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*Featured Research*

## How advertising proved to be the key to success!

by Peter Neijens

### How I first got started in advertising research

Currently, I work on the Communication Science degree programme at the University of Amsterdam, but when I was a student in the 1970s, Communication Science did not even exist as a separate discipline. It was a specialisation within political science, which I was studying at that time. In those days, the Communication Science specialisation focused on subjects such as journalism,

media and public opinion. It was only when Communication Science became an independent degree programme in the 1990s that it also began to cover advertising, consumer behaviour and branding. This came in response to major pressure from students and



Peter Neijens

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*Featured Teaching*

## Holding High Standards and Challenging Your Students

by Don Jugenheimer



Don Jugenheimer

Call me old-fashioned, but I always taught the same way: holding high standards and expecting students to climb to my level of expectations. Don't settle for the lowest common denominator: challenge! I tried to emphasize two things: thinking and problem solving. After all, nobody will hire college graduates because of what they know, only for what they can do with what they know.

### Examinations

That is why my examinations emphasized application instead of rote knowledge. I taught the ad media course more than any other, and my exams would place the students in a work situation, posing problems and questions and asking them to tell what they would do or recommend, based on what they had learned. When I taught copy or research or management, I tried to do the same things. In research, the mid-term exam would be to design a research study, and in management there might not be an "exam" as such but rather a series of short cases to

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in the face of opposition from colleagues in academia who considered advertising vulgar and commercial and not an appropriate subject for academic study. For the advertising lectures, it was necessary to call on the services of someone from outside the University: Giep Franzen. At that time, he was the CEO of BBDO Nederland, then the largest advertising agency in the country. Franzen - a practitioner with a keen interest in the scientific foundations of advertising - was willing to retire from business and continue his career as an adjunct professor at the University of Amsterdam. I can still recall how hundreds of students would stand in line at the student desk in order to secure a place in one of his classes. Since it was obvious that Giep Franzen would be unable to cater for all these students on his own, the question arose as to whether any of his colleagues would be willing to assist him. Dissatisfied by my colleagues' disdain for advertising, I decided to take on media and advertising in addition to my original interest in public opinion research. I was eager to study not only the effects of media on public opinion, but also the effects of media and advertising on consumer decision-making.



**The Communication Science Department at the University of Amsterdam**

### **Building Institutes**

The advertising track within the Communication Science degree programme at the University of Amsterdam developed at lightning speed and has for years been the most popular subject for students within our discipline. Advertising now has a total of 15 FTE teaching and research staff. It is primarily thanks to the huge interest in advertising that the Communication Science degree programme is now one of the largest at the University of Amsterdam. The discipline established itself rapidly, with the development of a number of high-profile institutes. For teaching, these are the College of Communication and the Graduate School of Communication. The Graduate School offers Master's degree and PhD programmes in Corporate Communication, Marketing Communication, Health Communication, Political Communication and Youth & Media. Research within Communication Science is based at the Amsterdam

School of Communication Research (ASCoR). ASCoR is the largest research institute of its kind in Europe and is among the largest worldwide. More than 50 senior researchers are permanently associated with ASCoR, and its English-language PhD programme hosts more than 30 students. The students and staff at the College, Graduate School and ASCoR are very international. Most lectures are given in English and research focuses on international subjects and international outlets.

### **Relationship with the Industry: The Foundation for Fundamental Research on Brand Communication**

When Giep Franzen came to work at the University, what he encountered was something he had never experienced in the business world: although the University of Amsterdam was very keen to introduce the new Communication Science degree programme, it actually had no money to fund it effectively. But the entrepreneur Franzen was undeterred: he immediately established a University foundation to secure sponsorship funding from large companies and institutions. The result became SWOCC, the Foundation for Fundamental Research on Brand Communication. SWOCC was a resounding success: the foundation is currently financed by around 280 sponsors from all parts of the branding and communication world in the Netherlands, including a large number of advertisers, advertising, research, media, design, communication and public relations agencies, broadcasters, publishers, educational institutions and sector organisations. The benefactors pay sponsorship funding, enabling University researchers to conduct independent research within SWOCC. In exchange, the sponsors are sent SWOCC publications and invited to special meetings designed to bring together the world of academia and professional practice as well as SWOCC book launches.

### **Even More Institutions: The European Advertising Academy**

On 2 and 3 May 2002, Copenhagen Business School's Flemming Hansen, who died suddenly this year, organised the First International Conference on Research in Advertising, later abbreviated to ICORIA. He was also one of the founding fathers of the European Advertising Academy (EAA), established in 2005 as a sister organisation to the American Academy of Advertising (AAA). The EAA organises the annual ICORIA conferences in Europe. The upcoming ICORIA conference to be held in Berlin in June 2011 will be the tenth, an anniversary worthy of celebration! I am extremely proud that along with Flemming Hansen (Copenhagen, Denmark), Ralf Terlutter and Sandra Diehl (Klagenfurt, Austria), Robert Heath (Bath, England), Edith Smit (Amsterdam, the Netherlands), Patrick de Pelsmacker (Antwerp, Belgium), Shintaro Okazaki (Madrid, Spain), and Tobias Langner (Wuppertal, Germany), I have been able to play my part in the growth and success of the EAA and ICORIA. In this context, I must also mention loyal

**Continued on next page...**

ICORIA participants such as Douglas West, Charles R. Taylor and Sheila Sasser, who have played an excellent role as ambassadors for the EAA and its alliance with the AAA.

