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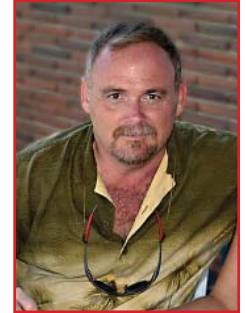
## The President's Column

by Jef I. Richards

This is my last column as President. The year has raced by like an Indy Car (an analogy with personal relevance to me). It was a great year, though. We introduced a new logo, we added the *Journal of Interactive Advertising* to our list of publications, and we had one heck of a party at the conference in March. And by now you should've received your 50th Anniversary DVD. There's one more little gift coming to you in the mail, which we hope to have out before the holidays. It's been a fabulous year.

The Executive Committee recently visited

the location of the 2009 conference in Cincinnati, OH. It looks like an excellent location, and I suspect those who aren't familiar with that area will be pleasantly surprised with its beauty. With Dean Krugman as the 2009 President, I know we have another good year in front of us.



Jef Richards

President, p. 2

## Featured Research

### Attention Shoppers

by Ronald J. Faber



Ron Faber

I have always considered that one of the best reasons to be a professor was that it allowed you to study whatever caught your attention and interest. Over the last 10 years or so, much of the research that has captivated my attention (and that of my graduate students) has focused on the issue of attention to advertising and how media use and technological changes may impact advertising and advertising attention. I am embarrassed to say that most of this was not the result of a well thought out program of research, but rather by chance opportunities and the great good fortune to have had a large number of insightful, energetic and curious graduate students who were interested in how advertising is changing and helped me to think about this and related topics.

Anyone who has been alive for the past couple of decades has seen the problems facing modern advertising: people can too easily avoid mass media ads on TV or radio. Newspapers have been declining in circulation and people quickly learned to avoid Internet ads. Thus, attention to ads is a critical issue in advertising these days. However, change also brings with it new opportunities. Therefore, it seemed reasonable that as old advertising techniques were losing their power, there would be new opportunities waiting to be explored.

One of the first opportunities I had to think about this issue was when one of my doctoral students at the time, Mira Lee (now teaching at Michigan State University), came to talk to me about possible dissertation topics. Among the

Faber, p.3

Another event of 2009 will be our fifth Asia-Pacific Conference, this time in Beijing, China. As I've thought about this event, along with research I've been conducting on advertising education, the issue of our international presence has appeared on my radar. Although our name is the AMERICAN Academy of Advertising, we have long welcomed members from across the globe. Today, about 17 percent of our members are from outside the U.S. Yet, it has become clear to me that few of us – and I'm definitely including me – know much about advertising research and education outside America. For example, are you aware there are about 322 colleges in China, alone, that teach advertising?

I used my previous column to talk about bolstering the strength of the AAA by doing more to embrace the "creative" aspects of advertising. My point here is that a second weakness is our relative lack of international focus. We truly live in a global economy, which is frighteningly apparent in the coordinated collapse of financial markets worldwide. This has been true for decades, but never so true as it is today. The Internet, alone, has greased the skids of international commerce, such that it's as easy for Americans to buy a product from Hong Kong as it is from Kansas.

This brings to mind the so-called Butterfly Effect, the theory of sensitive dependence that suggests a butterfly flapping his (or her) wings on one side of the globe can affect something like weather on the other side. It's the idea that we're all connected. Though an advertisement is sometimes considered a trivial thing with little more importance than the motion of a butterfly, there is no doubt that a single ad can nudge the economy in one country and have a consequence on trade with other countries. At our own peril do we ignore what is happening to advertising elsewhere in the world.

It's my perception that we've done a little better job at paying attention to the international market than we have at embracing the creative aspects I discussed earlier, but there is much more we can do. Our Asia-Pacific conferences are a great vehicle for reaching out to the rest of the world, but I would love to see more of you get involved. You can start in 2009. Even if you have no paper accepted to the Beijing conference, you're welcome to attend. Even if your employer won't pay for the trip, think about using this as an excuse for a vacation to China. After all, what would be better than exploring the Forbidden City and Great Wall with a group of your Academy friends? It certainly beats going with some group of complete strangers, as many people do, or going alone.

Beyond that, I would like to encourage you to take an active role in promoting the American Academy of Advertising in your own travels. If you travel outside the

U.S., or if you live outside, encourage researchers and academics you encounter to join the AAA. If you co-author research with someone in another country, mention the AAA to them. We need to build a strong network that reaches every corner of the Earth, so that we don't ignore that butterfly in, say, Bangladesh.

I'd like to finish this little essay with a thank you to all of you. It has been a true honor to have played the role of President this year, especially during such a special year. I sincerely appreciate the trust you placed in me. I'm not going to run through a list of people who deserve mention for their contributions this year, because that would leave little room in the newsletter for any other articles. Know, however, that I appreciate everything you've done to make the 50th Anniversary of the AAA a year worth remembering. **AAA**

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areas that she suggested was advergaming. It seemed to me that this was a perfect topic for her to launch her career and I encouraged her to pursue this area. Video games were an activity that not only captured the attention and interest of adolescents and young adults, but also us older people who never grew up as well. Brand placements in these games could overcome exactly the problems facing advertising in other media. People didn't turn off the game or switch to another game when a brand placement appeared in an advergaming, they didn't even move their attention away from the screen. Perhaps even better, a single buy didn't mean one (or less) exposures, but instead people would play and replay the game gaining possible added exposure each time the game was played. Thus, videogames were a perfect way to overcome many of the problems plaguing

being in a crowded room with lots of people talking (like an AAA cocktail party) and from somewhere our name is mentioned. In what had been just a lot of noise we are able to hear our name and look around to see who might have been talking about us? This personal element managed to grab our attention. The same may be true visually. If you are looking at a bunch of people and one shares your traits, you are more likely to focus and respond to them, even if you don't recognize your shared traits (DeBruine 2002). Not only do we attend to shared similarities, but we also trust and like such people more. This is shown in studies with visual morphing (Bailenson and Yee 2005; DeBruine 2002; Platek, Burch, Panyavin, Wasserman and Gallup 2002). Morphing involves using a computer program to find corresponding facial landmarks on two



**Focal Placement**

**VS**



**Peripheral Placement**

advertising in more traditional media. However, there were still questions regarding attention to the brand message.

