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The President's Column

by Pat Rose

As the ultimate crooner, Frankie, once said, "It's been a very good year..." I could not have asked for more support from all of you. Together we have accomplished a great deal.

Under the leadership of our new Web master, Assaf Avni, we have updated our Web site (quick access via <http://www.aaasite.org>) and have instituted a credit card payment system. The Web site has lots of goodies for members – and we hope you will all find it user-friendly. If you've not already visited the new site, check it out. And, hint, hint, you can also pay your 2007 membership dues online.

Furthering our 21st century approach, you unanimously voted to allow e-mail votes. Although many of you did not bother to "turn out" for the election – I assume, indicating indifference – there was a 23% response to the AAA Constitution and Bylaw ballot. Here are the other results. Fully 83% of those voting supported reducing the time frame for returning votes from 45 days to 15 days (more than the 80% required for the motion to carry). And,

surprise, surprise all your responses were e-mailed before October 6th -- 15 days from the day I sent out information on the vote. In other words, the use of email supports a quicker response time. By the way, remember that the time frame on constitution/bylaw changes stays at 30 days. And, finally, 95% of those voting agreed that we should change the title of "executive secretary" to "executive director." These changes will be incorporated in a revised constitution and by-laws, effective January 1, 2007.

The 2006 Reno Conference Proceedings were distributed on CD-ROM (and will soon be posted on the Web site – if they are not already there). The 2007 Burlington Conference Papers were submitted and



Pat Rose

President, p. 10

AAA Legends and Leaders

by Don Jugenheimer

Several members of the Academy have asked about former leaders of AAA who are no longer in active leadership roles. Each edition of the AAA Newsletter during 2006 has carried bio sketches of some of these former leaders. In this, our final issue, Edward Stephens, Keith Hunt and Sandra Moriarty are featured.

Edward Stephens

Ed Stephens was an account executive and creative supervisor with the Dancer-Fitzgerald-Sample advertising agency in New York City

(since sold to Saatchi and Saatchi), 1955 to 1964. Then he taught advertising on the faculty of the Northwestern University's Medill School of Journalism from 1964 to 1976. From 1976 to 1980, he was professor of advertising and chairman of the department of advertising at Syracuse University and from 1980 to 1989, Dean of the S. I. Newhouse School of Public Communications. Since 1992, he has been Professor Emeritus at Syracuse. He

Legends, p. 2

Legends, cont'd p. 1

was President of the Academy in 1976. A Navy veteran of World War II and the Korean War, Ed is a Captain, USNR (Ret.) and a former submariner. He is active with the Military Officers Association of America, American Legion, VFW, volunteers with Red Cross, Salvation Army, local Episcopal Church, and writes letters to the editor objecting to various things. He lives in Syracuse and his e-mail address is stephens@dreamscape.com.

Keith Hunt

My exposure to AAA started with the Goat Island, Rhode Island conference when Laird Landon and I (both on the FTC staff for a year) presented the two sides of “implied uniqueness” using the Wonder Bread “creates healthy bodies 12 ways” because of using enriched flour, the same flour used in the white bread by all bakers. I really liked the folks at AAA and became a regular attendee. I was JA editor back when we still used the UI colors on the cover, taking over from Tom Russell and passing it on to Tony McGann, approximately 1978-82. I was president in 1982-83. My president and editor terms overlapped at the time a journal was launched in Great Britain using our name, taking six months out of my life to resolve, with them finally adding “International” to their name. Many well known authors of advertising, marketing and consumer behavior texts came to our aid in persuading the publisher to change the name. I was the first executive secretary, in 1983-86. I was elected a Fellow in 1987. I stayed active in AAA through the Reno conference, presenting papers with Pat Kelly and Don Jugenheimer and others on real-world advertising research, but finally made the decision that I was committed to more than I had time to do and I made the difficult decision to stop being active in AAA. I have the warmest of feelings for AAA and the wonderful times many of us had together.

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A Great Big “Thank You!”

This completes our series on AAA *Legends and Leaders*. I want to personally thank Don Jugenheimer for overseeing and bylining this column. It was such a pleasure to work with Don over the past year and I'm constantly amazed by the service he does for the AAA. A special thank you also goes out to all of our legends and leaders—past, present and future. Thanks also to the members who emailed kind words about this column. Be sure to tune into our new series starting March 2007 by Helen Katz on the practical aspects of research findings. If you have ideas for other series you'd like to see, please email me at srodgers@missouri.edu.

Shelly Rodgers
Editor, AAA Newsletter

Sandra Moriarty



Sandra Moriarty

Sandra Moriarty officially retired from the University of Colorado in Spring of 2005. She continues her work with the Visual Communication Conference and will be one of the conference planners for next June's meeting in Estes Park. She has also finished drafting *The Science*

and Art of Branding with Giep Franzen, retired BBDO president and professor at the University of Amsterdam. It will be published in 2007 by M.E. Sharpe. *Advertising Practices and Principles* is moving into its 8th edition with Nancy Mitchell, University of Nebraska, as new co-author. She also continues consulting with husband Tom Duncan on integrated marketing communication projects. They celebrated the publication in 2005 of a law journal article on pre-trial advertising and its effects, which they wrote with CU professor Bob Trager. Their biggest IMC client is Dentsu, the largest single agency in the world, which is developing a more IMC-focused philosophy. Duncan and Moriarty have been making trips to Tokyo to help Dentsu work out its IMC approach, as well as its planning, training, and evaluation procedures. In her spare time she volunteers with Habitat for Humanity. She also gets dirty working with artifacts in the lab at the Crow Canyon Archaeological Center in Cortez, Colorado, and volunteers with pottery analysis for the YellowJacket collection at the CU Museum. Her email address is: Sandra.Moriarty@Colorado.edu. **AAA**

A Conversation with...Jon Halverson

Bio



Jon Halverson

A 2004 graduate of the Missouri School of Journalism, Jon Halverson started working at OMD in July of 2005 as a digital media strategist on the State Farm, Hormel and cars.com accounts. Halverson's expertise and passion for online media has also extended to numerous new business pitches for OMD. Due to his hard work and creative executions, he was promoted to digital strategy supervisor in July of 2006. In his new role, he oversees digital media planning on the Dial and State Farm accounts.

In addition to his job at OMD, Halverson is a second year member of the Shedd Aquarium Auxiliary Society and has served as chair of the Auxiliary Board's 2006 Shark Ball advertising committee.

Prior to his tenure at OMD, Halverson worked at StarLink IP on the Caterpillar, Motorola, and iRiver MP3 accounts.

Q&A

Q How do you like working in media?

A While I had some great internship experiences in account management, it never satisfied what I wanted out of a career in advertising. While I was getting an opportunity to speak with clients, brief creative teams and review creative work, I felt disconnected from the final product.

What I love about my career in media is that I get similar opportunities to what I cherished in account management: client interaction and a role in developing brand strategy as well as additional responsibilities in shaping the overall client communication. Media is one of the few jobs that allow individuals to focus on getting inside the consumer's head, actively develop ideas hand in hand with creatives and shape leading media properties' future initiatives.

Additionally, I have had the opportunity be a part of and witness an evolution in the advertising industry. In my short career, I have seen client thinking on the role of media evolve from that of buyers to equal partners with the creative agency in developing and planning brand strategy. This evolution in client thinking has led to some brilliant work across the industry (Mini, Nike, HBO, McDonalds). Right now is truly an exciting time to be in the advertising industry.

Q What is the most important skill to help students "hit the ground running" in the ad biz?

A While there are numerous skills that will help an entry level candidate succeed in advertising, the most important skill that a recent graduate needs in order to succeed is the

ability to clearly and concisely communicate. The ability to evaluate a media plan, ad campaign and then communicate what the idea's strengths and weaknesses are critical skills to have.

New team members, especially recent graduates, bring with them a fresh perspective and new insights on a client and their marketing efforts. These fresh perspectives are invaluable to an agency. Especially, though by no means limited to, when the student matches the target audience. Who better to talk about and provide insight

on the young adult market than a recent college graduate? However, if an entry level candidate is unable to clearly communicate their insights and perspectives, their valuable contributions are often lost in the discussion.

