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**Executive Committee:**

**President**

Shelly Rodgers  
University of Missouri  
School of Journalism  
president@aaasite.org

**President-Elect**

Herbert Jack Rotfeld  
Auburn University  
president\_elect@aaasite.org

**Vice President**

Wei-Na Lee  
University of Texas at Austin  
vice\_president@aaasite.org

**Secretary**

Debbie Treise  
University of Florida  
secretary@aaasite.org

**Treasurer**

Margie Morrison  
University of Tennessee  
treasurer@aaasite.org

**Past-President**

Dean Krugman  
University of Georgia  
past\_president@aaasite.org

**Executive Director**

Patricia B. Rose  
Florida International University  
director@aaasite.org

**Director of Conference Services**

Robert L. King  
University of Richmond  
School of Business  
conference@aaasite.org

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## The President's Column

by Shelly Rodgers

Many of you probably have seen my name or my e-mails over the last few years between my roles as AAA newsletter editor, secretary, vice president, and president-elect. Whether it was soliciting an article, organizing the Proceedings or planning Special Topics sessions, I've been proud to serve the AAA.

Now, as the President, I'll continue to serve the members as well as champion the positive changes the AAA constituency has asked for. While the President can initiate these types of changes, it takes more than one person to make the AAA a successful orga-

nization. I've been fortunate in my time with AAA to serve with some amazing people.

Pat Rose, our executive director, has been an invaluable fount of knowledge and sounding board, and has made my transition from president-elect effortless. I am grateful to Dean Krugman, outgoing president, for his leadership and initiation of a Strategic Financial Plan-



Shelly Rodgers

President, p. 2

## Special Feature

### Creativity, Research, Culture: The Keywords of the Milan Conference in June 2010

by Edoardo Teodoro Brioschi



Edoardo Brioschi

They are issues that have been investigated also in Italy, and here I present a brief description of some research findings related to those topics, since I think

Many are the topics covered by the first European Conference of the American Academy of Advertising, but three are the key issues: *creativity, research and culture*.

it is useful to understand their overall importance for today's communication management.

#### 1. A delicate binomial: creativity and effectiveness

The strategic factors – in particular advertising creativity and effectiveness – used by advertisers for the choice of a communication agency have been examined through research carried out in Italy that involved 450 users (UPA, 2005). These strategic factors represent the aspects of communication (from the internal communication to the ex-

Edoardo Brioschi, p. 3

ning Committee – headed by Jef Richards and joined by committee members Dick Beltramini, Chuck Patti, Joe Pisani, Bruce Vanden Bergh, Joe Phelps, Bill Becker, and Pat Rose – to move us forward on Task Force recommendations to ensure the sustainability of the AAA. We are lucky to have the expertise and guidance of this star-studded ensemble.

Wei-Na Lee, vice president, has done a superb job running our paper competition – the line-up is one of our best ones yet. Herb Rotfeld, as president-elect, has done a first-class job selecting a stellar variety of special topics panels featuring prominent members of the Academy as well as industry. If you haven't done so already, be sure to check out our conference program on the AAA website <http://www.aaasite.org>.

I'd be remiss not to include the dedication and good work of other EC members - Debbie Treise (secretary) and Margie Morrison (treasurer) - as well as other key contributing members - Jisu Huh (newsletter editor), Petya Eckler (website master), the editors of our great journals Marla Royne (*Journal of Advertising*) and Hairong Li (*Journal of Interactive Advertising*), and our longtime Director of Conference Services, Bob King (and his lovely wife, Helene). It truly is a team effort to make an organization like this run.

My first task as president was to select chairs and assign members to our standing committees. I am indebted to so many members – listed on our website – who agreed to take on these important service assignments, and want to recognize and especially thank committee chairs: Ray Taylor (publications), Nancy Mitchell (finance), Rick Cole (Industry relations), Mary Ann Stutts (awards), Janas Sinclair (research), Harsha Gangadharbatla (international advertising education), and Brittany Duff (membership).

With the help of many of these valuable volunteers, one of the key points I plan to address this year is the growth of the AAA membership. We're at a crossroads as an organization in this regard. How do we accommodate a great deal of growth and still keep our conferences personable and welcoming? While I have some ideas about dealing with this – and welcome your input – I'll go more into depth in a future column.

Thanks to each of you, our attendance numbers are expected to be in fine form at the upcoming annual conference in Minneapolis, with 84 papers and 6 special topics panels. As you probably saw in our e-mail announcement, we're excited about our pre-conference session "Theories of Advertising and Their Link with Advertising Industry and Its Practices" co-chaired by Esther Thorson, Margaret Duffy, and Sandy Moriarty.

We're also privileged to have a high-profile keynote address by Rance Crain, President of Crain Communications, Inc., and Editor in Chief of *Advertising Age*. We're already getting positive feedback from our members and the local business community, and expect a good turn out. A special thank you to Esther Thorson and Margaret Duffy for helping to make this happen!

Along with our many great speakers and presentations, we offered something new for our members this year – a \$5,000 grant from Cincinnati-based, award winning advertising company Empower MediaMarketing. We received a number of quality applications for the grant and will be announcing the winner – along with all our award recipients – at the Awards Luncheon on Friday, March 19.

My heart-felt thanks to Janas Sinclair and her reviewers who took this on in addition to the normal reviewing load, and to Dean Krugman for his insights. I am most grateful to Bill Price, CEO of MediaMarketing and Jim Price (recently appointed), President of MediaMarketing, and Stephanie Padgett who provided expertise and guidance on creation and coordination of the grant, as well as Empower judges/reviewers Julie Pahutski (SVP Consumer Insights), Kevin Dugan (Marketing Director and Social Media Strategist), and Micahel Rubin (WOM Strategist, who also read and gave comments). This is just one example of how AAA can connect with and benefit industry while advancing advertising education and research. I hope we can continue to provide opportunities like these for the benefit of our members in the years to come.

**“I look forward to hearing from as many of you as possible.”**

Although we haven't yet converged on Minneapolis, several of us are already looking across the shores as the planning for AAA European Conference continues. Thanks to Edoardo Brioschi and his university, Catholic University of the Sacred Heart, as our generous hosts in Milan. I'd also like to thank Eric Haley who chaired and ran a top-notch paper competition, and Bob King for his usual first-rate work with conference planning.

Over the next year, I look forward to hearing from as many of you as possible. As many of you know by now, I enjoy listening to our members and sincerely appreciate the valuable feedback and insights you provide. I'm particularly excited to meet our new members and I encourage everyone to look for these new AAA members (who, I am told by Bob, will have a

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red “dot” on their name badges). Be sure to take a minute to introduce yourself, and we hope our new members will feel at ease and introduce themselves as well.

In closing, I plan to continue to build on the strong foundation of prior AAA leaders, as well as initiate new efforts during my presidency. I look forward to seeing you in Minneapolis or Milan, and will keep you informed as the year progresses.



## Newsletter Staff

### AAA Newsletter Editor

Jisu Huh  
University of Minnesota–Twin Cities  
newsletter@aaasite.org

### AAA Newsletter Staff

Rebecca Seeman  
University of Minnesota–Twin Cities  
seem0025@umn.edu

### AAA Webmaster

Petya Eckler, Doctoral Candidate  
University of Missouri  
webmaster@aaasite.org

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ternal one) that are considered fundamental by advertisers in managing their communication activity.

The background for the development of advertising creativity and effectiveness is: (1) the environmental knowledge (especially the consumer knowledge), the strategic experience in communication management, and the ability of brand building throughout communication; and (2) the timeliness, the responsiveness and the proactivity of communicators towards change and innovation.

Undoubtedly, creativity and effectiveness represent a hard binomial. In the area of communication strategic management, no creativity – as much as it could be innovative and surprising – would be justified if it wasn't considered instrumental in the pursuit of effectiveness. Therefore, research assumes a demanding and delicate role, in particular where communication goes global.

### *2. From the problem to the solution: the role of communication research*

In more than a decade of activity, the Research Laboratory on Business Communication of the Catholic University of the Sacred Heart in Milan has carried out extensive research on the evolution and governance of the various areas of communication, involving more than one thousand companies from different sectors.

