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The President's Column

by Pat Rose

An interesting thing happened on the way to 2006...I broke a leg, literally. However, despite being in Southern Chile, in the hospital Christmas day, and prolonging a "vacation" of sorts until the doctors allowed me to fly home, I came to fully understand the reality that we are all dependent on others.

It is with this thought in mind that I want to start my term of office in thanking each and every one of you for the role you play within this organization. Each of you is important – and I, and the members of the Executive Committee, am dependent on you. Under the direction

of past presidents this organization has thrived, but only with your help. This past year, under the direction of Ray Taylor, we continued to grow our membership (achieving our goal of 500 plus members) and ensure our economic stability. Last year's conference was a huge success, with a record high



Pat Rose

President, p. 2

AAA Legends and Leaders

by Don Jugenheimer

Several members of the Academy have asked about former leaders of AAA who are no longer in active leadership roles. I've been asked to contribute some updated bios about these individuals because I have what was called an "historical perspective," which I think is a nice way of saying "getting old and outliving everyone else".

These background bios on former leaders will appear in the AAA Newsletter throughout the year 2006, with a couple of them in each issue of the Newsletter. Helen Katz and Billy Ross are our first two featured guests.

Helen Katz

When she was President of AAA, Helen Katz was with DDB Needham Worldwide in Chicago. In 1999, she moved to New York to oversee media research at ZenithOptimedia. She returned to Chicago in 2000, working as a consultant. Then the following year, she joined GM Planworks, a unit of Starcom Mediavest Group dedicated to General Motors advertising.

A year ago, Helen moved to a newly created role as a Director in charge of contract negotiations and consolidations across both SMG and its Publicis sibling, ZenithOptimedia.

Her third edition of *The Media Handbook* is to be published this year.

Other than participating in occasional Special Topics workshops, Helen has had little time for deep involvement in AAA during the past ten years, although she continues to review articles for the *Journal of Advertising* and she remains in touch with many people in the Academy and enjoys reading about the activities and research studies that are being done today.



Helen Katz

Legends, p. 9

President, cont'd p. 1

attendance of 229. The Asia-Pacific Conference (thanks to the hard work of Hong Cheng, Kara Chan, and Bob King) not only exceeded our wildest dreams – but was also a lot of fun. And, with the work of the Publications' Committee, we totally validated our Conference Proceedings by signing an agreement with both Proudest and EBSCO to publish the proceedings in their databases.

Speaking of our Conference – Reno is right around the corner, and we anticipate a record number of attendees (see Jef Richard's report on papers, p.6). In addition to some terrific papers (yes, I've read some of them), we have two fabulous pre-conferences: "*CREATIVITY RESEARCH IN ADVERTISING*" and "*SPONSORSHIP-LINKED MARKETING COMMUNICATIONS.*" We will also celebrate April Fool's day in style - with a Lake Tahoe dinner cruise aboard The Tahoe Queen. I hope to see each and every one of you there – presenters, reviewers, committee members, and friends.

Fortunately for all of us, almost all of last year's committee chairs agreed to a second term of office so that the Academy could move ahead without skipping a beat, and each chair has agreed to "groom" a replacement should he/she not be in a position to serve next year. New 2006 appointments: Herb Rotfeld, Chair of the Publications Committee (a big job this year – we are interviewing for a new *JA* Editor) and Mary Alice Shaver, Representative to ACEJMC starting in June. Additionally, one of my first "assignments" was to appoint a group of past-presidents to look at some of the strategic/long term planning issues facing the Academy; these include both long term financial needs as well as the "internationalization" of the organization both in membership and possible affiliations.

While many of the committee charges remain the same, the Industry Relations Committee has been charged with outreach to other professional organizations to attempt to make sure we are working together to reach the same overall goal. Towards that end, I have invited Bob Barocci, President and CEO of the Advertising Research Foundation, to be our keynote speaker at this year's conference. Bob will address us Saturday, at noon, with his perspective on what the profession needs in the way of advertising research and what we, the Academy, are



Pat Rose, while on vacation in southern Chile, feeds a llama while waiting for a broken leg to heal enough to return home to the U.S.

providing (an interesting follow up to Hairong Li's session on Friday afternoon). Similarly, the International Education Committee is charged with forging relationships with other educators and to assist in improving the knowledge of all advertising educators, worldwide. I've already read a verbose exchange among the members of this committee and I anxiously await the committee's report and recommendations, as well as those of the other committees.

Finally, the Academy continues to move into the electronic age. The EC voted to provide LCD's for all the paper and special topic sessions at the conference (PowerPoint is here to stay), the Asia-Pacific Conference Proceedings are on the AAA website, and we will be putting the directory on our website, password protected for members only.

We, the EC, hope we're meeting your needs, but we need you to tell us what they are. Thus, the first question of the year is (be careful, you'll probably find one of these in each newsletter)...

The directory will be online, starting June 2006. Do you still want hard copies of all AAA member addresses/emails/etc.?

Please click on the hyperlink here and simply say "yes" or "no," or send an e-mail directly to me at rosep@fiu.edu.

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A Conversation with...Marty Horn

Bio



Marty joined DDB when Ford was president, disco was king, and Sadaam was a valued ally. Since those days of yore, he has unearthed consumer insights and developed communication strategies for numerous clients such as Anheuser-Busch, McDonald's, Henkel and State Farm, to name just a few.

Armed with this experience, Marty was named Director of U.S. Strategic Services in 2005. In this role, he is responsible for harnessing the power of DDB's proprietary tools, resources and consultative services – including Life Style, Brand Capital, and The Marketing Olympics – for the sole purpose of assisting clients throughout the DDB network in energizing, invigorating, and, ultimately growing their brands.

Marty received a Bachelor's and Master's Degree in Communications from the University of Connecticut. He has published articles in the Journal of Advertising, Journal of Advertising Research, International Journal of Sports Marketing and Sponsorship, and Values, Lifestyles and Psychographics. He is a member of the Association for Consumer Research and has served on its Board of Directors.

Q&A

Q What type(s) of research does DDB Needham do?

A We do whatever it takes to build the right creative strategy for tackling a client's issues. That might involve sitting down with a consumer and speaking to them one-on-one for a while. It might require us to hear several people react in focus groups to some ideas we have. Other times we may have to do a large survey to get a better sense of what people think of a client's brand and how much "in love" they are with it. Sometimes it's not what people say in focus groups or how they respond to a survey that matters; rather, it's how they actually behave – in which case ethnographic research is called for. And as more and more clients demand greater accountability, we have specialists in econometric modeling who can advise client's on the most efficient use of their marketing dollars.

Q What research do you personally do, or oversee?