We have long known that attention is a limited resource, but one that can be divided. However, the more focused we are on a primary task (playing the game, for example) the less available attention remains for secondary tasks like processing brand messages. So in this study, we looked to see what was the role of involvement in the game, location of the brand on the screen (proximity to the action), and the congruity between the product category being advertised and the content of the game.

What we found was that recall and recognition are generally best when a brand is placed where the action is taking place in the game. However, when a person is highly involved in the game their ability to attend to and remember brands decreases. This occurs because highly involved players are so focused on the game that they have little spare attentional resources to process brand names. Thus highly involving and challenging games may not be the best place for advertisers to place their brands to gain greater awareness.

Personalization is another way in which we can gain attention. We have probably all had the experience of

(or more) digital images. It then can average pixel values regarding shape and color using any desired weighting. It has generally been found that a 60:40 weighting for another person and self will yield a photo that is not noticeable as matching oneself or being a morph, but still maximizes influences at an implicit level.

In one of our visual morphing studies (Faber, Duff & Lutchyn 2006), we showed people an ad with a model. The image of the model they saw in the ad was actually one of three different conditions: 1) a morphed picture of an advertising model with a picture of the student (own morph), the model morphed with some other student (other morph) or just the picture of the model (no morph).

We were interested to see when consumers saw a couple of different ads, and one contained a morphed model, if this influenced their response to the brand. More specifically, we wondered if the model was morphed with them would they project some of their own personality traits to the brand. For a previous study a week earlier, people had filled out a personality scale for themselves. When they came back for this study, they were randomly assigned to see the test ad with a model that contained either no morph,



a self morph, or morphed with another person. After seeing the ad, they filled out a brand personality profile for the advertised brand.

We examined the correlations between self-ratings on each personality trait and brand personality ratings for the brand on that trait. We believed that seeing a model morphed with oneself would lead to seeing the brand as having similar traits. Indeed, for those who had seen

## “Morphing a consumer with a model in an ad leads to greater assimilation of self traits with brand traits.”

the self-morphed ad, there were a number of significant correlations between own personality and perceived brand personality, and all were in a positive direction. In the non-morphed ad condition, there was basically no relationship between own personality and brand personality. Perhaps the most surprising result was for ads that had a model morphed with another student. Here, there were some significant correlations between self and brand, but they were all in a negative direction.

The results suggest that morphing of a consumer with a model in an ad leads to greater assimilation of self traits with brand traits, but when another ordinary person is morphed with the model it seems that people may contrast themselves and see the ways in which the brand may be different from them.

This notion that morphing can cause both assimilation and contrast effects has emerged in other studies we have done. For example in a study where a Korean and American model were morphed, we found that both Korean and American students preferred an image in an ad that was more of the opposite ethnicity than their own ethnicity (a 40:60 ratio versus a 60:40 ratio). More surprisingly,

each group perceived the model that was composed more of the opposite ethnic group to be more similar to them (Lutchyn, Duff, Faber, Cho and Huh 2008). This suggests that we might look to compare ourselves when we see models that are similar to us, but contrast ourselves when we see models that are more like someone else.

The final area I've been working in regarding attention suggests that the effects of attention may be more complex than we typically think of in advertising and ignoring these may create major problems for a brand. Normally, advertisers have thought of attention as either existing or not. They hope people will attend to their ad so that it will be effective, but if not, they assume the ad will have no effect. Some have even argued that even in the absence of attention the ad may still have some positive effect due to a greater sense of familiarity in the future (mere exposure effect). However, one of my current doctoral students, Brittany Duff, realized that this may not always be true, especially in the Internet environment. Based on work from visual neuroscience, she hypothesized that in some cases, ignoring ads can actually lead to more negative attitudes toward the brand.

In one study we showed people a number of web pages and asked them to find some information from the text on each page (Duff and Faber 2008). Each of the pages also contained banner ads. Since people were seeking information from the pages, the ads serve as distracters from this task. The ads were varied in regard to the distance they were placed from the target information in the web page task, and how visually similar the ads were to the task material. Finally, the tasks were varied in regard to how easy or difficult they were. Results indicated that brands that appeared in ads that were more similar to the text material were rated more negatively by people who were shown this brand than among people

Faber, p. 7

### Ron Faber Bio

Ronald J. Faber is Professor of Advertising and Mass Communications in the School of Journalism and Mass Communication at the University of Minnesota where he has taught for over 20 years. Prior to coming to Minnesota he was a faculty member in the Department of Advertising at the University of Texas and worked at Marketing Science Institute. He is a Fellow of the American Academy of Advertising, the former editor of the *Journal of Advertising* and is currently a member of the Editorial Review Boards and Policy Boards of several leading journals.

His current research interests focus on compulsive and impulsive behaviors, attention in advertising, advertising using new media formats and techniques (e.g., advergaming, blogs, advitars and morphing), advertising and neuroscience, and advertising effectiveness. He is the co-editor (with Marla Stafford) of the book, *Advertising, Promotion and the New Media.*

## Special Feature

# *The Relevance of Branding and the Changing Landscape of Business and Human Behavior in a Digital World*

by Chris Cortilet

### **E**volving Past Monkeys

The media landscape has been changing for the last 20 years, along with the human psyche. We saw a major change in mass media with the creation of MTV in the early 1980s. I was in college when cable was unleashed. Everywhere we went students had their televisions turned to MTV, where music and videos played 24 hours a day. Controversy surrounded the medium from the beginning, and many thought this would be another fad. The media and news journals claimed no one would be able to understand the overwhelming volume of images, symbols and metaphors, that these would make it impossible for the public to understand.

