



**In this issue:**

Featured Research	3
Special Feature	6
Graduate Student News	8
AAA Notes	9
Events and Deadlines	11
Announcements	12

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## The President's Column

by Jef I. Richards

Everyone who serves as president of the Academy – and for that matter, everyone who serves on the Executive Committee – comes to this responsibility with a goal of improving the organization. So the question with which I've struggled is: which direction will most dramatically enhance the AAA? There is a natural tendency, I think, to find a direction that will promote growth. After all, a larger organization tends to be a healthier organization. It also can have more financial power in negotiations, and be more influential within the industry. But bigger is not always better.

Some groups (and you probably know the one the leaps to my mind) get large and fat. They become more interested in sustaining their size and income than they do in serving their members. Frankly, I would hate for the AAA to become one of those. I genuinely love this organization, in part, because it is a size that retains some intimacy. When I attend the annual conference I do not know everyone, but I know a pretty large percentage of the attendees. It is a feeling of family. I would hate to see the AAA lose that wonderful quality. Growth, mere quantity of members, should not be a goal in it of itself.

What should the goal be, then? I am convinced that greater quality is the direction we should be moving. A small but high quality organization can be incredibly healthy and influential while retaining the comfortable atmosphere that makes the Academy so attractive. That could entail some growth because people want to belong to quality organizations, but growth can be controlled.

I am not suggesting that we currently lack quality, not at all! But let's face it, there's always room for greater quality.

There are many options for attaining that goal. Quality can be fostered by filtering out our weaknesses, and/or encouraging our strengths. Our primary strength, of course, is our common cause.

We are all about advertising. I know that when I attend an AAA conference, unlike at meetings of other associations, I have a hard time deciding which sessions to attend. They are all interesting because they are all about my area of interest: advertising. I do see a weakness, though, and it may be our Achilles Heel.

What advertising agencies sell, above all else, is creativity. Account planning is used to guide the focus of the creative work product, and media planning is used to maximize exposure to that product, but none of that would be needed without the work of copywriters and art directors. The "creative" is our weakness. The AAA covers all aspects of advertising, but does far too little to embrace, let alone advance, creativity.

I can hear some of you saying, "But we do have sessions on creativity!" That's true, but we have too few. And while we do have some members who are wonderful creative talents, we have too few of them, too.

As I look around the Academy I see members from most of the academic programs, but I see very few from the



Jef Richards

President, p. 2

## President, cont'd p. 1

“creative” programs, such as the portfolio schools. How do we get more members from the various portfolio schools? There are dozens of very impressive and distinguished programs out there that are barely represented in the AAA. A way of moving toward even greater quality would be to find ways to make the Academy more welcoming to that constituency. It’s a hard sell, because our focus primarily has been research, which isn’t the most exciting topic for many creatives. Also, many of the faculty in those programs are working professionals who teach only part-time, making this organization less central to what they do.

I would like to explore and ask you to consider how we might make that happen. We need to reach beyond research paper sessions to establish a venue for display and critique of creative work. We need to promote great creative talent and/or teaching. And most of all we need to demonstrate that we appreciate the art and copy side of the advertising business.

It is impossible to truly “know” advertising if we do not even consider the creative talent that goes into it. A greater presence of this vital facet of the business at AAA meetings will enrich us all, exposing the less artistic of us to concepts we tend to ignore or overlook. It will raise the level of quality by educating us, and by helping the Academy be the center of study for all-things-advertising.

Here are a few ways we might do this: (1) We could offer more special topic sessions, or even preconferences, on creativity, (2) We could invite top creatives from industry to be keynote speakers, and (3) We could establish an award for top creative work. Also, of course, each of you could encourage creatives to join!

Please give this some thought, and send me your ideas on how to reach this objective. I genuinely believe it can make a great organization even better. **AAA**

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## Featured Research

# Exploring the Linkages Between Advertising and Ritualistic Consumption

by Cele Otnes

I'd like to start this column with a confession: much of my recent research hasn't really fallen within the domain of advertising per se. It's not because I don't think advertising and other marketing communication phenomena aren't fascinating (because obviously, they are). It's mainly because I have been looking at a broader spectrum of consumption practices over the past decade – some of which involve consumers intersecting with advertising, and some of which do not. My goal in writing this column is to excite you about this larger consumption-oriented sandbox in which I've been digging, and to share my thoughts about how I believe my own and others' advertising research can help keep it a vital area of exploration.

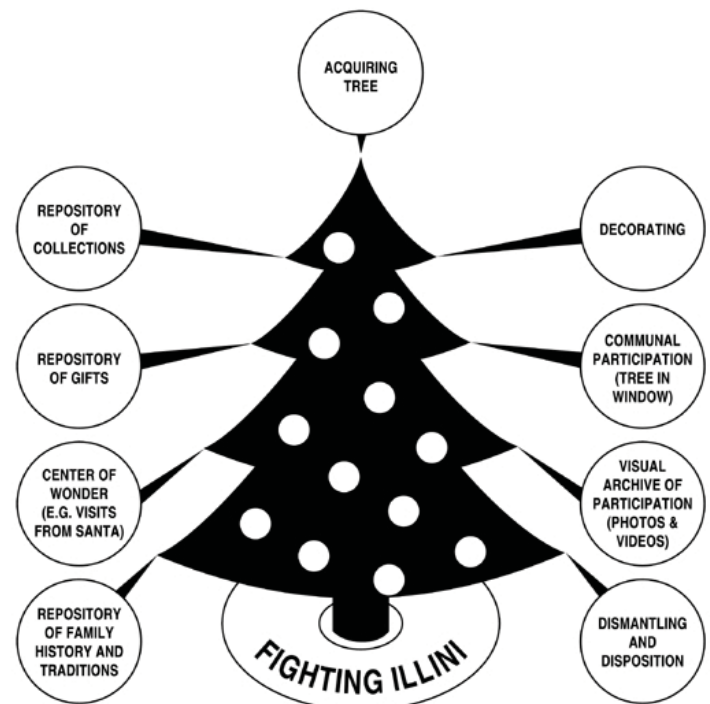
Put simply, my research focuses on ritualistic consumption – or the kind that occurs when consumers (almost always in conjunction with the efforts of manufacturers and retailers) devote immense amounts of time, money and energy to construct dramatic and sometimes even sacred occasions that they believe enhance their lives socially and emotionally. Think weddings, proms, Christmas, increasingly elaborate bar/bat mitzvahs, wedding proposals, divorce parties, Super Bowl parties – and on a cultural level, inaugurations, Olympic games, Royal Weddings (truly the quintessential cultural ritual) and so on. In 1988, after reading about gift giving in Bob Woodruff's Consumer Behavior class at the University of Tennessee (and was coincidentally still learning how to shop for the new family I had acquired since getting married), I decided to explore how different forms of influence, including advertising, shaped consumers' gift-giving behaviors. Although the dissertation didn't exactly change the world (thank you, student sample!), it did lead me into an area that I still find fascinating almost 20 years later, and where, thankfully, I've been able to be productive.

So how has the link between advertising and rituals been explored? Probably the most direct study was a paper I co-authored in the *Journal of Advertising* in 1996, where we discussed how advertising can help marketers accomplish certain objectives with respect to disseminating rituals in the culture. One such example is "ritual transference," where variants of ritual objects associated with one ritual then become popular for another – e.g., Christmas lights become Easter lights, Halloween lights, and so on. (To truly see the impact of ritual transference, just browse through

any Lillian Vernon catalog!) We also explored the types of rhetorical strategies used in ads that employed ritual elements. Another area I've explored is how changes in advertising elements for a particular ritual over time – in this case, honeymoon ads from the 1950s to the 2000s – reflect the evolution of a ritual in a culture. Furthermore, in *Cinderella Dreams: The Allure of the Lavish Wedding*, we explored the way DeBeers relentlessly targeted the American public through a series of five ad campaigns in the 1930s and 1940s in upper-class and more mainstream consumer magazines, to convince consumers that diamond engagement rings were a "must" to include in the constellation of goods that comprise the American wedding ritual (and De Beers was even more successful with this strategy when they entered Japan in the 1960s).