### What Advertising Research Do We Conduct in Amsterdam?

Here in Amsterdam, we study advertising across a wide spectrum. Examples include advertising effectiveness models and the influence of the social environment (conducted by Bas van den Putte), the role of habits and automatic processes in consumer decision-making (Marieke Fransen and Gert-Jan de Bruin), children, adolescents and advertising (Patti Valkenburg and Moniek Buijzen) and online media (Guda van Noort). My own research focuses on the role of media in advertising, an area on which I have been collaborating with my colleague Edith Smit for many years. We have also supervised a large number of PhD projects in this area. As examples, I would like to mention three PhD projects from students who have since joined the academic staff at our institute. First, the research by Marjolein Moorman about the influence of the media context on the processing of advertising, focusing on the role of involvement, valence and thematic congruency. The research by Eva van Reijmersdal into the (unconscious) effects of brand placement on brand image, and the studies by Hilde Voorveld into the (actual and perceived) interactivity of brand websites

and the role of forward and backward encoding and sequence of exposure in cross-media campaigns which include brand websites. All this research has been published in journals such as the *Journal of Advertising*, the *Journal of Advertising Research*, the *International Journal of Advertising*, the *Journal of Marketing Communications* and the *Journal of Current Issues and Research in Advertising*. This is something of which a small country like the Netherlands can justly be proud! All our projects involve quantitative research and as well as experiments with student subjects, we always conduct real-life studies with representative random samples.

Interesting research, flourishing institutes, and numerous friends from across the world: my decision to embrace the world of advertising may not have been such a bad move after all. Although we never have posted a single advertisement or broadcast a commercial, advertising has been the key to our success! **AAA**

## Author Bio

Peter Neijens is Dean of the Graduate School of Communication and Full Professor of Persuasive Communication in The Amsterdam School of Communication Research (ASCoR) at the Communication Science Department of the University of Amsterdam. His research interests include media and advertising, public information campaigns, public opinion, political communication and research methods. He has published widely in national and international journals and books.

Peter Neijens is editor-in-chief of the *International Journal of Public Opinion Research* and also associate editor of the *Journal of Marketing Communications*. He is a member of the editorial boards of the *Journal of Advertising*, the *International Journal of Advertising*, the *Journal of Advertising Research*, and the *Journal of Current Issues and Research in Advertising*. He is past president of the European Advertising Academy.

Peter Neijens studied Political Sciences at the University of Amsterdam. After graduating cum laude, he worked at the Research Methods Department of the VU University Amsterdam for ten years. In 1993 he was visiting professor at the University of Michigan. He was the first Christian Schubert Professor at the Zeppelin University in Friedrichshafen (2006). Peter Neijens served as scientific director of The Amsterdam School of Communication Research (ASCoR) from 1998 to 2005, and The Netherlands School of Communications Research (NESCoR) from 2000 to 2005. Neijens was director of the Foundation for Fundamental Research on Commercial Communication (SWOCC) and deputy director of the Dutch Press Institute.

His research has received several awards, such as the Worcester Prize for the best article in the *International Journal of Public Opinion Research* (1997), the Top Paper Award of the International Communication Association (2000, 2006, 2010), the Top Paper Award of the International Conference on Research in Advertising (2003, 2009, 2010), the Best Reviewer Award of the *International Journal of Advertising* (2009), the Teaching Award of the Student Association Communication Science, and the Dutch EMMA Award for the best research in the field of Media & Advertising (in 1996 and 1999).

<http://pneijens.socsci.uva.nl/>

which the students had to respond, using the course material to provide their insights.

In more than four decades, I never used a machine-scored examination, even in large lecture sections of principles courses. I graded every paper myself, so I would know what the students had learned and what misunderstandings or misconceptions they had. Sure, in large lecture sections I had to resort to some true-false and multiple-choice questions, but I also included at least one essay question.

**“An examination is more than a testing device; it is also a teaching and learning implement.”**

An examination is more than a testing device; it is also a teaching and learning implement. I always returned exams, quizzes, case studies and the like at the next class meeting. That way, the students still remembered what they had written and why. If it takes weeks to return a test, the students have forgotten what they wrote and why they thought what they did. If you cannot grade the papers and return them promptly, don't give the assignment.

### **Projects**

Of course, it takes longer to grade projects and term papers. Every one of my media students had to prepare an entire one-year media plan, a practice that I learned from my mentor, Arnold Barban. Those papers were due late in the school term and were returned at least two or three days before the final examination, so students knew exactly what their standing was in the course before they took the final. I remember, when I was in school, being given the option of not taking a final exam, but I didn't know what my grade was to that point so I could not make an informed decision.

