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The President's Column

We live in troubled times...

by Pat Rose

It's been a long, hot, rainy summer – and, politics aside, I think we all agree with President Bush that we do, indeed, live in troubled times. Regardless of one's political beliefs, this summer's activity in the Middle East is troubling and does not bode well for the future. I'm sitting here doing a new prep for a fall class on ethics; I'm having a difficult time. Trying to figure out what's right or wrong is difficult enough for me – helping our students think through these things, on their own, is a real challenge. That said, I found a super exercise

on the Web entitled "Theory Building Activities: Mountain Terrorist Exercise" by William Frey. You might want to look it up.

The Academy continues its own journey into the electronic age. By



Pat Rose

President, p. 2

AAA Legends and Leaders

by Don Jugenheimer

For those of you who are just joining us, this series on "Legends and Leaders" is the result of a number of curious AAA members who wondered what former leaders of AAA are up to. Given what some might call an "historical" perspective on the AAA, I was asked to select several of these individuals and byline the series. Helen Katz, Billy Ross, Arnold Barban and Mary Ann Stutts are among those we have featured so far. Here, we feature former AAA Presidents Alan Fletcher and Ivan Preston. If you have ideas or feedback on this or any of our previous columns, please contact either myself or the Newsletter Editor. We look forward to hearing from you and hope you're enjoying this series.

Alan Fletcher

Alan entered phased-in retirement two years ago and retired fully in May 2005. After teaching the last twenty years of his career at Louisiana State, he returned to Knoxville, where he had previously taught for twelve years.

In the past year, Alan finished several research projects for the



Alan Fletcher

new condominium where he and Linda now live.

Alan is senior author of *Fundamentals of Advertising Research*, (4th edition) and *Problems and Practices in Advertising Research*. His research has appeared in numerous academic and professional

Promotional Products Association International. He also has taken on a new leadership role, having been elected to the Board of Directors in the

Legends, p. 2

President, cont'd p. 1

now, thanks to Jef Richards, you should have received the Reno Conference Proceedings on CD-ROM. The EC and Publication Committee are, as I write this, working on a plan to make the AAA Web site more useful for you. As most of you know, Assaf Avni will be taking over as our new web master and he, in conjunction with the Publication Committee, is hoping to add a number of “goodies” over the coming months. As a start, and thanks to Joe Bob Hester, we have our members’ only page up and running: it contains the current membership directory in excel format. If you are a paid member and have not received your password, please email Don Jugenheimer. During the coming months, other information will be posted on this members’ only section of the Web site; you’ll need the password to get to it.

And, while you are on the site, please note that we’ve put up - for everyone - our new paper submission section “online paper submission” for annual conferences. The site is now open and available to accept papers and special topic proposal submissions for the 2007 AAA Conference

in Burlington, Vermont. Papers must be received no later than Wednesday, October 4, 2006. While you’re at it, don’t forget that papers for the 2007 Asian-Pacific Conference, to be held in Seoul, Korea, are due September 15th – and should be emailed directly to raymond.taylor@villanova.edu or dooheelee@korea.ac.kr.

I was somewhat surprised that so few of you responded to my last question re: an online case journal. After sitting in a superb case teaching session this summer led by Kendra Gale and Peggy Kreshel – at another academic conference – I did some further case journal exploring. In addition to the stand-by cases we all know, developed by Harvard, Darden, Ivy, Babson, Ecch, etc., there is the *Business Case Journal*, a publication of the Society for Case Research, NACRA’s *Case Research Journal*, and *CasePlace.org*, a free service of the Aspen Institute Business and Society Program. If you think these suffice, fine. If you think there is a need for another case study site and are willing to work on a committee to explore it, please email me directly at rosep@fiu.edu.

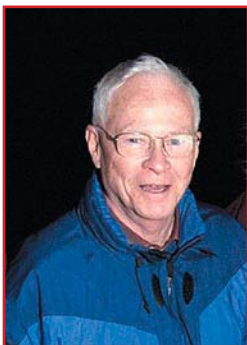
Have a good fall semester – and watch for other emails... **AAA**

Legends, cont'd p. 1

journals. He is author of a monograph, *Target Marketing through the Yellow Pages*. He has served as book review editor, contributing editor of *Journal of Advertising*, and is a member of the review board of *Journal of Current Issues and Research in Advertising*.

Alan was President of the Academy in 1983. He can be reached at: adfletcher@aol.com.

Ivan Preston



Ivan Preston

Ivan presided over the Academy in 1996. He retired from the University of Wisconsin six years ago and, even though his wife Robbie retired from her hospital nursing job only recently, they still live in Madison.

Despite his retirement, Ivan has not stopped attending AAA conferences. He went to his first one in the 1960s and has not missed one since 1979!

One of his Taiwanese Ph.D. students invited Ivan to speak at her university in 2003. When he’s not busy with speaking engagements, Ivan also does research with about four publications, the last due to come out soon. He also still reviews articles.

Ivan enjoys photography, reading history and political thought, and taking trips to see the grandchildren and to

ride Alaska’s Inner Passage.

By the way, since he retired, Ivan has received three separate academic awards, recognition of his many contributions to higher education and to advertising.* You can reach Ivan at: ipreston@wisc.edu. **AAA**

*Be sure to see the Notes section for more on Ivan’s adventures.

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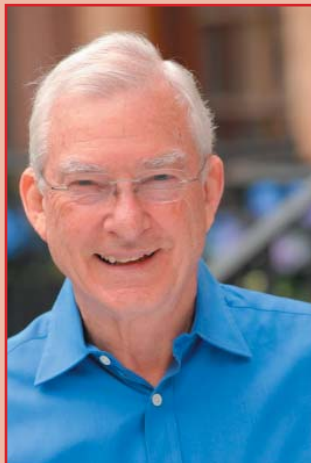
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A Conversation with...Charles Warner

Bio



Charles Warner

Charles Warner is CEO of DailyComedy.com. He also teaches in the New School's graduate Media Management Program, and is the Goldenson Chair Emeritus at the University of Missouri School of Journalism.

Until he retired in January 2002, Warner was a Vice President in AOL's Interactive Marketing division. In 1998, Bob Pittman, then President of AOL, hired Warner as a consultant to help AOL Interactive Marketing reorganize and re-staff to become "a selling machine." In the fall of 1999, Sales & Marketing Management magazine ranked AOL number ten in its annual list of the 25 best sales organizations in America—the first media company to make the list. Paul Corvino, former Interactive Marketing's Senior Vice President and General Manager of Sales, gave Warner much of the credit for AOL's high ranking because of his "vast knowledge of media sales management, motivation, and organizational structure."

Before joining AOL, Warner was the Leonard H. Goldenson Professor of Local Broadcasting at the University of Missouri School of Journalism where he coordinated the school's graduate program in media management, taught media management and sales courses, and ran the Goldenson Program for Community Service. Warner also created and ran the annual Management Seminar for News Executives that for 10 years attracted news directors and managers from television stations, cable and television networks, and radio stations and networks to the Journalism School. He also created and taught the first online/distance learning course for the Missouri School of Journalism.

Warner's book Broadcast and Cable Selling has been used by over seventy universities and many broadcast and cable organizations, and is considered to be "the" book on media selling in the field. The book has been updated and is titled Media Selling, published in 2004 by Blackwell Professional Publishing. He has also written a companion book to Media Selling titled Media Sales Management that is available free on www.mediaselling.us.

Throughout his career, Warner has been extremely successful in hiring people who have gone on to top leadership positions in the broadcast, cable, and the Interactive media. But his most important career has been and is his marriage to his wife, Julia.

Q&A

Q How did you get started in the ad business?

A I started in traffic at WSPA-TV in Spartanburg, SC, moved to the promotion department and wrote copy for commercials, then became a salesman.

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

A As a salesman, the hardest part of the job was doing the paperwork--call reports, projections, etc. Every salesperson in the world would give you the same answer, I'm sure. Salespeople are people people, not paper people.

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

A Get rid of the charlatans. The ad business (and I'm including the media in my definition) is glamorous and tends to attract charlatans and grifters who take short cuts.

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

A Clearly the Internet, both in search advertising such as Google's AdSense and in branded advertising.

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

A People skills--emotional intelligence--and being politically savvy. Too many students have no sense about working a political environment where managing up is vitally important or otherwise tends to attract charlatans and grifters who take short cuts.

Q In your opinion, how has advertising changed in the past decade?

A Obviously, the Internet has been a disruptive technology that has changed the game in many ways. One way it's changed things is that now clients are focusing on ROI more often than in the past. With the inclusion of search in the advertising mix to increase the complexity of media planning and buying, media departments are more important than ever.