Another reason I consider the ability to talk about the work as critical to a student's ability to hit the ground running is that strong communicators are often given opportunities to develop other skills faster. Young media planners who can clearly communicate are more likely to get the opportunity to present to clients, handle negotiations with media partners and lead projects. From

Halverson At A Glance

Company: OMD

Position: Digital Strategy Supervisor

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

Selected Clients:

- ▶ State Farm Insurance
- ▶ Dial

Halverson, p. 5

Featured Research

Quest for Understanding Interactivity is a Research Whirlwind

by Sally McMillan

When I started doctoral work in 1994 the question that drove my dissertation was: who is going to pay for content on the Internet? I identified multiple important variables – including interactivity. I thought it was going to be easy to measure interactivity on Web sites. I was wrong. My quest for understanding interactivity has been a research whirlwind ever since.

After publishing my dissertation findings (McMillan 1998), I began to look for better ways to define and operationalize interactivity. A colleague and I (McMillan and Downes 2000) conducted in-depth interviews with professionals working in the field of interactive media and found six related themes: confusion, revolution, media, effort, control, time and consequences.

To apply these themes to consumers, I conducted an experiment in which interactive features were varied while content was held stable (McMillan 2000). Interactivity seemed to be “in the eye of the beholder:” individuals most interested in site content perceived high levels of interactivity at all sites while those who had little interest in the topic

found little interactivity in any site. This led to further exploration of interactivity as a perceptual variable and work with a graduate student in developing scales for perceived interactivity (McMillan and Hwang 2002).

About the same time I was developing perceptual scales, I was asked to write a review of the interactivity literature (McMillan 2002). As I read broadly, I realized that interactivity research grows out of three research traditions with strong historical roots: human-to-computer interactions, human-to-human interactions, and human-to-content interactions.

I recently had the opportunity to organize an interactivity pre-conference for AAA and to edit an interactivity issue of the *Journal of Interactive Advertising*. Those venues brought together multiple scholars to explore interactivity in the context of advertising and gave me an opportunity to examine the multi-faceted field that interactivity research has become. I proposed a matrix for thinking about ways interactivity could be examined (McMillan 2005).



Sally McMillan

I continue to explore interactivity – usually in ways that focus on a single row or column of the matrix in Table 1. For example, work with multiple co-authors has resulted in several presentations at AAA conferences that focus on developing tools for analyzing the interactive features of Web sites (McMillan *et al.* 2003; McMillan *et al.* 2006).

I have begun to work on bringing the “pieces” together into integrated studies. I worked with talented co-authors to develop a sophisticated field experiment that manipulated features, tracked processes and measured perceptions. Variations in the features of the site were based on the three different types of interaction. We

spent a summer developing materials. The subject was Louisiana Cooking and we launched the online field experiment at a time that should have been good for data collection. It turned out to be just two days before hurricane Katrina hit New Orleans. While we were able to generate some interesting findings (McMillan *et al.* 2005), we were sure that a

Table 1. Putting Together the Parts of Interactivity

	Human-to-Human	Human-to-Computer	Human-to-Content
Features	<ul style="list-style-type: none"> Instant messaging E-mail 	<ul style="list-style-type: none"> Navigational tools Search tools 	<ul style="list-style-type: none"> Tools that facilitate personalized content Unique content forms
Processes	<ul style="list-style-type: none"> Participate in IM Send/receive e-mail 	<ul style="list-style-type: none"> Navigate a Web site Use a search engine 	<ul style="list-style-type: none"> Create a personalized home page Seek out news stories in multiple formats
Perceptions	<ul style="list-style-type: none"> Believe that IM and e-mail facilitate communication May be based in personal interest or involvement 	<ul style="list-style-type: none"> Find a Web site easy to control and engaging May be based in experience with the technology 	<ul style="list-style-type: none"> Believe customized content in unique forms is interactive. May be based in time available for viewing.

McMillan, p. 5

McMillan, cont'd p. 4

major “intervening variable” had skewed our results.

My quest to gain a better understanding of interactivity and its influence on advertising continues. But I hope that in the future my research doesn't stir up any more hurricanes or whirlwinds! **AAA**

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Halverson, cont'd p. 3

my conversations with colleagues, the same appears to be true in account management and creative. Exposure to these opportunities allows young talent to develop account, presentation, client management, organizational and relationship skills.

Q What's your proudest accomplishment as an ad practitioner?

A While I have been fortunate enough to work on some great campaigns and with very talented individuals, the accomplishment that I am most proud is the “Now What” interactive campaign for State Farm. While the final work was amazing, the reason I am proud of this campaign was the process. The creation of the digital campaign took an amazing level of collaboration between media and creative agencies. From the initial three-hour kick off brainstorm to the client presentation to the final execution, Tribal DDB and OMD Digital worked in complete unison. The creative team helped create media opportunities and media teams actively discussed creative concepts with the creative team. The end result was a campaign that was in lock step

with the brand strategy and featured brilliant creative that leveraged custom created digital media opportunities.

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

A If I could change anything in the advertising business, it would be an improvement in analytics. For a person who fancies himself a creative that is really tough to say. However, there is a continuing demand from our clients to answer the question, “What did the advertising do for my brand?” While we present the client with data from third party research and business results, like many of my colleagues, I am not yet satisfied with the answers that we are providing.

By taking an active role in developing better analytics, advertising professionals will improve the quality of our learnings from campaigns and be able to develop better ideas for our clients. Plus, I am convinced that with better analytics we will finally have irrefutable evidence that the big crazy ideas that we bring to clients that are often scary and risky are worth the investment. **AAA**

From the New *Journal of Advertising* Editor

by Marla Royne Stafford

The *Journal of Advertising* has long been recognized as the premier journal devoted to the development of advertising theory and its relationship to practice. As the new editor of the *Journal*, I intend to maintain that prestigious position and I will continue the process launched by previous editors of elevating its stature in the academic environment.

The *Journal of Advertising* publishes a wide range of articles on a diverse set of topics related to advertising.

The *Journal* has a multidisciplinary perspective, as long as the key focus stays on advertising, with research that applies a variety of methodologies. The *Journal of Advertising* is not a place to showcase the most complex statistical procedures; rather, the most appropriate – not the fanciest – methodology is desired. More critical is the manuscript's ability to advance the field of advertising. Articles can further the advertising discipline by reporting experiments or surveys that provide quantitative results. Qualitative research can provide more depth into understanding advertising or the audience that views it. Such studies clearly play a role in the generation of knowledge. Critical analysis is a unique approach that can help understand and explain advertisements. At the same time, a well-thought out conceptual piece may not directly advance the field, but its publication may spur others to conduct research that does enhance the advertising discipline. Review articles have considerable potential to assess the current state of a subfield of advertising and to stimulate future research in the area. In short, I believe it is important for the editor to be open to all types of manuscripts as long as they meet the standards of quality for the *Journal* and ultimately, contribute to the generation of advertising knowledge. Being an editor is not an easy task. More manuscripts will be rejected than accepted, and these decisions affect our colleagues' tenure, promotion, and careers. I do not take these decisions lightly.

The review process for a high quality, established academic journal such as the *Journal of Advertising* must be effective, efficient and fair. To ensure the integrity of the process, I intend to identify appropriate and qualified reviewers for each submission. This means selecting individual reviewers who are comfortable with both the content and method reported in the submitted manuscript. My goal is to provide a competent, efficient and effective review for each paper. The purpose of the peer review



Marla Royne Stafford

system is to enhance the manuscript by clarifying any questionable issues, evaluating the veracity and quality of the research, and ascertaining the level of contribution. It should not be a contentious process, but one that strives to achieve the publishing of the highest quality research. Throughout the review process, the editor should serve as a mentor, encouraging and guiding authors with potentially publishable manuscripts, at the same time being open and honest with the authors whose manuscript does not meet the *Journal's* high standards. The number of revisions should be as few as possible but as many as necessary to ensure a high quality, publishable paper.

I intend to streamline the review process by converting to a completely electronic review system. All manuscripts, reviews and revisions should be emailed to joa@memphis.edu. Anybody interested in reviewing can also email me at that address.

I'm a believer in special issues and am excited to announce the first one of my editorship. Sheila Sasser and Scott Koslow will be editing this issue on "Creativity Research in Advertising (see call on p. 16)." I am also finalizing plans on a second special issue, "Advertising Regulation and Self Regulation," which will be co-edited by Ray Taylor and Herb Rotfeld.

Finally, I want to position the *Journal of Advertising* as the first place that authors submit their highest quality advertising research. We all know that the *Journal of Advertising* is the top journal in its field. Let's make sure that everyone else knows that too. Please visit the new JA website at: ja.memphis.edu **AAA**

Have Items for the Newsletter?