### **Grades**

My last university where I taught was Texas Tech, and annual evaluations of my work always said “Don uses the entire range of grades better than any other faculty member.” Yes, there has been grade inflation and grades have gone up. When I was in college, we had a “gentlemen's C” and C was a respectable grade. It was also the average, as it was intended to be. Now the average college grade is A-minus. That cannot possibly reflect the range of students and their work. One of my colleagues only gave As and Bs; that meant there were no below-average students!

### **Group Work**

I had one student who took media from me twice, but didn't attend class, failed both examinations and did not turn in a project, or only a short one that stopped after the Objectives section. That student received an F from me, both times. So then he took the course from another professor, worked on a group project and received the group grade: A. The academic advisors were furious; they knew that this student did not know the subject, but that grade allowed him to graduate with a degree in advertising. And in a month, I got two calls from advertising agency executives who had interviewed this young man and asked, “How could you give him a degree in advertising? He doesn't know anything!” I had to agree. He didn't. He rode on others' coattails.

I didn't like group projects when I was in school because I always felt like I was doing more than my share of the work and that some others in the group were getting better grades than they deserved. Group projects are easier on the instructor, with much less grading, but the educational experience is greatly watered down.

In a campaigns course, it is necessary to have group work, and I did allow group assignments then. But I always gave two campaigns within a single 15-week semester. The first 6 weeks were spent on a local campaign using a departmental organization, so students were in work teams such as research, media, copy, support activities and so on. The last nine weeks were spent on a regional or national campaign using agency teams. Using both approaches allowed the students to gain much deeper experiences. In addition, after the six-week local campaign, students understood the process better so, in the second campaign, they could concentrate on the content instead of the process. They always said things like “We must be missing something because this second campaign seems too easy.”

### **In Class**

I always offered a lot of course material to the students. And literally hundreds of students have told me that they learned more in my class than in any other advertising class they took – often more than any other course on any subjects.

Early on, I gave up taking attendance. I didn't need to. As I told the students, I expected them to be there every class meeting; students say that they want a real-life learning experience, so that's what I gave them. There were no excused absences; students were expected to attend and participate in every class, just as they are expected to show up for work every day.

Continued on next page...

Sometimes I would give unannounced quizzes on assigned reading or on the previous class session. If the students kept up, they did well; if they skipped, they did not do well. Attendance took care of itself, reflected in students' grades.

Deadlines were strictly enforced, just as they are in the advertising business. Late work was not accepted and not graded. Too tough? No, that's the way the real world is, and that's how we should prepare students for their eventual careers. By the way, if you decide to follow that practice, make sure it is clearly spelled out in the course syllabus and point it out on the first day of class.

**“There really is nothing new about distance learning. It still requires an instructor with a love of teaching.”**

### **Distance Learning**

Today, many schools are emphasizing on-line courses: distance learning. It is not new. I taught correspondence courses in introductory advertising in the late 1960s and early 1970s. Yes, we did have universities way back then. We did not have Xerox copiers and we wrote our dissertations on typewriters, paying someone to retype them to meet the institution's tight format standards. There really is nothing new about distance learning. It still requires an instructor with a love of teaching.

### **What Now?**

I miss teaching. I miss the interactions with my students. I miss having them come into my office for help or for a friendly discussion – a chance to know them better.

Too many faculty emphasize research. Teaching is still important. Remember, we work on a triad of activities; teaching, research and service. Teaching is listed first.

Be proud to be a good teacher. It takes work, devotion, empathy and much more. But it is deeply satisfying.

And if you want to see good teaching in actions, rent the movie “Stand and Deliver” and watch it more than once. **AAA**

### **Author Bio**

Don Jugenheimer has taught advertising for more than forty years. He has served on the faculties of six major universities, including as the first Manship Distinguished Professor at Louisiana State. He also spent more than 25 years in administration: dean, director, department chair, director of graduate studies and research. He is the author of 25 advertising books.

Dr. Jugenheimer was President of the American Academy of Advertising in 1984 and 1985, and he served as Executive Director from 2005 through 2007. In 2010, he received the AAA's “Sandy” award for lifetime teaching excellence. He continues to consult and write, and is President of In-Telligence Inc. He can be reached at [donj@in-telligence.net](mailto:donj@in-telligence.net).

# The President's Column: Visiting Phoenix

by Herbert Jack Rotfeld



Herbert Jack Rotfeld

As we set the plans for the annual conference, a general worry hit. Not only is there a recession, with tightened travel budgets for faculty that force a personal triage on travel choices, but this is the first AAA meeting without our long-time director of conference services managing all of the trivial details. Our new conference planner Betty Djerf, along with past president now-executive director Pat Rose, working *in loco Bob* as grand high Poo-Bah of all details seemed to have everything under control. So we focus on not just the usual great crowd

that we get every year, but maybe some new members and some contacts with the local advertising community. I don't have to read anyone the conference program to point out the two pre-conferences set to attract new members and (older?) professionals, the usual collection of research papers and special topic sessions bringing in. . . . well, I said I wasn't going to read the program.

Past conferences have been in some unusual locations as we tried to keep total costs down, and Arizona has not exactly been the place for positive tourism publicity. But the location has promising weather, the hotel is intimate but very comfortable, and all looks to be for a great trip.

