

AAA Newsletter

September, 2003

An Official Publication of the American Academy of Advertising

Welcome back. I hope that you enjoyed a relaxing and refreshing summer. This is a busy time for all of us as we prepare to start another academic year. I want to remind you that the October 8th deadline for submitting competitive papers and special topics proposals for the 2004 AAA Conference is fast approaching. The call for papers and ST proposals was published in the June newsletter and posted on the AAA Web Site. Also, this information was mailed to the membership in late August. The 2004 Conference will be held at the Radisson Hotel in Baton Rouge, Louisiana from March 25 to 28. The AAA Executive Committee will hold its fall meeting there on October 4th. I'll give you my impressions and a description of the venue in my December column. So, put the finishing touches on that paper or ST proposal that you've been working on all summer and submit it by the deadline.

The August mailing also included a call for service on AAA Committees and a Call for Nominations for Academy Officers and Academy Fellows. This information is posted on the Web Site. The AAA's is a volunteer organization and service on any Academy Committee is a great way to contribute your talents and expertise for the betterment of the organization. The Nominations Committee, which I chair, will propose a slate of officers for 2004 to be elected by the membership in January. If you would like to nominate someone or yourself, please fill out the form and return it to me via snail mail or email by the December 8th deadline. The Academy has been fortunate over the years to have enjoyed outstanding leadership. We need superior candidates for President-Elect, Vice-President and Secretary. If there are Academy members whom you believe would be outstanding leaders, please nominate them. If you've ever thought about playing a leadership role in the Academy, now is the time to nominate yourself.

I am delighted to report that our second Asia-Pacific Conference was an academic, cultural, and financial success. The fifty-five attendees left with positive feelings about the conference, the Okura Akademia Hotel and its excellent manager and staff, the Kazusa Akademic Center, the wonderful cultural entertainment and events, and the warm hospitality of our Japanese hosts—the representatives of the Chiba Prefecture Convention Bureau and His Honor the Mayor of Kisarazu..

**The President's Column: Of Japan, the New
School year, and AAA**

Dr. Joseph Pisani



AAA Newsletter: September, 2003

The cultural entertainment included the music, dance, song and poetry of Japan and the Kisarazu region. Attendees participated in the traditional Japanese tea ceremony and enjoyed the opportunity to try on kimonos. I was told by one of our hosts that many of these kimonos cost anywhere from \$800 to \$1500 depending on the material and style. Also, many Japanese own more than one to accommodate the cold or warm seasons. A collection of photos taken at the conference is posted on the AAA Web Site. I tried to pick photos that will give our members a feeling for the Conference and the cultural activities. I hope that you enjoy looking at them as much as I enjoyed putting them together.

A highlight of the Conference was our visit to the Advertising Museum Tokyo in the Dentsu Tower. We were greeted graciously by the Executive Director of the Museum, Akira Fujitani, and his staff. As is the custom, we exchanged gifts. On behalf of the Academy, I presented Mr. Fujitani with a collection of the past Proceedings of AAA Academic Conferences for the Museum's Collections. In return, Mr. Fujitani presented the Academy with a collection of three volumes on the history of Japanese advertising. Mr. Fujitani did not speak English and I did not speak Japanese, but we managed to communicate through body language, facial expressions and an interpreter as evidenced by the photo of us enjoying a beer together. The Museum is first rate and should not be missed if you ever visit Tokyo.

The credit for the Conference's success belongs to the co-chairs, Pat Rose and Bob King. Pat did an outstanding job of putting together the program, directing the academic portion of the Conference, and editing and coordinating the publication of the Proceedings. By the time you read this article, you will have received copies of the Proceedings of the Colorado and the Asia-Pacific Conferences bundled with a copy of the 2003-2004 Membership Directory. Bob did his usual outstanding job of planning and coordinating the arrangements with the hotel and conference center and the cultural activities. My sincere thanks to Pat and Bob for a job well-done. I want to extend my appreciation to Kazue Shimamura of Waseda University who went far beyond the call of duty in serving as an interpreter, tour guide, and facilitator and to Tasuo Shoda for his warm hospitality.

