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President's Column

by Ray Taylor

I am pleased to report that the 2005 conference in Houston was a tremendous success! The conference broke prior attendance records and saw a large number of high quality paper and special session presentations. It was also great to see so many Academy members interacting and just having a good time together. I would like to thank our Conference Director, Bob King for all he did to make this year's meeting a success. The hotel, the JW Marriott at the Galleria, was excellent, as was this year's special event, which included a trip to NASA's Space Center, followed by dinner at Kemah on the Boardwalk.

There are many other people that need to be thanked for contributing to the success of the Houston conference. President-elect Pat Rose and Vice President Carrie LaFerle served on the Program Committee and did an excellent job

overseeing the selection process for special sessions and competitive papers. As there were 125 competitive papers and 12 special session proposals submitted, many of you were asked to review. On behalf of Carrie and Pat, I would like to thank all of you who reviewed papers, along with those who submitted papers. The quality of the conference relies heavily on having good papers submitted, and your hard work made it happen!

A word of appreciation must go out to

President, p. 2



A Word from Our New AAA Newsletter Editor

by Shelly Rodgers



I am excited to take on the challenge as Editor of the AAA Newsletter. As an active member of the Academy for eight years now, it's a privilege to serve in this capacity to give something back to an association that has benefited me both personally and professionally. Best of all,

I get to know you - our AAA members - who make the Newsletter possible.

I want to thank Jef Richards, chair of the publications committee, and everyone on the pub committee for selecting me for this position. I have already had the pleasure of working closely with our President, Ray Taylor, as well as many AAA members in putting together what I hope will be an interesting and engaging newsletter.

I am deeply appreciative of the advice and guidance that Kim Sheehan, former AAA News-

letter Editor, has provided me. I also want to thank Carrie LaFerle, current VP of the Executive Committee and newsletter editor before Kim, who got the ball rolling with electronic delivery and encouraged me to apply for this position. Their changes and organization of the newsletter make my job a lot easier.

As with every editor, I have tried to infuse my personality and style into the Newsletter. You'll find the long-standing President's column as well as Calls for Papers. New sections include *A Conversation With . . .*, *Graduate Student News*, and *Featured Research*. Each section is intended to bring together a diversity of individuals and viewpoints—hopefully, something for everyone.

We have also added a section called "Notes" and another section called "Events

Editor, p. 10

President, cont'd p. 1

Steve Edwards and Shintaro Okazaki who organized a very successful conference on mobile (“m”) commerce. Attendance was high at the pre-conference, and I heard many good things about the quality of the presentations on this cutting edge topic.

Many of the papers presented this year were truly of outstanding quality. Similarly, several special topics sessions were very well received. While space does not permit me to comment on all of these, I would like to comment on two. In a session organized by Joyce Wolburg and Alice Kendrick on promoting effective social behavior campaigns, Peter Cressy, President and CEO of the Distilled Spirits Council gave a presentation on DISCUS’ new system of public reporting on complaints about industry member advertising and marketing. The new reporting system was extremely impressive. A publicly issued Semi-Annual Code Report documents each complaint and what aspect of the DISCUS code it is alleged to violate. For each complaint, a clear summary of the Code Review Board’s decision is provided as is any action taken by the advertiser after notification of the decision. The status of the complaint is then provided. The ads in question are shown in the report itself. My own opinion is that the DISCUS code, along with such an open method of handling and resolving complaints represents self-regulation at its best, and could be used as a model by other industries.

Another notable special session was organized by Marilyn Roberts and Spencer Tinkham. This session was titled “Reflections on the 2004 Election Cycle,” and dealt with the impact of political advertising. Panelists from both major parties were present, including John Ashford, President of the Hawthorn Group and Mr. David Hill, Director of Hill Research Consultants. Although I was not able to attend this session due to a AAA committee meeting, I heard that the session was lively, informative, and interesting. In addition to the strong research presentations by those in academia, these types of special sessions, in which we get to hear from industry leaders, add considerable value to the conference.

At the Awards Luncheon, it was a pleasure to see several Academy members honored. Len Reid and Don Hileman received what I believe is the Academy’s highest honor when they were inducted as Fellows of the Academy. Other Award recipients included Ivan Preston who received the Kim Rotzoll Award for Advertising Ethics and Social Responsibility. Eduardo Camargo was this year’s recipient of the Sandage “Sandy” Award for exceptional contribu-

tion to teaching. The winner of the Billy Ross Award for Outstanding Contribution to Advertising Education was Tom Bowers. I would like to thank those who nominated these very deserving individuals. Also, I appreciate the work done by Mary Ann Stutts, and the Awards committee in overseeing the selection process.

Awards related to the Academy’s journal, the Journal of Advertising, were also presented. Minette Drumwright and Patrick Murphy received the award for outstanding article to appear in the Journal in 2004. Russ Laczniak, editor of the Journal of Advertising, also presented Outstanding Reviewer awards to Jim Leigh, Sanjay Peter, Crystal Russell, and Andrew Ellsworth.

Two of my favorite parts of the meeting were the first timers’ breakfast and the reception sponsored by University of Florida in honor of Joe Pisani’s retirement. It was a great pleasure to see new attendees at the breakfast and hear the level of enthusiasm they exhibited. It was also wonderful to see Joe Pisani, Chairman of the Department of Advertising at University of Florida and a recent Past-President of the Academy honored. Joe is not only an outstanding professional; he is also truly one of the nice guys in the field.

It was pleasant to see scholars from outside of North America at the meeting. Among the well known scholars in attendance were long-time member John Rossiter of the University of Wollongong, and Fleming Hanssen, Director of the Center for Marketing and Communications at the Copenhagen Business School, and several others. Faculty from Universities in Japan, the Netherlands, Spain, and Korea also gave presentations. I hope we see even more international scholars at the annual meeting in the future. Our semi-annual International Conferences, including this year’s in Hong Kong have been very successful in attracting international scholars. However, we should be considering ways to attract more international scholars to our annual meeting. The AAA Executive Committee welcomes suggestions in this regard.

One final note on the conference is that Shelly Rodgers of the University of Missouri was selected to succeed Kim Sheehan as Newsletter Editor. As you can see, we have already put Shelly to work. I am grateful to her for her enthusiasm and willingness to serve the Academy.

My thanks to all of you who came to the Houston meeting and helped to make it memorable. By now, all members should have received a call for papers and special session submissions for the 2006 conference. Please take a look at this and consider making a submission. The Houston meeting was really a good time, and I hope to see all of you at next year’s conference in Reno, Nevada!



(L to R) Jef Richards, Ivan Preston and Herb Rotfeld.

A Conversation with...Larry Kelley

Bio



Larry Kelley is Executive Vice President of the Targeting Group at FogartyKleinMonroe, an independent advertising agency in Houston, Texas. Larry is responsible for the strategic planning arm of the Targeting Group, which handles media and research. Larry is recognized as an industry thought leader and has received four EFFIES for advertising effectiveness. He is widely published and quoted in trade and scholarly publications, including Adweek, Ad Age, and the Journal of Advertising. He is also a co-author with Don Jugenheimer of a media text entitled, "Advertising Media Planning: A Brand Management Approach."