A I'm in charge of the DDB Life Style Study, a nationwide survey of people's opinions, hopes, interests, dreams, fears, desires and self-image. We've conducted this study every year since 1975. What keeps this study as fresh – and as valuable – today as it was 30 years ago is that it helps us to better understand what a person wants out of life. We believe that people choose certain brands not just for what they functionally provide, but for what they emotionally provide. The key to a brand's success lies in large part by demonstrating how that brand, in its own way, helps people get what they want out life.

The Life Style Study is conducted through a consumer mail panel. We send out 5000 questionnaires to heads of-households 18 years of age and older. We get back about 3000 – not too shabby when you consider that people are

answering over 1000 questions! We use U.S. Census data to balance the sample.

The mail panel survey has worked very well for us, but on-line is the New World for market research. So, beginning in 2006, Life Style will be an online study. Granted, this shift is not perfect and has lots of wrinkles to iron out, but we think in the long-run it makes a lot of sense for us to do the study this way. We'll still be using a panel of consumers; they'll just be online panelists.

Q Who can gain access to the survey and how? How has the survey been used by DDB, its clients and others?

A The DDB Life Style is funded by the agency and provided as a service to our clients. So, if, for example, we need to find out more about the kind of woman who shops at JCPenney, or want to learn more about the psyche of the young adult who frequently eats at McDonald's – or if situation warrants – the young adult woman who shops at JCPenney's and frequently eats at McDonald's! – we can go into the database and "pull out" those people

Horn At A Glance

Company: DDB

Position: Senior Vice President, Director of U.S Strategic Services

Education: M.A., Communications, University of Connecticut

Selected Clients:

- ▶ Anheuser-Busch
- ▶ McDonald's
- ▶ Henkel
- ▶ State Farm

Website: <http://www/ddbchi.com>

Horn, p. 9

Featured Research

Return on Advertising

by Roland T. Rust

My work on Return on Advertising reaches all the way back to the 1970s, when I did my doctoral dissertation at North Carolina on optimal television advertising schedules. That work involved mathematical models of the media exposure that would be expected to result from a particular media schedule, which could then be used to obtain optimal media schedules so as to maximize profitability (Rust 1986). Ultimately I built, along with Peter Danaher, optimization models that used exposure model outcomes as inputs, to maximize the ROI of advertising expenditures (Danaher and Rust 1994, 1996). Of course maximizing ROI is not the same as maximizing the resulting net present value, so there was still considerable work to do.



Roland Rust

This work coexisted with work by quantitative modelers such as Frank Bass and his colleagues that involved econometric time series models of the sales effects of aggregate advertising expenditures. The differences between the two types of models were conceptual as well as methodological. The media models that I was involved with always dealt with customer heterogeneity, and were validated on datasets in which the behavior of individual customers could be measured. The econometric time series models were based instead on aggregate expenditures and aggregate sales.

The econometric time series models could do a good job of estimating return on advertising, given a long enough data series and enough control variables, but both of those things are problematic. Many companies do not have years of data, and in any event there are many, many variables other than advertising that influence sales. I ultimately concluded that exclusive reliance on econometric time series models for evaluating return on advertising was ill-advised.

Meanwhile, I had expanded my research to a broad strategic framework that included all marketing expenditures and not just advertising. Return on investment was evaluated according to the impact that an expenditure had on the firm's customer equity (the sum of the customer lifetime values of all of the firm's current and future customers) (Rust, Lemon, and Zeithaml 2004).

Rust At A Glance

University: Robert H. Smith School of Business, University of Maryland

Position: David Bruce Smith Chair in Marketing, Chair of the Department of Marketing, Editor of the *Journal of Marketing*

Education: Ph.D. in Business Administration, University of North Carolina at Chapel Hill

Advertising Awards: 1994 AAA Outstanding Contribution to Advertising Research, 1993 Best Article Award from the *Journal of Advertising*

This approach, unlike that of the econometric time series approach, is based on the behavior of individual customers, and the data are obtained largely from surveys, similar to customer satisfaction surveys. The chain of effects is:

Expenditure => Shift in Perceptions or Attitudes => Shift in Utility => Shift in Choice Probability => Shift in Brand Switching Patterns => Shift in Customer Lifetime Value => Shift in Customer Equity

Return on advertising can then be calculated according to:

$$ROA = (\text{change in Customer Equity} - E) / E$$

where E is the net present value of the expenditure. This approach can be implemented by companies that do not have a long time series of data, and the fact that attitude or perception shifts are modeled instead of sales gets rid of the effects of variables that contaminate aggregate sales. Using this approach a firm can project the ROI from an advertising campaign before the fact, or can evaluate the ROI from the campaign after the fact. Any type of advertising (or for that matter, any type of marketing expenditure) can be included. The use of customer equity as the criterion is advisable because 1) it takes into account the long-term value of customers, which short-term measures such as market share do not, and 2) customer equity has been shown to be a reasonable proxy for the value of the firm.

My expectation is that companies will increasingly employ these customer-centered models to complement their use of traditional econometric time series models. More than ever before, it is now feasible to model return on advertising.

Rust, p. 6

Featured Research

The End of Television?

by Dean Krugman

“This is the end, beautiful friend, This is the end, my only friend, the end”

The End, The Doors

I am confident that AAA member and rock & roll aficionado, Lance Kinney can sing the words to the tune of “The End”. The tune pops into my head every time I read what the experts have to say about television.

Certainly, there is no shortage of projects focusing on the profound changes in television. For example, my friend and colleague Horace Newcomb, Director of The Peabody Awards, at the UGA, was one of a small group of scholars invited to participate in a forum at the Hebrew University in Jerusalem. The project titled, “The End of Television?” was hosted by Elihu Katz, one of the pioneers of television research. The project is still in progress.

I and others have examined the differences between cable and pay cable viewers (Krugman and Eckrich 1982), cable and VCR growth and network audiences (Krugman and Rust, 1987, 1983) and VCR viewing (Krugman and Johnson 1991). Generally, the services and technologies started to make a

approach to examining interest and attention to programs and commercials. For standard broadcast fare individuals watch programming about 60% of the time. Individuals pay attention to commercials approximately 33% percent of the



Dean Krugman

Eyes On Screen (EOS)

	EOS	EOS DVR
Traditional TV Programming	62.3% ¹ , 60.7% ²	85.1% ³
Commercials	32.75% ¹	Negligible ³
VCR Movie Rentals	81.7% ²	N/A

difference when they penetrated about 30% of the television homes. They dramatically changed the way people consumed television. We focused

on audience consumption in a changing environment; however, there were few questions centering on the end of television.