Please send us your:

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

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

or fill out the online submission form at:
<http://www.aasite.org/SubmitNewsletter.html>

Reflections on what AAA means to me

by Ivan Preston

After featuring a string of relatively new members, young and/or from exotic backgrounds, this column now looks at a homegrown white-bred retiree who joined AAA so long ago I can't remember the year for sure. Some of my remarks here repeat those from AEJMC's Ad News, Winter 2006, including that I attended AEJMC first, in 1964. But AAA had been started in the late 1950's, and the appeal of its attention solely to advertising was unquestionably obvious.

AEJMC's Ad Division was not formed until 1966, but the climate remained frosty for some time. In the late 1960's I observed that AEJMC's publications listing its divisions with Advertising were not placed first. The editor to whom I pointed that out professed not to understand my comment even though



Ivan Preston

the list was otherwise presented in pure alphabetical lock-step.

In the 1990s we were still striving for recognition at my school among those who felt the focus should stay primarily on the traditional topic. The name was eventually

...AAA provides the better context. By treating advertising as the main topic rather than the peripheral one, it celebrates the field more openly.

changed from School of Journalism to School of Journalism & Mass Communication, despite my pointing out the redundancy of journalism certainly being mass communication. I often referenced us in faculty meetings as being the School of Apples and Fruit.

AAA has certainly been a fine antidote for such things, although AEJMC has now been an excellent venue for advertising since at least the early 1990's. Nonetheless, AAA provides the better context. By treating advertising as the main topic rather than a peripheral one, it celebrates the field more openly. It grounds our topic more appropriately in marketing/selling rather than in the media, and emphasizes advertising's own goals, stressing how it uses the mass media rather than how they use advertising.

AAA has enabled me to meet the people more relevant to my field, including an ever-increasing number of marketing folks. And besides, it's more fun, too! **AAA**

About Ivan

Ivan L. Preston is Journal Communications Professor Emeritus in the School of Journalism & Mass Communication, University of Wisconsin-Madison, following faculty service from 1968-99. He was on the faculty of Journalism at Penn State in 1963-68. He earned the Ph.D. in Communications from Michigan State University in 1964. In the 1950s he worked in advertising for Ketchum Communications agency and also worked in journalism and public relations.

Prof. Preston is author of two books on deceptive advertising, *The Great American Blow-Up: Puffery in Advertising* (revised, 1996), and *The Tangled Web They Weave* (1994), both University of Wisconsin Press. He has published twelve law review articles on deceptive advertising and many articles in academic journals and the trade press, including *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Marketing*, *Journal of Public Policy & Marketing*, and *Advertising Age*. A pertinent legal article is "Puffery and other 'loophole' claims: How the law's 'Don't Ask, Don't Tell' policy condones fraudulent falsity in advertising," *Journal of Law and Commerce*, Fall 1998.

He has served as consultant and expert witness in advertising litigation for the Federal Trade Commission, State of Wisconsin consumer protection division, and advertisers. He led a group of advertising law specialists in an invited presentation before the FTC's commissioners in 1990.

Courses taught included Principles of Advertising, Advertising Theory and Research, Advertising Seminar, Mass Communications for the Consumer, Advertising Law, Mass Media Law.

Prof. Preston has served as President of the educators' group, American Academy of Advertising. His honors include the AAA's Outstanding Contribution to Research Award, its Rotzoll Award for Advertising Ethics and Social Responsibility, and appointment as Fellow of the Academy. He has also earned the Outstanding Alumni Award from Michigan State University, the University of Illinois' Dunn Award for Excellence in Advertising, and the Deutschmann Award for Excellence in Research of the Association For Education in Journalism & Mass Communication. He was featured in a front page profile in the *Wall Street Journal*, January 24, 2003. **AAA**

Special Feature

Benjamin Franklin and Andrew Bradford: Their Magazines

by Edd Applegate

Magazines lived briefly in the 1700s. Most advertisers refused to place advertisements with this medium. Indeed, no merchant wished to advertise in a magazine that had financial problems, and most magazines had financial problems because advertisers had this attitude.

Benjamin Franklin and Andrew Bradford were two of the first printers to publish magazines during the colonial period. This article examines the printers' rivalry and their publications.

Benjamin Franklin and Andrew Bradford

Benjamin Franklin was one of the first printers to plan a magazine for the colonies. However, three days before *The General Magazine, and Historical Chronicle, for All the British Plantations in America* was printed in February 1741, Franklin's rival, Andrew Bradford, printed *The American Magazine, or a Monthly View of the Political State of the British Colonies*. Bradford had learned about Franklin's concept for a magazine from John Webbe. Although Franklin had offered the position of

editor to Webbe, Webbe apparently was dissatisfied with Franklin's proposition because he went to see Bradford. Bradford offered Webbe a more lucrative proposition, and Webbe accepted. Franklin inserted an advertisement about his magazine in the November 13, 1740, issue of the *Pennsylvania Gazette*:

In January next will be published,

(To be continued Monthly)

The General Magazine,

AND

Historical Chronicle,

For all the *British Plantations in America*:

CONTAINING,

I. Extracts from the Votes, and Debates of the Parliament of *Great Britain*.

II. The Proclamations and Speeches of Governors; Addresses, Votes, Resolutions, &c. of Assemblies, in each Colony.

III. Accounts of, and Extracts from, all new Books, Pamphlets, &c. published in the Plantations.

IV. Essays, controversial, humorous, philosophical, religious,

moral or political.

V. Select Pieces of Poetry.

VI. A concise CHRONICLE of the most remarkable Transactions, as well as in *Europe as America*.

VII. Births, Marriages, Deaths, and Promotions, of eminent Persons in the several Colonies.

VIII. Course of Exchange between the several Colonies, and *London*; Prices of Goods, &c.

This MAGAZINE, in Imitation of those in *England*, was long since projected; a Correspondence is settled with Intelligent Men in most of the Colonies, and small Types are procured, for carrying it on in the best Manner. It would not, indeed, have been published quite so soon, were it not that a Person, to whom the Scheme was communicated in *Confidence*, has thought fit to advertise it in the last *Mercury*, without our Participation; and, probably, with a View, by Starting before us, to discourage us from prosecuting our first Design, and reap the Advantage of it wholly to himself. We shall endeavour, however, by executing our Plan with Care, Diligence and Impartiality, and by Printing the Work neatly and correctly, to deserve a Share of the Publick Favour: But we desire no Subscriptions. We shall publish the Books at our own Expence, and risqué the Sale of them; which Method, we suppose, will be most agreeable to our Readers, as they will then be at Liberty to buy only what they like; and we shall be under a constant Necessity of endeavouring to make every particular Pamphlet worth their Money.

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Applegate at a Glance



Edd Applegate

Edd Applegate teaches advertising at Middle Tennessee State University, in Murfreesboro. He has written and/or edited several scholarly books, including *Personalities and Products: A Historical Perspective on Advertising in America* and *The Ad Men and Women: A Biographical Dictionary of Advertising*. He wrote *Strategic Copywriting: How to Create Effective Advertising*, a text that has been adopted by more than 20 colleges and universities. He co-wrote *Cases in Advertising and Marketing Management: Real Situations for Tomorrow's Managers*, which was published in October 2006. He has contributed more than 50 entries and/or chapters to other books and has written more than 20 refereed articles for academic journals and proceedings. He was a consultant to *Swap or Buy*, a periodical for businesses that specialized in printing, and has helped more than 25 businesses and organizations with their advertising and marketing. Applegate earned his doctorate at Oklahoma State University.

