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President's Column

Supporting Our Journal and Internationalizing the Academy

by Ray Taylor

Welcome to the September issue of the AAA Newsletter! As you can see, under the leadership of Editor Shelly Rodgers, the newsletter has expanded and is designed to keep you up to date on AAA activities and other items of interest to our membership.

Please take note of the news item immediately below this column. The 2005 Asia Pacific Conference was an outstanding event. I would like to thank Hong Cheng, Kara Chan, and our Conference Director, Bob King, for their role in making the conference a success. I would also like to thank Doo Hee Lee, President of the Korea Advertising Society, for attending the meeting.

We hope you will consider attending the next AAA Asia Pacific Conference, which will be held in 2007.

The site will be announced in the December newsletter. In the meantime, please don't forget that the submission deadline for the 2006 Annual Meeting of the Academy, to be held in Reno, Nevada at the Nugget Resort hotel is October 5, 2005. Please visit our website



Ray Taylor

President, p. 2

Third Asia-Pacific Conference a Success

by Hong Cheng, Kara Chan and Bob King

More than 100 delegates from 14 countries and territories gathered at the state-of-the-art Lam Woo International Conference Centre at Hong Kong Baptist University for three days in early June, making the Academy's third Asia-Pacific Conference a great success.

Featuring 32 competitive papers and four special-topic sessions, this conference attracted many leading scholars in our field, as well as a large number of young scholars, especially graduate students. Hairong Li of Michigan State also brought a group of his overseas program students to the conference.

Topics covered in competitive papers were diverse, including cross-cultural studies, consumer insight, creative strategies and executions, account planning, Internet and mobile advertising, gender portrayals, children, non-commercial marketing, and language and

advertising, to mention but a few.

The four special-topic sessions were focused on "Integrated Marketing Communication (IMC): Learning and Teaching Issues in Asia-Pacific;" "Teaching International Advertising;" "Asian Brands and Global



Hong Cheng, Bob King, and Kara Chan at the 2005 Asia-Pacific Conference

Asia, p. 10

President, cont'd p. 1

(<http://www.americanacademyofadvertising.org>) for more details.

In this column I would like to address two somewhat related issues. The first is supporting the Academy's journal, the *Journal of Advertising*. While our journal clearly has a strong reputation, I would like to call on Academy members to spread the word on just how outstanding the quality of the journal is. A recent comprehensive (and carefully crafted) ranking of marketing journals by the faculty of the University of Melbourne placed the *Journal of Advertising* in the bottom half of Tier 1 journals. There were 13 tier 1 journals, out of a total of 64 journals that were ranked. While the Tier 1 ranking is encouraging, four studies that the Melbourne faculty drew on ranked *JA* number 9, 13, 15, and 15, respectively. Certainly, these ratings reflect the fact that *JA* is widely respected. However, I am not sure they quite reflect the outstanding quality of our journal and the vital role it plays in advancing our knowledge of advertising theory and practice.

Part of what may contribute to *JA*'s ranking in published studies is that in both Colleges of Business and Journalism/Communication, the journal is viewed as addressing a specific functional area. In contrast to journals with a broader mission, such as *Journalism and Mass Communications Quarterly*, *Journal of Marketing*, and *Journal of Communication*, the *Journal of Advertising*'s sole focus is on advertising and other forms of promotion. This may lead to a perception among some that the more general journals are the most elite.

While the perception that publishing in journals with a broad mission is understandable at some level, for those of us devoted to the study of advertising, it is clear that no other journal offers the number of high quality, theoretically grounded research papers on advertising that *JA* does. This high quality level is due to the efforts of some outstanding editors of the *Journal* including current editor, Russ Lacznik, an excellent team of reviewers and, of course authors who contribute their work to *JA*. A high proportion of contributors are Academy members. In the Academy, we are extremely fortunate to have our membership come from both Communications/Journalism schools and Business schools, as well as a sprinkling of other areas. The variety of research perspectives of our membership clearly enriches the study of our field, as well as the *Journal of Advertising*.

An additional issue related to *JA*'s reputation is that a few studies have suggested that the journal is ranked higher

in North America than in other regions of the world. With a greater emphasis being placed on SSCI journals, such as *JA*, in many parts of Europe and Asia, there is clearly an opportunity to enhance the *Journal*'s reputation. It is simply up to us to spread the word about the quality of the *Journal*.



Doo Hee Lee, President of the Korea Advertising Society, at the Asia-Pacific Conference

So what is my point is raising the issue of *JA*'s standing in the field? What I would really like to do is ask that Academy members help to promote the *Journal*, both at home and abroad. Also, when conducting our own research, let's keep in mind *JA*'s standing as the premier advertising journal and look to it first in reviewing the literature and citing articles. I realize that for many of you I am "preaching to the choir" on this latter point, but I think it needs to be made. Above all, let's spread the word about

what a great *Journal* the Academy has!

I think I would be remiss if I did not also commend long time Academy members Jim Leigh and Claude Martin for the excellent job they do in editing the *Journal of Current Issues and Research in Advertising*. While *JCIRA* is not directly affiliated with the AAA, it clearly provides an additional high quality outlet for our membership. Similarly, AAA members John Leckenby and Hairong Li provide an important service to the field by publishing high quality articles on interactive marketing and promotion in the *Journal of Interactive Advertising*. Also, Herb Rotfeld has done a great job of raising the profile of the ACCI's multidisciplinary *Journal of Consumer Affairs*. Of course, Roland Rust, George Zinkhan and others also edit high profile journals.

In terms of enhancing the international reputation of the *Journal of Advertising*, we need to generally do a better job of reaching out to international scholars than has been the case in the past. While we certainly have some bright spots to point to, such as the semi-annual Asia Pacific Conference, there is much more the Academy needs to do. I was able to attend the ICORIA conference in Saarbrücken, Germany, as well as a meeting of the Korea Advertising Society in Seoul. When attending these meetings, it became very clear that there is an opportunity to increase international membership, as well as awareness of the Academy in general. The Executive Committee is in the process of taking some steps to attract more international scholars to the Academy and its annual meetings. While these are not radical steps, we believe that a gradual growth in international membership will be beneficial. For all of us who are affiliated with the AAA, we should take the chance to spread the good name of the Academy when we interact with international scholars.

A Conversation with...Bill Wright

Bio



Bill Wright is Vice President and Creative Director of Crispin Porter + Bogusky, a full-service ad agency in Miami, Florida. Bill came to CPB in 1995 where he was the 37th employee. Since then, he has contributed to just about every one of CPB's clients including MINI, IKEA, Burger King, Slim Jim, Gateway Computers, Schwinn, Giro Helmets, Longhorn Steakhouse, The Golf Channel, And 1 basketball shoes and the "truth" Anti-Smoking account. He also writes a majority of the agency's internal communication materials. Currently, Bill is Creative Director of the Molson beer, Virgin Atlantic Airways and Compass Bank accounts at CPB. His work has been recognized by the One Show, Communication Arts, Archive Magazine, the Clios, Cannes, Show South, the London International Advertising Awards, the Radio Mercury Awards and the CBS program "World's Greatest Commercials". Bill plays golf in the low 80's and can name the capitol of every state.

Q&A

Q What do you see as an up and coming trend in advertising?

A One trend that I would like to see is online advertising that truly stretches the boundaries of the medium. For too many marketers, their online effort is a brochure. And it might be a really nice brochure but it's not as interactive, involving or engaging as it could be. For some reason, marketers are okay with TV or print or radio being funny or making you laugh and like the brand, but their online work is very fact-based and straightforward. As a result, it does very little to surprise people and entice them to spend time connecting with the brand. For our client Burger King, we did a website called Subservient Chicken as part of the launch of a new chicken sandwich. It was based on the idea of "Chicken the way you want it" and the website allowed you to type in a command and this chicken would walk into a living room and do exactly what you told it to. It's very cool, and had a big "how did they do that?" factor to it. We thought it would be successful but it really became a phenomenon, and spread like crazy. And it was just a part of the bigger effort to make Burger King relevant again.

Q How does your agency approach advertising differently than most agencies?

A At CPB, we tend to think that most of the world's advertising takes the form of an announcement. Sort of like the principal coming over the school PA system and telling you what to do. So it's pretty irritating and easy to tune out. We think a campaign should be a continuing conversation with the consumer. What would you rather receive, a thoughtfully-written, personalized letter four times a year, or the same photocopied announcement that's sent to you over and over and over? We try to keep writing fresh letters. It's

more work; but in the end the brands that have momentum are the brands that keep coming at you with something new and different. The old model of repetition and frequency couldn't be more broken. You

know how it goes: come up with one message and drive it home. Put a lot of money behind it and really pound it in. It's no coincidence that all the analogies that try to explain this method equate to hammering a nail into a consumer's head. And it's about as welcome.

Q What skill sets should students have to hit the ground running in the ad biz?

A Without a doubt, the number one skill a new hire at our agency needs to have is resourcefulness. One of our unwritten rules is that you're not allowed to say "no" or "it can't be done." So those who are resourceful and have the smarts to figure out how to get things done in the face

Wright At A Glance

Agency: Crispin Porter + Bogusky

Position: Vice President/Creative Director

Education: B.J. Journalism, University of Missouri-Columbia

Selected Clients:

- ▶ MINI
- ▶ IKEA
- ▶ Burger King
- ▶ Slim Jim
- ▶ Gateway Computers
- ▶ "Truth" anti-smoking campaign

Crispin Porter + Bogusky:

- ▶ Located in Miami, Fla.
- ▶ Full-service agency
- ▶ \$500 million in annual billings

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

Featured Research

Connecting Scientific Prose of Empiricism to Analysis of Ads as Literary Texts

by Barbara B. Stern

“Only Connect! Only connect the prose and the passion....