As a long-time Alabama resident, many months of 2010 were spent dreading last year's March AAA conference in the frozen north of Minneapolis. Watching for the reports of snow that could close airports, it was a pleasant surprise when it didn't snow and it wasn't as frozen as I feared. Still, the 2011 conference's warmer location in April has a lot to say for it, and late Spring should not be too warm in Arizona, or so it is hoped.

The first time I visited Phoenix, my residence was L.A., Nixon was still president, I was unemployed and thinking that graduate school might be a good idea. My friend talked me into riding along with him and others to transport some motorcycles to Tempe in exchange for expenses, kicking around town money and a free flight back. It was early Fall, so the desert heat had broken, but it was still forecast to be sunny and a nice ride. Meteorologists later reported what they called "an unexpected anomaly" for the area that caused us to be riding through western Arizona in a thunderstorm. Steve said to keep riding. After all, he said, "How long could the rain last in Arizona? And besides, we'll dry out fast." But after an hour or so in the drenching monsoon, the leader finally relented to wait

under a bridge. The rain lasted four more hours. We finally dragged in to Tempe toward dawn, and after that, the rest of the trip was a blur.

The next trip to Phoenix was decades later, or this past Fall 2010, to be precise, flying to town for the meeting with the AAA Executive Committee at the conference hotel in Mesa. It didn't rain. The AAA officers have a lot of business to work out, so every Fall they would travel to the next year's conference site for an all day business meeting. This working trip was a relatively fast in and out, and there was little chance to see beyond the hotel, coming in Friday, meeting all day Saturday, and flying out before dawn the next day.

My Delta flight got to the Phoenix airport on Friday afternoon, and the AAA Executive Director was arriving around the same time on United. A quick phone call after landing indicated she was in the next terminal over. As seems to always happen in these situations, directions all said to go out front and catch a shuttle bus that would take 10 or 15 minutes, while the bus driver said it really would be 45 minutes as he circled the entire airport. When asked, "How far is it?" the driver said it was really only a half mile – he pointed out the roof of the buildings – but it involved crossing two seemingly uncrossable roads. However, he said, go back inside, go upstairs next to gate security, and follow the signs that indicated a walkway to the terminal.

Up the way, over the walkway, through a hallway, down an elevator, along a sidewalk, and a five minute walk to the ground transportation was completed as Pat was exiting from baggage claim. Thus is gained another experience for the ineluctable impression that "information" counters everywhere are staffed by people who compete for who could have the best stories on how they made the naïve tourists run around in circles that day. Or maybe it is just the local mindset found in many city areas where the locals never let a lack of information get in the way of a desire to give directions.

This continued at ground transportation. When the lined up limo drivers were asked how much to go to the hotel, they responded in a bewildered act as if they didn't even know where Mesa was located, much less the Mesa Marriott. Did we land in the wrong airport? They finally quoted \$55-60, which prompted us to take a taxi, only to have the taxi driver seem to get lost and run up a meter that was about that high. Okay, that was weird. But the mystery did not get solved till another day. Really, ground transportation isn't that expensive, but it

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## Thinkabout Brisbane



It seems that recently Brisbane has been in the thoughts of many people around the world. The devastating floods and the crunch of cyclone Yasi has made it an interesting summer. However, June this year is sure to be far more interesting for advertising academics.

The AAA Asia-Pacific 2011 Conference runs from June 8 to 10 in Brisbane, capital of Australia's sunshine state. In these three, action-packed days, we have some ground-breaking papers to share and some special sessions to challenge you. On top of that, there is a cocktail party (proudly sponsored by Southern Methodist University), a scrumptious seafood conference dinner and a half day trip to cuddle koalas.

But perhaps most importantly, there are no cyclones in Brisbane in June. In fact, the average June temperature is 63 degrees Fahrenheit (17 degrees Centigrade), with a maximum 70 degrees (or 21 Centigrade) and a minimum 52 degrees (11 degrees Centigrade). There are on average 8 hours of sunlight per day in June. It is a great time to visit. Still warm enough to swim, even at the beach in the middle of Brisbane's CBD, which connects by pedestrian bridge to QUT.

In terms of day trips, the famous Surfers Paradise and Gold Coast is an hour to the south. To the north, the sunshine coast boasts possibly even better beaches. And on the way, you can stop in at Australia Zoo, just under an hour north of Brisbane. Alternatively, you can head an hour seaward to Moreton Island, home of the world's highest sand mountains. Here you can catch a fast toboggan down the sand slopes or if you opt to stay overnight, you can handfeed wild dolphins. There is much to do within an hour of Brisbane.

And it's an hour and an half by plane to Sydney or two hours to Cairns and the Great Barrier Reef.

So don't just Thinkabout Brisbane. Come to Brisbane and be part of one of the most unique and friendly conferences the AAA has ever hosted.



requires a bit of planning ahead, and as described at the conference information web site, there's the ubiquitous super shuttle and other commonly named services. (More on that in a bit.)

