

AAA Newsletter

March, 2004

An Official Publication of the American Academy of Advertising

I hope that you've already made plans to attend the AAA 2004 Conference in Baton Rouge. From the two pre-conference sessions running concurrently on Thursday, March 25 to the last session on Sunday, March 28, this meeting is packed with interesting sessions, social events and activities. I'll be mentioning some of the highlights in just a little while. Before doing that, however, I want to thank the people who helped put this program together.

Pat Rose (Vice President) and Ray Taylor (President-Elect) did a great job with the competitive papers and special topics sessions. I know that they want to thank all who served as reviewers. Of course, the most essential component for a successful conference is having people who submit good papers and special topics sessions. The members of the Academy came through in a big way this year and for that, we all thank you. Each of you has contributed to making this into what I believe will be a very special meeting.

In addition to strong sessions, you'll find lagniappe (an old Creole word for something extra) and lots of it. I found this word on the Baton Rouge Area Convention & Visitor's Bureau and I think it should be the catch phrase for this conference.

We are a close-knit group and there will be plenty of time for socializing. We will officially start the conference with the opening reception, sponsored by the Radisson Hotel on Thursday night. For those of you coming to the conference for the first time, you can continue making new friends/contacts Friday morning at the First Timers' Breakfast that is being sponsored by The Portfolio Center. The Friday night social is being sponsored by the College of Communication & Information Sciences at the University of Alabama. Roll Tide! The Copy Workshop will be sponsoring a coffee break on Saturday morning. Bob King has planned a great outing for us on Saturday evening. We will enjoy a tour of the Southern University Museum of Art, the city of Baton Rouge, and Louisiana State University. This event also promises Cajun food, Cajun music, and good fellowship for all.

The President's Column: Lagniappe in Red Stick!

Dr. Joseph Phelps



AAA Newsletter: March, 2004

I hope you will attend all of these events and will thank our sponsors for their support. To put it bluntly, there is absolutely no way that we could afford to deliver these events without their help. Please also take the time to talk with the exhibitors who also help to support this conference and thank Bob King for coordinating all of these efforts.

I realize that greater Baton Rouge area offers many attractions/distractions, such as being home to over 900 restaurants, but do not miss the conference luncheons. Our award presentations will be made during lunch on Friday and a very special new award will be announced at that time. During lunch on Saturday, three speakers will share memories of Kim Rotzoll. As you all know, advertising education and the Academy lost our dear friend Kim this past year. It is time we gather as a family and pay tribute to him. Perhaps only the long time Academy members knew Leonard Lanfranco (AAA President in 1979). I'm sorry to report that he too has passed away relatively recently.

Losing these two former President's of the Academy served as a powerful reminder to me of the strong leadership our organization has enjoyed through the years. It is an honor to serve as President of the American Academy of Advertising this year. I thank you for this honor and promise to do my best for the Academy.

Fortunately, I can rely on a strong Executive Committee: Joe Pisani, Pat Rose, Ray Taylor, Les Carlson and Glen Nowak. The Executive Secretary, Dennis Martin, and the Conference Services Director, Bob King, are truly the people who keep this organization running on a day-to-day basis. In addition, we have experienced leadership administering our publications. Russ Lacznik is editor of the Journal of Advertising. Kim Sheehan is editor of the AAA Newsletter. Joe Bob Hester serves as our Webmaster. The good work of these individuals, along with the Chairpersons and members of our various committees, make me confident that this will be a good year for the Academy.

We will need all of your help to accomplish the three major goals for this year. First, and foremost, we must continue to strengthen the financial position of the Academy. Although the overall financial health of the Academy is strong, we have been losing money for the last several years. The initiatives of previous Executive Committees, such as the dues increase, have helped but it is not yet clear that we have totally stemmed the losses. We will continue to monitor the situation and take the necessary actions to correct the situation. In a related effort, I have asked the Finance Committee to begin exploring development/fundraising options for the Academy. Other scholarly organizations have developed successful development programs and I am hopeful that we will too. I see this as a long-term goal and encourage all members to share any ideas that you might have with Bonnie Reece, the Chair of the Finance Committee.

Second, we need to grow the organization. Debbie Treise, Chair, and the members of the Membership Committee are already working on this goal. However, you are our best recruiter. Please don't be shy. Tell a colleague about the Academy. Encourage a graduate student to join. You each know people that work in our area but are not yet members. Let them know why they should be and steer them to our website for more information on how to join.

Finally, but ironically the goal that I'm confident will be accomplished first, I want you to enjoy a great experience at the Baton Rouge Conference. I know the program is strong. I also know you'll find the others who share your passion for advertising education and you will find that special lagniappe.

President's Column (Continued)

Louisiana Facts!