This research has shown how companies require a huge amount of efforts at different levels to achieve evolution of communication appropriate to the present time and challenges.

- (1) First at the company level and more specifically at its culture of communication level, based on which attitudes of top management are formed.
- (2) Then, at the theory level as a theory enables the investigation of unexplored or poorly explored areas of the potential of communications.
- (3) Finally, at the communication research level as research applies and promotes theory development, abandoning outdated methods, considering still useable tools, and most importantly experimenting new methods and tools.

Even if research is called specifically to the third level, it is clear that research is able to influence both the theory and the culture of communication and, therefore, the attitudes of top management.

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Within the evolutionary effort of business communication, research plays a central role, when acting with determination within a theoretical and operational scheme of reference which is itself called to offer specific and fundamental contribution. The aforementioned instances of perfection and innovation in business communication research and practice do not only apply to Italy but also to other countries.

### 3. *At the bottom of every solution: the communication culture*

One of the major problems affecting businesses in the field of communication is the need to develop their management culture. In this regard, a recent survey with a group of leading advertisers in Italy revealed that the most important strategic problem facing the companies was the need to overcome the backward mentality on the level of top management (Brioschi, 2008). This finding points out the problem of inadequate style of management and a general approach to the market and specifically toward communication that is deficient. The same survey revealed that communication, on the level of both the company and the product, was one of the most urgent strategic issues, along with problems regarding consumer orientation and distribution orientation.

**“Communication is a problem of culture even more than of economic resources or operative ability.”**

Therefore, the central communication-related problem of the businesses, both in Italy and in various other European countries, is still a problem of culture even more than of economic resources or operative ability.

In this respect, it should be stressed that any discussion of *communication culture* covers certain closely related factors, including:

- The *conviction of top management* that communication in its broadest sense (not only advertising but also many other activities beyond advertising and promotion) is considered a strategic asset.
- The consideration of communication as a value creation asset for businesses (and not only as a source of increased costs),
- The consequent governance of the whole business according to communication orientation, which leads to the concept and management approach of *total business communication*.

*Total business communication* focuses on the identity of a company and the multiple relationships in static and dynamic

terms that exist between the company and its image, as it seeks to achieve a state of equilibrium in time. The communication approach, thanks to the emergence of *total business communication*, comes to emphasize the unity of a company, its endurance in time, as well as the devotion of every activity – communication obviously included – to the pursuit of its general objectives.



Milan's Duomo cathedral

### 4. *Milan AAA Conference: an occasion of wide-ranging discussions*

The AAA European Conference offers an extraordinary opportunity for wide-ranging discussions, given the simultaneous presence of academics from many countries and top managers not only from renowned Italian companies with international presence but also from an especially significant association, UPA, the Italian Association of Advertisers (representing about 600 companies).

The conference will be able to make meaningful contributions in the area of:

- Creation and dissemination of value through the transformation of corporate intrinsic value into objective value perceived by the market.
- Adaptation to the market and the fulfilment of its needs.
- Development and enhancement of relations with various stakeholders.

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- Development of the patrimony of intangible assets of a corporation, with a particular concern for the development and consolidation of corporate reputation.

It will be also possible to discuss the opportunities, the advantages and obstacles stemming from the integration of communication tools as well as the problems of measuring the effectiveness of communication programs implemented.

**“Learning from each other in frank and wide-ranging discussions is a far from common opportunity.”**

The AAA European Conference will be, therefore, a unique opportunity for both academics and practitioners around the world to meet and share perspectives. Learning from each other in frank and wide-ranging discussions is a far from common opportunity, at least in Italy and various other countries of Europe.



Università Cattolica del Sacro Cuore

Moreover, the conference is taking place at a special moment, when the international crisis that overwhelmed numerous businesses appears to be coming to an end and when it is advisable to take stock of the situation on the role that business communication has proven itself capable of playing an important role in such a challenging situation.

#### References

Brioschi E.T. (2008), *Communicative Business*, Milano: Vita e Pensiero.

UPA (2005), *Ottavo studio imprese di comunicazione-utenti*, Milano. **AAA**

## Author Bio

Edoardo Teodoro Brioschi is Professor and Chair of Economics and Techniques of Business Communication in the Faculty of Economics of the Università Cattolica del Sacro Cuore in Milan, Italy. He introduced the teaching of Economics and Techniques of Advertising in 1972, continuing until 1996. In 1998 he promoted the institution of the Danilo Fossati Research Laboratory in Business Communication that he has directed ever since. This Laboratory has carried out numerous research projects on business communication strategies of more than 1,000 corporations. In 2005 he received Charles H. Sandage Award for Teaching Excellence from the American Academy of Advertising, of which he is a member of the International Advertising Education Committee.

## Contact Information

Edoardo Teodoro Brioschi  
Professor and Chair of Business Communication  
Catholic University of the Sacred Heart  
Largo Gemelli, 1  
20123 Milano, Italy

Telephone: +39 02 72343647  
Fax: +39 02 72342255  
Email: edoardo.brioschi@unicatt.it

## Featured Teaching I

# A 100-year-old Lesson in New Media

*The challenges and opportunities of teaching the new technology language*

by Keith Quesenberry



Keith Quesenberry

Engagement and interactivity are definitely buzz words, but they are not new concepts. In her classic 1912 study, Romiett Stevens found that 80% of class time was spent on teacher questions and student responses. I propose that, if we're going to teach engagement and interactivity, we have to bring those qualities to the way we instruct. That is how our students relate to the world and that is where the future of advertising is headed.

At what level were those turn-of-the-century teachers engaging? The truth is most of their questions focused on recall of facts versus questions that prompted thought. But whether you are dealing with concepts and creativity or law and ethics, answers are hardly ever that cut and dry. There is never one right answer to a marketing problem and many decisions are made based on the strength of arguments or the impact of presentations. Does recall of facts still have a place in education? Of course. Every discipline including advertising has its base principles and concepts, yet today's new media environment changes the way those facts are applied faster than most textbooks and professors can keep up.

We need to involve students not only for their own deeper learning, but also for their knowledge and understanding of new technology. They're living it. Most of us are still reading about it, but true understanding only comes from using it. I saw a response on Yahoo! Answers by a retired math teacher who said, "Asking a question is a sign of intelligence not stupidity." So let us ask ourselves some questions about how we are instructing our students and preparing them for a 21st century career in marketing, media or advertising.

**"YouTube, Facebook and Twitter are no longer the future."**

*Has our classroom changed?*

By now most of us have computers, projectors and Internet access in the classroom. But are we using it and how? When I first taught Morality, Law & Advertising I received a student comment that said, "Use more YouTube." It would have been so easy to dismiss that comment with rationalizations about the way I had to learn or that I didn't have time to find relevant examples or dedicate classroom time to videos. But today I use YouTube a lot. YouTube, Facebook and Twitter are no longer the future. They are how our students communicate and how savvy marketers are distributing their messages through viral videos, user generated content and promotions.

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### Author Bio

Keith Quesenberry is an Adjunct Professor in the Department of Advertising at Temple University where he teaches on campus and online. He is earning his M.S. in Integrated Marketing Communication from West Virginia University and is an Associate Creative Director. His B.A. is in Journalism/Advertising from Temple University and he has a Copywriting degree from The Portfolio Center. He recently co-authored an article in the *Journal of International Business Disciplines* and helped present at the IABD conference. His campaigns have appeared in *Adweek*, *Ad Age*, *Brandweek*, and *Lurzer's International Archive* along with the *The One Show*, National ADDYs and London International Awards. He also has a blog that focuses on new technology media and new marketing at <http://addingtonoise.blogspot.com/>

### Contact Information

Keith Quesenberry  
1520 Chatham Road  
Camp Hill, PA 17011

Email: [kquesen1@temple.edu](mailto:kquesen1@temple.edu)



Not all of my content is about new media or technology, but I can use it to help teach traditional concepts. I use a YouTube video of Phil Donahue interviewing Ayn Rand to kick off an activity where students are assigned a viewpoint and have to make arguments for or against her ethical perspective. What better way to learn about a moral philosophy than to hear it directly from the philosopher's mouth? If you find a video of Aristotle discussing the golden mean, please send me the link!

