



In This Issue:

Featured Research	1
Future of Ad Education	6
Reflecting on AEF Program	8
Graduate Students Speak	9
AAA Notes	10

Executive Committee:

President
Dean Krugman
Dept. of Advertising & Public Relations
College of Journalism & Mass Comm.
University of Georgia
president@aaasite.org

President-Elect
Shelly Rodgers
University of Missouri
School of Journalism
president_elect@aaasite.org

Vice President
Glen J. Nowak
Centers for Disease Control
and Prevention
vice_president@aaasite.org

Secretary
Denise E. DeLorme
University of Central Florida
secretary@aaasite.org

Treasurer
Herbert Jack Rotfeld
Auburn University
treasurer@aaasite.org

Past-President
Jef I. Richards
University of Texas at Austin
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

Visit the AAA Web Site at:
<http://www.aaasite.org>

The President's Column

by Dean Krugman

Yikes! It is December and the year has “zoomed by.” It has been a privilege to serve as president. Indeed, working and traveling with the members of our Academy has been a transformative experience. As many of you may know, the word advertise comes from the Latin root *advertere* which means “to turn towards,” or to “pay attention to.” In writing this final column I continue to turn towards a few themes and hope you will too.

- We are now ending our 51st year as an organization and look forward to the future.

- It remains critical that we foster research and ideas which are relevant to the field and provide a forum for the exchange of ideas among our membership and allied organizations.



Dean Krugman

President, p. 2

Featured Research

The Unconscious as the Third Dimension in Advertising

by Rafal Ohme



Rafal Ohme

Advertising is generally seen as a two-dimensional phenomenon: its role is to inform about benefits and to create positive emotional responses. However, recent biometric studies have shown that the effects of advertising depend not only on information and emotion, but also – to an equally large extent – on signals that are processed outside of consumers’ conscious attention, i.e. peripherally. In the years to come, biometric research should develop the way we think about conscious and unconscious aspects of marketing

communication. To illustrate how biometric examination may uncover secrets of ads, I present a fragment of such analysis of the world famous Sony Bravia “The Balls” 2005 TV commercial.

The First Two Dimensions – Information and Emotions

Traditionally, advertising has been perceived as operating in two dimensions: INFORMATION and EMOTION. Academic handbooks and articles for practitioners recommend that marketing communication should be double-tracked. First, it should appeal to the consumers’ reason. Rational arguments, facts, numbers and research findings are to convince us consumers that

Rafal Ohme, p. 3

President, cont'd p. 1

- We are an ambitious organization, promoting academic excellence with a commitment to moving the field forward.

In recent years we have added journals, and moved from holding only a national conference to a bi-annual Asia-Pacific conference. This year we are planning our first conference in Europe (Milan, June 2010). You get the picture – two conferences a year, one in the US and one in Asia-Pacific or Europe, journals, research grants and several research and service awards.

“None of us has a crystal ball that will determine the future and our needs.”

Now here's the thing. Part of our job in remaining viable, is remaining. While not everyone has to pay attention to the state of the organization, some do. None of us (at least I don't) has a crystal ball that will determine the future and our needs. In order to turn us to the future, a special task force headed by Bruce Vanden Bergh and Ron Faber with Chuck Patti, Dick Beltramini, Jef Richards, Pat Stout, Esther Thorson and Pat Rose undertook the responsibility of looking to our financial needs with respect to keeping the organization in a position to achieve our goals. We are indebted to the task force for their work and counsel. While their report is filled with good ideas, here are two of the major findings:

- AAA should consider a formal fundraising campaign over the next three to five years.
- The goal of the fundraising should be to return value to the members. Fundraising should be to ensure the sustainability of the AAA and benefit members.

We are now in position to move on the task force recommendations and start a fundraising campaign in order to ensure the sustainability of the AAA and member benefits. The Strategic Financial Planning Committee, headed by Jef Richards, is now in the process of implementing many of the ideas set out in the task force report. Strategic Financial Planning Committee members Dick Beltramini, Chuck Patti, Joe Pisani, Bruce Vanden Bergh and Pat Rose are hard at work and I am most grateful for their expertise and energy.

It has been really great working with the members of the Executive Committee (EC) Jef Richards, Immediate Past President, Shelly Rodgers, President-Elect, Glen Nowak, Vice-President, Herb Rotfeld, Treasurer and Denise DeLorme, Secretary. In addition to the specific duties the offi-

cers are asked to perform, their main function is to provide wise counsel in helping the organization move forward. I never miss the opportunity to thank our Executive Director, Pat Rose, for her dedication, expertise and “can do” approach to getting us all moving and staying ahead of the curve. My thanks to our inimitable Director of Conference Services, Bob King. Bob excels as our intrepid traveler and chief scout, both domestic and abroad, in finding locations for our conferences. Jisu Huh deserves our special recognition for serving as editor of this newsletter. I urge all of you to say thank you to all of these people when you see them.

As we move forward, I hope you too will turn your attention to the Academy in order to ensure that we carry out our mission. **AAA**

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

Visit the AAA Website at:

<http://www.aaasite.org>

it is our brand, has a competitive advantage over others and offers the most benefits. Second, the parallel communication channel addresses our emotions. By presenting emotional values, attractive lifestyles, appealing family models, loyal friends, etc., we are persuaded that the brand is the most likeable (or even loveable) and is going to give us more satisfaction than its competitors.

The Third Dimension- UNCONSCIOUS

I have studied the human mind for twenty years now. I believe that theorists and practitioners of advertising should incorporate yet another dimension of advertising – the UNCONSCIOUS (see Figure1).



Figure 1. Three Dimensions of Advertising: Information, Emotion, and Unconscious

The third dimension is responsible for creating unconditional desire for the brand. It should trigger a behavioral drive to approach the brand and eventually to grab it from the shelf. The third dimension may be influenced by so called peripheral cues. These are subtle sounds, gestures or images which are “ignored” by our conscious attention and often – conscious recollection. These cues make us want to have things, even if on the conscious level we can’t explain it with rational or emotional arguments. We want something because... we just do. The goal of the third dimension is to enhance the desire and to spur consumers into purchase-related behavior.

How to Measure the Third Dimension?

Many marketing theorists and practitioners have intuitively sensed the existence of the third dimension and its peripheral cues. Unfortunately they have been unable to capture them with traditional research methods. Why?

