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Les Carlson
Clemson University
carisol@clemson.edu

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The University of Texas at Austin
jef@mail.utexas.edu

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ksheehan@ballmer.uoregon.edu

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rosep@fiu.edu

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donald.jugenheimer@ttu.edu

Director of Conference Services

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rking@richmond.edu

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The President's Column

by Les Carlson

Greetings! Those of you who have already received (multiple) email messages from me know that many times I begin my notes this way. I'm also dating myself because this was the salutation those of us who were of draft age in the 60s and 70s would have received when we were notified that we were new members of one of the military services! While this is not meant to imply that I'm drafting you into service of the AAA, I hope that each and every one of you know how important you are to the continued success of the Academy.

Let me begin by stating how honored I am to serve as your President. I began attending

AAA meetings in the early 90s and was amazed at how welcoming everyone was (and continues to be). I've heard Bob King mention the "spirit of volunteerism" that needs to permeate organizations such as ours and I must say how gratified and thankful I am when I see that spirit manifested in so many of you. One of



Les Carlson

President, p. 2

Building Bridges with Industry to Advance Advertising Knowledge

by Helen Katz

At the 2006 AAA Conference, a Special Topics session, chaired by Hairong Li of Michigan State, looked at how to create more connections between advertising practitioners and those in academia. One of the ideas sparked in the discussion was to create brief summaries of academic articles, with a focus on the practical implications of the research findings. With the input of Jef Richards and several other AAA members, and with new JA editor Marla Stafford's encouragement and support, we have created a new series for the AAA Newsletter that will run through 2007. This is our attempt to build (and strengthen) the links between all who are interested in advancing our knowledge of advertising. Welcome to the first edition!



Helen Katz

The three articles summarized here look at the impact of content and/or context on commercial effectiveness. This topic has been the subject of much debate in both academic and industry circles. For the industry, the issue is clearly of huge importance. If context has no effect, then the task of the media planner or buyer becomes somewhat irrelevant.

Should Cadillac ads appear in the *Super Bowl* or on *Sunday Night Football*? Both attract football fans, but the context of an annual championship might be very different than a weekly game. Should Kellogg's Special K be seen in *The Biggest*

Katz, p. 8

the first tasks that I undertook as President was to assign committee chairs. Being a member of multiple professional organizations, I somewhat expected reactions to my requests for volunteers to be met with the avoidance and skepticism that I've witnessed in many of the other organizations to which I belong. Instead, what I've been told continually by individuals I've attempted to "draft" into AAA service is "Sure, I'll do that." So, let me begin by saying **Thank You** to the many volunteers who serve the AAA. In particular, thanks to Bruce Bendinger, Wendy Macias, Margie Morrison and Mary Ann Stutts for agreeing, once again, to chair the Industry Relations, Membership, and Research and Awards Committees of AAA, respectively. I made three new appointments for 2007, i.e., Nancy Mitchell as chair of the Finance Committee, Nora Rifon as chair of the Publications Committee and Ray Taylor as chair of the International Advertising Education Committee. I thank all of these individuals for assuming these responsibilities. Very little arm twisting was necessary!

Organizations such as the AAA cannot function without the leadership and dedication exhibited by many people. I'll be expressing gratitude to our many volunteers throughout the coming year (in particular the members of the current Executive Committee). But let me begin by thanking immediate past President Pat Rose. I remember a comment that she made early in her presidency last year, i.e., "I'm going to shake up AAA." Indeed she has and I mean that in the most positive sense possible. She has been of immense help to me during my transition into this office (my daily/multiple emails to her requesting advice attest to this) and her leadership has been manifested in many ways. AAA is moving, successfully, into the electronic age with an upgraded webpage that allows web-based conference registration and membership updating capability. Pat was

largely responsible for initiating these transitions and continually moving us forward in this area. She revamped the Executive Committee position descriptions to include greater detail so that AAA officers would have a better understanding of their responsibilities. She also worked with Kristina Frankenberger (current AAA Treasurer) to develop a budgeting process that should be easily maintained in the future. Yet, perhaps her most significant accomplishment was setting a new record in terms of leading, quite possibly, the shortest EC Spring meeting ever in 2006 (just kidding, Pat)! In sum, I give her the highest accolade that I can, i.e., she is an administrator who I like AND admire. For those of you who have heard my rants and raves about administrators in general, you know that I do not make this pronouncement lightly. So, thanks Pat for your service to the AAA and for your help to me.

Planning continues with respect to the 2007 AAA Conference in Burlington as well as the 2007 Asia-Pacific Conference in Seoul, Korea. Bob King is again working his magic in terms of coordinating arrangements for these conferences and I'm excited about both of these upcoming events. Please check the AAA Web site for additional details on these conferences and if you've not noticed already, you will find a number of new and exciting changes on our Web site. My thanks to Assaf Avni (AAA Webmaster) for the many updates and new capabilities that can now be found on the AAA Web site, and Shelly Rodgers for her magnificent work on the AAA Newsletter. I also want to thank Vice President Kim Sheehan and President-Elect Jef Richards for their significant contributions to the Burlington program, and Ray Taylor for co-chairing the Asia-Pacific Conference.

Continuing a tradition begun by Pat last year, I've invited as Key Note Speaker for the Saturday AAA Conference luncheon, A. Neill Cameron, Jr., Vice President for Advancement at Clemson University. Neill has an extensive background in the "real world." Prior to joining Clemson, Neill was President of Ogilvy & Mather for seven years and was responsible for developing brand-building communication programs for a variety of clients including American Express, Eastman Kodak, IBM, Kimberly Clark, McCormick Spices, Sara Lee, Sears, Shell Oil, Sheraton Hotels and the U.S. Department of Health and Human Services. I'm very much looking forward to his talk and I hope that you will enjoy his remarks.

In sum, this is an exciting time and opportunity to serve as your AAA President. Please contact me during my term with suggestions, questions, irate comments (smile), etc. at carlsol@clemson.edu. **AAA**

Newsletter Staff

AAA Newsletter Editor

Shelly Rodgers
University of Missouri-Columbia
srodgers@missouri.edu

AAA Web Site Master

Assaf Avni, Doctoral Student
The University of Texas at Austin
creativity@mail.utexas.edu

Visit the AAA Web Site at:

<http://www.aaasite.org>

A Conversation with...Melissa Lampe

Bio



Melissa Lampe

Melissa Lampe is an Account Planner at Zipatoni-Chicago, an integrated marketing agency. She has led insight and strategy development for a number of clients including Beam Global Spirits & Wine, Edy's/Dreyer's Ice Cream, Maytag, Miller Brewing Co. and 7UP/Dr Pepper. She received her B.J. from the University of Missouri-Columbia in 2002 and is currently working on the completion of her M.A. in Strategic Communication. Lampe frequently speaks to college students and guest lectures with her Zipatoni team to attempt to inspire students to think differently about advertising in the 21st century and to understand the breadth of career options available in advertising.

Q&A

Q How did you get started in the ad business?

A My career definitely started with me taking the time to find an internship that fit. I was an intern at Zipatoni-St. Louis in 2001, and was offered a job as an Account Planner when I was finished my degree. I've been with the company ever since.

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

A Communicating research, insights and strategy to various types of people I work with – both within the agency and to the client. You have to be mindful of your audiences, being sure to inspire different disciplines through your thinking, so ultimately we can produce great work.

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

A Get a relevant internship!! It's one thing you can do that will set you apart immediately. Also, be a consumer of culture... reading newspapers and magazines, observing consumer behavior, forming opinions on campaigns you see out there... all of these things will make you smarter and give you something to talk about intelligently in the interview room.

A note from the editor: *We've had the privilege of featuring a variety of practitioners from the industry, many who are veterans of the business. In 2007, we will hear from advertising practitioners who are early on in their careers. As with previous series, we hope you enjoy the perspectives of these young, talented practitioners who bring a somewhat different perspective to the ad biz. - Shelly Rodgers*

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

A The industry is changing rapidly. It's hard to say what “one” thing will have the greatest effect. Clients are still asking for the Big Idea, but how that plays out is changing dramatically. The :30 spot is the exception, not the norm, anymore.

The way our agency sees it, Disruptive Marketing is a trend that is having a dramatic effect. It's when we reach into consumers' lives with an idea that grabs their attention, hits them at the point when the message is most relevant and provokes a change in behavior in relation to the brand. The key is finding those places and those moments when our message will have the most impact.