Warner, p. 7

Featured Research

Cigarette Ads Prime Adolescents' Beliefs About Smokers

by *Connie Pechmann*



Connie Pechmann

In 1991, I began a program of research on tobacco use prevention through advertising and the mass media. Initially, I became interested in the work of Hoch and Ha (1986) and Hoch and Deighton (1989) who showed that advertising can affect product experience when the advertising exposure occurs shortly before the product experience and the experience is ambiguous. Hoch and Ha (1986) studied advertisements for paper towels and polo shirts. I wondered how often people saw advertisements for those products shortly before experiencing the products. (I often wonder how to apply consumer behavior research in the real world.) It occurred to me that advertising exposure and product experience were perhaps most likely to occur concurrently in the case of cigarette advertising and encounters with smokers. In 1991, cigarette advertising on billboards was ubiquitous and 20% of high school seniors smoked daily, so I reasoned that adolescents might see cigarette advertisements and peers smoking concurrently. I also reasoned that

encounters with smokers would often be ambiguous (see picture at bottom of page).

Looking at the literature, I could find few controlled experiments on cigarette advertising. However, surveys indicated that there was a strong association between adolescents' perceptions of smokers and smoking initiation. With the assistance of co-authors, I completed two research projects that documented that cigarette advertisements can prime adolescents' positive beliefs about smokers and thus alter their social encounters with smokers (Bargh and Chen 1996). Specifically, cigarette advertisements serving as primes can favorably bias adolescents' perceptions of peers who smoke, and thus increase their intent to smoke (Pechmann and Ratneshwar 1994, Pechmann and Knight 2002). The Pechmann and Knight (2002) paper recently received the 2002 Best Paper Award at the *Journal of Consumer Research*.

In retrospect, it might seem quite apparent that cigarette advertising could affect adolescents' perceptions of smokers through priming. However, in public discourse, cigarette advertising and smokers have been viewed as two separate causes of adolescent smoking. According to priming theory, cigarette

advertising and smokers are not two separate causes but rather function synergistically. Further, experts told us that priming would not necessarily occur with cigarette advertising. Priming is contingent on a target belief residing in memory that can be made accessible. We studied nonsmoking adolescents and they reported no positive beliefs about smokers, only negative beliefs. Nevertheless, we reasoned that positive smoker beliefs might reside in memory and indeed we found the hypothesized priming effects.

How can we afford to do large experiments on adolescents and tobacco use prevention? We have been supported by the California Tobacco-Related Disease Research Program which is funded by \$.25 surtax on each cigarette pack sold in the state. This program has provided about 1,000 grants since 1991 at about \$350,000 per grant. We received an initial \$73,000 grant, followed by a \$192,000 grant to study smoking scenes in movies and antismoking advertisements shown before movies (Pechmann and Shih 1999). We also received grants to study different types of antismoking advertisements (Pechmann et al. 2003; Pechmann and Reibling 2006). My Ph.D. student Zhao received dissertation funding to study positively and negatively framed antismoking television advertisements that portrayed either social approval for not smoking or social disapproval for smoking (Zhao and Pechmann 2006). Applying Regulatory Focus Theory (Higgins 1997), we found that positively framed social approval



Research, p. 5

messages worked for promotion-focused adolescents whereas negatively framed social disapproval messages worked for prevention focused adolescents. Recently, we received a \$480,000 grant to study antismoking messages embedded in television shows or "Entertainment Education" (Singhal and Rogers 1999). I am told that my tobacco-related research has been cited by expert witnesses in legal cases such as the federal tobacco case, in legislative hearings, and in U.S. Attorney General meetings. I believe that some academic research should be conducted to inform public policy and that if research is not designed for this purpose, it likely will not have this effect. **AAA**

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Pechmann At A Glance

University: University of California-Irvine, The Paul Merage School of Business

Position: Professor of Marketing

Education: M.B.A., M.S. Psychology, Ph.D. Marketing, Vanderbilt University

Research:

- ▶ Tobacco use prevention through advertising and the mass media
- ▶ Comparative advertising
- ▶ Misleading advertising

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Do you have Notes, Awards or 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 Mariko Morimoto

A lot of scholars probably remember their first presentation at an academic conference. I know I will never forget mine. It was at the 2002 AAA conference in Jacksonville, Florida. My adviser at Michigan State, Dr. Carrie La Ferle, suggested that we submit a paper. As a first-year Ph.D. student, I thought I would give it a try, not really knowing what to expect. The paper got accepted and then I started to panic. In my professional career, making presentations to clients and colleagues was a norm; but academic presentations were new to me. The thought of having to present in front of scholars was overwhelming.

“What the AAA has given me is more than just an opportunity to present my research and learn about the research of other scholars. It is a personal environment that offers intellectual stimulation, encouragement and opportunities to grow as a scholar.”

welcoming and warm. I received a lot of encouragement, suggestions and feedback on my research and career plan from many established scholars. I met my fellow graduate students from other universities with whom I'm still in touch. The AAA conference has become my favorite conference since then. For me, the AAA conference is *the* conference to attend. The *Journal of Advertising* is the journal that I consult with first whenever I start a new research project. What the AAA has given me is more than just an opportunity to present my research and learn about the research of other scholars. It is a personal environment that offers intellectual stimulation, encouragement and opportunities to grow as a scholar.

The AAA will always remain a special place in my academic career. If I see any new members who are nervous about participating in the AAA conference for

I was still nervous when I arrived at the conference site. But when Bob and Helen King greeted me with what I learned is their usual friendly selves, my nervousness started to disappear slowly. Everybody that I met was

the first time, I'd like to assure them about one thing: regardless of your title or position, AAA members will be more than happy to meet you, and your research and contribution will always be appreciated. I am certain that will be the case. **AAA**



Mariko Morimoto

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Mariko Morimoto (Ph.D., Michigan State University) is an Assistant Professor in the Department of Advertising & Public Relations, Grady College of Journalism and Mass Communication, the University of Georgia. Her research interests include international/cross-cultural advertising, integrated marketing communication, and gender and ethnicity in mass media. Her work has been published in the Journal of Information Technology and Proceedings of the American Academy of Advertising. She also has presented her research at various conferences such as AAA, AEJMC, ICA and PRSA. Prior to her academic career, she worked as an account executive for a British PR agency and was a marketing specialist for a U.S. software company in Tokyo.

Do you have Items for the Newsletter?

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>

Charlie Warner Laughs at Retirement

by Jesse Kornbluth

Charles Warner climbed all of the world's seven highest mountains, sometimes wearing shorts and sneakers. He produced four Academy Award-nominated movies in a single year. Among his seven wives are Meryl Streep and Madonna --- he was, briefly, engaged to Paris Hilton. He wrote and recorded a number-one country hit ("My Hip May Be a Replacement, But the Rest of Me is Real").

And now, at 74, he has launched DailyComedy.com.

Well, the last is true.

The launch of a major comedy Web site is, in fact, just as improbable as those other claims--if geezers start Web sites, the subject is more likely to be health-or-hobby related than a brassy, ribald site featuring a bunch of raucous comedians.

But Charlie Warner is a media legend who really had made his mark in every field he entered. In radio, he was a VP, General Manager, of CBS Radio Spot Sales, of WNBC-AM (now WFAN), WMAQ-AM and WKQX-FM, among others. He has also been a management and sales consultant and trainer for CBS, ABC, ESPN, MTV, NBC, Fox, and many other major media companies. He is the Goldensohn Chair Emeritus at the University of Missouri School of Journalism, and he teaches in the Media Studies and Film Department at The New School in New York.

Finally, Charlie has served as Vice President of Interactive Marketing at AOL, where he was reunited with Bob Pittman. Decades earlier, Warner had taken the hand of this callow Southern teenager and put it on a turntable, launching one of the stellar media careers of all time.

But how did Charlie Warner get mixed up in the profane, smoke-filled world of comedy?

Simple. Charlie loves to laugh. And he loves people who have the power to make him laugh. The catalytic moment

came when he met Ray Ellin on Joey Reynolds's all-night radio talk show on WOR-AM in New York. When he listened to Ellin, he knew he'd found a comedy soul mate. Ellin is an A-list professional comedian, ex-host of "New York Now," and producer and director of the movie, "Latin Legends of Comedy," to be distributed by 20th Century Fox.

Very quickly they came up with a shared vision for a comedy Web site: "America's funniest comedians. Fresh every day." The division of labor was easy, Warner would be CEO of Daily Comedy, Inc. He'd run the business, find the advertising, and, along the way, invest about \$800,000 in the site. Ellin would be CCO, or Chief Comedy Officer, and be in charge of the content.

Charlie and Ray set out to create comedy history by launching a site like no other--a crisply edited home for comics who could do original, topical material. First, they hired 14 top-of-the-line professional comedians and instructed those comics not to post old bits. The marching orders: create humor--in video and text--specifically for the Internet. Says Charlie, "Stand-up routines slapped onto the Web don't really work, just as it didn't work when TV tried to take radio programs



and stick them on television (I'm old enough to remember). At DailyComedy.com, we're trying to invent a new medium for the Internet."

Shortly before launch, Charlie Warner posed for a publicity picture. How does the CEO of a comedy site pose? Only one way: with a pie in his face. Was he offended? Far from it. Charlie Warner had the most fun of all.

What does Charlie Warner do in retirement? He laughs at the idea. **AAA**

Warner, cont'd p. 3

Q What new trends in advertising do you think will have the greatest effect on the industry?