Each Magazine shall contain four Sheets, of common sized Paper, in a small Character: Price *Six Pence* Sterling, or *Nine Pence Pennsylvania* Money; with considerable Allowance to Chapmen who take Quantities. To be printed and Sold by B. Franklin in *Philadelphia*.¹

This advertisement apparently offended Webbe, because he wrote three articles that explained Franklin's proposition and his perspective toward it. The articles appeared in Bradford's newspaper, the *American Weekly Mercury*. Franklin ignored the first and second article, but responded to the third, which concerned Franklin's refusal, as postmaster, to have Bradford's newspaper delivered by the post office. Franklin, who had been instructed by the former postmaster general not to forward Bradford's

newspaper because Bradford had been negligent in filing reports when he was postmaster, included the postmaster general's letter of instruction. Webbe responded

“Advertisements were few and appeared on the last page or in supplements. Many issues of magazines carried no advertisements whatsoever.”

to Franklin's rebuttal in a lengthy two-page diatribe. The confrontation ended after Webbe's article, except for a humorous essay by Franklin that ridiculed Bradford's advertisement about his proposed magazine.²

Bradford's magazine lasted three issues. Franklin's magazine, which contained approximately 75 pages, lasted six issues. In the January 1741 issue, Franklin inserted the following advertisement:

Advertisement

THIS *Magazine* will be published Monthly, the Paper and Page will be continued of the same Size, that so the Twelve Months may be bound in one Volume at the Year's End, with a compleat Index or Table, which we shall add to the Month of *December*.

No Care shall be wanting, or Expencc spared, to procure the best Materials for the Work, and make it as entertaining and useful as possible. The Character will generally be small, for the sake of comprising much in little Room, but it shall be good, and fairly printed.³

Franklin's magazine was the first of its kind to run an advertisement. Dated May 10, 1741, it appeared with the heading "ADVERTISEMENT," followed by:

Maryland, Charles County, May 10, 1741.

There is a FERRY kept over Potomack, (by the Subscriber) being the Post Road, and much the highest Way from Annapolis to Williamsburg, where all Gentlemen may depend upon a ready Passage⁴ in a good new Boat and able Hands. By Richard Brett, Deputy-Post-Master at Potomack.

Franklin's magazine, like Bradford's, contained only one or two advertisements in any given issue, and these advertisements were usually announcements or notices of books or other magazines. Some advertisements informed readers in a simplistic manner about certain products such as inexpensive coffins, shoes, and cure-all compounds. The advertisements were brief and seldom contained ornaments or engravings. The purpose of Franklin's magazine was not to attract advertisers, however. According to James Playsted Wood, the purpose was "to present political information, knowledge of which he felt should be widespread among the thirteen colonies. To this end he devoted about a third of the space in his magazine to the reprinting of state papers."⁵

Final Comments

Although other magazines were founded, most lasted a few months. Advertisements were few and appeared on the last page or in supplements. Many issues of magazines carried no advertisements whatsoever. Therefore, publishers of magazines relied on subscribers to cover most, if not all, of their expenses. Unfortunately, some subscribers could not afford to pay; others paid periodically. As if this was not bad enough, certain publishers of magazines were handicapped by discriminating postal regulations. For instance, certain postmasters who published magazines refused to have other printers' publications delivered. This practice, which was common, applied to newspapers, too. **AAA**

Endnotes:

- ¹ *Pennsylvania Gazette*, November 13, 1740.
- ² Lyon N. Richardson, *A History of Early American Magazines 1741-1789* (New York: Octagon Books, 1966; originally published by Thomas Nelson and Sons, 1931), pp. 17-25.
- ³ *The General Magazine and Historical Chronicle, for All the British Plantations in America* (January 1741).
- ⁴ *The General Magazine and Historical Chronicle, for All the British Plantations in America* (May 1741).
- ⁵ James Playsted Wood, *Magazines in the United States*, 3d ed. (New York: Ronald Press Co., 1971), p. 13.

Bill Arens, 64, Remembered

William F. Arens, entrepreneur, author, and master of crossword puzzles, died Monday, September 4 at Bonita Angels care facility in Chula Vista. He was 64. Bill was best known for writing the college textbook *Contemporary Advertising* that is considered a classic in its field. He recently completed the 10th edition while battling a rare neurological disease, multiple systems atrophy, which was diagnosed 3 ½ years ago.

Hugh Cannon (Wayne State University), in reflecting on Bill's illness, writes in AdForum:

"I remember when I heard about Bill's illness. We hadn't connected in a while, and, as a matter of course, I asked him how he was doing. I don't remember the exact words, but he told me about the disease. I asked him if it was serious, and he said he would probably die in the next year or so. No anger or regret, just a matter-of-fact statement. When I saw him at the next conference in a wheel chair, he was full of jokes about this new aspect of his life. This was so classically Bill!"

Bill was an entrepreneur at heart and formed many advertising agencies during his career that spanned more than three decades. The first edition



Bill Arens

of *Contemporary Advertising*, published in the 1980s, was written for advertising students. The book is used in 900 US universities, Canada, Russia, South Korea and Europe, and is known as the coffee-table book of advertising. *Contemporary Advertising* has been translated into Korean and Russian, which was one of the five languages Bill had mastered over the years.

Bill had a flair for words. He was a master with crossword puzzles and was a fantastic writer. "All of us who

had the pleasure of knowing Bill will miss his easy laugh, thoughtful insights, and great stories," writes Tom Duncan (University of Colorado) in an AdForum posting.

Before his illness, Bill was very active with skiing, riding horses and sailing yachts. He also enjoyed singing and playing the piano. Sheri Broyles (University of North Texas) had this to share in AdForum:

"Bill had many hidden talents. Once after a long day on my feet at AEJMC (Kansas City, I think, where we walked back and forth with sessions in two hotels), I was sitting with a group and had kicked off my shoes and put my feet up on an empty chair. Bill was sitting next to that chair and reached over and started massaging my feet. After a few seconds he said, "You wear a 5 1/2." I looked at him shocked. How did he know? Apparently he had been a shoe salesman at one point in his life. Bill was always a gentleman, a gentle man, and a friend to all he met."

We will miss you, Bill. **AAA**

Sources: <http://www.signonsandiego.com/news/obituaries/20060907-9999-1m7arens.html>; AdForum

President, cont'd p. 1

reviewed online – and yielded another record number of papers for the Annual Conference. And, in preparation for our 4th Asia Pacific Conference, we received a record number of special session topic proposals as well as a

number of really good papers. Thus, we should have superb learning and networking sessions in both Burlington and Seoul next year.

Along with passing the editorship baton of the *Journal of Advertising* from Russ to Marla Royné Stafford, we have renewed our publishing contract with M.E. Sharpe through 2012. (Be sure to read the announcement on p. 17). Thank you Russ, for a job well done! Welcome aboard, Marla!

Net – we are in good shape. And, we will continue to be in good shape because your 2007 officers and committee chairs are already working to make your organization even better. Les Carlson, your in-coming President, will keep you advised of these activities.

I wish each and every one of you a happy and healthy New Year – and hope to remain in touch with you for a long time. **AAA**

Email Results

- ▶ 83% said to reduce the voting time from 45 days to 15 days
- ▶ 95% agreed to change the title of executive secretary to executive director

Graduate Students Speak...

by Karen Mishra

The greatest challenge for me as a graduate student has been going back to school as an older student. My first career after Business School was in corporate sales and marketing, and my second career was as an adjunct instructor of marketing at Penn State and Wake Forest University. Once I realized that my true love was academia, my husband, who is a professor at Wake Forest, encouraged me to get a Ph.D. I interviewed at UNC first, to make sure that I



Karen Mishra

would not be too old for their program, and was immediately reassured that age did not matter. During that visit, I met Dr.

Lois Boynton, who has been a wonderful mentor to me and is now my dissertation chair. Having a family while in school is also a challenge and is one that I have been documenting on a blog I started last year,

www.newdogtricks.blogspot.com. I started this blog as a way to learn about new media by actually doing it. On my blog, you'll also read about the most amazing experiences I have had at UNC, which have made these challenges seem insignificant by comparison. I've learned to become a much better teacher because of the pedagogy class taught by Tom Bowers, and I've learned about integrated marketing communication from Bob Lauterborn, one of the reasons I chose to attend UNC. Most of all, I have had the opportunity to develop my research and presentation skills by participating in conferences like the AAA.

Karen Mishra, UNC doctoral student, is studying advertising and public relations. After receiving her MBA from the University of Michigan, she managed the \$75 million Pepsi-Cola Account for Johnson Controls. While an adjunct instructor at Penn State and Wake Forest University, she sat on the boards of the ARC, Leadership Winston-Salem, and Samaritan Ministries. Her dissertation chair is Lois Boynton. She has studied with Bob Lauterborn and Janas Sinclair. Her research and teaching interests include: public relations; advertising; integrated marketing communication; digital communication; non-profit marketing; organizational communication; corporate social responsibility; qualitative methods; and pedagogy. She will graduate in May 2007.