As advertising professionals, we know that we must engage our target audience by presenting our client's message in a way that is relevant to them. In the classroom our target is the student. The good news about interactivity and questioning is that you don't have to have it all figured out ahead of time. Ask them a well-thought-out question and they'll make it relevant for you.

I've also changed the structure of my class. I used to spend most of my time lecturing. I used a PowerPoint with fun pictures and examples, but it was still just me talking followed up by, "Does anyone have any questions?" Now I try to involve the students' perspective as much as possible, but that takes time. I had to give up some content and the false expectation that I can and should cover everything in the textbook. My PowerPoints now have roughly 30% less slides and those remaining slides contain less content, more examples and more questions.

What does this look like? The FTC law or regulation I've just taught comes to life with a local news report video about the corporate sponsorship of new fitness equipment in a public park. Are the signs on the equipment considered advertising? Do they go against the city ordinance that forbids that? I randomly divide the group and ask them to argue for their assigned point of view: the corporation, the city, the protesting citizen group. I intervene to bring the discussion back to the law. I find that forced perspectives help them learn how to see both sides of an issue and enable them to make a better arguments. This skill has many applications considering that good advertisers are the ones that know how to get into the head of their target.

*Are we changing what we teach?*

Are we going beyond the textbook to the news stories that are happening this week? An issue like behavioral targeting or Twitter libel suits didn't exist a couple years ago and certainly isn't in my textbook, but I would be remiss if I didn't cover it in class. Yet the thought of staying up to

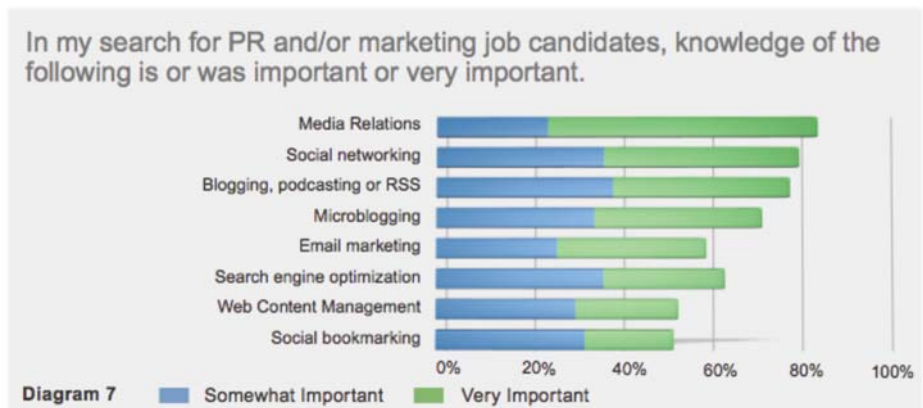
date can be overwhelming. How do you do it? There are tools you can use like news site emails and RSS feeds from publishers like MediaPost or AAAA's Smartbrief. The students can also teach part of the class and bring up the new issues. This is an idea I got from the chair of our department. At the beginning of the semester I randomly divide the class into groups of 2 to 3 students and assign topics related to what we will be discussing in class.

For example, on the day we're to discuss copyright law, that group will come in and give their presentation before I teach. They usually define what a copyright is, explain the applicable law and give a current/relevant case. I ask them questions and they have to defend what they've presented. There's not a lot of pressure – I simply make it part of their attendance/participation grade – enough to ensure they do it. By the time I start talking they've already taught half my lesson to themselves. I also get new student relevant examples every class and the students feel empowered to learn on their own. This was how I learned about the copyright case against Google for its unauthorized display of photos in Google images. By tapping into this generation, I learn as well.

*Are we preparing our students?*

The 2009 Digital Readiness Report (see Figure 1), a comprehensive study on the skills prospective new hires need in today's competitive marketing, advertising and public relations job markets. What does it say? When searching for prospective candidates, knowledge of social media is just as important as traditional media skills. Over 80% said knowledge of social networks is either important or very important. Other new technology knowledge that ranked 50% or higher in importance includes knowledge of blogging, podcasting, RSS, micro-blogging (Twitter), search engine optimization, email marketing, web content management and social bookmarking.

Figure 1. From the 2009 Digital Readiness Report



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Why was Ashton Kutcher recently on the cover of *Fast Company*? His company Katalyst is leveraging his 3.9 million Twitter followers and 3.3 million Facebook friends to create a new model of engagement marketing. He claims Hollywood has failed to embrace short form entertainment and digital distribution, tech has failed to figure out how to make money and advertising agencies have failed to move past old media measurements. He's ready to fill the gap. Is the star of MTV's "Punk'd" the future of media and marketing? Maybe, maybe not. But we need to at least be asking the question.

Ogilvy and Bernbach still matter. The big idea is at the center of advertising and marketing no matter what technology exists, but we should also take a cue from Jeff Goodby, who two years ago decided to reinvent his company as a digital agency. The good news is that the way to keep up to date and relevant is to go back to something teachers were doing a hundred years ago: ask more questions. **AAA**

## AAA Presents "Advertising's Last Stand" Featuring Rance Crain

Saturday, March 20, Noon - 1:30 p.m.  
Marriott Minneapolis City Center Hotel

There's a lot of information and discussion out there about where advertising is and where it is going. Gain some clarity about where we are and where things might be heading from our keynote speaker, ad guru Rance Crain, President of Crain Communications, Inc., and editor in chief of *Advertising Age*.

## Advertising Theory is Alive and Well in the Land of 10,000 Lakes

Thursday, March 18, 8:00 a.m. - 5:00 p.m.  
Marriott Minneapolis City Center Hotel (Separate Registration Required)

Treat yourself to a day of luxuriating in thinking deeply about advertising theory at this year's AAA pre-conference "Theories of Advertising and Their Link with Advertising Industry and Its Practices." Drs. Esther Thorson, Sandra Moriarty, and Margaret Duffy have assembled some of the nation's most prominent advertising scholars and researchers to share their viewpoints on a range of topics related to advertising theory - what findings mean for ad theory, ad theory and the digital environment, and more! Audience members will participate in breakout sessions with presenters to discuss ad theories: what's out there, what's missing, and what works.

You can register for the pre-conference on the AAA website: <http://www.aaasite.org>

You can see the full conference program on the AAA website:  
<http://www.aaasite.org/conferences/2010/2010Program.pdf>



## Featured Teaching II

# The Education of the Next Generation of Communications Professionals: Student Agency Class

by Tim Hendrick and Christine Di Salvo



Tim Hendrick



Christine Di Salvo

The communications industry is changing and advertising and public relations are becoming more closely integrated. Considering this changing environment, at the School of Journalism and Mass Communication (JMC), San Jose State University (SJSU), we wanted to take the learning and organization experience to the next level, while continuing to provide learning with a practical application. We partly converged the advertising and public relations curriculum by developing an advertising and public relations student agency in the 2008-2009 academic year.

Planning for the student agency class began in Spring 2008. Both of us had backgrounds as advertising and public relations professionals before joining academia. All of our department professors met and conferred as

what a student agency would look like. We discussed the formation of the student agency class among our 500+ students. It was decided that the course would meet four days a week at the same time each day for one college class period, which is 75 minutes in length. In addition, the student agency class would be a two-semester class and would substitute for both the advertising and public relations campaigns requirements and the mandatory internship required by the school.

We both felt that the students should be the best and the brightest in each of the advertising and public relations degree programs, and that these students should have most of their major requirements already met. An application process was decided upon, in which the students would apply for the agency much like they would apply for a job in a real advertising and public relations agency. Students were asked to submit a letter stating why they wanted to be in the student agency, along with a resume/creative book showcasing their experience, strengths, and interests. The next step is for students to meet with either of us to discuss their capabilities and interests.

Students are required to work on at least three clients during the course of the year.