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

A Interpersonal chemistry is a top priority, both within the agency and with clients we work for. As you grow in this business, you quickly realize how much time you spend with your colleagues and clients. You want to work for and with people who share some of your values and interests. Asking questions about the corporate culture is one way to determine if the agency might be the right fit for you. **AAA**

Lampe At a Glance

Company: Zipatoni-Chicago

Position: Account planner

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

Selected Clients:

- ▶ Beam Global Spirits & Wine
- ▶ Edy's/Dreyer's Ice Cream
- ▶ Maytag
- ▶ Miller Brewing Co.
- ▶ 7UP/Dr Pepper

Featured Research

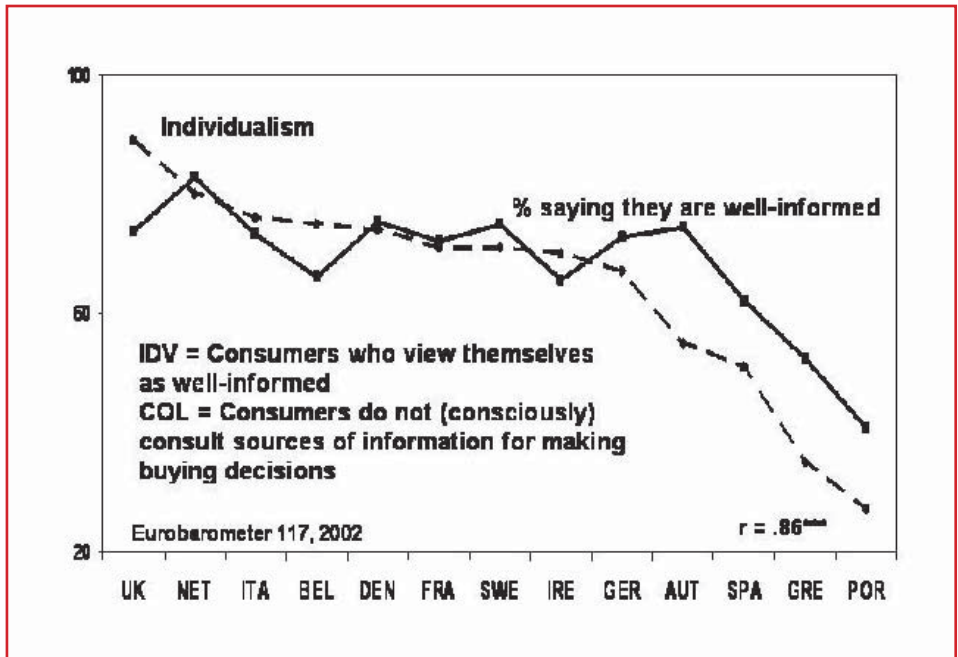
Culture and How Advertising Works

by Marieke de Mooij

Ever since 1983, when Ted Levitt published his article *The Globalization of Markets*, I have been fascinated by the consequences of cultural diversity for global advertising. I was born and raised in Amsterdam and since I was fourteen years old, I regularly stayed with families in the UK and France and experienced differences in behavior that I continued to experience the rest of my life. I just couldn't believe Levitt's convergence statement. My experience as Director of Education of the IAA, for which I worked with many institutes of advertising education around the world, convinced me of Levitt's impropriety, but this was difficult to vocalize. When I met Geert Hofstede, whose dimensional model of national culture is now applied worldwide, I understood how to make culture more concrete by using his country scores to analyze differences in consumer behavior across cultures. In my view, the most important finding for advertising is how culture influences how we communicate, both in interpersonal communication and in mass communication.

The implications of my findings are that advertising works differently across cultures. There is not one universal model. If people don't process information in a universal way, the role of advertising also varies across cultures. Although this has been demonstrated by Gordon Miracle (1987), it seems not to be noticed as much by advertising academics. I have attended discussions between researchers of different cultural backgrounds that were only pseudo disputes, both being right in the context of their own culture.

The dominant theory of advertising processing originated in a US-UK



context and is not necessarily valid for all other cultures. Models of how advertising works presuppose that consumers *want* to be informed. Across nations, even within Europe, there are important differences in how people process information. In the collectivistic cultures of the South of Europe, people do not search information in a conscious way as they do in the North of Europe. A Eurobarometer consumer survey shows that the percentage of people who view themselves as well-informed to make a buying decision correlates with individualism (one of Hofstede's dimensions). The chart illustrates the relationship.

In collectivistic cultures, being informed is not an issue. In a country like Spain, frequent social interaction causes an automatic flow of communication between people, who as a result, just know things without having to search for information. Information is like air; it is there, you don't search for it. Advertising has a different role. Emotional bonding is more important than information.

Several other constructs that form

the basis of advertising theory are not universal; for example, emotions and personality. Right after the Levitt article, UK advertising agency Saatchi and Saatchi introduced the idea of standard global advertising, based on the assumed existence of universal emotions. This universality of emotions has been disputed in the past decade. An article by psychologist Russell (1994) discusses the (non) universality of emotions. Similarly, personality traits are related to culture, which has implications for connecting personal traits to global brands. Jennifer Aaker (2001) found brand personality differences across countries. I found that people in different countries attribute different personality traits to successful global brands like Coca-Cola, Nike and Nivea. The companies that own the brands have wanted to be consistent in their messages worldwide. But consumers attribute personalities to such brands that fit their own cultural values, not the values of the producer of the brand. Much more research is needed to understand cross-cultural

Mooij, p. 5

applications of the brand personality concept.

Advertising theory has relied on findings from psychology but as of yet, I find little evidence of the application of a vast body of knowledge from cross-cultural psychology to global marketing, branding and advertising. In the journal of the *International Association of Cross-Cultural Psychology* (IACCP), many studies have been published that can be used to develop theories for global advertising.

Advertising researchers should understand value differences before they start doing research related to other cultures than their own. Nowadays, there is plenty of material in the public domain that can help understand cultural differences. The European Social Survey is a large SPSS database on value differences that is freely available from the Internet (<http://ess.nsd.uib.no/webview/index.jsp>). Data from Eurobarometer, a series of surveys by the European Union are freely available on the Internet, and so are many other studies.

Finally, any study dealing with information processing, how advertising works or attitudes toward advertising should mention the cultural background of the research subjects because the national culture of respondents defines the results. An example is a recent study by Ang and Lim (2006), whose affiliations are with universities in Singapore and Australia. Their paper on the influence of metaphors on perceptions and attitudes is very relevant for understanding how advertising works, but they do not mention the national culture of their respondents, as if their findings are universal. Doing so would enhance the viability of the conclusions. **AAA**

Bio

Marieke de Mooij Ph.D. (Netherlands), Doctor in Communications, is a consultant in cross cultural communications and visiting professor at various universities such as the University of Navarra in Spain, Vaasa University in Finland and European University Viadrina in Germany. In the Netherlands she teaches at Erasmus University (Brand Management Center) and Groningen University (Academie voor Management). She is the author of several publications on the influence of culture on marketing and advertising. Her book *Global Marketing and Advertising, Understanding Cultural Paradoxes* (second edition, 2005), Sage Publications (USA) is used by practitioners and universities worldwide. A more specialized book is *Consumer Behavior and Culture: Consequences for Global Marketing and Advertising* (2003), Sage Publications (USA and UK).



Marieke De Mooij

Her research and consultancy work focus on convergence and divergence of consumer behavior across countries and explaining the differences for increased efficiency in global marketing.

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Special Feature

Integrating Media Planning in Advertising and PR

by Clarke Caywood

One of the changing silos in our industry and field of study has been the consolidation of the media planning business. With consolidation came buying power. With power came new strategies, new leadership and newly named and renamed firms. While small buying groups exist, the newer model seems to be aligned with the growth of the marketing holding companies in advertising, direct database marketing, e-commerce, public relations and media buying. Yet, the last frontier for integration seems to be media planning. Why is that?

Our goal at Northwestern University has been to work with many of the holding companies to place our graduate students in summer internships, to visit their headquarters with students when we travel to other cities (like London Paris and Tokyo), conduct research, invite their leaders to speak and to sit on the board of visitors for the school and to place our students in agencies. The placement in agencies comes after a long drought where more than 85 percent of students over the last 15 years have graduated from IMC to work for corporations or other client organizations instead of agencies. Recently, I have been working with the Counselor's Academy of the Public Relations Society of America as a lonely and lowly academic. The objective is to reconnect our students to the agency world with new media planning and research skills.

One of my objectives has been to discuss new media planning during the recent month with a variety of agencies, industry organizations, companies, executive MBA students (mostly from four Chinese universities), MBAs and our own graduate IMC students and teach the value of integrating media planning. What we mean by integrated media planning is obvious to students and audiences when described as "coordinated research, planning, securing and evaluation of all purchased and earned media." The obvious need to coordinate and jointly plan both advertising and other purchased media with earned media or public relations is not done according to the vendors who provide the tools that would permit advertising and PR to strategically plan media for a client.