The Executive Committee at its March meeting commissioned Bob King to investigate several sites for a third Asia Pacific Conference in 2005. Bob will report to the EC at its October meeting on what he learned. The plan is to choose a venue at this meeting. I will give you a report in my December column.

Lastly, I want recognize Les Carlson for his excellent work in editing the proceedings of the 2003 Conference and Keith Johnson for volunteering once again to edit the Membership Directory with the help of Dennis Martin and Rachel Hill.

Have an enjoyable and productive semester.

President's Column Continued

AAA Newsletter: September, 2003

Highlights from the Japan conference!



Joe Pisani displays one of three volumes on Japanese advertising history presented to the Academy by Mr. Fujitani on behalf



Joe Pisani presents a set of past AAA Conference Proceedings to Mr. Fujitani for the Museum collection.



Joe Pisani, AAA President and Akira Fujitani, Executive Director, Advertising Museum Tokyo share a toast.



Bob King and Korean attendees at the conference. Left to Right
Young-Woo Jun (University of Inchon, Korea)
- In-Sup Shin (Hallym University, Korea)
- Jae-Wook Hong (University of Incheon and President of Korean Advertising Society)
- Kyoo-Hoon Han and son (University of Georgia)
- Sung-Wook Shim (Korea Press Foundation)

Editing a Special Issue

By Marla Royne Stafford

Help Wanted: Special Issue Editor

Duties and Responsibilities:

- Solicit manuscripts from colleagues and then tell them that their work isn't good enough to publish.
- Reject a good percentage of manuscripts from talented people.
- Ask respected colleagues to review and then give them a hard time when they're late.

Hours:

Flexible hours. Can finish at midnight if necessary.

Pay:

None

At some point during your career, you may be asked to edit a special issue of a journal. Certainly, being asked to guest edit an issue of a journal is a wonderful opportunity that can provide you with exposure to the ins and outs of the editing and publishing process. It offers the chance to see yet another side of the review process – an inside view that may open your eyes to the challenges and difficulties a journal editor typically faces. As one colleague told me before I edited my first special issue, the experience can give you a glimpse into the world of journal editorship. He was right! My special issue experience gave me so much more respect for editors of major journals.

A regular journal editor typically receives manuscripts continually throughout the year. As a guest editor, you will generally receive all of your manuscripts within a very short time period, as authors submit their final manuscript just in time to meet the deadline. As the guest editor, it is your responsibility to develop an organized system to place all of these manuscripts in the review process. Ideally, you will have already developed a list of reviewers, so that the barrage of manuscripts rolling in your door can be distributed to reviewers fairly quickly. With a high number of submissions, this process can be quite daunting. But more submissions mean more high quality papers — and more work for the special editor!

Guest column: Marla Royne Stafford

AAA Newsletter: September, 2003

Pre-Conference Proposals American Academy of Advertising 2005 Conference March 30 – April 2 at the JW Marriott Hotel in Houston, Texas

The Academy Program Committee encourages those interested in developing proposals for a pre-conference (all day or half-day) program for the 2005 conference to submit a complete proposal, no later than May 1, 2004, for review by the Executive Committee.

Proposals must specify rationale for the program, the timing and progressions among topics, and include a statement that all presenters agree to register for the pre-conference and conference. Waivers of the registration fee for industry participants (who are non AAA members) may be requested on a case-by-case basis.

Following the conference, the pre-conference chair may submit up to a two-page summary of the presentations to be published in the Proceedings on pages designated by the NR (non-refereed) prefix.

Pre-conference proposals and any questions concerning such proposals should be directed to Joe Phelps at the address listed below. Please note that although proposals may be mailed or emailed, email is preferred as it provides the fastest and easiest means of sharing the proposals with all the members of the Executive Committee.