As I intimated at the beginning of this column, much of

FIGURE 1  
THE CHRISTMAS TREE AS RITUAL HUB



Ritualistic consumption, p. 4

my research has focused on broader issues related to ritualistic consumption besides advertising – in particular, how consumers manage the sometimes overwhelming task of gift giving. But I would like to share with you why I believe ritualistic consumption is an incredibly rich arena for advertising scholars. First, there is a great deal of archival material (and even some grant money) available that can support the study of how advertising and ritual intersect, and specifically how marketers often use ritual symbolism that packs an emotional punch to help sell their products. For example, the J. Walter Thompson archives at the John W. Hartman Center for Sales, Advertising and Marketing History at Duke, as well as the Center for Advertising History at the Smithsonian, were invaluable resources to me as I researched the De Beers campaigns. The D'Arcy and Woodward advertising collections at the University of Illinois contain millions of ads that could serve as a rich resource for advertising on a multitude of rituals for a particular client or product category. Consider also how the archives housed by particular retail stores or media corporations could be of assistance. For example, the library at Condé Nast provided me with access to all *Bride's* magazine issues since the company acquired the publication in the mid-1950s.



De Beers girl ad

Second, although much research in consumer behavior has focused on the “consumer side” of rituals (e.g., exploring how people celebrate them within their social networks and/or their homes), marketers are now realizing that consumers enjoy participating in, and even co-creating, ritual activities while they are actually engaged in the purchase of products and/or services in the marketplace. In fact, rituals such as special welcome baskets, and ceremonies that occur when consumers take possession of goods (e.g., the “Saturn delivery ceremony”) can become strategic points of differentiation for marketers – and thus, key components of advertising strategy.

Furthermore, advertising can have a direct effect on how consumers believe they are supposed to participate in rituals. In 1995, Tina Lowrey and I presented a paper at AAA's on how bridal advertising shapes these rituals. Tina read a quote from one of our depth interviews where an informant told us that she believed her fiancé should spend two months' salary on an engagement ring, because that was people are supposed to do. Interestingly, this “established ritual norm” was simply pure commercial rhetoric, spun and repeated ad infinitum by De Beers in its advertising.

Third, rituals are, at their very essence, communication – and obviously, so are the elements of the promotion mix. In a paper that I am revising with two doctoral students for the *Journal of Retailing*, we are focusing on the specific types of ritual language that marketers employ when they engage in ritualistic behavior with consumers. One of the findings that is quite fascinating is that even with the context of interpersonal, face-to-face communication, marketers often rely quite heavily on slogans created by their advertising agencies to communicate content that they hope will enhance their consumers' ritual experiences in the marketplace.

Of course, one of the nagging issues that plagues advertising research is that we often can gain consumers' perspectives of ads, but don't always have access to the agency teams that craft the messages. Yet there are well-established advertisers whose very survival often depends upon creating and sustaining rituals among American consumers. Consider that Dennis Rook, who pioneered the study of ritualistic consumption, conducted his original study on grooming rituals of college students. Where would Maybelline, Revlon, Estée Lauder and other companies

## Bio



*Cele Otnes (cotnes@illinois.edu) received her Ph.D. in Communication from the University of Tennessee, Knoxville in 1990. She is the Investors in Business Education Professor of Marketing and Professor of Advertising at the University of Illinois at Urbana-Champaign. She teaches courses in consumer behavior and qualitative methods. From 1990-1999, she taught in the department of Advertising at UIUC. She serves on the editorial board of the Journal of Advertising, and was Secretary of the American Academy of Advertising in 1994. She thanks everyone who has supported her career, especially the advertising faculty at UTK, her friends and family.*

be without these private rituals? Where would happen to the fourth-quarter bottom line at Ocean Spray if cranberry sauce suddenly fell out of favor at Thanksgiving? Considering that holiday, the brand managers at Butterball would probably love to know how advertising could help convince consumers to cook a whole turkey at other times of the year besides holidays. But if they did so, would turkey lose its sacred status as a holiday food? For these reasons, exploring marketers' understanding of the potency and potential of ritual is paramount to helping develop managerial implications where advertising and rituals intertwine.



In closing, I reaffirm my earlier point – that ritualistic consumption is a fascinating context within which to study the intersection of advertising, consumer behavior and consumer culture. If you share my enthusiasm for this area, the good news is that there are still myriad compelling research questions that advertising scholars can address, as they explore both the historic and current linkages between rituals and advertising. I am grateful that this topic has held my attention – as well as that of my co-authors with whom I have been so fortunate to work – and that it continues to do so. If you share my enthusiasm for this area, the good news is that there are still myriad compelling research questions that advertising scholars can address, as they explore both the historic and current linkages between rituals and advertising. I am grateful that this topic has held my attention – as well as that of my co-authors with whom I have been so fortunate to work – and that it continues to do so. **AAA**

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## Special Feature

# What Can the Super Bowl Teach Us About the Future of Advertising?

by Fred Senn

Everyone in this business knows the National Football League Championship, “the Super Bowl,” is the most-watched TV program in America: 80 to 100 million viewers, every year, depending on the match-up. It has also become the national championship of advertising—a high-stakes poker game for the 55 advertisers willing to pay two-and-a-half million dollars for thirty seconds in the game.

Some would say that this is testament to the long-term viability of traditional advertising media. They would be wrong.

### We Find Ourselves Trapped Between Two Eras

If you are my age, you learned your craft when buying time on commercial television and radio or buying space in newspapers, magazines and outdoor venues represented the universe of viable options. We were mass-marketing to consumers. Then, two things happened:

First, we overplayed our hand. We (agencies, marketers and the media) forced way too much advertising on an audience that was paying less attention and becoming increasingly resentful.

Secondly, technology came to the rescue of consumers. Networks and advertisers loaded 20 minutes of non-program message in a prime-time TV hour. So, predictably, people used their remote control devices to surf channels or follow two programs at once. Never mind TiVo and digital recording devices. All the statistics we used to value a program based on the number of people “watching” our commercial became suspect.

Over time, marketers got an increasingly lower ROI on their biggest advertising investment—media. And the era of reliance on traditional advertising began to wane.

Today, the Internet era seems poised to replace it, right? Not so fast. In a heartbeat, consumers are using the Web for everything; news, entertainment and social networking. But marketers and their ad agencies don’t yet know how to capitalize on the Internet opportunities. **And frankly, consumers are not very interested in having their interactive communications corrupted with commercial messages. It’s painfully clear that advertising as we know it doesn’t migrate to the Internet.**

So, marketing practitioners find themselves trapped between the inefficient comfort of traditional advertising and the scary leap of faith necessary to prosper in the new digital world. Prime example: The automotive industry still insists on spending half of its television advertising re-pricing inventory. Given what we know about the small number of people actually in the market to buy a car at any one time, what do you suppose the ROI on that billion-dollar investment is?

In 2006, when Pat Fallon and I wrote “Juicing the Orange, How to Turn Creativity into a Powerful Business Advantage,” we packed in everything we knew about the new era. But things have moved so fast, that what we knew at the time wasn’t that much. Proven cases of success were still rare. The real successes of the new era have yet to be written.

### Return on Imagination

Back to the Super Bowl. It’s a very public referendum on creativity in advertising. The Monday after the game, USA Today, and countless other publications, Web sites and bloggers weigh in with reviews and surveys ranking the advertising winners and losers. The winners get tremendous word of mouth (and today that means the pass-along power of word of mouse). The viral and digital networks give the winners a tremendous return on investment. The losers get a pathetic return on investment, and some ugly PR to go with it. (It may be the only time Americans pay attention to advertising. And, not so coincidentally, the only time marketers really focus on the creativity.)

So, here’s my hypothesis: The Super Bowl can teach us something about the future of marketing communications. If your content is creative, compelling and engaging, you will

earn a free ride on the digital networks. You will get a

remarkable Return on Imagination. Increasingly, paid media messages that don’t earn their way to the digital networks will be a bad investment.

### Survival of the Fittest

Watch the marketers who are demonstrating nimbleness in adapting to the new realities. Focus on two things: first, good old-fashioned creativity, content that we simply cannot ignore.

Super Bowl, p. 7

And secondly, creative ways to combine traditional media and the emerging forms.

Here's an example from Fallon London. The Cadbury Gorilla campaign has won enough creative awards to make market researchers like the readers of this newsletter naturally skeptical. Before you accuse me of blatant self-promotion, however, consider this. Everybody is scratching their heads on this one. In order to understand, you need to know the inside story; more than you would get from reading *AdAge*.

Cadbury, the number one chocolatier in Great Britain, was losing share to Galaxy with "the gatekeepers" of the chocolate market—women 21-29. The Cadbury brand was losing its luster and was perceived as dated and old-fashioned. The obvious goal was to reignite England's love affair with Cadbury. But the campaign strategy was anything but obvious. In a 90-second video, a Gorilla performs the drum solo from the old Phil Collins hit, "In the Air Tonight." Nothing about the product at all, except that the background color on the set was the same as the Cadbury wrapper. Those of us here who got an early look at the work, without the benefit of the rigorous strategic thinking behind it, were skeptical. And nervous.