The student agency class was the first class in the JMC curriculum that converged both majors in one class. Both a classroom and offices were dedicated to the effort. The operation was originally funded by a small grant given by a professional benefactor who believed that the integration of communications was now in fact being realized in the professional world. These monies provided start-up and operations costs. Though the cost to clients is minimal, each are asked during initial meetings to make a donation to the foundation which provides equipment such as printers, comp materials, furniture etc. All other expenditures such as media or printing are passed along to the clients at no mark-up. Actual operations including production, trafficking, strategic documentation and the ever-present conference reports were set-up utilizing a new web-based software (Infowit) given to the school, which is designed for real world agency/client operations.

**“The communications industry is changing and advertising and public relations are becoming more closely integrated.”**

The students had to learn how to access and use the software, while at the same time being required and reminded to utilize it on a daily basis to communicate both internally and externally. The production team, responsible for all agency materials, had to create a list of suppliers that bids could be obtained from when materials were needed. At the same time those tasked with media planning/buying had to also create a database of potential media organizations. While doing so, they were also planning media campaigns for all of the clients whether it involved advertising or public relations. This database is constantly updated and refreshed as each year's new teams come in.

First and foremost the student agency needed a name; consequently, the agency's first client was itself. It had to create a

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brand and an image. The students were tasked with developing the name and logo and with over 60 submissions, felt that Dwight Bentel & Hall (DB&H) named after the founder of the school (Dwight Bentel) and the hall that they resided in was appropriate. The next client was the JMC, which needed a whole new look and materials to promote itself and the five degree programs it offers.



One of the initial thoughts for creating the student agency was to better compete in national competitions related to both advertising and public relations, which were also considered clients. It was felt that with a year to organize and compete, the teams would do better from an organizational standpoint. Teams were formed to compete in national competitions: advertising students competed in the American Advertising Federation national competition, and public relations students competed in the Bateman Public Relations Student Society of America competition. The agency teams placed higher than teams from past years.

Because of our professional relationships, a number of off-campus clients were added, increasing the workload giving the students experience in many new forms of media placement and creative development. We wanted to have a cross-section of consumer, B-to-B, non-profit, and retail accounts for the students to cut their teeth on. Clients included numerous non-profit organizations such as the Stroke Center of San Mateo County, The Beverly Fund, Nike Animal Rescue Foundation, and San Jose Children's Theater. For-profit clients included AsicSoft business software, Zucca Luggage, Shop Morgan Hill, and more. In addition, the students planned and executed a 100-year birthday celebration for the school's founder, Dwight Bentel in April 2009. Clients are advised that the agency is student oriented and is staffed by dedicated honors individuals who are chosen for their respective interests. A leader of a team is chosen and a full team created to serve client needs, some more than others.

Duties performed in the agency run the gamut from television, print, online, videos, guerrilla marketing, and in-store promotion pieces. Our advertising curriculum offers both the creative and management disciplines of advertising. Our

public relations curriculum emphasizes theory, strategy, media relations, campaign, and event planning. It was felt that developing an agency operation such as DB&H would facilitate cross-departmental (college) opportunities – that has ultimately proven true. The agency needed broadcast production for videos and commercials so the Radio, TV and Film School was contacted, readily wanting to participate. The Engineering School had a packaging program and together, the agency could provide copy and strategy, and the packaging department would provide the mechanics for in-store displays and promotional materials.

The Music School liked the idea of the ability to create jingles, and so too joined in. And, the University Communications Department feels that an organization such as DB&H, while working with on-campus departments and entities can be the 'keeper of the brand' and provide consistency with typeface, colors, etc. when other on-campus departments need creative and production work. They, in turn, are becoming a sales arm for the agency in obtaining new clients on-campus.

Dwight Bentel and Hall is in its second year of operation. We have found that it is important to have the clients come to class and present a request for proposal, so that students can learn about the potential client and decide if they are interested in working for them. What have we learned so far? During its first year, we installed a layer of student managers to oversee account service, public relations, media, creative, and production. We now feel that DB&H became too top heavy with the other students resenting this management team. Often, the management team would hide from their responsibilities. Students do not yet have the real life management experience to be able to manage such responsibility – one student was actually fired from the program during the first year.

**“Both advertising and public relations majors crossed over to take on other tasks.”**

We learned that each team needs a member doing the respective responsibility reporting directly to the team leader, who reports to the adviser, who acts as a managing partner of the agency. We as the managing partners divide up the clients and teams. We learned that once the upcoming year's members have been chosen in the preceding semester that a debriefing/briefing process is needed. The new teams need to be created earlier and to gain exposure from the outgoing team so that the start-up is seamless. Many of our clients are staying with the

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agency fully expecting new team members, mirroring the rotations that go on in the industry these days.

During the first year of DB&H, we saw first hand the growth of the students from both disciplines. Both advertising and public relations majors crossed over to take on other tasks they might not have had they not been part of DB&H. And, we are profitable!

Many of the large and small integrated agencies on the West Coast tell us that because of experience students receive as members of DB&H Communications at San Jose State University they will have the edge over others competing in this very competitive job market – this is invaluable. **AAA**

## Author Bios

### Tim Hendrick

Tim's marketing and communications expertise both as a respected industry executive and as an Assistant Professor at San Jose State University encompasses marketing/product strategy, Advertising, PR and Internet/new media. He has helped achieve marketing and sales success for a wide range of global and start-up companies in both the B-B and B-C categories. He has authored, managed and implemented corporate branding & positioning initiatives, marcom strategies, integrated media campaigns, promotions and co-marketing programs at the local, national and International levels. His collaboration across sales, marketing, research, creative and overall agency management have enabled companies to evoke emotional and rational attributes to increase both sales and market share while reducing expenses. Tim is adviser to the Spartan Daily, SJSU's award winning daily newspaper and acts as a managing partner to DB&H Communications, an on-campus communications agency. He also currently serves as a President of the AAF Silicon Valley Ad club and is Chairman of the Morgan Hill Chamber of Commerce Board. He also serves on a number of other Boards related to academic and media endeavors and is also on the National Council of Retail Advisors. Email: timhendrick@hotmail.com

### Christine Di Salvo

Chris Di Salvo has owned and operated Professional Effects, a public relations consulting firm since 1984. She specializes in public relations strategy, media relations and event planning. Currently she is the associate producer for the Unique Lives and Experiences lecture series, which is entering its fifth year in San Jose. Ms. Di Salvo is very active in the San Jose community. She is a member of the Rotary Club of San Jose. Through her rotary involvement, she is chair of the contributions committee and vice president of the endowment board. Ms. Di Salvo is also chairperson of the County of Santa Clara Florence, Italy, Sister County-Commission. She is also a member of the San Jose Silicon Valley Chamber of Commerce and was a member of the board of directors for eight years. She is a past Commissioner for the City of San Jose Parks & Recreation Department, and past president of the YWCA Board of Directors of Santa Clara County. She is past-president of the South Bay Public Relations Roundtable and the 1991 Chairperson for Women In Business, a San Jose Metropolitan Chamber of Commerce program. She is also editorial writer for *San Jose-Silicon Valley: Primed for the 21st Century*, a book about the area that is now available in bookstores. Since 1995, Ms. Di Salvo has taught public relations as an adjunct professor in San Jose State University's School of Journalism and Mass Communications where she has had the opportunity to teach students through courses such as the Student Advertising and Public Relations Agency, Special Event Management, Public Relations Campaigns as well as Media Writing techniques. Telephone: 408-265-0302 Email: ProfEff@aol.com

# Groundbreaking Conference: Consumer Culture and the Ethical Treatment of Children

by Elizabeth Taylor Quilliam

Michigan State University's Children's Central Research Collaborative unit in the Department of Advertising, Public Relations, and Retailing hosted the inaugural "Consumer Culture and the Ethical Treatment of Children: Theory, Research and Fair Practice" conference in November 2009. Children's Central has been working with the Michigan Children's Trust Fund (CTF), the state's exclusive child abuse prevention agency, on a variety of initiatives including this conference.

Two plenary session speakers, two luncheon speakers, and 28 conference breakout sessions were included in the program that attracted scholars from six countries and 150 practitioners from 81 of the 83 counties in Michigan. The Academy was well represented in competitive paper and special topic sessions, and three current and former *Journal of Advertising* editors participated – Russ Laczniak, Marla Royne, and Les Carlson. Drs. Royne (University of Memphis) and Carlson (University of Nebraska – Lincoln) co-chaired the conference, along with Nora Rifon, Brad Greenberg, and myself, all of MSU's Children's Central.