A Google and other online companies are attempting to create an online auction for selling television and radio advertising. If these efforts succeed, the whole structure of the ad industry will change.

Q When does humor work in an ad? What pitfalls should companies avoid in using humorous appeals?

A Like the saying goes, "Death is easy. Comedy is hard." Great humor works fabulously well because it cuts through the clutter and creates a positive emotional connection to a product. Bad humor doesn't work, and, worse, it hurts a brand. Leave humor to the experts - large national agencies that have been successful with humorous commercials. Don't go to small, local agencies - they typically aren't funny.

Q What is DailyComedy.com and what was the inspiration for it?

A DailyComedy.com is a comedy Web site that features "America's funniest comedians. Fresh every day." I came up with the idea when I met a stand-up comedian, Ray Ellin, when I was a guest on an all-night talk show. I liked Ray and asked him if he and some of his comedian friends could post topical jokes every day on the Internet. He said, "sure," and DailyComedy.com was born. I was retired and bored as hell, so I figured having a Web site that made people laugh and dealing with 15 A-list professional comedians was more fun than doing crossword puzzles. **AAA**

Graduate Students Speak...

Graduate Student Pursues and Publishes First Sole-Authored Article

by Carlos Torelli

Since I joined the Ph.D. program in Marketing at University of Illinois, Urbana-Champaign, I have been fully aware that taking your research to the marketplace of ideas is a critical element for success in an academic career. I was always puzzled about the best way to do that and whenever I asked for advice I got different perspectives. Some people would tell me, “The best approach is to hook up with a faculty member that works on something you like.” Others would say, “Find something you really like and try to learn as much as you can about it.” Since I had many unanswered questions from my previous managerial experience that I wanted to explore, I decided to start a project by myself. I remember asking my advisor, Dr. Sharon Shavitt, whether I could submit my idea to a top-level journal on my own. She convincingly replied to me, “Yes, of course you can,” and I decided to do just that.

I narrowed down my broad interests to a manageable research question and started reading all I could about potential issues related to it. I remember pulling articles online and learning that there was a new theory, about which I knew absolutely nothing, that appeared to be very relevant for my topic. The new knowledge I was acquiring led me to change my hypotheses several times and to think about alternative methods to test them. I started collecting data and learning the subtleties of this critical part in the life of a consumer behaviorist. After multiple iterations, I ended up with an apparently viable research question, with a reasonable theoretical answer, and data supporting it. With the advice from several people (both faculty members and colleague students), I embarked in the task of turning that into a publishable research paper.

I can't remember how many times I rewrote the manuscript, reanalyzed the data, changed the sequence of studies/hypotheses, etc. When I thought I was ready



Carlos Torelli

to submit it (or maybe just tired of changing it), I sent it and waited. To make the story short, the amount of effort and energy that I put in the revision phase was undoubtedly more than that in the submission phase. However, the end result was a manuscript that was acceptable for publication at a top-rated consumer behavior journal.

Now that I can reflect about my experience in going to the marketplace of ideas, I am convinced that the learning process involved in testing my own research questions is a critical one. It forced me to rapidly identify areas of interest and the theoretical/methodological background I needed to make a contribution in those areas. In addition, it also helped me to clarify how my research agenda matched that other researchers both inside and outside my program, which facilitates building up a network of potential collaborators.

Although I still think that “hooking up” with a faculty member that works on something that might attract you is definitely a must, I would also recommend graduate students to pursue their own ideas relentlessly. It is not an easy path, but the experience is worth the effort....and with a bit of luck you can also publish on your own. **AAA**

Carlos Torelli is a third year Ph.D. candidate in Marketing at the University of Illinois, Urbana-Champaign. He received his MBA from Marquette University in 1997. His research interest focuses on studying how motivation and goals affect persuasion across different cultures. His first publication is titled “Individuality or Conformity? The Effect of Independent and Interdependent Self-Concepts on Public Judgments,” and appeared in the summer 2006 issue of the Journal of Consumer Psychology.

“Now that I can reflect about my experience in going to the marketplace of ideas, I am convinced that the learning process involved in pushing my own research questions is a critical one.”

Heidi Hennink-Kaminski

Heidi Hennink-Kaminski is a doctoral student at the University of Georgia. She earned her M.A. in Communication from Western Michigan University and her B.A. in Communication from the University of Michigan. She has fifteen years of professional experience in advertising, sales promotion and public relations, on both the agency and client side. Hennink-Kaminski has taught an advertising and communication management course at the University of Georgia, as well as advertising and public relations principles and broadcast journalism at other universities. Her research interests include transnational advertising and health communication/social marketing, and she has authored or co-authored a number of conference papers at AAA and AEJMC. Her dissertation reflects a programmatic approach to the topic of cosmetic surgery advertising and examines portrayals of physicians and models, risk information, types of appeals, and consumer responsiveness and interpretations of cosmetic surgery advertising.



Heidi Hennink-Kaminski

Heidi Hennink-Kaminski's faculty advisors are Drs. Leonard N. Reid and Karen Whitehill King. The title of her dissertation is: "The Content of Cosmetic Surgery Advertisements and Consumer Interpretation of Cosmetic Surgery Advertising."

Junsun Ahn

Junsun Ahn is a fourth-year doctoral student in the Department of Advertising, PR, and Retailing at Michigan State University. She has an M.A. in Advertising from MSU and a B.S. in Mass Communication from the University of Evansville. Ahn has taught Advertising and Society at MSU for several semesters and currently teaches International Advertising.



Junsun Ahn

Ahn's research focuses on the effects of language use in international advertising. Specifically, she is interested in how people process and respond to brand names and advertising messages presented in local and/or foreign languages in various international advertising contexts. Ahn believes this area of research can provide advertisers with useful tips for effective communication when advertising in a multinational marketplace.

Junsun Ahn's faculty adviser is Dr. Carrie La Ferle who is an associate professor in the Department of Advertising, PR, and Retailing at Michigan State University.

Postal Vault Awards University of Virginia First Place in 2006 AAF National Student Advertising Competition

from the AAF Web Site

Students from the University of Virginia won the American Advertising Federation (AAF) 2006 National Student Advertising Competition (NSAC) for an ad campaign created for Postal Vault®, the leading postal security company.

The University of Virginia won the competition with its "The Think Campaign." The campaign mission was to motivate consumers to think about their mailboxes and the need to secure mail with a Postal Vault product. Utilizing traditional, nontraditional, and business-to-business marketing tactics, the team presented an emotional appeal to consumers with the tagline "Postal Vault. Now You've Thought of Everything."

As the 2006 NSAC sponsor, Postal Vault challenged more than 6,500 students on 215 campuses to develop a memorable campaign for a newly formulated yet very timely product. Postal Vault manufactures, sells and distributes postal and delivery receptacles designed to protect and secure mail and parcel packages. As a challenge to the competing university teams, Postal Vault provided a case study outlining the history of its vault, which helps prevent identity theft. Student teams then researched the product and devised a completely integrated communications campaign. These campaigns were presented by participating college teams in regional

competitions across the country.

Judges from Postal Vault and leading advertising companies chose University of Virginia over college and university finalists competing at the AAF National Conference 2006 in San Francisco. Webster University, University of Minnesota – Twin Cities and the Art Center Design College – Albuquerque took second, third and fourth place respectively.

Considered the premier student advertising competition in the nation, the 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. **AAA**

Honors and Awards

Telecom Prof Wins Sherman Teaching Award



Louisa Ha

Dr. Louisa Ha, Associate Professor of telecommunications at Bowling Green State University, was presented the 2006 Barry Sherman

Teaching Award in Media Management and Economics at the annual conference of the Association for Education in Journalism and Mass Communication. The Award recognizes excellence and innovation in the teaching of media management and economics. The teaching award honors the memory of Barry Sherman, who, at the time of his death in May 2000, was Lambdin Kay Professor in the Grady College of Journalism and Mass Communication at the University of Georgia.

Grants, Fellowships

WMU Prof Wins M-Commerce

Grant

Dr. Karen M. Lancendorfer, Assistant Professor of marketing at Western Michigan University, has been awarded a WMU Faculty Research and Creative



Karen Lancendorfer

Activities Support Fund grant to collect data next year in South Korea. Lancendorfer is collaborating with Dr. Byoungkwan Lee, Assistant Professor in the Department of Advertising at Hanyang University. Lancendorfer's research will explore the effectiveness of advertising on mobile devices, and consumers' perceptions of such advertising. Known as mobile

commerce ("m-commerce"), advertising on mobile devices has emerged as a new type of e-commerce transaction and refers to any transaction with monetary value that is conducted through mobile devices using wireless telecommunications networks.

Job Changes, New Hires, Promotions



Wendy Macias

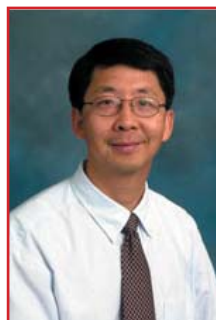
Advertising and Public Relations.