Twenty or so years later, as the viewing landscape continues to shift, I wonder -- Am I humming “The End” out of amusement because television viewing has been in a constant state of change and there really is no such thing as the end? Or, are we at a time of great change with respect to television viewing? Findings from a few studies from 1991 to 2005 may help set your thinking in motion on the matter. Table 1 shows the results of three studies which examined eyes on screen (EOS). EOS measures how much time an individual looks at the set as opposed to tending to other matters while the television is on. The technique remains a reliable

time. A major shift occurs with VCR rentals (and I suspect DVD rentals). We see an EOS of approximately 82%. This is because people spend greater time with programming when they have a more vested interest in viewing. The right hand column reports Sarah Smith’s doctoral work at UGA (Smith 2005) in which she examined household use of Digital Video Recorders (DVR). Sarah found that EOS is now dramatically higher (85%) for traditional broadcast programming being viewed through a DVR. Such programming is much more similar to the vested interest viewing of VCR (DVD) movies. EOS for advertising is negligible mainly because almost all the subjects fast forwarded through the commercials.

In short, purposeful recording and viewing boosts up attention to traditional broadcast fare and takes a huge toll on ad viewing (I caution that the subset of advertising viewing is too small to draw any definitive

Krugman At A Glance

University: The University of Georgia

Department: Advertising and Public Relations

Education: Ph.D., Communications Research, University of Illinois

Expertise:

- ▶ Health Communications
- ▶ Mass Media Audiences
- ▶ Advertising Management
- ▶ Warnings for consumer products

Awards: Recipient of the 1990 research award from the Society of Teachers of Family Medicine for an article on adolescents and warnings in cigarette advertising. Recipient of the 1995 outstanding research article award from the *Journal of Advertising*.

Krugman, p. 8

Tales of a Conference Proceedings

by Jef Richards

When my name was put in the hat to run for Vice President, I was fully aware that this is one of the most time consuming positions in the Academy. It is the VP, after all, that is saddled with coordinating the review of manuscripts for presentation at the annual conference, and then compiling that material into a published Proceedings. And I wasn't incredibly surprised at all the hidden details the average AAA member never sees, in the processing of these papers and the planning of the conference. But I had not expected that this year would be a record-breaker.

A couple of years ago there were 111 papers submitted for competitive review, seeking a spot on the conference program. Last year the number was up: 125. That's a large number, demanding an even larger number of "volunteer" reviewers. It was a record. But this year shattered that record. I received 149 papers! Finding enough reviewers was a very real challenge, but it was astounding to me just how many people generously volunteered to help, even offering to do more than their fair share.

The next problem was that an enormous number of those submissions garnered very positive reviews, even raves. Bob King has negotiated a fixed number of presentation rooms over a finite number of days, which limits just how many papers can be accepted. The traditional number of papers accepted is 54. That wasn't even close to enough slots, given the quality and quantity of submissions. I cried and begged and stomped my feet, and the Executive Committee discussed the problem at some length. In the end, I was allocated an extra time slot and I increased the number of papers per session from 3 to 4. This cuts a few minutes off of every presentation, but it seemed the best alternative open to us.

In the end I was able to accept a whopping 76 papers. That, too, is a record. But there were at least a dozen more that I wanted to accept. And in years past I think the reviews those additional papers received would have guaranteed them a spot on the program. I really hope some of them will polish those papers and submit them next year! I discussed acceptance criteria with Vice Presidents from previous years, and it's clear that I was forced to raise the bar. And I was both

surprised and pleased to see that many of the accepted papers had as their lead author, or sole author, graduate students. When I first joined the AAA, my impression was that very few graduate students were participating in the conference. Times clearly have changed.

Oh, there's one more thing I hadn't anticipated when taking this position: just how much I'd enjoy getting to know so many AAA members (and non-members) with whom I'd never before had an opportunity to interact. I even enjoyed dealing with those who so graciously accepted that their paper had been rejected. I literally dealt with hundreds of authors and reviewers, and almost without exception these were positive, pleasant, experiences. It's a terrible job. It's also a great job. But in the end one thing stands out: it's a wonderful group of people.



Jef Richards

Rust, cont'd p. 4

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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 the 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>

Reflections on what AAA means to me

by Joaquin Aldas-Manzano

September 1998, Valencia (Spain). In those days I was a doctoral student preparing my doctoral thesis on Advertising Media Planning. I needed to access some of the papers Dr. Leckenby had published in the AAA Conference proceedings, and I subsequently became a member of the AAA. It has not been easy. Only Bob King knows how many logistical problems I have had to pay my fees to an association which does not accept credit cards (joke! And thanks Bob).

Geographical distance has not allowed me to attend the AAA Conference in all these years. It is true I have not been able to enjoy the warmth of the Academy members at the annual Conference; but reading the proceedings and this Newsletter has developed a feeling of being part of a group of rigorous researchers and a group of really good people. The invitation to write this Reflections column is a good example of this. Which other Association would be interested in the opinion of an unknown professor from abroad?

Receiving the *Journal of Advertising* is a refreshing experience which, fortunately, takes place four times a year. I have probably read hundreds of journal articles from dozens of journals, but few of them are able to combine such a rigorous approach to advertising research with the exact level of methodological complexity. It is one of the few journals I can recommend to my undergraduate students with being sure that equations are not going to mask managerial implications.

I know these reflections should be written in an upbeat tone, but allow me to state an advantage of being a member of the AAA that is particularly important for me. Since I became a member, the U.S. had enjoyed and suffered different historical events. As a member of the AAA, distance has not been important for understanding laugh and sorrow. For instance, when I was watching Katrina's news in TV last month I stood up and took the AAA membership directory from the bookshelf. I read the names of some colleagues from the Southeastern universities, and I was able to associate faces to events.



Joaquin Aldas-Manzano

Reflections, p. 8

Reflexiones acerca de lo que la AAA significa para mí

por Joaquin Aldas-Manzano

Septiembre de 1998, Valencia (España). Por aquel entonces yo era un estudiante de doctorado que estaba preparando su tesis doctoral sobre planificación de medios publicitarios. Necesitaba acceder a algunas de las comunicaciones que el Dr. Leckenby tenía publicadas en el libro de actas de la Conferencia de la AAA, y así me convertí en miembro de la Academia. Y no ha sido fácil. ¡Sólo Bob King sabe cuántos problemas logísticos he tenido para poder pagar mi cuota a una asociación que no acepta tarjetas de crédito (¡es broma! Y gracias por todo, Bob).