**Dafna Lemish, Tel Aviv University and Harvard Medical School, talks with WKAR public broadcasting reporter Mark Bashore at MSU's conference on consumer culture and the ethical treatment of children.**

## *Scholars Address Violence, Gender Issues in Media*

Plenary session speakers included Cheryl Olson, co-director of the Harvard Medical School Center for Mental Health and Media; Ben Tanzer, director of strategic communications at Prevent Child Abuse America; Dafna Lemish of Tel Aviv University, editor of the *Journal of Children and Media* and visiting professor at Harvard Medical School; and Wally Snyder,

President Emeritus of the American Advertising Federation and 2009 winner of the AAA's Kim Rotzoll award for advertising ethics and social responsibility. Researchers presented papers on a variety of topics including television ads and violence, child development and media literacy, and food advertising and branding. In addition to the plenary and academic competitive paper sessions, practitioners could choose from 18 breakout sessions designed to address their specific needs.

Dr. Olson opened the conference with a presentation of her controversial multi-method study of teens and video/computer games that has generated several journal articles and one book, *Grand Theft Childhood: The Surprising Truth About Violent Video Games and What Parents Can Do*. On the second full day, plenary session speaker Dr. Lemish discussed findings reviewed in her forthcoming book. Her research focuses on media presentations of gender and culture to young audiences, building on the expertise of 135 television professionals from 65 countries around the world as they talk about the role television plays, and should play, in the lives of young people.

## *Competitive Paper and Special Sessions Highlight Emerging Topics*

Our conference breakout sessions covered a wide range of topics, with competitive papers presented on research in areas as diverse as Television Ads and Violence, New Technologies, Legal and Policy Issues, Culture & Gender Issues, Food Advertising & Branding, Packaging, Electronic Aggression, and Child Development and Media Literacy.



**Bruce Vanden Bergh (Professor, MSU; former AAA President) discussing food packaging targeting children**

Continued on next page...



In a special panel session, Moniek Buijezen, Esther Rozendaal, Eva A. van Reijmersdal, and Laura Owen from University of Amsterdam collaborated with Russell Lacznik from Iowa State University to present "Conceptualizing and-Measuring Children's Advertising Literacy: A Critical Reflection." The aim was to find consensus on a research-oriented model of advertising literacy and age-appropriate techniques to measure children's advertising literacy.



Conference co-chair Elizabeth Taylor Quilliam (left) with Anna McAllister (The University of Queensland, Australia; now at University of Wisconsin-Madison).

### *Children's Central "Innovation Award" Winners Present New Research*

In 2008, we introduced the Michigan State University Innovation Awards program, supported by the Michigan Children's Trust Fund in collaboration with Prevent Child Abuse America. Designed to encourage new research into a wide variety of issues directed at or involving the ethical treatment of children, the MSU campus-wide competition offered monetary awards along with an opportunity for the seven winners to present their work during the conference.

Innovation Award winner Renee Knake, Assistant Professor in the Michigan State University College of Law, proposed reframing the disconnection between law and social science based on Barbara Bennett Woodhouse's theory. Knake's paper tests that theory by revisiting violent video game cases and evaluating whether her ecogenerist perspective could achieve any real change in the courts' conclusions. MSU School of Packaging Associate Professor Laura Bix, another Innovation Award winner, presented her investigation into understanding the physical interface between children and packaging. Other Innovation Award winners reviewed topics ranging from African American teens' understanding of advergames to electronic social aggression among youth.

### *Generous Sponsor Support*

Richard Cole, chairperson of the Department of Advertising, Public Relations, & Retailing, brought together a generous group of sponsors to underwrite guest speakers and other conference events. Sponsors included Blue Cross Blue Shield of Michigan, the Michigan Children's Trust Fund, the National Alliance for Children's Trust and Prevention Funds, the New Media Drivers License Course at Michigan State University, MSU's Department of Outreach and Engagement, and Prevent Child Abuse America.

### *Future Events*

East Lansing, Michigan will be the location of our next Consumer Culture Conference on September 14-16, 2011. We hope you will consider submitting your work and plan on joining us as we continue to investigate critical issues shaping our future. More details will be available soon on our website: [www.childrenscentral.msu.edu](http://www.childrenscentral.msu.edu). **AAA**

## Author Bio

Elizabeth Taylor Quilliam is an assistant professor and associate director of Children's Central in the Department of Advertising, PR, & Retailing at Michigan State University. Dr. Quilliam conducts research in new media, corporate social responsibility, and marketing to children, focusing on entertainment games for advertising and marketing, food marketing to children, and consumer online privacy. Her work has been published in both academic journals and trade publications. Prior to joining MSU, she was the first Harrison/Omnicom professor of advertising at West Virginia University. She earned a BA at Oberlin College, MBA at Case Western Reserve University, and PhD from Michigan State University.

## Contact Information

Elizabeth Taylor Quilliam, Ph.D.  
Assistant Professor  
Associate Director, Children's Central  
Department of Advertising,  
Public Relations, & Retailing

317 Comm Arts & Sciences Building  
Michigan State University  
517-432-7078  
<http://childrenscentral.msu.edu/>

## Staying Calm When Times Are Stressful

by Fan Hu

Many people say that doctoral students have all work but no life. When I started the program, I had a 2½-year-old and a 2-month-old. Sure, it is so easy to get overwhelmed at times, especially during my first year in the program and whenever near a submission deadline. There always seems more to do than there is time for. I suggest the following to make the often stressful phase a bit smoother:



Fan Hu

*Get life balanced.* Study is “part” (as opposed to “all”) of my life. I cannot escape my parental duties anyway. Besides, what is the joy of having children if I cannot spend time with them? In fact, when I follow a routine to spend time with family, to work out, or even to do house chores, I find them good ways to recharge my batteries and remind me there are other important things in life. Striking a balance in life is similar to multitasking, which we all try to manage for our study. If done well, we not only get more positive experience out of the doctoral years but also make better adaptations to our career and life after the degree.

*Focus on efficiency and productivity.* First, although many research topics interest me, it is unrealistic to study each one of them. Interdisciplinary coursework is stimulating but too much of it can dilute your energy. So, make choices and leave some research questions for later. Second, do not wait too long to start the first research project and collaborating with others is a good strategy. Research productivity prepares you for the job market as well as the dissertation. **AAA**

*Fan Hu (05446392@hkbu.edu.hk) is a PhD candidate at the Department of Communication Studies, Hong Kong Baptist University. Her research interests include consumer information processing and the psychological aspects of media effects. Her current research projects investigate the underlying mechanism of the effects of idealized media images. She received her MA. in Communication at the University of Wisconsin-Stevens Point. Prior to joining the PhD program, she worked in multicultural advertising agencies in New York City and later taught at a university in south China.*

## Buckle Up and Enjoy the Ride

by Laura Crosswell

Barely surviving Western Civilization, Spanish 101, and the math requirements I was required to take as an undergrad, the thought of continuing education never crossed my mind. With a diploma in hand, I began envisioning my life as a successful professional in the advertising industry. After a run-in with the uncaring reality of an economy in free fall, I decided to put my career goals on hold and pursue my master’s degree in communication.



Laura Crosswell

It was under the dedicated guidance of a spectacular graduate faculty at the College of Charleston that I discovered a true passion and respect for academia. Now a first year doctoral student at Louisiana State University, I have reached academic milestones that I had long considered unachievable.

Though things seem to have worked in my favor, the journey has not been an easy one. Challenges, responsibilities and the raw fear of failure have molded me into someone I would not have recognized 24 months ago. I’d like to share with you a few of the lessons I have learned from my struggles, as they have proven to be an invaluable asset in managing the challenges often encountered as a graduate student.

