

# AAA Newsletter

September, 2004

An Official Publication of the American Academy of Advertising

My youngest daughter just started kindergarten and her first day of school may have been the most exciting day in her young life. To say that she was anxious would be a terribly understated description of just how wound up she had become. By going to big kids' school, like her older sister, her life was changing and she very much looked forward to all the new experiences coming her way.

Although I don't get quite as wound up at the start of each new school year, I still get anxious that first day of class and excited about all the opportunities that each year holds. I'm especially excited about the opportunities the Academy has to offer. For example, there will be two conferences this year.

Our annual conference will be held in Houston, March 31-April 3. Our conference hotel in Houston is next to the Galleria so in addition to spirited discussions of advertising research and education you can observe consumer behavior in its natural mall environment. There is still time (deadline October 6) to submit a paper to Carrie LaFerle ([laferlec@msu.edu](mailto:laferlec@msu.edu)) or a special topics proposal to Pat Rose ([rosep@fiu.edu](mailto:rosep@fiu.edu)) and I urge you take advantage of this opportunity.

Depending on when you read this Newsletter you may still have the opportunity to submit a paper or special topics proposal for our Asia-Pacific Conference. For paper submissions you should contact Hong Cheng ([chengh@ohio.edu](mailto:chengh@ohio.edu)) and for special topics proposals you should contact Kara Chan ([karachan@hkbu.edu.hk](mailto:karachan@hkbu.edu.hk)). This year the conference will be in Hong Kong, June 1-4, and our co-host is Hong Kong Baptist University. From the pictures that I've seen of the conference hotel, it may be the finest hotel that we've ever used. All this and more at a cost that our frugal, and I say that in admiration, conference director is understandably proud of offering. Talk with Bob King ([rking@richmond.edu](mailto:rking@richmond.edu)), Hong, or Kara or visit our website to learn more about our Asia Pacific conference.

You should have received a mailing in August with the second calls associated with each conference. The mailing also included a number of other calls/opportunities for the upcoming year. Please examine each of the opportunities and find your calling.

**The President's Column:  
Happy New Year!  
Dr. Joseph Phelps**



# AAA Newsletter: September, 2004

The Academy is a volunteer organization and perhaps your calling for the coming year is to improve the organization by serving on a specific committee. If so, please complete the call for committee members and contact the President-elect Ray Taylor ([raymond.taylor@villanova.edu](mailto:raymond.taylor@villanova.edu)). Perhaps you are interested in serving as an elected officer or know someone who would serve the Academy as Treasurer, Secretary, Vice President, or President-Elect. If so, please respond to the call for nominations. I'm serving as the incoming chair of the Nominating Committee so you can send your nominations for officers directly to me ([phelps@apr.ua.edu](mailto:phelps@apr.ua.edu)). In an earlier column I mentioned that the Executive Committee has been exploring the use of email for our next election of officers and I asked for your thoughts. We will most likely be making a final decision at our midyear meeting so if you have an opinion on this issue call or email me ASAP or it will be too late to influence the decision. I'm also taking nominations for Academy Fellow(s). Being named an Academy Fellow is arguably the highest of all AAA honors.

Perhaps this is the year that you nominate a colleague for one of the major AAA Awards. The call for award nominations was also included in the August mailing. Coordinating a well-thought out nomination for a major award and providing the Awards Committee with documentation in support of the nominee will take time and effort. Still, we each know colleagues that deserve recognition for the contributions that they have made to advertising education and there is no better time to help make that recognition possible. You can find more information on AAA Awards on our website and in our Membership Directory and you can send your nominations to Mary Ann Stutts, Chair of the Awards Committee. You will want to note that the name of her (yes, I think of it as her's) university has changed to Texas State and her new email address is [maryann.stutts@txstate.edu](mailto:maryann.stutts@txstate.edu).