Live in fragments no more!”

— Forster 1921, pp. 186-187

My research aims at connecting the scientific prose of empiricism with the analysis of advertisements as literary texts designed to arouse the passion to consume. Aside from my own passion for literature -- you never forget your first love -- the point of applying literary theories to advertising text is that its structure descends from literary predecessors. However, I want to emphasize that the purpose of stimulus-side analysis is to define, classify, and identify the textual attributes of advertisements such that response-side research on their effects can be more informed.

Stern At A Glance

University: Rutgers Business School

Position: Professor II, Marketing

Education: Ph.D. in English, City University of New York

Select Award: AAA Outstanding Contribution to Research, 1997

From this perspective, I use rule-based analytical procedures rooted in Aristotelian criticism as a launching pad to enable more informed insights into consumer responses. The formalist approach puts me in the camp of the New Critics, mid-20th century literary scholars whose first task was to examine how texts worked before trying to figure out what they meant. But whereas literary criticism is the richest source of stimulus-side in-

formation, scientific methods are the source of empirical techniques needed for advertising research.

What this means in practice is that I work with empirically trained and super-talented co-authors in doing research that connects poetic, dramatic, and narrative ad structures to measurable emotional responses.

For example, in a research project with Jennifer Escalas on the influence of dramatic and narrative ads on sympathy/empathy responses, my first task was to define the constructs. They had become so muddled in three centuries of literary criticism and early “aesthetic psychology” -- a field that we’d never even heard of -- that no two researchers were necessarily talking about the same thing. Once we straightened out the constructs, we could move forward and develop scales to measure them and conduct experiments to ascertain effects on consumers (Escalas and Stern 2003, Escalas and Stern 2005). The studies are part of an ongoing project, and we’re planning studies on the negative constructs of non-sympathy (antipathy) and non-empathy -- a response so little studied that it doesn’t even have a name.

In another ongoing project, Cristel Russell and I are studying the effects of product placements in soap operas on viewers’ aspirational consumption (Stern, Russell, and Russell 2006; Russell and Stern 2006).

Here, my job was to analyze soap operas as a

literary genre or type with identifiable attributes derived from preceding print romances and radio soaps. Identification of soap’s “structural attributes”



Barbara Stern

-- endless plots, fantastic characters, and consumption scenarios -- enabled us to trace a path whereby viewers’ parasocial attachment to a character and their feelings about the character’s consumption to the viewers’ own passions to consume.

This project led us to discover exciting things that we had never known, among which are that televised soaps are the single most watched program type in the world; that they are produced in almost all countries, including desperately poor ones such as Rwanda; and that they have been barely studied in advertising or consumer behavior research.

Stern, p. 6

Have Items 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

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

Special Feature on ROMI

Train Future Advertising Professionals "In the Context of ROMI"

by Margaret Henderson Blair, CEO, The ARS Group (ARS/rsc)

Once upon a time, in both business and academia, marketing was the place to be. The brightest went to Harvard or Wharton B-Schools, majored in marketing, and took coveted jobs at P&G or on Madison Avenue. This was a time when television was king, markets were growing with the baby boom, and all you needed was presence to win.

Then population expansion and price inflation slowed and companies began to rely on mergers and acquisitions to achieve desirable growth and economies of scale. Finance moved to the forefront and marketing departments and ad agencies lost prestige.

But now, in the wake of corporate scandal and Sarbanes-Oxley, comes an industry sea-change called ROMI (Return On Marketing Investment). Boards and 'C-Levels' are looking at areas where huge amounts of money are being spent without process management and appropriate controls:

"Marketing continues to be the only black hole in this world of business accountability" (CMO Magazine, March 2005).

"ROMI has become the mantra of nearly every CEO and (CFO) and the mission for their (CMOs)" (Ad Age,

December 2004).

"Make no mistake. This is nothing short of a revolution!" (Ad Age, October, 2004).

It is a revolution because major organizational and process changes are required to deliver ROMI.

For instance, in the context of ROMI, over 30 years of accumulated knowledge indicates:

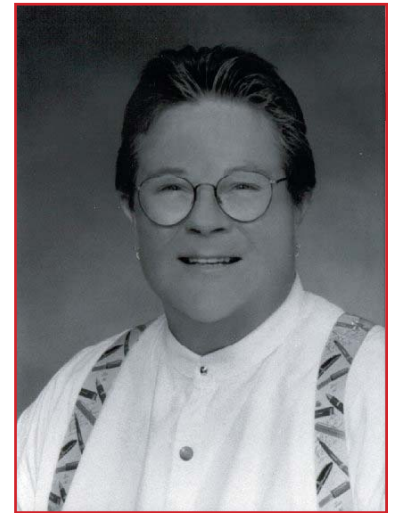
Managing TV ads relative to their unique brand preference building power is worth 5 times as much in return as managing media expenditures alone. The ROMI change requires precise measurement of each ad going to air, and investing behind each one according to its forecasted return.

Strong ads start with a strong value proposition or reason

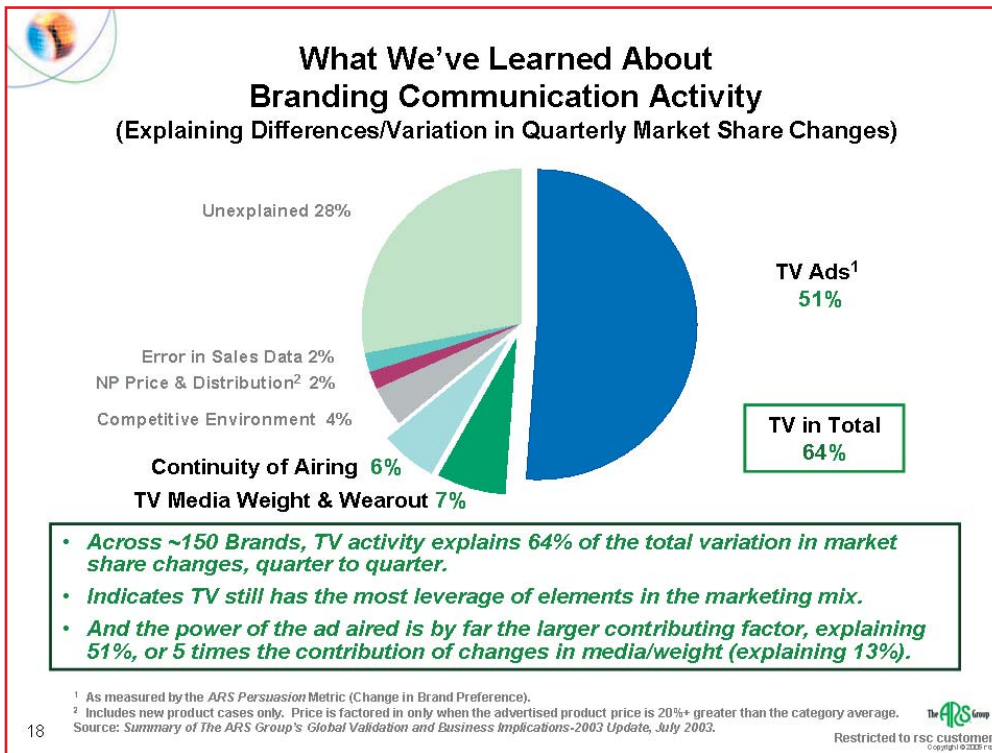
to buy. Agencies cannot make great advertising without it. The ROMI change required is adopting precise measurement at the value proposition stage, before moving to creative development (i.e., spending more upstream in the process and less downstream, in the W. Edwards Deming fashion).

Connecting with consumers emotionally appears to be worth as much as having a product point of difference, and having both the rational and the emotional parts right drives the strongest ads. The ROMI change required is adoption of valid measurement of both the rational and emotional drivers of brand preference.

Higher education should play a central role in this ROMI revolution:



Margaret Henderson Blair



Managing TV ads relative to their unique brand preference-building power is worth 5 times as much as managing media expenditures alone.

ROMI, p. 6

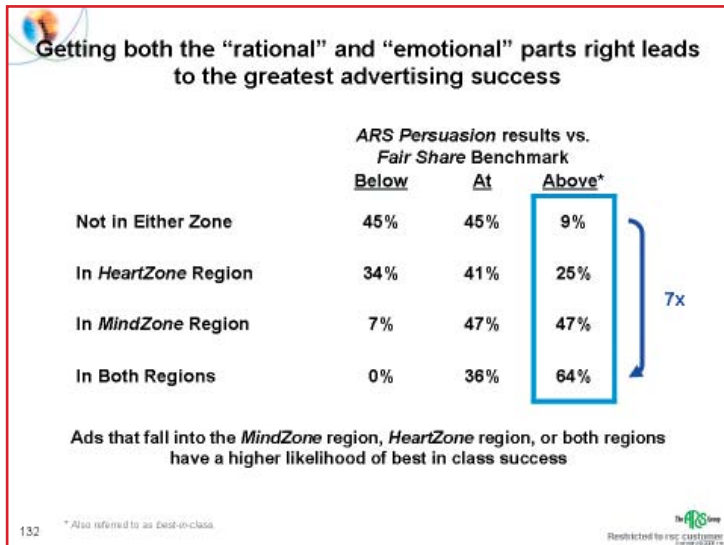
- ▶ Attract the brightest professionals and train them in the context of ROMI.
- ▶ Review/revise the business school structure and curriculum; make the role of marketing measurement as important as other business processes.
- ▶ Make very clear the linkage between marketing actions and the business, especially the market and financial returns on investments.
- ▶ Focus on integration of consumer and market measurement within the value chain, tied to the overall financial analysis.
- ▶ Formally recognize Business Science (MBS) in addition to the MBA.