Those of us in college found it intriguing and compelling. Not only did we understand it overtime, we were able to translate the complex nature of the drama that was evolving out of this new medium. In a party full of people talking, music blaring and multiple televisions playing, the crowd seemed to be able to move like a school of fish toward the television anytime a favorite video came on. We were evolving. We were beginning to selectively determine which conversations we wanted to be a part of, or not be a part of, by selectively tuning out the things in the room that didn't interest us.

Today in my home we have two adults, four kids and three dogs. The kitchen is the gathering place in our home.

All of us can be in the room at any given time, but can also be in our own worlds of media. One of the kids might be on the computer playing games, the other might be listing to iTunes, reading the paper online, checking email and instant messaging. Two might be watching TV, while one of us is doing homework. The other is watching videos on their iPhone, checking messages, looking for a place to have dinner, using a Google app and text messaging multiple friends where he will be within the next hour. For those critics out there, this is media overload, but for most families like ours, it's how we are evolving.

### **Taking the Fun out of Saturday Night Live**

Where did our funny IT nerd go? The sarcastic guy that used to remind us how stupid we were because we couldn't figure out how to manage our computers.

Today all of those issues are obsolete. Apple has made using a computer as simple as plugging it in, and Microsoft is having bake sales to reinvent a failing operating system. Hardware is now catching up with software and everything is moving to the web for standardization. Apps are now the big rage and wireless is the new frontier. Mobile computing is embracing the idea of simplification and the interfaces are small touch interactive television screens. Drag. Drop. Click. This is how hardware and software are evolving.

Relevance, p. 6

### Chris Cortilet Bio

Chris Cortilet is currently co-owner of Azul 7, where he and his businesses partner Lisa Helminiak were recently awarded, "Best Places to Work" by the Minneapolis/St. Paul Business Journal. They joined forces four years ago, and started Azul 7 in 2007 to bring smart solutions to their clients in an ever-evolving digital economy.

Cortilet began his career as a brand designer and over a 25-year career; he has embraced new ideas and technologies, rising to successive positions as an art director and interactive creative director.

As an active member of the design and interactive communities, both locally and nationally, Chris regularly speaks at industry events and at the college level. He is widely known for encouraging and mentoring young talent.



Chris Cortilet

## The Big Chill

There is a place for broadcasting and traditional media, and there is also a place for digital media. Unfortunately, few have been capable of creatively seeing the unifying need for both—and I don't mean more commercials on the web or more un-insightful blogs.

Strategic thinking hasn't been able to cross breed. These are complex mediums, but we live in a complex world. The web has its place and needs experienced people that understand how to work through interactive purposes. Creating promotional tools is also a craft, and has its place at the marketing table. But the truth of the matter is that promotion, which used to be the big elephant in the room, is a smaller part of the marketing mix. Consumers are tuning out, and they are becoming more and more clever at how they do it. "Surviving the Technological Alteration of the Modern Mind" is a study of how consumer behavior is changing ([www.drgarysmall.com/books/ibrain.htm](http://www.drgarysmall.com/books/ibrain.htm)).

One thing is for certain, in our home, if you rely on one at the expense of the others your message will get lost. Today, people determine what communication they want and how they want it. They have the sensory perception to move from their TV, to their iPhone and to their computer at the blink of an eye. That's how people are evolving.

## Who Stole the Big Idea?

When did the music industry decide it was time to look at selling music differently? When consumers decided they only wanted one song instead of twelve. The point is, they had to adapt to what consumers were looking for.

IDEO is a product design firm in California. They find ways of integrating user behavior and research into everything they do. They have multiple teams and disciplines on any given exercise, and they develop amazing products.

I would argue that we are doing the same thing at Azul 7. There are no kings in our agency, just a lot of really smart people. They come to us with very specific talents, but they also think from multiple perspectives. They turn assumptions on their head and back again. We make sure that we are looking at our client's problems from multiple vantage points and in a way that the consumer will appreciate. Our people are smart because they are curious. They want to know what happens if something is done in one technology or another. How does it affect the development process? If something is filmed, how is it going to work in a compelling interactive tool, as well as a broadcast medium? They ask a lot of questions because they also need to creatively

understand the tactical solution. This is how leading talent in a new economy evolves.

## Social Media Unleashed

People want to talk. They want to tell you what they feel, how they think and what's important to them. They want to solve national issues, and small local ones. It's our nature to lead, and join common causes. We want to set new standards and explore old ones. We lead by example and we do heroic things. There is a new world of dialogue going on out there. All you have to do is tap in and join the conversation. If you're listening, you will learn. If you're not, you're in the wrong industry. That's how advertising evolves.

## Today Branding is More Critical than Ever

People today can touch it, feel it, sense it, hear it and live it. It's theirs as long as you continue to support them with the promise that the brand provides. One wrong attempt to mislead, lie, or over-promise will lose thousands of loyal consumers in the blink of an eye. A

loyal customer's ability to share their unhappiness can be accomplished in just a few minutes. And this is as true for B2B as it is for B2C.

That's the beauty of our new marketing paradigm. Everything has become retail. Marketers can gain data and insight from consumers in real time. The question is are agencies providing this window into their consumer engagement? Why are we still talking about super bowl ads? Broad-based advertising is still a critical tool, but that isn't what determines creativity. Creativity is determined by how well the agency not only makes the creative product, but also how it packages a strategy. What are the key performance indicators we need to understand coming out of the engagement? What do these insights tell us about the success or failure of the customer's ability to engage the product, not just the success or failure of a creative campaign?

Today branding doesn't mean creating a single metaphor. Now, it also needs to drive insight, immediately. We have the ability to drive knowledge deeper into the organization. Why shouldn't the product development teams know that their customers hate the look of the headlights on the newest BMW 3 Series; or that the investor relations teams need to put a strategy together today to address falling investor expectations; or manufacturing know that engineering plans are coming down in the next few days to address changes to the production line? This is where you can see if your brands value proposition really holds water. Does it flow from the top down, or the bottom up? Executive leadership

**“Branding doesn't mean creating a single metaphore. Now it also needs to drive insight, immediately.”**

## Relevance cont'd p. 6

teams should be looking for information and insight from tools that can deliver immediate consumer feedback on a weekly base. Are your boots on the ground able to make snap decisions in the battlefield, or do they need to wait for feedback from an agency that needs to take months to

gather research? In today's economy, making decisions that affect your business isn't forgiving about time.