Jong-Hyuok Jung

Jong-Hyuok Jung is a Ph.D. student in the Department of Advertising at The University of Texas at Austin. His M.A. is from the University of Florida (Mass Communication). His B.A. is from Korea University (Mass Communication and Art History). His major research interests include the effects of new communication technologies on advertising, interactive advertising, and media uses and gratifications. Especially, he is interested in the use of mobile phones as an advertising medium and as a media audience measurement tool. Prior to pursuing his Ph.D., Jong-Hyuok worked as a broadcast producer at South Korea's largest cable TV home shopping channel, "LG Home Shopping." He also worked for South Korea's Seocho city as a web designer.



Jong-Hyuok Jung

Jong-Hyuok Jung is advised by Dr. John D. Leckenby, the Everett D. Collier Centennial Chair in Communication and Director of Center for Interactive Advertising at the University of Texas at Austin.

Kim McCann

Kim McCann is a third-year Ph.D. student in the School of Communication Studies at Bowling Green State University. Throughout the three years in the program, she has taught several Interpersonal Communication 102 classes and Journalism 201. Her research interest involves the broader aspects of media and culture, which have guided her dissertation topic, media diversity. She has been involved in several research projects with the faculty, on the issues of conceptualization of advertising clutter, and public opinion in the online media environment. Her current research supervisor is Dr. Oliver Boyd-Barrett, whom she is closely works with on the publication of Caribbean Media study.



Kim McCann

Kim McCann's research examines media diversity in the context of political economy, focusing on the impact of market force on media diversity. It examines the power relations between market individualism, and collective authority of social intervention, which in turn mutually influences media performance in promoting diversity. Her dissertation title is "Public interest and media diversity: Market concentration and regulation." McCann's faculty advisor is Dr. John J. Makay.

Honors and Awards

Centennial Chair Gets Dual



Appointment

Dr. John D. Leckenby, Everett D. Collier Centennial Chair in Communication in the Department of Advertising at

UT-Austin, has been jointly appointed to the Faculty of the Division of Statistics and Scientific Computing at The University of Texas at Austin.

Endowed Chair Named "Outstanding" Faculty

Dr. Kenneth E. Clow, Biedenharn Endowed Chair, University of Louisiana at Monroe was awarded the



Kenneth Clow

"Outstanding Faculty Member for the College of Business Administration" for the 2006-2007 academic year.

Bowling Green Prof Gets Research Award, Fellowships

Dr. Louisa Ha, Bowling Green State University, and graduate student Primus Igboaka and Nigeria collaborator Raphael Okigbo, won the 2006 Emerald Research Fund Award for US\$11370 to conduct a study on facilitating knowledge creation and dissemination in Sub-Saharan Africa using collaborative computer technology. Ha also was selected as the 2006 Journalism Leadership for Diversity Fellow from the Association of Education in Journalism and Mass Communication, and was awarded the 2007 NATPE (National Association of Television Program Executives) fellowship.

Alabama Prof Named "Outstanding" Educator

Dr. Bruce Berger, Professor and Chair of the Department of Advertising & Public Relations at the University

of Alabama, was named Outstanding Educator for 2006 by the Public Relations Society of America (PRSA). The

award recognizes excellence in teaching, research and contributions to the advancement of public relations education. The PRSA, based in New York City, has over 30,000 professional and student members and is the world's largest organization for public relations professionals.



Bruce Berger

"Young Consumers" Gets New Editorial Board Member

Prof. Kara Chan of Hong Kong Baptist University was invited to serve on the Editorial Advisory Board of the journal *Young Consumers*. Articles about children and young people under 24 years old as



Kara Chan

consumers are welcomed and it would be blind reviewed. She also obtained a faculty research grant to study "Young persons, food advertising and healthy eating" with Prof Gerard Prendergast of HKBU, as well as Dr. Alice Gronhoj and Dr. Tino Bech-Larsen, from the Aarhus School of Business, Denmark.

Grants and Fellowships

Madrid Professor Awarded Grant

Dr. Shintaro Okazaki was awarded a \$32,000 grant from the Yoshida Hideo Memorial Foundation (Tokyo, Japan) to conduct cross-cultural advertising research in Japan and the United States, in collaboration with Dr. Barbara Mueller, Professor of Advertising at San Diego State



Shintaro Okazaki

University, and Dr. Charles R. Taylor, John A. Murphy Professor of Marketing at Villanova University.

UTEP Professor is Research Fellow

Dr. Kenneth C. C. Yang is a Research Fellow in the Sam Donaldson Center for Communication Studies at University of Texas at El Paso.

Job Changes, New Hires, P&T

UTEP Professor Promoted to Associate

Dr. Kenneth C. C. Yang has been promoted to Associate Professor with tenure in the Department of Communication, University of Texas at El Paso.



Kenneth Yang

Madrid Professor Receives Tenure

Dr. Shintaro Okazaki has been promoted and tenured to Associate Professor at Universidad Autónoma de Madrid, Department of Finance and Marketing Research.

Texas Tech Gets Two New Advertising Faculty

Dr. Harsha Gangadharbatla (B.E., University of Allahabad, M.A., Michigan State University and Ph.D., University of Texas). Gangadharbatla has authored or coauthored two book chapters, three



Harsha Gangadharbatla

refereed articles and eight refereed conference papers. His research has been published in the *Journal of Computer Mediated Communication*, *International Journal of Advertising*, and the *Journal of Interactive Advertising*. Gangadharbatla's research focuses on advertising in

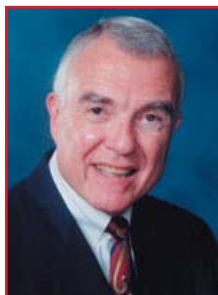
new media and on the Internet, social and economic effects of advertising, and alternative media strategies such as product placements. Gangadharbatla utilizes eye-tracking systems to study eye response to still images, videos, software interfaces and live video input.



Samuel Bradley

Dr. Samuel Bradley grew up in a family direct-response advertising agency in Kansas City before studying journalism at New Mexico State University. After graduation,

Bradley worked at newspapers in California and New Mexico before returning to graduate school to study advertising at Kansas State University. He received his Ph.D. in mass communications and cognitive science at Indiana University. IU's cognitive science program honored Bradley with its "top dissertation" award for the year. Bradley was on faculty at The Ohio State University for one year before joining Texas Tech. His research interests involve the cognitive processing of media messages, including setting up a lab to measure physiological responses to media messages. Bradley has published or has in press more than a dozen pieces in such journals as the *Journal of Advertising*, the *Journal of Consumer Psychology*, *Psychology & Marketing*, the *Journal of Broadcasting & Electronic Media*, *Media Psychology*, and *Human Communication Research*.



Robert Lauterborn

University of Auckland Gets Visiting UNC Prof

Dr. Robert Lauterborn, James L. Knight Professor of Advertising at the University of North Carolina at

Chapel Hill will be teaching an IMC course at the University of Auckland in the spring, on leave from Carolina.

U of Kentucky Gets New Assistant Prof, Former Ad Agency Creative

Dr. Mark Stuhlfaut (Ph.D., MSU) is an Assistant Professor at the University of Kentucky, Journalism and Tele-



Mark Stuhlfaut

communications department of the College of Communications. Previously, he spent more than 26 years in advertising agencies in Minneapolis, New York, Chicago and places in between, as a copywriter and creative director. His dissertation was an investigation into the creative process in advertising agencies. He will continue his research on advertising creativity.

Other News/Notes

Texas Tech U Creates Ad Dept

A new Department of Advertising was created at Texas Tech University on September 1, 2006. The faculty includes Dr. Shannon Bichard, Dr. Sam Bradley, Dr. Harsha Gangadharbatla, Dr. Donald Jugenheimer (department chair), Dr. Alex Ortiz, Dr. Ann Rodriguez and Mr. Joel West. The department is one of four in the College of Mass Communications at Tech. Advertising is the largest major in the College with more than 600 undergraduate student majors. The advertising program moved from Business to Mass Communications in 1970.

Montana State U Ad Club

Directed by 20-Year Ad Veteran

The advertising club at the Montana State University College of Business is busy doing market research for the Northwest Advertising Competition to be held in Portland, Oregon in April 2007. This year's challenge for competing teams to develop strategies and advertising materials to promote Classic Coke to ethnic groups. Under the direction of faculty member Mike Gold (20 years Saatchi and Saatchi

London; Director of Heineken and Mars global branding strategies), the team finished 3rd in last year's competition.