UGA Prof Tenured to Associate

Dr. Wendy Macias has been promoted and tenured to Associate Professor at the University of Georgia, Department of

USC Prof Named Sequence Chair

Dr. Ran Wei, Associate Professor and Assistant Director of Research, is the new Advertising & Public Relations Sequence Chair in the School of Journalism & Mass Communications at the University of South Carolina beginning Fall 2006.



Ran Wei

MU Prof Tenured to Associate

Dr. Shelly Rodgers has been promoted and tenured to Associate Professor at the University of Missouri-Columbia, School of Journalism, Strategic Communication.



Shelly Rodgers

UH Prof Tenured to Associate, Named Chair



Angela Chen

Dr. Qimei Chen has been promoted and tenured to Associate Professor at the University of Hawaii-Manoa, Department of Marketing.

Chen also was named Chair of the Marketing Department. The position is a three-year term.

Other Notes

Prof Emeritus Speaks on Puffery

Dr. Ivan Preston, Journal Communications Professor Emeritus in the School of Journalism & Mass Communication at the University of Wisconsin-Madison, will speak to a group of Mexican self-regulators about puffery at a conference in Mexico City on September 20th. The group is a self-regulation apparatus of Mexico that is the equivalent of the National Advertising Review Council. The title of his talk is "The limits of advertising puffery." Other speakers are from Canada, England and Spain. Preston has published numerous articles and two books on deceptive advertising regulation, and has worked as a consultant on the topic of deceptive advertising for the Federal Trade Commission, State of Wisconsin and numerous advertisers. Preston has a long and distinguished history with the AAA where he is a Fellow. He received the Kim Rotzoll Award for Advertising Ethics and Social Responsibility in 2005 and the Outstanding Contribution to Research Award in 1992 and served as AAA President in 1996. Preston is featured in the September Newsletter as one of AAA's "Legends and Leaders" (see p. 1).



Ivan Preston

Alabama Prof Participates in AEF VPP

Dr. Lance Kinney, Associate Professor of advertising and public relations, University of Alabama, traveled to New York City as part of the Advertising Education Foundation's Visiting Professor Program, July 17 - 28. While in New York City, Kinney and other professors from around the country toured several ad agencies. Kinney spent several days observing operations at Time Warner Global Marketing, a division of Time Warner. Kinney also presented a lecture on event sponsorship as an integrated marketing communication strategy to agency personnel and other Time Warner attendees.



Lance Kinney

MSU Hosts Interactive Training Program

The Department of Advertising, Public Relations, and Retailing at Michigan State University recently hosted a training program in East Lansing, Michigan for a group of advertising and media executives, organized by the China Advertising Association. The program consisted of seminars taught by several faculty members on various topics of interactive advertising and included visits to advertising agencies in the Detroit area. The group also visited several other cities in the U.S. during their three-week trip.



(L to R) Hairong Li, Director of China Programs for the College of Communication Arts and Sciences at MSU; Su Hua, Director of Training at China Advertising Association; Rick Cole, Chairperson of the Department of Advertising, Public Relations and Retailing at MSU.

University of Illinois Ad Department Adds 6 New Faculty

C L Cole (Professor): Ph.D. (Sociology of Culture, Iowa, 1992); Critical U.S. studies, media, sport and consumer studies, feminist, critical race and sexuality studies, historical and ethnographic methods, globalization and sport, transgender bodies and politics, advertising, sport and culture. Recent publications include (with Grant Farred), ed. *Exercising Power: Athletic Bodies in Public Space* (SUNY, 2007), *Sport and Corporate Nationalisms* (with M. Silk, and D. Andrews, Oxford, 2005), and articles in *Journal of Sport & Social Issues*, and *Blackwell Companion Reader in Cultural Studies*. Professors Cole and Giardina are launching the Illinois Internship and Research Program in Advertising, Sport & Culture.

Michael D. Giardina (Assistant Professor): Ph.D. (Kinesiology, Illinois, 2004). Sport and advertising; race, gender, consumer culture; globalization/global advertising and new media; transnationalism; cultural studies and qualitative research methods. Recent publications include *From Soccer Moms to Nascar Dads: Sport, Culture and Politics in a Nation Divided* (Paradigm, 2006) and *Contesting Empire/Globalizing Dissent: Cultural Studies after 9/11* (with N. Denzin, 2006, Paradigm), as well as articles in *Harvard Educational Review*, *Qualitative Inquiry*, and *Journal of Sport & Social Issues*.

Diana Mincyte (Assistant Professor): Ph.D. (Sociology, Illinois, 2006): Sociology of Consumption, Green Consumerism, Food, Post-socialism, East Europe, History of Advertising, Visual Culture, and Audience Analysis. Recent publications in *Cultural Studies--Critical Methodologies*, *Synthetic Planet: Chemicals, Politics, and the Hazards of Modern Life*, Routledge.

Cameron McCarthy (Professor). Ph.D. (Education, Wisconsin, 1988, M. Ed. Sociology of Education, University of Alberta, 1983). Globalization, Diaspora studies, racial inequality, consumption, advertising and the media, critical

inquiry. Recent publications include *Race, Identity and Representation in Education and Society, Volume Two* (with W. Croichlow, G. Dimitriadis, and N. Dolby, Routledge, 2005), and articles in *Harvard Educational Review*, and *Qualitative Research in Education*.

Michelle R. Nelson (Associate Professor); Ph.D. (Communications/Advertising, Illinois, 1997); gender and cross-cultural communication and consumption, consumption rituals, entertainment media and product placement, consumer decision-making, strategic market communications, citizen-consumer, ethnography, persuasion. Recent publications in the *Journal of Advertising*, *Journal of Consumer Psychology*, *Journal of Consumer Behaviour*, and *Journalism and Mass Communication Quarterly*.

Laura Oswald (Associate Professor): Ph.D. (Semiotics and Cultural Studies, New York University, 1991): Semiotics, ethnography, consumption rituals, marketing communication, brand management, focus groups, cross-cultural consumer behavior. Recent publications in *Handbook of Qualitative Research Methods in Marketing*, *Advances in Consumer Behavior*, *Journal of Consumer Research*.

Coming in 2007 **"So What?"**

A special series with Helen Katz on making research findings more relevant to advertising practitioners.

Events & Deadlines

September 2006

- 1: September 2006 AAA Newsletter available on the AAA Web Site
- 4: Deadline for AAA 2007 Conference paper submissions (see call p. 13)
- 10-13: AMA Annual Marketing Research Conference, Chicago (see marketingpower.com)
- 15: Deadline for AAA 2007 Asia Pacific Conference paper submission (see call p. 15)
- 15: Deadline for article submissions to International Journal of Mobile Marketing (see call p. 23)

October 2006

- 12: 2006 Annual AEJ Multi-cultural Symposium (see AEJMC Web site)
- 15: Deadline for article submissions to Journal of Mobile Marketing
- 31: Deadline for article submissions to International Marketing Review

November 2006

- 1: Deadline for AAA Proposals for the 2007 Research Fellowship Competition (see AAA Web site)
- 1: Deadline for AAA nominations for the 2007 Outstanding Contribution to Research on Advertising (see AAA Web site)
- 15: Deadline for submissions to the December 2006 AAA Newsletter
- 30: Deadline for article submissions to the Journal of Business Research

December 2006

- 1: December 2006 AAA Newsletter available on the AAA Web Site

January 2007

- 2: Deadline for AAA 2007 nominations: Distinguished Service Award, Charles H. Sandage Excellence in Teaching Award, Billy I. Ross Advertising Education Award, Kim Rotzoll Award for Advertising Ethics and Social Responsibility (see calls pp. 17-20)

February 2007

- 15: Deadline for submissions to the March 2007 AAA Newsletter

March 2007

- 1: March 2007 AAA Newsletter available on the AAA Web Site

April 2007

- 12-15: 2007 AAA Conference in Burlington, Vt. (see call p. 13)

May 2007

- 31 - June 2: AAA 2007 Asia Pacific Conference, Seoul, Korea (see call p. 15)

Please Note: Events and deadlines are subject to change. See referenced Web sites for more details.

AAA Calls for Proposals, Nominations

CALL FOR PAPERS

First Call for Conference Papers and Proposals for Special Topics Sessions American Academy of Advertising 2007 Conference

April 12-15, 2007

Sheraton Burlington Hotel and Conference Center, Burlington, Vermont

Competitive 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 2007 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference 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 guide-lines of the *Journal of Advertising*. Authors of accepted papers must 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.

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.

All competitive and special topics submissions must include a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper/special topics session will result in the competitive paper/special topics session being withdrawn from the conference proceedings.

Requirements for Submission of Competitive Papers and Special Topics Proposals

PLEASE NOTE THAT ALL SUBMISSIONS ARE TO BE SUBMITTED VIA THE AAA WEB SITE

(www.americanacademyofadvertising.org).

In order to facilitate the review process and alleviate customs problems with international mail, everyone will submit their paper or session proposal electronically via the AAA website. You will upload a copy of your paper in the MS Word format. Please use the procedures noted below for deleting identifying information 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 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.