Because the unconscious purchase drivers are likely to be encoded in neurophysiological processes which cannot be described in a paper-and-pencil questionnaire or an interview. Their detection requires advanced apparatus similar to machines used in medicine. I believe that the contemporary consumer research has reached the point to draw not only on marketing and humanities, but also on neuroscience and biology. What I am referring to is the biometric research approach. From this perspective, to assess an ad we need to look not only into respondents’ conscious declarations but also into their continuous neurophysiological reactions to the ad’s audio-video stimulation. The biometric approach to test marketing communication uses technologically advanced methods, which include primarily brainwave analysis (electroencephalography, EEG), body arousal (skin conductance responses, SCR) and facial muscle activity (electromyography, EMG). In turn, to test a product itself neuroimaging methods should be applied (positron emission tomography PET, functional magnetic resonance, fMRI).

Benefits of the Biometric Research Approach

Thanks to the biometric examinations we may not only measure a liking, recall, or message comprehension of an ad, but also find out which particular moment, word or sound have produced neurophysiological approach or avoidance tendency. We may monitor respondents’ continuous engagement and arousal level in every single moment of the presented ad. We may find out how to display the logo and a packaging in the most effective way, how to animate the demo or how to open and close the spot. This is invaluable information both for advertisers and for advertising agencies. And for scholars who study theoretical frameworks for persuasive advertising.

During the past three years I have biometrically examined over 800 TV ads and 2,500 respondents, seeking empirical evidence for the third dimension. Beyond all doubt it has been established that peripheral cues may serve as purchase drivers and do increase the sales potential of TV ads. Contrary to what one may think, such a non-deliberate, impulsive state may not only accompany the purchase drive in the FMCG sector but also influence consumer choices of car brands, financial services or domestic appliances. The cues we tested included the way of touching money in ads for financial services, pouring liquid into a mug in beer commercials, biting chocolate bars in sweets ads, applying cream onto the skin in personal-care ads or showing details in car ads. We have often analyzed stimulations that were purely creative, content-free, unrelated to a strategy, and

yet made consumers more likely to choose the advertised product from the shelf. For that purpose I had designed a special test to examine a behavioral purchase-related consequences of an ad exposure. The shelf-test had aimed to represent “the first moment of truth” in advertising.

Unconscious in Advertising is Not about Subliminal Advertising

The unconscious dimension in advertising – precisely monitored in biometrics studies – has nothing to do with so-called subliminal advertising, although many people may be tempted to lump the two together. The unconscious I am referring to is not associated with millisecond exposures (forbidden by law and by the rules of common decency), but with redirecting attention from some elements to others. We may not remember rational product information or not even find the ad really emotionally appealing or exciting, but if it contains peripheral cues, we are very likely to choose the advertised brand (good examples here are household chemistry commercials, which – though disregarded by many people – contain excellent purchase drivers). Subliminal advertising restricts the consumer’s personal freedom (at least theoretically as no one has ever proven that such ads are effective). Consumers cannot see the stimulus that has an effect on them and therefore are unable to protect themselves. However, when exposed to peripheral cues, consumers can see and hear everything. They just do not pay attention to the fact that some elements of an ad, such as a gentle touch of the coffee cup handle, may affect them and facilitate decisions on which coffee brand to choose.

Ethics in Biometric Research

We should be all aware that the biometric research and the knowledge stemming from it may be abused. My personal goal has been to integrate international research industry, scholars, advertisers and advertising associations to create The Code of Ethical Conduct in Biometric Research. The Code shall set and then monitor standards of conducting the biometric research and of utilizing its results. I seek all persons who on one hand are eager to explore new territories in advertising by applying the biometric technologies and on the other who wish to aid in protecting ethical values during this pioneer quest to the unknown land of consumers’ unconscious. I hope the AAA Newsletter will help us connect.

The Case: Sony Bravia “The Balls” 2005 TV Ad

Most of us surely remember the unique Sony Bravia commercial from 2005. Juan Cabral and the Fallon London Agency were responsible for its production and Nicolai Fuglsig directed it. The commercial consumed a pretty large budget – three days on the film set, ten giant launchers, 250 thousand colorful rubber balls, which were launched into the Filbert and Leavenworth Streets in San Francisco, and all that was recorded by 23 cameras. Yet, it was worth it: sales reportedly increased, the ad became famous all around the world and its creators received prestigious awards (e.g., the Cannes Golden Lion in June 2006). What is the secret of its huge success?

To answer this and some other questions, in collaboration with the research agency Laboratory & Co. I conducted a biometric test, which went beyond consumers’ verbal declarations and analyzed their neurophysiological reactions to the Sony ad. For this purpose, 45 respondents (50% women, 50% men, who met the criteria of the target group for the tested product category) watched the commercial, while we registered, 500 times per second, their electrical brain activity (EEG) and galvanic skin reactions (SCR). The first measurement informed us about the intensity of engagement (defined as approach-avoidance tendency), the second one about the level of arousal, energization of human body. Here is what we discovered (see Figure 2).

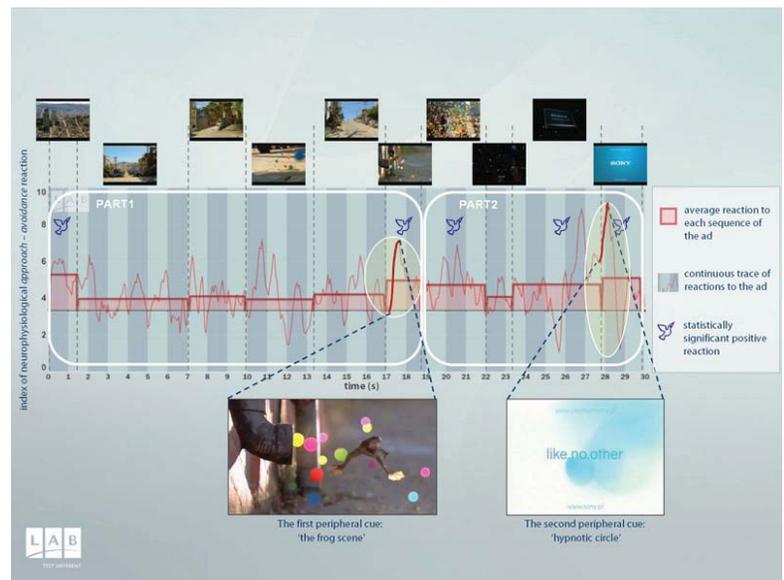


Figure 2. EEG Trace of Continuous Engagement Reactions to Sony Bravia “The Ball” TV Ad

The opening scene – distant frame of an urban landscape of San Francisco and the sound of a classical guitar – immediately arouse intensive positive reactions. It means that the ad is likely to stand out and to distinguish itself in the advertising clutter. A moment later, scenes of jumping balls to the accompaniment of somewhat melancholic music make the neurophysiologic reactions less intense (but still positive). This positivity lasts until one certain moment connected with a real explosion of engagement. What scene is it? It is a counterpoint in the 17th second - the moment when a frog jumps out from a rain pipe. The neurophysiological trace goes up suddenly! Some claim that “the frog scene” was

“...the frog is more than just a funny moment.”

recorded by accident. Even if so, the creators still had a gut feeling and during the final editing they decided to keep it. This detail turned out to be the first peripheral cue. It released intense positive reactions, which lasted until the very end, i.e. throughout the presentation of the product benefit (color), during the appearance of the product itself (Sony Bravia), and during the final scene, where the headline (like no other) and the brand (Sony) were presented.