Before commercial air time was scheduled, the film was seeded to bloggers. Over 6 million people have now sought out the ad on YouTube, and over 220 posted their reworked Gorilla mash-ups unsolicited. At least 70 Facebook groups have been born, enlisting over 50,000 fans into communities such as the "Cadbury Gorilla Appreciation Society." The ad has its own Wikipedia page, and there has also been a four-fold increase in traffic to Cadbury's Web site.

As you know, in the grocery category, there's more than enough data. Millward Brown reported that the "Gorilla"

spot tested off the charts, but they weren't sure why. Brand preference, brand persuasion and brand involvement were all up. Sales went up 9% almost instantly. An article in the *Financial Times* credited the campaign for improving Cadbury's year-end results. The 1981 Phil Collins song sold 100,000 downloads and moved up to number 17 on the charts.

It was not, as it turned out, art for art's sake. But it was art. It was very bold, but its strategic idea was perfectly suited for Internet participation. People could relate the surprising joy of the idea to this venerable brand of chocolate. By every measure, Cadbury enjoyed a very respectable Return on Imagination.

In our brave new world, if your target doesn't opt in, you fail. But we all do opt in to content that sparks our interest. As consumers, we seem perfectly willing to sign on to Web sites, pass on YouTube sites to friends or visit Facebook.

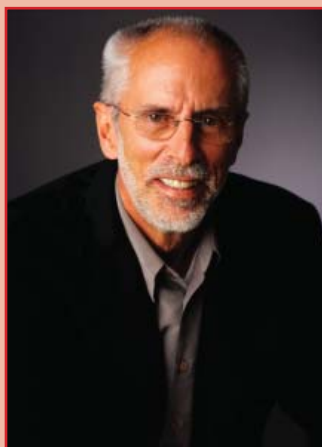
I'm keeping my eye out for more cases like "Gorilla" to define the beginning of the new era: Creativity rooted in an essential truth of the brand that uses both new and old media to engage.

Winning marketers will do the bold creative like the Super Bowl ads we all remember. (Entertaining to be sure, but with an organic link to the brand.) But the ideas will be designed to transcend traditional media and provoke participation in the new interactive media and social networks.

Yes, there is risk. The greater risk is to approve last year's media budget and watch these experiments from the sidelines.

**AAA**

## Bio



*Fred Senn, along with Pat Fallon were founding partners of Fallon in 1981. Fred's rolls at the agency included Director of Account Services and later, Chief Learning Officer, running Fallon University, and guest lecturing at the University of Minnesota's Carlson School of Management. The two marked the 25th anniversary of the firm they founded together by writing "Juicing the Orange," a book about applied creativity to business problem-solving, published by Harvard Business School Press.*

*A native of Minnesota, Fred is very involved in local business and nonprofit organizations. Fred has directed the successful advertising efforts of the Minnesota Business Partnership (a lobbying coalition of Minnesota companies) and the Minnesota Department of Tourism, as well as two gubernatorial campaigns. He is involved as an adviser or board member to several national children's organizations. He graduated from St. John's University and now serves on their Board of Regents.*

## Graduate Students Speak...

### Namyoung Kim

**W**hen I started my first semester in a doctoral program, the greatest challenge was to write a conference paper. Even though I did well in terms of organizing the time for assistantship works and course assignments, I could not give enough time for doing my own research. However, I could submit some papers in a national conference that year. How can I overcome this problem? From my experience, I would like to share two tips about producing independent research papers during the semester time:



**Namyoung Kim**

1) Use a break to create your own Google: Prior starting the Ph. D. program, I devoted a summer break to make my own database. I searched for all references which are related to my interests, and I categorized all references based on specific topics. While doing that, I also placed some comments about each article and wrote out future research ideas. When I want to do a research now, I could easily access numerous related references at one time. In addition, I could find new research ideas from my previous notes.

2) Start your final project in advance: When I was in a master's program, I used to complete a final project by a deadline on the syllabus. But in my doctoral study, I have developed the habit of making my own deadline and schedule for a paper depending on a conference deadline.

I believe these tips are easy to follow. They can increase your research productivity, and your opportunity to submit more papers of quality in a conference.

*Namyoung Kim just completed her first year of Ph. D program in Manship School of Mass Communication at Louisiana State University. Her research interests involve online advertising effectiveness and contextual priming effect as well as and psychological process of advertised messages. She earned her M.A. at College of Communications at the Pennsylvania State University. Prior to start her master program in U.S.A., she worked as a reporter in several cable stations, and participated in national broadcasting projects for media policy in Korea. Her research about diverse advertising topics has been presented in national conference, such as ICA and NCA.*

### Eleonora Ottoboni

**S**ince I started the Integrated Marketing Communication program at Emerson College in 2007, I have reflected on what makes this experience different than my undergraduate in Italy at Bologna University. The answer is simple: the interaction between students and faculty. At Bologna University it was difficult to create a connection with professors, and I felt like the student body and faculty were two separate worlds.



**Eleonora Ottoboni**

When I began my graduate program, every professor and fellow student had a recurrent suggestion: find a mentor. I didn't find one, I found two. Since my first semester in the Integrated Marketing Communication program at Emerson, I have been working as a research assistant for Dr. Seounmi Youn and Prof. Thomas Vogel, collaborating with them on several research projects.

Dr. Youn has taught me the importance of solid theoretical framework and methodological rigor, while Prof. Vogel has influenced me with his creativity and curiosity. Both have helped me face new challenges, assigning me more responsibility and encouraging me to believe in my abilities. More importantly, they helped me discover my passion and predisposition for advertising research.

This fall I will design and conduct my own research study with the guidance and support of Dr. Youn. The next step will be to apply to a Ph.D. program in the area of Advertising and Marketing Communication in the U.S. The career path I have chosen will be challenging, but exciting, and I am comforted by the fact that my two mentors will be with me every step of the way.

*Eleonora Ottoboni is a second year student in the Master Program for Integrated Marketing Communication at Emerson College in Boston. In 2007 she was awarded a merit-based assistantship in the Department of Marketing Communication. She has collaborated in several research projects, in particular a study on children's responses to interactive advertising and a study on creativity in advertising agencies. Her research focus is on Cause-Related Marketing, Corporate Social Responsibility, and interactive advertising.*



## Honors and Awards



James Pokrywczynski (Marquette University) received a Fulbright Specialist grant to investigate sports marketing and product placement in October at Cairo University in Egypt. This is part of his fall sabbatical from Marquette.

**James Pokrywczynski**

Jisu Huh (University of Minnesota) received the Distinguished Young Scholar Award from the Korean American Communication Association (KACA). The Distinguished Young Scholar Award was established to recognize outstanding young scholars in the field of communication and journalism who made significant and exceptional achievements in research. Huh was one of two recipients of the award which was presented at the KACA 30th Anniversary Conference on August 5, 2008.



**Jisu Huh**

## Job Changes, New Hires, P&T

Sue Westcott Alessandri has left the S.I. Newhouse School of Public Communications at Syracuse University to join the Communications and Journalism Department at Suffolk University in Boston.



**Sue Alessandri**

Chuck Patti (University of Denver) has been appointed Senior Fellow in



**Chuck Patti**

The Cable Center. The Cable Center is a not-for-profit organization that provides a range of services for the cable industry, including research and ongoing education for cable management. In his new role, Chuck oversees research programs, builds and delivers corporate education programs, and directs the Customer Experience Management (CEM) concentration within the University

of Denver's MBA program. The CEM program has been supported by the cable industry through The Cable Center.



**Alex Wang**

Olaf H. Werder (University of New Mexico) has been promoted to the rank of associate professor and granted tenure starting with the 2008-2009 academic year.



**Olaf Werder**

## Journal News

Marla Royne (University of Memphis), editor of the Journal of Advertising, is pleased to announce the addition of four new associate editors to the JA editorial staff. The new AEs are Charles R. Taylor (Villanova University), Amanda Bower (Washington and Lee University), Kim Sheehan (University of Oregon) and Patrick De Pelsmacker (University of Antwerp). Eric Haley (University of Tennessee), associate editor since January 2007, has been named senior associate editor of the Journal.

Darryl E. Getter, of the Library of Congress Congressional Research Service, was selected as the first recipient of the Journal of Consumer Affairs best paper award for his article "Consumer Credit Risk and Pricing," which appeared in the Summer 2006 (vol. 40, No. 1) issue of the journal. In September, the first issue of the journal carrying the number 3 in a volume will be sent out (Fall 2008 is volume 42, issue #3).