1. **Accept failure.** Failure is inevitable, both in school and in life. Accept the fact, embrace the challenge, and command yourself to be unstoppable.
2. **Follow your vision.** Never compromise your goals for the sake of pleasing others.
3. **Take responsibility for your education.** It is easy to wall yourself in with work, but take the initiative to become involved in extracurriculars.
4. **Find your passion.** Dedicate your heart, mind, and soul to that which drives you and you will find success. **AAA**

*Laura Crosswell (lcross3@lsu.edu) earned her B.A. in Communication from Clemson University in 2006 and M.A. in Communication from the College of Charleston in 2008. Now a doctoral student in the Manship School of Mass Communication at Louisiana State University, Laura teaches Creative Advertising Strategy while pursuing her research interests in social marketing, consumer behavior, and the psychosocial mechanisms of symbolic communication.*

## Honors and Awards

### *Hill Receives Pollay Prize*

Dr. Ronald Hill (Villanova School of Business) has received the 5th Annual Pollay Prize from the University of British Columbia's Sauder School of Business. The award is named for Professor Emeritus Rick Pollay in recognition of his many and varied contributions as a scholar, teacher, and advocate.



**Ronald Hill**

### *EMU Professor is Awarded Distinguished Faculty Research Award*

Dr. Sheila Sasser is the 2009 recipient of the Ronald W. Collins Distinguished Faculty Research Award at Eastern Michigan University. This award is the highest honor the University presents to an individual faculty member.



**Sheila Sasser**

### *Sundar Receives NSF Grant*



**S. Shyam Sundar**

Dr. S. Shyam Sundar, distinguished professor of communications and co-director of the Media Effects Research Laboratory at Penn State University, has received

a grant from the National Science Foundation (NSF) in the amount of \$432,313 for his project "Interface Interactivity and User Engagement: A Communications Perspective."

### *La Ferle Wins President's Associates Outstanding Faculty Award*



**Carrie La Ferle**

Dr. Carrie La Ferle, Professor of Advertising in the Temerlin Advertising Institute at Southern Methodist University, was awarded the President's Associates Outstanding Faculty

Award in January. This award is given annually to faculty who have sustained high achievement as teachers and whose scholarship makes a meaningful contribution to learning.

### *Tellis Receives Lifetime Achievement Award*



**Gerard Tellis**

Dr. Gerard J. Tellis (USC Marshall School of Business) was awarded the 2009 Lifetime Achievement Award for Contributions to Behavioral Pricing at the Behavioral Pricing Conference.

## Grants & Fellowships

### *Illinois Doctoral Candidate Receives Fellowship*



**Talé Mitchell-Ware**

Talé Mitchell-Ware, a PhD Candidate at the University of Illinois, Urbana-Champaign, has received Anthony J. Petullo Advertising Fellowship.

### *UGA Professors Win Research Grant*

Drs. Dean Krugman and Tom Reichert, Department of Advertising and Public Relations and Dr. Barry Hollander, Journalism Department, University of Georgia, received \$10,000 from Cox Institute of Newspaper Management to examine consumer reactions to e-readers.



**Dean Krugman**

### *Lancendorfer Receives Order of Omega Award*



**Karen Lancendorfer**

Dr. Karen M. Lancendorfer, Assistant Professor of Marketing at the Haworth College of Business, Western Michigan University, has received the Order of Omega

- Outstanding Professor Award for 2009. The Order of Omega is an honorary Greek Organization that represents the top 3% of all Greek fraternities and sororities at WMU.

### *Hong Kong Research Team Receives Government Grant*

Dr. Kara Chan of Hong Kong Baptist University is in the research team of Dr. Anna Hui (City University of Hong Kong) who obtained \$125,000 from the Strategic Public Policy Research from the Government for the project titled "The making of a creative Hong Kong: Creativity for all ages, and age integration in creative industries."

Continued on next page...



## Job Changes, New Hires, P&T

Tom Mueller has earned his Ph.D. degree from the University of Florida and is now an assistant professor in the Communication Department at Appalachian State University in Boone, NC.



**Tom Mueller**

## Other News

### *UA Students Working on Anti-Binge Drinking Campaign*

With a \$75,000 grant from The Century Council providing the essential funding, students in the Advertising and Public Relations Department at The University of Alabama will create, implement, and evaluate the effectiveness of national anti-binge drinking campaign. Teri Henley, the faculty supervisor for this effort, also served as faculty advisor of the UA student team that placed 2nd in the 2009 National Student Advertising Competition.



**U of Alabama Students**

### *UGA Students Win ECHO Competition*

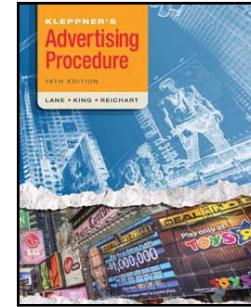
Two student teams from the University of Georgia respectively won Gold (\$4,000) and Silver (\$2,000) awards from the ECHO competition, a national direct marketing campaign competition, held by DMEF (Direct Marketing Education Foundation) of the DMA (Direct Marketing Association). Dr. Jooyoung Kim was the faculty advisor.



**Two student teams from the University of Georgia receiving their awards**

## Book Releases

A new research textbook has been just released, aimed at teaching research methods to undergraduate students. The authors are four AAA members: Don Jugenheimer, Sam Bradley, Larry Kelley and Jerry Hudson. The book, titled *Advertising & Public Relations Research*, is all-new and published by M. E. Sharpe Inc.



The 18th edition of *Kleppner's Advertising Procedure* has been recently published (Prentice-Hall). Tom Reichert joins the author team on this edition which

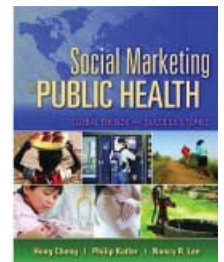
contains expanded coverage of digital advertising, new viewpoints by leading advertising professionals, and many of the latest ads from the US and globally.



The 6th Edition of *Media Flight Plan* by Dennis G. Martin and Robert D. Coons has been published. This new edition includes new case studies, new chapter on social media & social marketing, and software with New

MFP Online Simulation.

*Social Marketing for Public Health: Global Trends and Success Stories* (Jones and Bartlett Publishers) edited by Hong Cheng, Philip Kotler, and Nancy R. Lee has been published.



Comprising case studies from 15 countries around the world, the book covers a wide range of successful public health campaigns and explores the key breakthroughs, innovative techniques, and enduring concepts that have made social marketing a formidable weapon at the global level today.



# Events & Deadlines

## March

1: March 2010 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

15: Article submission deadline for *International Journal of Advertising* Special Issue on Social Media (see call p. 18)

15: Article submission deadline for *International Journal of Mobile Marketing* (see call p. 19)

18-21: AAA Annual Conference 2010, Minneapolis, MN (see <http://www.aaasite.org>)

31: Deadline for submitting paper summary to the 9th International Conference on Research in Advertising (ICORIA) (see call p. 20)

## April

5: Deadline for submissions of papers or abstracts for the CS/D&CB Conference (see call p. 21)

7: Completed manuscripts or abstracts due for the AAA Conference Proceedings

## May

15: Submissions to the AAA Newsletter due

## June

1: June 2010 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

4-6: 2010 AAA European Conference, Milano, Italy (see <http://www.aaasite.org>)

24-25: International Conference on Research in Advertising (ICORIA) 2010, Madrid, Spain

## July

15: Proceedings of AAA 2010 Conference available to membership

## August

15: Submissions to the AAA Newsletter due

## September

1: September 2010 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

## 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:  
**[newsletter@aaasite.org](mailto:newsletter@aaasite.org)**

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

# Announcements...

## CALL FOR PAPERS

### *International Journal of Advertising* Special Issue on Social Media

Recent years have witnessed a flourishing of social media. Examples of the user-centric multimedia applications include Facebook, MySpace, Friendster, LinkedIn, Orkut, YouTube, Flickr, Twitter, etc. Over three quarters of American consumers have already integrated social media into their daily lives and Facebook alone caters to 250 million users.

Social media are affecting the ways by which consumers connect with others, consumers exchange information and opinions, and persuasive messages are created and delivered. The magnitude and swiftness of the influence of social media challenges researchers and practitioners with a need to understand the science behind social media and devise applications of social media for marketing communications.