Ask any advertising director in a company or agency what profitable target media they have chosen for message delivery of the new corporate or product/service brand strategy. Then, ask any PR director in the same company or holding company PR agency what their targeted media will be for the same program. If the communication leaders are not targeting the same media to reach similar readers,

viewers and listeners, the C-Suite in the client company and marcom media companies would want to know why not.

Just as selecting media for advertising has become a science and management art, the field of selection and analysis of earned media (including print, broadcast and blogging) for public relations is now more of a science. Today, the existence of far richer data-based systems permit media managers who want to know which reporters, quoted experts, trade books, new publications, broadcasts, bloggers and more are the most "profitable" targets for public relations developed messages. Using the new built-in media metric systems, PR directors can calculate return on investment on advertising "versus" PR and, with PR, read and judge a range of positive, neutral or negative messages, share of mind, measures of media impact, advertising equivalency and many more. Even ad equivalency, a number frequently challenged by some PR academicians, can be useful in the context of dozens of other financial and volume numbers.

Companies like Harley-Davidson with over a billion media "hits" on their 100th anniversary need artificial intelligence or its closest cousin to count and measure their media effectiveness and efficiency. The systems are used by high risk and high visibility corporations like McDonald's, Genentech, Bank of America and other firms with sensitive markets (food, pharma, environment, privacy, ethnicity, etc.) who need to plan and adjust their media performance constantly and coordinate their results with the advertising plans.

At Northwestern, with my colleagues Martin Block and Frank Mulhern, we have redesigned the traditional media class and other classes in Marketing PR and Issues Management in not so traditional ways for more than four years to include the use of donated media metric services (valued at several thousand dollars per month) from educationally oriented companies, including <http://www.Biz360.com>.

Now, when the chief-marketing officer and other C-Suite officers ask the holding company's integrated agency directors of advertising, public relations or IMC if they, the media, are fully planned to reach targeted audiences, they can answer affirmatively. **AAA**



Clarke Caywood

Reflections on What AAA Means to Me...

by Glen Nowak

Like many members, I first encountered AAA in graduate school – though little did I know at the time how much the organization would subsequently impact my life. My initial exposure came via the assigned readings in a spring semester (1984) course on consumer information processing taught by Esther Thorson. I enrolled in that class not because I knew who Esther Thorson was, or even because of a strong interest in advertising research, but rather for pragmatic reasons. At the time, I was living in Milwaukee and working as a full-time, primarily second and third shift, assistant manager at a Milwaukee Burger King. I was anxious to leave fast-food management, but attending graduate school on a part-time basis meant a twice a week 140-mile roundtrip commute. This, in turn, required finding two graduate courses that fell between 9:30 a.m. and 1 p.m. on Tuesdays and Thursdays. The content and time of Esther’s course met my immediate needs.

Fortunately, the course fueled my interest in learning how advertising and persuasive communication efforts affect consumer behavior, with many of the readings coming from the *Proceedings of AAAs* conferences. Through these

readings and our discussions of them, I not only learned more about how consumers process advertising information, but that there was something called a “field” and that the “field” was populated by “advertising scholars” as well as practitioners. I also learned that many of the advertising scholars were members of an organization called the AAA and that the organization met annually to present and discuss advertising theories and research.

As my graduate education shifted—from part-time to full-time student, and from working in a fast-food restaurant to trying to understand how and why the advertising created and used by entities like fast-food restaurants was only occasionally effective—my interactions with the AAA greatly increased. Thanks to the encouragement and efforts of Esther Thorson, Ivan Preston, Mike Rothschild and other UW scholars, writing and submitting papers for AAA conferences soon became a key component of my graduate education. In the process, I learned the importance of having well-defined research questions and hypotheses, the value of understanding and building off the efforts of other scholars

and research and the need to have a compelling answer to the often asked “So what?” question.

Most importantly, I learned that much career success stems from building and having connections and collaborations with smart, committed and intellectually passionate people. My AAA experience evolved from reading *Proceedings* articles to presenting at the annual conferences to meeting and having frequent interactions with the leading advertising educators and scholars in the world (and as I quickly discovered, Esther Thorson was one of those). Those interactions helped me get my first academic appointment (the University of Georgia), helped me succeed in my first academic appointment (e.g., the Grady College Department of Advertising and Public Relations consisting of talented and successful scholars most of whom were and are AAA members) and greatly broadened my perspectives on advertising research and theories. Thanks to attending AAA conferences, I met Don Schultz, Clarke Caywood and Martin Block, and was soon inspired by the work being done at Northwestern University on direct marketing and “integrated marketing communications” concepts. Later on, presentations and interactions at AAA

conferences spawned and shaped my interest and efforts in health communications and social marketing.

To the extent I’ve been successful in my academic and CDC endeavors, it’s because my membership in AAA helped provide the needed foundation. I’ll always be thankful for the knowledge, opportunities, networks and mentors that have stemmed from my involvement in the AAA, and am happy to have had only a short career in fast-food restaurant management. **AAA**

Nowak at a Glance



Glen Nowak

Glen Nowak, Ph.D., is Chief of Media Relations at the Centers for Disease Control and Prevention (CDC) in Atlanta. In this capacity, he serves as a senior communication and media advisor to the CDC director and the agency’s scientists and senior managers. He also oversees the agency’s Division of Media Relations. He joined the CDC in 1999 as the first director of communications for the agency’s National Immunization Program. From 1990 to 1999, he was on faculty at the Grady College of Journalism at the University of Georgia, starting as an assistant professor and later becoming a tenured associate professor. At Georgia, he taught advertising principles, management and research courses, as well as published a number of articles in the areas of consumer privacy, integrated

marketing communications and advertising management. In 2003, he was recognized by the CDC/ATSDR Communicators’ Roundtable, the CDC organization for a broad array of communication disciplines, with their “Lifetime Achievement in Health Communication” award in recognition of over 10 years of contributions that furthered the mission of CDC through communication leadership.

Loser or on *Days of Our Lives*? Is it better to be seen in a show where contestants are trying to lose weight or in a daytime soap opera? Women targeted by the cereal watch both shows; again, the context is very different.

So does context matter? For Moorman et al, it does to the extent that the content in which the ads appear involves the viewer, or not. Their study found a difference in commercial effect depending on whether the program involved viewers. Shen et al.'s study determined that the contextual impact, typically studied for immediate impact, can in fact have longer-lasting effects too (after 48 hours). The third article summarized here, while somewhat different in focus, studied the changes in content of print ads over time, specifically as that content related to an integrated marketing message. If today's consumers are to be affected by the content surrounding ads, then it is important to know whether that content contains multiple (integrated) messages or not. For Grove et al., the answer is that, between 1984 and 2004, there were more IMC

messages in ads for services than products, but that, over time, few changes were observed.

From a practical standpoint, the Moorman and Shen articles provide real-world applicability, giving advertisers further information on how context works. As consumers are faced with more and more viewing choices (and greater control over those choices through technologies such as DVRs and video on demand), it becomes even more imperative that we understand how the content in which the ads appear may or may not influence the viewer's decision of whether to watch the commercial. To that end, Grove et al.'s observation of little increase in the IMC messages included in print ads may offer further explanation of why advertisers seem to be finding it harder to justify their print investments (though perhaps this is a chicken-and-egg situation: if they did invest more in integrated print messages, then maybe those ads would be more impactful).

We hope you enjoy these summaries over the next two pages and welcome your comments and feedback. **AAA**

Journal of Advertising Summary #1

Moorman, Marjolein, Edith G. Smit, & Peter C. Neijens (2007), "The Effects of Program Involvement on Commercial Exposure and Recall in a Naturalistic Setting," *Journal of Advertising*, 36 (1), 125-141.

Traditionally, information about size and composition of the program audience, provided by audience measurement services such as A.C. Nielsen, serves as the basis currency in negotiations between buyers and sellers of television ad time. It is generally believed, however, that television programs are not just neutral carriers of commercials or mere generators of commercial audiences. A wide range of academic studies has shown that television programs not only attract a certain audience, but also evoke a variety of psychological responses from that audience. These program-induced psychological responses can have an important impact on the processing of embedded commercials. One such psychological response that has been shown to have an important impact on commercial recall is program involvement. However, its effect has been debated. Some claim that commercial recall is enhanced when aired within the context of an involving program while others state that program involvement hinders commercial recall.

The authors of this study contend that the effects found for program involvement depend largely on the degree to which respondents are free to choose if they watch commercials within the research setting. In other words, they argue that classic experiments, which create a research setting in which respondents are forced to watch the program and embedded commercials, will generate different results than field studies where respondents are not forced to watch a commercial. It is hypothesized that in studies where exposure is not forced, program involvement has a positive effect on commercial recall. This proposition was tested in a field study conducted during the TV broadcast of four soccer matches of the 2000 European Soccer Championship. A total of 344 members of the Dutch population participated in this study. Results show that viewers who saw a highly involving match recalled commercials significantly better than those who saw matches that were less involving.