## Other News

Hairong Li (Michigan State University) and his students in the "Advertising in Asia" study abroad program were featured in a talk show on Olympic sponsorship and advertising education at China Education Television in Beijing. Li and two other guests, the students and the host interacted to explore a series of issues in the talk show that was broadcast on August 8, 2008 in China.



**Li and students in Beijing**

## Book Releases

*Research in Advertising: Medium, Message and Context* (Antwerp: Garant) by Patrick De Pelsmacker and Nathalie Dens. This book, which will be published at the end of 2008, includes 30 best papers presented at the 7th International Conference on Research in Advertising (ICORIA) held in Antwerp, Belgium.



**Patrick De Pelsmacker**



**Edd Applegate**

*Muckrakers: A Biographical Dictionary of Writers and Editors* (Scarecrow Press) by Edd Applegate. The book grew out of research for Applegate's book "*Personalities and Products: A Historical Perspective on Advertising in America*," which was published by Greenwood Press, in 1998.

# Events & Deadlines

## September

1: September 2008 AAA *Newsletter* available on the AAA website (<http://www.aaasite.org>)

15: AAA 2009 Asian-Pacific Conference competitive papers and special topics session proposals due (see call p. 14)

15: Article submissions due to *International Journal of Mobile Marketing* (see call p. 25)

## October

1: Article submissions due to *International Journal of Integrated Marketing Communications*

6: Deadline for competitive papers and special topics session proposals for the AAA 2009 Conference (see call p. 12)

15: Applications for AAA Webmaster due (see call p. 16)

## November

7: AAA 2009 Doctoral Dissertation Competition proposal submissions due (see call p. 17)

7: AAA 2009 Outstanding Contribution to Research on Advertising Award nomination due (see call p. 19)

15: Submissions to the AAA Newsletter due

20: Deadline for papers for the Media and Healthy Development in Adolescence Conference (see call p. 29)

## December

1: December 2008 AAA *Newsletter* available on the AAA website (<http://www.aaasite.org>)

## January 2009

5: Deadline for submitting AAA award nominations (see announcements pp. 20-23)

## February

15: Submissions to the AAA *Newsletter* due

## March

1: March 2009 AAA *Newsletter* available on the AAA website (<http://www.aaasite.org>)

26-29: AAA Annual Conference, Hyatt Regency Hotel, Cincinnati, Ohio (See <http://www.aaasite.org>)

31: Article submission due for the special issue of *Journal of Advertising* on Advertising and its Connection to Violence and Abuse

## April

## May

15: Submissions to the AAA *Newsletter* due

27-30: AAA 2009 Asian-Pacific Conference, Beijing, China

## June

1: June 2009 AAA *Newsletter* available on the AAA website (<http://www.aaasite.org>)

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

# Announcements

## CALL FOR CONFERENCE PAPERS AND PROPOSALS American Academy of Advertising 2009 Conference March 26-29, 2009, Hyatt Regency Hotel, Cincinnati, Ohio

### Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2009 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings.

All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) may be submitted. Only full-length papers (and not abstracts) will be considered for presentation to the conference. Authors of accepted papers must publish either the entire paper or a one-page abstract of the paper in the Proceedings.

The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Abstracts that are published in the Proceedings can be published in full in other publications or journals at a future date. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. Be sure to delete the title page and identification of the authors in the Properties function (see below) prior to submission.

### Proposals for Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) that would not fit comfortably into the competitive paper format. However, topics may duplicate those which would be covered by competitive papers.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees (including why such a contribution is not likely to be available elsewhere), (3) names and specific roles of all participants (please note that blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants), and (4) details of how the session will be conducted under a unifying theme, including progression among sections and participants.

Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for generating a 1- to 3- page summary (after the session) for inclusion in the Proceedings as a non-refereed publication.

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

### Requirements for Submission

PLEASE NOTE THAT ALL SUBMISSIONS ARE TO BE SUBMITTED VIA THE AAA CONFMASER WEBSITE (<http://aaa09confmaster.net>).

In order to facilitate the review process and alleviate customs problems with international mail, everyone will submit their paper or session proposal electronically via AAA Confmaster. You will upload a copy of your paper in MS Word format.

**Continued on next page...**

# Announcements... (cont'd)

## Call for Papers and Proposals, cont'd, p. 12

Please use the procedures noted below for deleting identifying information from your submission.

Procedure for deleting properties for e-mail submission (in Word):

1. Go into "file"
2. Go into "properties"
3. Under the headings of " Summary " & " Custom " please erase all affiliations. Under "Custom" be sure to delete all lines in the "Properties" box by clicking on each line one at a time and then click on the delete box that is present in the same window. After you have deleted all properties, click "OK" and then save your document.

Electronic submissions will be accepted beginning September 1, 2008 and must be received no later than 7 p.m. CST Monday, October 6, 2008. ALL AUTHORS MUST REGISTER ON CONFMMASTER BEFORE A PAPER CAN BE UPLOADED. Please designate a single contact person for your submission. This individual will register at the AAA conference website and will receive a user name and password via email after registration. Once this information is received, the individual will be able to upload the manuscript to the conference website.

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

NOTE THAT ALL AUTHORS LISTED ON THE PAPER/SPECIAL TOPICS SUBMISSION MUST REGISTER ON CONFMMASTER BEFORE THE PAPER CAN BE UPLOADED.

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

Competitive Papers:

Dr. Glen Nowak  
Centers for Disease Control and Prevention  
Email: gjn0@cdc.gov

Special Topics Proposals:

Dr. Shelly Rodgers  
University of Missouri  
Strategic Communication  
Email: srodgers@missouri.edu

We look forward to your submissions and hope that you will be able to attend the 2009 Conference of the American Academy of Advertising.

General questions about the conference can be directed to:

Dr. Dean Krugman  
AAA 2008 President-Elect  
Dept. of Advertising & Public Relations  
College of Journalism & Mass Comm.  
University of Georgia  
Athens, GA 30602

# Announcements... (cont'd)

## CALL FOR PAPERS AND PROPOSALS

AAA 2009 Asian-Pacific Conference

Co-sponsored by CAAC and CUC

May 27-30, 2009, Beijing, China

Submission deadline: Monday, September 15, 2008

The American Academy of Advertising will hold its fifth Asian-Pacific conference in Beijing, China on May 27-30, 2009 in collaboration with the China Advertising Association of Commerce and Communication University of China, following the past success in Kisarazu, Japan (2001 and 2003), Hong Kong, China (2005), and Seoul, Korea (2007).

Focusing on issues in the Asian-Pacific region, this conference welcomes research on any aspect of advertising, as broadly defined, in one or more Asian-Pacific countries, or in multiple countries involving at least one Asian-Pacific country. It especially seeks research on Asian brands and branding strategies in the global marketplace. As in the past, the conference also is a networking event for academicians and professionals of advertising, communication, and marketing from all parts of the world.

### Competitive Papers

You are invited to submit competitive papers and extended abstracts. Completed papers are given first priority but extended abstracts of at least 2 pages also are considered. For accepted extended abstracts, full papers must be completed prior to the conference. Authors are obligated to publish their full papers or a one-page abstract of their paper in the AAA 2009 Asia-Pacific Conference Proceedings. The Proceedings are to be published in an electronic form and copyrighted, and submissions may not be under consideration at other journals or conferences. Nevertheless, publication of an abstract does not preclude future publication of the full paper elsewhere. For all submissions, authors must agree to present the paper at the conference if it is accepted, and only an author or co-author may present a paper.

### Special Topics Session Proposals

You are invited to submit proposals for special topic sessions. These sessions normally last 90 minutes each and are designed to offer themed dialogues on topics of high importance to advertising education, research or practice, such as current curriculum, practitioner issues, digital media, and creative topics. As with competitive papers, the special topics sessions should deal with issues of the Asia-Pacific region or multiple countries including at least one Asia-Pacific country.

A special topics session proposal should have a strong rationale, cohesive theme and detailed description of what issues are to be addressed, together with a clear explanation of the value of the session for conference attendees. It should include a bio (name, affiliation, and experience) and summary of the presentation for each session participant; blind reviews are not possible with these proposals because the quality of a proposal depends in part on appropriate participants. Proposal also should indicate the length of time required if it differs from a normal 90-minute session. Special topics session participants listed in the proposal must agree to register for and attend the conference. In addition, special topics session chairs are responsible for generating a one-page synopsis of the session prior to the conference for inclusion in the Proceedings.