La distancia geográfica no me ha permitido asistir a la Conferencia de AAA en todo estos años. Es verdad que por ello no he podido disfrutar de la compañía de los miembros de la Academia en la Conferencia anual; pero la lectura del libro de actas y este Boletín que ahora tienen en sus manos me han permitido tener la certeza de que la AAA está formada por un grupo de investigadores rigurosos, es cierto, pero también por grupo de excelentes seres humanos.

La invitación para escribir estas Reflexiones es un buen ejemplo de ello. ¿Qué otra asociación tendría interés por conocer el punto de vista de un profesor extranjero desconocido?.

Recibir el *Journal of Advertising* es una maravillosa experiencia que, además, ocurre nada menos que cuatro veces al año. Probablemente habré leído centenares de artículos en distintas revistas especializadas, pero pocas de ellas son capaces de combinar una aproximación tan rigurosa a la investigación en publicidad con el nivel justo de complejidad metodológica. Es una de las pocas revistas que puedo recomendar a mis estudiantes de grado con la tranquilidad de que el exceso de ecuaciones no va a enmascarar las relevantes implicaciones directivas de sus artículos.

Sé que estas Reflexiones se deben escribir en un tono optimista, pero me van a permitir ustedes que, saliéndome de este tono, destaque una ventaja de ser miembro de la AAA que es especialmente importante para mí. Desde que me hice socio de la AAA, los EEUU han disfrutado unas veces y padecido otras, muy distintos acontecimientos históricos. Mi pertenencia a la AAA, ha permitido que la distancia geográfica no me haya impedido compartir con

Reflexiones, p. 8

Reflections, cont'd p. 7

Fast forward to October 2005. I am now an Associate Professor at the University of Valencia in Spain, and I still think that the decision I took 7 years ago was worth it, certainly I and my students continue to benefit from my membership to the AAA.

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Reflexiones, cont'd p. 7

mis compañeros norteamericanos los gozos y las sombras de estos años. Hace unos meses, a modo de ejemplo, cuando estaba viendo en la televisión las noticias sobre el Katrina, me levanté de la silla, cogí el directorio de miembros de la AAA y busqué los nombres de compañeros de las universidades del sudeste. Esto me permitió poner caras conocidas al ciudadano anónimo que veía en esas noticias y sentirme más cerca de ellos.

Octubre de 2005, mucho tiempo ha pasado ya. Aquel estudiante de doctorado es ahora Profesor Titular en la Universidad de Valencia en España y cada vez está más convencido de que la decisión que tomó de asociarse hace ahora siete años mereció realmente la pena, para él y para sus estudiantes.

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Krugman, cont'd p. 5

conclusions). Consumer control is radically heightened and people are now negotiating their own kind of viewing. Many viewers insist they can't go back to watching television without their DVR (Smith 2005).

In 2005 DVR household penetration was 10%. It may be a leaky assumption to think that the next wave of DVR viewers will behave similarly to the first 10% for at least two reasons, 1) earlier consumers tend to be those really into video adoption and likely more active in their approach, and, 2) the technology has not yet settled. Even with these caveats, my feeling is that we are looking at a viewing/consumption change that vastly exceeds what we have seen in earlier technologies.

So -- When DVR's reach 30-40% of US households, let me know what tune pops into your head.

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Legends, cont'd p. 1

Helen would be happy to hear from any AAA friends and associates, via e-mail at helen.katz@smvgroup.com or by telephone at (312) 220-6706.

Billy Ross



Billy Ross

Billy Ross, the only remaining founder of the Academy, was the second President of AAA and Fellow of the Academy. He is Professor Emeritus at Texas Tech University and still serves as Distinguished Professor at Louisiana State University, where he is on campus at least twice a year and works on special projects, research and consulting.

Bill just completed the book *Advertising Education: Yesterday, Today and Tomorrow*, the third update of

his SIU doctoral dissertation; Jef Richards and Anne Cunningham Osborne worked with him on this edition.

Besides working in AAA, Bill was President of the American Society of Journalism School Administrators and was active in Kappa Tau Alpha and other academic organizations. He also taught at the University of Houston and at Kentucky Wesleyan College, in addition to chairing the mass communications program at Texas Tech University. He also served in the military, retiring as a Colonel in the U.S. Army and received The Legion of Merit.

Bill now lives half the year in Lubbock, Texas, telephone (806) 798-0616, and summers in Alto, New Mexico, telephone (505) 336-4149.

His e-mail addresses are billy.i.ross@ttu.edu and bilross@lsu.edu.

Horn, cont'd p. 3

for examination. (That's easy to do since we have a lot of questions in the questionnaire pertaining to current clients). Life Style also is used extensively in new business pitches. If we have been invited to pitch, say, an online travel service, we can look at people who have booked travel online in the past 12 months, see how they have responded to all the questions on the survey, and determine how they are unique from (or similar to) the rest of the population. We then create a Life Style Profile, a kind of dossier, on who this person is, how they think, what they like to do, how they view themselves and the kind of image they like to portray to others, and so on. These profiles provide an up-close-and-personal portrait of who the "typical" customer is of an on-line travel service. Getting to know this person as just that – a person – and not simply a consumer of goods and services, helps us to craft messages with a more personal touch, as if we are speaking to a friend or colleague, not just someone who buys stuff.

We also provide access, to professors and graduate students. We charge \$1000 for each year's

worth of data. Because a lot of Life Style questions are proprietary to our clients, there's only so much product-specific information we can provide. And, the data set you receive is two years old. For instance, this being 2005, the most recent data set we'd make available is from 2003.

Q How important is lifestyle analysis as a component of consumer behavior?

A As I mentioned earlier, people seek out those brands that, in some degree, help them fulfill what they want out of life. So, if you can find out what makes a person tick – how they think, how they act, what they like to do, what they avoid – you start to appreciate who this person is not simply as a "target" but as a flesh-and-blood human being. All communication, even mass communication, is really a one-to-one conversation. So the better we know the person we are talking to, the richer and more productive our conversation.

Q Do people with similar lifestyles have similar consumption habits?

Actually, you can flip that question

around: do people with similar consumption habits have similar lifestyles? The answer in either case is "yes." Obviously, no two people are alike, and the motivations for why one person eats a Big Mac may be entirely different from why another person eats a Big Mac. However, I am often struck at how similar people are who have similar consumption habits. Let me give you an example. We do another study called the Brand Capital Study. It's a study the agency conducts in 26 countries. Many of the questions on this particular study are lifted from the Life Style Study. One pattern we consistently see is that the things that make a user of a particular product unique in one country are the same things that make a user of that product unique in another country. That's not to say user A is always identical to user B across cultures. However, what sets User A apart from others in Country A tend to be the same things that set User B apart from others in Country B. In other words, users of a particular product across cultures are, in many respects, kindred spirits.