WHO IS ARS/rsc?

The ARS Group (ARS/rsc) is known for sound advertising measurement development and generalized learnings from self-funded basic research activities based on the most extensive TV advertising database in the world. Its EKL (Empirical Knowledge Library) spans 30+ years of this research-on-research into how advertising works, and contains over 220 basic research investigations and nearly 300 published articles and abstracts.

EKL – WOWWWW

Join our e-business portal and get access to the Empirical Knowledge Library. The EKL is a comprehensive, online archive of ARS/rsc research findings on advertising measurement and research. Go to www.arswowwww.com and request registration. No fee required.



Having both the rational and emotional parts right drives the strongest ads.

This ROMI revolution is a once-in-a-lifetime opportunity for the marketing and advertising professions to rise to the occasion...to accept business accountability. As David Stewart of USC recently observed, “the way marketing becomes accountable is through the process of measuring, managing, and improving the return from specific things they do that cost money.”

Let us hear from those of you who dare to join the revolution.

ARS, ARS Persuasion and Fair Share are registered marks of rsc THE QUALITY MEASUREMENT COMPANY. HeartZone and MindZone are proprietary marks of rsc THE QUALITY MEASUREMENT COMPANY.

Margaret Henderson Blair, D.Sc. began her advertising research career in the 1960s; she has devoted her life to the improvement of marketing research as a discipline and to the improved sales effectiveness of advertising. Meg has chaired many research industry initiatives including the MR Vision task force for the Global Research Leaders' Summit. She was recently recognized as the Marketing Practitioner of the year by the Academy of Marketing Sciences.

Stern, cont'd p. 4

So, the end was really the beginning, as it often is when insights from the humanities link up with scientific methodology. I encourage future researchers to continue the joyful task of connecting fragments of knowledge to enrich our field.

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Reflections on what AAA means to me...

by Subodh Bhat

I first became interested in advertising when I joined an advertising agency in Bombay, India, as its finance manager. I was drafted into the Managing Committee which debated and shaped advertising, brand management and marketing strategies for clients. I found it was a very creative and fulfilling exercise and certainly a welcome diversion from the staid world of accounting and finance.

When I came to the U.S., I chose to pursue a doctoral degree in marketing and not in accounting or finance. Given the importance of differentiating a brand and communicating its value to customers and my interest in it during my advertising job, I focused on brand management for my dissertation.

As I did more research into brand management issues, I appreciated even more the role that advertising plays in branding. I began to explore how advertising affects a brand's image. In particular, I was fascinated with the question of how controversial ads such as those of Benetton or Calvin Klein really impact a brand. My first research on this topic was on how heterosexual consumers reacted to ads depicting a homosexual couple



Subodh Bhat

and and to the brand that sponsored them.

I started a dialogue with several advertising researchers and realized that the AAA, with its cadre of advertising scholars, was the ideal forum for me to learn more about this interesting subject. I became a member of the AAA in the early 1990s and participated in conferences where my presentations were received with the right kind of academic scrutiny: both positive and negative but always encouraging. It was a refreshing change from the disinterest or the acrimony at some other conferences. Also, at a personal level, I found the AAA attendees to be a lively and fun bunch and some of them have become good personal friends.

I started receiving the Journal of Advertising, which I consider to be the expression of the best research in advertising. It is rigorous without giving excessive attention to arcane and complex methodological issues, the bane of the other top journals in marketing. Needless to say, I read it from cover to cover. I have published in it and continue to do research in the area of controversial ads.

In a nutshell, I owe the AAA and its members a lot of gratitude for the encouragement I received in the early part of my career and for continuing to encourage the highest forms of scholarship in this exciting discipline.

Subodh Bhat, Ph.D., is Professor of Marketing at San Francisco State University. He teaches marketing strategy and brand management to MBA students. He has also been a visiting professor at Stanford University, the Hong Kong University of Science and Technology and the University of California at Berkeley. His research interests include brand management and advertising effects. He has published several articles in the Journal of Marketing Research, Journal of Advertising, Journal of Business Research and Journal of Product and Brand Management. He has consulted and has offered executive training on various marketing strategy and brand management issues.

Wright, cont'd p. 3

of impossible deadlines and minimal handholding are the ones who will do well.

In the creative department, a new copywriter or art director has to have the skills to contribute from Day 1. A week after you start, you should have concepts good enough to be presented in a client meeting. If not, well, that's a bad sign. These days, the learning curve is pretty steep. If you're still struggling with how to

open Photoshop or write that first paragraph of body copy, it will be hard for you to succeed. And don't count on the agency nurturing your fledgling abilities. Back when I was fresh out of school, most of the bigger shops had formal training programs, where they trained you in all the basics: headline writing, computer layout skills, how to write body copy, how to

present your work, how to work off a strategy brief, etc. Those days are over. Agencies are running too fast and too lean to make the economies of training juniors a reality.

Do you have Notes, Awards or Items 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>

Yahoo! Inc. Awards Texas State University San Marcos First Place in 2005 AAF National Student Advertising Competition

Students from Texas State University San Marcos won the American Advertising Federation (AAF) 2005 National Student Advertising Competition (NSAC) for an ad campaign created for Yahoo! Inc., a leading global Internet company.

Judges from Yahoo! and its agencies OgilvyOne, OMD Digital and Soho Square chose Texas State University San Marcos over 15 college and university finalists competing at the AAF National Conference 2005 in Nashville. University of Virginia, Loyola University New Orleans and University of California Berkeley took second, third and fourth place respectively.

“All the NSAC campaigns were terrific, but we thought the Texas State University San Marcos campaign was the best combination of integrated marketing and viral marketing,” said Murray Gaylord, vice president brand marketing, Yahoo! Inc. “It was a big idea that would break through the clutter.”

The Texas State University San Marcos won the competition with its targeted campaign from their agency “i5 Advertising.” The campaign utilized a spokesperson, Dave, who through fun and humorous antics spoke directly to the teen market. The viral component of the campaign acted to general buzz, incorporating funny video clips. “Dave Jams Out” concerts, online contests and targeted advertising were also part of the team’s creative advertising solution.

“This year’s AAF client, Yahoo, with its 13-17 target market was a fun client to work on,” said Dr. Mary Ann Stutts, co-faculty advisor with Jody Gibson. “The students created a fun, innovative and slightly irreverent campaign that was just a little on the edge,” Stutts said.

As the 2005 NSAC sponsor, Yahoo! Inc. challenged more than



Texas State University San Marcos team.
Presenters: Ashley Brinkman, Matt Kuhles, John Livingston, Albert Nance, Jennifer Whitaker
Faculty advisor: Jody Gibson, Mary Ann Stutts
(Photography by Steve Maller)

6,500 students on 215 campuses to push the limits of their creativity. Building on Yahoo!’s current “Life Engine” brand positioning, the challenge was to develop a \$10 million national communications plan, in order to engage the youth audience (specifically teens age 13-17) and encourage trial, adoption and sharing of Yahoo!’s youth-relevant products. The plans include advertising, partnerships, promotions and direct marketing as well as a recommendation on how to aggregate and modify Yahoo!’s exciting product offerings to best suit this audience.

The winning team was comprised of 19 students from advertising, marketing, communication design and communication studies who are on the NSAC team at Texas State, according to co-faculty advisor Jody Gibbons. The students underwent a formal interview last fall and were chosen from 47 applicants to participate. “It’s a rigorous class, and they [the students] forgo their spring breaks because we work constantly, from Saturday to the following Sunday, 9am to midnight every day, to get the plans book done,” explained Gibson.

AAF, p. 9

2005 NSAC District Competition Winners

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

A Tribute to Dick R. Wittink

Source: *Yale University Website*

Dick R. Wittink, the George Rogers Clark Professor of Management and Marketing at the Yale School of Management, died on June 4 at age 59.

Wittink was a respected mentor and scholar with over one hundred articles in the field of marketing. He was noted for his work in the study of conjoint analysis, the most widely used tool to measure consumer preferences. Wittink's SCAN*PRO model of store-level sales has served as a foundation for academic research and for syndicated data services such as those used by AC Nielsen. His recent paper "Is 75 Percent of the Sales Promotion Bump Due to Brand Switching? No, 33 Percent is" was honored with the Paul Green award for the best paper in the *Journal of Marketing Research*. He served as the Editor of the *Journal of Marketing Research* and was elected with a lifetime appointment to the Royal Dutch Academy of Sciences in May 2001, the highest honor bestowed upon Dutch-born academicians.