### Submission Requirements and Deadline

The AAA 2009 Asian-Pacific Conference in Beijing, China uses an online submission system that is open now at <http://aaa-asian-pacific-2009.confmaster.net/>.

Continued on next page...

# Announcements... (cont'd)

## **Call for Papers and Proposals, cont'd, p.14**

If you plan to submit a paper, an extended abstract or a special topics proposal, please register online first.

If you have no submission but plan to attend the Conference or even only want to be informed of the Conference, please register online as well so that you will receive conference updates.

The deadline for submissions is September 15.

More information about the Conference is available at [http://www.aaasite.org/2009\\_Asian-Pacific.html](http://www.aaasite.org/2009_Asian-Pacific.html).

If you have questions, please email:

Hairong Li, Ph.D.

Co-Chair, AAA 2009 Asian-Pacific Conference

309 Communication Arts

Michigan State University

East Lansing, MI 48824

Tel: (517) 355-1739

Email: [hairong@msu.edu](mailto:hairong@msu.edu)

## CALL FOR AAA WEBMASTER

The American Academy of Advertising is seeking a volunteer Webmaster for our Web site, beginning January 1, 2009, for a three year term.

The primary responsibilities of the Webmaster are:

- To design, develop, and maintain the AAA Web site and membership data base, and
- To post content developed by the AAA Officers and Executive Committee.

Preference will be given to candidates whose educational background and experience reflect technical competence. The Webmaster is required to become a member of AAA during his/her three-year term.

To apply, please submit a letter of interest and a vita in .pdf form to:

Barbara Phillips  
Chair, Publications Committee  
bphillips@edwards.usask.ca

**Deadline for application is: October 15, 2008.**



## CALL FOR PROPOSALS

### AAA 2009 Doctoral Dissertation Competition

Submission Deadline: November 7, 2008

The American Academy of Advertising is pleased to announce its 2009 Doctoral Dissertation Competition. The competition exists to promote doctoral research in advertising. Each award is in the range of \$1,000 to \$2,500. In addition to the standard awards, the Dunn Award is given for outstanding proposals in the area of international advertising. Awards are based on a competitive review of dissertation proposals.

Any topic in advertising may be addressed. Winners must grant the Journal of Advertising right of first refusal on any papers resulting from the dissertation. Recipients receive half of the award at the time of selection and half of the award when the dissertation has been defended successfully. Recipients have three years from the time of the award to complete their dissertation and receive the second half of the award. For example, winners of the 2009 Competition must complete their dissertation and have their committee chairperson send a letter notifying the Chair of the AAA Research Committee by December 31, 2012.

Only members of the American Academy of Advertising working on their dissertation at the time of proposal submission are eligible for these awards. If funded, you must also maintain membership until you complete your project. **Submissions based on completed or near completed dissertations are not eligible; submissions should be in the proposal stage.** Applicants must be currently enrolled in a graduate program.

Applicants must submit a proposal package including the following documents. It is important to follow guidelines with regard to length and format. Proposals that do not meet the guidelines will not be entered in the competition.

#### Contents of Electronic Submission Package

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in the formats indicated below. Submissions should include the following:

1. **A letter of endorsement** from the faculty member chairing the dissertation committee. **The letter verifies the credibility of the proposed topic and timetable for completion. This letter must be signed by the dissertation chairperson and sent in a pdf file.**
2. **A cover email**, including the following:
  - The proposal's title
  - The author's name, affiliation, and current contact information (address, phone, e-mail)
  - The name and contact information for the faculty member chairing the dissertation committee
  - A list of faculty on the dissertation committee.

To ensure that your paper is blind reviewed, **do not include a title page** with the proposal itself (your cover email will serve as your "title page"). Additionally, per the instructions below, you must delete all properties from your proposal.

#### Procedure for deleting properties for e-mail submission (in Word):

- Go into "File"
- Go into "Properties"
- Under the headings of "Summary" & "Custom" please erase all affiliations. Under "Custom" be sure to delete all lines in the "Properties" box
- Double check to make sure that the "Track Changes" option under "Tools" is turned off

Continued on next page...

# Announcements... (cont'd)

## Call for Proposal, cont'd, p.17

3. **The dissertation proposal.** Because proposals are double blind reviewed, the student's name, geographic location, or school affiliation should not be revealed in the body of the proposal. Each proposal should include:

- a. **A timetable.** The timetable shall outline the schedule for the completion of the dissertation, including the expected dates of the final defense and graduation.
- b. **A budget** that itemizes the expenses required to complete the proposed research.

## Proposal Contents & Organization

The proposal's text should motivate the topic through a thorough but brief literature review. The review should include a one paragraph statement that describes the importance of the contribution made by the proposed research. The literature review is followed by a set of research questions or hypotheses that are derived from the review. Questions/hypotheses are followed by a methodology section that succinctly outlines the research design, including the recruitment procedure (if any) to be used. If appropriate, authors should identify dependent and independent variables, treatment manipulations, experimental designs, data analysis techniques, statistical models, etc. in this section. The body of the proposal concludes with a brief statement of expected results and implications.

The Publication Manual of the American Psychological Association, Fifth Edition, provides an excellent resource for the style, contents and organization of a research paper and is strongly recommended to students.

## Format Requirements

Proposals that fail to meet these guidelines will not be entered in the competition

- 10 page limit. The 10 pages includes the body of the proposal plus all tables and references, but does not include the budget and timetable. The latter items should be attached as addenda to the proposal.
- Contents must be double spaced.
- 12 point Times New Roman font (or equivalent)
- 1 inch margins on all 4 sides
- Title of proposal at the top of page one
- Page numbers

The submission package – including the proposal and letter of endorsement -- must reach the Chair of the Research Committee by **5pm on Friday, November 7, 2008. This is a received by deadline.** Receipt of submissions will be acknowledged via email. Fax or postal mail submissions are not accepted. Winners will be notified by the end of February 2009 as to the status of their submission. The awards are announced at the AAA Conference and communicated to the membership through the AAA Newsletter.

Please **email** your materials and direct all questions to:

Dr. Janas Sinclair

Chair, AAA Research Committee

School of Journalism and Mass Communication

University of North Carolina at Chapel Hill

Email: [sinclair@unc.edu](mailto:sinclair@unc.edu)

Phone: (919) 843-5638

# Announcements... (cont'd)

## CALL FOR NOMINATIONS

### AAA 2009 Outstanding Contribution to Research on Advertising

The American Academy of Advertising Outstanding Contribution to Research on Advertising Award is designed to honor an individual who has made an outstanding contribution to the discipline of advertising through a systematic and sustained program of published research. The award carries a one thousand dollar prize. This award will be given only to active and contributing AAA members for exemplary research on advertising and is not necessarily awarded every year.

#### Requirements:

To be eligible, a nominee must have:

1. Received a doctorate more than 20 years ago.
2. Been promoted to rank of Professor (not Assistant or Associate Professor) prior to nomination.
3. Been an active member of AAA for at least five years prior to nomination.

Active Membership is defined as:

- Must have been an AAA member for the last five consecutive years.
- Must have participated in AAA conference activities in one or more of the following ways in the last five years:
  - Session chair or discussant
  - Paper presentation
  - Special topics session
  - Reviewer of papers for the AAA conference

In addition, active membership should include at least one, but probably two, of the following:

- AAA Committee Member
- AAA Committee Chair
- AAA Officer
- Webmaster
- Newsletter Editor
- Journal of Advertising Editorial Review Board or have served as an ad hoc reviewer for several years.

#### Materials:

Nominations should include the following:

1. A letter of nomination providing an overview of the nominee's research contributions.
2. At least two supporting letters from leading scholars.
3. The nominee's curriculum vitae.
4. Copies of the nominee's five most influential works (include a representative chapter if one of the five works is a book).

Five copies of the above materials must reach the Research Committee Chair by **November 7, 2008**. **(Please note that this is a received by, not a postmarked by, deadline)**. Faxed or e-mail submissions are not allowed. The winner will be notified prior to the AAA Conference and is required to attend the conference to receive the award. The award will be announced at the 2009 AAA Conference and communicated to the membership through the *AAA Newsletter*.