Professor Joseph Phelps

Department of Advertising & Public Relations

Box 870172

University of Alabama

Tuscaloosa, AL 35487-0172

Email: phelps@apr.ua.edu

GUEST COLUMNM CONTINUED

Being a special issue editor has definite advantages and disadvantages. You get to work with a number of respected scholars in the special issue topic area. You get to know interesting people who are doing interesting research. You may get to read cutting-edge, thought-provoking papers. In fact, you get to play a critical role in disseminating new knowledge in a particular subject area. And you can place a personal mark on this special issue that will bear your name. At the same time, the guest editorship will bring visibility to you and your university. Clearly, there are many upsides to accepting an invitation to guest edit a special issue.

On the other hand, you need to be prepared to make enemies. Being an editor means making tough decisions. Not everybody will agree with them; you will never be able to please everybody. You have to reject manuscripts and you have to enforce deadlines. Your key concern is to produce an issue that reflects the highest possible level of scholarship.

You will also be giving up one of the most precious commodities we have: time. Soliciting reviewers, facilitating the reviewing process, reading manuscripts and repeating the process for a second and possibly third round of reviews take a considerable amount of time — something academicians seem to have little of.

Clearly, the trade-offs are there. But being a special issue editor can be challenging and interesting. And when the special issue is finally published, it is great to see that you facilitated the distribution of a key body of literature to your discipline. And that's a wonderful feeling. I highly recommend giving it a try!

(And by the way, if you are working on a topic related to e-marketing theory, please consider submitting it to my special issue of Marketing Theory on E-Marketing, deadline, November 30, 2003.)

AAA Newsletter: September, 2003

Second Call for Conference Papers and Proposals for Special Topics Sessions
American Academy of Advertising: 2004 Annual Conference
Radisson Hotel in Baton Rouge, LA, March 25-28, 20

Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2004 AAA Conference and for publication in the Proceedings. All submissions are subject to blind review competition, and only completed papers (no proposals) may be submitted. Papers must conform to the style and guidelines of the *Journal of Advertising*. Authors of accepted papers are obligated to publish either the entire paper or a one-page abstract of the paper in the Proceedings. The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Publication of an abstract does not preclude future publication of the full research paper elsewhere. *A submission must include a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper.*

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 to offer information and dialogue on topics of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) that would not fit comfortably into the competitive paper format. Also permissible are topics that might appear in competitive papers. 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), (3) names and specific roles of all participants (please note that blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants, and (4) details of how the session will be conducted under a unifying theme, including progression among sections and participants. Preference will be given to proposals offering the requested information in the greatest detail. Special topics chairs are responsible for generating a one-page summary (after the session) for inclusion in the Proceedings as a non-refereed publication. *Submission must include a statement specifying that all presenters agree to register and be present at the conference to participate.*

Requirements for Submission of Competitive Papers and Special Topics Proposals

PLEASE NOTE REVISED PROCEDURES: In order to facilitate the review process and alleviate customs problems with international mail, we would like everyone – if possible – to submit their paper electronically.

Please send a complete copy in MS Word format. Your cover memo should include:

1. *the title of your paper or proposal and with the names and addresses (including email address) of all authors or presenters. Please designate a single contact person and provide phone and fax numbers for that person as well. You will receive an email acknowledgement.*
2. a statement specifying that all paper presenters agree to register for the conference and participate as specified.
3. a keyword to facilitate the reviewing process (e.g., copytesting, media measurement, new technologies, advertising education, etc.).

If you cannot submit the paper in a MS Word format, you must submit four copies of each paper and a memo with the above information. Only one copy should include the author(s) names and affiliations. Hard copy submissions, as electronic submissions, must be received no later than Wednesday, October 8, 2003 by Professor Rose (competitive papers) or Professor Taylor (special topics proposals).

Please direct your papers or proposals to the appropriate address on the next page.