At the Yale School of Management, Wittink taught in the MBA, Ph.D., and Executive Programs. In addition to his teaching, he was active in the governance of the school and instrumental in the development of new programs. In the past year alone, Wittink helped to create, and served as co-director of, the Yale Center for Customer Insights, a research center devoted to studying customer behavior, and the Yale MBA for Executives: Leadership in Healthcare program. His interest in healthcare was personal and professional. His experiences as a type-1 diabetic since 1983 gave him a unique perspective on the management of chronic diseases. This led him to study the benefits of



Dick R. Wittink

active patient involvement in their treatment, and providing better information and sharing the evaluation of decision options. He was a pioneer in applying conjoint analysis to improve the understanding of patient preferences in choosing among treatments for chronic ailments.

He was chief scientist, founding partner, and board member of New York City-based Blue Flame Data Inc., an enterprise software company, and a trustee of the Marketing Science Institute in Cambridge, MA.

Before joining the Yale School of Management faculty in 1998, Wittink taught at Cornell's Johnson School of Management where he was also director of doctoral programs, the Stanford Graduate School of Business, the Kellogg School of Management at Northwestern University, and the Columbia Graduate School of Business. He was also Honorary Professor of Marketing at the Faculty of Economics of the University of Groningen in the Netherlands.

Born in The Netherlands, Wittink and his childhood sweetheart and wife, Marian, moved to the United States in 1967 to take a scholarship at the University of Oregon. While Wittink had a true passion for his work, his love, devotion and care for his family superseded all else. He is survived by his wife, Marian Bouman Wittink; daughter, Marsha; son, Mark; son-in-law, Josh Owen; daughter-in-law Alicia; grandson, Jasper Owen; and his family residing in the Netherlands, two sisters, Femmy and Tineke; and brother Roelof. Professor Wittink and Marian became American citizens on January 21, 2005, which they marked with a celebration at their home with friends and family.

AAF, cont'd p. 8

For several months, the students - working in teams - conducted primary research to study the target market including its media habits, and also studied the competition.

"We took a huge risk with our campaign, but we KNEW it was what the target wanted so we went with it!" said Jennifer Whitaker, one of the student presenters on the winning team.

Considered the premier student advertising competition in the nation,

NSAC has become the proving grounds for 80,000 students who have participated, and an imperative for an increasing number of ad industry recruiters seeking new talent. Finalist teams are awarded monetary prizes- first place received \$3,500; second place received \$2,500, third place received \$2,000, fourth place received \$1,000 and all other teams received \$500.

Parts of this story were provided by a press release from the AAF Website.

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the "Unifying Voice for Advertising." Celebrating its 100th anniversary in 2005, the AAF is the oldest national advertising trade association that represents 50,000 professionals in the advertising industry.

For more information, visit the AAF's Web site at www.aaf.org.

Advertising;” and “Native Sons: Growing Global Marketers Among Asian and Asian-American Athletes.”

Compared with previous conferences of its kind, this conference had a few distinctive features. First, both the number of delegates and breadth of the regions they represented were a record for AAA’s young Asia-Pacific conference series. Secondly, while half of the special-topic sessions were devoted to teaching this time, the number of competitive papers that focused on advertising in the Chinese mainland increased noticeably, representing about 20% of the total papers presented. In the meantime, there was a considerably larger number of delegates from Australia and, of course, Hong Kong.

As in previous conferences, studies on Korean and Taiwan advertising remained strong. The conference also provided a venue for research on some under-studied countries such as Vietnam, Thailand, and even Uzbekistan!

Like previous conferences, this one provided numerous opportunities for the delegates to meet with old friends and get to know new ones. Doo Hee Lee, President of the Korea Advertising Society, was invited as a guest speaker to the conference. A 14-member delegation representing



Delegates at the 2005 Asia-Pacific Conference held at Hong Kong Baptist University

13 leading advertising programs and one major trade publication in the Chinese mainland, for the first time in AAA’s history, attended an AAA conference and received a warm welcome from the Academy. Their extensive interaction with other attendees during the conference has opened numerous collaborations and exchange opportunities for the future.

The conference would not be successful without the strong support from its local partner, Hong Kong Baptist University, which generously provided the use of a meeting space, audiovisual equipment, and great dim sum lunches. Herbert Tsang, HKBU’s Academic Vice President, addressed the delegates with warm remarks.

Apart from a stimulating scholarly program, the conference arranged a tour for delegates to enjoy the displays of “old Hong Kong” at the Hong Kong Museum of History and the spectacular view of Hong Kong at sundown from the Café Deco at Victoria Peak.

Many delegates expressed their genuine gratitude for

the setting, comfort, and reasonable rate of the picturesque Harbour Plaza Hong Kong, and the excellent international buffet dinner at the hotel.

As one of the happy surprises at the conference, Hong Kong Baptist University’s advertising and public relations program received accreditation from the International Advertising Association, becoming the first IAA-accredited program in its region. On behalf of the IAA, John Holmes and Indra Abidin presented the accreditation certificate at the opening ceremony. Congratulations to HKBU!

As usual, conference proceedings will be published, but on the Academy’s Website this time, in order to increase its accessibility and reduce the cost. At the time this report was crafted, the proceedings were well “under way.”

According to AAA’s Executive Committee, the Academy will hold a conference in Asia again in 2007. Now is the time to begin thinking about the research paper or special-topic session that you would like to propose for the next Asia-Pacific Conference. Let’s have another “rendezvous” in Asia in 2007!



Herbert Tsang, HKBU’s Academic Vice President, addresses the delegates with warm remarks

Graduate Students Speak...

by Greg Nyilasy



Greg Nyilasy

As an advertising practitioner working in New York, freshly hired out of a doctoral program, I think I have an interesting perspective from which to write this column. This perspective is the proverbial “inside looking on the outside looking inside”.

Let me tell you, it didn’t make much sense for my interviewers either. When I talked to ad folks over here about my background, I had a lot of explaining to do. When I said I was a PhD student in advertising they thought I was kidding. The only AAA they had heard of was, well, that other one...

I was puzzled. No, not really. I have been aware of the gap between academicians and practitioners; in fact, I am writing a dissertation about this topic. Still, it hits me every time I encounter the total lack of awareness among working ad people of what advertising academicians do.

And I have every reason to be puzzled. Despite what a lot of practitioners think, advertising – now more than ever – needs academic research, and an association like AAA representing the academic voice. One of the big lessons the sociology of occupations teaches us is that an occupation’s ultimate credibility (and the elevated ‘professional status’ it translates into) comes from theoretical understanding. And if you look around, there is evidently a cornucopia of processes, proprietary tools, action committees, research services and self-acclaimed gurus around the industry – trying to project just that.

What is not so evident, perhaps, is the extent to which these practices, thoughts, and guruisms are based on the basic research that academicians (most notably: AAA fellows) conduct. We have a problem of perceptions here. Academicians are the Cinderellas of even the research end of this business, while quick-witted and well-managed translators of academic wisdom into fancy proprietary models, business books and conference keynote speeches take all the attention and credit from practitioners.

But it doesn’t have to be this way. I believe AAA can reclaim the position it deserves: the ultimate authority on useful theoretical knowledge about advertising. As a translator myself, I will do everything I can to help make this happen. Together, we can beat Malcolm Gladwell. Here’s to AAA’s bright future.

Greg Nyilasy is ABD from the University of Georgia and Account Executive at Hall and Partners New York, an advertising and market research firm. He received his Master’s degree from the Grady College of Journalism and Mass Communication at the University of Georgia. His main research interests include word-of-mouth advertising, the convergence of media and advertising content, and the relations between advertising academia and practice. His latest AAA paper, co-authored with Dr. Leonard N. Reid, is titled “Advertiser Pressures on Newspapers: An Update and Extension.” Greg can be reached at g.nyilasy@hall-and-partners.com.

Harsha Gangadharbatla

Harsha Gangadharbatla is a doctoral student and an assistant instructor in the department of advertising at the University of Texas at Austin. He holds an M.A. in Advertising from Michigan State



University. His research interests, over the past few years, have coalesced into the following areas: experiential e-commerce, new media and presence, consumer behavior and relationship marketing, effectiveness of media vehicles, and economic effects of advertising.

His publications include two book chapters and articles that have appeared in (or are forthcoming in) the *Journal of Interactive Advertising*, *Journal of Computer-Mediated Communication* and various academic conferences.

Harsha’s faculty advisor is Dr. Isabella Cunningham, Ph.D., J.D., Ernest A. Sharpe Centennial Professor in Communication and Department Chair, Department of Advertising, University of Texas at Austin. The title of his dissertation is: “A Model for Measurement of Product Placement Effectiveness across Media.”

Steve Marshall

Steve Marshall is a doctoral student at the University of Florida. He earned both his B.S. in Telecommunication and M.A. in Mass Communication from Florida. Steve independently teaches courses in Elements of Advertising, International and Cross-Cultural Advertising and will teach Media Planning in Spring 2006.



Returning to UF after working four years with Nielsen Media Research, he served as a Client Service Executive for Hispanic Services. Prior to Nielsen, Steve produced corporate and commercial audio productions for Direct Impressions of Tampa, Florida.

Steve’s research interests involve advertising effectiveness including message strategies, typologies and devices. He is also interested in cross-cultural advertising, audience analysis and the changing media landscape.

Steve Marshall is advised by Dr. Marilyn Roberts. He will complete his Ph.D. program by August 2006.