Advertising Media Planning: A Brand Management Approach."

Q&A

Q How did you get started in the ad business?

A After finishing my graduate classwork at University of Texas in 1978, I embarked on the rolling Texas tour looking for an advertising job in Houston and/or Dallas. On one of my many trips to Dallas, where I stayed at a Motel 6 that was actually \$6.00 per night, I was offered two jobs at what was then the Bloom Agency. One was in account management and the other was in media. As a naïve 23 year old, I asked which paid the most. At the time, the account management job paid a bit more so I said that is what I want. However, the media director at the agency, Mark Oken, said he would match it, so I went to media. I haven't regretted it for one instant. The media world has changed so much over the course of my career. Media strategy has taken off as an important element in the agency and within the marketing community. It is the place to be.

Q What is the hardest thing you have to do at work on a regular basis?

A Since I manage media, research and planning plus am a partner in the agency and involved in all new business activity; my biggest challenge is focus. It is being able to prioritize and give think time when it is needed

and to not over think things when you don't have to. Time management skills are probably one of the most important elements to life and to any agency position. The other daily item is to be excited even when you might not be. I have found that everyone in my area takes their cues from me. If I am down, they will be down so maintaining a positive attitude even when you aren't is always a challenge but well worth the mental effort.

Q If you could change one thing about the industry, what would it be?

A I would advocate for developing a certification process for the analysis and investment parts of the business. I think that this would help the industry get a bit more credit as a profession. Let's face it; our agency invests enough money to be a rather large mutual fund. It is a profession but it is treated as a second class citizen to other professions such as accounting, investment banking and other areas.

Q What do you see as a trend in advertising?

A I recently was on a panel at the 4A's media conference talking about account planning and media. As the only independent agency on this panel, it stunned me that the media companies were talking about hiring

Kelley At A Glance

Born: Cedar Rapids, Iowa

Education: M.A. Marketing Communications, University of Texas at Austin
B.S. in Journalism, University of Kansas

Selected Clients:

- ▶ Advance Auto Parts
- ▶ Waste Management
- ▶ ConAgra Foods
- ▶ Dell

FogartyKleinMonroe:

- ▶ Founded in 1980
- ▶ Independently owned
- ▶ \$230 million in billings
- ▶ Staff of 180 in 5 offices

URL: <http://www.fkmagency.com>

creatives, the large agencies who have spun off media companies were now hiring media people in the creative department. Can you say that synergy is back in vogue? We see media plans as ancient history. We are now going to contact plans but that means that you must truly be in a position to deliver on that. It will be difficult for large holding companies to make it happen so we see an area of opportunity for mid-sized agencies such as ourselves. The other trend is looking at creative as content. With a digital image being able to be conveyed on television, through a cell phone, and on an outdoor board; there is a new age of media with contact and content driven by a better understanding of the consumer.

Q What is your proudest accomplishment?

A I am truly most proud when I feel like others that I have touched have succeeded or are pumped about being in the business. It is a fun yet frantic field but very rewarding. It is also rewarding to help clients succeed. While I have worked for numerous Fortune 500 clients, it is most rewarding to help the little guy. One such example is our work for Daisy Sour

Larry Kelley, p. 10

Featured Research

News and Advertising Credibility: Same Process?

by Esther Thorson

I do research on both news and advertising. In news research most theories focus on how news exposure influences knowledge. In advertising research, most theories focus on how advertising influences persuasion and knowledge. I have thought for a number of years that although people mostly know when they're processing advertising and when they're processing news, and that makes a difference (e.g., Preston), that the similarities in processing the two are greater than the differences, and that we need to think about the persuasion aspect of news. I think we need to use advertising theory to help us understand news processing. This is particularly true when we consider "news credibility." News credibility is a critically important concept because it is associated with news consumption, and both consumption and credibility have been plummeting in recent years. Some (e.g., McLeod et al; Rimmer and Weaver, 1986) argue that loss of news credibility is indeed causing diminishing news consumption.

Of course the central focus for much of advertising theory and research is "what makes an ad believable;" "what about an ad makes a person want to buy the product or service." Knowledge is involved because a person must know what brand an ad is about, what the product is, and usually what features the brand has. But as Chris Beaudoin and I pointed out (Beaudoin & Thorson, 2002), as news media have proliferated and diversified, they became more product-like. People now have hundreds (and counting internet-based sources, thousands) of choices of where to get their news. So now, as never before, a person can choose news they "like" or "trust." This, I think, has made the study of news as persuasion more significant than ever before.

Thorson At A Glance

University: University of Missouri, School of Journalism (since 1993)

Position: Associate Dean of Research and Graduate Studies and Director of Research for the Reynolds Institute of Media Studies

Education: Psychology, University of Minnesota, 1976

Research: Psychological processing of advertising, health promotion and news

In most of the influential theories of how ads "work," it is argued that liking the message itself (attitude toward the ad) influences how people respond to the brand. MacKenzie and Lutz (1989) articulated and tested an advertising model in

which "ad credibility" was an antecedent to attitude toward the ad (which in turn influenced brand attitude and intention to purchase). Chris Beaudoin and I (2002) showed that attitude toward journalism and credibility of coverage influenced attitude toward the newspaper, and subsequently how often people read the newspaper. Unfortunately, the study focused on just a narrow



aspect of news coverage, i.e., coverage of minorities, women and men, and gays/lesbians. But that study has encouraged me to think that a general model of news use, credibility, and attitude toward news media could be developed by "borrowing" from the advertising literature.

Anca Micu, who just completed her dissertation at Missouri, showed a credibility result that I find intriguing for my search for a persuasion theory of news use. In her dissertation, Anca created simple ads and simple news stories about brands in the ads. Using an online format, she then compared the impact of four relationships among the ads and news stories. One group saw ads before the corresponding stories; one group saw the stories before the ads, one group saw only two ads for each brand, and one group saw only two news stories about each brand. Participants then indicated their attitude toward the brands and intention to purchase. What was most interesting to me was how much lower persuasion was for the ad-ad condition than any of the other three. As a selling vehicle, news was far better than advertising. Furthermore, there was a synergy between news and advertising: people liked the ads better when they were paired with the articles. The credibility ratings of the articles were higher than those for the ads, although they were highly correlated with them. This study suggests to me a couple of important ideas. First, news clearly can be "persuasive." And, just as in the Beaudoin study, you can substitute news credibility in the classic advertising model where credibility drives attitude toward the message, which in turn drives persuasion.

When you think about what news is, this is perhaps not all that surprising. News is written in a way to motivate

people to read it. It is often accompanied by interesting photos or illustrations. Sources are used to increase the convincingness of the information provided. This is really rather similar to a lot of ads (think high-impact copy and illustrations plus expert endorsers). So perhaps the idea that there is a persuasion model that equally explains response to news and advertising is perhaps not surprising at all. However, maybe this unification of theory for news and advertising can provide us additional important insights into some puzzling questions about the news.