So what does this mean for our industry? I think that it means that some things never change, except when they do. And people and economies are evolving. The question is, are you? **AAA**

### About Azul 7

Azul 7 is a full-service digital agency that was created to address the changing landscape of business and the need for customer-focused marketing using a digital platform. Azul 7's creative professionals bring together a broad set of disciplines and backgrounds — design, programming, search engine marketing and web analytics, advertising, film and video, business strategy, writing, brand development and positioning — which allows them to look at business problems in new ways.

Azul 7 founders, Lisa Helminiak and Chris Cortilet, have built business strategies and client brands using interactive and traditional media for over 15 years.

Azul 7's approach is one of holistic thinking. Because of their combined backgrounds, they are able to look at their clients' marketing needs beyond the reach of any single medium. Using immersion in technology and online media, as well as their expertise in search engine marketing, they understand how to gain insights from interactions with customers and prospects and translate those to meaningful information and results for their clients.

To learn more visit: <http://azul7.com>.



## Faber cont'd p. 4

who didn't see it. Additionally, when an ad was both visually similar to the task material and placed close to it, people were particularly likely to rate the brand more negatively. It therefore appears that the more an ad may serve as a distraction from finding desired information, the more likely it is to receive a negative affective tag and the brand can actually be harmed by such placements. This suggests that attention needs to be considered not just in regard to advertising, but also in regard to editorial or surrounding content and that attention (or the lack of it) can have both positive and negative effects for advertised brands.

Attention is a key element of advertising and is likely to be more and more important as media fragmentation and new technologies continue to develop. It is important that advertising researchers recognize that it can be a complex concept and one deserving of our continued focus and consideration. **AAA**

## Have Items for the Newsletter?

Please send us your:

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

Send to the Editor, Jisu Huh, at:  
[jisu@aaasite.org](mailto:jisu@aaasite.org)



## Graduate Students Speak...

### Clay Dedeaux

This is a story for older students and for students who plan on getting older. I began my PhD at the age of 45, a full 15 years after my MBA. I finished the course work in five years while holding down a job as a senior advertising executive. My wife was completely surprised by my decision to go back to school. We soon discovered that scholarship is a lonely road, and I don't mean just the time spent staring at a windshield during 150 mile commutes. We should invite help when it is offered, but all too often you will find it necessary to turn inwards to find motivation, so allow me to list a few of mine here:



Clay Dedeaux

- 1) The rare opportunity to appreciate the sanctity and beauty of a task, in our case, appreciating knowledge for its own sake—not an encyclopedic knowledge but the renaissance type which bridge ideas across disciplines, cultures and even eras,
- 2) A lifetime opportunity to develop young people within the academy, and assist experienced people within industry, and
- 3) Maintain our own youthful disposition which responds to discovery with amazement rather than annoyance; I've come to favor the notion of an ever expanding universe, sampling it a day at a time, employing rationality and allowing spirituality to make sense of it. Develop your own list of motivations to assuage you in difficult times, and allow friends and family into the sequestered and sometimes lonely world of the graduate student.

*Clay Dedeaux is a Ph.D. candidate at the Department of Advertising at Michigan State University. His research interests focus on recognizing cross cultural differences in the design of more effective communication campaigns for international charitable fund raising organizations. Clay will become associate chairperson of the Masters in Advertising program at MSU Dubai to coincide with graduation in May '09. Clay obtained a MBA from the University of Illinois-Chicago and a BA from the Marshall School of Business at the University of Southern California. Clay has 30 years of advertising experience, most recently as Senior Vice President of Arnold Worldwide, a division of HAVAS Communications-Paris. His Doctoral supervisor is Hairong Li.*

### Olivia Zhang

After six years working in advertising industry, I decided to undertake a Masters degree in Research. It was a big change for me and it took me quite a while to get used to the so-called "academic lifestyle." Over time, I found that researchers and industry practitioners should work closely to produce more relevant research work that can benefit both areas. This is especially the case in three areas in particular:



Olivia Zhang

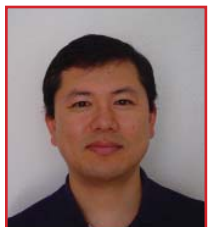
- 1) Choice of research topic: Graduate students found topics either from following their supervisors' advice, inspiration drawn from previous/current research or through their special interests. However, from a practical point of view, research needs to extend beyond its "usefulness" for future researchers and become more applicable to industry practitioners and aid them in tackling real issues and providing real solutions. It is recommended that when you have an idea for a topic, you should seek the help from industry partners to verify its relevance.
- 2) Research process: My thesis is about online brand communities, which is quite a new area. I understand that many big marketing/advertising companies also have strategic planners who would like to research new areas and get insights. While I was drafting the content, I always used my previous industry network to continuously update my knowledge and ensure the uniqueness and relevance of my work.
- 3) Research result & job opportunity: The research objectives for academia and industry have certain differences, however, collaboration is getting more recognized and both sides are appreciating each other's perspectives more. As graduate students, no matter what we want to do in the future, we should open our eyes and make use of all resources, contacts and networking opportunities.

*Olivia is a second year student in the Master Program with school of Advertising, Marketing and Public Relations at Queensland University of Technology, Australia. Her research interest is brand community, online advertising, cross-cultural study and consumer behaviour. She earned her B.A. at Peking University in China. Before starting her master program, she worked as an account manager in several international advertising agencies in China and Singapore. She is now contracting with Ogilvy & Mather Asia Pacific.*



## Honors and Awards

### *Okazaki Receives Overall Excellence Award*



**Shintaro Okazaki**

Shintaro Okazaki (Associate Professor, Universidad Autónoma de Madrid, Spain) received the 2008 Overall Excellence Award “Mobile Marketing Academic

of the Year” from the Mobile Marketing Association (MMA) for his outstanding scholarly contributions to this industry. The MMA is a premier global association that strives to stimulate the growth of mobile marketing and its associated technologies in over twenty countries worldwide.