AAA Newsletter: September, 2003

Contact Information for Competitive Papers and Special Topics Proposals:

Competitive Papers:

Professor Pat Rose
Florida International University
School of Journalism & Mass Communication
3000 151st Street
North Miami, FL 33181
Email: rosep@fiu.edu

Special Topics Proposals:

Professor Charles R. Taylor
College of Commerce and Finance
Department of Marketing
Villanova University
Villanova, PA 19085-1678
Email: raymond.taylor@villanova.edu

People News

Robert Pennington has accepted a faculty position in the Graduate Institute of Technology & Innovation Management, National Chung Hsing University. Best of luck in your new position!

Sally McMillan has been promoted to Associate Professor with tenure at the University of Tennessee. Congratulations to Sally!

Tom Reichert has been promoted to Associated Professor with tenure at the University of Alabama. Kudos to Tom!

Mary Alice Shaver has been appointed Director of the Nicholson School of Communication at the University of Central Florida, Orlando, FL 32816-1344. Her work phone is 407-823-2887 and home is 407-909-0085. Her fax is 407-823-6360 and her new email is mshaver@mail.ucf.edu. You go girl!

AAA Newsletter: September, 2003

American Academy of Advertising Call for year 2004 Committee Members

As you know, the AAA is an all-volunteer organization, so we depend on one another! If you're not already involved with one of the AAA committees, we hope you'll seriously consider volunteering. It's a great way to learn about the Academy and to interact with its members. If you are currently a member of a committee and would like to serve again, we welcome your continued participation, but need to hear from you as well.

You can read about the roles and responsibilities of the various AAA committees in our membership directory, or you can ask questions and offer suggestions to any committee chair or AAA officer (also listed in the membership directory). Here's a list of committees:

Standing Committees

- Research Committee
- Membership and Placement Committee
- Publications Committee (for year 2003 and beyond; as vacancies occur per the AAA by-laws)
- Finance Committee
- Awards Committee (Academy Fellows, Distinguished Service, Sandy Award, etc.)

Ad Hoc committees

- Industry Relations and Fellowship Committee
- International Advertising Education Committee
- Other ideas for ad hoc committees? Would you like to chair a new effort

Note: Please complete the following information a) if you wish to serve on a committee, or b) if you wish to continue to serve on a committee. **Please return via mail, fax, or email by October 1st to:**

Joe Phelps
Dept. of Advertising & PR
Box 870172
University of Alabama
Tuscaloosa, AL 35487-0172

Email: phelps@apr.ua.edu
Fax: (205) 348-2401

Your name _____

Mailing address _____

Phone _____ Fax _____ Email _____

List your top three committee preferences:

Please check the box if you are currently a member of this committee, and wish to continue to serve.

1) _____

2) _____

3) _____

AAA Newsletter: September, 2003

Call for Papers - Special Section

Journal of Consumer Affairs: "Research Colloquium on Identity Theft"

The Journal of Consumer Affairs is seeking submissions for a special section on Identity Theft. Identity theft is a fast-growing problem that strongly affects consumers and this special section is dedicated to understanding and dealing with the impact of identity theft on consumers. Manuscripts submitted to the special issue may be conceptual or empirical in nature; applications are particularly encouraged. Topics may include but are not limited to:

- The impact of identity theft on consumers financial future
- Issues facing consumers who are victims of identity theft
- Protection of consumers from identity theft
- Cyberstalking
- Legislation on identity theft
- Cautions and responses to identity theft
- Privacy issues that increase or deter ID theft
- Use and abuse of social security numbers (e.g. student ID; driver's license)

Manuscripts submitted to this special section should adhere to the guidelines of JCA and should follow the Guide for Submission of Manuscripts to the Journal of Consumer Affairs found at the ACCI web page:

<http://www.consumerinterests.org/public/articles/index.html?cat=13>

However, for this special section, submissions and reviews will be handled electronically. The section will follow the format of the JCA Bits, Briefs and Applications (BBA) Section and therefore, submissions should not exceed 3500 words. BBA contains the shorter articles designed to assist the consumer affairs researchers and professionals in decision making and policy making. This section is developed primarily for short research notes and applications, and theoretical briefs. Critical to any manuscript submitted to this section is implications for practitioners.