Electronic submissions will be accepted beginning September 1, 2006 and must be received no later than Wednesday, **October 4, 2006**. Please designate a single contact person for your sub-mission. This individual will register at the conference website (accessible via www.americanacademyofadvertising.org) and will receive a user name and password

Continued on next page...

AAA Calls... (cont'd)

via email after registration. Once this information is received, the individual will be able to upload the manuscript to the conference web site.

The contact person must provide contact information (email, phone and fax) as well as one or two keywords to facilitate the reviewing process (e.g., copytesting, media measurement, new technologies, advertising education, etc.). The contact person will also indicate his or her agreement to a statement specifying that all paper presenters agree to register for the conference and participate as specified.

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

Competitive Papers:

Professor Kim Sheehan
University of Oregon
School of Journalism and Communication
Email: ksheehan@uoregon.edu

Special Topics Proposals:

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

We look forward to your submissions and hope that you will be able to attend the 2007 Conference of the American Academy of Advertising. We hope you will join us!

General questions about the conference can be directed to Les Carlson, AAA President-elect at: Clemson University, Department of Marketing, **Email:** carlsol@clemson.edu

See Announcement on p. 21 for more details on electronic submission.

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](#)

CALL FOR PAPERS

AAA 2007 Asia-Pacific Conference in Cooperation with Korea University American Academy of Advertising and Korea Advertising Society Korea University Business School, Seoul, Korea May 31-June 2, 2007

Call for Competitive Papers & Special Topics Sessions Proposals

Based upon the success of the American Academy of Advertising's first three Asia-Pacific Conferences in Japan in 2001 and 2003 and in Hong Kong in 2005, we are planning the 2007 event to be held at Korea University in Seoul, Korea. This will be an exciting event that focuses on research and special topics about the Asia-Pacific region. Bob King will describe logistical details in his separate announcement.

Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in one or more Asia-Pacific country(ies), or in any multiple countries involving at least one Asia-Pacific country, to the 2007 Asia-Pacific Conference. A Conference Proceedings will be published in an electronic format. All submissions are subject to blind review. Completed papers will be given first preference. However, very detailed abstracts of at least 8 pages will be considered. Papers and detailed abstracts 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. Nevertheless, publication of an abstract does not preclude future publication of the full research paper elsewhere. When submitting papers to be reviewed, you must include a statement indicating that at least one author of the paper agrees to register for the conference and to present the paper. Only an author or co-author may present a paper, and if a paper is not presented by an author or co-author, it will not be published in the 2007 Asia-Pacific Conference Proceedings.

Special Topics Sessions

You are invited to submit proposals for special topic sessions. The length of these sessions may vary based on the topic and number of participants. The sessions are designed to offer information and dialogue on topics of importance to advertising education and/or practice (such as current curriculum or practitioner issues and creative topics) in the Asia-Pacific region or in multiple countries including at least one Asia-Pacific country. Submission must include:

1. A clear rationale for addressing the topic at this conference including the value of the session to conference attendees;
2. Names, affiliations, and specific roles of all participants (note that blind reviews are not possible with these proposals because the value of a proposal depends in part on the selection of appropriate participants);
3. The length of time you believe you would need for the session; and
4. Details of how the session will be conducted under a unifying theme, including progression among sections and participants. Special topics participants listed in the proposal are expected to have agreed to register and attend the conference. Accordingly, submissions must include a statement indicating that all presenters agree to register for and present at the Conference. In addition, Special Topics Chairs are responsible for generating a one-page summary prior to the session for inclusion in the 2007 Asia-Pacific Conference Proceedings as a non-refereed publication.

Submission Requirements and Deadlines

All competitive papers and all proposals for special topics sessions must be in English and be submitted no later than Friday, **September 15, 2006**. Please send a complete copy of your paper or proposal as an e-mail attachment in MS Word format. Your cover memo should include:

1. The title of your paper or proposal, the name(s), affiliation (s), address(es) including e-mail address(es) of the author(s) or special topic session chair and presenters. Please designate a single contact person and provide phone and fax numbers for that person as well. You will receive an e-mail acknowledgement upon receipt of your submission.
2. A statement indicating that all paper or session presenters agree to register for the conference and to participate as specified.

Continued on next page...

3. Identification of one or a few keyword(s) (e.g., copytesting, media measurement, new technologies, advertising education, etc.) as well as the specific country(ies) of focus to facilitate the review process.

Competitive paper submissions and special topic sessions can be e-mailed to Charles R. Taylor or Doo Hee Lee at the following addresses:

Dr. Charles R. Taylor
John A. Murphy Professor of Marketing
Villanova University
800 E. Lancaster Ave.
Villanova, PA 19085-1678
Phone: (610) 519-4386
Fax: (610) 519-5364
E-mail: raymond.taylor@villanova.edu

Dr. Doo Hee Lee
Korea University
Tel: +82-2-3290-1016
Fax: +82-2-953-2325
E-mail: dooheelee@korea.ac.kr

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- ▶ URL link to complete call or job announcement
- ▶ [Click here for complete details](#)

AAA Call for Nominations

CALL FOR NOMINATIONS American Academy of Advertising Charles H. Sandage Award for Teaching Excellence

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. Please refer to the AAA Directory and/or website for more information on each award: <http://www.americanacademyofadvertising.org> OR <http://advertising.utexas.edu/AAA/>

The nomination letter and supporting documentation should provide evidence of lifetime teaching excellence. It is important to note that implicit in the award description above, letters of support for the nomination alone are not considered adequate documentation, but the materials sent for consideration should also include supporting printed information, publications or other relevant materials. However, no more than three examples of work should be sent with the nomination. 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. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than **January 2, 2007** 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: ms04@txstate.edu

CALL FOR NOMINATIONS

American Academy of Advertising

Kim Rotzoll Award For Advertising Ethics And Social Responsibility

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. Please refer to the AAA Directory and/or website for more information on each award: <http://www.americanacademyofadvertising.org> or <http://advertising.utexas.edu/AAA/>

The nomination letter and supporting documentation must provide evidence of the contributions of the nominee. The evidence submitted 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.

It is important to note that implicit in the award description above, letters of support for the nomination alone are not considered adequate documentation, but the materials sent for consideration should also include supporting printed information, publications or other relevant materials. However, no more than three examples of work should be sent with the nomination. For a list of past award winners please visit the AAA website. Letters of nomination and supporting documentation should be sent no later than **January 2, 2007** 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: ms04@txstate.edu

CALL FOR NOMINATIONS **American Academy of Advertising** **The Distinguished Service Award**

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. The award is presented at the annual conference of the Academy and is accompanied by a plaque commemorating the event. Please refer to the AAA Directory and/or website for more information on each award: <http://www.americanacademyofadvertising.org> OR <http://advertising.utexas.edu/AAA/>

Nominations should contain substantial supporting materials. It is important to note that implicit in the award description above, letters of support for the nomination alone are not considered adequate documentation, but the materials sent for consideration also should include supporting printed information, publications or other relevant materials. However, no more than three examples of such work should be included with the nomination. For a list of past award winners please visit the AAA website. Nominations and supporting documentation for the Distinguished Service Award should be submitted no later than **January 2, 2007** 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, Texas 78666
Phone: 512-245-3190
Fax: 512-245-7475
Email: ms04@txstate.edu

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- ▶ [Click here for complete details](#)

CALL FOR NOMINATIONS **American Academy of Advertising** The Billy I. Ross Advertising Education Award

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. Please refer to the AAA Directory and/or website for more information on each award: <http://www.americanacademyofadvertising.org> OR <http://advertising.utexas.edu/AAA/>

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 addition 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. It is important to note that implicit in the award description above, letters of support for the nomination alone are not considered adequate documentation, but the materials sent for consideration should also include supporting printed information, publications or other relevant materials. However, no more than three examples of work should be sent with the nomination. 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. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than **January 2, 2007** 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: ms04@txstate.edu

AAA Announcements

CONFERENCE ANNOUNCEMENT **2007 AAA Conference News:** **Online Paper and Special Topics Submission!**

You've probably used something like this for other conference submissions: an online portal where you can upload your papers and proposals, download submissions for review, and enter reviews directly online. The AAAs is joining in: submissions to the upcoming AAA Conference will be done via an online web page: www.aaa07.confmaster.net.

This type of system is simple and straightforward to use, and presents several benefits over our past email submission process. When you submit a paper or special topics proposal to the website, you'll get an immediate confirmation that the submission was received, along with a submission confirmation number. No more worries that your submission got diverted to a spam file, or lost in cyberspace!

For reviewers, the system allows you to access and download papers for review at your convenience. If you mistakenly delete the paper, you can retrieve it again from the conference site. The online review system allows you to easily and confidentially submit your review. You'll get an email confirmation when your review is completed. In order to submit a paper or special topics proposal, access the conference submission site via the AAA Web site (www.americanacad.org). Click on the link "Register as new author." Once you fill in all the required information and hit "Submit," you will immediately receive an e-mail with your User ID and password. The system will now allow you to log in to submit papers. Once you log in, you can click on the link "Edit user data" to change your password, user ID, other specifications etc.