### *Kinney Wins Educator of the Year Award*

Lance Kinney, Associate Professor of Advertising and Public Relations, University of Alabama, was named Advertising Educator of the Year by the Birmingham Advertising Federation at the group’s annual awards dinner in October.



**Lance Kinney**

## Grants and Fellowships

### *Rodgers Receives Grant Renewal*

Shelly Rodgers, Associate Professor, Missouri School of Journalism, received a grant renewal with Kevin Everett (PI, Medical School) in the amount of \$2.7 million from Missouri Foundation for Health to make Missouri a smoke-free state. Dr. Rodgers runs the strategic communication core, which trains and provides strategic communication materials to health promotions specialists.



**Shelly Rodgers**

### *Pokrywczynski in Cairo as Fulbright Specialist*

Jim Pokrywczynski is in the midst of a one-month Fulbright Specialist program lecturing on sports marketing and product placement at Cairo University in Egypt. The Faculty of Mass Communication invited him to give these lectures as well as teach an accelerated course on e-marketing. This is part of his sabbatical work this fall semester from Marquette University.

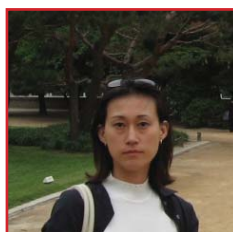


**Jim Pokrywczynski**

## Job Changes, New Hires, P&T

### *Michigan State Welcomes New Faculty*

Hye-Jin Paek has left the Department of Advertising and Public Relations at University of Georgia to join the Department of Advertising, Public Relations, and Retailing at Michigan State University as an Associate Professor.



**Hye-Jin Paek**

### *Shaver in Sweden*

Mary Alice Shaver is at the Media Management and Transformation Centre in the Business School of Jönköping International Business School in Sweden. Her husband Dan is an associate professor and Mary Alice is the Hamrin Chair in Media Economics. They are planning to be there for five years.

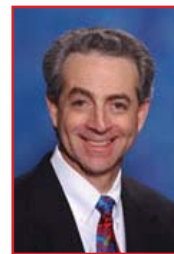


**Mary Alice Shaver**

## Journal News

### *Herbert Rotfeld to Continue as JCA Editor*

The search committee for the editor of *The Journal of Consumer Affairs* requested the reappointment of Professor Herbert Jack Rotfeld to an additional two-years as editor through 2011. In his two previous terms as editor, Dr. Rotfeld has served the journal well. Not only has his superb editorial expertise maintained excellence for the journal, he has also broadened the readership base through his promotional activities with other organizations. Herb



**Herbert J. Rotfeld**

is a professor of marketing at Auburn University where he teaches advertising and consumer behavior courses plus a graduate course on the social legal ethical environment of business. In addition to his editorship of *JCA*, he holds various editorial positions, including as a guest editor for a special issue of *Journal of Advertising*, serving on editorial boards for several other journals and working as the Treasurer of the American Academy of Advertising.

### *Journal of Advertising Impact Factor Increases*

Once again in 2007 the SSCI’s Impact Factor for the *Journal of Advertising* has made a significant jump, from 0.667 to 1.043. This means that work in *JA* is being cited and disseminated more widely than ever. M.E. Sharpe appreciates the efforts of Marla Roynce, the Associate Editors, the Editorial Review Board, and all of the *JA* reviewers and contributors.



## *Ray Taylor Appointed IJA Editor*

World Advertising Research Center, publisher of the *International Journal of Advertising*, announces the departure of Professor Douglas West (University of Birmingham) as Editor and the appointment of Professor Charles R. ("Ray") Taylor of Villanova University. Dr. Taylor will serve a three-year term starting immediately. Incoming Editor, Professor Taylor is the John A. Murphy Professor of Marketing at Villanova University and Senior Research Fellow at the Center for Marketing and Policy Research. He is a former President of the American Academy of Advertising and has



**Ray Taylor**

served on the Board of Directors of the Marketing and Society special interest group of the American Marketing Association, and on the Executive Board of Directors of the Korean Academy of Marketing Science.

## Other News

The Children's Central research initiative at Michigan State University hosts speaker Professor Dafna Lemish



**Dafna Lemish**

on December 15, 2008. Professor Lemish will speak on "Children and Media: Old Questions - New Ideas" and her talk is open to the public. Dafna Lemish is Professor in

the Department of Communication at Tel Aviv University, Israel; and Founding and current Editor of the *Journal of Children and Media*. She has published several books and dozens of manuscripts dealing with children and media. Currently, she is a Visiting Professor with the Center on Media and Child Health (CMCH) of Children's Hospital Boston and the Harvard Medical School and working on her new book project entitled: *Gendering Children's Television: Views of Producers around the Globe*. Her talk is sponsored by Dean Charles Salmon, College of Communication Arts & Sciences, the Department of Advertising, Public Relations & Retailing, and the Michigan Children's Trust Fund.

## AAA 50th Anniversary Commemorative DVD

**Cover credit for the AAA 50th Anniversary Commemorative DVD and the 50th Anniversary Proceedings is due to Ron Smith and students Stacy Krenn and Elaine Petruno At Penn State.**

Ronald Smith is a senior lecturer in the Department of Advertising and Public Relations at Penn State University.

Elaine Petruno is a senior at Penn State University, majoring in advertising with a minor in English.

Stacy Allison Krenn is a senior at Penn State University, majoring in advertising with a minor in Women Studies.