Perhaps your calling this year is research oriented. If so, you may want to apply for a AAA Research Fellowship. If you are a doctoral student, you may want to apply for the Dissertation Award. More information is available on our website or you could contact the Chair of the Research Committee, Margaret Morrison at [mmorris3@utk.edu](mailto:mmorris3@utk.edu).

The one thing that I hope everyone will do is to help our organization grow. Don't be shy. If each of us would bring in one colleague or graduate student, and we all know someone who is interested in advertising but is not yet a member, we would double our membership with little effort. You know the benefits of this organization better than anyone. Tell a friend about the good things going on here and help these good things to continue by participating in the opportunities I've discussed above.

There are many people that I need to thank for answering the call year after year but I'll only mention two of them right now. First, Keith Johnson has served as Editor of our Membership Directory for well over a decade now. Thanks to Keith, and a few others, you should have received the 2004-2005 directory when you received the Proceedings of the Baton Rouge Conference. Second, as announced during our conference in Baton Rouge, Dennis Martin will be retiring from BYU and stepping down from the AAA Executive Secretary position in 2005. The Executive Secretary position is the most important job in the Academy. In that role Dennis serves as the point person for the Academy and its various internal and external audiences. Thank you Dennis for what you have done and the work you continue to do for us.

**President's Message: Continued**

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The search for the next Executive Secretary continues with the Executive Committee scheduled to review applications and nominations during the midyear meeting. I will keep you posted and hope to have a formal announcement in the next issue of our newsletter.

As usual, my five-year old is right, there is a lot to be excited about this year. There are certainly many opportunities within the Academy and I hope that you will take advantage of these opportunities for the good of the organization and for yourself and that you will have a productive and happy school year.

## President's Column: Conclusion

The Department of Advertising at Michigan State University is happy to announce the early promotions of Carrie La Ferle and Steven Edwards to the rank of Associate Professors with tenure. 33for Carrie and Steve!

Michigan State's Department of Advertising is also pleased to welcome Mira Lee (University of Minnesota, Ph.D. 2004) as an Assistant Professor. Good luck Mira!

Dr. Marla Royne Stafford was promoted to Full Professor at the University of Memphis. Marla rocks!

Kartik Pashupati has joined the faculty of the Temerlin Advertising Institute at Southern Methodist University (SMU) in Dallas, effective August 2004. Congratulations to Kartik! Also, congratulations to Southern Methodist University, winners of the 2004 National Student Advertising Competition sponsored by the American Advertising Federation.

## People News

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In the bottom drawer of my desk, I have two file folders. One is called the ‘smile file’, where I keep copies of correspondence that makes me smile: thank you note from students, manuscript acceptances, and reviews that have inspired me to keep going and persevere with my research. The other file has no label, and it contains all of the reviews that have ripped my manuscripts, and a small part of my soul, to pieces. Maybe you’ve received one of these reviews too: the ones that say there is nothing redeeming about the manuscript, that the author appeared to have no idea what they were doing, and that it wasn’t worth the time of the reviewer to make any comments since the manuscript was such a complete train wreck.

The contents of this file (which I call, in my mind, the X file) prompted me to ask the 2004 Outstanding Reviewers for the Journal of Advertising to share with us their thoughts on what makes a good review. Ray Taylor, Louisa Ha, Mariea Hoy and Michael Barone all generously shared their thoughts, resulting in a wide-ranging list of key things to think about when preparing a review.

All four of the outstanding reviewers focused on the importance of providing constructive feedback for the author. Ray Taylor notes that this applies to papers with high potential as well as those that may not be as strong. Taylor believes that in the vast majority of cases, authors put a great deal of effort into making a submission and deserve feedback that can help them improve the paper. Mariea Hoy explains that she begins each review with the mindset to be as helpful as possible -- even in those papers where she ultimately will recommend rejection. She notes that a helpful review makes the difference between having a positive experience from the research and believing that the time and energy invested was a waste. A helpful, instructive review can also serve to improve future research efforts. Michael Barone adds that reviewers should feel as though they are part of a collaborative process with a “group” objective of developing (and, ultimately, publishing) sound papers that are of interest to the discipline.