Our biometric analysis has gone far beyond conscious description of consciously experienced feelings. Could anyone predict that “the frog scene” may play such a crucial role?

Would anyone say before that a frog enhanced the perception of a high-tech product? Another study we conducted later on showed that if we discarded “the frog scene,” the positivity toward the benefit and product would significantly decrease. It means that the frog is more than just a funny moment (however, respondents claimed differently in post-experimental interviews). The frog turned out instrumental in priming positive reactions to the ad’s crucial strategic messages. Moreover, the second part of the ad (which is more informational than emotional) generated more neurophysiological engagement reactions than the first one (which portrays beautiful San Francisco, jumping balls and soothing music). However, on the conscious level respondents declared that the jumping balls appealed more to them than information on the brand and product. It means that both parts of the Sony ad are equally important and crucial: the first one to our conscious mind, the second one to our unconscious mind. Finally, would any one presume beforehand that indisputably the “hypnotic circle” – an animation in the 28th second, which precedes the exposition of the logo, caused the most intense reactions to the whole ad? And this is the second peripheral cue in this ad.

More results from the study, including assessment of its famous song performed by Jose Gonzalez, are available at www.testdifferent.com. **AAA**

Rafal Ohme Bio

Rafal Ohme (Ph.D.) is a professor of psychology, expert in persuasion and unconscious processes. He held the Fulbright Scholarship at the Kellogg School of Management where he learned advertising. From 1996 on he visited the Department of Psychology at Stanford University and researched unconscious processing and emotions. He has been a guest speaker at seminars and workshops across North America and Europe.

In 1997, he founded Human Mind and Brain Applied Research Center which adopts cutting-edge scientific discoveries and creates innovative marketing research instruments. In 2003, he founded LAB which is a research company that integrates bio and conventional approaches. In 2009, he organized the NEUROCONNECTIONS conference – a global annual meeting to integrate bio and conventional researchers (www.neuroconnections.eu).

He wrote *New Mind of Consumer* (in press), *Unconscious Affect* (2007), *Subliminal Facial Information* (2003), and trilogy *Automaticity* (2001, 2003, 2003).

The Future of Advertising Education

by Margaret Morrison and Hannah Shinault

Management-by-objectives guru Peter F. Drucker once famously stated that “Trying to predict the future is like trying to drive down a country road at night with no lights while looking out the back window.” And yet we still try. Most recently, at the 2009 AAA pre-conference on March 26th in Cincinnati, we put together a program featuring 20 prominent scholars and administrators from 13 universities who gave their predictions on what advertising education will be like in the future, and how curricula must evolve to meet student needs.



2009 AAA Pre-Conference Session

We included sessions on media, research, account planning, creative strategy and tactics, advertising and society, international advertising and advertising law. We ended with a session on what lies ahead for administrators. Space precludes us from listing all the participants but a quick look at this year’s Proceedings will get you up to speed.

When you get a large number of speakers together with a single purpose, you get a lot of different opinions. But, interestingly, you also get a lot of agreement. That’s what we’ll focus on here.

The pervasive theme of the day was that advertising education needs to reinvent itself – the old approach to preparing students professionally simply doesn’t reflect the complexity of the industry. Pat Rose very passionately pointed out that “a paid, mediated form of communication from an identifiable source designed to persuade the receiver to take some action now or in future” just doesn’t cut it anymore as a way to define what it is we do and our approach to teaching. Actually, she said “If that’s our definition of advertising, we’re dead, ok?” and it’s interesting to note that not a single person disagreed. So if messaging is

not about “paid,” and it’s not necessarily about an identifiable source anymore, and it’s not always persuasive, then what exactly is it? Jan Slater noted that when you put the words “future of advertising” into Google, you get more than 79 million hits. So coming up with a new definition may take a while. The consensus seemed to be that with things like user generated content the business of managing messages is becoming more and more out of our hands. And, any attempts to define the word “advertising” need to acknowledge and incorporate this fact. Did we come up with a new definition? No, but it was unanimous that one is needed.

We talked about the content of our classes. How account planning, media and research classes must foster an understanding of the nature of consumers, brand meanings and brand strategy, and find a way to cover both traditional and new media options. How we must elevate the status of creative classes and redesign curricula to accommodate the brief, portable, time-neutral messages that reflect the life of the modern consumer. How advertising and society classes must find a way to engage students in real life projects and put principles to practice. How advertising law classes must keep up on the latest issues in privacy in a complex media environment. And how international advertising classes can use the Internet to bring the global marketplace into the classroom.

Throughout the day, several words kept popping up. “Engagement” was one and we venture to say it was central to many of the ideas expressed in the preconference. Defined by the Advertising Research Foundation as “turning on a prospect to a brand idea enhanced by the surrounding context,” participants cited engagement as a crucial concept for students. For educators, this means

“Engagement...this means more than just teaching students about the complex relationship between consumers and brands”

more than just teaching students about the complex relationship between consumers and brands; it also extends into the classroom and will influence the way we, as educators, convey information.

Today’s students want to be involved in the concepts they are learning. They want to interact with professors,

their peers and even those in other countries. Technology is a driving force behind the way we will facilitate student engagement; the students of tomorrow grew up with the Internet and operate in a Web 2.0 environment. And while we older folks may struggle with applications or verbiage such as Facebook, Twitter, crowdsourcing, folksonomies, aggregation and mashups, the fact is that this is the language of

“...we have to be ready to learn this new language.”

the students we are teaching. They're not going to change so we have to be ready to learn this new language.

It's a language that must extend beyond the boundaries of our classroom and the U.S. Our students speak an international language. Granted, it's a technical language, but you could argue that it's the universal language. And considering that many future advertising jobs are with transnational companies that know no boundaries, this is a good thing. The question for educators is how to make the classroom a bridge between local and global constituencies. Building partnerships with students at other universities – particularly those in other countries – offer potential if we can harness the technology in our own classrooms. Utilizing things like Second Life, or AAA's own online collaboration tools, can aid in such efforts. So when you think of your next campaign assignment, consider partnering with a university in another country.