# Events & Deadlines

## December

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

## January 2009

2: Nominations for AAA Awards due (<http://www.aaasite.org>)

10: Paper submission deadline for Ad Bowl III Symposium: The Changing Field of the Ad Game (see call p. 14)

30: Application deadline for John W. Hartman Center Travel Grants (see call p.17)

## February

13: Application deadline for AEF Visiting Professor Program (see call p. 18)

15: Submissions to the AAA Newsletter due

## March

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

15: Paper submission deadline for 2009 International Conference on Research in Advertising (see call p. 15)

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

31: Article submission due for special issue of *Journal of Advertising* on Advertising and its Connection to Violence and Abuse (see call p. 12)

## April

2-4: Ad Bowl III Symposium: The Changing Field of the Ad Game, School of Journalism and Mass Communications, University of South Carolina

## 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>)

25-27: 2009 International Conference on Research in Advertising, Klagenfurt am Woerthersee, Austria

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



# Announcements...

## CALL FOR SUBMISSIONS

### *Journal of Advertising* **Special Issue** **Advertising and its Connection to** **Violence and Abuse**

#### Special Issue Editors

Nora J. Rifon, Michigan State University

Marla Royne, University of Memphis

Les Carlson, University of Nebraska-Lincoln

Manuscripts are solicited for a special issue of the *Journal of Advertising* devoted to the connection of advertising-related media on violence and abuse. Authors may submit empirical or theoretical papers, including literature reviews that offer strong theoretical frameworks for research programs, content analyses, surveys, and experiments.

Violence is defined by the World Health Organization as, “the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community that either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment or deprivation.” The Centers for Disease Control (CDC) has identified violence to and abuse of children and youth as a tragic and preventable global public health problem. Child abuse, suicide, sexual abuse, youth violence, and related psychological disorders of self-abuse, are on the rise.

While much attention has been focused on violence in the general media with respect to mostly entertainment content, few researchers have actively studied issues related to commercial media content – ADVERTISING – and the role it may play in fostering violence by and abuse of children and adults in its many active and passive forms. Several recent phenomena suggest that it is time for researchers to focus on this topic.

A spate of recent highly visible advertising campaigns using violent themes, imagery, and acts elicited heightened scrutiny after the 2007 Superbowl. There are a growing number of highly successful video games with violence at their core such as Grand Theft Auto, World of Warcraft, and Halo to name a few, that receive advertising support. There are also a growing number of advertising-based Internet games offered and freely accessible to even young children. Indeed, the success of entertainment vehicles is highly dependent on advertising support systems. The recent intermingling of advertising and entertainment content points to the pivotal role of advertising for defining cultural norms and influencing behaviors of violence, abuse to others and self, and neglect.

Research questions and topics that may be addressed include but are not limited to:

- What are the magnitude, scope, and character of violence in advertising?
- Symbolic consumption of violence
- Dehumanization in advertising
- Media literacy
- Public policy issues related to violence and advertising
- Social Advertising and violence reduction
- New media, gaming and violence consumption as a contributor to active and passive child abuse.
- Special concerns for youth
- Is violence in advertising a correlate or contributing cause to violent behavior?
- In what ways does advertising influence violence and abuse?
- What is the potential role of advertising in the creation of violence to and abuse of children in modern society?
- Stereotyping and degradation
- Regulatory issues for violence in advertising

Continued on next page...

# Announcements... (cont'd)

- Websites as advertising support for violent media content
- Advertising of children's toys
- Advertising of weapons
- Social Advertising and child abuse prevention
- Violence in sports marketing
- Framing of messages for the prevention of child abuse
- Socialization agent influences on the effects of violence in advertising

Submissions should follow the manuscript format guidelines for the *Journal of Advertising* found at: <http://ja.memphis.edu/inforauthors.htm>.

Manuscripts should be submitted electronically to [joa@memphis.edu](mailto:joa@memphis.edu) and in the subject line type Violence Issue.

## **General Submission Requirements**

All submissions, reviewing, and notification regarding the special issue will be conducted electronically, by email. Submission deadline: March 31, 2009.

## **Submission Information**

In the body of your email, please provide:

- Title of Paper
- Primary contact person's name, affiliation, mailing address, phone number, fax number, and email address
- Names of other co-authors/participants, their affiliations,
- Key Words: 3 to 5 key words that identify the topic and the methods used in the research.

Electronic format for submission: Your submission will be a word document sent as an email attachment. All submissions should be scanned for viruses. Make sure to save a copy of your submission information until notification of the final decision. Please ensure that submissions do not have author names on the title page.

Acknowledgement of receipt: The primary contact person will receive an acknowledgement of receipt of your submission by email. If you do not receive an acknowledgement email within a couple of days of submission, you should send an email inquiring about the status of your submission to Nora Rifon or Les Carlson.

Nora J. Rifon  
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[lcarlson3@unlnotes.unl.edu](mailto:lcarlson3@unlnotes.unl.edu)

Because reviewing will be blind, authors should refrain from identifying themselves or their affiliations in the body of the paper and in footnotes. Please note that it is the submitting author's responsibility to make sure that the document does not contain any identifying information when saved as a Word file. (Right click on the file in Windows Explorer and go to "Properties" and then "Summary" to ensure that all identifying information is removed.)

# Announcements... (cont'd)

## CALL FOR PAPERS AND PROPOSALS

### Ad Bowl III: The Changing Field of the Ad Game

School of Journalism and Mass Communications  
University of South Carolina  
Columbia, South Carolina, USA  
April 2-4, 2009

Advertisers for the Super Bowl, Olympics, Academy Awards and other ad “spectaculars” have increased their use of cross-platform advertising in recent years. Consumers see advertising messages that direct them to other advertising messages. By itself, cross-platform advertising presents a host of challenges and opportunities, forcing advertisers and advertising researchers to broaden their focus beyond traditional media impacting media, agencies, and advertisers from largest to smallest.

Ad Bowl III provides a forum for the presentation of essays, research, and technology related to the increased complexity of the advertising field, ranging from studies of Super Bowl and other event-related advertising to cross-platform advertising strategies.