Taylor suggests that reviewers start by familiarizing themselves with the editorial mission of the specific journal. While it is important to be helpful to authors, it is also important to uphold the standards of the journal and to take into account the types of papers it is looking to publish. If, for example, theoretical contributions are central to what a journal is looking for in a paper, take this into account in your review. Look for editor’s positioning statements that describe the types of papers that the journals seek.

**Guest Column: Insights from Award Winning Reviewers**

**Kim Sheehan, University of Oregon**

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When reviewing, Louisa Ha first looks for the intellectual merit of the manuscript, that is, whether it is worth her time to read about the research topic. When a study adds no new knowledge to the field, regardless of the quality of the writing, it should be rejected to give precious journal space to authors who can add such knowledge. By doing so, Ha believes she can be fair to both native English speakers and foreign scholars. This does not minimize the importance of good writing, but highlights that the substance of the study is a much more important criterion for recommending publication of a manuscript. Ha also believes that some topics are harder to study...and review...than others. Those who are courageous enough to take on a more difficult topic should be given encouragement, even if the topic is not suitable for the journal. Reviewers should suggest suitable outlets for the manuscript and provide useful and feasible comments for future publication. According to Ha, this promotes originality in the selection of topics and raises the quality of academic rigor in the field.

When commenting on manuscripts, Taylor believes reviewers should not feel pressure to demonstrate their expertise to the editor by being especially critical of a paper's flaws. Offering specific suggestions for improving the manuscript is crucial. For Hoy, this may mean learning more about a particular statistical application in order to suggest how to use it more effectively. Barone suggests that reviewers should thoroughly explain the concerns they have with the paper, how these concerns (adversely) impact the contribution of the paper, and what the author(s) can do to correct these limitations. He thinks that it is incumbent upon reviewers to be careful in how they phrase their identification of problems or flaws in the paper and to provide their criticism in a constructive manner.

Ha has found it useful to authors to suggest citations that can strengthen the theoretical basis or methodological insights for the manuscript. Hoy sometimes runs a quick literature search herself to see if the prior research has been thoroughly reviewed.

Timeliness is key. Taylor encourages reviewers to always return reviews to the editor by the deadline. Do not forget how important the review is to the authors and to the editors: one late review hold the process up. Hoy believes a timely review is a mark of a professional, and encourages reviewers to negotiate extensions if they see a time obstacle when asked to review. Keep the editor informed if unforeseen delays arise.

**Guest Column: Kim Sheehan  
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Follow up reviews should be handled with the same care as the original ones. Barone believes that as the paper moves further into the review process, it is important to approach each round with an open mind. This helps reviews avoid biases that may arise from holding on to a negative position from an earlier round. It also helps reviewers avoid "hanging on" to concerns raised in prior rounds that have been adequately addressed by the authors.

In addition to realizing that reviewers provide a service to the authors of a paper, realize that it is also the reviewer's job to help the editor. As a result, take the task of writing separate comments to the editor very seriously --- don't just write them up as an afterthought or simply excerpt your comments to the author. Remember that in addition to many other responsibilities, Editors have to process a large number of papers. Therefore, a carefully thought out summary of your evaluation of the paper along with any major issues that either cannot be addressed or would need to be addressed in a revision will be helpful.

Remember that reviewing provides an opportunity to learn about the latest developments in the field. In order to keep the quality of reviews high Ha hopes that more journals will follow the Journal of Advertising's example of rewarding and acknowledging good review practices. Ha wrote that "all too often we only give credit to our colleagues who write the articles, and those who took the time to give insights to the authors are not given the same credit. No wonder some did not take reviewing as a serious academic task and put reviews on the lowest priority of their agenda."

When I was a doctoral student, some of my most valuable education occurred when professors assigned us to 'review' articles as part of our coursework. Learning how to write constructive criticism helped me to be a stronger writer and researcher. In a similar way, researching and writing this article helped me to approach writing reviews in a different way. Congratulations again to these deserving colleagues, and my thanks to each of them for their time and insights.