This study has some important implications for media planning. It shows that the program carrying a commercial is not only a potential generator of an audience for that commercial, but also a predictor of viewers' exposure to and subsequent recall of the commercial. The same commercial scheduled in a highly involving program can produce greater positive effects compared with a less involving program. These results suggest that planners should be more aware of the impact of the programs they select, basing their decisions not only on costs per thousand reached (CPMs), but also on the degree of involvement the program induces.

Contact: Marjolein Moorman (m.moorman@uva.nl)

Shen, Fuyuan, and Chen, Qimei (2007). Contextual Priming and Applicability: Implications for Ad Attitude and Brand Evaluations," *Journal of Advertising*, 36 (1), 69-81.

The authors examined the immediate and delayed effects of contextual priming on individuals' evaluations of advertisements and brands. In addition, we operationalized whether or not the attributes in the context and the ad belonged to the same product category and explored how the applicability of contextual information might interact with other variables to affect audience responses.

Studies in the past have provided strong evidence that context matters in affecting how consumers evaluate the target ad as well as the brand. Practitioners have long recognized the importance of media contexts for media planning and message placement. Scholars have found that contexts are especially likely to influence individuals' interpretation of advertising messages that are ambiguous and subject to multiple interpretations.

But how enduring are the effects of contextual information on brand evaluations? Do contexts with high vs. low applicability have the same impact? To explore these questions, we conducted two experiments that manipulated both the valence (positive vs. negative attributes) and the applicability (high vs. low) of advertising contexts. The first experiment examined the immediate impact of contextual priming, while the second experiment extended the first by measuring responses to the advertised brand after a forty-eight hour delay. A total of 269 college students participated in the two studies. They were asked to read an experimental ad for a large size laptop computer brand that was inserted into a mock-up magazine. The magazine's content outline and a filler ad served as the advertising contexts. After participants finished reading the ads, they completed measures designed to probe their evaluations about the ad and brand.

Results indicated that contextual information, when applicable, had the expected impact on ad and brand evaluations immediately after message exposure. However, after a 48-hour delay, contextual information—regardless of applicability—persisted to affect consumers' judgments and evaluations of the brands. These findings contribute to a growing body of literature about the enduring impact that context can have on how a brand's key claims and positioning are evaluated. It shows that even seemingly neutral messages and claims (i.e. large size) may have the potential to evoke either positive or negative evaluations depending on the contexts.

These findings have implications for both media planning and copy-testing when advertisers do not have total control over editor contents surrounding advertising messages. We, therefore, concur with prior research, that pretesting ad copies and brand messages in a variety of realistic media contexts can be an effective way of anticipating and hence ruling out the unintended negative consequences. Furthermore, it is critical to identify the immediate as well as long-term implications of contextual information for brand evaluations in copy testing.

Contact: Fuyuan Shen (fshen@psu.edu) and Qimei Chen (qimei@hawaii.edu)

Stephen J. Grove, Les Carlson, and Michael J. Dorsch (2007), "Comparing the Application of Integrated Marketing Communication (IMC) In Magazine Ads Across Product Type and Time," *Journal of Advertising*, Spring (36), 37-55.

In this article, we investigated how ads for services vs. goods differed in their degree of integrated marketing communication content and whether the degree of integration changed across a 20-year time period. Our overall objective was to detect how integrated marketing communication (IMC) is manifested in practice, i.e., at the tactical level in print ads.

A scope sample of 1473 print ads was created from magazines representing the different magazine types delineated in *Advertising Age*. Print advertisements from five time periods from 1984 – 2004 were represented in the sample. These ads were examined for the degree to which IMC was exhibited at the tactical level. This was determined by counting in each ad instances of the following communication

tools: brand advertising, direct response features (e.g., webpages listed), sales promotions and/or public relations.

We learned that IMC incidence differs between

services and goods print ads. Specifically, services ads appeared to reveal IMC characteristics to a higher degree than goods ads, though both services and goods ads were integrated, for the most part, at the lowest level of IMC manifestation, i.e., only using two communication tools (brand advertising and direct response). Also, there were no differences in integration across time frames, which is surprising given that the Worldwide Web (a direct response communication tool) was not even in existence in 1984.

The findings that there were no differences in IMC manifestation across time and that most integrated ads were integrated at only the lowest level suggest several implications for advertisers. First, advertisers should consider adding more communication tools to their print ads regardless of whether they are in services or goods affiliated industries. Since most ads in our sample utilized only brand advertising and a form of direct response, advertisers could differentiate their products and ads by including sales promotions and/or public relations efforts. Second, even though direct response communication tools were often manifested, these tools were utilized mostly at a very basic level, e.g., providing a Web site location but not informing consumers what might be found on the webpage. By adding this information, advertisers may distinguish their print ads from other forms of advertisements.

Contact: Stephen J. Grove (groves@clemsun.edu), Les Carlson (carlsol@clemsun.edu) and Michael J. Dorsch (mdorsch@clemsun.edu)

“Advertisers should consider adding more communication tools to their print ads regardless of whether they are in services or goods affiliated industries.”

Graduate Students Speak...

by Hyun Sook Oh

How many times do you revise your term papers or conference papers before you submit them? When I started my graduate studies, I used to think if the idea and the content of the papers are good, minor errors in grammar and phrasing can be overlooked. I realized, however, when I received my first term paper filled with red correction marks, that my confidence was somewhat misplaced. Moreover, the level of excellence that I was looking to achieve in my paper was sadly diminished due to those errors. To be honest, even then, in my naiveté, I thought that the professor who had given me a low grade was too picky; and I complained of his narrow-sightedness in overlooking my brilliant idea and emphasizing too much on miniscule grammatical errors!

Experience and maturity have now taught me that there is no place in academia for callous scholarship. I cannot properly deliver my thought and ideas to readers with an unrefined paper. Ergo, here are a couple of tips to ensure a well edited paper. The most important aspect of good writing is to plan ahead. In the rush to meet a submission deadline, you cannot see your mistakes and most often do not revise

your paper thoroughly. In addition, if you are too involved with the content of your paper, you usually overlook mistakes in sentence structure and phrasing. To avoid these problems, you must set aside a couple of days to check mechanical issues. Then,

“Experience and maturity have now taught me that there is no place in academia for callous scholarship.”

you can easily see where changes are required. You can make your paper more readable by checking spelling, grammar and phrasing as well as font sizes, the referencing format and the labeling of figures and illustrations. To read your paper aloud also helps you to appreciate whether your writing makes sense or not.

I know how difficult it is to allow adequate time to edit or revise your paper in your busy graduate life. However, you must realize, in paying attention to the trivialities, you will have taken care of the bigger aspects automatically.

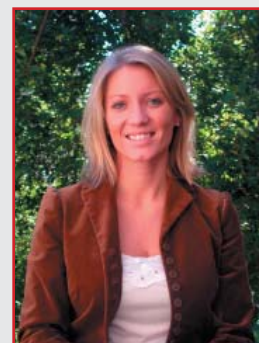
Hyun Sook Oh is a third-year doctoral candidate in School of Communication and Information at Nanyang Technological University (NTU) in Singapore. She obtained her bachelors and masters degrees in Journalism & Mass Communication at Yonsei University in Korea. In 2001, she earned a second masters degree at the University of Southern California, Annenberg School for Communication. Before starting graduate studies, she worked for Korad, Ogilvy & Mather as an Account Executive in Korea. Her research interests include media globalization and its impact on local culture, the role of advertisers in the media production and women's representation in advertisements. Her dissertation project is "Global-Local Nexus in International Women's Magazines in Korea." Her doctoral advisor is Dr. Katherine F. Frith.



Hyun Sook Oh

Geri Anderson

Geri Anderson is a second-year master's student at Kansas State University. She earned her B.S. in Mass Communications from KSU. Upon graduation, she worked in advertising sales. She has served as a graduate teaching assistant for Mass Communication Research and currently teaches Advertising Writing. Her research interests include third person effect, health communication and social marketing/advertising. Her master's thesis focuses on illusion of truth effects in health-related messages to senior citizens.

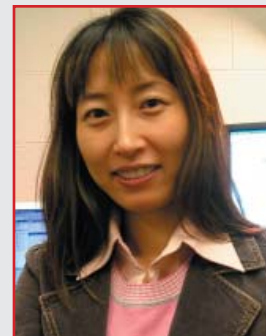


Geri Anderson

Geri Anderson's faculty advisor is Dr. Hyun-Seung Jin, an assistant professor in the A. Q. Miller School of Journalism and Mass Communications at Kansas State University.