To begin the process of submitting papers, please click on the link "Register paper." You will then be directed to a page where you will be required to enter the title of your paper, a 75-word abstract, and names and e-mail addresses of co-authors, if any. You will be asked to specify the paper type (competitive paper, special topics session), and keywords. Authors are also required to submit an abstract of their paper. Finally, click on the "Browse" button to select the file (on your own computer) to upload.

The system is configured to accept papers in the following formats:

- ▶ Word document (.doc),
- ▶ .pdf file,
- ▶ or an .rtf file

[If at all possible, we recommend that you submit your paper as a .pdf file but only after removing all identifying information from the file]

Once you have selected the file, click on the "Submit" button and you are done! You will receive an e-mail confirmation upon successful submission.

We look forward to hearing your feedback on the confmaster system. Please contact Kim Sheehan (ksheehan@uoregon.edu) with any questions or comments about this new procedure!

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Calls for Papers

CALL FOR PAPERS

“The Super Bowl: Advertising, Audience and Culture” Symposium

The University of South Carolina

January 26-27

Faculty and graduate students are invited to submit papers, proposals for panels and abstracts on topics relating to the impact of the Super Bowl advertising including economic impacts, audience analysis, cultural issues, social influences, creative techniques and innovative teaching pedagogy.

For more information visit www.jour.sc.edu/superbowl.

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 \$65.00 per year.
- ▶ Student membership is only \$35.00 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!

CALL FOR PAPERS

Mobile Marketing Association

International Journal Of Mobile Marketing

December 2006 Issue

Mobile Marketing Growing

The use of the mobile channel for marketing, i.e. mobile marketing, is a growing worldwide phenomenon. Commercial mobile marketing initiatives began in 1997 and published research on the topic first appeared in 2001. Since then, the field of mobile marketing has drawn the attention of academics and industry practitioners alike. Leading industry brands are committing anywhere from 10 to 25 percent of their near-term marketing budgets to digital media--including mobile. Technology companies throughout the world are investing heavily in the creation of mobile marketing solutions, and many new and important research studies are underway. However, with all this attention there is still more to learn about the application and use of mobile marketing.

There remains a gap in our understanding of what mobile marketing is and what drives consumer adoption and acceptance of mobile initiatives. There is scant qualitative and empirical evidence to formulate an authoritative definition of mobile marketing and its key enablers. In order to address this void and provide a forum to expand the available body of knowledge on the subject of mobile marketing, the Mobile Marketing Association (MMA) publishes the MMA International Journal of Mobile Marketing (IJMM). Overseen by the MMA's Academic Outreach Committee, the MMA IJMM is the world's first journal dedicated to capturing the growing body of knowledge in the field of mobile marketing.

About the International Journal of Mobile Marketing

The MMA International Journal Mobile Marketing is published twice per year (June and December). Each journal includes articles from academics, students, industry practitioners and mobile thought leaders from around the world. The June 2006 issue included articles from Australia, New Zealand, United Kingdom, Finland, and the United States. Contributing articles are conceptual, qualitative, and quantitative in nature and supplement the growing body of knowledge within the field of mobile marketing.

Call-For-Papers For December 2006 Issue

The MMA is requesting paper submissions for the December 2006 issue. In order to help guide and influence academic studies and commercial use of mobile marketing, contributed papers should provide insight into the theoretical basis and practical application of mobile marketing. Authors may consider, but are not limited to, the following topics:

- ▶ Consumer acceptance: Factors driving or inhibiting the use of mobile marketing
- ▶ Wireless or mobile advertising, definition, effectiveness, adoption
- ▶ Location aware mobile marketing applications and initiatives
- ▶ Influence of consumer demography on mobile marketing adoption
- ▶ Conceptual models and theory framing the field of mobile marketing
- ▶ Value chain, regulation, and related business influencers
- ▶ Mobile commerce, applicability and acceptance of payment methods (e.g. PSMS, PayPal, Credit Card, Loyalty Points, etc.), and related business models
- ▶ Meta analysis on the current state of research and body of knowledge in the field of mobile marketing
- ▶ Effectiveness of mobile content, such as ringtones, mobile TV, video, images, etc., with in the marketing mix
- ▶ Application of multimedia within mobile marketing initiatives
- ▶ Analysis of the various delivery methods: SMS, MMS, mobile internet, IR, IM, Bluetooth, mobile email, mobile portals
- ▶ Analysis of future trends and impact of global, environmental, cultural, and/or political activities on mobile marketing
- ▶ Use of mobile channel for philanthropy or politics
- ▶ Review of industry typology, definitions
- ▶ Mobile initiative metrics
- ▶ Mobile customer relationship management
- ▶ Demystification of the technology and elements needed to enhance industry adoption
- ▶ Effective methods for bringing mobile marketing academic research to practitioners

Continued on next page...

Calls for Papers... (cont'd)

Submission Instructions

All relevant papers that further the understanding of mobile marketing will be considered for publication. The MMA encourages contributions from academics, students, industry practitioners and thought leaders. Contributed papers may be academic or editorial in nature. Only complete submissions will be considered. Each submission will undergo one or more blind reviews. Any paper that fails to meet the required revisions after two rounds of reviews will be rejected unless only minor changes are needed. Final, complete, manuscript submissions may be submitted at any time but must be received by the MMA no later than September 15, 2006.

- ▶ All submitted papers must not be under review by any other journal, used as a corporate white paper, or published in any public or private forum--the work must be original.
- ▶ Submissions must be thoroughly edited complete manuscripts (not proposals), 4,000-5,000 words in length, with limited figures and tables. English only.
- ▶ Each submission must be submitted in Microsoft Word, and include:
 - A statement of fact that the manuscript contains original unpublished work, is not being submitted for publication elsewhere, and that the author(s) has authority to publish all content, images, diagrams, and related material contained within the work (See terms and conditions below).
 - A cover letter, title page, keywords, abstract.
 - An explanation of why the material is important to the field of mobile marketing and why it should be published in the IJMM, bulleted summary of top three (3) findings.
 - Complete manuscript. Academic papers should provide: introduction, literature review, research design and methodology, results, findings, discussion, limitations and future research, and citations (variations on these sections will be accepted depending on the nature of the work). Industry articles may be editorial in nature, however, they may not be advertorials, interviews, single-perspective, or promotional pieces, all work must be cited.
 - Citations should follow the American Psychological Association (APA) style (<http://www.apa.org/Books/4210040.htm>). Authors should provide an electronic file (e.g. EndNote, <http://www.endnote.com/>; Citations, <http://www.citationonline.net/9-home.asp>; or comma delimited format) containing the article's citations along with their submission, which will be used by the MMA for future citations analysis.
 - A complete list and contact information of all contributing authors, including names, mailing addresses, email address, and phone numbers, with one author designated as the corresponding author. Clear attribution to any research sponsors or organization(s), as applicable.
 - Nomination of up to four academic and/or industry experts who would be considered appropriate to review the submission. Please state (1) the names, title, addresses, phone, fax, and email addresses of these reviewers, (2) the expertise of each reviewer relating to your paper, and (3) your relationship with each of them. An attempt will be made to select at least one of the reviewer nominations.
- ▶ Papers submitted which do not meet the above criteria will not be accepted (no exceptions).
- ▶ Submitted articles should be emailed to the MMA IJMM Journal editor at mmajournal@mmaglobal.com in Microsoft Word.

Authors may contact the MMA at mmajournal@mmaglobal.com at any time with questions, and/or to inform the MMA of their intention to contribute an article by the **September 15th, 2006** deadline.

Terms & Conditions

By submitting an article or other written work to the MMA-IJMM you represent and warrant that: (1) the work you submit is original and that you are the sole creator of the work and have full power and authority to all ownership in the work; (2) the work you submit has not been previously published anywhere in whole, or in part; (3) the work does not, and if published will not, infringe upon any copyright, trademark or other right of any third party; and (4) the work is true and contains no matter that is defamatory. You agree to cooperate with the MMA-IJMM in its defense of any action related to the work you submit. In addition, you agree to indemnify and hold the MMA-IJMM and the MMA harmless from any and all claims, losses and expenses that are a result of your breach of the foregoing representations.

By submitting any work to the MMA-IJMM you grant to the MMA-IJMM full and complete ownership in and to any and all work submitted in all forms of media now known, or hereafter devised, including but not limited to all print, computer, on-line, audio, video, Internet and other electronic media or publications in both the original and all foreign languages. You understand and agree that the MMA-IJMM shall have the full right and authority to edit, market, and distribute any work submitted in its sole and absolute discretion.

CALL FOR PAPERS

MMA International Journal of Mobile Marketing

There is scant qualitative and empirical evidence to formulate an authoritative definition of mobile marketing and its key enablers. In order to address this void and provide a forum to expand the available body of knowledge on the subject of mobile marketing the Mobile Marketing Association (www.mmaglobal.com) calls upon academics, students and industry professionals to submit articles to be considered for publication in the MMA International Journal of Mobile Marketing (IJMM).