This new technological language offers much potential across our curricula. We can use it in discussions of law, how we develop creative messages, how we inform our research strategies – it's pervasive. But as Peggy Kreshel argued so persuasively, it perhaps has its greatest utility in how we teach ethics, a subject that should not be ghettoized in advertising and society courses, but should be firmly entrenched in everything we do and everything we are. Given our Web 2.0 environment, this quote from Dalai Lama seems entirely appropriate:

“Consider the following. We humans are social beings. We come into the world as the result of others' actions. We survive here in dependence on others. Whether we like it or not, there is hardly a moment of our lives when we do not benefit from others' activities. For this reason it is hardly surprising that most of our happiness arises in the context of our relationships with others.”

If you substitute “success” for “happiness” these words also seem to fit any course in business or the advertising curricula.

It's also noteworthy to speak about our participants' views of the administrative future of advertising education. As public funding for our programs decrease, it puts an increased emphasis on external grants. And yet our participants voiced that we haven't always done a great job of procuring grants or aligning ourselves with programs on campus that compete successfully in this area. How can we redefine ourselves as central to the university? By becoming part of its mission, reaching out to constituencies that further this mission, and branding ourselves as stewards to obtain these goals. For the academic community, it's our current and future reality.

It seems like a lot of times our programs are adrift in a sea of solitude. We concentrate on advertising. We fail to offer courses applicable to other majors. And yet the realities of the modern university don't seem to accommodate the stand alone curricula that we offer. We need to be more “university-centric.” The things that we teach – audience segmentation, tailoring of messages, how to get the right message to the group that needs to see it – have application for nearly every university program. And yet you seldom see advertising courses being required by other majors beyond our introductory classes. For our future success, this does not bode well and needs to change. In order to survive, we must prove our worth to our universities, engage our students, learn their language and be ethically responsible. And from that perspective we can redefine ourselves. **AAA**

Authors Bio



Margaret Morrison



Margaret Morrison is a Professor in the School of Advertising and Public Relations, University of Tennessee. Hannah Shinault is a doctoral student in the College of Communication and Information at the same university.

Hannah Shinault

Reflecting on the AEF's Visiting Professor Program

by Ilan Alon, Chris Long, Sukki Yoon

This summer, like every summer, the Advertising Educational Foundation (AEF) arranged advertising agency placements for business, communication, and social science professors, giving them an inside view of the advertising industry. It is widely assumed that many professors, even those in marketing and advertising programs, lack up-to-date knowledge about “real world” practices. The AEF's Visiting Professor Program (VPP) was designed to address this disconnect between the academia and industry.



Ilan Alon

Angeles, and
ing BBDO,
FCB, Grey,
Burnett, Mc-
Ogilvy, Saatchi
and Young &

for the three of us, our two weeks as “professor interns” were among the most rewarding professional development experiences in our careers.

Initially, the idea of faculty internships may seem odd. However, AEF Board member Bill Imada points out that “if agencies can offer great internship opportunities for students and grads, then it makes perfect sense that these same agencies can offer internships for college and university faculty. College professors have a great deal of influence over college and university students (and their parents) as they navigate the endless number of potential career opportunities ahead of them.”

To immerse professors in the daily business of marketing, the 2009 VPP placed professors in advertising agencies, giving them a chance to meet with important decision makers and to learn about their ongoing work. By doing so, VPP exposed participants to new and relevant information of a kind not presently available in textbooks. In turn, the professors were invited to share their expertise with the specific agency teams with which they were involved. According to Ilan Alon, George D. and Harriet W. Cornell Chair of International Business and Director at Rollins College in Winter Park, Florida, his experience as a visiting professor at McCann Erickson in New York can be summarized by a single word: “Outstanding!”



Sukki Yoon

This year's visiting professors worked with firms in New York, Chicago, Los Angeles, Miami, including BBDO, DraftKings, Leo Burnett, and Rubicam. For

the three of us, our two weeks as “professor interns” were among the most rewarding professional development experiences in our careers.

During his two weeks at DraftFCB New York, Christopher Long, a psychology professor at Ouachita Baptist University in Arkadelphia, Arkansas, spent much of his time in account services. He noted, “I had essentially unrestricted access to DraftFCB personnel working on the U.S. Census 2010 account. For example, I sat in on a two-day panel in which professors from various universities met with the client and the partner agencies to evaluate the advertising and public relations plan, I was part of a range of meetings with client representatives as well as personnel from several partner agencies on the account, and I attended reviews of DraftFCB's and the partner agencies' new digital and broadcast creative content.”

At Grey, Sukki Yoon, an assistant professor of marketing at Bryant University in Smithfield, Rhode Island, recalls, “After one-on-one meeting with the creators of well-executed marketing campaigns, now I can visualize complex creation processes that take place behind a 30-second TV commercial, and best of all, I can share it with my students. Not only did this intensive two-week program allow me to catch up with the last 10 years of the advertising industry, but also it will help me predict the next 10 years.”

Ilan Alon has stepped up his encouragement of his students to do internships in advertising firms and to seek out possibilities of careers in the industry. He learned that “the industry is dynamic and is also interesting. There is always a new project and a new client seeking new markets. Interns have a chance to get in on the ground floor and to experience the advertising world.” Since returning from VPP, Alon has urged faculty and university administrators to link with the advertising industry by inviting their executives to campus, sending interns to work with them, and establishing a line of communications with the agency human resources offices. For most of us, our agency relationship did not end this summer: as Long points out, “Even this morning I received an email from someone at the agency asking about how my research is going this semester and if there is anything I am working on that may be helpful to his account.”

Without the help of the VPP, finding a fit between faculty members' interests and advertising agencies' needs is difficult for two groups who have little experience in each other's environments. For this reason alone, this program is unique in its ability to not only benefit the advertising business but to impact faculty learning, student career choices, and student perceptions of the advertising industry. We recommend this program to other professors and hope that both funding and desire will remain strong among industry participants. The AEF's VPP makes sense for agencies, clients, faculty, students and universities. We hope it continues in perpetuity. **AAA**

Christine Kowalczyk Four Pieces of Wisdom

Three years ago, I moved to a new city with a husband and a three-month old to start the doctoral program at the University of Memphis. I was apprehensive about my ability to juggle family and school, but realized that it would be done. Below are the four pieces of wisdom that I have depended on throughout my time in the doctoral program.