Manuscripts are solicited for a special issue of the *International Journal of Advertising* devoted to social media and their implications for advertising. The goal of this special issue is to extend our theoretical and practical knowledge of how consumers utilize social media and how brand messages are designed and placed in the era of social media. Authors may submit empirical studies or conceptual papers on various aspects of social media. Papers that are theoretically grounded and also provide managerial implications are especially encouraged.

Topics that may be addressed include but are not limited to:

- Social network structure in social media
- Psychological or ethnographic studies of social media
- Content creation and sharing in social media
- Brand-related conversations in social media
- Relationship between social media and mainstream media
- Customer relationship management (CRM) and data mining in social media
- Consumer-brand relationship building in social media
- Brand communities in social media
- Social media and viral marketing
- Current approaches to and practices of using social media for promotional purposes
- Social media development and practice in different countries
- Current metrics and alternative measures of social media effectiveness
- Legal and regulatory issues related to social media
- Consumer control and empowerment in social media

#### Submission Information

Manuscripts should be submitted through the *International Journal of Advertising's* regular review process while including a note that the paper is being submitted to the special issue. The deadline for submission is **March 15, 2010**. Inquiries should be directed to the special issue editor:

S. Marina Choi, Ph.D.  
Department of Advertising  
The University of Texas at Austin  
1 University Station A1200  
Austin, TX 78712-1092  
marina@mail.utexas.edu  
Phone: (512) 471-3359

# Announcements...

CALL FOR PAPERS

*International Journal of Mobile Marketing*

**Submission Deadline: March 15, 2010**

## **Research Agenda--Sample Topics to Consider**

The use of the mobile channel for marketing is a growing worldwide phenomenon. The field of mobile advertising and marketing has drawn the attention of academics, students, and industry professionals. Leading industry brands are committing larger marketing budgets to interactive digital media--including mobile. Technology companies throughout the world are investing heavily in the creation of mobile marketing solutions, and many new and important research studies are underway; however, with all this attention there is still much to learn about mobile marketing. There remains a gap in our understanding of what mobile marketing is and what drives consumer adoption and acceptance of mobile marketing. In order to help guide and influence academic studies and commercial use of mobile marketing, contributed papers should provide insight into the theoretical basis and practical application of mobile advertising marketing. Authors may consider, but are not limited to, the following topics:

- Review of industry typology, definitions
- Mobile marketing theory, frameworks, constructs, and concepts
- Research methodologies and models suitable for studying mobile marketing
- Effectiveness of mobile marketing across various traditional media channels, i.e. the mobile enhancement of traditional media
- Mobile initiative metrics
- Mobile customer relationship management
- Effectiveness of mobile content, such as ringtones, mobile TV, video, images, etc., within the marketing mix
- Application of multimedia within mobile marketing initiatives
- mCommerce as it pertains to the marketing mix
- Analysis of the various delivery methods: SMS, MMS, mobile Internet, IR, IM, Bluetooth, mobile email, mobile portals
- Analysis of future trends and impact of global, environmental, cultural, and/or political activities on mobile marketing
- Use of mobile channel for philanthropy or politics
- Demystification of the technology needed to enhance mobile marketing adoption
- Effective methods for bringing mobile marketing academic research to professionals
- Mobile search and location-based marketing

Feel free to contact Editor Michael Hanley at [mmajournal@mmaglobal.com](mailto:mmajournal@mmaglobal.com) to verify the appropriateness of a topic before submitting a paper for publication. Full submission guidelines are available at: <http://mmaglobal.com/resources/international-journal-mobile-marketing/call-for-papers>. Feel free to contact the editors at [mmajournal@mmaglobal.com](mailto:mmajournal@mmaglobal.com)

# Announcements...

## CALL FOR CONFERENCE PAPERS

### The 9th International Conference on Research in Advertising (ICORIA) Madrid, June 25 & 26, 2010

**Chair: Shintaro Okazaki, Universidad Autónoma de Madrid, Spain**

The 9th ICORIA will be held on **June 25 and 26, 2010**, in one of the most exciting cities in Europe: **Madrid**. The ICORIA is an annual conference of the **European Advertising Academy (EAA)**. Every year, over 90 papers on various topics related to advertising and brand communications are presented during the two days of the conference. The venue will be in the centre of Madrid. During the conference, several social events and city tours will be scheduled.

#### CALL FOR SUBMISSION:

Please submit a five page summary of your paper no later than **March 31, 2010** to: [papers@icoria.org](mailto:papers@icoria.org). All submissions will undergo blind peer review, 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, research objectives, hypotheses, methods, findings, discussion and/or conclusions, as well as a list of references.

**The maximum submission length is five pages; single-spaced; 12 point font; Times New Roman;** title page, tables, figures and references are in addition to this. The title page should include: paper title, author(s) names, affiliations, and contact information (including email address, telephone number, and postal address). Please refer to the submission guidelines for details regarding the required submission format: <http://www.icoria.org/>.

#### SUGGESTED TOPICS:

Potential topics for the 9th ICORIA include, but not limited to:

- Branding issues
- Psychology & advertising
- Consumer behavior
- Integrated Marketing Communications
- Cross-cultural/international advertising
- Internet/online marketing
- New technology & advertising
- Consumer generated content
- Product placement & branded entertainment
- Cross-media strategy & promotions
- Public relations & sponsorships
- Regulatory and public policy issues
- Media, ad content & creativity
- Health communication & social marketing
- Retailing & advertising
- Modeling & statistical methods
- Mythological issues

#### SPECIAL FEATURES:

- All accepted paper proposals will be published in the **Conference Proceedings** on CD-ROM.
- The **Best Paper Award** is awarded to the individual(s) judged by an independent selection committee.
- The **Best Student Paper Award** is presented to a Ph.D. candidate judged by an independent selection committee.
- Selected papers will be published in an official EAA publication, **Advances in Advertising Research Vol. II**.
- Selected papers will be invited for formal submission to the **International Journal of Advertising**.

#### CONTACT:

Any questions or inquires regarding the 9th ICORIA should be directed to:

Shintaro Okazaki, Ph.D.

Universidad Autónoma de Madrid

Department of Finance and Marketing Research

College of Economics and Business Administration

Cantoblanco, 28049 Madrid, Spain

Email: [shintaro.okazaki@uam.es](mailto:shintaro.okazaki@uam.es)

Tel: +34 (91) 497-2872

Fax: +34 (91) 497-8725



# Announcements...

## CALL FOR CONFERENCE PAPERS

### ***Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference***

The *Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior* will be holding its bi-ennial conference June 15 – June 18, 2010 in Chicago, Illinois!

Welcome reception/registration will take place at the Carleton-Oak Park Hotel & Inn from 4 - 6 p.m. on June 15, 2010. This is the hotel we recommend that conference attendees make their room reservations due to the negotiated price (\$163/night for the Deluxe room, single or double) which includes a number of amenities (check out their website at <http://www.carletonhotel.com/> ). This is a superb, 4 star hotel, and it also has the advantage of being located a short 1.5 miles immediately to the south of Dominican University which will be the site for all of our sessions. For those without their own cars, transportation will be provided to Dominican and back to the Carleton Hotel each day of the conference.

For reservations at the Carleton-Oak Park Hotel, call toll-free 1-888-227-5386. Ask for Dana Schuster or “Group Sales” and identify yourself as a participant in the CS/D&CB Conference. A block of Deluxe rooms has been reserved (and, for those on a severe budget, a block of Inn rooms have been reserved for the discounted rate of \$98 per night), but reservations must be made by May 15, 2010 at the latest to guarantee space at the special negotiated prices. Make your reservations early to be sure that you secure your accommodations at this delightful hotel. Pending room availability, this rate will also apply 3 days before and 3 days after the conference.

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Papers focusing on topics related to customer satisfaction, customer dissatisfaction and complaining behavior, and linkages between any of these or related constructs and customer loyalty toward service providers, consumer or business organizations/products are welcome. Empirical and conceptual papers are equally encouraged. Please try to limit the length of your manuscript to not more than 35 pages (double-spaced; 12 pt font). All submissions will undergo a double-blind editorial board review process, and all accepted papers and abstracts will be published in copyrighted electronic Proceedings and made available on a CD at the conference.