One question concerns the popularity of “biased” news. For example, in Europe, most all newspapers have a point of view and make no attempt to write stories that are “objective” presentations of events. Fox Cable News, which is clearly highly biased right, Republican, and patriotic, has for the past couple of years been fostering a larger audience than either the much more objective CNN and MSNBC. In a study that Zhongdong Peng and I presented at AEJMC last summer, we showed that “foxified” news (that is stories altered to be more overtly “right” and patriotic), made people of all political persuasions feel more positive. That is, there was a significantly higher level of good feeling when reading foxified as opposed to “objective” news. This could be occurring because “attitude toward the message” is influenced by how people feel when they are exposed to it.

We also know that for most measures of credibility, TV news is more positively rated than print news. Researchers (e.g., Rimmer & Weaver) have long suggested that this is partly because people see the anchors and reporters and relate to them positively and that this feeling may influence news credibility ratings. And then there’s the situation with the Daily Show. Large numbers of youth and young adults indicate they get much of their “news” from Jon Stewart, and indeed, some research indicates these individuals have higher news knowledge scores. The Daily Show, however, advertises itself as “fake news.” While “real” events are referred to, aspects of what happened and what people said are “made up.” Another student I’m privileged to work with, Bob Britten, is studying how people process the Daily Show. And he points out that people like Jon Stewart very much. The affect toward him may indeed transfer to perceived credibility of the “news” he presents.

What these bits seem to me to suggest is that it is critically important to measure affective response to news content, news media, and human news providers (i.e., reporters, anchors) in order to predict and understand news credibility. This may indeed be more important than the number or types of sources in a news story, a measure being bandied about now as critical to news credibility (e.g., State of the News Report from the Project for Excellence in Journalism). Indeed, I am working on research designed to show that variables that drive affective response to

news, are the same variables that create news credibility. Although it seems obvious as a possibility, it is a marked departure from the way news researchers and news professionals think about the news product.

I would welcome your ideas and suggestions about the possibility of developing theory of media processing that essentially assumes little difference between news and advertising.

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Have Info for the Newsletter?

Please send us your:

- ▶ Job announcements
- ▶ Calls for papers
- ▶ Announcements about awards
- ▶ Names of graduate students to be featured
- ▶ Photos for Photo Gallery

Send to the Editor, Shelly Rodgers, at:
srodgers@missouri.edu

For your convenience, fill out the online submission form at:
<http://www.missouri.edu/~rodgerss/submission.html>

Special Report on AD & PR Students

by Billy I. Ross and Keith F. Johnson

The number of students and graduates continue to set records at universities with programs in advertising and public relations education. There were 15,304 graduates during the past year with 44,927 students enrolled at 197 universities. The number of full-time faculty also set a record of 960.

These data come from the 2005 edition of *Where shall I go to study advertising and public relations?* an annual publication in its 41st year.

The joint advertising and public relations programs have continued to increase with many schools merging the two programs as a joint program or establishing new titles such as integrated marketing communications or strategic communication. Only 23 joint programs were reported in the 1992-93 directory with 53 listed in the current edition, a 130% increase.

▶ Among the schools with advertising programs, the University of Texas was a leader in the most master degrees (50), total graduate degrees (55), doctoral students (25), total graduate enrollment (181), and full-time faculty (21).

▶ Another leader in advertising programs, Michigan State University, had the largest number of undergraduate students (811), number of total students (846), number of bachelor degrees (290) and total of all degrees (325).

▶ Of the programs in public relations, the University of Florida awarded the largest number of bachelor degrees (237), the most undergraduate students (612) and most full-time faculty (10).

▶ Colorado State University awarded the most master degrees (28) and has the most master degree students (92).

▶ The University of Maryland granted the most doctoral degrees (5) and the University of Southern Mississippi the largest doctoral enrollment (7). The University of Southern California has the largest number of part-time faculty (19).

The joint AD/PR programs continue to show the largest

percentage growth in every category. There was a 27% growth in the number of graduates, 13.6% undergraduate students, 19.8% graduate students, 11.2% full-time faculty and 10.4% programs.

▶ The University of Kansas' program, now titled Strategic Communication, conferred the largest number of degrees (400), which includes the largest number of bachelor degrees (375).

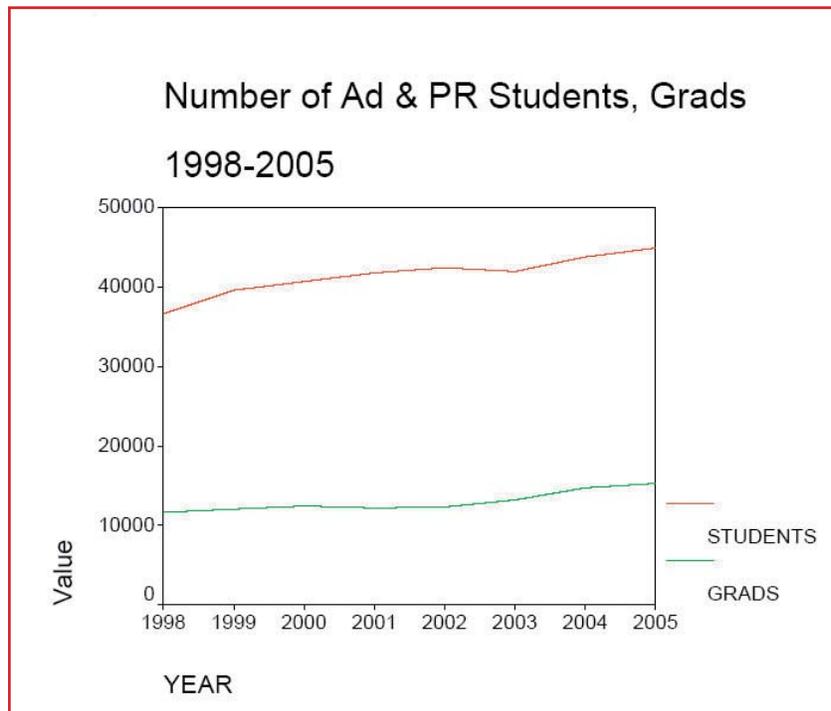
▶ The University of South Carolina

dominates many categories including the largest number of doctoral degrees (7), the number of doctoral students (14), the total number of students enrolled (967) and the number of full-time faculty (13).

The annual directory is compiled and edited by Billy I. Ross, Louisiana State University and Keith F. Johnson, University of Southern Mississippi. In addition to these sponsoring universities of the annual research project, sponsors include Texas Tech University, American Association of Advertising Agencies, American Advertising Federation, American Academy of Advertising, the Advertising Division of the Association for Education in Journalism and Mass Communication and the Lubbock TX Advertising Federation.

For more information, go to:

<http://www.whereshalligo.com>, or contact Billy I. Ross (806) 798-0616 (bilross@lsu.edu) or Keith F. Johnson (601) 266-5067 (keith.f.johnson@usm.edu).