Faculty and graduate students are invited to submit in one or more of four categories:

1. Completed papers written by graduate students (cash awards to top winners!)
2. Completed papers by faculty
3. Proposals or abstracts of research-in-progress
4. Proposals for panels

Submissions may address practical, theoretical, phenomenological, critical and/or empirical approaches to any of the subjects listed above. All submissions will be reviewed by a jury that will consider:

1. Relevance to the symposium theme
2. The quality of the contribution, and
3. Overall contribution to the field.

Papers, proposals, abstracts, and panel proposals should be addressed to:

Bonnie Drewniany, Chair  
Ad Bowl III Symposium  
School of Journalism and Mass Communications  
Carolina Coliseum  
Columbia, SC 29208  
e-mail: [drewniany@sc.edu](mailto:drewniany@sc.edu)

Submission guidelines:

- Electronic submissions (Word or RTF attachments) are preferred (send to [drewniany@sc.edu](mailto:drewniany@sc.edu)).
- A separate “cover page” file should be included with the title of the paper or panel and authors’ names, addresses, telephone numbers, and email addresses.
- Submission deadline is January 10, 2009.
- Acceptance notification on or before January 31, 2009.

Stay tuned for more information! [www.jour.sc.edu/adbowl](http://www.jour.sc.edu/adbowl).



# Announcements... (cont'd)

## CALL FOR PAPERS

### ICORIA'09

June 25-27 2009, in Klagenfurt am Woerthersee, Austria

The 8<sup>th</sup> International Conference on Research in Advertising 2009 will be held in Austria in Klagenfurt am Woerthersee which is located in the heart of the alps-adriatic region. The conference will take place at the campus of the Alpen-Adria-University of Klagenfurt. We plan a Get-together on Thursday evening and a Gala Night on Friday evening. The conference fee for registration before May 20, 2008 is €380 which includes admission to all sessions, lunches and refreshments on both days, the welcome reception, the gala night, the conference proceedings and the conference book as well as the €25 annual membership fee of the European Advertising Academy. Full information on travel & accommodation can be found on the conference website: [www.icoria.org](http://www.icoria.org).

#### **Paper Submission**

Please submit a five page summary of your paper as soon as possible (but no later than March 15, 2009) to: [papers@icoria.org](mailto:papers@icoria.org). All submissions will be blind peer reviewed, so papers should be laid out in correct academic style and authors should not be identified in text. Your summary must include an Abstract, Introduction, Discussion and/or Conclusions, and list of References, as well as a brief description of your hypotheses, research objectives, methods, and findings. Papers should be composed of five pages; single-spaced; 12 point font; Times New Roman; title page, tables, figures and references excluded. The cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details, including: e-mail address, telephone, and postal address. Please refer to the style sheet for details regarding the required submission format, this style sheet is also provided on the ICORIA-website.

The ICORIA'09 invites papers in following issues (but not excluding other and related topics):

#### Advertising

- Accountability & Effectiveness
- Attention & Processing
- Content & Creativity
- Cross-cultural Issues
- Special Target Groups

#### Branding

- Brand Portfolio Analysis
- Models of Brand Communication

#### Communication Management

- Public Relations
- Sponsorship & Events
- Product Placement
- Integrated Marketing Communication

#### Consumer Behavior

- Relationship Building
- Emotions
- Special Industries & Organizations

#### Media

- Channel & Multi Media Management
- Convergence Management
- Cross Media Strategies
- Data Security in New Media
- Internet and New Media
- Media Management and Media Advertising
- Virtual Worlds

#### Methodological Issues

- Measurement in Advertising and Consumer Behavior
- Quantitative Methodologies in Communication Research
- Qualitative Methodologies in Communication Research

#### Public Policy Management

- Ethics
- Corporate Social Responsibility
- Marketing in Restricted Industries (Pharma, Tobacco, ...)
- Political Communication
- Stakeholder Advertising

Continued on next page...

# Announcements... (cont'd)

## **Publications**

- All accepted paper proposals will be published in the Conference Proceedings CD-ROM
- A selection of extended papers will be published as a book in the now starting new EAA Book Series: Cutting Edge Research from the European Advertising Academy, published by Springer.
- There will be a "Best Paper Award" among all submitted papers. The award will be judged by the members of the Paper Review Committee.
- The winner of the Best Paper prize and other papers chosen by the *IJA* Editor may be invited to turn their summaries into full papers for publication in *IJA*. Papers will be subject to the *IJA* review process.

## **More Information**

Please visit our conference website at <http://www.icoria.org>. If you have any questions about paper submission, please contact [papers@icoria.org](mailto:papers@icoria.org). For questions concerning the venue or practical arrangements, please mail to [contact@icoria.org](mailto:contact@icoria.org).

We look forward to receiving your submission and seeing you in Klagenfurt in June 2009!

Ralf Terlutter  
Department of Marketing and International Management, Klagenfurt University

Sandra Diehl  
Department for Media and Communication Studies, Klagenfurt University

Matthias Karmasin  
Department for Media and Communication Studies, Klagenfurt University

## TRAVEL GRANTS

Each year, the Hartman Center offers travel grants up to \$750 for the use of any of the Hartman Center's collections. In addition, the Center will fund up to three J. Walter Thompson Research Fellowships. Each Fellow will receive a stipend of \$1000 during his or her stay in Durham. Fellowships are available to researchers planning to spend a minimum of two weeks at Duke doing research that focuses on the J. Walter Thompson Company Archives.

We strongly encourage applicants to speak with the Reference Archivist of the Hartman Center before applying for a grant. Past applications have demonstrated that those who spoke with the archivist about their projects produced stronger applications. We are happy to help identify potential collections and books of which you may not otherwise be aware.

### ***Uses of Grant Money***

Grant money may be used for travel to the Rare Book, Manuscript, and Special Collections Library, costs of copying pertinent archival resources, and living expenses while pursuing research here.

### ***The Application Process***

Application forms are available from the web site (listed below). Submit the completed form and required attachments to "Grants Program" at the address below, c/o Lynn Eaton or via e-mail.

Grants are also available from the Sallie Bingham Center for Women's History and Culture and the John Hope Franklin Collection of African and African-American Documentation. If you wish to apply to more than one center for the same project, simply check the appropriate boxes at the top of the application form to indicate that you have chosen this option. Grants will not exceed \$1,000 even if awarded jointly.

### ***Deadlines***

The next cycle of awards will be for use between March 2009 and August 2010. Request application information at any time; forms will be available beginning in October 2008. Applications must be received or post-marked by January 30, 2009. Awards will be announced on or before March 15, 2009.