Sora Kim

Sora Kim is a doctoral student of advertising and public relations at the University of Tennessee, expecting to graduate in May 2008. She has professional experience in advertising and public relations for multinational corporations including Softbank, IBM and Microsoft. Her research interests include how corporate ad and PR campaigns can influence consumers' evaluations of companies and products, value congruency effect-related research between consumers, and ads and PR representations and gender/intercultural studies in the PR field. She has first-authored and second-authored papers at AEJMC and AMS 2006 and also published a paper related to brand awareness of World Cup sponsorships in a sports marketing journal. She has taught public relations principles courses and assisted advertising research courses at the University of Tennessee. Her dissertation topic is on the relationship between corporate campaigns (Ad & PR), corporate ability associations and corporate social responsibility associations of consumers, and consumers' bonding with companies and brand communities.



Sora Kim

Dr. Eric Haley is the faculty advisor for Kim's research.

Honors and Awards

MSU Prof Receives Teacher-Scholar Award



Carrie La Ferle

Dr. Carrie La Ferle, associate professor in the Department of Advertising, PR & Retailing at Michigan State University, has been awarded MSU's Teacher-Scholar Award.

She received the award in recognition of her excellence in teaching and research. MSU President Lou Anna Simon presented her with the award at a ceremony held on February 8, 2007 after the President's State of the University Address.

IJA "Best" Paper on Competitive Advertising

The best paper published in 2006 in the *International Journal of Advertising* was voted by the Editorial Board to be: "Competitive Advertising Interference and Ad Repetition Effects: Comparing High Share and Low-Share Brands" by Michel Laroche, Mark Cleveland and Irene Maravelakis, *International Journal of Advertising*, 25 (3), 271-308.

Grants and Fellowships



Qimei Chen

U of Hawaii Chair Receives Distinguished Professorship

Dr. Qimei Chen, Chair/Associate Professor of Marketing in the Department of Marketing,

Shidler College of Business at the University of Hawaii at Manoa, has been awarded a Shidler Distinguished Professorship.

Journal News

Journal of Consumer Affairs

Dr. Herbert J. Rotfeld, editor of *Journal of Consumer Affairs*, has announced that some changes are coming in the future. In 2007, a special email address has been established for electronic submissions. Details and directions on how to submit electronically to *JCA* can be found at http://www.blackwellpublishing.com/pdf/jca_author_guidelines.pdf.



Herbert J. Rotfeld

A call for papers is also now out for *JCA*'s first-ever special issue that will be on "Financial Literacy: Public Policy and Consumers' Self-Protection." More details for the call are posted at http://www.blackwellpublishing.com/pdf/callforpapers_joca.pdf. See also p. 15 in the Announcement section of this issue of the Newsletter.

Last, *JCA* has been a semi-annual publication for over 40 years. Starting with 2008, *JCA* will move to tri-annual publication with Volume 42.

Journal of Advertising



Wendy Macias

Dr. Wendy Macias, associate professor in the department of Advertising and Public Relations at the University of Georgia, has been appointed to the editorial board of the *Journal of Advertising*.

A reminder that the *Journal of Advertising* invites article submissions to a special issue on Creativity and Research in Advertising, due August 1. Special issue editors are Sheila L. Sasser and Scott Koslow (see call, p. 14).

Advertising & Society Review

The latest issue of *Advertising & Society Review* (A&SR) on Advertising and Motherhood is available online by Johns Hopkins University Press Project Muse. See Announcement on p. 25 for more details.

Journal of Interactive Advertising

The *Journal of Interactive Advertising* invites paper submissions to a special issue on Political Communication and Interactive Advertising. Marilyn S. Roberts is the special issue editor (see complete call on page 17). A second special issue of *JIAA* is on Online User-Generated Content. Special issue co-editors are Wenyu Dou and Sandeep Krishnamurthy (see complete call on page 16).

Journal of Business Ethics

The *Journal of Business Ethics* invites paper submissions to a special issue on Confucian/Chopstick Marketing. Guest editors include Kim-shyan Fam, Zhilin Yang and Michael R. Hyman (see p. 18 for more details).

Journal of Current Issues & Research in Advertising

Dr. Shelly Rodgers, associate professor of Strategic Communication Faculty at the Missouri School of Journalism, has been appointed to serve on the editorial board of the *Journal of Current Issues and Research in Advertising*.

International Journal of Mobile Marketing

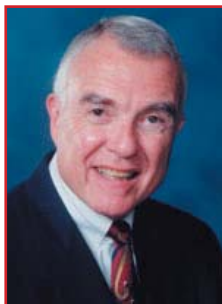
Last year the Mobile Marketing Association (MMA) successfully published two issues of the MMA's *International Journal of Mobile Marketing*, the world's only academic journal dedicated to the topic of mobile marketing. Between the two issues, 21 articles were published (over 200 pages of research) from all around the world – Finland, United Kingdom, New Zealand, China, Korea, Bangladesh, the United States and more.

The next issue of *IJMM* (Vol. 2, No. 1) is scheduled for publication June 2007 and *IJMM* is looking forward to receiving a wide range of article submissions (see p. 19). If you or any of your colleagues are working on an article focusing on mobile marketing, please consider submitting it for publication in *IJMM* or forward the call-for-papers onto interested colleagues. For more details on the call for papers, visit *IJMM* at <http://mmaglobal.com/modules/content/index.php?id=330>. Papers can be academic or conceptual in nature. If you have any questions or would like to discuss a possible article submission, you can reach the *IJMM* editorial team at research@mmaglobal.com.

Other News/Notes

Knight Prof Teaches Abroad

Dr. Bob Lauterborn, James L. Knight Professor of Advertising at UNC-Chapel Hill, is teaching an IMC course at the University of Auckland, New Zealand Spring 2007.



Bob Lauterborn

UNC Retiree Starts "Teaching" Blog



Tom Bowers

Prof. Tom Bowers, who retired from UNC-Chapel Hill in June 2006, has created a blog called "Thinking about College Teaching." Over the next several months, Bowers will post thoughts about

a variety of issues and strategies regarding teaching, including teaching philosophies, getting to know students, the first day of courses, basics of

student learning, conducting class, engaging students, academic integrity, ethics, PowerPoint, Blackboard and the academic life. His postings are based on his experience as a teacher and also as observer of teachers, his role with the Freedom Forum Seminar for Advertising Teachers and his teaching workshops through AEJMC Advertising Division. The blog can be found at: <http://weblogs.jomc.unc.edu:16080/tbowers/>.

U of GA Campaign's Class Takes on AAA



Dr. Joo-Young Kim's (University of Georgia) Advertising Campaign's class (see above) took on the American Academy of Advertising as their client during Summer 2006. Three student teams developed campaign ideas to help the AAA's Membership Committee with recruitment and retention of members. Their integrated communication plans were very helpful and are currently being evaluated by the Membership and Executive Committees. Thanks, Joo-Young!

Sinclair/Fine Family Welcomes New Baby

Noah Thomas Fine was born to Dr. Janas Sinclair (Assistant Professor, UNC-Chapel Hill) and husband Andy Fine on December 11, 2006. Noah weighed 7 pounds, 12 ounces and was 22 inches long.



Noah Fine

UTSA Starts Ph.D. Program

The Marketing Department at the University of Texas at San Antonio (UTSA) has received approval for a doctoral program in Marketing (see full-page Announcement, p. 26).

Book Releases

In Defense of Advertising: Arguments from Reason, Ethical Egoism, and Laissez-Faire Capitalism by Jerry Kirkpatrick

Kirkpatrick has been issued in paperback by TLJ Books of Claremont, CA. Price: \$16.95.

More information can be found at

<http://www.tljbooks.com>. The book was originally published in hardcover by Quorum Books, an imprint of Greenwood Publishing Group, Westport, CT.



Jerry Kirkpatrick

Information about Cases in Advertising and Marketing Management: Real Situations for Tomorrow's Managers (Rowman and Littlefield, 2007) by Edd Applegate and Art Johnsen

has been released (see full-page Announcement, p. 29).



Edd Applegate

Have items for the Newsletter?