Due Date for Submitting Papers or Abstracts: April 5, 2010.

Check out our website (<http://www.cob.ilstu.edu/jcsdcb>) for additional details, including the registration form. To ask questions and/or to electronically submit your paper or abstract, contact:

Stephen Goodwin

Editor, JCS/D&CB

Professor of Marketing, College of Business

Illinois State University, Normal, IL 61790-5590

E-Mail: [sagoodwi@ilstu.edu](mailto:sagoodwi@ilstu.edu)

Tel. (309) 438-2893

# Announcements...

## JOB ANNOUNCEMENT

### Mizzou Is Hiring Three Advertising Professors



If you can teach what you do for a living, you could be one of them...

- Professor of Creative Media in Strategic Communication (Advertising, Public Relations and New Media)
- Professor of Creative Copywriting in Strategic Communication (Advertising, Public Relations and New Media)
- Professor of Creative Design & Visuals in Strategic Communication (Advertising, Public Relations and New Media)

Growth of our Strategic Communication program at the world-renowned Missouri School of Journalism means we will be adding three dynamic industry professionals to our staff of full-time professors.

No advanced degree is necessary, but industry experience, a strategic focus, and a passion to teach are musts.

For further details, go to <http://hrs.missouri.edu/find-a-job/academic/unit/journalism/>.

# Announcements...

## JOB ANNOUNCEMENT

### Two Assistant Professor Positions in IMC

The School of Communication in the College of Communication and Information at the Florida State University is seeking applications for two assistant professor tenure track positions. Applicants must demonstrate a strong potential for productive funded research and teaching.

Successful applicants will teach in the advertising area at the undergraduate level and in the Integrated Marketing Communication program at the graduate level. We are seeking individuals who can help expand our research efforts in health communication, new media marketing, branding, and multicultural marketing communication, and who can teach in one or more of the following areas: media planning, advertising research methods, consumer behavior, account planning, creative strategy, new media marketing, and multi-cultural marketing. It is expected that the successful candidate will also participate in contract and grant work. A Ph.D. in a communication-related area is required; additional professional and/or funded contract and grant experience preferred.

The application process includes online forms that can be completed at <https://jobs.fsu.edu/index.cfm>. Candidates should also send a letter of application that details research and teaching interests, curriculum vitae, and contact information for at least three references. These materials should be sent to:

Ms. Nakeesha Carter  
Office Administrator  
School of Communication  
UCC 3100, Florida State University  
Tallahassee, FL 32306-2664

A review of applicants will begin immediately and will remain open until the positions are filled. Preferred starting date is Fall 2010.

Florida State University is a public institution located in Tallahassee, the capital of Florida. Additional information about the School, College and University can be found at: <http://www.com.cci.fsu.edu> and <http://www.fsu.edu>. FSU is an equal employment opportunity employer and educational provider committed to a policy of non-discrimination on the basis of race, creed, color, sex, religion, national origin, age, disability, veteran or marital status, or any other protected group status.



**JOB ANNOUNCEMENT**  
**Advertising**  
**Tenure-Track Assistant Professor**

The A. Q. Miller School of Journalism and Mass Communications at Kansas State University invites applications for a tenure-track assistant professor position in advertising. Advertising is one of three sequences in the school along with public relations and journalism/digital media.

The successful candidate will demonstrate a strong commitment to excellence in creative activities, teaching, student advising and serving a diverse population. Candidate will be able to teach courses in at least two of the following areas: principles of advertising, message writing, message creation and production, strategic communication management, media strategy and planning and campaigns. Promise of productivity in research and scholarly publication and service to the school and university is expected. Ph.D. with appropriate professional experience is preferred (ABD considered if degree completion is expected prior to August 2010).

Review of applications will begin April 5, 2010 and continue until the position is filled. Candidates are asked to include electronic submission of the following: (1) a letter of interest that addresses career objectives and aspirations, (2) complete curriculum vita, and (3) list of references with complete contact information from at least three academic or professional references.

Kansas State University is one of the original land-grant universities and is located in the beautiful Flint Hills of east-central Kansas in Manhattan. The university has an excellent town/gown relationship with Manhattan, a city of about 50,000 that prides itself in an amazingly high quality of life, including an abundance of parks and hiking/biking trails, an accredited zoo, a first-rate public library, recreation facilities, and abundant arts. The Manhattan school system is one of the best in a state that places a great premium in education.

K-State is first in the nation among state-supported colleges and universities, and third in the nation among all colleges and universities in the number of Rhodes, Truman and Marshall scholarships. The Miller School of Journalism and Mass Communications is endowed and has recently updated its audio and video production facilities. Students have the opportunity to work with award-winning student-run media, including a radio station, a daily newspaper, and a yearbook, as well as produce video content for a local cable-television channel and web.

Kansas State University is an AA/EEO employer that actively seeks diversity among its employees. A background check is required.

Submit all application materials electronically to:  
Dr. Charles Pearce, Advertising Search Chair,  
[charlesp@k-state.edu](mailto:charlesp@k-state.edu)



# Announcements...

## Advertising Educational Foundation (AEF)

### *AEF 2010 Annual Symposium*

**Advertising and the Asian American Community: Capture a Market Opportunity** brings together leading marketing/advertising executives and academics to raise awareness, understanding and importance of the as-yet largely untapped opportunity the Asian American community represents for our industry. Throughout the day, we will review case histories of in-market learning as well as personal stories about immigrant consumer experiences, and participate in an honest, lively discussion about how to move forward – with a not-to-be-missed keynote presentation by Neil Golden, CMO, McDonald's USA.

The core mission of the AEF is to be the industry's provider and distributor of educational content that enhances the discourse for a better understanding of advertising's role in culture, society and the economy. Acknowledging this mission, the AEF seeks to proactively shine the spotlight on diverse populations of consumers in the U.S. by providing a platform for open, unbiased discussion between industry and academia.

**The Symposium will be held on Friday, March 12 from 8:30 AM to 3:00 PM Central Time at Leo Burnett, 35 West Wacker Drive, Burnett Room – 21st Floor, Chicago, IL.**

#### **Tickets:**

**Call 888-986-8060 to reserve your seat now!**

**Admission (includes continental breakfast and boxed lunch): \$100**

**Students and Professors with current university ID admitted free**

**Details on [www.aef.com](http://www.aef.com)**

**Please contact Paula Alex at the AEF for further details (212-986-8060 or [pa@aef.com](mailto:pa@aef.com)).**

*The AEF is a non-profit 501(c)3 tax-exempt organization.*

### ***Inside Advertising Speakers Program***

*Sign up now for Spring 2010!*

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

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

### ***Advertising & Society Review (A&SR)***

The AEF publishes *Advertising & Society Review (A&SR)*, a comprehensive, top-quality academic online journal distributed by the Johns Hopkins University Press Project MUSE.

This publication, directed to professors and students in liberal arts colleges, universities and professional schools, offers articles, essays, and other scholarship about advertising in society, culture, history and the economy. The contents are edited and managed by scholars and representatives of the advertising and marketing industries with the goal of fostering a better understanding about the role of advertising.

A&SR is available through your university e-journal collections.

**Continued on next page...**

# Announcements... (cont'd)

## Advertising Educational Foundation (AEF)

### **AD Text**

The AEF is pleased to publish the *ADText Online Curriculum*, the first online textbook about advertising and society. The Curriculum consists of 20 units and is published as a supplement to *A&SR*. Professors who teach about advertising in both liberal arts and professional programs will find the online curriculum useful for their teaching. 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
- Children and Advertising
- Global Advertising

\*New: A Spanish interpretation is completed and will be incorporated. An interpretation in Chinese (Mandarin) will be completed by mid-year.

ADText units are available via open access. A demo and the Table of Contents are available at [www.adtextonline.org](http://www.adtextonline.org).

### **The AEF welcomes your comments and questions.**

Please contact Paula Alex, CEO, at [pa@aef.com](mailto:pa@aef.com) or  
Marcia Soling, aef.com Content Master, at [ms@aef.com](mailto:ms@aef.com)  
(212) 986-8060 [www.aef.com](http://www.aef.com)

# 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 (newsletter@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



## 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)