Graduate Students Speak...

by *Yongjun Sung*

The American Academy of Advertising means a lot to me. The 2003 Denver conference was the first AAA conference I had attended, and the first academic conference at which I presented a paper on my own. I try to attend the AAA every year without fail because it provides good experiences, benefits and great memories.

Since I entered the Ph.D. program at the University of Georgia, each Fall semester I ask myself, "What am I going to submit for the AAA conference?" If I can't answer that question, I'm a bit nervous, a bit stressed, and I get myself moving. It's not an option anymore; it's the paper I have to finish before the October deadline every year. If it sounds like I'm just a little bit into it...that's right! I am very committed to the AAA and I want to have a long-term relationship with the Academy and the people in it.

I get a great deal of satisfaction from being a member of AAA: friends, ideas, information, and networking. Although I have been a member for only three years, already I have had ample opportunities to get to know a lot of professors, graduate students, and practitioners, to share ideas, and to build networks. The friendly atmosphere is ideal for any graduate student to present a paper, and get invaluable comments and encouragement.

I've gone to other academic conferences; each has its strengths. But sometimes I have to pay \$200-\$300 for registration and membership alone. Like most graduate students, I'm economically challenged. I have to pick and choose the conferences I want to attend. AAA is the one I choose first, the one on which I've decided to spend my money, time, effort, and intellectual resources. In my opinion, no conference provides a better chance to meet advertising people, share intellectual ideas in advertising research, learn the latest advertising news, and of course, to have good food and plain good fun. There is no better deal for graduate students, or for anybody interested in advertising.

Fortunately, since I first attended the Denver 2003 AAA conference, I have been able to attend and make a presentation every year. I hope to continue this tradition for many years to come. See you there!

Sung is a doctoral candidate at the University of Georgia. His main research interests include brand personality, consumer-brand relationship, consumer psychology, and health communication. He taught Advertising and PR Research courses at the University of Georgia for three semesters and is currently teaching Media Planning. Sung is working on his doctoral dissertation under the direction of Professor Spencer F. Tinkham. He is investigating the determinant roles of self concept and brand personality in persuasion and consumer's brand choice.



Yongjun Sung

Laura Bright

Laura Frances Bright is pursuing a Doctorate in Advertising at UT Austin. She completed a Master's in Advertising at UT Austin (May 2004), with a thesis that focused on "intra-site" advertising and its effect on the online consumer experience. In addition to school responsibilities, Bright maintains a position as a partner at an Austin-based web development firm. To integrate her business and academic lifestyles, she applies her research findings toward better creation and management of client websites. Her research focuses on interactive advertising, web design and website usability in terms of effects on consumers. Currently, she has two studies underway examining: 1) visually rhetorical advertisements online and their ability to enhance consumer experience, and 2) "intra-site" advertising and its ability to increase information flow online.



Laura Bright

Bright's faculty advisor is Dr. Patricia A. Stout. For more information, please visit: <http://www.brightwoman.com/> and <http://advertising.utexas.edu/whoweare/people.asp>

Felicia Miller

Felicia Miller is currently a Ph.D. candidate at the University of Cincinnati. She earned her B.S. in Economics (concentration: Marketing) at the University of Pennsylvania's Wharton School of Business. Felicia's research interests are in the area of managing mature brands and brand-consumer relationships. Her interests and insights are largely informed by her decade of work experience in Brand Management at Procter & Gamble. Felicia has presented her research at major marketing conferences sponsored by the American Marketing Association and the Society for Consumer Psychology. She is continuing to build her research portfolio and at this time is focused on her dissertation, which examines the multifaceted nature of brand meaning and meaning transfer in the context of mature brands.



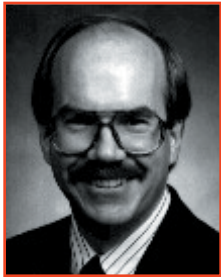
Felicia Miller

Miller has taught Advertising Management and Introduction to Marketing at the undergraduate level. Her service efforts include serving as a member of the PhD Project's Marketing Doctoral Student Association planning committee and as a reviewer for the AMA's Summer Educators' conference. Felicia is advised by Dr. Chris T. Allen. She plans to complete her Ph.D. program June 2006.

Hong Kong Professor Wins President's Award

Professor Kara Chan of Hong Kong Baptist University obtained the 2005-06 President's Award for Outstanding Performance in Scholarly Work for "excellent performance" in research and scholarly work.

Journal of Public Policy & Marketing Gets Three New AAA Associate Editors



George R. Franke



Debra J. Ringold



Charles R. Taylor

Three AAA members will serve as associate editors of the *Journal of Public Policy & Marketing* during the editorship of Ronald P. Hill, beginning July 1. The three members include: George R. Franke (University of Alabama), who has won best-paper and outstanding-reviewer awards from the *Journal of Advertising*, Debra J. Ringold (Willamette University), who was a member of the *JA* editorial board from 1997 to 2005,

and Charles R. Taylor (Villanova University) who currently serves on the *JA* editorial board and is immediate past president of the Academy. All three scholars have published extensively on topics relating to advertising and public policy.

O'Guinn Joins U of WI as Director of Center

Dr. Thomas C. O'Guinn has accepted a professorship in the marketing department at the University of Wisconsin at Madison. He will also serve as Director of the Center for

Brand and Product Management. Tom leaves the University of Illinois at Urbana-Champaign's Department of Advertising summer 2006.

U of OK Professor to Write Humor in Ad Book

Fred Beard (University of Oklahoma) is under contract with Rowman & Littlefield Publishers, an academic press based in Maryland, to publish a book about advertising humor. The project's working title is "Humor in Advertising: Exploring the Secrets of the Silly Sell."



Fred Beard

Cole Joins MSU as New Chair

The Department of Advertising, PR, and Retailing at Michigan State University welcomes Rick Cole (Ph.D.) as the new Chair of the department. Rick comes to MSU from a long and successful career in the industry.

MSU Professor Receives Grant, Creates Blog

Hairong Li, Associate Professor of Advertising at Michigan State University, received a grant for \$5,000 from the Miracle Endowment to study the leverage strategy of 2008 Beijing Olympic Sponsors.



Hairong Li

Li has also created a blog "Ad Pulse" (<http://adpulse.org>) as a venue for discussing ads and ad campaigns, good, bad and ugly. Contributions and comments are always welcome. The blog is hosted by the Department of Advertising, Public Relations, and Retailing at Michigan State University. If you're interested in becoming a contributor, please send an email to Hairong Li at Hairong@msu.edu so he can extend an invitation.