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

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

Events & Deadlines

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 special issue of *Journal of Interactive Advertising* on political communication and interactive advertising (see Announcement p. 17)

15: Article submissions due for June 2007 issue *International Journal of Mobile Marketing* (see Announcement p. 19)

15: Registration deadline for IAA Dentsu Interad XI Global Student Competition

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

20: AAF Advertising Hall of Fame luncheon, Waldorf=Astoria, New York City (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

1: Deadline for submissions to 19th Annual DMEF Conference, Chicago (see Announcement p. 21-23)

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

15: Deadline for abstracts to 19th Annual Educators Conference (see Announcement p. 24)

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 of *Journal of Consumer Affairs* on Financial Literacy (see Announcement p. 15)

7-9: AAF National Conference and NSAC Finals 2007, Marriott Louisville Downtown, Louisville, Ky. (see aaf.org)

July

15: Article submissions due for special issue of *Journal of Interactive Advertising* on online user-generated content (see Announcement p. 16)

August

1: Article submission due for special issue of *Journal of Advertising* on creativity in Research in Advertising (see Announcement p. 14)

October

14: 19th Annual DMEF Conference, Chicago (see Announcement p. 20)

January 2008

31: Article submission due for special issue of *Journal of Business Ethics* on Confucian/Chopstick marketing (see Announcement p. 18)

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

Announcements

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

Sheila L. Sasser, Ph.D.
Assistant Professor
Eastern Michigan University
College of Business
Department of Marketing
300 West Michigan Avenue
#469 Owen Building
Ypsilanti, MI 48197 USA
Phone: (734) 487-3323
Fax: (734) 487-2378
Email: ssasser@emich.edu
ssasser@umich.edu

Scott Koslow, Ph.D.
Associate Professor
University of Waikato
Waikato Management School
Department of Marketing
Private Bag 3105
(Courier Only: 21 Ruakura Road)
Hamilton 3240
New Zealand
Phone: +64 7 838 4466 ext 8587
Fax: +64 7 838 4352
Email: skoslow@mngt.waikato.ac.nz

Announcements... (cont'd)

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
E-Mail: john.kozup@villanova.edu
Phone: (610) 519-6441

Announcements... (cont'd)

CALL FOR ARTICLE SUBMISSIONS

The Journal of Interactive Advertising Special Issue on Online User-Generated Content

The *Journal of Interactive Advertising* announces a special issue on Online User-Generated Content. On the World Wide Web, empowered consumers (Urban, 2005) are now not simply consuming content produced by firms, but also participating in the generation of content, in a variety of forms (e.g., blogs, consumer reviews, user-generated videos). Despite this new trend, we are only beginning to understand the theoretical implications of user-generated content and its place in interactive advertising. At this point, very little is known about the motivation of customers who produce user-generated content, the effectiveness of such content in swaying consumer attitudes, and how firms can successfully utilize such avenues to reach online consumers. Initial research claims that uploaders are "creative consumers" (Berthon, Pitt, McCarthy and Kates 2007) and not "lead users" (Von Hippel 1986). However, further theoretical and empirical study on this topic is warranted.

User-generated content is also of great interest to practitioners. Advertisers are struggling to find out how they can incorporate user-generated content into their campaigns. Some companies have encouraged users to create advertisements- with mixed results. Many industry executives are still not convinced of the effectiveness of encouraging user-generated content and fear negative reactions from users.

RESEARCH TOPICS

This special issue is interested in a wide variety of theoretical and empirical lines of inquiry into user-generated content. Topics of interest include (but are not limited to):

- ▶ Appropriate advertising models and strategies for user-generated content
- ▶ Motivation of uploaders and downloaders of user-generated content
- ▶ Impact of uploading and downloading user-generated content on brand attitudes, identity and image
- ▶ User-generated content and online community
- ▶ Privacy and intellectual property issues in user-generated content

SUBMISSION INFORMATION

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

Important dates

Submission deadline: July 15, 2007

Acceptance/Rejection notification: September 15, 2007

Notification of Second Review: December 15, 2007

Likely Publication Date: March 15, 2008

SPECIAL ISSUE CO-EDITORS

Wenyu Dou, Ph.D.
Department of Marketing
City University of Hong Kong
83 Tat Chee Avenue
Kowloon, HKSAR
mkwydou@cityu.edu.hk
Tel:(852) 2788-7004

Sandeep Krishnamurthy, Ph.D.
Business Administration Program
University of Washington, Bothell
18115 Campus Way NE, Room UW 1-233
Bothell, WA 98011-8246, USA
sandeep@u.washington.edu
Phone: (452) 352-5229

REFERENCES

- Berthon, Pierre R., Leyland F. Pitt, Ian McCarthy and Steven M. Kates (2007), "When Customers Get Clever: Managerial Approaches to Dealing with Creative Consumers", *Business Horizons*, 50 (1), 39-47.
- Urban, Glen L. (2005), "Customer Advocacy: A New Era in Marketing?" *Journal of Public Policy & Marketing*, 24 (1), 155-159.
- von Hippel, Eric (1986), "Lead Users: A Source of Novel Product Concepts", *Management Science*, 32 (7), 791-805.

ABOUT JOURNAL OF INTERACTIVE ADVERTISING

The *Journal of Interactive Advertising* (JIAD) is an official online publication of the Department of Advertising, Public Relations, and Retailing at Michigan State University and the Department of Advertising at The University of Texas at Austin. *JIAD* is an online refereed journal designed to promote our understanding of interactive advertising, marketing and communication in a changing world. It is published twice a year, in March and September.

Announcements... (cont'd)

CALL FOR ARTICLE SUBMISSIONS

Journal of Interactive Advertising

Special Issue on Political Communication and Interactive Advertising

The *Journal of Interactive Advertising* announces a special issue on Political Communication and Interactive Advertising. Political communication in the online environment has developed rapidly worldwide, enabling candidates, advocacy groups, activists and ordinary citizens to use new modes of interactive media. Recent news stories underscore the notion that the Internet has come of age for political communication. Governmental bodies have incorporated regulations to include interactive political advertising under the same laws and policies that govern other media channels. Political communication has extended traditional political marketing strategies to various new venues of online media. Although interests and practical applications in this area have increased substantially in recent years, there is still an important need to build both empirical evidence and a theoretical framework for the impact of online political communication on citizen participation and engagement in civic societies.

The *Journal of Interactive Advertising* invites submission of empirical and conceptual papers that fit the theme "Political Communication and Interactive Advertising." In this Special Issue, we expect to raise new possibilities for theory development, methodological innovation and cross-disciplinary approaches in political communication research via various online devices and venues.

RESEARCH TOPICS

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

- ▶ Candidate political interactive advertising
- ▶ Issue campaigns associated with interactive advertising
- ▶ Agenda setting and building via political online advertising
- ▶ Civic engagement and trust in political online advertising
- ▶ Wired versus wireless political advertising comparisons
- ▶ Attitude toward political online campaign sites
- ▶ Location-based political communication messaging
- ▶ Political online advertising recall
- ▶ Cross-cultural political interactive advertising
- ▶ Negative political communication and interactive advertising
- ▶ Political advertising on Web log sites or non-political sites
- ▶ Comparisons of international political interactive advertising
- ▶ Effectiveness of political interactive advertising
- ▶ Political interactive advertising's role in the media mix
- ▶ Regulatory issues associated with political online advertising

SUBMISSION INFORMATION

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

Important dates

Submission deadline: March 15, 2007

Acceptance/Rejection notification: June 15, 2007

Deadline for the final version: August 15, 2007

Publication: Vol. 8, No. 1 (Fall), 2007

Please note that authors will be notified of the acceptance/rejection decision on June 15, 2007, regardless of the submission date.

Questions and submissions should be directed to the special issue editor:

Marilyn S. Roberts, Ph.D.

Guest Editor, *Journal of Interactive Advertising*

Department of Advertising

College of Journalism and Communications

University of Florida

Gainesville, Florida 32611-8400 USA

Tel. 352 273-1090

Fax. 352 846 3015

Email: mroberts@jou.ufl.edu

Announcements... (cont'd)

CALL FOR PAPERS

Journal of Business Ethics **Special Issue on Confucian/Chopstick Marketing** June 2007 Issue

The goal of this special issue is to explore the potential and current use of Confucian values in marketing. Although submitted manuscripts may focus on theory development, empirical testing, or case analysis, they should further understanding of why and how Confucian values could and do influence marketing theory and practice. Topics of interest include, but are not limited to, the following:

- ▶ Evidence of Confucian values in advertising appeals
- ▶ Confucian values and corporate social responsibility in marketing
- ▶ Differences and similarities between Confucian and Western marketing ethics
- ▶ Confucian values and anti-consumption/voluntary simplicity
- ▶ Confucian values and the marketing mix
- ▶ Confucian values in business negotiations

No later than **January 31, 2008**, manuscripts should be submitted as an e-mail attachment to one of the three guest editors listed below. The reviewing process will be similar to that used for previous special issues, including the use of guest editors and a specialist review panel.

Guest Editors:

Kim-shyan Fam, Associate Professor, University of Otago, kimfam@business.otago.ac.nz

Zhilin Yang, Associate Professor, City University of Hong Kong, mkzyang@cityu.edu.hk

Michael R. Hyman, Wells Fargo Professor of Marketing, New Mexico State University, mhyman@nmsu.edu

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

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

- ▶ Type in a Word file of no more than 175 words, not including contact information (see Sample Call)
- ▶ Email Calls and all announcements to the Editor Shelly Rodgers (srodgers@missouri.edu)
- ▶ Submissions to the AAA Newsletter are due February 15th (March issue), May 15th (June issue), August 15th (September issue) and November 15th (December issue) of each calendar year
- ▶ URL link to complete call or job announcement
- ▶ To submit go to: <http://www.aaasite.org/SubmitNewsletter.html>

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.