The hotel is nice enough. The lobby is intimate and the staff helpful. Not a lot of space to sit around inside, but there isn't a reason to sit around inside. I took a few short minutes to wander around the facilities, and check out the real nice view from the rooms. No complaints from me on that count, I really like the place. As is not uncommon for places in this type of climate, the conference rooms and hotel restaurant are not directly attached to the main building. Or if they are attached, we didn't see or use an indoor walkway, so you cross a nice patio-type of area. Restaurant and bar was quite nice, and had some good meals. And since we did have some LONG meeting times, we didn't really get out and around. As I said, it was a working trip. One officer couldn't be there in person, but was connected to the group by an internet voice connection, only getting disconnected once and forgetting the microphone was live another time.

When planning to leave the Sunday morning with Prez-elect Debbie whose flight time was close to mine – she said she also felt she overpaid for the trip in – the desk clerk at the hotel said he would call a limo service with a set price of \$35. Of course, we had to ask our friendly loquacious driver for the trip back to

the airport about the price difference. The simple answer: the limo and taxi drivers we met at the airport really didn't know where they were going. This limo service has a contract with the hotel, and requires advance reservations, but they have all sizes of vehicles, on time service and guarantee a fixed rate. It is hoped that a large number of new faculty and doctoral students will be coming to the hotel Wednesday for the preconference, and some can reserve as groups for the limo services. We also will have some people from the local advertising community coming in for the reception, special topic sessions or other times.

Still, the president worries that everything will go okay. Fortunately, we have an Executive Director that will keep telling me what I'm supposed to be doing. I have to listen to her. If I don't, she'll tell my wife. **AAA**

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## **Journal of Advertising Education Offers Cutting Edge Research in Advertising Teaching**

by Jami Fullerton



**Jami Fullerton**

AAA members to submit your scholarship on teaching and pedagogy to the journal and get a subscription for yourself or for your university library.

For those of you who are not familiar with *JAE*, it is a peer-reviewed academic journal dedicated to research and commentary on instruction, curriculum and leadership in advertising education. In addition to traditional research, the journal publishes articles and opinion pieces, teaching tips, reports and books/software reviews. The Journal began in 1995 as an initiative of the Advertising Division of AEJMC. There have been three editors before Alice and me, including the founding editor – the late Keith Johnson. Mary Alice Shaver edited the journal until 2005 when Pat Rose became editor. The primary readership of the journal consists of U.S. advertising professors, administrators and mass communication graduate students.

*JAE* is published by AEJMC's Advertising Division twice per year. I know many of you are members of the Ad Division and already receive *JAE*. For those of you who are not, you need to know what an excellent resource *JAE* provides to support your teaching. The journal is an automatic benefit of membership to the AEJMC Ad Division, however non-Ad Division members can subscribe to the journal for only \$25 and institutional subscriptions are only \$65 per year. Subscription information can be found on our Web site at <http://www.aejmc.net/advertising/JAEWeb/Order.html>. Alternatively AAA members can access current issues of the journal on the Academy Web site with a member password.

If you are seeking a publishing outlet for teaching-oriented research, you should consider *JAE*. Our current acceptance rate is 45%, which we are hoping to lower over the next three years. Papers are carefully reviewed by our editorial review

board with a turn around time of 6 to 8 weeks. As editors, we are looking for papers about teaching advertising and about the teachers and students of advertising. We encourage research articles on pedagogy and curriculum, as well as studies about students, professors and departments of advertising. The journal also publishes peer-reviewed teaching strategies and practices, now known as *AdEd Insights and Innovation*. These provide new or improved teaching practices, syllabus tips, new assignments for students and general ideas for better teaching. We also invite your commentary – so if you just need a place to talk about the state of the profession (teaching or advertising or both), please send your musings to us.

Alice and I spent our first few months as editors creating a Strategic Plan for the journal. The goals for the journal over the next three years include maintaining the current economic viability of the journal; increasing access to the journal for instructors, researchers and others beyond the Ad Division; and increasing the visibility/prestige of the journal within the academy. We've already made headway on several of these goals, including signing a contract for online database indexing with EBSCO beginning this summer and a library subscription campaign that includes providing back issues of the journal at no cost to subscribing libraries.

And to celebrate these new goals and improve the number and quality of articles we publish, Prof. Brett Robbs has generously pledged a \$1000 cash prize for the best paper of 2011. So dust off your data, observe your students, analyze your teaching and send us your best research on advertising education.

We look forward to hearing from you about your work or with any questions you may have about the journal. Feel free to email me at [jami.fullerton@okstate.edu](mailto:jami.fullerton@okstate.edu). **AAA**

### **Author Bio**

Jami Fullerton is a professor in the School of Media and Strategic Communications and holds the Peggy Layman Welch Endowed Chair in Strategic Communications at Oklahoma State University. Dr. Fullerton's research interests include cross-cultural communication and advertising education. She is the author (with Alice Kendrick) of the book *Advertising's War on Terrorism: The Story of the U.S. State Department's Shared Values Initiative* (Marquette Books, 2006). In 2009, the American Academy of Advertising awarded Dr. Fullerton and Dr. Kendrick the Billy I. Ross Award for Outstanding Research in Advertising Education.