University of Missouri-Rolla, School of Management and Information Systems Gets New Assistant Professor



Dr. Morris Kalliny, assistant professor, has joined the faculty in the School of Management and Information Systems at the University

of Missouri-Rolla. Kalliny received his Ph.D. in international business and marketing from The University of Texas-Pan American in 2005. Under the guidance of Dr. Michael Minor, faculty advisor, Kalliny's research was presented at the American Marketing Association Educator's Conference, The Academy of Marketing Science Cultural Perspectives Conference, American Academy of Advertising Conference, The Academy of International Business Annual Conference and others. His research has been published in *The Journal of Marketing for Higher Education*, *The Marketing Management Journal*, *Journal of the Academy of Business Administration*, *Review of Business Research* and others.

JAMS Gets New Editor

Dr. David W. Stewart, Robert E. Brooker Professor of Marketing, in the Marshall School of Business at the University of Southern California has been selected to serve as the next



editor of the *Journal of the Academy of Marketing Science (JAMS)*. His three-year term as editor of *JAMS*, currently in its 33rd year of publication, will begin on June 1, 2006.

Oklahoma State University Professor Invited to Conduct Campaigns Course in Yerevan, Armenia

Dr. Roy Kelsey, assistant professor of advertising at Oklahoma State University, was invited by the U.S. State Department to conduct a campaigns course in Yerevan, Armenia (July 18-22). The week-long seminar was in conjunction with the department's International Research Exchange (IREX) Core Media Support Program. In addition to classroom responsibilities, Kelsey served as a consultant to various Armenian media as well as assist IREX Deputy Chief of Party evaluate loan applications from publishers, broadcasters and production companies.

MSU Gets New Assistant Professor

Michigan State University is pleased to announce that Dr. Yoonhyeung Choi (Ph.D., University of Missouri-Columbia) has joined the Department of Advertising, PR, and Retailing as an assistant professor.



Texas State University Professor Wins Fulbright Scholar Grant

Dr. Michael H. McBride (Texas State University-San Marcos) completed a spring 2005 semester Fulbright Scholar grant at the Academy for the Study of Economics in Moldova. He taught advertising and international marketing courses, and presented papers on e-commerce at local conferences and in the business community. Also, he guest lectured at the invitation of universities in Chisinau, Balti, Cahul, and Tiraspol,

and consulted with professional colleagues on research projects regarding advertising in the Republic of Moldova, a former Soviet state.



Former Professor Takes New Post as Chief Marketing Officer

Dr. Jim Karrh has left his teaching post at the University of

Arkansas at Little Rock and is now the Chief Marketing Officer for Mountain Valley Spring Company in Hot Springs National Park, Arkansas. For more information, visit: http://www.cba.ufl.edu/publications/wr/2005/issue2_alumni.htm.

University of Central Florida Professor Named Outstanding Researcher

Dr. Denise E. DeLorme (University of Central Florida) received the William F. Grasty Award for Outstanding Research from the Nicholson School of Communication at the University of Central Florida where she is an associate professor.

KSU Gets New Assistant Professor

Dr. Monica Hernandez (Kansas State University) has joined the Department of Marketing faculty as an assistant professor. Her research interests include Internet advertising and international marketing. Hernandez received her Ph.D. in 2005 in the College of Business Administration at the University of Texas-Pan American. Her doctoral advisor was Dr. Michael S. Minor, Professor of Marketing and International Business and Director of the Ph.D. Program in the College of Business Administration at University of Texas-Pan American. Her dissertation is titled "Bilingual Consumer Memory in the Advergaming Context: A Cross-Script Comparison."

CORRECTION: One of the names of the AAA's outstanding reviewer awardees was misspelled in the June 2005 issue of the AAA Newsletter. The correct name is Sanjay Putrevu, who is an associate professor of marketing at Bryant University.

Bowling Green State U Professor



*Has New Book,
Receives Top
Faculty AEJMC*

Paper Award

Dr. Louisa Ha
(Bowling Green
State University)

received a top

faculty paper award in the 2005 AEJMC Media Management and Economics Division paper competition. Her paper was titled, "Determinants of Cable Program Diversity." She is also the editor of a book titled, "Webcasting Worldwide: Business Models of an Emerging Global Medium." The book will be published by LEA next year.

AAA Editor Receives NCI Junior Faculty Career Development Award

Dr. Shelly Rodgers (Missouri School of Journalism) received a Junior Faculty Career Development Award from the St. Louis University-School of Public Health's Center for Excellence in Cancer Communication, funded by the National Cancer Institute. The 2-year award will support her research on cancer communication, which examines cancer-related ads in Black U.S. newspapers.

University of Memphis Professor Wins Palmer Professorship

Marla Royne Stafford, professor of marketing at the University of Memphis, has received a Suzanne Downs Palmer Professorship for Research. The Palmer Professorships, awarded by the Fogelman College of Business & Economics, were established by Concord EFS founder and University of Memphis alum Dan Palmer in honor of his late wife.

MU Doctoral Student Wins AEJMC Student Paper Competition

Jensen Moore (Ph.D. Student, Missouri School of Journalism) won the 2005 AEJMC advertising division student paper competition for a paper titled: "Unselling the Cigarette: A Content Analysis of Persuasive Elements of

Eleven Professors Win AEF Visiting Professor Program Fellowship

Eleven professors were selected by the Advertising Educational Foundation for a competitive two-week fellowship for professors of the liberal arts, advertising, marketing and communications. According to the AEF website, the Visiting Professor Program exposes professors to the daily life of an advertising agency and provides a forum for discourse between the academy and the industry.

This year's fellows included: Hong Cheng (Ohio University), Amanda Bower (Washington & Lee University), Amanda Lotz (University of Michigan), Lynn Kahle (University of Oregon), Caroline Streeter (University of California at Los Angeles), Janas Sinclair (University of North Carolina at Chapel Hill), Yolanda Cal (Florida International University), Theresa Flaherty (James Madison University), Karie Hollerbach (Southeast Missouri State University), Aparna Labroo (University of Chicago), Derek Rucker (Northwestern University), and Marta Wosinska (Harvard University). The winners were placed with agencies in New York, Chicago and San Francisco. Fellows gave one or more lunchtime lectures and presented their individual research topics to agency staff. The fellowship took place July 25-August 5, 2005.

For more information, visit the AEF website at <http://www.aef.com>.



2005 AEF VPP participants in New York: Front (L to R): Hong Cheng, Amanda Bower, Amanda Lotz, and Lynn Kahle. Back (L to R): Sharon Hudson, AEF VP & Program Manager; Caroline Streeter, Janas Sinclair, Yolanda Cal, Theresa Flaherty, and Paula Alex, AEF CEO

Two Types of National Anti-Tobacco Advertisements." Her co-author was doctoral student Keith Greenwood.

MSU Professors on Sabbatical

Profs. Steven Edwards and Carrie La Ferle of Michigan State University are on sabbatical for Fall 2005 as Visiting Scholars at Nanyang Technological University in Singapore.

New Book on Humor Due out January 2006

Dr. Charles S. Gulas (Wright State University) and Dr. Marc G. Weinberger (University of Massachusetts) have co-authored a book titled "Humor in Advertising: A Comprehensive Analysis." It will be published by M.E. Sharpe, Inc. in January 2006.

Events & Deadlines

September 2005

1: September AAA Newsletter available on the AAA website

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

15: Deadline for paper submissions to the Child & Teen Consumption 2006 Conference in Copenhagen

21: Deadline for submitting conference papers to the 5th International Marketing Trends Congress in Venice, Italy

25-27: 10th Annual Fall Educators' Conference, Kansas City

October 2005

5: Deadline for submissions to the AAA 2006 Conference in Reno, Nevada

5-6: Enlightening Emerging Scholars 12th Annual Services Marketing Doctoral Consortium at the W.P. Carey School of Business at Arizona State University

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 (online submission form)

December 2005

1: December AAA Newsletter available on the AAA website

15: Deadline for submissions to the 25th Annual Advertising & Consumer Psychology Conference in Houston, Texas

January 2006

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

2: Deadline to receive nominations for the AAA Billy I. Ross Advertising Education Award

2: Deadline to receive nominations for the AAA Kim Rotzoll Award for Advertising Ethics and Social Responsibility

2: Deadline to receive nominations for the AAA Charles H. Sandage "Sandy" Award for Teaching Excellence

2: Deadline to receive nominations for the AAA Distinguished Service Award

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

20-21: 5th International Marketing Trends Congress in Venice, Italy

February 2006

15: Deadline for submissions to the March AAA Newsletter (online submission form)

March 2006

1: March AAA Newsletter available on the AAA Website

1: Deadline for full papers to the Child & Teen Consumption 2006 Conference in Copenhagen

30-31: AAA 2006 Conference in Reno, Nevada (continued to April 2006)

April 2006

1-2: (continued from March 2006) AAA 2006 Conference in Reno, Nevada

27-28: Child & Teen Consumption 2006 Conference in Copenhagen

May 2006

15: Deadline for submissions to the June AAA Newsletter

19-21: 25th Annual Advertising & Consumer Psychology Conference in Houston, Texas

June 2006

1: June AAA Newsletter available on the AAA website

8-10: 2006 Marketing & Public Policy Conference, Long Beach, California

July 2006

August 2006

Calls for Papers, Proposals, Nominations

CALL FOR PAPERS AND PROPOSALS FOR SPECIAL TOPICS SESSIONS AMERICAN ACADEMY OF ADVERTISING 2006 ANNUAL CONFERENCE

MARCH 30-APRIL 2, 2006 IN RENO, NEVADA

DEADLINE FOR SUBMISSIONS: **OCTOBER 5, 2005**

Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2006 AAA Conference and for publication in the Proceedings. All submissions are subject to blind review competition, and only completed papers (no proposals) may be submitted. Papers must conform to the style and guidelines of the *Journal of Advertising*. Authors of accepted papers are obligated to publish either the entire paper or a one-page abstract of the paper in the Proceedings. The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Publication of an abstract does not preclude future publication of the full research paper elsewhere. *A submission must include a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper.*

Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) that would not fit comfortably into the competitive paper format. However, topics may duplicate those which would be covered by competitive papers. A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees (including why such a contribution is not likely to be available elsewhere), (3) names and specific roles of all participants (please note that blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants), and (4) details of how the session will be conducted under a unifying theme, including progression among sections and participants. Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for generating a one-page summary (after the session) for inclusion in the Proceedings as a non-refereed publication. *Submission must include a statement specifying that all presenters agree to register and be present at the conference to participate.*

Requirements for Submission of Competitive Papers and Special Topics Proposals

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY.