CONFERENCE REMINDER

19th Annual Direct Marketing Educational Foundation (DMEF) Educators Interactive, Database and Direct Marketing Conference

Sunday, October 14, 2007

Chicago, Illinois

Interactive, database, and direct marketing techniques are becoming ubiquitous in marketing practice and are gaining mainstream attention by academics. The 19th Annual DMEF Robert B. Clarke Educators Conference, sponsored by the Direct Marketing Association, is the preeminent conference that focuses on this important area of research and practice. This conference is a must-attend for academics interested in pursuing research and teaching in the areas of internet, database, interactive, and direct marketing.

Topics covered:

The conference program is based on a select number of competitive and special topic paper submissions on cutting-edge topics in this field. Each presented paper is discussed by both qualified academics and practitioners.

Topics of interest include:

- ▶ database and direct marketing management
- ▶ interactive channels
- ▶ one-to-one communication strategies
- ▶ consumer behavior in interactive environments
- ▶ the impact of technology on marketing institutions and their marketing practice.

For further information on topics presented, please contact the conference chair and vice chair

Criteria

Papers are selected based on the quality of the research, their ability to extend knowledge in the field, whether they break new ground, and whether they influence the practice of interactive, database, or direct marketing. Best Paper Awards of \$1,000 are given to the top faculty paper and the top paper coauthored with or authored by a Ph.D. student.

Complimentary direct marketing conference attendance

This conference is unique in that it brings together leading academics and practitioners from the field of interactive marketing and is held in conjunction with the Direct Marketing Association's annual conference, DMA07. The first 100 full-time educators who register for and attend the DMEF conference are offered complimentary registration to the DMA07 conference and exhibition, October 14 – 17. The DMA general conference, the largest gathering of direct and interactive marketing practitioners, with several thousand in attendance, features general sessions with leading personalities, section interest sessions, the ECHO Award exhibit (the CLIOs of direct response), and a trade exhibition of more than 500 companies.

Attending the Conference

Submitting a paper or special session proposal to the DMEF conference is not required for attendance (except for Ph.D. candidates), but it will give educators priority on complimentary attendance to the DMA events. For all attendees (including authors) there is a \$150 registration fee to attend the DMEF conference, but registration to the DMA event is complimentary to the first 100 full-time educators.

In summary, you will gain the opportunity to:

- ▶ Present your best research in Interactive, Database or Direct Marketing.
- ▶ Publish and access proceedings on the DMA and DMEF Web sites.
- ▶ Network with leading interactive marketing professionals.
- ▶ Gain complimentary attendance to the largest direct and interactive marketing conference.

For more information, go to: <http://www.educatorsconference.org>.

CALL FOR COMPETITIVE PAPERS

19th Annual Direct Marketing Educational Foundation (DMEF) Educators Interactive, Database and Direct Marketing Conference

Deadline May 1, 2007

Topic Areas

DMEF seeks original research that addresses any aspect of direct and/or interactive marketing broadly defined in both the B2C and B2B arenas. Appropriate topics include, but are not limited to:

DATABASE AND DIRECT MARKETING MANAGEMENT ISSUES

- ▶ Strategic use of information and information technology
- ▶ Lifetime value and customer equity
- ▶ Customer relationship management
- ▶ Cross-selling economics
- ▶ Data mining
- ▶ International commerce and international direct marketing
- ▶ Direct response advertising

INTERACTIVE CHANNELS

- ▶ Internet and e-commerce
- ▶ Multi-channel
- ▶ Home shopping
- ▶ Channel conflict and resolution

TEACHING ISSUES

- ▶ Teaching Direct Marketing, Interactive Marketing, E-commerce, Database Marketing, etc., at the graduate or undergraduate level

COMMUNICATION STRATEGIES

- ▶ Measuring effectiveness of marketing communications
- ▶ Privacy

CONSUMER BEHAVIOR IN INTERACTIVE ENVIRONMENTS

- ▶ Relationships, satisfaction and loyalty
- ▶ Retention and frequency marketing
- ▶ Customer perception of value
- ▶ Consumer choice or decision-making in computer-mediated contexts

HOW INSTITUTIONS ARE EVOLVING IN RESPONSE TO INTERACTIVITY

- ▶ Impact of interactive technologies on the organization of the work of marketing
- ▶ Managing key marketing processes when customer communication is interactive
- ▶ Organizing the direct marketing function when the goal is individual targeting

Conceptual and empirical papers are encouraged. Pedagogical issues will be considered, but the emphasis must be on new concepts and techniques. Papers must not have been presented previously, nor should they be under consideration for publication elsewhere. Two \$1,000 cash prizes will be awarded for best paper and best Ph.D.candidate paper, respectively.

Guidelines

- ▶ Manuscripts (up to 25 pages, including charts, tables, exhibits and references) should be typed double-spaced and numbered consecutively. Allow at least a 1-inch margin on all four sides. Shorter manuscripts are appreciated.
- ▶ Manuscripts should be accompanied by an abstract (100 to 125 words) on a separate piece of paper.

Continued on next page

Announcements... (cont'd)

- ▶ Avoid using footnotes. Tables and references should be typed on separate pages and their placement indicated in the text. Arrange references in alphabetical order at the end of the body of the paper.
- ▶ Manuscripts are judged on the depth and scope of the ideas presented and their contribution to the field, as well as on their clarity and whether they can be read and understood. Write in an interesting and readable manner; keep sentences short; avoid using a lot of technical terms.

SUBMISSIONS

By **May 1, 2007**, please upload your paper in the form of a Word document at the submissions link at www.educatorsconference.org.

If you have technical difficulty, please contact: Sandeep Krishnamurthy, 425-352-5229, sandeep@u.washington.edu

Review Procedure

- ▶ Receipt of the manuscript is acknowledged by letter or e-mail.
- ▶ Manuscript must be accompanied by a letter confirming that the paper has not been published or presented elsewhere, and is not under review at another journal or conference.
- ▶ Papers will be double-blind reviewed by two to four members of the Educators Conference Editorial Review Board. To facilitate the review process, authors are asked to include their names and credentials only on the manuscript title page and to refrain from identifying themselves in the body of the manuscript.

Proceedings

Conference Proceedings will be published online. Papers accepted for presentation at the Conference, based on double-blind peer review, will be included in the online proceedings. Authors have the option of publishing the full paper or an extended abstract. Abstracts of research works in progress, selected for presentation at the conference, are not double-blind reviewed, but are eligible for publication in the online proceedings as abstracts. (See Call for Abstracts in this issue.) Special sessions are interactive discussions with both industry and academic panelists.

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>

Announcements... (cont'd)

CALL FOR SPECIAL SESSION PROPOSALS

19th Annual Direct Marketing Educational Foundation (DMEF) Educators Interactive, Database and Direct Marketing Conference

Deadline: May 1, 2007

Special sessions are designed to provide an opportunity for a focused presentation of topics of special interest to direct and interactive researchers. The major focus of the special sessions should be presenting current research, theories, models and working papers on a particular topic. Special Session proposals should strive to demonstrate an optimum level of thematic cohesion and value to those interested in the special session topic. Proposals that are novel/emergent in terms of either subject matter and/or methodology are greatly valued. Special Sessions should be designed to provoke, challenge and generate discussion. It is up to Special Session authors to identify participants in advance to sign up as presenters for a proposed Special Session topic. The chairperson(s) and/or Special Session authors are responsible for quality control over the presentations in their session. Special Topic Sessions are 60 to 90 minutes long. Proposals should ideally contain three to five papers. The conference chair and programmers reserve the right to combine topics if they are thematically convergent and to designate session timing.

Guidelines

The first page is the cover sheet. It should provide the title of the Special Session, the chairperson(s), a list of the speakers and the titles of their presentation, and a statement that each speaker has agreed to serve if the proposal is accepted. The second page should only state the title of the session followed by a 50 to 100-word short abstract of each paper (for publication in the conference program). The body of the proposal (500 to 1,000 words) should include the central theme of the session, the scope of the presentations, and importance and value of the topic to the field of direct/interactive marketing.

SUBMISSIONS

By **May 1, 2007**, please upload your paper in the form of a Word document at the submissions link at www.educatorsconference.org.

If you have technical difficulty, please contact: Sandeep Krishnamurthy, 425-352-5229, sandeep@u.washington.edu

Review Procedure

- ▶ Receipt of the proposal is acknowledged by letter or e-mail.
- ▶ Two to four members of the Educators Conference Editorial Review Board, appointed by the Conference Program Advisory Committee, will review proposals.