The IJMM, the world's only journal dedicated to mobile marketing, is published twice per year (June and December). The journal provides a medium for academics, students and industry professionals from around the world to share their insights and research on how the mobile channel can be effectively used for marketing.

See table for submission deadlines, and <http://www.mmaglobal.com/modules/content/index.php?id=318&submenu=mymenu6> for detailed article submission guidelines and instructions.

Future Publication Dates and Submission Deadlines*

- ▶ December '06 (Submission deadline: September 15, 2006)
- ▶ June '07 (May 15, 2007)
- ▶ December '07 (September 15, 2007)

**Articles may be submitted for consideration to the MMA IJMM at any time; however, they must be received by the Submission Deadline to be considered for a particular release.*

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CALL FOR PAPERS

International Journal of Internet Marketing and Advertising (IJIMA) Special Issue on: Experimental Research in e-Marketing

Several studies in the field of e-marketing have relied on survey research or limited observations of consumer/user/viewer behaviour to draw limited conclusions in non-controlled environments. The purpose of this special issue is to uncover research studies where conditions of exposure have been manipulated under the strict requirements of the experimental method, using either lab settings or active online sites and storefronts.

Authors are encouraged to submit empirical manuscripts that use the experimental method to either test existing theories or assist in theory building in the broad area of electronic marketing. Interdisciplinary research is also encouraged.

Subject Coverage

Any topic that addresses the impact of advertising, marketing, communication or interface design in e-marketing settings is appropriate for this special issue, with particular emphasis placed on empirical research, using the experimental method. Suggested topics may include but are not limited to:

- ▶ Product placement and/or sponsorships within web environments
- ▶ Factors affecting the effectiveness of online auctions
- ▶ Tracking of advertising effectiveness by format, design and/or location Transfer of effective reach and frequency levels in an online environment Effects of levels of interactivity and vividness of an advertisement
- ▶ Impact of search agents on the final buying decision
- ▶ Consumer buying experience with retail settings online (decision process, purchase experience)
- ▶ Consumer perception of web interfaces, across segments and cultures
- ▶ Consumer responses to legal and ethical issues surrounding security and privacy
- ▶ Advertising effectiveness and consumer tracking
- ▶ Branding effects and advertising
- ▶ Loyalty and revisits to web sites
- ▶ Children and advertising response

Authors are welcome to address a wide range of questions associated with these themes. For example, the impact of electronic search agents, the emergence of new forms of intermediation, and the massive polarisation of peer-to-peer marketplaces would all be relevant subjects for further investigation. Interested authors may contact the special issue editors directly for feedback on the suitability of their proposed topic.

Important Dates

Due date for manuscript submissions: **15 January, 2007**

Due date for authors to submit properly formatted copies of accepted papers: **31 July, 2007**

Guest Editors: David R. Fortin, University of Canterbury, New Zealand
Paul W. Ballantine, University of Auckland, New Zealand

Editors and Notes

For any questions about article submissions, please contact either of the Guest Editors:

Associate Professor David R. Fortin
E-mail: david.fortin@canterbury.ac.nz

Dr. Paul W. Ballantine
E-mail: p.ballantine@auckland.ac.nz

The complete CFP can be found on the Inderscience web site:
<http://www.inderscience.com/browse/index.php?journalCODE=ijima>

and also on the Web-Lab site:
www.mang.canterbury.ac.nz/weblab

Calls for Papers... (cont'd)

CALL FOR PAPERS **Journal of Advertising Education** **Special Issue – Fall 2007** “The Advertising Curriculum”

“The times, they are a-changing” ... is the advertising curriculum?

Possible topics:

- ▶ Media-based and function-based advertising curricula.
- ▶ Marketing/Business-based vs. Journalism/Communications-based advertising curricula.
- ▶ The strategic communications curriculum.
- ▶ IMC vs. Strategic Communications vs. Advertising.
- ▶ What is being taught now?
- ▶ What should be taught?
- ▶ The role of the portfolio.
- ▶ The role of graduate advertising education.
- ▶ Is accreditation harmful or helpful?
- ▶ With the changes in mass media, what should be taught?
- ▶ Do students need the concept of branding?
- ▶ Should public relations be a separate curriculum?

Deadline: January 31, 2007.

Submissions must be in MS-Word and submitted as e-mail attachments.

Send submissions and queries to:

Don Jugenheimer
donald.jugenheimer@ttu.edu

The Journal of Advertising Education is a publication of the Advertising Division of the Association for Educations in Journalism and Mass Communication. Editor is Pat Rose.

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Announcements

ANNOUNCEMENT **Save Ad Education's History!**

We have a new initiative. We would like to create an Advertising Education Collection ... a compilation of books, papers, bios, interviews, etc., dealing with the advertising education since its inception. Advertising Education at the university level, after all, is just over 100 years old, and the longer we wait to collect such materials, the more likely it will disappear.

We're asking for your help. Many of you have materials stuck in drawers or between the cushions on your sofa that might be useful contributions to this Collection. We are interested in the history of ad programs, biographical information on influential ad educators like Ernie Sharpe, Charles Sandage, W. F.G. Thacher, and more. Even photographs would be nice. The original item, or a digital file would be welcomed. Old textbooks, too, might be worth adding to this collection.

If you have ANYTHING you feel might be a worthwhile addition, and you're willing to part with it (or a copy of it), please contact us as soon as possible. We hope this will be a service to the academy and the profession of advertising. And our hope is to write yet another book, using some of what we collect, which we'll try to distribute free of charge, once again, if we can raise the funding.

PLEASE dig through your book cases and file cabinets, and try to help us preserve the history of advertising education. Your contributions to this cause can be sent to:

Jef Richards
Advertising Department
1 University Station A1200
The University of Texas
Austin, TX 78712.

Jef I. Richards (jef@mail.utexas.edu)
Billy I. Ross (billy.i.ross@ttu.edu)

Announcements... (cont'd)

ANNOUNCEMENT **Inviting Your School's Participation**

The International Advertising Association (IAA), the United Nations Development Program – Millennium Development Goals, and Dentsu, Inc., cordially invite your school's participation in IAA Dentsu InterAd XI—IAA's annual global student advertising competition.

This year's InterAd will be challenging student advertising teams the world over to develop comprehensive socially responsible campaign recommendations for achieving the UN's Millennium Development Goals. Participation will provide your students a unique globally oriented learning experience—designed to alleviate social inequities while elevating living standards worldwide.

InterAd 'pre-launch' materials including project scope; eligibility/registration procedures; judging criteria; prizes; and suggestions for forming a student team will be placed on IAA's website (www.iaaglobal.org Click on Contest and Awards) by August, 31. The InterAd XI Project—case brief, instructions and guidelines, and registration form will be distributed on/or before September 30; and the deadline for receipt of completed student Plans Books will be **April 2, 2007**.

For more information, contact:

Nubia Martinez

IAA Education Administrator

E-mail: nubia.martinez@iaaglobal.org.



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ANNOUNCEMENT

Advertising Educational Foundation (AEF)

The AEF invites you to take advantage of its varied educational materials and programs.

Inside Advertising Speakers Program

Sign up now for 2006-2007

Industry executives visit campuses nationwide to speak in the classroom and informal settings with faculty and students. Speakers are carefully chosen, and programs customized, to meet your class objectives. There is no need to commit to dates or a topic – just put your name on the list. AEF staff will follow up with you. You may sign up online at www.aef.com, in the Professor Resources section, or by calling the AEF at (212) 986-8060.

Advertising & Society Review

An online academic journal

Advertising & Society Review (A&SR) publishes articles, essays and other forms of scholarship about the role of advertising in society, culture, history and the economy. Recent issues have covered “Progressive Images of Women,” “Rethinking Materialism” and “Investigating Advertising as a Cultural Form.” Edited by Professor Linda M. Scott of the University of Oxford in the UK, A&SR is available through your university e-journal collection or through www.aef.com.

TWO MORE UNITS UP!

Advertising and Society: An Online Curriculum

To provide professors and students with comprehensive, up-to-date units for teaching about advertising

Published as a supplement to *Advertising & Society Review* (A&SR), seven units are currently available through your university e-journals or through www.aef.com, with the remainder being rolled out with each issue of A&SR through 2007. Authored by William M. O’Barr, Professor of Cultural Anthropology at Duke University, the curriculum now offers:

- ▶ What is Advertising?
- ▶ A Brief History of Advertising in America
- ▶ “Subliminal Advertising”
- ▶ Advertising in Literature, Art, Film, and Popular Culture
- ▶ Advertising in the Public’s Eye
- ▶ Public Service Advertising
- ▶ Representations of Masculinity and Femininity in Advertising

Multicultural Marketing: Academic and Business Perspectives on Targeting African American, Gay/Lesbian and Hispanic Consumers

2006 Annual Symposium on October 12

This year’s Symposium will take place in Chicago on Thursday, **October 12, 2006** from 8:00 a.m. – 2:30 p.m. at Leo Burnett Worldwide. Professors, students and the industry are invited to attend. Stay tuned for updates on www.aef.com.