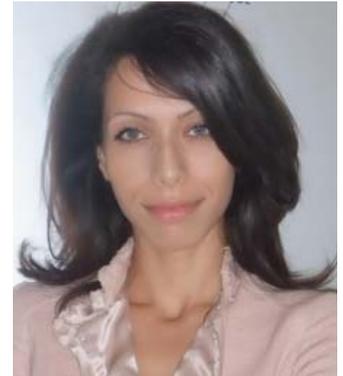
Christine Kowalczyk

1. *Be organized.* Invest in a stack of binders to organize the research you read and review. Also, buy an external hard-drive to back-up all your digital files. Computers can and do crash when you least expect it.
2. *Do it right the first time.* When I take on a new research project, I try to develop the idea and paper to the best of my ability the first time around. This includes talking to faculty members for assistance early in the process. Yes, research will need updating and revising, but making your best effort the first time will save time in the end. If you are lucky, nothing will end up in the “trash” file.
3. *Maintain a support system.* I have been successful in my program because I have surrounded myself with people that I trust and lean on every day. An understanding faculty advisor and supportive doctoral students are key, but my family is my strongest group of supporters. I could not do what I do without them.
4. *Love what you do!* I may wake up each morning to a growing list of things to complete, but I always tell everyone that I love what I do. Finding interesting questions is part of the process, but my love and passion for research and teaching get me up each day. **AAA**

Christine Kowalczyk (ckwlczyk@memphis.edu) is a doctoral candidate at the University of Memphis and holds a BA in public relations and an MBA in marketing from the University of Georgia. Her research interests include celebrity and luxury brands, marketing to children and non-traditional forms of advertising, and in particular product placement on television. Christine currently serves as the editorial assistant for the Journal of Advertising. Prior to joining the Ph.D. program, Christine worked in corporate communications and marketing in the automotive industry. Her advisor is Dr. Marla B. Royne.

Meriem Elayoubi Importance of Networking

Reasons for pursuing a Ph.D. degree are numerous. Personally, I really wanted to know more about the multiple aspects of advertising and doing a Ph.D. is a decisive step in this (very) long learning process.



Meriem Elayoubi

Few tips that I can recommend before and during the Ph.D. study:

Before the thesis, if you have any hesitation about a problematic or a particular theme, go where you can bring something new so as to answer this very simple question: what will be your contribution? This is how you can present things from a different perspective.

During the thesis, networking is a key element since it gives formal (and informal) lessons through contacts at different moments: during conferences, tutorials with different professors, exchange programs... These rich experiences are all part of the Ph.D. education and allow contact with different academics and other students. A Ph.D. candidate should really take hold of these great opportunities.

Right from the beginning, my supervisor suggested me to make contacts with and have feedback from different people from both academic and practical fields: I found that researchers and practitioners should work closely to produce research that can benefit both areas since their vision are complementary. Actually, I appreciated learning so much from them. This is the reason why we decided to have a thesis on experts/judges as opposed to novices/consumers. Though my main interest is on advertising issues, I must confess that learning from knowledgeable people is enlightening at both professional and personal level. **AAA**

Meriem Elayoubi (m_elay@hotmail.com) is a doctoral student at Toulouse Graduate School of Management (IAE- Université Toulouse I Capitole) where she also received her Master's degree. She focuses on the comparison of judgments from experts and consumers on Aad and buying intention. At the Research Management Center (CRM), her current projects also investigate public relations and 360° communication. Her advisor is Dr. Jean-Marc Décaudin.

Honors and Awards

Greyser Receives Pathfinder Award

AAA Past President, Prof. Stephen A. Greyser of the Harvard Business School recently received the 2009 Pathfinder Award from the Institute for Public Relations for "outstanding contributions to professional knowledge in public relations." Greyser is the Richard P. Chapman Professor Emeritus at HBS. He is the first business school marketing professor to receive this award.



Stephen Greyser

Schwaiger Wins Best Paper Award

Prof. Manfred Schwaiger's co-authored paper (with Sascha Raithel and Sebastian Scharf), "Value-relevance of Customer Satisfaction: Empirical Evidence for Global Automobile Industry" has been honored by the best paper award of the European Institute for Advanced Studies in Management (EIASM).



Manfred Schwaiger

Grants and Fellowships

MSU Professors Win Grants



Hye-Jin Paek

Dr. Hye-Jin Paek (Michigan State University), along with the College of Human Medicine and two other MSU departments, received a \$1 million grant from Blue Cross Blue Shield of Michigan to promote physical

activity and healthy eating in Grand Rapids, Michigan. With Dr. Thomas Hove, she has also received a grant of \$50,000 from Families and Communities Together (FACT), a multidisciplinary coalition based at Michigan State University.

Music Piracy Research

Dr. Jim Pokrywczynski (Marquette University) is working on a research project on music piracy testing public service messages, with several Syracuse University faculties including Dr. James Tsao. The project is funded with a grant from the Recording Industry Association of America.



Jim Pokrywczynski

Other News

Medill Seminars for Chinese MBA Students



Clarke Caywood

Dr. Clarke Caywood, Professor of IMC at the Medill School, Northwestern University, sponsored five seminars for 180 Executive MBAs from four Chinese Management Schools and a CEO Club.

A Global Branding Summit was co-sponsored with Peking University's School of Journalism with bi-lateral speakers and sponsorship.

MSU Prof. on Sabbatical



Hairong Li

Dr. Hairong Li, Professor of Advertising at Michigan State University, is on sabbatical leave in fall 2009 and serves as a senior visiting scholar at Tsinghua University in China.

Book Chapters by Middle Tennessee State Prof.

Dr. Edd Applegate (Middle Tennessee State University) contributed the article "Advertising Makes Products More Expensive" to *Advertising & Society: An Introduction*, edited by Carol Pardun (Wiley-Blackwell 2009) and also contributed the article "The History of Advertising" to the *21st Century Communication: A Reference Handbook*, edited by William F. Eadie (Sage 2009).



Edd Applegate

MSU Hosts International Conference

An international audience of researchers representing six countries, along with local child-abuse prevention practitioners from 81 of Michigan's 83 counties, attended the groundbreaking multi-disciplinary conference, "Consumer Culture & the Ethical Treatment of Children: Theory, Research, & Fair Practice," hosted by Michigan State University in November.



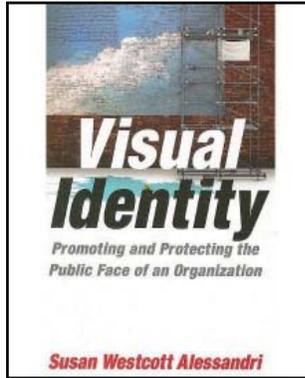
Consumer Culture & the Ethical Treatment of Children Conference at MSU

Continued on next page...