Book Releases

Dr. Louisa Ha's edited book, *Webcasting Worldwide: Business Models of an Emerging Global Medium*, is now available.



Louisa Ha

Detailed information about the book and orders can be placed on <http://www.erlbaum.com/ha>.



Jami Fullerton

Jami Fullerton, Oklahoma State University, and Alice Kendrick, Southern Methodist University, were featured presenters at the National Press Club in Washington, DC on September 21.

Their book entitled *Advertising's War on Terrorism: The Story of the U.S. State Department's Shared Values Initiative* has been the topic of recent coverage in Adweek magazine, the *Dallas Morning*



Alice Kendrick

News, the *Daily Oklahoman* and other publications.

Book Releases by M.E. Sharpe

Advertising, Promotion and New Media edited by Marla R. Stafford, University of Memphis and Ronald J. Faber, University of Minnesota.

Advertising Media Planning: A Brand Management Approach by Larry D. Kelley, Fogarty/Klein/Monroe and Donald W. Jugenheimer, Southern Illinois University.

Events & Deadlines

December 2006

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

4: NSAC clarification memo #2 emailed to faculty advisors (see aaf.org)

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 announcement p. 15)

10: AAA Logo competition deadline (see announcement p. 18)

February

1: NSAC competition campaign submission deadline (see aaf.org)

5: Vance & Betty Lee Stickell Internship Program deadline (see announcement p. 22)

15: Deadline for submissions to the March 2007 AAA Newsletter

22: Student registration deadline for Gannett/USA TODAY Mosaic Career Fair (see aaf.org)

March

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

1: NSAC Intent to Participate/Acknowledgment of Policies and Procedures forms deadline (see aaf.org)

8: Mosaic Career Fair, Gannett/USA TODAY, McLean, Va. (see aaf.org)

15: Article submissions due for June 2007 issue *International Journal of Mobile Marketing* (see announcement p. 20)

15: Registration deadline for IAA Dentsu Interad XI Global Student Competition (see announcement p. 21)

15: NSAC Team Rosters deadline (see aaf.org)

April

2: NSAC plans books submission deadline (see aaf.org)

5: Student registration deadline for the Walt Disney Company Mosaic Career Fair (see aaf.org)

6: NSAC team presenters list deadline (see aaf.org)

12-15: 2007 AAA Conference in Burlington, Vt. (see <http://www.aaasite.org>)

May

11: Information on travel to NSAC National Competition disseminated to District Competition Winners (see aaf.org)

15: Deadline for submissions to the June 2007 AAA Newsletter

18: NSAC wild card team announced (see aaf.org)

31 - June 2: AAA 2007 Asia Pacific Conference, Seoul, Korea (see <http://www.aaasite.org>)

June

1: June 2007 AAA Newsletter available on the AAA Web Site

1: Article submissions due for special issue *Journal of Consumer Affairs* (see announcement p. 19)

7-8: NSAC Finals, Louisville, Ky. (see aaf.org)
July

August

1: Article submission due for special issue *Journal of Advertising* (see announcement p. 16)

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

Announcements

CALL FOR NOMINATIONS

American Academy of Advertising

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

The Distinguished Service Award is given by the American Academy of Advertising to individuals who have rendered distinguished service to the organization and/or advertising education. The person should be a champion of advertising education, active in providing opportunities for the professional development of students and faculty and someone who unselfishly performs this meritorious service. One need not be a member of the AAA to be considered for this award.

The Charles H. Sandage Excellence in Teaching Award recognizes outstanding contributions to advertising teaching. Examples of excellence might include: performance of students as advertising (or business) professionals, performance of students as advertising (or other) teachers, case study development and publication, textbook publication, letters from past students, innovative course development, and innovative ex-class room teaching development.

The Billy I. Ross Advertising Education Award is to recognize innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching. Examples of projects might include: innovations for teaching a new advertising course, published work about innovative class projects in advertising, published research that advances advertising education, support materials (such as visual aids) for conference presentations about advertising education, and dissemination of information to advertising educators that is helpful in the classroom.

The Kim Rotzoll Award for Advertising Ethics and Social Responsibility recognizes individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. There must be evidence of lifetime achievement in either ethics or social responsibility. For an academic, such evidence may be in the form of scholarly publications and for an advertising practitioner or organization the results of specific programs or activities that have had a positive impact on society would serve as evidence.

Any member of the Academy may nominate an individual or an organization, in the case of the Kim Rotzoll Award, for any of these awards. It is important to note that implicit in the award descriptions above, letters of support for the nomination alone are not considered adequate documentation. Other materials sent for consideration should include supporting printed information, publications or other relevant materials. However, no more than three examples of work should be sent with the nomination.

Nominations and supporting documentation should be sent to the Chair of the Awards Committee no later than **January 2, 2007**:

Mary Ann Stutts
Texas State University-San Marcos
College of Business Administration
Department of Marketing
San Marcos, Texas 78666
Phone: 512-245-3190
Fax: 512-245-7475
Email: ms04@txstate.edu

Announcements... (cont'd)

CALL FOR ARTICLE SUBMISSIONS

Journal of Advertising Special Issue on Creativity Research in Advertising

The *Journal of Advertising* invites authors to submit papers for publication in a forthcoming special issue of the *Journal* on Creativity Research in Advertising. The purpose of this special issue is the inspiration of a meaningful research agenda focusing on the 3 P's (Person, Place and Process) of creativity. Empirical, conceptual, and theoretical papers on relevant creativity research topics are encouraged.

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

- ▶ Environmental, individual, or output models of creativity
- ▶ Experiential and engagement creativity models
- ▶ Creative individual or social processes
- ▶ Communication theories and models of creativity
- ▶ Directed creativity strategies and methods
- ▶ Intrinsic/extrinsic motivation and creativity
- ▶ Creative thinking approaches in advertising
- ▶ Organizational culture, global, cross-cultural creativity factors
- ▶ Ethnographies of creative cultures
- ▶ Effectiveness, performance, awards measures of creativity
- ▶ Interactive media and/or technological impact on creativity
- ▶ Interdisciplinary considerations in creativity
- ▶ Creative content factors or international issues in campaigns

Submission Information

Submitted manuscripts will be subject to a double-blind peer review process and must not have been published or accepted for publication or currently under consideration for publication elsewhere. Electronic submissions should be sent to both special issue editors via email in Word compatible format, with all manuscripts following the *Journal of Advertising* guidelines. The deadline for submissions is **August 1, 2007**. The new JA website is online at: <http://www.ja.memphis.edu>.

Special Issue Editors

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Announcements... (cont'd)

AAA ANNOUNCEMENT Journal of Advertising

To: AAA Members
From: Harry Briggs at M.E. Sharpe

I have some terrific news about the *Journal of Advertising*.

M.E. Sharpe has been working behind the scenes with representatives of JSTOR, and we have recently learned that JA has been accepted in JSTOR's Business II collection, effective in 2008.

I cannot stress enough how important this will be for the future credibility, impact, and access of JA. Some highlights:

- ▶ JSTOR will completely digitize the back contents of JA, going all the way back to volume 1. This is an historic milestone for JA.
- ▶ The JSTOR database is fully searchable.
- ▶ To preserve existing subscriptions, JSTOR only digitizes and stores JA content up to 5 years of the current volume. Sharpe and JSTOR will continually update this 5-year "moving wall" on an annual basis.
- ▶ JSTOR's archive is subscribed by 1,517 US libraries, 162 secondary schools, 1,324 international libraries (in 104 countries), and 105 libraries in developing countries (provided at highly reduced costs by JSTOR). In the first quarter of 2006, JSTOR's archives were searched over 24 million times!
- ▶ JSTOR is highly selective, only accepting 606 journals overall out of the 100,000+ scholarly journals published worldwide.
- ▶ JSTOR will pay royalties to the 3As and M.E. Sharpe according to usage.

There is so much more to say about JSTOR – I urge all of you to take a look around their very informative website at: www.jstor.org.

The end result, when JA is up and running at JSTOR, is that the access and availability of JA contents will be greater than ever. In the world of academic publishing, gaining entry into the JSTOR archive is a real coup – at their web site, you'll see the other prestigious journals and societies that will keep JA company.

My hat is off to Russ Lacznik and all the past Editors whose efforts have brought JA to this historic milestone.