Send materials to:

Dr. Janas Sinclair  
Chair, AAA Research Committee  
School of Journalism and Mass Communication  
University of North Carolina at Chapel Hill  
Campus Box 3365  
Chapel Hill, NC 27599-3365  
Email: [sinclair@unc.edu](mailto:sinclair@unc.edu)  
Phone: (919) 843-5638

## CALL FOR NOMINATIONS Distinguished Service Award

The AAA Awards Committee would like to remind members of the Academy that they may nominate individuals for the AAA Distinguished Service Award. The Distinguished Service Award is given by the Academy to individuals who have rendered distinguished service to the Academy and/or advertising education. The person should be a champion of advertising education, active in providing opportunities for the professional development of students and faculty, and someone who unselfishly performs this meritorious service. One need not be a member of the Academy to be considered for this award. It is expected that the Distinguished Service Award will be given infrequently and only for truly distinguished service. The award is presented at the annual conference of the Academy and is accompanied by a plaque commemorating the event. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aaasite.org>

Nominations should contain substantial supporting materials. This material might take the form of event/conference/seminar award programs conducted for students and/or faculty (actual printed materials); documented years of service from published/printed material, and documented service over and above normal university/professional "service" requirements.

Note that letters of support alone are not adequate documentation; in fact, support letters without documentation will not be considered by the committee. A meaningful nomination should include at least three, but no more than five, actual support documents. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. All documents should be e-mailable, in Word or .pdf. format.

For a list of past award winners please visit the AAA website. Nominations and supporting documentation for the Distinguished Service Award should be submitted no later than January 2, 2009 to the Chair of the Awards Committee:

Dr. Mary Ann Stutts  
Texas State University-San Marcos  
McCoy College of Business Administration  
Department of Marketing-424 McCoy Hall  
San Marcos, Texas 78666  
Phone: 512-245-3190  
Fax: 512-245-7475  
Email: [ms04@txstate.edu](mailto:ms04@txstate.edu)

## CALL FOR NOMINATIONS The "Sandy"

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

The award is in recognition of outstanding contributions to advertising teaching. The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy. Any member of the Academy may nominate or be nominated for the award and preference will be given to Academy members. Past Presidents of the Academy are not eligible until five years have passed since they have served on the Executive Committee. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aaasite.org>

The nomination letter and supporting documentation should provide evidence of lifetime teaching excellence. Examples of excellence might include (but are not limited to) the following:

- Performance of students as advertising (or business) professionals
- Performance of students as advertising (or other) teachers
- Case study development and publication
- Textbook publication
- Letters from past students (not sufficient in and of themselves)
- Innovative course development
- Innovative ex-class room teaching development

Note that letters of support alone are not adequate documentation; in fact, support letters without documentation will not be considered by the committee. A meaningful nomination should include at least three, but no more than five, actual support documents. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. All documents should be e-mailable, in Word or .pdf format.

No more than one Sandy will be awarded in a given year, and there is no obligation to award a Sandy in any year. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than January 2, 2009 to the Chair of the Awards Committee:

Dr. Mary Ann Stutts  
Texas State University-San Marcos  
McCoy College of Business Administration  
Department of Marketing-424 McCoy Hall  
San Marcos, TX 78666  
Phone: 512-245-3190  
Fax: 512-245-7475  
Email: [ms04@txstate.edu](mailto:ms04@txstate.edu)

## CALL FOR NOMINATIONS

### Kim Rotzoll Award for Advertising Ethics and Social Responsibility

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

The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy. The award is made by the Awards Committee. This is not to be considered as an annual award and will be given only to individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. One need not be a member of the Academy to be considered for the award and any member of the Academy may submit a nomination. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aaasite.org>

The nomination letter and supporting documentation must provide evidence of the contributions of the nominee. The evidence submitted should be readily identifiable and measurable. For an academic, such evidence is likely to be exhibited in the form of scholarly publications (e.g., books and/or peer-reviewed articles). For an advertising practitioner or organization, the results of specific programs or activities that have had a positive impact on society would serve as evidence. There must be evidence of lifetime achievement in either ethics or social responsibility.

Note that letters of support alone are not to be considered as adequate documentation; in fact, support letters without documentation will not be considered by the committee. A meaningful nomination should include at least three, but no more than five, actual support documents. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. All documents should be e-mailable, in Word or .pdf format.

For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be sent no later than January 2, 2009 to the Chair of the Awards Committee:

Dr. Mary Ann Stutts  
Texas State University-San Marcos  
McCoy College of Business Administration  
Department of Marketing-424 McCoy Hall  
San Marcos, TX 78666  
Phone: 512-245-3190  
Fax: 512-245-7475  
Email: [ms04@txstate.edu](mailto:ms04@txstate.edu)

## CALL FOR NOMINATIONS

### The Billy I. Ross Advertising Education Award

The American Academy of Advertising is proud to announce its call for applications or nominations for the Billy I. Ross Advertising Education Award. The primary purpose of the award is to recognize innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching. The award is presented at the annual conference of the Academy and is accompanied by a cash award and a plaque commemorating the event. Please refer to the AAA Directory and/or website for more information on each award: <http://www.aaasite.org>

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

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

Note that letters of support alone are not adequate documentation; in fact, support letters without documentation will not be considered by the committee. All letters should fully explain, with reference to documents and with as much detail as possible, the reasons the person is being nominated. Documentation or a copy of the project/innovation should be e-mailable, in Word or .pdf format.

More than one award may be made in any given year, but the AAA is not obligated to make an award every year. The Awards Committee will determine the amount of the cash award. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than January 2, 2009 to the Chair of the Awards Committee:

Dr. Mary Ann Stutts  
Texas State University-San Marcos  
McCoy College of Business Administration  
Department of Marketing-424 McCoy Hall  
San Marcos, TX 78666  
Phone: 512-245-3190  
Fax: 512-245-7475  
Email: [ms04@txstate.edu](mailto:ms04@txstate.edu)

## SPECIAL DISCOUNT OFFERS FOR AAA MEMBERS Discount for Admap Subscription

To Members of the American Academy of Advertising:

Such a DEAL I have for you! I'm told that at the Conference in San Mateo one of our most esteemed members, in one session, declared that Admap is the best practitioner journal out there. If you're like me, you'd love to subscribe to Admap, but found it to be a bit outside your budget. Well, the publisher of Admap, WARC Ltd., has agreed to offer an incredible discount -- only to AAA members. The discount is 60% off, which is a savings of \$285!!! This is the lowest rate they've given to anyone.

Here's how you do it. First, this applies ONLY to personal subscriptions to your home or faculty address. This is a benefit only for you, personally, as an AAA member. Then, you have a few choices as to how you subscribe:

Web Orders: [www.admapmagazine.com/aaa](http://www.admapmagazine.com/aaa)

Telephone Orders: +44 1491 411000, quoting "ADM1182" to trigger the 60% discount

Email Orders: to [orders@warc.com](mailto:orders@warc.com) quoting ADM1182

Fax Orders: to +44 1491 418600 quoting ADM1182

I encourage you to grab this deal. It's truly an outstanding opportunity.

## Discounts for the Journal of Advertising Research and the International Journal of Advertising Subscription

*Journal of Advertising Research* ([www.jar.warc.com](http://www.jar.warc.com))

Individuals rate - \$171.00

Special AAA price - \$136.80 (20% saving)

*International Journal of Advertising* ([www.internationaljournalofadvertising.com](http://www.internationaljournalofadvertising.com))

Individuals rate - \$198.00

Special AAA price - \$158.40 (20% saving)

\* NOTE that this discount applies ONLY to AAA members, and ONLY for an individual subscription delivered to a home address. It is NOT for institutional or departmental subscriptions.



# Announcements... (cont'd)

## CALL FOR PAPERS

International Journal of Mobile Marketing- December, 2008 Issue  
Submission Deadline: September 15, 2008

The IJMM is the only global journal dedicated to innovative and relevant academic and industry research in the mobile marketing channel. Published by the Mobile Marketing Association, the IJMM is an award-winning semi-annual, peer-reviewed journal. Each issue contains 10 or more academic and industry articles.