Reflections on what AAA means to me...

by Marla Stafford

The annual AAA conference is very different from any other academic conference I have attended. No matter what city (and we have been in many!) we are visiting, there is always a unique adventure planned by Bob King that provides fun and cohesiveness. Yes, we might be riding a bus through treacherous mountains, or shivering in an unseasonably cool evening, but we are all there together sharing each of these experiences, something we all fondly remember at subsequent conferences.

It's hard to believe that all of this started as a doctoral student when a faculty member at the University of Georgia suggested that we submit a paper to the conference. We did just that, and it was at that first conference where I met Ivan Preston who welcomed me with open arms into the Academy. Where else would such a distinguished scholar offer such a warm reception and encouragement to a new and green doctoral student? The warmth of Ivan and the openness



of all of the academy members generated such a positive feeling, that my membership to AAA was solidified from then on. It is the only organization that I have remained with continuously since I was a doctoral student.

As I have progressed through my career from an assistant professor to a full professor and from my time at the University of North Texas to my move four years ago to the University of Memphis, AAA has remained an important part of my professional and personal life. When I was promoted

and when my son, Joseph, was born, I received cards, well-wishes and baby gifts from AAA friends. I can't say whether it is the academic stimulation or the personal environment that benefits me the most from AAA. And of course, I don't yet know where my future will lead. But I can say that AAA will always be there as a special place to see the friends who have supported me through those years, and at the same time, meet the new rising stars of our discipline. Just as Ivan welcomed me so many years ago, I want to welcome the emerging advertising scholars to a very unique and special academic organization.

Marla Royne Stafford is professor of marketing at the Fogelman College of Business, University of Memphis. She was previously on the faculty at the University of North Texas. As a longtime member of AAA, she has been a member of the Executive Committee, the Research Committee, the Finance Committee, the Awards Committee and the Publications Committee which she chaired in 2000. She is the associate editor of the Journal of Consumer Affairs and has twice served as guest editor of the Journal of Advertising.

INTERNATIONAL ADVERTISING EDUCATION COMMITTEE REQUEST TO COLLECT DATA

Are you interested in international advertising issues?

Do you have that nagging feeling that someone, somewhere, is doing international research or education that you could benefit from? If you answer yes to at least one of these questions then the new and improved International Advertising Education Committee is looking for you!

The IAEC is expanding its mission to (1) include an emphasis in research as well as in education, (2) create links between the AAA and international organizations, and (3) foster relationships between members of the AAA who are interested in international issues. This new mandate supplements the original objective of this committee to examine the proper role of the Academy in international advertising.

The committee can't accomplish these tasks without your participation. Start improving our knowledge of international research/education by sending an email to the chair of the committee, **Dr. Jorge Villegas (jvillegas@jou.ufl.edu)**. Dr. Villegas will gather some data about you and your international interests and explain how you, if you desire to do so, can help the committee. As you can imagine, the committee is particularly interested in hearing from international AAA members. The IAEC firmly believes that in international advertising issues, every voice, regardless of research or teaching experience, should be heard, so send an email to us today!

A Tribute to AAA Fellow Leonard Reid

by Denise E. DeLorme and Karen W. King

Dr. Leonard N. Reid, Professor of Advertising and Associate Dean for Research and Graduate Studies at the University of Georgia, was elected a 2005 “Fellow of the American Academy of Advertising.” He received the award at the annual AAA conference held this year in Houston, Texas. The Fellow award, which is the Academy’s highest honor, recognizes a leader who has made a substantial lifetime contribution to improving advertising education and research. Only 30 other individuals have received this prestigious distinction since it was established in 1960.



Leonard Reid

Len has been an active member in the American Academy of Advertising for over thirty years in various capacities. He has regularly participated in AAA conferences (often with multiple papers), was Vice President in 1991-1992, has served on the Publication and Research Committees for many years, and has been the editor of the AAA Proceedings and both the editor and a member of the editorial board for the *Journal of Advertising*.

Len is passionately devoted to advertising education and has successfully prepared countless students for industry and academic careers. He co-authored a leading advertising textbook, *Advertising: Its Role in Modern Marketing* and his exceptional pedagogical abilities have been recognized repeatedly with teaching awards. Especially influential have been his contributions at the graduate level in which

he has been instrumental in further strengthening the first-rate program at the University of Georgia.

Len has an extraordinary track record of significant scholarly research in advertising including around 80 national refereed articles in the premier advertising and communication journals (e.g., *Journal of Advertising*, *Journal of Advertising Research*, *Current Issues and Research in Advertising*, *International Journal of Advertising*, *Journalism and Mass Communication Quarterly*). His published findings have received favorable attention in the academic community, have been widely cited in the advertising literature, and are frequently used in advertising classrooms around the country. In 1993, Dr. Reid was honored as the recipient of the American Academy of Advertising “Outstanding Contribution to Research Award.” His research has motivated many students to pursue advanced study in advertising.

As a gifted and caring mentor to both advertising faculty and students, Len has empowered and enabled many to make great progress in achieving their career goals. He has generously shared his knowledge and expertise of advertising research and has set a positive example through his rare combination of sincerity, integrity, humility, diligence, organization, dependability, and tenacity. Never have we encountered someone with such a genuine and enduring passion for examining, understanding, and improving the field of advertising—a passion that he readily shares with his students and his colleagues.

A Tribute to AAA Fellow Donald Hileman

by Billy I. Ross

Don Hileman, who died twenty years ago, became the 31st “Fellow” of the Academy at its annual meeting in Houston. He was one of the original founders of the Academy in 1958.

For many years, he was the head of the advertising programs at Southern Illinois University and the University of Tennessee, where he later served as dean of the College of Communication.

While at SIU, Don served as executive secretary of Alpha Delta

Sigma, the professional society for advertising men that later became the Academic Division, American Advertising Federation. He edited *Lineage*, the official publication of ADS, and co-authored the book, *Toward Professionalism In Advertising*, the 50 year history of ADS. He also was the co-founding editor of the directory, *Where Shall I Go To College To Study Advertising?*

He served on many boards including Advertising Education Foundation, *Journal of Advertising*, Ad-

vertising Federation of America and the educator committee of American Association of Advertising Agencies, Central Region.

Some of his numerous advertising awards and recognitions were from the Greater Knoxville Advertising Club, Texas A&M, University of Illinois, Direct Mail Advertising Fellowship, Advertising Age Creative Workshop Fellowship and Hileman’s Holiday, a special recognition dinner by SIU graduates.

Graduate Students Speak...

by Jensen Moore



Jensen Moore

For two years, I had refrained from submitting manuscripts to the American Academy of Advertising conference because I was scared. Even though my mentors: Dr. Esther Thorson, Dr. Shelly Rodgers and Dr. Ron Faber (from my MA at UMN), had encouraged me to do so -saying that it was one of their favorite conferences - I avoided submission.

Not because I was scared of being rejected (ok, maybe that too), but more because I was scared of being accepted. Luckily, Dr. Rodgers did not take my resistant “No thank you” for an answer and made me submit our co-authored paper to this year’s AAA.