**Guest Column: Kim Sheehan**

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## AMERICAN ACADEMY OF ADVERTISING CALL FOR NOMINATIONS

The Awards Committee of the American Academy of Advertising is proud to announce its call for nominations for four prestigious awards: the Distinguished Service Award, the Charles H. Sandage Award for Teaching Excellence (called the "Sandy"), the Billy I. Ross Advertising Education Award, and the Kim Rotzoll Award for Advertising Ethics and Social Responsibility. Please refer to the AAA Directory and/or website for more information on each award.

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. 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 AAA to be considered for this award.

The **Charles H. Sandage Award for Excellence in Teaching Award** recognizes outstanding contributions to advertising teaching. Examples of excellence might include: 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, innovative course development, and innovative ex-class room teaching development.

The **Billy I. Ross Advertising Education 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. Examples of projects might include: innovations for teaching a new advertising course, published work about innovative class projects in advertising, published research that advances advertising education, support materials (such as visual aids) for conference presentations about advertising education, and dissemination of information to advertising educators that is helpful in the classroom.

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. There must be evidence of lifetime achievement in either ethics or social responsibility. For an academic, such evidence may be in the form of scholarly publications and 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.

Any member of the Academy may nominate an individual or an organization, in the case of the Kim Rotzoll Award, for any one or all of these awards. Nominations and supporting documentation should be sent to the Chair of the Awards Committee no later than **January 2, 2005**:

Mary Ann Stutts

Texas State University-San Marcos

College of Business Administration/Department of Marketing

San Marcos, TX 78666

Phone: 512-245-319

Fax: 512-245-747

Email: [maryann.stutts@txstate.edu](mailto:maryann.stutts@txstate.edu)

**Award Announcement**

# AAA Newsletter: September, 2004

**American Academy of Advertising**  
Call for Nominations  
**Year 2006 Officers**  
President-Elect    Vice President  
Treasurer        Secretary  
and Year 2005 Academy Fellows

*The Nominating Committee (composed of the three most recent Past-Presidents of the Academy) will be conducting an election for Year 2006 AAA Officers and Year 2005 Academy Fellow(s).. We welcome your nominations!*

Your nominations should include:

- The position for which you are nominating
- The individual you are nominating (including the person's full name, phone number, and email address)
- Rationale/support for your nomination

If you would like more information, Articles V and VI of the Academy's Constitution (found in the Membership Directory and on the AAA website: [www.americanacademyofadvertising.org](http://www.americanacademyofadvertising.org)) spell out the procedures to be followed and the descriptions of officers and their duties. Article II of the Bylaws describes requirements for Academy Fellows. Nominations must be received by Monday, December 6, 2004. Send nominations to the incoming chairman of the Nominating Committee:

Joseph E. Phelps

Department of Advertising & Public Relations

Box 870172

**University of Alabama**

Tuscaloosa, AL 35487-0172

Email: [phelps@apr.ua.edu](mailto:phelps@apr.ua.edu)

**Call for Nominations**



# AAA Newsletter: September, 2004

## AMERICAN ACADEMY OF ADVERTISING

### Call for Proposals

#### 2005 Research Fellowship Competition

The American Academy of Advertising announces its 2005 Research Fellowship Competition. AAA members are asked to submit research proposals on topics related to advertising. Any topic that is appropriate for potential publication in Journal of Advertising is eligible for the competition. Each award, typically, is in the range of \$1,000 to \$3,000.

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.

Awards are based on a competitive review of research proposals. Any person submitting a proposal must be a current member of the American Academy of Advertising. Proposals must reach the Chair of the Research Committee by November 1, 2004. (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 2005 AAA Conference and communicated to the membership through the AAA Newsletter.

Researchers who previously have received an AAA Fellowship are eligible for the award. Researchers who have submitted proposals that have not been awarded support in the past may resubmit proposals for similar projects.