### Research Agenda--Sample Topics to Consider

The use of the mobile channel for marketing, i.e. mobile marketing, is a growing worldwide phenomenon. Accordingly, the field of mobile marketing research has drawn the attention of academics, students, and industry professionals. In order to help guide and influence academic studies and commercial use of mobile marketing, papers should provide insight into the theoretical basis and resultant practical applications of mobile marketing. Authors may consider, but are not limited to, the following mobile marketing topics:

- Advertiser and agency perspectives: challenges facing creative, media and strategy development
- Analysis and comparison of delivery methods - SMS, MMS, Web, WAP, IR, IM, mobile email, mobile portals, social media – versus traditional media channels
- Applications of interactivity and multimedia within mobile marketing initiatives
- Bluetooth marketing: methods and effectiveness
- Comparison of mobile and traditional marketing strategies and tactics
- Customer care: Multi-modal effects of mobile marketing and the impact on customer care
- Effectiveness of mobile content, such as ringtones, mobile TV, video, images, etc., within the marketing mix
- Effective methods for bringing mobile marketing academic research to professionals
- Location-based services
- mCommerce and monetization methods and issues: advertising, premium SMS, sponsorships, credit cards, PayPal, couponing
- Metrics
- Mobile applications and software standards
- Personalizing the mobile experience: Database personalization and user perspectives
- Trends and impact of global, environmental, cultural, and political activities on mobile marketing
- Use for philanthropy, politics or public relations
- Search
- Web and mobile Internet (WAP)

Feel free to contact the journal editor at [mmajournal@mmaglobal.com](mailto:mmajournal@mmaglobal.com) to verify the appropriateness of a topic before submitting a paper for publication.

### IJMM Article Submission Guidelines

All relevant papers that further the understanding of mobile marketing will be considered for publication. Only complete submissions will be considered. Each submission will undergo one or more blind peer reviews. Any paper that fails to meet the required revisions after two rounds of reviews will be rejected unless only minor changes are needed. Final, complete, manuscript submissions may be submitted at any time but must be received by the MMA no later than the submission deadline above.

Submitted articles should be emailed to the **MMA IJMM Journal Editor at [mmajournal@mmaglobal.com](mailto:mmajournal@mmaglobal.com)**.

Authors may contact the MMA at [mmajournal@mmaglobal.com](mailto:mmajournal@mmaglobal.com) at any time with questions, and/or to inform the MMA of their intention to contribute an article by the submission deadline. For complete submission information go to the MMA website: <http://mmaglobal.com/modules/content/index.php?id=330>

# Announcements... (cont'd)

## Mobile Marketing Association Academic of the Year Award \$2,000 and \$500 grants

The Mobile Marketing Association Academic of the Year Award is presented to the leading individual researcher or research team that has provided unique and significant conceptual, qualitative, or quantitative research contributions to the mobile industry's understanding of mobile marketing theory and practices.

### **The Candidate(s)...**

#### **MUST:**

- Be a full- or part-time student(s), professor(s), and/or researcher(s) at an accredited academic institution.
- Have a demonstrable accumulated body of original research in the mobile marketing space.
- Submit a research proposal or completed study as appropriate per the nature of the work, along with the nomination form.

#### **DOES NOT**

- Have to be a member of the Mobile Marketing Association to be nominated.

### **Leadership**

Did the candidate(s)...

- Generate a dialogue of importance for the Mobile Marketing industry that benefited the organization and/or the industry?
- Develop new directions, or push the industry forward, with respect to core practices or key issues facing the mobile marketing industry?
- Effectively advocate the goals of the organization to government, the public or others in the industry?
- Build value for the industry among consumers and those companies in the mobile marketing ecosystem?
- Solve problems, technical or process-related, central to the practice or well-being of the industry?
- Execute industry change, this year that the industry esteems as a defining accomplishment?

### **Character**

Did the candidate(s)...

- Offer more of their time than reasonably expected in pursuit of a greater cause for the industry?
- Garner a reputation of leadership amongst their peers? Achieve the respect and admiration of friends and competitors, as the 'go to' person for the industry?
- Challenge the mobile marketing industry to greater achievement?
- Transcend politics and offer unbiased leadership in the tasks that were achieved?

### **Contribution**

Did the candidate(s)...

- Achieve concrete results? Are these results acknowledged by the industry? Provide samples.

### **Additional Guidance**

- Candidates who accomplish a significant amount, but gain little recognition from their peers or the industry, will not be considered for this award.
- Leadership must be accompanied by concrete examples of results – both from the candidate, peers and the industry. Reference letters are encouraged from company, competitors and industry.

Continued on next page...

## **Judging Criteria: Academic of the Year**

Leadership (40%)  
Character (30%)  
Contribution (30%)

## **Award**

- Trophy and Plaque
- Opportunity to present a brief summary of research at MMA Annual Members' Event (geography to be determined)
- MMA will publish research paper
- Mobile Marketing Research Grant: \$2,000 to winner, \$500 to runner-up. Research grant(s) sponsored by M:Metrics and Zoomerang.

Nominations are open to the public and are to be submitted by email or fax prior to the nomination deadline. Winners will be selected by the MMA's Award Selection Committee and presented at the MMA Awards Dinner on November 13, 2008 at San Diego. Details on how to submit nominations can be found at <http://mmaglobal.com/modules/content/index.php?id=119>.

## EDUCATION ANNOUNCEMENT

### InterSIP: A New Student Internship Program

InterSIP stands for International STUDENT INTERNSHIP PROGRAM. It is open to undergraduate and graduate students majoring in advertising, public relations or other aspects of marketing communication. The program is designed to make internships available to such students outside of their home country. Internships are with companies, advertising and other marketing communication agencies, and media or media organizations.

Initially educational institutions and employers from ten countries are participating: Australia, El Salvador, Hungary, Italy, Japan, Lebanon, Malaysia, Netherlands, United Arab Emirates (Dubai), and the USA. The program will be expanded to other countries in the future.

Only students from participating educational institutions are eligible to apply. University faculty members who are interested in making internships available to their students under this program may obtain further information at <http://intersip.msu.edu>.

The program is limited to only a few students from each participating university. Student applicants must have high potential for success in an international career.

InterSIP is a program of the Department of Advertising, Public Relations and Retailing at Michigan State University. It is directed by Gordon E. Miracle, Professor Emeritus in that Department.

## CALL FOR PAPERS

The Media and Healthy Development in Adolescence Conference will be held May 3-6, 2009 in Hong Kong. The conference is sponsored by the Hong Kong Baptist University. The objective of the conference is to bring together international scholars and educators to share ideas about theories and practices to promote healthy development in adolescence in the new epoch.

Possible topics include, but are not limited to:

- ▶ Media and Self Image  
(ideal body image, beauty myth, self identity formation)
  
- ▶ Media and Health  
(eating disorder, obesity, food promotion, health promotion)
  
- ▶ Youth Consumption Culture  
(consumer culture, media consumption)
  
- ▶ Media Literacy and Cultivation of Social Values  
(media literacy and social learning, media and personal growth)
  
- ▶ Media Literacy and Health Development  
(reflective reception of health messages, media production on health issues, creativity in health messages)

The submission deadline for abstract is November 20, 2008. For more information, please see our website at [www.comm.hkbu.edu.hk/mhd](http://www.comm.hkbu.edu.hk/mhd) or contact the conference chair:

Kara Chan, Ph. D.  
Dept. of Communication Studies,  
Hong Kong Baptist University  
Kowloon Tong  
[karachan@hkbu.edu.hk](mailto:karachan@hkbu.edu.hk)  
852 3411 7836  
852 3411 7890 (fax)

## EDUCATION ANNOUNCEMENT

### Advertising Educational Foundation (AEF) Inside Advertising Speakers Program

Sign up now for Fall 2008!

Industry executives visit campuses nationwide to speak in classrooms and informal settings with faculty and students. Speakers are carefully chosen and programs are customized to meet your class objectives.

There is no need to commit to dates or a topic – just put your name on the list. AEF staff will follow up with you. You may sign up online at [www.aef.com](http://www.aef.com), in the Professor Resources section, or by calling the AEF at (212) 986-8060.

#### **ADText**

AEF is pleased to publish ADText Online Curriculum, the first online textbook about advertising and society. The curriculum consists of 16 units, with an additional 4 units by the end of the year, and is published as a supplement to Advertising & Society Review (A&SR). ADText can be used in whole or in part in liberal arts and professional programs. The focus of the curriculum is to provide a broad cultural perspective on advertising as a social force and creative form.

Units include:

- What is Advertising?
- A Brief History of Advertising in America
- "Subliminal" Advertising
- High Culture/Low Culture: Advertising in Literature, Art, Film and Popular Culture
- Advertising in the Public's Eye
- Public Service Advertising
- Representations of Masculinity and Femininity in Advertising
- Advertising and Christmas
- The Interpretation of Advertisements
- The Role of Research in Advertising
- Multiculturalism in the Marketplace
- The Management of Brands
- Ethics and Advertising
- Advertising in China
- Creativity in Advertising
- Advertising in Brazil

ADText can be accessed through Johns Hopkins University Press Project MUSE, to which many universities already subscribe. Visit [www.adtextonline.org](http://www.adtextonline.org) to subscribe and view the Table of Contents, which offers easy access to each unit.