Book Releases

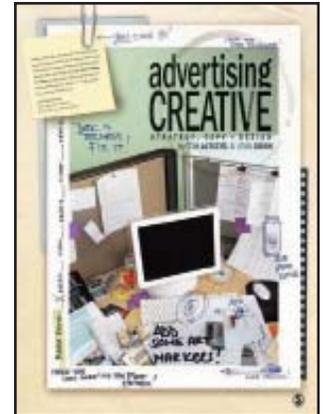
Visual Identity: Promoting and Protecting the Public Face of an Organization

(M.E. Sharpe) by Sue Alessandri has been published recently. This practical guide explores visual identity from an organizational brand perspective, rather than a product brand perspective. It not only helps readers to understand the meaning and value of an organization's visual identity, but also provides hands-on advice on how to promote and protect the identity.



Advertising Creative: Strategy, Copy & Design

(2nd ed. Sage, 2010) by Tom Altstiel and Jean Grow has just been released. Along with the new title, the second edition concentrates on strategy, concepts, design and integration of media and technology, which more accurately reflects today's world of strategic communications. More detailed information can be found at <http://teachingadcreative.com/>.



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

Events & Deadlines

December

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

January 2010

2: Deadline for submitting AAA award nominations (see calls p. 13-16)

29: Deadline for submitting applications for Hartment Center Travel to Collections Grant Program (see call p. 17)

February

15: Submissions to the AAA Newsletter due

March

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

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. 18)

April

5: Deadline for submissions of papers or abstracts for the CS/D&CB Conference (see call p. 20)

7: Completed manuscripts or abstracts due for the 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>)

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

Announcements...

AMERICAN ACADEMY OF ADVERTISING CALL FOR NOMINATIONS

THE BILLY I. ROSS ADVERTISING EDUCATION AWARD

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

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

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

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

More than one award may be made in any given year, but the AAA is not obligated to make an award every year. The Awards Committee will determine the amount of the cash award. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than January 2, 2010 to the Chair of the Awards Committee:

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

Announcements...

AMERICAN ACADEMY OF ADVERTISING CALL FOR NOMINATIONS **THE DISTINGUISHED SERVICE AWARD**

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

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

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

For a list of past award winners please visit the AAA website. Nominations and supporting documentation for the Distinguished Service Award should be submitted no later than January 2, 2010 to the Chair of the Awards Committee:

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

Announcements...

AMERICAN ACADEMY OF ADVERTISING
CALL FOR NOMINATIONS
**KIM ROTZOLL AWARD FOR ADVERTISING ETHICS
AND SOCIAL RESPONSIBILITY**

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

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

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

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

For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be sent no later than January 2, 2010 to the Chair of the Awards Committee:

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

Announcements...

AMERICAN ACADEMY OF ADVERTISING CALL FOR NOMINATIONS THE "SANDY"

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

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

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

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

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

No more than one Sandy will be awarded in a given year, and there is no obligation to award a Sandy in any year. For a list of past award winners please visit the AAA website. Nominations and supporting documentation should be submitted no later than January 2, 2010 to the Chair of the Awards Committee:

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

Announcements...

TRAVEL GRANT PROGRAM

Travel to Collections Grant Program Hartman Center for Sales, Advertising & Marketing History

The John W. Hartman Center for Sales, Advertising & Marketing History, part of the Rare Book, Manuscript, and Special Collections Library of Duke University, announces the availability of grants for researchers whose work would benefit from access to the library's archival and rare printed collections.

The Hartman Center holds an extensive collection of over 3,000,000 items — correspondence, publications, advertisements, photographs, slides, films, books and serials — that document the history of advertising, sales, and marketing over the past two centuries. In addition to the J. Walter Thompson (JWT) Company Archives, the most comprehensive historical record of any advertising agency, the Center contains the collections of other key companies and individuals in the dynamic fields of advertising, marketing and sales.

The grants available through the Hartman Center include general Travel to Collection grants of up to \$750 for the use of any Hartman Center collections. Additionally, up to 3 JWT Research Fellowships are available. Each Fellow will receive a stipend of \$1000 during his or her stay in Durham. Fellowships are available to researchers planning to spend a minimum of two weeks at Duke doing research that focuses on the JWT Company Archives.

The deadline for application is January 29th, 2010. For more information, and the application form, please visit the following website:

<http://library.duke.edu/specialcollections/hartman/travel-grants/index.html>

[Grant information for the other two centers in the Rare Book, Manuscript, and Special Collections Library - the Sallie Bingham Center for Women's History and Culture and the John Hope Franklin Collection of African and African-American Documentation - are also available at the website listed above.]

Hartman Center applicants are encouraged to contact the Center's Reference Archivist, Lynn Eaton. Past applications have demonstrated that those who spoke with a staff member about their projects produced stronger applications.

Announcements...

CALL FOR CONFERENCE PAPERS AND SPECIAL TOPICS SESSION PROPOSALS

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. 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.

Continued on next page...

Announcements... (cont'd)

- 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 inquiries 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
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.

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
Tel. (309) 438-2893

Announcements...

JOB ANNOUNCEMENT

Senior Assistant or Associate Professor of Marketing

The Henry W. Bloch School of Business and Public Administration at the University of Missouri-Kansas City (UMKC) invites applications for a senior Assistant or Associate Professor of Marketing for Fall 2010. Rank will be based on qualifications and experience.

We are looking for applicants with:

- An earned doctorate in Marketing, at least two years of experience (after earning the Ph. D) and evidence and or potential for publications in top tier main-stream marketing journals (such as JM, JMR, JCR, AMS, J of Advertising).
- Evidence of teaching effectiveness (quality and rigor), and willingness to work with student chapter of AMA.
- Flexible in teaching a variety (at least two in addition to Marketing Management) of Graduate and Undergraduate Marketing courses (advertising, sales, international, services marketing).
- Familiar with various teaching pedagogies and tools such as case studies, simulations, experiential learning.
- Interest in working and nurturing relations with students and external constituency.

There are several benefits of working at the Bloch School:

- Working at a school that is ranked by the Princeton Review among the Top 25 Graduate Schools for Entrepreneurship.
- Opportunity to shape and develop the direction of the marketing program.
- The Kansas City metro area offers reasonable cost of living, enriched quality of life, and excellent elementary and secondary school options.
- Kansas City is headquarters for several major corporations including Sprint Nextel, Hallmark Cards, H&R Block, and American Century Investment Management.

UMKC enrolls approximately 13,000 students and is located in the historic Country Club district of Kansas City, moments from excellent dining and shopping. The Bloch School has approximately 1,200 students, 45 full-time faculty, and excellent technology resources. Its business and public administration programs are fully accredited by AACSB and NASPAA, respectively. More information about the Bloch School and the department may be found at <http://www.bloch.umkc.edu>.

To assure full consideration, applications should include a statement describing the candidate's ability to meet stated qualifications for the position, a curriculum vitae, and the names and contact information of at least three references. References will not be contacted without permission of the candidate.