In order to facilitate the review process and alleviate customs problems with international mail, everyone should submit their paper or session proposal electronically.

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

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

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 each line one at a time and then click on the delete box that is present in the same window. After you have deleted all properties, click "ok" and then save your document.

Continued on next page...

Calls for Papers... (cont'd)

Electronic submissions must be received no later than **Wednesday, October 5, 2005** by Professor Richards (competitive papers) or Professor Carlson (special topics proposals).

Please direct your papers or proposals to the appropriate Professor and e-mail address as shown below:

Competitive Papers:

Professor Jef I. Richards
University of Texas
Department of Advertising
Email: jef@mail.utexas.edu

Special Topics Proposals:

Professor Les Carlson
Clemson University
Department of Marketing
Email: carlsol@clemson.edu

We look forward to your submissions and hope that you will be able to attend the 2006 Conference of the American Academy of Advertising. We hope you will join us!

General questions about the conference can be directed to Pat Rose, President-elect of the American Academy of Advertising at:

Professor Pat Rose
Florida International University
School of Journalism & Mass Communication
Email: rosep@fiu.edu

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations and Job Announcements

When submitting Calls, Job Announcements or other announcements to the AAA Newsletter, please use the following guidelines:

- ▶ Type in a Word file of no more than 175 words, not including contact information (see Sample Call)
- ▶ Email Calls and all announcements to the Editor Shelly Rodgers (srodgers@missouri.edu)
- ▶ Submissions to the AAA Newsletter are due February 15th (March issue), May 15th (June issue), August 15th (September issue) and November 15th (December issue) of each calendar year
- ▶ URL link to complete call or job announcement
- ▶ [Click here for complete details](#)

Calls for Papers... (cont'd)

CALL FOR PAPERS **2006 MARKETING AND PUBLIC POLICY CONFERENCE** LONG BEACH, CALIFORNIA, JUNE 8-10, 2006 SUBMISSION DEADLINE: **NOVEMBER 18, 2005**

Theme: "Portal to the Pacific - Public Policy in the International Arena"

Location: Westin Long Beach, Long Beach, California

Date: June 8-10, 2006

The 2006 Marketing and Public Policy Conference will be held in Long Beach, California ("An International City"). "Portal to the Pacific - Public Policy in the International Arena" is the theme for this conference which sets the foundation for broadening the scope of public policy research to the global economy. Conference attendees will stay at the Westin Long Beach in downtown Long Beach within short walking distance of some of the best restaurants in the region, the Long Beach Marina, the Queen Mary, and many other sites. General conference information is available at: <http://www.csulb.edu/depts/marketing/MPPC.htm>.

The conference co-chairs of Ingrid Martin, David Stewart and Michael Kamins are seeking submissions of abstracts, completed papers, and special session proposals dealing with issues of continuing and current concerns in the area of public policy and marketing while expanding the perspective to include the global economy.

The basic foundation of MPPC has always been a focus on the ways in which marketing contributes to consumer, competitor, and societal problems resulting in the need for public policy and the ways in which marketing practices have been impacted by these policy interventions. Scholars from a variety of academic disciplines as well as marketing, legal practitioners, government representatives, business and consumer advocates are all encouraged to participate in this conference. The result of this focus has been historically a diverse set of theoretical and methodological perspectives guiding public policy and marketing research. The participation of scholars from all the above mentioned areas is encouraged and welcomed.

Public Policy Topics

Given the theme of the conference of "Portal to the Pacific - Public Policy in the International Arena", a diversity of public policy topics of relevance to the conference include but are not limited to the following:

- ▶ Competitive actions, market effects and anti-trust questions
- ▶ Intellectual property rights
- ▶ Corporate lobbying and free speech
- ▶ Disclosures including financial disclosures, OTC, and other critical products/services
- ▶ Misleading and deceptive actions and advertising
- ▶ Impact of labeling, warnings, product instructions, and other risk communication
- ▶ Unintended consequences from public policies and marketing practices
- ▶ New theoretical perspectives on consumer vulnerability and risk
- ▶ Internet consumer protection, privacy, and information sharing
- ▶ International consumer and marketing policy issues
- ▶ Social and policy issues in newly marketized economies
- ▶ Public health and healthcare
- ▶ Ethical and corporate responsibility
- ▶ Environmental issues including water, fire, and other natural resource issues prevalent in the western United States.
- ▶ Risk communication issues around nutritional information, GMF, and other issues.
- ▶ Risky behaviors such as smoking, overeating, obesity, etc.
- ▶ Social marketing and not-for-profit concerns and marketing initiatives
- ▶ Ethical behaviors among consumers and businesses
- ▶ Emerging policy issues that impact anti-trust policy, competition, regulatory agencies, governmental interventions in the marketplace

For an in-depth set of topics appropriate for the conference, refer to past issues of the Journal of Public Policy & Marketing (<http://bear.cba.ufl.edu/centers/jppm/>).

Continued on next page...

Calls for Papers... (cont'd)

Program Structure

There will be four main forums for the presentation and discussion of research and scholarly thought:

- ▶ Special Topic Sessions provide opportunities for focused attention on critical topics in public policy. Successful sessions offer a relevant topic on emerging substantive, theoretical or methodological issues in public policy.
- ▶ Competitive Paper Sessions include full papers that represent completed work by the author(s). The accepted paper will be combined with a similar group of accepted competitive papers that reflect similar scholarly interests.
- ▶ Working Paper/Extended Abstracts provide scholars the opportunity to present preliminary findings from the early stages of a research program. Authors distribute their papers and display their findings in a poster-style session.
- ▶ Plenary Sessions are organized based on a critical topic which includes a cross-section of government, academics, politicians, consumer/business advocates, etc.

Submission and Decision Deadlines

Submissions for competitive papers, special sessions, and working papers/extended abstracts must be received no later than **Friday, November 18, 2005**. Notification of acceptance in one of these three categories will be made by Friday, January 20, 2006. All submissions, reviewing, and notification regarding MPPC will be conducted electronically, by email.

For general conference information click on MPPC at www.csulb.edu/depts/marketing. For further information, feel free to contact one of the conference co-chairs:

Submit Competitive Papers to:

Ingrid M. Martin
Dept. of Marketing
College of Business
California State University
Long Beach, CA 90840
+1 562.985.4767
imartin@csulb.edu

Submit Special Session Proposals to:

David W. Stewart
Dept. of Marketing
Marshall School of Business
University of Southern California
Los Angeles, CA 90089
+1 213.740.5037
David.Stewart@marshall.usc.edu

Submit Working Paper/Extended Abstracts to:

Michael Kamins
Dept. of Marketing
Marshall School of Business
University of Southern California
Los Angeles, CA 90089
+1 213.740.5057
mkamins@marshall.usc.edu

CALL FOR PAPERS
CHILD AND TEEN CONSUMPTION 2006 – COPENHAGEN
2ND INTERNATIONAL CONFERENCE ON PLURISDISCIPLINARY PERSPECTIVES
ON CHILD AND TEEN CONSUMPTION
COPENHAGEN BUSINESS SCHOOL, APRIL 27-28, 2006
SUBMISSION DEADLINE: SEPTEMBER 15, 2005

The conference offers international and pluridisciplinary approaches to children and adolescents as consumers.

Center for Marketing Communication, Copenhagen Business School, and the scientific committee welcome researchers and practitioners working within the field of children, youth, and consumption from all parts of the world.

The conference will take place at Copenhagen Business School, April 27-28, 2006.

Abstracts due September 15, 2005.

Welcome to Copenhagen!

