outstanding Article Award

During the AAA annual conference held this year in Salt Lake City, the 1999 *Journal of Advertising* Outstanding Article award was presented to Ruth Ann Weaver-Lariscy and Spencer Tinkham for their article "The Sleeper Effect and Negative Political Advertising." The photo on the right captures Spencer accepting the award from Jan LeBlanc Wicks, Chair of the Publications Committee. ■



2000 AAA Dissertation Competition Winners



The AAAs Research Committee presented Wendy Macias with an award for winning the AAA 2000 Dissertation Competition. Euijin Ahn from Michigan State University was also a recipient of the award. Wendy Macias graduated recently from the University of Texas at Austin and is now an Assistant Professor at the University of Georgia. Euijin Ahn is in the process of completing his dissertation. ■

2001 AAA Research Fellowship Winners



Carrie La Ferle & Steven Edwards of Michigan State University won for their proposal, "Bypassing Consumers' Cognitive Defenses: Persuasion as Entertainment." ■



Julie Ruth & Bernard Simonin of Rutgers University won for their proposal, "Brought to You by Brand A and Brand B....: Investigating Multiple Sponsors' Influence on Advertising Effectiveness." ■

2001 AAA Outstanding Contribution to Advertising Research

The Winner of the 2001 Outstanding Contribution to Advertising Research Award by the American Academy of Advertising is **Terry Shimp** of the University of South Carolina. Terry has published over 39 journal articles with his work appearing in all of the leading advertising journals. Terry and Brian Till received the *Journal of Advertising* best paper award for 1998. Terry also won the best article

award for the *Journal of Consumer Research* for 1990-1992. Terry has also served as advisor on 42 dissertation and thesis committees.

Terry is only the 11th person honored by the American Academy of Advertising. The Outstanding Contribution to Advertising Research Award is a lifetime achievement award which is not given every year. ■



Visit the American Academy of Advertising web site for a variety of information at:
<http://www.americanacademyofadvertising.org>

Positions Available

Washington State University - Pullman

The Department of Marketing at Washington State University seeks qualified candidates for one permanent, full-time (nine-month), tenure-track position at the Assistant Professor level at the main campus in Pullman, beginning as early as Fall 2001, or as late as Fall 2002.

Preferred candidates will possess an appropriate doctorate in business (marketing) from a nationally recognized business program and/or be within one year of completion of their doctorate (ABD). Individuals with a doctorate in related fields will also be considered.

For more information about WSU, see the University's website (<http://www.wsu.edu/>).



For complete details visit the AAA website at: www.americanacademyofadvertising.org

www.wsu.edu/). WSU is an AA/EO employer. Review of applications begins **May 1, 2001** and continues until the position is filled.

Interested applicants should send a resume & three letters of recommendation to: Dr. Darrel Muehling, Chair, Dept. of Marketing, Todd Hall 367, Washington State University, Pullman, WA 99164-4730.

MICA - The Mudra Institute of Communications

The Mudra Institute of Communications in India seeks applications for assistant, associate, and full professors. The academic areas in need include

Communication, Media, Advertising, Marketing, and Research. The successful candidates will be required to teach graduate courses, carry out research, initiate and participate in professional training programs and take up other necessary responsibilities of a young growing institute. A Ph.D. in a relevant field is desired. For those who have substantial professional experience in the advertising field, the requirement of a Ph.D. can be waived. Salary is competitive.

To apply, send a letter of application, vita, and references to: Prof. Atul Tandan, Director, MICA, Shela, Ahmedabad -380 058, India; Email: atultan@mica.ac.in, Phone : 91-2717-39946 to 39951, Fax: 91-2717-39945.

Presidents Column...continued from front page

Darrel Muehling for his contributions to the Academy. Many of you know that Darrel and I are close friends, so it was indeed a special moment for me to recognize him. In addition, *Journal of Advertising* Editor **Ron Faber** presented the 1999 Outstanding Article award to **Ruth Ann Weaver-Lariscy** and **Spencer Tinkham** for their article entitled "The Sleeper Effect and Negative Political Advertising." Ron also named **Pam Ellen**, **Barbara Phillips**, and **Marla Stafford** as "Outstanding Reviewers" for 2000.

The Saturday evening "special event" was truly special this year (should I say *outstanding* one more time). It began with a gondola ride that carried the brave souls who were willing to take a ride 4,000 feet above the Snowbird Lodge. Once back on earth, we

enjoyed a reception (sponsored by the University of Illinois). The background music of the bluegrass band, the "Dixon Line," was particularly pleasant. Personally, I thoroughly enjoyed their renditions of John Prine tunes (I guess I will forever be known as the "John Prine guy"), but **Bill Becker** was captivated by their version of "Will the Circle Be Unbroken." I know everyone enjoyed the music. Finally, the food was delightful. A true alpine feast!

The days on which the conference was held were moved to better accommodate members' needs. This year, the conference began on Thursday and ended on Sunday (which allows most members to get back home and teach on Monday). Hopefully, this change did not prove to be a burden on anyone's schedule.

It was exciting to attend the conference as president of the Academy. I trust all attendees had an *outstanding* time. If not, I welcome your input. Don't hesitate to email your comments and/or concerns to me at laczniak@iastate.edu. This input will help us plan the 2002 Conference in Jacksonville.

One final note, I would like to thank **Avery Abernethy** (Auburn University) for his service as Chair of the AAA Research Committee the past several years. Avery is resigning in order to assume the office of Vice President of the Academy for 2002. **Kristina Frankenberger** (Western Oregon University) will assume the duties of Chair of the Research Committee beginning on July 1, 2001.

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48824-1212**