Sincerely,

Harry Briggs
Executive Editor, M.E. Sharpe

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
- ▶ To submit go to: <http://www.aaasite.org/SubmitNewsletter.html>

COMPETITION ANNOUNCEMENT **American Academy of Advertising** **Logo Design Student Competition**

The American Academy of Advertising announces its first ever Logo Design Student Competition. Students are invited to submit a logo design for the 2007 AAA Conference Proceedings.

The winning logo will be appropriate for the a CD Jewel Case Cover, and will be downloadable from the AAA Web Site in April, 2007. The student who creates the winning logo will receive either a free student membership to the AAAs or a \$35 cash prize.

Eligibility: Undergraduate or graduate student. Each student must have a faculty sponsor, and should include the faculty sponsor's name in the application materials.

Design Specifications:

- ▶ Each logo design must include the following information: Proceedings of the 2007 Conference of the American Academy of Advertising April 12-15, 2007 Burlington, Vermont Kim Sheehan, Editor ISBN #:0-931030-32-3
- ▶ The Proceedings is a compilation of the research papers and special topic panels presented at the conference, and address a broad range of themes related to advertising research, advertising education and the advertising industry. The design should reflect this.
- ▶ Design should be reproducible in solid tones using four colors
- ▶ Design should use only original student artwork.

Submission Specifications:

- ▶ Each LOGO design must measure about 4 x 4 inches;
- ▶ Each design must be saved in a PDF file and submitted electronically.
- ▶ Any student may submit multiple entries
- ▶ Each submission should be emailed individually to Kim Sheehan (ksheehan@uoregon.edu).

The body of the email should include the student's name, the name of his or her school and faculty advisor, and contact information (mail, email and phone numbers).

Submission Deadline: January 10, 2007

Selection: The winning design will be selected by a vote of AAA members on the AAA members only website and announced at the 2007 Conference in Burlington, Vt.

CALL FOR ARTICLE SUBMISSIONS
The Journal of Consumer Affairs
Special Issue on: Financial Literacy:
Public Policy and Consumers' Self-Protection

With the growing shift by companies to individually managed retirement accounts, rising levels of consumer debt, and increasingly complex financial products in the marketplace, consumer financial literacy has become ever more important. Manuscripts are being solicited for an upcoming issue of *The Journal of Consumer Affairs* devoted to the effects of financial literacy on consumer welfare. The goal of this special issue is to extend our theoretical and practical knowledge of how consumers obtain, process, and utilize financial information. We seek contributions from multiple disciplines including communications, consumer education, economics, finance, law, public policy, psychology and marketing. Authors may submit empirical studies or conceptual work. Papers that are theoretically grounded and also contain significant implications for consumer welfare are especially appropriate.

Topics that would be appropriate for this special issue include, but are not limited to:

- ▶ Consumers Understanding of Financial Product Information
- ▶ The Interplay Between Financial Knowledge and Financial Behavior
- ▶ Real-Estate Marketing and Purchasers' Cost Assessments
- ▶ The Effects of Financial Information on Retirement Well-Being
- ▶ Deceptive Advertising and Sales Practices in the Financial Services Market
- ▶ Informational Effects of Advertising on Financial Literacy.
- ▶ Measurement and Assessment of Financial Education Programs.
- ▶ Legal and Regulatory Issues in Financial Services Marketing

Special Issue Editors:

John Kozup
Villanova University

Jeanne Hogarth
Federal Reserve Board

Submission Information

Manuscripts are due by **June 1, 2007**. Please follow the submission guidelines for *The Journal of Consumer Affairs* as detailed under "JCA Author Guidelines" on the Blackwell Publishing web site (<http://www.blackwellpublishing.com/submit.asp?ref=0022-0078&site=1>). Authors wishing to submit a manuscript should send two (2) electronic copies of their manuscript (one with the full title page and one copy cleaned of all information that identifies the authors) to the special issue co-editor:

John C. Kozup, Ph.D.
Director, Center for Marketing and Public Policy Research
Department of Marketing
Villanova School of Business
Villanova, PA 19085-1678
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Phone: (610) 519-6441

Announcements... (cont'd)

CALL FOR ARTICLE SUBMISSIONS

International Journal of Mobile Marketing

June 2007 Issue

The use of the mobile channel for 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. Companies throughout the world have invested heavily in the creation and use of mobile marketing technology and services. Academics have conducted conceptual and empirical studies to understand this powerful and growing phenomenon; however, there is still limited knowledge on mobile marketing enablers and key drivers.

In order to address these issues, the Mobile Marketing Association (MMA) launched the *International Journal of Mobile Marketing*. The first issue was published in June '06. The MMA is requesting article submissions from industry practitioners and academics. Contributing articles should provide insight into the theoretical basis and practice of mobile marketing to help guide and influence the field of study as well as the commercial use of mobile marketing.

About the *International Journal of Mobile Marketing*

The MMA *International Journal of Mobile Marketing* (MMA-IJMM) is published in June and December. It's the first journal dedicated to mobile marketing, and includes contributions from academics and industry experts and thought leaders. The *IMMJ* includes 10 peer-reviewed articles, seven from academics (professors, researchers or students) and three from industry experts. Articles should be conceptual, qualitative or quantitative in nature and add to the growing body of knowledge within the field of mobile marketing.

The journal is free to MMA members and published authors. There is a nominal subscription fee to non-members.

Invited Submissions:

Individuals interested in submitting articles (4,000-5,000 words) should submit their draft or prospectus to the MMA no later than **March 15, 2007**.

Submissions should be emailed in MS Word to mmajournal@mmaglobal.com. Suggested topics include:

- ▶ Consumer acceptance: Factors driving or inhibiting
- ▶ Consumer demographic adoption issues
- ▶ Conceptual models and theory framing the field of mobile marketing
- ▶ Value chain, regulation and related business influencers
- ▶ Mobile commerce
- ▶ Meta analysis on the current state of research and body of knowledge in the field
- ▶ Application of multimedia
- ▶ Analysis of the various delivery methods: SMS, MMS, IR, Bluetooth
- ▶ Analysis of future trends and impact of mobile marketing

The MMA *International Journal of Mobile Marketing* is developed by the MMA Academic Outreach Committee. The journal is co-edited by Michael Hanley, Assistant Professor, Department of Journalism, Ball State University and Michael Becker, EVP, Business Development, iLoop Mobile, Inc.

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.

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.

Announcements... (cont'd)

COMPETITION ANNOUNCEMENT

IAA Dentsu Interad XI Global Student Competition

Inviting Your School's Participation

Our client the United Nations - Millennium Campaign challenges student teams the world over to develop comprehensive campaign recommendations for attaining the UN's Eight Millennium Development Goals.

The deadline for registration has been extended to March 15, 2007. Student teams' entries comprising a Plans Books and Power Point Presentation are **due April 2, 2007.**

All student participants and their advisors will be recognized. Plaques are awarded to Regional Winners and runner ups. The team selected as World Champion receives the InterAd trophy plus an allowance of up to **\$7,500** for presenting its award winning recommendations at an appropriate UN function.

Complete information regarding participation including the Case Brief, Instructions & Guidelines, and Registration Form is available on IAA's web site: www.iaaglobal.org. Click on Contests & Awards.



CALL FOR NOMINATIONS

AAF's Vance and Betty Lee Stickell Internship Program

The 2007 call-for-nominations for the AAF's Vance and Betty Lee Stickell Internship program is now available at <http://advertising.utexas.edu/programs/stickell/nomination.html>.

Advisors of AAF student ad clubs are encouraged to nominate their best member who will be returning for the fall 2007 semester to be considered for a scholarship and a job with one of 20 host companies.

The host companies last year included Leo Burnett, The Richards Group, Toyota, *The Los Angeles Times*, Southwest Airlines, DDBO New York, Saatchi & Saatchi New York, Valassis, the GCI Group New York, and other top agency, media, corporate, and supplier companies.

Deadline is February 5, 2007.

JOB OPENING

University of Alabama Department of Advertising and Public Relations

UNIVERSITY OF ALABAMA, Department of Advertising and Public Relations, College of Communication & Information Sciences, seeks a full-time Instructor to teach undergraduate courses in advertising and public relations, e.g., writing, campaigns and visual communication. Expertise in using new media applications (e.g., Web design, blogs and podcasts) in the advertising and public relations professions is essential. Other responsibilities include student advising and appropriate service activities. The Instructor may have periodic responsibility for the advertising competition team. The Instructor will teach 3-4 classes per semester, depending on release time granted for other projects or responsibilities. This teaching load will include at least one class in one summer session and advising in that summer session. Master's degree in advertising, public relations, mass communication or communication-related field required. Professional communication and teaching experience desired.