The Journal of Consumer Affairs is a double-blind, peer-reviewed scholarly journal published semi-annually by the American Council on Consumer Interests (ACCI). It is the leading scholarly research journal that fosters and disseminates professional thought and scholarly research that advances the consumer interest.

Deadline for the special section is October 1, 2003. Manuscripts should be submitted as a single Microsoft Word file to the JCA Associate Editor Marla Royne Stafford at mstaffrd@memphis.edu. The special section is scheduled for publication in Winter of 2004.

For inquiries regarding the special section, please contact:

Marla Royne Stafford, Ph.D. Associate Editor, Journal of Consumer Affairs

Department of Marketing and Supply Chain Management, Fogelman College of Business

University of Memphis

Memphis, TN 38152

901-678-2499 (Voice)

901-678-2685 (Fax)

mstaffrd@memphis.edu

Asian Communication Research

The *Asian Communication Research* (ACR) is an interdisciplinary and international journal, published biannually, that features cutting-edge research at the intersection of regional insights and communication, broadly conceived. As an official journal of the Korean Society for Journalism and Communication Studies (KSJCS), the *Asian Communication Research* strives to be the flagship journal of the KSJCS. The KSJCS is the premier academic association of communication scholars and practitioners in Korea.

ACR publishes original works from international scholars that deal, specifically or in part, with communication phenomena in the Asia-Pacific region in cross-cultural or international context. ACR maintains a broad scholarly focus on all aspects of communication without limits to topics, methodological approaches, and theoretical perspectives. ACR covers all aspects of communications including the modern mass media, the traditional media, community and alternative media, telecommunications and information and communication technologies. While extensive in scholarly interest, submitted manuscripts must establish the significance of the topic, soundness of the methodology, and appropriateness of the theoretical perspective.

International in scope, ACR seeks to be a general forum for the international community of communication scholars, with an international reputation and of interest to international audiences. With emphasis on bringing to its readers the latest, broadest, and the most comprehensive findings across the communication field, ACR will publish thematic issues, providing in depth coverage of key areas of interest.

For more information as well as author guidelines, contact the Editor, Prof. Sung Hee Park at shpark1@ewha.ac.kr.

To All Academy Members: Have a great School Year!!!

Have something to share with other members of the AAA? Consider writing an article for the AAA newsletter! Share teaching ideas, thoughts on current events, interesting research observations: anything that is of interest to you will probably be of interest to all! Please contact Kim Sheehan (ksheehan@uoregon.edu) with your idea!

AAA Newsletter: September, 2003

School of Journalism and Mass Communication
University of Wisconsin-Madison
Tenure-Track Position

The University of Wisconsin-Madison School of Journalism and Mass Communication seeks a full-time assistant professor with a demonstrated commitment to excellence in research, teaching, and service for appointment beginning August 23, 2004.

We welcome applications from researchers dedicated to the study of mass communication who are eager to advise graduate students. The School is a community of productive scholars who value collaborative, creative, and substantive scholarship from various conceptual and analytical perspectives. Current strengths include media psychology, sociology of communication, political communication, health and science communication, law and history of mass media, international communication, media studies of race and gender, and the exploration of new media technologies.

In particular, we seek applications from communication scholars committed to teaching strategic communication. By strategic communication we mean concepts and skills integral to advertising; public relations; marketing communications; information, health, and political campaigns; and social movements. A focus on new media will be considered a plus in combination with a strategic communication background. Our new colleague will teach at the graduate and undergraduate levels. The regular course load at the School is two courses per semester; faculty members also supervise a large body of energetic and highly motivated masters and doctoral students.

Required: Ph.D. completed or expected by August 2004 in a field related to the research and teaching area; research and publications commensurate with experience or evidence of ability to carry out a high quality research program; evidence of or potential for teaching excellence. Professional experience in strategic communications is highly desirable.