Capital: Baton Rouge

Date of Statehood: April 30, 1812

Flower: Magnolia

Tree: Bald Cypress

Bird: Eastern Brown Pelican

The Old Governor's Mansion in Baton Rouge, built by Huey P. Long, was an exact replica of the White House as it was originally designed. Long wanted to be familiar with the building to make it easy for him when he became President

The Louisiana State Capitol is the tallest in the nation at 34 stories and 450 feet high.

Chuck Berry, Janis Joplin and Garth Brooks all sing about Baton Rouge.

Baton Rouge is the fifth largest port city in the nation

The area's first permanent European settlement was founded in 1699 when French-Canadian explorer Pierre Le Moyne (Sieur d'Iberville) organized the first colony here. Legend has it that Iberville and his explorers discovered a tall, blood-stained cypress tree on the riverbank that marked the hunting territory of two Native American tribes. As a result, they later christened the area Baton Rouge, or "red stick." The actual site of this "baton rouge" (or "istrouma," in Native American dialect), is located at what today is the campus of Southern University.

Writing a Successful Research Proposal

Each year the AAA Research Committee makes awards to individuals ranging from \$1000 to \$2000 for dissertation proposals, and from \$1000 to \$4000 for faculty research proposals. Any AAA member who is looking for outside funding should take advantage of this membership benefit.

Writing a successful research proposal is part chance, part skill, and part experience. Your proposal is evaluated on its own merit and against other proposals entered in the competitions. Some years see more proposals entered than others. Obviously, the fewer the number of proposals submitted, the better the odds that your proposal will be selected for funding. Of course, you can't count on chance, but you can stack the odds in your favor by developing good research skills. Skill comes with practice. The more you try, the more you'll learn, the better your opportunity to succeed.

In my tenure as chair of the AAA Research Committee, I have seen some people try each year to get funding, only to be turned away at each try. To those people I say "keep trying." I typically see significant improvements in the quality of proposals submitted by people who have entered the competition in the past. Eventually, I believe, those people will learn how to write a winning proposal. In the meantime, here are some tips for improving the quality of your next entry.

Test the idea before writing the proposal. Good proposals demonstrate an investment in the time and cognitive effort required to mold, shape and develop an idea. An idea that has never been discussed, drafted on paper, or assessed in any fashion is not ready for submission. Ideas are rarely so brilliant that they need no support. The idea should be one that has received considerable thought before it is submitted for funding.

Demonstrate topic familiarity. Strong (i.e., competitive) proposals make it clear to all who read it that the author *knows* the topic. Take time to digest the literature, play with different theories, anticipate alternative results and consider several methods.

Write well and follow proposal guidelines. Good proposals have good mechanics. By this I mean that they follow the manuscript guidelines (no cheating!) for margins, font, page length, style, etc. They are also meticulously written. The radiance of an idea will not outshine imperfections in grammar, spelling and organization. Don't let an idea get mired in a tangle of gibberish. In my experience, reviewers rarely overlook messy writing and presentation.

AAA Newsletter: March, 2004

Allow plenty of time to prepare the proposal. Calls for proposals are announced months in advance of their deadlines. The proposal's competitiveness increases in proportion to the amount of time devoted to constructing it. A paper that screams "first draft" encourages reviewers to ask themselves whether the author is committed to the idea.

Be complete. Good proposals communicate well; they persuade a reader to accept an idea by attentively covering the standard ground: past literature, research questions, method & analysis, expected outcome and contribution. Good proposals are complete not just for the sake of completeness. Readers use literature reviews to learn something about the topic under investigation. Even the most expert of reviewers is ready to learn something about his or her area of expertise. In fact, reviewers wish to discover a fresh approach, a new perspective, a novel methodological approach. Few ideas are entirely unique. A skimpy review triggers immediate skepticism among the proposal's reviewers.

Respect the reader. A research proposal does not belong solely to the author; it also belongs to those who read it. Good proposals respect their readers. Proposal readers (i.e., reviewers) represent the academy, and the academy has ownership in the research it supports. AAA is fortunate to have reviewers who try to write kind reviews. The same courtesy should be extended by a proposal's author to the reviewers. Good proposals show respect to their readers by following submission guidelines, presenting a thoughtful background, asking an intriguing question, and being persuasive rather than dismissive.