Detailed requirements regarding contents, organization and format of the proposals are available by contacting the AAA Research Committee Chair, or by visiting the AAA website. The Academy's website is at <http://www.americanacademyofadvertising.org>; click on "Latest Updates."

Direct inquires to:

Dr. Margaret Morrison, Chair, AAA Research Committee

University of Tennessee. School of Advertising and Public Relations

College of Communications

Knoxville, TN 37996-0343

phone: (865) 974-5101

email: [mmorris3@utk.edu](mailto:mmorris3@utk.edu)

**Call for Proposals**

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## 2005 Outstanding Contribution to Research on Advertising

The American Academy of Advertising 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 one thousand dollar 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.

Nomination materials must reach the Research Committee Chair by November 1, 2004. (Please note that this is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) The winner will be notified prior to the AAA Conference and is required to attend the conference to receive the award. The award will be announced at the 2005 AAA Conference and communicated to the membership through the AAA Newsletter.

Detailed requirements regarding criteria for this award are available by contacting the AAA Research Committee Chair, or by visiting the AAA website.

The website is <http://www.americanacademyofadvertising.org>; click on "Latest Updates."

Direct inquiries to:

Dr. Margaret Morrison

Chair, AAA Research Committee

University of Tennessee

School of Advertising and Public Relations

476 Communication

Knoxville, TN 37996-0343

# AAA Newsletter: September, 2004

## Call for Papers

### **Journal of Electronic Commerce Research** **Special Issue on Mobile Commerce** **Shintaro Okazaki, Special Issue Editor**

*Journal of Electronic Commerce Research (JECR)* is pleased to announce a call for papers for a special edition of the journal focusing on mobile commerce issues.

#### **Purpose of the Special Issue:**

The convergence of the Internet and wireless technology in the late 1990s has produced a revolutionary telecommunication service: mobile Internet. Global mobile operators are now accelerating technological transition from 2G to 3G, while by June 2004 active users of wireless data applications exceeded 115 million worldwide. This figure will reach 1.72 billion by 2007, with aggregate subscriber revenue of \$584 billion. Such spectacular growth will change not only how we live, but also how firms do business.

There are many questions to be answered concerning managerial, psychological and socio-cultural aspects in this emerging area. Topics that are of interest to this special issue include can be found in the near future at the JCER Web site: [http://www.csulb.edu/journals/jecr/s\\_ihtm](http://www.csulb.edu/journals/jecr/s_ihtm)

#### **Deadline for Submission: February 1, 2005**

Paper acceptance/rejection: April 30, 2005

Revised paper submission: June 30 2005

Final paper submission: July 15, 2005

Publication date: August 2005

#### **Submission Guidelines:**

JECR publishes original empirical research, theoretical and methodological articles, evaluative and integrative reviews, field research, business surveys, and application papers of interest to a general readership. A submission based on a paper appearing elsewhere (such as conference proceedings or newsletters) must have major value-added extensions to the earlier version. For conference papers, it should have at least 30% new material. The submitted manuscripts should follow the format as suggested in the **Submission Guideline** found in the journal website: [http://www.csulb.edu/journals/jecr/s\\_g.htm](http://www.csulb.edu/journals/jecr/s_g.htm).

Authors may submit completed manuscripts electronically at any time prior to the February 1st 2005 deadline. Manuscripts and any questions should be directed to:

Shintaro Okazaki, Ph.D.

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College of Economics and Business Administration

Cantoblanco, 28049 Madrid, Spain-

[shintaro.okazaki@uam.es](mailto:shintaro.okazaki@uam.es)

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## 2004 AMERICAN ACADEMY OF ADVERTISING OFFICERS

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Joseph E. Phelps  
University of Alabama

**President-Elect**

Charles R. Taylor  
Villanova University

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Mary Ann Stutts  
Texas State University-San Marcos

## Join the AAA

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

[www.americanacademyofadvertising.org](http://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 live 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](mailto:dennis_martin@byu.edu)