# Conference Promotion

## Special Pre-Conference Programs American Academy of Advertising 2011 Conference April 7, 2011 Mesa, Arizona

### Junior Faculty and Doctoral Student Consortium

Prior to the AAA Conference in Mesa this year, there will be a special preconference program geared toward helping junior advertising scholars develop their research and network from some of the leading scholars in the field of advertising. The event is chaired by professors Ray Taylor and Jeremy Kees of Villanova University. The goal of the event is to provide junior advertising scholars (doctoral students and junior faculty) an unprecedented opportunity to learn from some of the most accomplished leaders in our field in an intimate, positive, and encouraging environment.

This full-day event will feature timely and practical sessions relevant to junior scholars such as navigating the review process and getting published. But perhaps more importantly, the event will feature interactive sessions that allow junior faculty and doctoral students to get "one-on-one time" and customized advice from senior scholars. These "networking" sessions will consist of a more formal session focused on advice on a particular project or idea and then will be followed by a reception that will encourage the mingling of junior and senior scholars. Included in the event is a catered lunch sponsored by the Villanova University Marketing Department and a networking reception sponsored by the Villanova Center for Marketing and Public Policy Research.

Junior scholar participants are invited to submit a brief research proposal or statement of research interests to be discussed with a senior faculty member at the afternoon formal networking session. This will help the event co-chairs match junior scholars with senior scholars so that the junior scholars will have the best opportunity to get useful and relevant feedback from an expert on the research topic. All participants will receive a plaque recognizing their participation in the event.

Some of the senior scholars that will be in attendance include: Dave Stewart, Ester Thorson, Rajeev Batra, Wei-Na Lee, Hairong Li, Marla Royne, Maria Hoy, Russ Laczniak, Les Carlson, Kim Sheehan, Hye-Jin Paek, Ron Taylor, Jef Richards, Carrie La Ferle, Jisu Huh, Judith Garretson, and Michael Capella.

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### The Ad Age Is Over. Now What? Integrated Marketing in Segmented Schools

Over a year ago Advertising Age boldly announced that the ad age was over, referencing how Cannes, the most prestigious award show in the industry is dominated by integrated campaigns that fuse public relations, advertising and digital media. The Cannes judges are now recognizing what clients have been demanding and what has been working in the marketplace for years. But as marketing disciplines converge and advertising agencies search for integrated thinkers, most universities remain segmented into teaching silos. How do we promote cross-pollination of learning and skill development across disciplines in this academic environment?

Attend this year's pre-conference "Integrated Marketing In Segmented Schools" and help us explore this challenging yet exciting area. Topics from academic and industry guests include:

- The latest IMC trends and successes with case studies from the industry
- Marketing from the consumer's point of view with the 4 C's
- Content marketing and the realities of integration from an agency perspective
- The evolving role of public relations in an integrated communications structure
- A business marketing perspective on managing integrated efforts
- How to integrate multiple disciplines into a single advertising program
- Utilizing creative strategy as an essential part of cross-discipline integration

Please check the AAA website for more information about these pre-conference sessions: <http://www.aaasite.org/>

## Managing Your Online Identity

by Alexandra Watson

Most graduate students today have online profiles and connections, and share their ideas and experiences online with others. Online activity blurs the line between private and public communication, and between personal and professional. So as a graduate student in today's digital age I have found it important to consider my presence and identity in online spaces. I have created a simple acronym which represents four basic steps graduate students can take to manage their online identity and prepare for the job market:



Alexandra Watson

- **“S” = Search & Sort** – Discover what's “out there” regarding your name and identity. Conduct a search for your name using a popular search engine or media aggregator. Search your name on popular social networks as well, to double-check your privacy filters and determine what information is public.
- **“A” = Analyze** – Determine whether or not the results you have found match your personal and work objectives. Do you have content published that is unflattering or misleading? Is there another person of the same name that is overshadowing or potentially skewing your online presence?
- **“F” = Focus** – Utilize social media tools and applications to help you manage your online content. Consider separating your personal and professional content. Publish online content with a purpose, so it moves you toward your objectives.
- **“E” = Engage** – Build your online presence and reputation by contributing to blogs, forums, and white papers. Share interesting links and articles with others. Utilize industry webinars, online conferences, and virtual events to learn and build your professional network. **AAA**

*Alexandra Watson (awatson@smu.edu) is a M.A. candidate in International Advertising with a concentration in New Media at Southern Methodist University. Her research interests include social media strategy, influence within social networks, online metrics & analytics, and cross-cultural communication. Her advisors include Dr. Patty Alvey, Dr. Carrie La Ferle, and Dr. Steve Edwards of SMU's Temerlin Advertising Institute.*

## Is It Time to Freak Out?

by Saleem Alhabash

Going through the job process during the current state of the market is, at best, tough! It is a combination of self-discovery, hard work and nerve-wrecking uncertainty. I hope that my experience over the past year would be of benefit to students who are about to approach the job search process.

I've learned a lot about myself. I did not go into the doctoral program knowing I would end up on the track I'm on today. My advice to students: do not feel intimidated if your plans and goals change. You are not betraying yourself. Changing research goals and teaching aspirations can indicate your academic development.