Retired AAA Member Moves to Texas, Buys "Min-Ranch"

Arnold Barban and his wife Barbara retired from The University of Alabama/Tuscaloosa in May 2000. They moved to Texas and built a house in the Hill Country. They have 3+ acres in an area that was formerly a working ranch, now a subdivision of about 250 lots (or, as Texans are prone to say, a "min-ranch"). They are 10 miles south of Blanco (population 1505) and about 30-40 miles north of San Antonio.

To date, they have been visited by several colleagues from Alabama - Yorgo Pasadeos, Joe Phelps and Bruce Roche. They've also had as visitors Don Jugenheimer, presently at Texas Tech (who, according to Arnold, continues to disorient AAA members as Executive Secretary) and Pat Stout of UT/Austin. Mary Ann Stutts is about 35 miles down the road (at Texas State/San Marcos) - and they're hoping to get her to visit this spring.

Arnold has stayed quite busy during retirement. Arnold writes: "Friends say I'm 'busy' only because it now takes me much longer to do things." Among other activities, he works as a volunteer at the Blanco Library. At the library, he has re-printed every sign in the building by using a large felt marker and straight edge, which is an inside joke, Arnold says.

Arnold served as President of the American Academy of Advertising 1981-82, and was selected in 1986 as an AAA Fellow. He received the AAA Outstanding Teaching Award ("Sandy" Award) in 1997. He has served on several editorial boards including *Journal of Interactive Advertising*, and is listed in "Who's Who in America," "Who's Who in the Media and Communications," and "Who's Who in Advertising." Arnold can be reached at Barban@gvtc.com.

Events & Deadlines

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

14: AAF Advertising Hall of Fame Awards Luncheon, Waldorf=Astoria, New York

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

April 2006

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

4: 2005-06 AAF National Club achievement competition call for entries due (see aaf.org)

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

May 2006

1: Deadline for 2007 AAA pre-conference proposals (see call p. 15)

15: Deadline for submissions to the June 2006 AAA Newsletter

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

31: Deadline for special issue on mobile advertising, *Journal of Interactive Advertising*. (see call p. 14)

June 2006

1: June AAA Newsletter available on the AAA website

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

11-13: 2006 AAF National NSAC Conference, San Francisco

30: 2006 International Conference on Research in Advertising in Bath, England (continued to July 2006)

July 2006

1: (continued from June 2006) ICORIA Conference in Bath, England (see call p. 13)

August 2006

15: Deadline for submissions to the September 2006 AAA Newsletter

September 2006

1: September 2006 AAA Newsletter available on the AAA website

October 2006

November 2006

15: Deadline for submissions to the December 2006 AAA Newsletter

December 2006

1: December 2006 AAA Newsletter available on the AAA website

January 2007

February 2007

15: Deadline for submissions to the March 2007 AAA Newsletter

March 2007

1: March 2007 AAA Newsletter available on the AAA website

April 2007

12-15: 2007 AAA Conference in Burlington, Vt. (see call p. 15)

A Message from M.E. Sharpe (printer of the Journal of Advertising):

Did you know that all AAA members, their institutions, and their publishers are entitled to advertise a book, program, or job opening in the pages of the *Journal of Advertising* at half off the usual rates? Prices (before the discount) start as low as \$200 for a half-page, and even the back cover is available for \$450 (or \$225 with the AAA discount).

Please contact M.E. Sharpe's Advertising Coordinator, for details (bladd@mesharpe.com).

Calls for Papers, Proposals, Nominations

CALL FOR PAPERS FOR THE 5th INTERNATIONAL CONFERENCE ON RESEARCH IN ADVERTISING (ICORIA)

University of Bath, Claverton Down, Bath, UK, June 30 - July 1, 2006

THE 5th ICORIA CONFERENCE will be held in 2006 in Bath, a World Heritage Site and one of the most beautiful cities in the UK. Over 60 papers on topics related to Advertising and Brand Communication will be presented during the two days of the conference, and on the Friday evening we plan a drinks reception in the famous Roman Baths, followed by a Gala Dinner and entertainment in the elegant Georgian Pump Room. The conference fee for registration before 01.04.06 is €285 (£200, \$340), which includes admission to all sessions, lunches and refreshments on both days, Friday reception & dinner, and €25 annual membership fee of the European Advertising Academy. Full information on travel & accommodation will be posted in January on the conference website: www.icoria.org

PAPER SUBMISSION: Please submit a 5 page summary of your paper to: papers@ICORIA.org by **March 15, 2006**. Your summary must include your name, contact details, abstract, introduction, a brief description of your hypothesis, research objectives, method, and findings, discussion or conclusions, and references or bibliography. All submissions will undergo blind peer review, so papers should be laid out in correct academic style and authors should not be identified in text.

SUGGESTED TOPICS:

- ▶ Accountability & effectiveness
- ▶ Branding
- ▶ Channel & Multimedia
- ▶ Consumer behavior
- ▶ Cross-cultural issues
- ▶ Ethics
- ▶ IMC
- ▶ Media management
- ▶ Product placement
- ▶ Relationship building
- ▶ Special target groups
- ▶ Attention & Processing
- ▶ Brand portfolio analysis
- ▶ Content & creativity
- ▶ Corporate responsibility
- ▶ Emotions
- ▶ Internet
- ▶ Measurement & evaluation
- ▶ Models of brand communication
- ▶ Public relations
- ▶ Sponsorship & Events
- ▶ Special industries & Organizations

PUBLICATION:

- ▶ The six best papers will be offered the opportunity to appear in extended form in a Special Issue of the *International Journal of Advertising* (IJA).
- ▶ All accepted papers will be published in the Conference Proceedings.
- ▶ It is hoped that a selection of extended papers will be published as a book

BEST PAPER AWARD:

A prize of €500 (£350, \$600) sponsored by the *INTERNATIONAL JOURNAL OF ADVERTISING*, will be awarded to the best paper submitted. The award will be judged by the members of the Paper Review committee.

MORE INFORMATION: If you have any questions about paper submission or other matters then please contact Robert Heath at r.g.heath@bath.ac.uk

Continued on next page...

Call for Papers Special Issue on Mobile Advertising Issues and Challenges

Guest Editor - Shintaro Okazaki, Ph.D.

Department of Finance and Marketing Research, College of Economics and Business Administration
Autonomous University of Madrid

The *Journal of Interactive Advertising* announces a special issue on Mobile Advertising Issues and Challenges.

Wireless communication networks have increased rapidly worldwide, enabling many firms to use a new mode of interactive advertising via mobile devices. WAP contributed to the initial implementation, SMS-based marketing, but the most drastic change occurred following the introduction of the Universal Mobile Telecommunications System (UMTS) and Wideband Code Division Multiple Access (WCDMA). These have enabled many operators to move quickly to Third Generation (3G) standards. Many multinational corporations now take advantage of the high-speed transmission of advertising messaging through sophisticated Internet services.