When it was accepted, I again grew fearful. I conjured visions of the various tortures that awaited me. Would I be able to answer questions properly? Would I stumble over the words? Would they accept a lowly graduate student? I read the names on the conference schedule and grew even more afraid – I was literally going to be performing in front of advertising “giants.”

The day of my presentation, I arrived early, re-read my manuscript, took another look at my slides and began to sweat profusely (even though the hotel banquet room was a veritable ice fortress). It was then that I remembered the words of wisdom Dr. Rodgers had bestowed on me before my very first conference, “Remember that this is your study and no one knows it better than you do.” Those words made it possible for me to get up and make my very first AAA presentation.

I’m not going to tell you that it was perfect. It wasn’t. I stumbled over a few words; I smeared the slides; I fidgeted with the rings on my fingers; and I admitted to one of the audience members that I had no idea what he was asking me about during the Q&A. However, everyone was very welcoming and supportive and the feedback was wonderfully useful and helpful. Comments from other graduates students, faculty and AAA officers provided great insights which were later incorporated into the paper.

I spent the rest of the conference talking to colleagues, meeting new people and generally having a great time. I’d have to say it was my best conference ever, and I’m sorry I didn’t submit to it sooner. For graduate students who may be “on the fence” about submitting to AAA – don’t hesitate any longer. If you are at all interested in advertising, this is the one conference you don’t want miss (and shouldn’t be afraid of).

I spent the rest of the conference talking to colleagues, meeting new people and generally having a great time. I’d have to say it was my best conference ever, and I’m sorry I didn’t submit to it sooner. For graduate students who may be “on the fence” about submitting to AAA – don’t hesitate any longer. If you are at all interested in advertising, this is the one conference you don’t want miss (and shouldn’t be afraid of).

Jensen Moore is a second year Ph.D. student at the University of Missouri School of Journalism. She received her M.A. from the University of Minnesota School of Journalism and Mass Communication in 2003. Her research interests include: health communication, new media, and psychological effects of advertising. Her first AAA paper, co-authored with Dr. Shelly Rodgers, is titled “The Role of Persuasion Knowledge in Perceptions of Ad Credibility and Skepticism for five Media Types.”

Elizabeth Crisp



Elizabeth Crisp is currently a Ph.D. student and graduate teaching associate in Advertising at the University of Tennessee. She earned her M.A. in Advertising and Public Relations from Marquette University and her B.A. in Communication, Media, & Theatre from St. Norbert College. Elizabeth has taught courses in Communication and Message Design at Harley-Davidson Motor Co. and Northern Michigan University. She worked in Consumer Marketing for Gannett Wisconsin Newspapers. Crisp has presented research at the 2005 University of Tennessee Marketing Communication and Diversity Conference, 2002 College of Communication M.A. Student/Faculty Symposium at Marquette University and the 2000 OSLG Conference.

Crisp’s research interests include cultural and aesthetic facets of the advertising industry. Her research includes studies of masculine domestic roles in broadcast advertising as well as depictions of Asian Americans and sensory metaphor in print advertising.

Crisp is advised by Dr. Ron Taylor. She plans to complete her PH.D. program in Summer 2007.

Jin Kyun Lee



Jin Kyun Lee is an advertising master’s student at Michigan State University. He received his first master’s degree in Journalism and Mass Communication, and his bachelor’s degree in Physical Education and Mass Communication at Korea University.

As a communications coordinator and account executive, he worked for Circle of Friends for American Veterans and Asian Marketing Services in Washington, D.C. He also has experience as a Brand Consultant with the Dongbu Group.

His research interests are new media, online consumer psychology and behavior, and the sports entertainment industry. Currently, he is writing his master’s thesis on the role of psychological distance of consumers. This research focuses on the effects of psychological distance on online purchase intention.

Jin is advised by Dr. Carrie La Ferle. His dissertation title is “The Effects of Familiarity and Similarity on Psychological Distance toward Trustworthiness of Company Online.”

Larry Kelley, cont'd p. 3

We work with the third generation owner of this company so when you sit in a meeting and discuss budgets, it is his money you are investing. That is a much different feeling than discussing budgets with a brand manager.

Q How does the practice of advertising inform your teaching and vice versa?

A Advertising is a practical skill set. Being in the practice, it is easy for me to tell students what is primarily theory and what is reality. Students feel that advertising is glamorous and is a pure creative field. While we have many creative thinkers, at the end of the day, if we don't sell something, we are fired. Now, that is the harsh reality of the situation. Because things are changing so quickly in the business, I can bring in the latest and greatest research or media that is impacting today's consumer. That is a big student benefit. Teaching is a tremendous occupation that has its own rewards. Teaching is all about communicating and motivating. That pays off in business as well. Teaching helps hone my communication skills. Students have a low tolerance for "bs" so it guides me on "ad speak".

Q What criteria can be used to help a company decide between in-house and using an agency?

A The 4A's has developed a book on this topic. The primary reason companies bring things in-house is to save money. If you feel that all you have to do is execute the same strategy year after year for the lowest cost, then, perhaps, bringing things in-house is a good thing. In my experience, there is truly no substitute for the objectivity that an outside agency can bring to a business. It allows that business to not be locked into the past or to be concerned about changing strategies because that change will impact people.

Q How important is the interpersonal chemistry in selecting an agency?

A Having been in hundreds of new business situations, I think that chemistry is over half the equation. I think that new

business is largely a self selecting situation. You usually end up with a partner who you feel comfortable working with. And when you don't, those relationships typically don't last long. In an ideal world, that is how it would work but CMO's are under heavy pressure to perform so agency selection is heavily weighed by other factors. Many times it boils down to what they can sell to their management or the board. Those decisions play into the hands of larger, established agencies. Or it may come down to "picking a spec campaign" versus picking the right agency. In those cases, the marriage is doomed for failure since 70% or more of spec work never sees the light of day.

Q What special challenges does media selection present for businesses?

A The biggest challenge in a continued fragmented world is accountability. Understanding what is working and what isn't working is a big challenge. Our package goods clients have enough information to do sophisticated marketing mix analysis that can tease out what the impact of media vehicles are on sales. Even in their world, accountability is a challenge. For other advertisers, the challenge is even greater. We work with all kinds of clients and determining success is the most challenging aspect of the business. We encourage our clients to hold success meetings so we can all get on the same page as to the desired outcome and how to measure it.

Q What suggestions do you have for students who want to get into the industry?

A First off, you won't regret it. The business is changing rapidly and has a world of opportunities. From a pragmatic perspective, you need to get your experience through internships. We don't hire anyone without them. They have become a mandatory for entry level personnel. We also like to hire students who are multi-dimensional. If they are analytical, they must be able to write. If they are art directors, they must be able to speak. You must have technical skills but more importantly you must have communication skills.

Editor, p. 1

and Deadlines." The Notes section is an opportunity to tout the accomplishments of our AAA members. This may include awards, recognitions, grants, etc. All members are encouraged to email the editor with their accomplishments.