Position begins **August 16, 2007** and is a non-tenure position on a renewable three-year basis subject to annual review and departmental needs. Application review begins **December 1, 2006**. Female and minority applications especially encouraged. Send letter of application, resume, any supporting material and three letters of recommendation to:

Advertising & Public Relations Search Committee
Attn: Dr. Lance Kinney
University of Alabama
Box 870172
Tuscaloosa, AL 35487-0172

The University of Alabama is an Affirmative Action/Equal Opportunity Employer.

JOB OPENING

The University of Alabama Department of Advertising and Public Relations

The Department of Advertising and Public Relations at The University of Alabama is seeking outstanding individuals to fill two new tenure-track positions in a rapidly growing and nationally recognized program. The positions begin August 16, 2007.

Position #1: An assistant or associate professor of public relations who can teach undergraduate courses in public relations and mass communication, as well as graduate courses in advertising/public relations and mass communication (Note: The department's MA program combines public relations and advertising). Expertise in the use of new media applications (Web design, blogs, podcasts, etc.) in the PR profession is a plus, as is the ability to teach basic research methods. Earned doctorate preferred, but will consider ABD. Applicants must demonstrate high potential to establish a scholarly research program. Previous successful teaching and/or professional experience desired.

Position #2: An assistant professor of advertising who can teach undergraduate courses in advertising and mass communication, as well as graduate courses in advertising/public relations and mass communication (Note: The department's MA program combines advertising and public relations). Expertise in the use of new media applications (Web design, blogs, podcasts, etc.) in the advertising profession is a plus, as is the ability to teach media planning and basic research methods. Earned doctorate preferred, but will consider ABD. Applicants must demonstrate high potential to establish a scholarly research program. Previous successful teaching and/or professional experience desired.

For both positions, send application, resume, and three letters of recommendation to the APR Search Committee.

Attn: Dr. William Gonzenbach
University of Alabama
Box 870172
Tuscaloosa, AL 35487-0172

Applications accepted until positions filled, but review process begins **December 1, 2006**. Applications from women and minorities are especially encouraged. The University of Alabama is an Equal Opportunity/Affirmative Action Employer.

JOB OPENING

American University in Cairo (Egypt)

The American University in Cairo (Egypt) is seeking faculty to teach in the Integrated Marketing Communication major of the Department of Journalism and Mass Communication. Advertising and/or public relations courses and opportunity to teach in graduate program. Teaching and professional experience required. Research record and ongoing research program expected. Successful candidate will probably have a Ph.D.

Unique set of benefits come with the job, including housing, tax, and travel perks. All instruction is in English and curriculum is quite similar to ACEJMC programs in the United States. Students are excellent. Usual teaching load is three classes per semester. Generally small class sizes.

Campus is located in the very center of city of over 15,000,000, with plans for new suburban campus opening in 2008. Arguably the leading university in the Middle East and an exciting place to be around.

Rank open. Tenure track line or shorter one, two, three year contracts available.

Official application should be made through Office of the Provost. Details available through "employment" link at www.aucegypt.edu. Informal inquiries and questions welcome through AAA member Kevin Keenan at keenan@aucegypt.edu.

JOB OPENING

Towson University

Department of Mass Communication and Communication Studies College of Fine Arts and Communication

Position: Assistant Professor, tenure track in advertising

Responsibilities: Teach courses in the undergraduate advertising track including principles of advertising, copywriting, media planning, advertising campaigns, and others in advertising or communication. Some graduate teaching is available. Advise students as necessary.

Appointment: Ten-month appointment with the possibility of additional summer compensation for teaching. Start date: Fall 2007.

Qualifications: Earned doctorate or ADB (completion of all doctoral work required by February 1, 2008). Demonstrated success or potential as a classroom teacher is required. A potential for research productivity is required. Professional advertising experience preferred. Experience in issues of civic engagement and/or interdisciplinary work is desired; experience in innovative classroom technology and/or distance learning is a plus.

The Department of Mass Communication & Communication Studies annually enrolls approximately 1,000 majors served by 20 full-time and 45 part-time faculty. The Department offers undergraduate tracks in strategic public relations and integrated communication, journalism and new media, and advertising. The Department offers two majors: in mass communication and in communication studies. A master's degree is offered in Communication Management. Founded in 1866, today Towson University is recognized by U.S. News & World Report's top public universities in the Northeast and Mid-Atlantic regions. Towson is nationally recognized for its programs in the liberal arts and sciences, business, education, communications, health sciences, and the fine and performing arts. The University places a strong emphasis on service learning and civic engagement through such activities as internships, practica, clinical placements, course assignments and student events. As the Baltimore area's largest university and Maryland's Metropolitan University, Towson articulates its research and scholarship mission through partnerships that link the University to the economic, educational and cultural life of the state of Maryland and the mid-Atlantic region. Towson enrolls more than 19,000 undergraduate and graduate students in 64 undergraduate majors, 35 master's programs and four doctoral programs. Located on a rolling 328 acres, the striking campus is eight miles north of downtown Baltimore and 45 miles from Washington, D.C. The campus and its surrounding cities provide an excellent environment for teaching and supporting the academic pursuits of the 650 full-time faculty who work here.

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

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

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

ANNOUNCEMENT

Advertising Educational Foundation (AEF)

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

Sign up now for Spring 2007

Inside Advertising Speakers Program

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

AEF's 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.

FOUR MORE UNITS FORTHCOMING

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), the online curriculum features imbedded advertisements along with the text. Authored by William M. O'Barr, Professor of Cultural Anthropology at Duke University, the curriculum will ultimately contain 20 units by late 2007. Seven units are currently available, with four more coming in December 2006:

Currently Available

- ▶ 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

Coming in December

- ▶ The Interpretation of Advertising
- ▶ Christmas and Advertising
- ▶ The Role of Research in Advertising
- ▶ Multiculturalism in the Marketplace

ANNOUNCEMENT **Advertising Educational Foundation (AEF)** **Visiting Professor Program**

2007 VISITING PROFESSOR PROGRAM (VPP) FACT SHEET

“Visiting with the Anheuser-Busch team at DDB was an invaluable experience. The team exposed me to all areas of the advertising business, including account management, creative, production and international issues. I was able to garner a wealth of information to share with my students at Loyola which will enrich their educational experience.” – Professor Linda Tuncay, Loyola University Chicago

Application Deadline: February 16, 2007

Background

The VPP is a highly competitive, two-week fellowship for professors of advertising, marketing, communications and the liberal arts (e.g. anthropology, English, history, psychology and sociology). In 2006, 15 professors were hosted by 14 advertising agencies and one media company in New York City, Chicago and Miami. Whether a professor is placed with an agency, a marketing or media company depends upon his/her area of expertise. The number of placements in the VPP is contingent upon the number of companies willing to host a professor. Preference is given to professors with little or no industry experience and to those who have not already participated in the program. *Note: Program is only offered to professors teaching in the United States.*

Objective

To expose professors to the day-to-day operations of an advertising agency, marketing or media company; and to provide a forum for the exchange of ideas between academia and industry. The VPP gives professors a greater understanding of the industry while host companies have an opportunity to develop closer ties to academia.

Components

A two-day orientation is followed by individual fellowships. While at the host company, each professor offers a “Lunchtime Lecture” on his/her area of expertise and how it relates to advertising. *Note: With the professor’s permission, the Lunchtime Lecture may be videotaped for streaming on aef.com.*

2007 VPP: July 16 - 27

Professors chosen by the VPP Selection Committee will be placed with host companies in New York City, Chicago and other major cities. Participants are expected to be available for the full two weeks.

Expenses

Host companies pay housing and per diem. Professors pay travel and out-of-pocket expenses.

Application

Visit the *On-Campus* section on www.aef.com for a program application. Application may be emailed. All other application materials must be mailed.

Notification: April 2007

Contact

Sharon Hudson
Vice President, Program Manager
Tel: 212-986-8060
Email: sh@aef.com

**For those selected to participate in the program, AEF recommends a meeting between the visiting professor and host company to discuss mutual objectives of the program.*

AAA Editorial Policy

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.aaasite.org/SubmitNewsletter.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

Sample “Call”

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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