Announcements... (cont'd)

CALL FOR ABSTRACTS OF WORK IN PROGRESS 19th Annual Educators Conference

The 19th Annual Educators Conference agenda includes opportunities for academics to present their research findings for papers that are still in progress.

Abstracts should clearly define the problem, discuss research methodology, include survey size where applicable, and outline the proposed contribution to direct and interactive marketing. Both conceptual and empirical work is encouraged. All abstracts accepted for presentation at the Conference will be eligible for publication in the online conference proceedings.

Abstracts and proposals (250 to 300 words maximum) are due **May 15, 2007**.

SUBMISSIONS

By **May 15, 2007** please upload your paper in the form of a Word document at the submissions link at www.educatorsconference.org.

At the conference, the findings must be presented by the academic author or co-author. A draft of the final paper or an extensive summary of interim findings must be submitted to DMEF by **August 1, 2007**. Only abstracts and not final papers will be published in the online proceedings. The final paper can be submitted next year for double-blind peer review, presentation at the Educators Conference, and inclusion in the online proceedings.

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Advertising Educational Foundation (AEF)

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

In 2005, the AEF and *A&SR* introduced *Advertising and Society: An Online Curriculum*. Published as a supplement to *A&SR* at the rate of two units per issue, the curriculum will ultimately consist of 20 units at the end of 2007. Professors who teach about advertising in both liberal arts and professional programs will find the curriculum useful for their courses; it contains numerous examples of advertisements and references. The following units are currently available:

Volume 6, Issue 3

Unit 1: What is Advertising?

Unit 2: A Brief History of Advertising in America

Volume 6, Issue 4

Unit 3: "Subliminal" Advertising

Volume 7, Issue 1

Unit 4: High Culture/Low Culture: Advertising in Literature, Art, Film, and Popular Culture

Unit 5: Advertising in the Public's Eye

Volume 7, Issue 2

Unit 6: Public Service Advertising

Unit 7: Representations of Masculinity and Femininity in Advertising

Volume 7, Issue 3

Unit 8: Advertising and Christmas

Unit 9: The Interpretation of Advertisements

Volume 7, Issue 4

Unit 10: The Role of Research in Advertising

Unit 11: Multiculturalism in the Marketplace

The focus of the curriculum is to provide a broad cultural perspective on advertising as a social force and creative form. William M. O'Barr of Duke University is the author. He founded *A&SR* and served as Editor from 2000 to 2005.

We welcome your feedback and participation.

Please email Kathy Grantham, Deputy Director, at kg@aef.com, or call 212.986.8060.

Thank you for your interest in the AEF.

CALL FOR APPLICATIONS

New Doctoral Program in Marketing at the University of Texas at San Antonio

The Marketing Department at the University of Texas at San Antonio (UTSA) has just received approval for a doctoral program in Marketing. One of the strengths of the program is its focus on behavioral research. Over the last 5 years, we have assembled a group of faculty who are conducting high quality behavioral research and publishing it in the field's top journals such as *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, and *Journal of Advertising*, just to name a few. You can see a list of this faculty, along with their publications and general research interests, at http://business.utsa.edu/departments/mkt/fac_research.htm

Although the application deadline has passed for Fall 2007 entry, we would like to encourage you to pass the word along to potential applicants who you think might be interested in a Ph.D. in Marketing, particularly one that focuses on behavioral research. Please have any interested parties contact me if they have questions. Thanks very much for your help.

L. J. Shrum, Ph.D.
Professor of Marketing
College of Business
University of Texas at San Antonio
One UTSA Circle
San Antonio, TX 78249-0632
Office: (210) 458-5374
Fax: (210) 458-6335
Home: (210) 545-6386
E-mail: lj.shrum@utsa.edu
Web page: <http://faculty.business.utsa.edu/ljshrum/>

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

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JOB OPENING

University of Missouri-Columbia STRATEGIC COMMUNICATION PROGRAM

Our growing Strategic Communication program is looking for an industry professional to teach in these areas:

- ▶ ACCOUNT MANAGEMENT
- ▶ NON-TRADITIONAL MEDIA (THIS IS A MUST!)
- ▶ STRATEGY DEVELOPMENT AND ACCOUNT PLANNING.

In addition, our new professor will supervise our unique, student-staffed advertising agency, Mojo Ad. This requires strong business sense, solid project management skills, an entrepreneurial spirit and an ability to mentor entry-level people.

The successful applicant will be hired as a member of our professional practice faculty at the rank of Assistant Professor. This professional will have significant real-world experience in the above areas on either the agency or client side...and a burning desire to “give back” by teaching our bright and highly motivated students. **Screening of applicants will begin immediately** and will continue until the position is filled. Applicants should submit 1) a cover letter summarizing qualifications; 2) a current resume; 3) a list of at least three references to:

Paul Bolls, Search Committee Chair
Missouri School of Journalism
176A Gannett Hall
Columbia, MO 65211
Email: bollsp@missouri.edu (preferred)

The University of Missouri-Columbia is the oldest state university west of the Mississippi River and the flagship of the University of Missouri system. MU is located in Columbia, a community of approximately 100,000 rated as one of the best small cities in the U.S. to live by Money magazine because of its clean environment, high standard of health care, excellent cultural offerings, and low cost of living. MU has an enrollment of approximately 27,000 and is a member of the American Association of Universities.

The University of Missouri-Columbia is committed to cultural diversity and expects candidates to share in this commitment. MU is an equal opportunity/ADA institution and encourages applications from women and minority candidates. The University complies with the Americans with Disabilities Act.

CALL FOR OUTSTANDING EDUCATOR AWARD NOMINEES **2007 Robert B. Clarke Outstanding Educator Award**

Nominations for the 2007 Robert B. Clarke Outstanding Educator Award are due by June 15, 2007. The \$1,000 award will be presented at the DMEF Educators Conference Luncheon, in Chicago, IL, on Sunday, October 14th. Based on a candidate's record of teaching, writing, research and speaking, the award recognizes an academician's overall achievement in direct marketing education.

Nominations should include answers to the following:

1. In your opinion, why does the candidate merit the award?
2. What distinguishes his/her teaching of direct marketing?
3. What are his/her major research interests?
4. What information can you add that would help in the selection process?

Please attach any additional information you want to bring to the attention of the selection panel.

SUBMISSIONS

Send your nomination to Laurie Spar by email (mail to: lspar@the-dma.org), FAX (212-790-1561), or mail (Direct Marketing Educational Foundation, 1120 Avenue of the Americas, New York, NY 10036). If the candidate's vita, list of publications and research are not readily available, the DMEF will contact the nominee. The recipient will be chosen by the Foundation's Board of Trustees. **Deadline: June 15, 2007.**

Program Advisory Committee:

Chair: George R. Milne, University of Massachusetts Amherst (milne@mktg.umass.edu)
Vice Chair: Sandeep Krishnamurthy, University of Washington (sandeep@u.washington.edu)
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Pushkala Raman, Texas Woman's University (praman@cob.fsu.edu)
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Venky Shankar, Texas A&M University (vshankar@mays.tamu.edu)
Manjit Yadav, Texas A&M University (yadav@tamu.edu)

For further information contact:

DMEF Staff: Jeff Nesler (jnesler@the-dma.org)

BOOK RELEASE

New Advertising and Marketing Management Text Now Available

Information about Cases in Advertising and Marketing Management: Real Situations for Tomorrow's Managers (Rowman and Littlefield, 2007) by Edd Applegate and Art Johnsen:

Students of advertising and marketing management learn many concepts and theories in their foundational courses, but real-world experiences are invaluable to understanding the decision-making process. Cases in Advertising and Marketing Management offers students the opportunity to apply what they have learned in previous courses to realistic situations based on the experiences of managers from advertising agencies and companies that advertise.

The authors, a professor of advertising at Middle Tennessee State University and an advertising agency executive at Locomotion Creative (Nashville), draw on their practical experiences with everyday challenges--ranging from budgets, electronic marketing, IMC, and account strategy to agency politics, overdue client payments, and ethical dilemmas. Each of the 40 cases focuses on a contemporary problem or issue for students to identify and analyze, followed by discussion questions to help them work through the case toward a reasonable solution. The final chapters review important themes from the cases and look at several types of advertising and marketing positions often found in agencies or companies.

Joseph Pisani, Professor Emeritus, Department of Advertising, University of Florida, contributed the Foreword and two cases.

The text is appropriate for upper-level or capstone courses in advertising or marketing management.

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

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:

Tina M. Lowrey, Ph. D.
Dept. of Marketing, College of Business
University of Texas at San Antonio
6900 North Loop 1604 West
San Antonio, TX 78249
tina.lowrey@utsa.edu
+1 210.458.5384
+1 210.458.6335 (fax)