The Events and Deadlines section is also new. The goal is to provide an overview of the various events and deadlines both in the AAA and in other associations—a "one-stop" place for members to find relevant and/or important events to attend and deadlines to meet. If you know of events or deadlines that should be listed, please send them to the editor.

As a reminder, the newsletter is published four times

yearly: March 1, June 1, September 1, and December 1. All Announcements, Notes and Calendar items should be sent to the editor at least two weeks prior to those deadlines.

We've also added an online submission form, located at: <http://www.missouri.edu/~roddgerss/aaa/submission.html>. The idea was to automate submissions to the newsletter to make it easier and more convenient for members. Submissions may also be sent directly to me at sroddgers@missouri.edu. As with any publication, the AAA Newsletter is a work in progress. The goal is to bring you the most accurate news and information about the AAA and in a format that is easy to read and digest. We welcome your feedback and I look forward to hearing from you in the coming years.

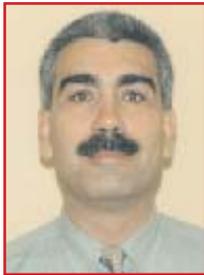


UNC-Chapel Hill Professor Named Interim Dean

University of North Carolina-Chapel Hill Professor Tom Bowers has been appointed interim dean of the School of Journalism and Mass Communication. The search to replace Dean Richard Cole ended without resolve, and a new search will be conducted next year. Richard Cole served as dean for 26 years. After a one-year sabbatical, he will return to teaching.

Assistant Professor Wins Lockheed Martin Research Grant

Dr. Notis A. Pagiavlas (Embry-Riddle Aeronautical University) has won the Faculty of the Year Award at the College of Business. He also won a research grant in the amount of \$38,306 from Lockheed Martin to perform a strategic analysis of the global commercial air transportation market. Dr. Pagiavlas is an assistant professor in the Department of Management, Marketing, Strategy and Operations.



UF Department of Advertising Professor/Chair Retires



2003 AAA President Joseph R. Pisani (University of Florida), Head of the Department of Advertising, is retiring. Dr. Pisani joined the University of Florida advertising

faculty as an associate professor in 1973 and was promoted to professor in 1977. He was appointed Chairman of the Department of Advertising and Public Relations in 1987 and, after the departments separated, Head of the Department of Advertising. Pisani has won numerous awards including the AAF's Silver Medal in 1995, Association of National Classified Advertising

Manager's Outstanding Educator of the Year Award in 1990, as well as numerous other advising, teaching and research awards. He has published in the Proceedings of the American Marketing Association and the American Academy of Advertising, Journal of Marketing and Journal of Advertising, to name a few. Pisani is an avid distance runner, weightlifter and handball enthusiast.

MSU Professor Runs 5-Week Study Abroad Program

Dr. Hairong Li (Michigan State University) is running a five-week long study abroad program titled "Advertising in Asia" in Japan and China on May 14 to June 17, 2005. The theme of this year's program is global branding. A group of advertising students accompanied Dr. Li to Tokyo, Beijing and Hong Kong to visit ad agencies and listen to guest lectures on how global brands strive to enter and prosper. The program will open to students outside MSU next year. Information is available at: <http://research.adv.msu.edu/asia>.

James L. Knight Professor of Advertising Wins 2005 Silver Medal Service Award

Dr. Robert F. Lauterborn was awarded the 2005 Silver Medal Service award, the highest honor bestowed by the American Advertising Federation. The Ad Club of the Triangle also set up two permanent scholarships in Dr. Lauterborn's name, which were awarded to two students at the University of North Carolina School of Journalism & Mass Communication.



Journal of Advertising Reduces Ad Rates for

AAA Members
All AAA members (or their publisher) can advertise their book (or job opening) in the Journal

of Advertising at half off the usual rate. For more details, contact M.E. Sharpe's Advertising Coordinator, Barbara Ladd at bladd@mesharpe.com.

University of Texas-Pan American Professor Takes Gold and Silver ADDYs

Dr. Kimberly A. Selber, Assistant Professor in the Communication Department at the University of Texas-Pan American, won two Gold ADDY awards from the local AAF chapter and two Silver ADDY awards from the District 10 AAF regional chapter. Dr. Selber's students won two Gold ADDY and three Silver ADDY awards from the local AAF chapter. Her students also won 1st, 2nd and 3rd place, and 2 honorable mentions, in design at the annual Texas Intercollegiate Press Association's competition.

AAA Awards

2005 AAA Doctoral Dissertation Competition Award Winners

Carlos Valdez, Monterrey Tech/University of Florida, "A New Theoretical Construct in Advertising: The Cognitive-Affective Mix." Advisor: Jorge Villegas

Federico de Gregorio, The University of Georgia, "Forgotten but Not Gone: Implicit Memory as a Complimentary Measure of Brand Placement Effectiveness in Movies and Video Games." Advisor: Dean Krugman.

Gergely Nyilasy, The University of Georgia, "Practitioner Theories at the Advertising Agency and Client Advertising Department." Advisor: Leonard Reid.

Do you have Notes, Awards or Honors for the Newsletter?

If so, please send them to the Editor, Shelly Rodgers, at: srodgers@missouri.edu

Or, fill out the online submission form at: <http://www.missouri.edu/~rodgerss/submission.html>

Professor at the Catholic University of the Sacred Heart Wins "Sandy" Award for Excellence in Teaching



Professor Edoardo Brioschi (Catholic University of the Sacred Heart in Milan, Italy) wins the 2005 Charles H. Sandage "Sandy" Award for Excellence in Teaching. The award was presented by Dr. Joe Pisani during the AAA conference luncheon April 2 in Houston, Texas.

2005 AAA Research Fellowship Recipients

Lance Kinney, University of Alabama, "Sponsor Brand Memory as a Result of Incidental Exposure: A Test of Brand Congruence and Brand Prominence Effects"

JoAnn L. Roznowski, Western Michigan University, "How Alcohol Industry Stakeholders Interpret the Phrase "Drink Responsibly"

2005 Billy I. Ross Advertising Education Award

Thomas A. Bowers, UNC-Chapel Hill.

2005 Kim Rotzoll Award for Advertising Ethics and Social Responsibility

Ivan L. Preston, Professor Emeritus, University of Wisconsin-Madison.

More Honors and Awards

Dr. Richard F. Beltramini was named Wayne State University School of

District Winners of the 2005 NSAC Challenge: Yahoo!

Building on the current "Life Engine" brand positioning, this year's American Advertising Federation challenge is to develop a \$10 million national communications plan to engage the youth audience (specifically teens age 13-17) and encourage trial/adoption and sharing of Yahoo!'s youth-relevant products.

National Student Advertising Competition (NSAC) district team winners will advance to the national competition in Nashville June 5-6, 2005.