For more information and registration, please visit our website: <http://www.cbs.dk/ctc2006> or write to ctc2006@cbs.dk

Themes of the conference:

- ▶ Children's and adolescents' purchasing behaviour
- ▶ Children's roles in the consumer decision-making process
- ▶ Conditions of children's store visits
- ▶ Socio-cognitive development of young consumers
- ▶ Children and advertising
- ▶ Socialization processes of children and adolescents as consumers
- ▶ Consumption learning
- ▶ Ethics and children's consumption
- ▶ The globalization of children's culture and youth culture
- ▶ Media and the protection of young consumers
- ▶ Marketing actions applied to emerging domains of child consumption
- ▶ The role of the new media in the consumer socialization of children and adolescents
- ▶ Public policies to protect children in the consumer society
- ▶ Research methods to investigate child and teen consumption
- ▶ Children's consumption practices and children's cultures

CALL FOR PAPERS
25th ANNUAL ADVERTISING & CONSUMER PSYCHOLOGY CONFERENCE
MAY 19-21, 2006 IN HOUSTON, TEXAS
SUBMISSION DEADLINE: **DECEMBER 15, 2005**

Brick & Mortar Shopping in the 21st Century

The 25th annual Advertising and Consumer Psychology Conference will be held May 19-21, 2006, in Houston, Texas. The conference is sponsored by the Society for Consumer Psychology (SCP) and will feature participation by academic researchers and practitioners involved in the retailing industry. The theme of the conference is "Brick & Mortar Shopping in the 21st Century." In recent years, research attention has turned away from traditional retailing toward an understanding of how consumer psychology can inform the e-tailing environment. Although this focus is understandable, traditional retailers obviously face an increasing amount of competition for customers, even if, at times, the competition is self-inflicted. That is, many traditional retailers offer electronic shopping options that compete with their own brick & mortar operations. In light of this situation, it is time to renew attention to how traditional retailing operates in the new competitive environment. Which psychological theories can provide insights into why so many consumers still flock to traditional shopping environments? What individual differences lead some customers to prefer shopping in traditional retailing venues? What situational factors promote or inhibit "physical" shopping? Which methodologies best capture moderators and mediators of various shopping behaviors?

The purpose of this conference is to raise such questions in a setting that will provide participants with topical inspiration. The 2006 ACP Conference will be held in the Galleria/Uptown Park area of Houston. The Galleria Mall (which is really a combination of four – the Galleria I, II, III, and IV being phased in over time) is now the nation's fifth-largest indoor shopping complex, with over 375 stores. In addition, Uptown Park (a European-style outdoor shopping center) is just a few blocks from the Galleria Mall. The area is truly a mecca for both shoppers and those wanting to study shopping behavior. This conference is open to participation from a variety of audiences, including academicians from marketing, psychology, advertising, communications, and consumer economics. In addition, practitioners in or serving the retailing industry (such as promotional and/or advertising agencies) are encouraged to attend. Possible topics include, but are not limited to:

- ▶ Methodological innovations for studying shopping behavior
- ▶ Shopping environments (such as Kozinet et al.'s (2004) work on retail spectacle)
- ▶ Consumers' attitudes toward "physical" shopping
- ▶ The Mall as social gathering place
- ▶ Third party influences on shopping decisions
- ▶ Personality differences between those who prefer physical vs. e-shopping
- ▶ Synergies between brick & mortar retailers and their electronic counterparts
- ▶ Situational factors that promote/inhibit the choice to physically shop

In short, any merger between psychological theory and shopping behavior is welcome. If you are unsure whether your topic might fit with the conference theme, don't hesitate to contact the conference chair (contact info below).

Papers will be selected for presentation at the conference by a program committee knowledgeable about psychology, marketing, advertising, and retailing. Authors of the best papers will be invited to prepare a manuscript for a book entitled *Brick & Mortar Retailing in the 21st Century* to be published by Lawrence Erlbaum Associates. Submissions may be in one of two categories: 1) complete papers, or 2) brief concept papers. Preference for acceptance will be given to papers that provide extensive integration of existing work and/or provide details of a relevant program of research that takes a psychological perspective. Accepted presentations should focus on empirical tests of theory, extensive critiques of theory, discussions of research methods, provide future research agendas, and/or summarize and critique multiple studies. Publication in the book will not preclude publication of related articles in academic journals. Complete papers must be submitted for the book within 30 days of presentation at the conference. Interested participants are encouraged to contact the chair of the conference for guidance.

Continued on next page...

Calls for Papers... (cont'd)

Submissions must be received by **December 15, 2005**. Submissions should be sent to the chair electronically as an attached Word file. A tentative conference program will be available at the SCP website (<http://222.consumerpsych.org>) by March 1, 2006. This conference has always been highly interactive with a modest number of attendees. In keeping with this tradition, the number of attendees is limited to the first 100 registrants.

Hotel Information -- The conference will be held at the Westin Oaks in the Galleria in Houston. This is an ideal location -- right in the heart of the Galleria to allow for some first-hand ethnographic consumer psychology research! The Galleria area offers a diverse array of bars and restaurants in all price categories. To make reservations, contact the Westin Oaks directly at 713-960-8100 (preferred method), through central reservations at 1-800-228-3000 or at their website www.westin.com/oaks and identify yourself as an attendee of the Advertising and Consumer Psychology Conference to receive the conference hotel rate of \$129. Reservations must be made by April 21, 2006 to receive the conference rate.

For more information about The Society for Consumer Psychology or the Advertising and Consumer Psychology Conference, please see our website at <http://www.consumerpsych.org> or contact the conference chair:

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Calls for Nominations

**CALLS FOR NOMINATIONS
AMERICAN ACADEMY OF ADVERTISING
BILLY I. ROSS ADVERTISING EDUCATION AWARD
DUE DATE: **JANUARY 2, 2006****

The American Academy of Advertising is proud to announce its call for applications or nominations for the Billy I. Ross Advertising Education Award. The primary purpose of the 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. The award is presented at the annual conference of the Academy and is accompanied by a cash award and a plaque commemorating the event.

Any member of the Academy may apply or nominate an individual for the award and preference will be given to Academy members. The award is not intended to be an added sum to a project that has already been underwritten by another source. The application or nomination letter should include documentation and other evidence of how the project is an outstanding accomplishment or innovation in the field of advertising education. Letters from others who support the nomination could be added to the documentation, but are not sufficient in and of themselves. Examples of projects might include (but are not limited to) the following:

- ▶ Innovations for teaching a new advertising course
- ▶ Published work about innovative class projects in advertising
- ▶ Published research that advances advertising education
- ▶ Support for materials (such as visual aids) for conference presentations about advertising education
- ▶ Dissemination of information to advertising educators that is helpful in the classroom

More than one award may be made in any given year, but the AAA is not obligated to make an award every year. The Awards Committee will determine the amount of the cash award. Nominations and supporting documentation should be submitted no later than **January 2, 2006** to the Chair of the Awards Committee:

Mary Ann Stutts
Texas State University-San Marcos
McCoy College of Business Administration
Department of Marketing
San Marcos, TX 78666
Phone: 512-245-3190
Fax: 512-245-7475
Email: maryann.stutts@txstate.edu

**CALLS FOR NOMINATIONS
AMERICAN ACADEMY OF ADVERTISING
KIM ROTZOLL AWARD FOR ADVERTISING ETHICS AND SOCIAL RESPONSIBILITY
DEADLINE: **JANUARY 2, 2006****

The Kim Rotzoll Award for Advertising Ethics and Social Responsibility recognizes outstanding contributions to furthering the study and practice of ethical and socially responsible advertising.

The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy. The award is made by the Awards Committee. This is not to be considered as an annual award and will be given only to individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. One need not be a member of the Academy to be considered for the award and any member of the Academy may submit a nomination.

The nomination letter and supporting documentation must provide evidence of the contributions of the nominee. The submitted evidence should be readily identifiable and measurable. For an academic, such evidence is likely to be exhibited in the form of scholarly publications (e.g., books and/or peer-reviewed articles). 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. There must be evidence of lifetime achievement in either ethics or social responsibility.

Letters of nomination and supporting documentation should be sent no later than **January 2, 2006** to the Chair of the Awards Committee:

Mary Ann Stutts
Texas State University-San Marcos
College of Business Administration
Department of Marketing
San Marcos, TX 78666
Phone: 512-245-3190
Fax: 512-245-7475
Email: maryann.stutts@txstate.edu

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**CALLS FOR NOMINATIONS
AMERICAN ACADEMY OF ADVERTISING
THE CHARLES H. SANDAGE "SANDY" AWARD
DEADLINE: **JANUARY 2, 2006****

The American Academy of Advertising is happy to announce the call for nominations for the Charles H. Sandage Award for Teaching Excellence, affectionately known as the "The Sandy."

The award is in recognition of outstanding contributions to advertising teaching. The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy. Any member of the Academy may nominate or be nominated for the award and preference will be given to Academy members. Past Presidents of the Academy are not eligible until five years have passed since they have served on the Executive Committee.

The nomination letter and supporting documentation should provide evidence of lifetime teaching excellence. Letters from others who support the nomination could be added to the documentation but are not sufficient in and of themselves. Examples of excellence might include (but are not limited to) the following:

- ▶ 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 (not sufficient in and of themselves)
- ▶ Innovative course development
- ▶ Innovative ex-class room teaching development

The Awards Committee will evaluate the nomination materials and decide if an award should be given. No more than one Sandy will be awarded in a given year, and there is no obligation to award a Sandy in any year.

Nominations and supporting documentation should be submitted no later than **January 2, 2006** to the Chair of the Awards Committee:

Mary Ann Stutts
Texas State University-San Marcos
McCoy College of Business Administration
Department of Marketing
San Marcos, TX 78666
Phone: 512-245-3190
Fax: 512-245-7475
Email: maryann.stutts@txstate.edu

**CALLS FOR NOMINATIONS
AMERICAN ACADEMY OF ADVERTISING
THE DISTINGUISHED SERVICE AWARD
DEADLINE: **JANUARY 2, 2006****

The AAA Awards Committee would like to remind members of the Academy that they may nominate individuals for the AAA Distinguished Service Award. The Distinguished Service Award is given by the Academy to individuals who have rendered distinguished service to the Academy 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 Academy to be considered for this award. It is expected that the Distinguished Service Award will be given infrequently and only for truly distinguished service.