The proposal is persuasive regarding its contribution to the literature. One of the principal jobs of a research proposal is to encourage its readers to accept the idea *and to fund it*. Too many proposals fall short on this one criterion. The AAA wants to fund research that will be published in the *Journal of Advertising*. Why? Because we are interested in enhancing existing knowledge about advertising and promotion. If the proposal does not make a relevant contribution to existing knowledge, or if the author fails to adequately describe the research contribution, the proposal is probably doomed. Spend an afternoon thinking about why your research idea is important. Make a list. Avoid generic reasons like "the research offers advertising managers guidance in selecting appropriate ad formats," or "there is very little extant research on the topic of *x*." I flinch a little as I write this, because I am guilty of using both statements in my own manuscripts. However, being on the receiving end of this process, I cannot over-stress the magnitude of effect that an elegant description of the research contribution makes to reviewer acceptance of a research proposal.

In the end, we are all selling our ideas. And members of this, of all organizations, should readily grasp the importance of a persuasive argument.

Kristina D. Frankenberger served as chair of the AAA Research Committee from June 2001 through December 2003.

Guest Column (continued)

Kim Rotzoll Professorship at the University of Illinois

The University of Illinois is planning to establish a new Kim Rotzoll Professorship in honor of AAA Past President and advertising scholar Kim Rotzoll, who passed away last November.

Recently, several AAA members have expressed concern about the context within which the professorship is being planned at Illinois. This group, including Ivan Preston, Herb Rotfeld, Joyce Wolburg, and Don Jugenheimer, contacted Ron Yates, the interim dean of the College of Communications, to say that they would not want to support the Rotzoll professorship if it was held by someone who was not dedicated to research and teaching specifically in advertising. This concern was prompted by the fact that the Sandage Professorship at the U of I, created earlier in honor of Charles Sandage, is held at this time by a professor who is not in the advertising department and whose research appears not to be dedicated primarily to advertising. Consequently, there are concerns that the same thing might happen with the new appointment.

Dean Yates replied that the “professorship is to honor Kim’s research and teaching in the area of ethics in advertising,” and that both the Rotzoll and the Sandage professorship (the latter as of August 2004) will be held by fulltime advertising scholars.

If you are interested in contributing to this Professorship, contributions can be made out to “College of Communications/UIF” with a note added on the memo line that says “Kim Rotzoll Fund.” Contributions can be sent to:

College of Communications
119 Gregory Hall
810 S. Wright St.,
Urbana, IL, 61801.

In light of recent discussions among faculty and on Ad Forum, Ivan Preston indicates that he and his wife are qualifying their contribution with the constraint that their contribution must be returned at their request if (1) the effort to create the Professorship is given up, or (2) the ad program and/or the Professorship are moved to a unit on the campus other than the College of Communications.

AAA Newsletter: March, 2004

Bill Becker has retired after over 33 years on the Marketing Faculty at Oregon State University. He joined the College of Business in Corvallis after earning the PhD degree at the University of California (Berkeley) in 1970.

As an emeritus faculty member, he plans to remain active in intellectual and other pursuits, including —of course — the AAA.

Ivan Preston traveled to to speak at the 2003 E-Commerce Research Conference (Dec. 16) at the invitation of Prof. Ming-Hui Huang, head of the Institute of Electronic Commerce at the National Chung Hsing University, in Taichung, Taiwan and a former student of Preston's. Ivan's speech was titled "Reflections on a Career in Communication Research as Used in Investigating Puffery and Other Internet Advertising Claims for Deceptiveness." It will be published in the International Journal of Advanced Media and Communication, first issue, founded and edited by Prof. Huang.

Barbara J. Phillips has been promoted to Full Professor of Marketing at the University of Saskatchewan effective July 1, 2004.

Kara Chan (Department of Communication Studies, Hong Kong Baptist University) and James U McNeal (Visiting professor, Peking University) have recently published "Advertising to children in China" (Chinese University Press, 206 pp. \$33 hardcover). The book examines the children's market in China, their response to advertising, family communication about consumption and parental attitudes toward advertising, and advertising contents.

AAA Newsletter: March, 2004

2004 AMERICAN ACADEMY OF ADVERTISING OFFICERS

President

Joseph E. Phelps
University of Alabama

Editor, Journal of Advertising

Russ Laczniak
Iowa State University

Chair, International Education Committee

Robert R. Basow
University of Kansas

President-Elect

Charles R. Taylor
Villanova University

Editor, AAA Newsletter

Kim Sheehan
University of Oregon

Chair, Nominating/Fellows Committee

Joseph R. Pisani
University of Florida

Vice President

Pat Rose
Florida International University

Webmaster

Joe Bob Hester
University of North Carolina

Chair, Publications Committee

Hairong Li
Michigan State University

Secretary

Glen J. Nowak
Centers for Disease Control

Chair, Research Committee

Margaret Morrison
University of Tennessee

Chair, Program Committee

Joseph E. Phelps
University of Alabama

Treasurer

Les Carlson
Clemson 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

Joseph Pisani
University of Florida

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
801-422-6845 OR dennis_martin@byu.edu