The University of Wisconsin is home to one of the oldest schools of journalism and mass communication in the United States. The School, which will celebrate its centennial during the 2004-05 academic year, has approximately 20 faculty and instructional staff. These instructors direct 400 undergraduates and 100 graduate students. At the graduate level, the School provides a professional and research MA and shares a leading doctoral program with the Department of Life Science Communication.

The School operates in one of the nation's finest public universities and enjoys outstanding resources, including libraries, teaching and research laboratories, and various sources of research support. Housed within the College of Letters and Science, it is also home to the Mass Communication Research Center, the Center for Communication and Democracy, Frank Thayer Center for the Study of Mass Communication Law and Management, and the Center for Environmental Communications and Education Studies. Madison, the state capital, consistently ranks among the top American cities for its quality of life. Application deadline to ensure full consideration: November 15, 2003

To apply, send a letter of interest, curriculum vitae, three letters of reference, and samples of scholarly work to:

Prof. Dhavan Shah
Chair, Search Committee
School of Journalism and Mass Communication
University of Wisconsin-Madison
821 University Avenue
Madison, WI 53706-1497

608-595-0388 email dshash@wisc.edu

Telephone and email inquiries to discuss this position are welcome

AAA Newsletter: September, 2003

Advertising Faculty Position Penn State College of Communications

The College of Communications at Penn State is seeking candidates for a tenure-track assistant professor position in advertising to start August 2004. In addition to an active research agenda, the College places strong emphasis on teaching and service. Candidates must have proven college-level teaching and research abilities in one or more of the following areas: agency management, creativity, advertising media and strategic advertising campaigns. A Ph.D. with professional experience preferred.

The College is the largest accredited undergraduate program of its kind in the nation and one of five undergraduate programs in the northeastern United States accredited by the Accrediting Council on Education in Journalism and Mass Communications. The College provides instructional and research opportunities in advertising/public relations, film/video, journalism, media studies, and telecommunications. In addition to a Ph.D. program in mass communications, the College also offers M.A. programs in media studies and telecommunications. Learn more about Penn State and the College of Communications on its homepage at <http://www.psu.edu/dept/comm/>.

Send a letter describing qualifications, a resume detailing teaching and research/creative experience and the names, addresses, and phone numbers of three to five references to Advertising Faculty Search Committee, College of Communications, Penn State, 201 Carnegie Building, Box AAA, University Park, PA 16802. Screening of applications will begin immediately and will continue until the position is filled. Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce.

Public Relations Faculty Position Penn State College of Communications

The College of Communications at Penn State is seeking candidates for a tenure-track assistant professor position in public relations to start August 2004. In addition to an active research agenda, the College places strong emphasis on teaching and service. Candidates must have proven college-level teaching and research ability in one or more of the following areas: writing for public relations, PR campaigns, PR media and methods. A Ph.D. with professional experience preferred.

The College is the largest accredited undergraduate program of its kind in the nation and one of five undergraduate programs in the northeastern United States accredited by the Accrediting Council on Education in Journalism and Mass Communications. The College provides instructional and research opportunities in advertising/public relations, film/video, journalism, media studies, and telecommunications. In addition to a Ph.D. program in mass communications, the College also offers M.A. programs in media studies and telecommunications. Learn more about Penn State and the College of Communications on its homepage at <http://www.psu.edu/dept/comm/>.

Send a letter describing qualifications, resume detailing teaching and research/creative experience and the names, addresses, and phone numbers of three to five references to Public Relations Search Committee, College of Communications, Penn State, 201 Carnegie Building, Box AAA, University Park, PA 16802. Screening of applications will begin immediately and will continue until the position is filled. Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce.