Saleem Alhabash  
(photo by Nathan Hurst,  
University of Missouri)

It is never early to start thinking about your post-graduation career. Applying for jobs entails investment of time and effort. It's a long process, but it gets better with time. And, if you put enough effort into it, it brings desirable results.

Let's imagine that you applied for an X-number of jobs. Now what? The unpleasant game of waiting. This period is not easy. Do not let the complete uncertainty, the questions often asked by your advisers, professors, cohort, family and friends, phone interviews, campus visits and any rejection letters get you down. Maintain your calm and positive attitude. I realize that it's cliché and much easier said than done. But, there's no other choice!

The academic job search process is, unfortunately, a long and lonely one. The length of it is what you cannot control. The loneliness is what you can change. I've been blessed with a strong support system of professors and fellow doctoral students. What really helped me is that I never lost confidence in myself and what I do. In addition, it sure helped that those around me did not lose confidence in me, as well. **AAA**

*Saleem Alhabash is a doctoral candidate at the University of Missouri School of Journalism. His research focuses on the processes and effects associated with using new and social media. Using media psychology tools and methods, Alhabash's research investigates how social networking sites (i.e., Facebook) and video games can facilitate cross-cultural and international communication. Prior to graduate school, he co-founded a national youth not-for-profit organization in Palestine. He worked on several advocacy, public relations, and advertising campaigns, along with being a managing editor for The Youth Times, the first youth newspaper in Palestine and the Arab world.*

## Awards

### *Rotfeld Receives AAUP's Academic Freedom Award*

Dr. Herb Rotfeld (Auburn University) has received the campus chapter of AAUP's academic freedom award. The Auburn University AAUP's Glenn Howze Academic Freedom Award is presented annually to a person who has demonstrated high ethical standards and professionalism in his or her field of specialization and has also made significant contributions to advocating, protecting and extending academic freedom at the University.

### *Padmini Patwardhan Named Thompson Scholar*



**Padmini Patwardhan**

Dr. Padmini Patwardhan (Winthrop University) has been named Winthrop's Thompson Scholar and will spend the next year piloting a comprehensive global learning plan for two programs

housed in the Department of Mass Communication. Patwardhan plans to spend the year researching global learning at mass communication departments at other institutions and working with Winthrop's mass communication and integrated marketing communication faculty to identify ways to incorporate globalization into their strategic plans. She anticipates presenting a project proposal in late spring 2012 and developing an implementation timeline.

## Job Changes, New Hires, P&T



**Wendy Macias**

Dr. Wendy Macias has moved from the University of Georgia to Texas Christian University, and has joined the faculty at the Schieffer School of Journalism, Division of Strategic Communication.

## Other News

### *Alabama's PR Program Named One of the Top in the U.S.*

The University of Alabama's public relations program is among the top five PR Education Programs in the United States according to rankings compiled and published by *PRWeek* magazine. This marks the third consecutive year that UA's PR program has been recognized as one of the top five programs. The other schools among the top five include Brigham Young University, Georgetown University, Syracuse University and New York University. The #1 program will be announced at the *PRWeek* Awards gala dinner on Thursday, March 10, in New York City.

### *Alabama Students Win Prestigious National Awards*

Three University of Alabama students, Desiree Mahr, Jessica Austin, and Wai Li have earned the distinction of being among the nation's most promising minority students in advertising. The American Advertising Federation (AAF) selected Mahr and Austin as two of only 50 Most Promising Minority Students from across the United States. Li was selected for the Most Promising Minority Students Honor Roll. Included with the award is an all expense paid trip to New York City with extensive meetings with advertising professionals. With this premier award program the AAF hopes to further prepare advertising's best young prospects and to help the industry's workforce better reflect the multiculturalism of today's society. The program enhances their knowledge and understanding of the advertising industry by offering networking, interviewing and industry immersion opportunities with industry professionals.



# Events & Deadlines

## March

1: March 2011 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

4: Last day to register for 2011 Annual Conference without a late fee

## April

7-10: 2011 AAA Annual Conference, Mesa, AZ (see <http://www.aaasite.org>)

30: Completed abstracts/papers/summaries due for Annual Proceedings

## May

15: Submissions to the AAA Newsletter due

## June

1: June 2011 AAA Newsletter available on the AAA website (<http://www.aaasite.org>)

8-10: 2011 AAA Asia-Pacific Conference, Brisbane, Australia (see <http://www.aaasite.org>) (see promotional announcement p. 7)

24-25: International Conference on Research in Advertising (ICORIA) 2011, Berlin, Germany

## August

15: Submissions to the AAA Newsletter due

## September

1: September 2011 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 APPLICATION OR NOMINATION

### Editor, *AAA Newsletter*

The term of the present Editor of the *AAA Newsletter* will expire in June 2011, and the American Academy of Advertising has undertaken the search for a new editor. The new editor should start with the publication of the September 1, 2011 issue of the newsletter.