Nominations should contain substantial supporting materials. Letters from others who support the nomination could be added to the documentation, but are not sufficient in and of themselves. Nominations and supporting documentation for the Distinguished Service Award should be submitted no later than **January 2, 2006** to the Chair of the Awards Committee.

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Job Announcements

JOB ANNOUNCEMENT CHAMBERS DISTINGUISHED PROFESSOR OF ADVERTISING DEADLINE: **OCTOBER 15, 2005**

The Position

The School of Journalism and Communication at the University of Oregon seeks to fill an endowed position for the Chambers Distinguished Professor of Advertising, a tenure-related leadership appointment at the full professor level, beginning in the 2006-2007 academic year. The ideal candidate has outstanding university-level teaching experience in creative and/or management courses, as well as experience in the advertising industry. An advanced degree is required; a terminal degree is preferred. A distinguished record of research in the advertising field is required; knowledge of and involvement in the role of advertising and society are valued.

Responsibilities include:

- ▶ Teaching at both the undergraduate and graduate level;
- ▶ Playing a leadership role in the School's advertising program
- ▶ Participating in the development of the Portland professional master's program
- ▶ Continuing an advertising research program
- ▶ Industry outreach at the local, national and international levels
- ▶ Service activities at the School and University level.

Review of applications will begin **October 15, 2005**

The School of Journalism and Communication

The school offers doctoral and master's programs in communication and society as well as professional master's programs in news/editorial, magazine, campaign management and literary nonfiction. The undergraduate program serves more than 1,400 majors and pre-majors in six majors: advertising, communication studies, electronic media, magazine, news/editorial and public relations and approximately eighty graduate students in master's and doctoral programs. Accredited by ACEJMC, the School is nationally known for its commitment to teaching excellence. The School anticipates launching a professional master's program in strategic communications in Portland by the 2007-08 academic year. More information is available through our web site at: jcomm.uoregon.edu

The University of Oregon

Located 110 miles south of Portland, the University of Oregon has an enrollment of 20,000. The Eugene metro area (pop. 215,000) is in a region noted for its high quality of life. We are about an hour's drive from the Pacific coast and the Cascade Mountains. The University is an AAU research institution and a member of the Pac-10 conference.

JOB ANNOUNCEMENT PUBLIC RELATIONS FACULTY SEARCH DEADLINE: DECEMBER 1, 2005

The College of Communication at Marquette University is seeking applicants for a tenure-track assistant professor position in public relations to begin in Fall 2006. Candidates should have a thorough grounding in the communication discipline and be able to teach graduate and undergraduate courses in public relations. Teaching areas may include but are not limited to the following: public relations principles, public relations writing, public relations campaigns and graduate-level integrated advertising and public relations management. Ph.D. preferred. ABDs considered (will have one calendar year from the date of the initial contract to complete the doctorate). Professional public relations experience desirable. The successful candidate will be expected to maintain a record of scholarly publications, participate in service activities, support the university's mission, teach and advise students.

Marquette University is an urban, Catholic, Jesuit institution located in Milwaukee, WI. As a university, we are committed to excellence, faith, leadership and service to others. The College of Communication has recently received a gift of \$28 million from alumni J. William and Mary Diederich, the largest individual gift the university has ever received. The gift will help the college to become one of the top institutions for educating students to be leaders in the converging world of print, broadcast and electronic communication through curricular innovation, cutting-edge research, and access to experts in the field.

Interested individuals should submit a cover letter, curriculum vitae, three letters of reference and the names, addresses and phone numbers of the three references. Send the application to ADPR Search Committee, College of Communication, Marquette University, P.O. Box 1881, Milwaukee, WI 53201-1881. No electronic submissions accepted. The application deadline is **December 1, 2005** or until filled. Questions may be addressed to joyce.wolburg@mu.edu. EO/AEE.

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Photo Gallery...Asia-Pacific Conference



(l to r) Daryl Orris (Hong Kong Baptist University) and Don Schultz (Northwestern University)



(l to r) Professors Dinghai Jin (Head of Chinese Mainland Scholar Delegation) and Marilyn Roberts (University of Florida)

Right: (l to r) Jason Chambers (University of Illinois at Urbana-Champaign), Hong Cheng (Ohio University) and Osei Appiah (Ohio State University)



(l to r) Charles Patti (Queensland University of Technology) and panelists Gayle Kerr (Queensland University of Technology), Yasuhiko Kobayashi (Aoyama Gakuin University) and Ilchul Kim (Dong Eui University)

Photo Gallery...NSAC in Houston



Below (clockwise from top left): John Livingston (communication design major), Albert Nance (advertising major), Ashley Brinkman (advertising major), Jennifer Whitaker (advertising major/communication design minor), and Matt Kuhles (communication studies major/advertising minor)



Left: Judges Murray Gaylord (Yahoo!) and Alda Abbracciamento (Soho Square)

Right: Texas State University San Marcos presenters and their trophy



All NSAC photos on this page are photography by Steve Maller.

AAA Newsletter Editorial Policy on Submitting Calls for Papers, Proposals, Nominations, etc.

All calls must conform to the following guidelines:

1. Calls should be no more than 175 words total, not including contact information (see Sample Call below)
2. Type calls in a Word or rich text format (rtf) file (no PDFs, please)
3. Single space paragraphs and double space between paragraphs; bullet items that group together well, such as a list of possible topics
4. Write the call in accordance with the Sample Call, provided below
5. Provide these additional details:
 - a. Organization making the call
 - b. Reason for the call
 - c. Date of the call (if a conference, provide conference start and stop dates)
 - d. Submission deadline
 - e. Theme (if a journal, provide special issue topic)
 - f. Brief list of topics (in bullet format)
 - g. Chair's name and complete contact information
 - h. Direct link to the complete call on your website (we'll link from the call you submit to the AAA Newsletter to your complete call on your website, where our members can get additional details if needed)
6. Ensure that all information is accurate (the Editor will edit for spelling, grammar and punctuation but not accuracy of factual information such as deadlines, email addresses, etc.)
7. Email all calls, job announcements or other items for the newsletter to the AAA Editor, Shelly Rodgers (srodgers@missouri.edu) or use our online submission form, located at: <http://www.missouri.edu/~rodgerss/submission.html>
8. Calls are due by the following dates:

AAA Newsletter Published on:

- ▶ March 1
- ▶ June 1
- ▶ September 1
- ▶ December 1

Call is due by:

- ▶ February 15
- ▶ May 15
- ▶ August 15
- ▶ November 15

Here’s an example of how to set up your call:

The 25th annual Advertising and Consumer Psychology Conference will be held May 19-21, 2006, in Houston, Texas. The conference is sponsored by the Society for Consumer Psychology (SCP) and will feature participation by academic researchers and practitioners involved in the retailing industry. The theme of the conference is “Brick & Mortar Shopping in the 21st Century.”

Possible topics include, but are not limited to:

- ▶ Methodological innovations for studying shopping behavior
- ▶ Shopping environments (such as Kozinet et al.’s (2004) work on retail spectacle)
- ▶ Consumers’ attitudes toward “physical” shopping the Mall as social gathering place
- ▶ Third party influences on shopping decisions
- ▶ Personality differences between those who prefer physical vs. e-shopping
- ▶ Synergies between brick & mortar retailers and their electronic counterparts
- ▶ Situational factors that promote/inhibit the choice to physically shop

The submission deadline is **December 15, 2005**. For more information about The Society for Consumer Psychology or the Advertising and Consumer Psychology Conference, please see our website at <http://www.consumerpsych.org> or contact the conference chair:

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Recruiting AAA Members

Help us grow! The AAA Membership Committee is asking for your help in recruiting new members.

Do you have a colleague in your department who is unaware of the AAA? Or, a graduate student in your program who is pursuing an academic career and hasn't taken advantage of the benefits of the Academy? The AAA Membership Committee needs your assistance in recruiting new members, and in spreading the word about the AAA and what it has to offer.

Did you know that:

- ▶ Regular membership is only \$60.00 per year.
- ▶ Student membership is only \$30.00 per year.
- ▶ Members receive the Journal of Advertising, AAA Conference Proceedings, official AAA mailings, and the on-line AAA newsletter – all at no additional cost.
- ▶ A subscription to the Journal of Advertising alone (without membership) costs \$74!
- ▶ Members are eligible for a variety of industry fellowships and research grants.
- ▶ The annual AAA conference features cutting edge advertising research, presented in a friendly and collegial environment.
- ▶ AAA conference registration fees are among the lowest of any academic conference, and include several meals, receptions, and a special Saturday evening social event.
- ▶ Joining the AAA is so easy. Simply, go to the AAA website (<http://americanacademyofadvertising.org/>) and complete the application form.

The AAA website is also an excellent source of information about the Academy and the benefits of membership. The future of the American Academy of Advertising depends upon our continued growth. Do your part. Recruit a new member or two, or three... The AAA Membership Committee thanks you, and so will the new members you helped to recruit!