AAA Newsletter: September, 2003

School of Journalism and Mass Communication
College of Liberal Arts
University of Minnesota

Strategic Communication Job Title: Assistant Professor
Department Name: School of Journalism and Mass Communication
Appointment Start Date: 8/30/04

Job Description: The School of Journalism and Mass Communication invites nominations and applications for a 100%-time, nine-month, tenure-track faculty position at the rank of assistant professor, beginning August 30, 2004. We are seeking an outstanding colleague in strategic communication to extend departmental curricular strengths in one or more of the following areas: creative strategy, media analysis, campaign planning, public relations tactics, interactive advertising, and campaign management. Research and scholarship in strategic communications in communications law and regulation; organizational and management studies; policy studies; social and behavioral theory; audience measurement; economics; history; or communication effects. Interest in, and capacity to, contribute to research and innovative teaching related to new media is desired.

Successful candidates will demonstrate promise for developing a strong program of research and publication; clear potential for securing external research support; promise of excellence in teaching at the graduate and undergraduate levels; and a capacity for, and commitment to, establishing linkages with the profession and related academic departments. Salary will depend on the successful candidate's qualifications, consistent with collegiate and university policies.

Qualifications: Applicants must hold a Ph.D. in Mass Communication, Advertising, Public Relations, or related discipline by the date of appointment. Professional experience in strategic communications is highly desirable.

Applications will be reviewed beginning October 15, 2003, and will be accepted until the position is filled. To apply, send a cover letter describing interest in the position, a curriculum vitae, and letters of evaluation from three references, to be mailed directly to the School.

Send applications to:

Chair, Strategic Communication Faculty Search Committee
School of Journalism and Mass Communication
University of Minnesota
111 Murphy Hall/206 Church Street S.E.
Minneapolis, MN 55455-0418

AAA Newsletter: September, 2003

2003 AMERICAN ACADEMY OF ADVERTISING OFFICERS

President

*Joseph R. Pisani
University of Florida*

Editor, Journal of Advertising

*Russ Laczniak
Iowa State University*

Chair, International Education Committee

*Kartik Pashupati
Florida State University*

President-Elect

*Joseph E. Phelps
University of Alabama*

Editor, AAA Newsletter

*Kim Sheehan
University of Oregon*

Chair, Nominating/Fellows Committee

*Mary Alice Shaver
Michigan State University*

Vice President

*Les Carlson
Clemson University*

Webmaster

*Joe Bob Hester
University of North Carolina*

Chair, Publications Committee

*Yorgo Pasadeos
University of Alabama*

Secretary

*Carrie LaFerle
Michigan State University*

Chair, Research Committee

*Kristina D. Frankenberger
Western Oregon University*

Chair, Program Committee

*Joseph R. Pisani
University of Florida*

Treasurer

*Charles R. Taylor
Villanova University*

Chair, Finance Committee

*Bonnie B. Reece
Michigan State University*

Accreditation**Representatives**

*Thomas A. Bowers
University of North Carolina
Linda J. Shipley
University of Nebraska-Lincoln*

Past President

*Mary Alice Shaver
Michigan State University*

Chair, Membership Committee

*Deborah Triese
University of Florida*

Conference Director

*Robert L. King
University of Richmond*

Chair, Industry Relations Committee

*Bruce Bendinger
The Copy Workshop*

Chair, Distinguished Service/Awards Committee

*Mary Ann Stutts
Southwest Texas State*

Executive Secretary

*Dennis Martin
Brigham Young University*

Join the AAA

Interested in joining the AAAs? The application form is available at our website:

www.americanacademyofadvertising.org

Membership includes an annual subscription to the Journal of Advertising, AAA Conference Proceedings, and all member mailings. You will also have voting privileges in all official AAA elections.

Dues are \$60 per year in US, Canada, Mexico and all international destinations. If you lies outside US, Canada and Mexico and wish the Proceedings to be delivered to you via airmail, dues are \$70 per year. Student memberships are \$30; \$40 outside of US., Canada and Mexico. Retired memberships are also \$30.

For more information, contact

**Professor Dennis Martin
AAA Executive Secretary
801-455-6845 OR dmartin@cougar.netutah.net**