### ***Mailing Address***

The mailing address for all three centers is:  
Rare Book, Manuscript, and Special Collections Library  
Box 90185  
Duke University  
Durham, NC 27708-0185 U.S.A.

For more information, please contact the Hartman Center Reference Archivist Lynn Eaton  
email: [lynn.eaton@duke.edu](mailto:lynn.eaton@duke.edu) phone: 919.660.5833  
website: <http://library.duke.edu/specialcollections/hartman/>



# Announcements... (cont'd)

## Advertising Educational Foundation (AEF)

### About the Advertising Educational Foundation

Established in 1983, the AEF creates and distributes educational content to enrich the understanding of advertising's role in society, culture, history and the economy. AEF programs and materials are designed to expand the advertising discourse at top colleges and universities worldwide. As a result, the Foundation helps attract the highest level of talent to the industry.

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

### Inside Advertising Speakers Program

*Sign up now for spring 2009!*

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

### Advertising & Society Review

*AEF's online academic journal*

*Advertising & Society Review* (A&SR) publishes articles, essays and other forms of scholarship about the role of advertising in society, culture, history and the economy. Recent issues have covered "Current Issues in Irish Advertising," "Current Issues in Indian Advertising," and the "CARE "I Am Powerful" campaign." Edited by Professor Linda M. Scott of the University of Oxford in the UK, and distributed by Johns Hopkins University Press Project MUSE, A&SR is available through your university e-journal collection.

AEF publishes ADText Online Curriculum, the first online textbook about advertising and society. The curriculum consists of 17 units, with an additional 3 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
- Advertising in India

Continued on next page...

# Announcements... (cont'd)

## Visiting Professor Program

A two-week fellowship at an advertising agency, advertiser or media company.

*"The VPP significantly enhanced my understanding of the day-to-day operations of an advertising agency – particularly within the planning department. This is exactly the sort of information my students want, and my experiences in the VPP will be reflected in the way I teach. I can bring modern, relevant examples to class."*

*-Professor Patrick Vargas, University of Illinois*

The Advertising Educational Foundation invites you to apply to the Visiting Professor Program

Application Deadline: February 13, 2009

## Background

The VPP is a two-week fellowship for professors of advertising, marketing, communications and the liberal arts (e.g. Anthropology, English, History, Psychology and Sociology). In 2008, 17 professors were hosted by advertising agencies in Atlanta, Boston, Chicago, Los Angeles, New York City and San Antonio. Whether a professor is placed with an agency, a marketing or media company depends upon his/her area of expertise. The number of placements in the VPP is contingent upon the number of companies willing to host a professor. Preference is given to professors with little or no industry experience and to those who have not already participated in the program. Note: Program is only offered to professors teaching in the United States.

## Objective

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

## Components

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

2009 VPP: July 13-24

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

## Expenses

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

## Application

Visit the On-Campus section on [www.aef.com](http://www.aef.com) for a program application. Application may be submitted online. All other application materials must be mailed.

## Notification: April 2009

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

The AEF welcomes your comments and questions.

Please contact Sharon Hudson, Vice President, Program Manager, at [sh@aef.com](mailto:sh@aef.com) or (212) 986-8060.

# Announcements... (cont'd)

## JOB ANNOUNCEMENT

### Assistant Professor of Advertising Management

The Department of Communication of the School of Communication and the Arts invites applications for a tenure-track faculty appointment of Assistant Professor Advertising, Management Track, effective August 28, 2009.

#### **Instruction, Research and Service:**

The Assistant Professor will teach courses in media planning, principles of advertising, direct response, retail and promotion. Help develop new courses in Internet advertising and integrated strategic communication for traditional and on-line instruction, and convert existing courses where applicable for on-line instruction. Conduct research and/or creative work in the candidate's area of expertise leading to tenure and promotion. Engage in academic advising, and service to the institution and to the candidate's academic discipline.

#### **Qualifications:**

Assistant Professor. Qualified candidates will hold the doctoral degree in advertising/communication or a related field at the time of the appointment, and possess a record of teaching, scholarship/creativity, and service commensurate with the appointment. ABD candidates may also be considered. Qualified candidates will have ability and interest in teaching on-line courses. Professional advertising account and/or media buying or planning experience is desirable. Candidates with an interest or experience in integrated strategic communication or new media are especially encouraged to apply.

#### **The Campus:**

Marist College is a comprehensive, independent, liberal arts institution located in the historic Hudson River Valley of New York State. Situated on a 150-acre campus overlooking the Hudson River, it enrolls 4,400 full-time and 850 part-time undergraduates and approximately 1,000 graduate students. In recent years, the College has pursued a major building expansion, including a new state-of-the-art library, student residence complexes, a faculty office/classroom building for the liberal arts, and an art building. The College has been recognized for excellence by U.S. News & World Report, TIME Magazine, The Princeton Review's The Best 361 Colleges, and Barron's Best Buys in College Education.

Marist College is strongly committed to the principle of diversity and is especially interested in receiving applications from members of ethnic minorities, women, disabled individuals, and other under-represented groups.

#### **Application:**

Candidates must complete an on-line application for employment, including a letter of interest, curriculum vitae, and the names and contact information of at least three professional references. Please apply on-line at <https://jobs.marist.edu>.

Review of completed applications begins Nov 15 and will continue until a successful candidate is identified and the position is filled..On-line applications accepted only.

**AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER**

## JOB ANNOUNCEMENT

Southern Connecticut State University invites applications for the anticipated vacancy of a tenure-track position in Marketing at the rank of Assistant/Associate Professor beginning August 2009. For description of the position, application requirements, and the submission process, please visit our website at: <http://www.southernct.edu/employment/Job>.

SCSU is an equal opportunity affirmative action employer. Women and minorities are strongly encouraged to apply.



# 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

# 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

# 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  
University of Texas at San Antonio  
6900 North Loop 1604 West  
San Antonio, TX 78249  
[tina.lowrey@utsa.edu](mailto:tina.lowrey@utsa.edu)  
+1 210.458.5384  
+1 210.458.6335 (fax)