In an extension of traditional email marketing, mobile advertising has been used as an effective way to “push” information associated with price discounts, electronic coupons, sweepstakes, and direct payment, among others. However, mobile advertising is not limited to a “push” use. Global Positioning System could generate new opportunities for location-based advertising, while mobile portals offer special contents service via campaign sites displayed on micro-browser screens. These strategies could “pull” users’ attention to unprecedented marketing experiences. However, although interests and applications in this area have increased substantially in recent years, there is still an important lacuna with regard to both empirical evidence and a theoretical framework.

The *Journal of Interactive Advertising* therefore invites the submission of empirical and conceptual papers that fit the theme “Mobile Advertising Issues and Challenges.” In this Special Issue, we expect to raise new possibilities for theory development, methodological innovation, and cross-disciplinary approaches in interactive advertising research via mobile devices.

RESEARCH TOPICS

Potential manuscript topics include (but are not limited to):

- ▶ Push versus pull advertising
- ▶ Issues associated with SMS/MMS advertising
- ▶ Trust in mobile advertising
- ▶ Wired versus wireless advertising comparison
- ▶ Attitude toward mobile campaign sites
- ▶ Location-based messaging
- ▶ Visual versus textual data transmission
- ▶ Mobile advertising recall
- ▶ Cross-cultural issues in mobile advertising acceptance

SUBMISSION INFORMATION

Submitted manuscripts will be subject to a double-blind peer review process and must not have been published or accepted for publication or currently under consideration for publication elsewhere. Electronic submission should be via email in either Word or PDF format, with all manuscripts following the JIAD guidelines (<http://www.jiad.org/>).

IMPORTANT DATES

Submission deadline: May 31, 2006

Acceptance/Rejection notification: October 1, 2006

Deadline for the final version: January 31, 2007 - Publication: Vol. 7 No. 2 (Spring), 2007

Please note that the acceptance/rejection decision will be notified to all authors on October 1, 2006, regardless of the submission date. Questions and submissions should be directed to the special issue editor.

Shintaro Okazaki, Ph.D.

Guest Editor, *Journal of Interactive Advertising*

Department of Finance and Marketing Research, College of Economics and Business Administration

Autonomous University of Madrid

Cantoblanco, Madrid 28049 SPAIN

Tel. +34 91 497 3552, Fax. +34 91 497 8725

Email: obarquitech@coac.net

Calls for Proposals

Call for Pre-Conference Proposals

American Academy of Advertising 2007 Conference, April 12-15, 2007
Sheraton Burlington Hotel and Conference Center, Burlington, Vermont

The Academy Program Committee encourages those interested in developing proposals for a pre-conference (all day or half-day) program for the 2007 conference to submit a complete proposal, no later than **May 1, 2006**, for review by the Executive Committee.

Proposals must specify a rationale for the program, the timing and progressions among topics, and include a statement that all presenters agree to register for the pre-conference and conference. Waivers of the registration fee for industry participants (who are not AAA members) who will be attending only the pre-conference may be requested on a case-by-case basis.

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

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

Professor Les Carlson
242 Surrine Hall
Department of Marketing
College of Business & Behavioral Science
Box 341325
Clemson University
Clemson, SC 29634-1325
Email: carlsol@clemson.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](#)

Job Announcements

Towson University
Assistant Professor, Advertising
Department of Mass Communication and Communication Studies
College of Fine Arts & Communication

Position: Assistant Professor, tenure track in advertising. Position is contingent on final funding approval for FY07.

Responsibilities: Teach courses in the undergraduate advertising track, such as Principles of Advertising, Copywriting, Media Planning, Advertising Campaigns, Interactive Advertising, International Advertising, and others in advertising or communication. Some graduate teaching is available. Active scholarship is expected. Advise students as necessary.

Appointment: Ten-month appointment with the possibility of additional summer compensation for teaching. Start date: Fall 2006.

Qualifications: Earned doctorate or ABD (completion of all doctoral work required by February 1, 2007). Demonstrated success as a classroom teacher is required. A potential for research productivity is required. Professional advertising experience preferred. Interest in issues of civic engagement and/or interdisciplinary work is desired; experience with innovative use of technology in teaching and/or distance education a plus.

The Department: The Department of Mass Communication and Communication Studies annually enrolls approximately 1,000 majors served by 20 full-time and 45 part-time faculty. The Department offers undergraduate tracks in strategic public relations and integrated communication, journalism, and new media, and advertising. A master's degree is offered in Communications Management.

Towson University: Founded in 1866, today Towson University is recognized by U.S. News & World Report's top public universities in the Northeast and Mid-Atlantic regions. Towson is nationally recognized for its programs in the liberal arts and sciences, business, education, communications, health sciences, and the fine and performing arts. The University places a strong emphasis on service learning and civic engagement through such activities as internships, practica, clinical placements, course assignments and student events. As the Baltimore area's largest university and Maryland's Metropolitan University, Towson articulates its research and scholarship mission through partnerships that link the University to the economic, educational and cultural life of the state of Maryland and the mid-Atlantic region. Towson enrolls more than 18,000 undergraduate and graduate students in 64 undergraduate majors, 35 master's programs and four doctoral programs. Located on a rolling 328 acres, the striking campus is eight miles north of downtown Baltimore and 45 miles from Washington, D.C. The campus and its surrounding cities provide an excellent environment for teaching and supporting the academic pursuits of the 600 full-time faculty who work here.

Application: The review of completed applications will begin on **February 15, 2006**, and continue until the position is filled. Submit a letter of application, curriculum vitae, evidence of teaching effectiveness, three letters of recommendation, and official graduate transcripts to:

Dr. Charles Flippen, Chair
Department of Mass Communication & Communication Studies
Towson University
8000 York Road
Towson, MD 21252-0001
E-mail: cflippen@towson.edu

Towson University is an equal opportunity/affirmative action employer and has a strong institutional commitment to diversity. Women, minorities, persons with disabilities, and veterans are encouraged to apply.

Florida Gulf Coast University Marketing Department

The Florida Gulf Coast University, Marketing Department, is seeking applicants for an Assistant/Associate Professor in Marketing.

Minimum Requirements: Earned doctorate in Marketing from an AACSB International accredited university program with ability or experience to teach Marketing Management, Integrated Marketing Communications, Marketing Research, Consumer Behavior, and Advertising at the undergraduate and graduate levels.

Prefer: Successful candidates will exhibit strong scholarship and service activities with demonstrated teaching experience in Marketing courses with secondary emphasis preferred in Advertising.