The AEF welcomes your comments and questions.

Please contact

Marcia Soling, [aef.com](mailto:aef.com) Content Master, at [ms@aef.com](mailto:ms@aef.com)

(212) 986-8060 [www.aef.com](http://www.aef.com)

# Announcements... (cont'd)

## JOB ANNOUNCEMENT University of Alabama

University of Alabama -- The Department of Advertising and Public Relations is seeking an outstanding individual to fill an advertising tenure-track position in our nationally recognized program. The position begins August 16, 2009.

Candidates should be able to teach undergraduate courses in advertising and mass communication, as well as graduate courses in advertising/public relations and mass communication (Note: The department's MA program combines advertising and public relations). The ability to teach advertising management, media planning and basic research methods is a plus as is expertise in the use of new media applications (Web design, blogs, podcasts, etc.) in the advertising and public relations professions.

Earned doctorate preferred, but will consider ABD. Applicants must demonstrate high potential to establish a scholarly research program. Previous successful teaching and/or professional experience desired.

Upload application, resume and cover letter at <https://facultyjobs.ua.edu> to apply. Mail three letters of recommendation to the APR Search Committee, Attn: Dr. Joseph Phelps, University of Alabama, Box 870172, Tuscaloosa, AL 35487-0172. Applications accepted until position is filled, but review process begins October 1, 2008. Applications from women and minorities are especially encouraged. The University of Alabama is an Equal Opportunity/Affirmative Action Employer.

## JOB ANNOUNCEMENT

University of Illinois at Urbana-Champaign  
Department of Advertising

Assistant/Associate Professor Job Description – Search #11748

The Department of Advertising at the University of Illinois at Urbana-Champaign is seeking assistant and/or associate professors to fill two tenure-track positions in a growing and nationally recognized program.

The Department of Advertising was established in 1959 by Charles H. Sandage, considered by many as the "father of advertising education." Today, the department's philosophy is rooted in "The Sandage Way" which is professionally relevant, yet broad enough that students learn critical analytical and problem solving skills. The faculty incorporates these values in their teaching and scholarship that is focused on "understanding, evaluating and communicating the many-faceted aspects of advertising."

Candidates for this position should be able to teach undergraduate and graduate courses in advertising, which might include strategy, creative, digital, media, research, and/or management. In addition, the candidate must demonstrate the potential to establish a productive research agenda in the advertising field and be an effective teacher.

Earned doctorate is preferred, ABD or a master's with extensive professional experience will be considered. The position can begin January 16, 2009 or August 16, 2009. Salary commensurate with experience.

Applicants should include a cover letter describing experience, vita, work samples if appropriate, and a list of three references, including email addresses. Send application materials, including email address to:

Dr. Jason Chambers  
Search Chair  
Department of Advertising  
University of Illinois  
810 S. Wright Street  
Urbana, IL 61801  
217-333-1602

Full consideration will be given to applications received by September 15, 2008. Applications from women and minorities are especially encouraged. The University of Illinois is an Affirmative Action, Equal Opportunity Employer.



## JOB ANNOUNCEMENT

The Ronald W. Reynolds Journalism Institute

**Now you have a chance to make Advertising history.**

**Join a great new enterprise,**

**a great old University,**

**and a world-renowned J-School:**

**The Donald W. Reynolds Journalism Institute  
at Mizzou**

- Maybe you need a break from your career in Advertising/PR/Strategic Communication.
- Maybe you've graduated in the last few years and yearn to return to the college environment using the skills you've acquired.
- Maybe you're interested in the future of Strategic Communication.
- Maybe you've always had a desire to interact with highly motivated students and other professors.
- And if not you---maybe somebody you know is any or all of these!

There has never been anything in history like The Donald W. Reynolds Journalism Institute, and you can be part of it. The charter of this intriguing new addition to our world-renowned School of Journalism is thrilling: using your intelligence, your skills, and the latest technology to figure out what's going to happen in the future...to Journalism...to Advertising...to all forms of Strategic Communication---and then, help develop strategies to cope with that tomorrow. And you'll do it all in the most stimulating surroundings imaginable---a state of the art new building on our beautiful corner of the Mizzou campus. If our description below even comes close to fitting you or someone you know, please contact us; we're ready to talk to you. And if it's not right for you right now, please forward this urgent message to your most visionary friends and colleagues in the business. We appreciate your help.

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EDITOR (Advertising)

Department: Dean of Journalism

Vacancy Number: 1011376

Posting Type: External

Posting Status: Open

Posting Information: Benefit Eligible 100%

Salary Range: \$45,000.00 to \$60,000.00

Recruiter: West, Karaunda Kintee

Location: Columbia

Special Notes: 8-5

Work Location: Donald W Reynolds Journalism Institute, Missouri School of Journalism, University of Missouri  
Summary: The Reynolds Journalism Institute at the Missouri School of Journalism, University of Missouri, seeks a full-time advertising professional with two to three years experience in new media. The editor will work with the RJI Futures Lab Director, Strategic Communication faculty and students to create innovative advertising and promotions.

Required Qualifications: A Bachelor's degree in Journalism, English, or related area or an equivalent combination of education and experience is necessary. Three years of progressive experience in an editorial, publications, or related capacity is necessary.

**Continued on next page...**

# Announcements... (cont'd)

## Job Announcement, cont'd, p. 33

Preferred Qualifications: A bachelor's degree in Journalism, Business, Public Relations, Marketing, or related areas, or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired, is necessary. Two to three years professional advertising experience is required.

Detailed Description: Plan, coordinate and supervise the preparation and publication of experimental news and marketing products, working with visiting professionals, students, faculty and staff. Review format development with other editors, including members of the School's convergence and strategic communications faculties. Participate in editorial planning and conferences. Coordinate layout and design with photographers, videographers, and graphics personnel. Perform related duties as assigned.

For additional information, contact Professor Mike McKean, RJI, 573.882.3434, [McKeanML@missouri.edu](mailto:McKeanML@missouri.edu).

The official job posting can be found at HR: <https://jobs.missouri.edu/vacdetails.php?vac=1011376>.

The main jobs site for those wanting to submit an application: <https://jobs.missouri.edu>.

# New AAA Ad Policy

## AAA NEWSLETTER ADVERTISING POLICY

**As of June 2008, the American Academy of Advertising Newsletter will carry an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to ½ page) to \$100 (from ½ page to a full page) depending on size.**

Four Newsletters are published online annually and read by over 500 AAA members. Deadlines to receive ads to be placed are noted below. Please note that the dates below are “received by” dates, meaning the ad must be sent by the dates noted below.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information is being developed.

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased at the above noted costs. Again, the deadlines below must be adhered to.

### Ad Specifications:

The Newsletter is published in an 8 ½” x 11” color format PDF. Ads may be submitted via a high resolution PDF. It is the responsibility of the individual or organization placing the ad to create the ad and submit it by the “received by” deadlines noted below. The editor and AAA assume no responsibility in the accuracy, formatting or creation of the ad. Ad content is subject to AAA approval.

### Payment and Billing:

Payment in advance is required. You can pay by check, sending the payment directly to Patricia B. Rose, Executive Director, 24710 Shaker Blvd., Beachwood, OH 44122. Should you want to pay with a credit card via PayPal, please contact Pat Rose directly at [rosep@fiu.edu](mailto:rosep@fiu.edu) for information.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter for additional questions or comments.

### Deadline for Submitting Ads to the AAA Newsletter

AAA Newsletter Due Out:	Ad(s) due by:
March 1	February 15
June 1	May 15
September 1	August 15
December 1	November 15

# AAA Editorial Policy

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

All calls must conform to the following guidelines:

1. Calls should be no more than 175 words total, not including contact information (see Sample Call on p. 42).
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.
5. Provide these additional details:
  - Organization making the call
  - Reason for the call
  - Date of the call (if a conference, provide conference start and stop dates)
  - Submission deadline
  - Theme (if a journal, provide special issue topic)
  - Brief list of topics (in bullet format)
  - Chair's name and complete contact information
  - 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, Jisu Huh (jisu@aaasite.org)
8. Calls are due by the following dates:

**AAA Newsletter Published on:**

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

**Call is due by:**

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

# Sample “Call”

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

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

Possible topics include, but are not limited to:

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

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

Tina M. Lowrey, Ph. D.  
Dept. of Marketing, College of Business  
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San Antonio, TX 78249  
[tina.lowrey@utsa.edu](mailto:tina.lowrey@utsa.edu)  
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