The AEF welcomes your comments and questions.

Please contact Kathy Grantham, Deputy Director, at kg@aef.com or (212) 986-8060.

ANNOUNCEMENT

The Emerging Faces in Hispanic Advertising Conference

The Emerging Faces in Hispanic Advertising Conference is a must-attend event for advertising and marketing professionals, college students and faculty. The first conference of its kind to merge the professional advertising industry with academia, the forum convenes on the idyllic campus of The University of Texas at El Paso on the international border of the United States and Mexico. Conference highlights, speakers, agenda, travel and registration information is available on the following pages. Sign up today by mail or register online beginning September 1st. Be a part of this exciting premiere event y Bienvenidos a El Paso!

The event will be held at The University of Texas at El Paso, **October 25-28, 2006**.

For more information, please check the conference website (<http://www.hispanicadconference.com/>).

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ANNOUNCEMENT

IAA Dentsu InterAd Global Student Competition

The International Advertising Association (IAA) and its sponsor Dentsu, Inc. are partnering with the UN Millennium Campaign as its client for InterAd XI. We invite your school's participation in this world class student advertising/marketing communications competition.

CHALLENGE: The UN Millennium Campaign challenges student teams worldwide to increase awareness and promote the achievement of its Millennium Development Goals [MDGs]. (See <http://www.un.org/millenniumgoals>)

ELIGIBILITY: InterAd XI is open to IAA Accredited Institutes as well as other universities and colleges that teach advertising or marketing communications subjects. Each school may enter one team, and must have a faculty advisor.

Teams will conduct situation analyses, prioritize objectives, determine communication strategies, and propose creative executions, media plans, and promotional recommendations for a one-year campaign, commencing July 1, 2007 through June 30, 2008. Participation will provide students an exceptional globally oriented learning experience; while contributing towards the attainment of the UN's eight MDGs.

Faculty advisors may wish to treat IAA InterAd participation as a major component of a campaigns course, an independent group study course, or a student club project. Advisors may assist in forming and organizing the team--suggesting roles and responsibilities; work with them as they would either in a normal teaching environment or a student club advisory relationship. Should an advisor so desire, he/she may initially conduct an intramural competition--submitting the winning team's proposal as the school's InterAd XI entry. Regardless of the scenario, IAA places no limits on the number of students included on the school's team.

PROJECT REQUIREMENTS: The student team's entry will incorporate: (1) a Plans Book (limited to 32 single-sided pages) and (2) a Power Point presentation (limited to 20 slides) highlighting their recommendations. Both the Plans Book and presentation will be submitted electronically to IAA's World Service Center in PDF format. Deadline for the receipt of the team's completed entry is April 2, 2007.

JUDGING: All completed InterAd XI entries will be judged regionally by IAA professionals. Regional winners will be advanced to a world jury--comprised of senior marketing communications professionals as well as UN Millennium Campaign project leaders.

PRIZES: IAA InterAd Certificates will be provided to all student participants, and the team's advisor. InterAd plaques will be awarded to all regional winners and runner-ups. The InterAd World Champion will receive a trophy and a travel allowance of up to US\$7,500 for presenting its award winning recommendations at an appropriate UN function.

REGISTRATION: Registration is free of charge to IAA Accredited institutes. The fee for all others is US\$250. This fee will be credited, should the school apply and qualify for IAA accreditation within one year of registering for InterAd XI.

DISTRIBUTION OF INTERAD XI PROJECT: The InterAd XI Project including: (1) the Case Brief, (2) Instructions and Guidelines, and (3) Registration Form will be e-mailed to accredited institutes and prospect schools worldwide and placed on IAA's web site <http://www.iaaglobal.org/contestsandawards> this coming September.

Note: InterAd participation will be governed by InterAd XI Instructions and Guidelines, all materials submitted by teams become the property of the United Nations.

FOR FURTHER INFORMATION

IAA's InterAd is more fully described on our web site <http://www.iaaglobal.org>. Click on Contests and Awards. Here you can view the InterAd X award winning campaign as well as a list of previous InterAd clients, and the schools selected as World Champions. InterAd is but one component of IAA's far reaching educational programs. When visiting the web site, click on Professional Development to learn about our unique accreditation program, and how your school's students can qualify for IAA's Diploma in Marketing Communications. Also, click on Membership then Categories and Rates to learn about Academic Memberships.

For additional information contact IAA's Educational Administrator, Nubia Martinez at: nubia.martinez@iaaglobal.org or if you prefer call 01-[212] 557-1133, ex. 25.

Job Openings

JOB OPENING

College of Communications at Penn State

The College of Communications at Penn State is seeking candidates with the ability to contribute to the broad intellectual and/or creative life of an interdisciplinary program. In addition to an active research agenda, the College places strong emphasis on teaching and service.

Tenure-track assistant professor positions are available in the following areas starting August 2007:

ADVERTISING: Candidates must have proven college-level teaching and research abilities in one or more of the following areas: creativity, media planning, strategic advertising campaigns, and promotions. A Ph.D. with professional experience preferred.

PUBLIC RELATIONS: Candidates must have proven college-level teaching and research ability in one or more of the following areas: writing for public relations, promotions, PR campaigns, PR media and methods. A Ph.D. with professional experience preferred.

Learn more about the College of Communications at Penn State on its homepage at <http://www.psu.edu/dept/comm>.

Send a letter describing qualifications, a c.v. detailing teaching and research/creative experience and the names of three to five references to:

Faculty Search Committee
College of Communications, Penn State
201 Carnegie Building, Box AAA
University Park, PA 16802

Screening of applications will begin immediately and will continue until the positions are filled. Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce.

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JOB OPENING

Missouri School of Journalism

Director of the Arts

The Missouri School of Journalism is searching for a multi-talented faculty member to serve as coordinator of a program designed to develop an increased appreciation of the arts among prospective journalists. The program was recently awarded a curriculum-enrichment grant from the Carnegie Corporation of New York.

Through the innovative program, journalism students will take challenging coursework from leading faculty in art, Music Theater aimed at developing a deep understanding of and lifelong involvement with the arts. The new journalism faculty member will coordinate the program, serve as a bridge between the School of Journalism and arts faculty colleagues and facilitate interdisciplinary cooperation (and perhaps research or writing) in the arts and journalism. The journalism faculty member also would teach other courses in arts journalism and writing within the School.

A key component of the program is exposure to the arts through attendance at concerts, plays and other performances and field trips to museums. The new journalism faculty member will help his or her colleagues from the arts faculties coordinate these experiences with the content of the arts curricula to enliven the students' coursework and give them real-world understanding of the world of art, music and theater.

QUALIFICATIONS. The ideal candidate will possess a Ph.D. degree in journalism (or another appropriate discipline) or high-level professional experience in the news media. He or she will have excellent writing and editing skills, a passion for teaching or scholarship related to the arts and a personal background that displays intense interest in art, music or theater. The person selected will serve as an assistant professor and will be tenure-track or professional-practice track depending on qualifications.

APPLICATION PROCEDURE. Applicants should include a full curriculum vitae and the names of three references. Screening will begin immediately and continue until the position is filled. Applications may be sent electronically (preferred) to ciceroa@missouri.edu or mailed to Anne Cicero, Executive Assistant, Missouri School of Journalism, 120 Neff Hall, Columbia, MO 65211. If sending an application electronically, please send as a Word or PDF attachment with the candidate's last name as title.

The University of Missouri is committed to cultural diversity and it is expected that successful candidate will share this commitment. MU is an Equal Employment Opportunity/ADA institution and encourages applications from women and minority candidates.

JOB OPENING

Missouri School of Journalism Graduate Studies Director

The Missouri School of Journalism is looking for an energetic scholar with administrative inclinations to become director of graduate studies for the School. We are particularly interested in candidates who have teaching or research interests in the impact of new technologies on journalism and advertising.

The director of graduate studies, a new position, will report to the associate dean for graduate studies and research at the School. He or she will join a dynamic and innovative faculty who work with some of the brightest doctoral and master's students in journalism education. The School has 52 graduate faculty, 35 doctoral students and 232 master's students (including 60 online MA students).

This new colleague will work closely with the Donald W. Reynolds Journalism Institute, a journalism think tank and research and development center funded by a \$31-million grant from the Donald W. Reynolds Foundation. The Institute will open a new, 49,000 square-foot facility in 2007. It will fund six visiting Reynolds Fellows each year, supported by Missouri doctoral students, to engage in research aimed at improving the practice and understanding of journalism.

The doctorate is required. We seek someone whose credentials would justify appointment at the level of associate or full professor with tenure. Applicants should include a full curriculum vitae and the names of three references. Screening will begin **October 1, 2006** and continue until a new director is hired. Applications may be sent electronically (preferred) to ciceroa@missouri.edu or mailed to Anne Cicero, Executive Assistant, Missouri School of Journalism, 120 Neff Hall, Columbia, MO 65211. If sending application electronically, please send as a Word or PDF attachment with candidate's last name as title.

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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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