Deadline: We will begin reviewing applications **January 1, 2006** and will continue until filled. Applications received by March 10 will be reviewed prior to the AAA Conference.

How to Apply: A letter and CV are only accepted online at <http://jobs.fgcu.edu>. Use requisition number 0241 to route your materials to the Marketing Department.

Contact:

Prof. Christine Wright-Isak
cwright@fgcu.edu
(239) 590-7346

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NORTH GEORGIA COLLEGE & STATE UNIVERSITY **Assistant or Associate Professor of Marketing**

North Georgia College & State University is seeking nominations and applications for a full-time, tenure-track Marketing Faculty position (Assistant or Associate Professor) in Business Administration. NGCSU is a state-supported, co-educational four-year institution known for its teaching excellence. It has one of the preeminent academic programs in the Southeast and is ranked number five in Consumer Digest's Best Public University Values for 2004. As the only four-year public university in northeast Georgia, NGCSU (www.ngcsu.edu) offers a quality college experience in a beautiful mountain setting, about an hour north of Atlanta. The business program is currently in candidacy for AACSB accreditation.

Requirements: Teaching requirements will be in marketing. The faculty member is expected to conduct scholarly research in the field of marketing. A doctorate in business with a major in marketing or a closely related field is required. ABDs will be considered for a temporary appointment that may lead to a full-time, tenure-track position. Excellent communication and instructional skills as well as interpersonal skills are required.

Duties: Teaching classes as assigned by the department head, advising students, rendering professional service to the institution, and publishing in scholarly venues. The standard teaching load is four courses per semester, and research is expected to be consistent with AACSB accreditation standards. Work successfully with others in the department, on committees, and in community service initiatives.

Salary and Rank: Commensurate with qualifications and experience.

Employment Date: August 1, 2006

Application Deadline: Review of applications will begin immediately and continue until the position is filled.

Application Procedure: Submit a letter of application; resume; a sample of scholarly research; unofficial copies of transcripts for undergraduate and graduate degrees; and the names, addresses, e-mail addresses, and phone numbers of three persons who can comment on your experience. Send all materials to:

Department of Human Resources
ATTN: Business Administration Marketing Position
North Georgia College & State University
Dahlonega, GA 30597

North Georgia College & State University is an Affirmative Action/Equal Opportunity Employer and a Tobacco-Free Workplace.

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Special Announcements

Advertising Educational Foundation (AEF)

The Advertising Educational Foundation publishes a quarterly electronic journal, Advertising & Society Review (A&SR). A&SR, edited by Professor Linda Scott of the University of Illinois, is peer-reviewed and publishes articles, essays, and other forms of scholarship about the role of advertising in society, culture, history and the economy. The latest issue of A&SR focuses on the Investigation of Advertising as a Cultural Form. This, and previous issues, are distributed online by Johns Hopkins University Press Project Muse and are accessible through www.aef.com.

The AEF and A&SR recently introduced Advertising and Society: An Online Curriculum. The curriculum consists of 20 units and is published as supplements to A&SR. Units will be published at the anticipated rate of two units per quarterly issue, through 2007. Professors who teach about advertising in both liberal arts and professional programs will find the online curriculum useful for their courses. The following units are currently available:

Volume 6, Issue 3

Unit 1: What is Advertising?

Unit 2: A Brief History of Advertising in America

Volume 6, Issue 4

Unit 3: "Subliminal" Advertising

Future units will cover a wide range of topics such as the interpretation of advertisements, children and advertising, international and global advertising, and how ads are made. The focus of the curriculum is to provide a broad cultural perspective on advertising as a social force and creative form. William M. O'Barr of Duke University is the author. He founded A&SR and served as Editor from 2000 to 2005.

**Professor William M. O'Barr, author
Advertising and Society: An Online Curriculum
will be at the AEF exhibit table at the
AAA conference in Reno**

Please stop by to say hello!

We welcome your feedback and participation.

Please email Kathy Grantham, Deputy Director, at kg@aef.com, or call (212) 986.8060.

Thank you for your interest in the AEF.

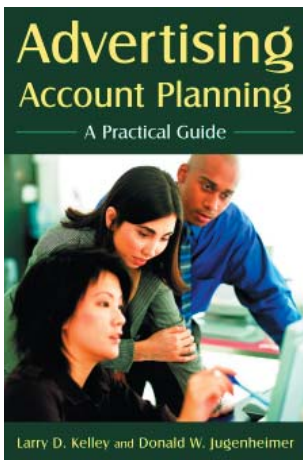
Coming in March from M.E. Sharpe...

“Advertising Account Planning: A Practical Guide” by Larry D. Kelley and Donald W. Jugenheimer

Concise yet comprehensive, this practical guide covers the critical role of the account planner in advertising. Drawing on their extensive experience in the field, the authors follow the logical progression of the account-planning task from start to finish, including understanding the customer, defining the target market, defining the benefit, brand positioning, the creative brief, and measuring success.

The book's easy-to-read style and logical format make it ideal for course adoption, and students as well as professionals will benefit from the variety of real-world examples.

Contents:



- Preface and Acknowledgments
- 1. What Is Account Planning?
- 2. Situation Analysis
- 3. Understanding the Customer
- 4. Defining the Target Market
- 5. Defining the Benefit
- 6. Brand Personality
- 7. Brand Positioning
- 8. The Creative Brief
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Advance praise:

“Bravo! As someone who teaches an account planning course, I was thrilled to see Kelley and Jugenheimer’s book. This much-needed addition to the account planning literature is outstanding in both its depth and its accessibility. Whether you’re a student or a practitioner, this book will explain what account planning is, how it’s done, and why it’s important. The current examples and insightful case studies make this a keeper.”

-- Kris Kranenburg, Southern Illinois University

“The title is dead-on as this book truly delivers as a practical guide to understanding account planning. It provides useful information in an entertaining and easy reading style.”

-- Joseph E. Phelps, The Reese Phifer Professor of Advertising and Public Relations, University of Alabama

“The authors’ unique perspective integrates the best of previous work on ‘how to be an account executive,’ ‘how to be a product manager,’ and ‘how to strategically manage brands’ all in one easy-to-read book, full of practical examples to help any reader understand brand-building.”

-- Richard F. Beltramini, Wayne State University

“I found myself continually either nodding in agreement or thrilled to discover information I did not know. I particularly enjoyed the history of and interesting insights into Account Management, which helped put everything in perspective. The many examples and the step-by-step approach made this an easy read. The book manages to balance a very practical approach with good academic substance.”

--Paul Galvani, Vice President of Marketing, Riviana Foods, Inc.

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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