Applications and nominations may be submitted either in hard copy or electronically to:

Raj Arora, Chair, OLM and Schutte Professor of Marketing
Henry W. Bloch School of Business and Public Administration
University of Missouri-Kansas City
5100 Rockhill Road
Kansas City, MO 64110-2499

The review of applications will begin immediately and will continue until the position is filled.

UMKC is an Equal Opportunity/Affirmative Action Employer. Women and minority candidates are strongly encouraged to apply.

Announcements...

JOB ANNOUNCEMENT



College of Journalism and Communications
Department of Public Relations
Two Tenure-track / Tenured Faculty Positions
Assistant Professor and Open Rank Professor of Public Relations

The Department of Public Relations in the College of Journalism and Communications at the University of Florida invites applications for two nine-month tenure-track or tenured appointments, one at the assistant professor level and another open rank position to begin August 2010.

Qualifications: Candidates for the assistant professor position must possess an earned Ph.D. in communication or other relevant field and a record of original research. ABD considered with the expectation of completion by August 15, 2010. Candidates for the open-rank position must possess an earned Ph.D. in communication or other relevant field and an established record of scholarly research that demonstrates national distinction. Preference will be given to applicants with demonstrated expertise in interactive/digital/Web-based media, and one or a combination of the following areas: corporate reputation and identity, crisis/risk, visual design and computer graphics, health, financial communications, and/or nonprofit management. Professional experience in public relations practice is preferred. Other qualifications include evidence of excellence in teaching, an established publication record, potential to secure grant funding, and productivity and effectiveness in contributing to a collegial environment.

Responsibilities: The successful candidates will teach undergraduate and graduate courses in public relations. The faculty members will supervise master's theses and Ph.D. dissertations, as well as MA non-thesis option projects. They will advise undergraduate and graduate students, engage in governance and other service activities, and demonstrate interest in contributing to diversity and the internationalization of the college and university.

The Department of Public Relations is the largest public relations program in the United States, with nine tenured or tenure-track faculty members and one full-time lecturer. It serves approximately 650 undergraduate majors and 55 graduate students, including 18 Ph.D. students. The department consistently is ranked among the top-three public relations programs in the United States and aspires to be the very best.

The College of Journalism and Communications has over 60 full-time faculty, more than 90 full-time staff, approximately 3,500 undergraduate majors and over 200 graduate students, including 75 doctoral students. The College offers the doctoral degree and ACEJMC-accredited baccalaureate and master's degrees through four academic departments: Advertising, Journalism, Public Relations, and Telecommunication. Additional interdisciplinary graduate programs exist in the following specializations: Science/Health; International & Intercultural; Political; and Mass Communication Law.

The University of Florida, one of the most comprehensive universities in the nation, is a member of the Association of American Universities and is included in the Carnegie Commission's list of leading research universities. UF's students come from all 50 states and more than 100 countries. The University of Florida seeks applications and nominations from a broad spectrum of individuals including women, members of diverse ethnic groups, and persons with disabilities. The University of Florida is an equal opportunity institution. The "Government in the Sunshine" laws of the State of Florida require that all documents related to the search process be available for public inspection.

Application Procedure: To view application instructions and complete an online resume, visit www.hr.ufl.edu/job. The reference numbers for these vacancies are 0802995 (assistant professor) and 0803002 (open rank). Applications must include an electronic copy of the following: (1) a letter of interest; (2) complete curriculum vitae; (3) names, addresses, e-mail addresses, and telephone numbers of at least three professional/academic references. The Search Committee may request additional materials at a later time. If an accommodation due to a disability is needed to apply for this position, please call (352) 392-4621 or the Florida Relay System at (800) 955-8771 (TDD). Questions can be directed to Search Committee Chair Dr. Juan-Carlos Molleda, Associate Professor and Graduate Coordinator, P.O. Box 118400, University of Florida, Gainesville, FL 32611-8400 (telephone: (352) 273-1223) or jmolleda@jou.ufl.edu.

Review of applications begins November 2, 2009, and continues until the positions are filled.

Announcements...

JOB ANNOUNCEMENT

Assistant Professor - University of Alabama

The Department of Advertising and Public Relations in the College of Communication and Information Sciences is seeking an outstanding individual to fill a tenure-track assistant professor position in our nationally recognized program.

Tenure-Track Assistant Professor

The ideal candidate will have expertise in the use of digital media applications in the advertising and/or public relations professions (e.g., social media, Web 3.0, blogging). A focus of his/her scholarly agenda should be digital media. Once hired, this faculty member will be expected to teach in the department's curriculum. The ability to help integrate digital media elements and teaching into the APR curriculum is a plus. (Note: The department's one-year professional and two-year traditional thesis-oriented M.A. programs combine advertising and public relations.) Opportunities exist for teaching in the college's interdisciplinary mass communication curriculum as well as in the college's doctoral program.

An earned doctorate or other terminal degree in communication or related discipline preferred, but will consider ABD. Applicants must demonstrate high potential to establish a scholarly research program. Previous successful teaching and/or professional experience desired.

Salary

Salary is open and based on qualifications.

College and Department

The department is one of five academic units in the College of Communication & Information Sciences, which has 2,136 undergraduate and 431 graduate students, and 66 full-time faculty members. The department has more than 1,000 undergraduate and M.A. students. The Ph.D. program has 59 students. Facilities, including The Plank Center for Leadership in Public Relations, are among the best in the country. University, college and departments are fully accredited.

The University

Located in the historic city of Tuscaloosa, the University is more than 175 years old and one of two comprehensive universities in Alabama. The University of Alabama is known for its attractive residential setting. Enrollment: 28,807 for fall 2009 (about 23,700 undergraduate and 5,105 graduate).

Application

Upload application, resume and cover letter at <https://facultyjobs.ua.edu> to apply.

Also required are three letters of recommendation, which may be uploaded at <https://facultyjobs.ua.edu> or sent directly to Tracy Sims, Search Committee Chair, University of Alabama, Box 870172, Tuscaloosa, AL 35487-0172.

Announcements...