The Editor's duties include: administering and overseeing the publication of the newsletter, soliciting articles, preparing the newsletter for electronic publication, and annually reporting on the publication process and costs to the AAA Secretary. The AAA will cover normal production costs, including up to \$1,000 for the newsletter editor to hire a copy editor for the year. The only support necessary from an applicant's university should be costs associated with the editor's communication to contributors (e.g., phone/mail/email/fax). Applications for *AAA Newsletter* Editor must be received by **March 15, 2011**. All applicants must submit:

- 1) A current curriculum vita or resume
- 2) A letter of support from the applicant's institution
- 3) At least one letter of nomination/reference
- 4) A brief statement explaining the applicant's interest in this position

Please direct questions and submit all application materials electronically to:

Janas Sinclair, AAA Secretary  
School of Journalism and Mass Communication  
University of North Carolina at Chapel Hill  
(919) 843-5638  
sinclair@unc.edu

# Announcements...

## CALL FOR APPLICATION OR NOMINATION

### **Editor, *The Journal of Interactive Advertising (JiAd)***

The American Academy of Advertising (AAA) seeks an Editor for *The Journal of Interactive Advertising (JiAd)*, an online journal. The new Editor will assume responsibilities January 1, 2012 with first publication in March 2012. Editorship is a three-year appointment.

The JiAd Editor appoints members to the JiAd Editorial Board, works with the publisher, provides bi-annual reports to the AAA Publications Committee, and oversees JiAd's content. Candidates must be current members in good standing of AAA. JiAd seeks to promote our understanding of interactive advertising, marketing, and communication in a networked world.

Candidates should provide evidence of demonstrated excellence in research and publication in the field of advertising. Preference is given to candidates whose educational background, experience, and research accomplishments provide direction for the future development of JiAd. The Editor is expected to report to the AAA Publications Committee (which reports to the Executive Committee) at annual conferences and is required to be an AAA member during the period of Editorship. Support from the Editor's institution is required. Finalists will be interviewed during (or via Skype immediately following) the 2011 AAA Annual Conference in Mesa, AZ, April 7-10, 2011.

To Apply: Submit (1) letter of interest, (2) statement of publishing philosophy and relevant experience, (3) current vita, and (4) statement of support from your university director, chair, or dean, including specifics as to what resource support your university would contribute. Submit all documents in MS Word or PDF form via email to Gerri Henderson, Chair, AAA Publications Committee, email: [gerri@mail.utexas.edu](mailto:gerri@mail.utexas.edu). In the email subject line, please put JiAd Editor Application. More information will be provided upon request.

**Deadline to Apply: April 1, 2011.**

All inquiries and applications should be addressed to:  
Geraldine Rosa Henderson ("Gerri")  
Chair, AAA Publications Committee  
email: [gerri@mail.utexas.edu](mailto:gerri@mail.utexas.edu)

# Announcements...

## Advertising Educational Foundation (AEF)

### **Inside Advertising Speakers Program**

*Sign up now for spring 2011!*

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

There is no need to commit to dates or a topic – just put your name on the list and 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**

The AEF publishes *Advertising & Society Review (A&SR)*, a comprehensive, peer-reviewed 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 content is edited and managed by scholars and representatives of the advertising and marketing industries with the goal of fostering a better understanding about the socio-economic role of advertising.

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

### **Race, Ethnicity, and Advertising in America 1890-2000**

The AEF is developing for its website—[www.aef.com](http://www.aef.com)—the definitive “virtual” museum exhibition about how American experiences of race and ethnicity have shaped and been shaped by the development of advertising over the course of the 20th century. The AEF is positioned to make a significant contribution to scholarship, to the industry, and to the public by creating the first resource of its kind anywhere on the World Wide Web. The first step is the prototype of the full archives and exhibit for testing.

The project includes African Americans, Native Americans, Asian Americans, Latinos/as, and European ethnic groups. The full exhibition will include approximately 3,000 images, audio and visual material organized in historical eras with an archives detailing information about each image and its social context. An additional resource will be online curricular materials for college faculty to use across a variety of disciplines that examine multiculturalism in popular culture.

### **AEF 2011 Annual Symposium**

For the first time, AEF’s 2011 symposium will delve into the creative side of advertising, with a focus on creativity and ethics in advertising. The event will be held in mid-October in New York City. Stay tuned for more details!

Continued on next page...



# Announcements... (cont'd)

## Advertising Educational Foundation (AEF)

### ADText

The AEF is pleased to publish and offer via open access the *ADText Online Curriculum*, the first online textbook about advertising and society. ADText consists of 21 units and is published as a supplement to its online journal, *A&SR*. Professors who teach about advertising in both liberal arts and professional programs will find the online curriculum useful for their teaching. *ADText* provides a broad cultural perspective on advertising as a social force and creative form with streamed commercial examples, explanations, and links.

*ADText* is available via open access at [www.adtextonline.org](http://www.adtextonline.org).

### 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
- Media & Advertising
- The Rise and Fall of the TV Commercial
- Mad Men: Gender, Race, Ethnicity, Sexuality, and Class

A Spanish interpretation will be available by the end of the year and a Chinese (Mandarin) interpretation will be added in 2011.

The Table of Contents is 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, Content Manager, 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:

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