District	University	Faculty Advisor
1	U of Hartford	Randy Jacobs
2	Ithaca College	Scott Hamula
3	U of Virginia	Jack Lindgren
4	Florida Southern College	William Gregory
5	John Carroll U	Susan Higgins-Defago
6	Ball State U	Michael Hanley
7	Loyola U New Orleans	Teri Henley
8	South Dakota State U	Roxanne Lucchesi
9	St. Louis U	William Tyler
10	Texas State U San Marcos	Jody Gibson
11	Portland State U	Don Dickinson
12	Brigham Young U	Douglass McKinlay
13	Chaminade U	Cliff Bieberly
14	UC-Berkeley	Trudy Kehret-Ward
15	UC-Los Angeles	John Kochian

The AAF's NSAC is the premier college advertising competition. It provides more than 3,000 college students with "real-world" experience by requiring a strategic advertising/marketing/media campaign for a corporate sponsor. Sixteen schools are selected to present their campaigns to a panel of industry executives at the AAF National Conference.

For a listing of the schools that participated in the 2005 district competitions and for more information on AAF College Chapters contact: College Chapter Program at: 1101 Vermont Avenue, Suite 500, Washington, DC 20005, Email: Education@aaf.org, Phone: (800) 999-2231, Fax: (202) 898-0159.

Business Administration's first Board of Visitors Faculty Fellow.

Dr. Kara Chan, Associate Professor at the Hong Kong Baptist University, was awarded a staff development fund to support her one-month visit to explore collaborative research on children and branding with the Center of Marketing Communications, Copenhagen Business School Summer 2005.

Dr. Qimei Chen received the Distinguished Research Award from the College of Business Administration at the University of Hawaii at Manoa.

Drs. Minette Drumwright and **Patrick Murphy** won the *Journal of Advertising's* Outstanding Article of the Year award.

Profs. Jim Leigh, Sanjay Peter, Crystal Russell, and **Andrew Ellsworth** won the *Journal of Advertising's* Outstanding Reviewer award.

Professors Kartik Pashupati and **Alice Kendrick**, Temerin (Advertising Institute at Southern Methodist University) have been awarded a research grant by the National Association of Broadcasters. Their project title is, "HDTV and the Advertising Industry: A Survey of Factors Inhibiting and Aiding Adoption in Ad Agencies."

Dr. Barbara Stern was ranked as the 49th most cited scholar in the *Journal of Marketing Research*, *Journal of Consumer Research* and *Journal of Marketing*. The full article is published in the *AMA Educators' Proceedings*, Summer 2003.

Professor of Marketing Carolyn Tripp (Western Illinois University) has been selected to receive the College of Business and Technology Faculty Award for Excellence in University/Community Service.

Events & Deadlines

June 2005

1: AAA Newsletter available on the AAA website

1-4: Third AAA Asia-Pacific Conference in Hong Kong

4-7: AAF NSAC competition in Nashville, Tenn.

7: AAF Worldwide ADDY awards dinner and show in Nashville, Tenn.

July 2005

29: Proceedings and Directory distributed to AAA members

29: Proceedings abstracts added to AAA website

August 2005

15: Deadline for submissions to the AAA September Newsletter

15: Deadline for AAA nominations for the 2006 Doctoral Dissertation Competition

September 2005

1: September AAA Newsletter available on the AAA website

15: Deadline for submissions to JIAD special issue on Electronic WOM

October 2005

November 2005

1: Deadline for AAA call for proposals for 2006 Research Fellowship Competition

1: Deadline for AAA nominations for 2006 Outstanding Contribution to Research on Advertising

15: Deadline for submissions to the December AAA Newsletter

December 2005

1: December AAA Newsletter available on the AAA website

January 2006

1: New officers and committee chairs/members begin new terms

9: Deadline for submission to JA special issue on Responsibility in Advertising

February 2006

15: Deadline for submissions to the March AAA Newsletter

March 2006

1: March AAA Newsletter available on the AAA website

30-31: AAA 2006 Conference in Reno, Nevada

April 2006

1-2: AAA 2006 Conference in Reno, Nevada

May 2006

15: Deadline for submissions to the June AAA Newsletter

June 2006

1: June AAA Newsletter available on the AAA website

Do you have Events & Deadlines for the AAA Newsletter?

Send to the Editor, Shelly Rodgers, at:
srodgers@missouri.edu

Or, fill out the online submission form at:
<http://www.missouri.edu/~rodgerss/submission.html>

JOURNAL OF ADVERTISING RESPONSIBILITY IN ADVERTISING—MULTIPLE PERSPECTIVES

DUE DATE: JANUARY 9 2006

Increasingly, responsible and ethical business practice is expected across stakeholder groups. This growing expectation has arisen for several reasons.

- ▶ Consumers expect organizations to behave in a responsible fashion and they want to be informed about these behaviors.
- ▶ Concurrent with more frequent reporting on irresponsible business practices in the news media, businesses are increasingly realizing that adopting more responsible practices can affect positive organizational outcomes.
- ▶ Public policy makers, both nationally and globally, recognize their expanding role in protecting consumers and society from potentially harmful practices.

Manuscripts submitted for the special issue should consider the issue of responsibility from multiple stakeholder perspectives: consumer, business, public policy, and society/macro. Manuscripts that focus on one stakeholder group should include an explicit, integrated discussion of implications to non-focal stakeholders.

The extant literature has taken various perspectives on and research approaches to examining responsibility in advertising. Many diverse topics are, therefore, suitable for the special issue. These topics include, but are not limited to, the following possibilities:

- ▶ How organizations integrate social and ethical issues into advertising strategy and tactics;
- ▶ Consumer views or responses to organizational activities that communicate responsible behavior;
- ▶ Communication strategies for addressing ethical and social problems;
- ▶ National or international regulation of advertising related to social and ethical activities by governments, international bodies, industry associations, et cetera;
- ▶ Consumer views or responses to advertising that is perceived to be irresponsible;
- ▶ Social marketing activities designed to promote more responsible behavior by consumers or organizations.

The review process will be double blind, with at least three referees—of which at least one is a regular referee for *Journal of Advertising*—reviewing each manuscript. The guidelines to authors for manuscripts can be found at http://www.bus.iastate.edu/JoA/contributor_info.asp. Submissions (electronic copies—as e-mail attachments—are preferred, but hard copies are acceptable) or questions regarding the suitability of manuscripts should be sent to both guest editors.

Guest Editors

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JOURNAL OF INTERACTIVE ADVERTISING **Special Issue on Electronic Word-of-Mouth** **DUE DATE: SEPTEMBER 15, 2005**

The *Journal of Interactive Advertising* announces a special issue on Electronic Word of Mouth (eWOM).

From need recognition, to information search, trial, and purchase, new forms of peer information networks are allowing consumers access to unprecedented levels of information while at the same time raising the power and reach of consumer opinions to a level never before imagined.

Sites like e-opinions.com allow consumers to share collective wisdom with like-minded individuals seeking product and services information. These peer-to-peer information networks, blogs, and other viral marketing techniques are taking off as a means of encouraging eWOM.

The goal of the special issue is to improve our understanding of how eWOM functions, how consumers react to the presence of supposedly impartial information, and how advertisers are influencing and/or responding to such sources of product information?

RESEARCH TOPICS

Any topic which addresses the role of peer-to-peer information sharing is appropriate for this special issue. Empirical research, conceptual papers, and insightful case studies are all welcome. Suggested topics include but are not limited to:

- ▶ Defining eWOM conceptually and operationally
- ▶ Measuring eWOM
- ▶ Examination of how eWOM affects persuasion
- ▶ Relationships between eWOM and other key variables such as interactivity, involvement, attitude, and purchase intent
- ▶ Consumer responses to different forms of eWOM
- ▶ Social impacts of eWOM in a sales context / mobile access to eWOM
- ▶ Cross-cultural issues related to eWOM
- ▶ Industry trends and forecasts related to eWOM
- ▶ Technological issues and eWOM / Current technological limits / Future technologies

SUBMISSION INFORMATION

The submission deadline is September 15, 2005. Submitted manuscripts will be subject to a double-blind peer review process and must not have been published, accepted for publication, or presently under consideration for publication elsewhere. Electronic submission is expected via email in either Word or PDF format, with all manuscripts following the JIAD guidelines (www.jiad.org).

The target publication date for this special issue is Spring 2006. Questions and article submissions should be directed to the special issue editor.

Dr. Steven Edwards
Guest Editor, *Journal of Interactive Advertising*
Department of Advertising, Public Relations, and Retailing
Michigan State University
East Lansing, MI 48824
(517) 432-4777
steve@msu.edu

Calls for Papers... (cont'd)

AMERICAN ACADEMY OF ADVERTISING Call for Proposals 2006 Research Fellowship Competition DUE DATE: **NOVEMBER 1, 2005**

The American Academy of Advertising Research Fellowship Competition promotes 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.

Each award, typically, is in the range of \$1,000 to \$3,000. Any topic that is appropriate for potential publication in *Journal of Advertising* is eligible for the competition.

Awards are based on a competitive review of research proposals. Winners must comply with the following requirements:

1. Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
2. Winners must grant the Journal of Advertising first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the completed paper is submitted to the Journal of Advertising.
3. Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2006 Fellowship winner has until April 1, 2009 to complete the project in order to receive the second half of the award.
4. Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.

Requirements for Submission of Proposals

Note that all submissions must be sent electronically in MS Word format. Submissions should include the following:

1. A **cover email**, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors. Please designate a single contact person and provide phone and fax numbers for that person as well. This page is for record keeping only and will be removed before submissions are sent out for review. Proposals are double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal. You will receive an email acknowledgement.

In addition, to ensure that your paper is blind reviewed, please delete the **title page** from your paper submission and all properties from your submission.

Procedure for deleting properties for e-mail submission (in Word):

- 1) go into "file"
- 2) go into "properties"
- 3) under the headings of "Summary" & "Custom" please erase all affiliations. Under "Custom" be sure to delete all lines in the "Properties" box and you do this by clicking on the "delete box" that is present in the same window.

Electronic submissions must be received no later than 5pm Tuesday, **November 1, 2005** by Professor Morrison.

Calls for Papers... (cont'd)

2. The **body of the proposal**, which should be no more than 10 pages, excluding tables & figures. The body of the proposal shall include:
 - ▶ A **literature review**, including a statement of the substantive **contribution** and importance of the proposed research, and ending with relevant **research questions**.
 - ▶ A **methodology** section that succinctly outlines the research design, including the subjects (if any) and procedure. Please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
 - ▶ A **conclusion**, including expected results and implications.
 - ▶ **References**
- Proposal Format Requirements**
 - ▶ **10 page** limit, including cover page and references. Figures, tables, budget and timetable may be attached as addenda to the proposal.
 - ▶ Contents must be **double spaced**.
 - ▶ **12 point Times New Roman font** (or equivalent)
 - ▶ **1 inch margins** on all 4 sides
 - ▶ **Title** of proposal on both the cover page, and at the top of page one of the proposal
 - ▶ **Page numbers**
3. An **appendix**, including:
 - ▶ A **timetable** for completion of the research
 - ▶ A proposed **budget**, which should be both realistic and adequately detailed.
4. In addition to the proposal, submit one resume/vitae for each author.

Proposals must reach the Chair of the Research Committee by **November 1, 2005**. Faxed or standard postal mail submissions are not allowed. Winners will be notified the last week of February 2006. The awards will be announced at the 2006 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.

Submit materials to:

Dr. Margaret Morrison
Chair, AAA Research Committee
University of Tennessee
School of Advertising and Public Relations
476 Communication
Knoxville, TN 37996-0343
Email: mmorris3@utk.edu
Phone: (865) 974-5101

Calls for Papers... (cont'd)

AMERICAN ACADEMY OF ADVERTISING

Call for Nominations

2006 Outstanding Contribution to Research on Advertising

DUE DATE: **NOVEMBER 1, 2005**

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.

Requirements:

To be eligible, a nominee must have:

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

Active Membership is defined as:

- ▶ Must have been an AAA member for the last five consecutive years.
- ▶ Must have participated in AAA conference activities in one or more of the following ways in the last five years:
 - Session chair or discussant
 - Track chair
 - Paper presentation
 - Special topics session
 - Reviewer of papers for the AAA conference

In addition, active membership should include at least one, but probably two of the following:

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

Materials:

Nominations should include the following:

1. A letter of nomination providing an overview of the nominee's research contributions.
2. At least two supporting letters from leading scholars.
3. The nominee's curriculum vitae.
4. Copies of the nominee's five most influential works (include a representative chapter if one of the five works is a book).

Five copies of the above materials must reach the Research Committee Chair by **November 1, 2005**. (**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 2006 AAA Conference and communicated to the membership through the *AAA Newsletter*.

Send materials to:

Dr. Margaret Morrison
Chair, AAA Research Committee
University of Tennessee
School of Advertising and Public Relations, 476 Communication
Knoxville, TN 37996-0343
Phone: (865) 974-5101
Email: mmorris3@utk.edu

Photo Gallery...NASA Space Center



Above: MSU visits the NASA Space Center during the AAA Conference in Houston.

Right: Steve Edwards (Michigan State University) takes the MMU Trainer for a spin.



Kasey Farris and Jodi Smith, doctoral students at the University of Texas.



Left: Barb and Darrel Muehling (Washington State University) and Dick Beltramini (Wayne State University) at the NASA Space Center.

Photo Gallery...AAA in Houston



Past Presidents (L to R)

Bob King – Director of Conference Services, Dick Beltramini (1998), Patricia Rose (President Elect for 2006), Billy Ross (1960) – second president of AAA, Joe Phelps (2004), Russ Laczniaik (2001), Joe Pisani (2003), Ray Taylor (2005), Bruce Vanden Bergh (1995), Ivan Preston (1996), Donald Jugenheimer (1984 and 1985), Darrel Muehling (2000), Mary Ann Stutts (1997), John Leckenby (1990), Patricia Stout (1992).



Left: AAA pre-conference chairs and participants.



Above (L to R): Executive Committee members Les Carlson, Hong Cheng and Carrie LaFerle.



Left: AAA Conference Director Bob King, with wife, Helen.