Call for Papers

The Journal of Marketing Communications **Special issue on New Advertising Formats** **Submissions deadline October 1st, 2010** **Publication scheduled for 2011**

Media and audience fragmentation, advertising avoidance and (technological) evolutions such as digital television, the personal video recorder, Web 2.0 applications and user-generated content, make it increasingly difficult to reach and convince consumers with traditional campaigns. Therefore, commercial communications is increasingly using advertising formats that can break through the perceptual barrier and can be potentially more convincing than traditional advertising media. Examples of these new formats are hybrid advertising techniques such as brand placement, branded entertainment, advertainment or branded content, plugs, sponsored magazines and advergimes. Other examples of 'hidden but paid for' advertising or 'advertising in camouflage' formats are guerilla marketing, buzz marketing and other forms of public relations-like activities with commercial intent. Also new technologies offer opportunities to convey a commercial message in fundamentally different ways than traditional advertising, such as interactive digital television, and company-controlled viral marketing, such as the set-up or active interference in blogs and forums and other forms of interference in user-generated content. Theories such as the mere exposure effect, priming and assimilation, source credibility, affect infusion, meaning transfer, narrative persuasion, social learning, and the theory of flow offer conceptual frameworks to gain insights into how these new formats work, but may have to be adapted to fully capture the underlying mechanisms of how they persuade consumers.

Topics for this special issue may include but are not limited to:

- effectiveness studies on different types of new formats, such as: branded content, brand placement, viral marketing, buzz marketing, interactive digital television, advergimes, blogging,
- adaptations or integration of existing theoretical frameworks or processes to better explain how these new formats work,
- theories and studies of product, brand, and market factors and individual differences that influence the responses to these new formats,
- measurement issues: how to measure the effects and processes of the new formats.

Submissions to the special issue should be original contributions and should not be under consideration for any other publication at the same time. As a guide, articles should be between 4000 and 6000 words in length. The abstract should be comprehensible without reference to the text and should not exceed 200 words. Manuscripts should be sent electronically (in Microsoft Word format) to the guest editors before October 1st, 2010. The format of the manuscripts must follow Journal of Marketing Communications guidelines. For the Author guidelines please visit <http://www.tandf.co.uk/journals/titles/13527266.asp>. All questions regarding the suitability of manuscripts should be sent to the guest editors.

Guest Editors:

Prof. dr. Patrick De Pelsmacker
University of Antwerp
Department of Marketing
Prinsstraat 13, BE-2000 Antwerpen, Belgium
Tel.: 32 (3) 275 50 46, fax: 32 (3) 275 50 81
Email: patrick.depelsmacker@ua.ac.be

Prof. dr. Peter C. Neijens
University of Amsterdam
The Amsterdam School of Communications Research ASCoR
Kloveniersburgwal 48, 1012 CX Amsterdam, The Netherlands
Tel.: 31 (0) 20 525 3998, fax: 31 20 525 3681
Email: p.c.neijens@uva.nl

CALL FOR PAPERS

International Journal of Integrated Marketing Communications

Submission Deadline: January 15, 2010



800-247-6553 • 312-494-0100

Co-Editors

Don E. Schultz
Emeritus, Medill IMC
Northwestern University
President, Agora

John Schibrowsky
Professor,
Department of Marketing
University of Nevada, Las Vegas

J. Steven Kelly
Department of Marketing
Dir., Kellstadt Center
DePaul University

Managing Editor

Richard Hagle
(312) 494-0100
rahagle@aol.com
www.racombooks.com
www.ijimc.com

Editorial Mission Statement

The *International Journal of Integrated Marketing Communications* is devoted to the dissemination of information about the teaching and practice of the range of disciplines under the umbrella of integrated marketing communications, including direct/interactive marketing, database marketing, public relations, advertising, sales promotion, and other forms of promotional communications for both for-profit and not-for-profit entities and about how they can be integrated for more effective results. *IJIMC* editorial content will include scholarly research on business applications of IMC as well as cases and research on teaching IMC. The target reader for this publication is the college classroom or online teacher—whether tenure track or adjunct, whether in a degree or executive/professional development program—and IMC practitioner interested in actionable theory and practice.

Purpose

Two of the most powerful forces in business in the past two decades have been IMC (Integrated Marketing Communications) and globalization. Dozens of books and hundreds of articles have been written about both. Few attempts have been made to bring the two topics together in a single publication—until now. The *International Journal of Integrated Marketing Communications* will publish articles of interest and use to scholars, teachers, and practitioners on the subject of IMC in both domestic and international contexts.

Submission Guidelines

Initial Queries

Initial queries should include a one-page summary or abstract (250 words max.) and an outline of the proposed work. Topics might include any of the subject areas mentioned in the Editorial Mission Statement, with an IMC emphasis. Such topics include:

- Accountability measurements
- Aligning strategy and tactics
- Market triggers and predictors
- All tactical areas in Marketing Communications including, but not limited to, those mentioned in the Editorial Mission Statement.
- Teaching methodology or cases in any of these areas.

Send your submission by email to the Managing Editor, who will forward it to the Co-Editors. Your submission will be reviewed for fit with the *IJIMC*'s purpose and mission, and you will be contacted regarding next steps.

Editorial Board

Richard Beltramini, School of Business, Wayne State University; Brad Berens, Editor in Chief, iMedia Corp.; Richard Cole, Professor and Chair, Dept. of Advertising, Public Relations and Retailing, Michigan State University; Thomas Duncan, Professor Emeritus, School of Communications, University of Colorado; Suzanne Fogel, Chair, Department of Marketing, DePaul University; Richard Hren, Strategy Director, Euro RSCG Discover; Arthur Middleton Hughes, The Database Marketing Institute; Ron Jacobs, President, Jacobs & Clevenger; Susan K. Jones, Professor, Department of Marketing, Ferris State University; Thomas Kuczumski, President, Kuczumski & Associates; Theresa Kushner, Director, Customer Intelligence, Cisco; Robert F. Lauterborn, Professor Emeritus, School of Advertising and Communications, University of North Carolina, Chapel Hill; Sandra Moriarity, Professor Emerita, University of Colorado; Richard Nelson, Manship School of Mass Communication, Louisiana State University; Jimmy Peltier, Department of Marketing, University of Wisconsin, Whitewater; Joseph Phelps, Professor, Department of Advertising and Public Relations, University of Alabama; Charles Prescott, Oak Knoll Limited/The Prescott Report; Freddy Rosales, Vice President and Partner, di Paola WPP, Argentina and Professor, Postgraduate School, ITBA (Buenos Aires Institute of Technology); Peter J. Rosenwald, Partner, Consult Partners, São Paulo, Brazil; Sheila Sasser, Professor, College of Business, Eastern Michigan University; J. Walker Smith, President, Yankelovich & Partners; Ruth Stevens, Adjunct, Columbia University and Shanghai Management Institute; Alastair Tempest, Director General of the Federation of European Direct and Interactive Marketing (FEDMA); Regine Vanheems, Lecturer, Sorbonne University; Maria Villar, Vice President, Marketing, MCVI, Inc.; Alan Weber, Adjunct, University of Kansas and President, d2g; Roy Young, President, Marketingprofs.com



Advertising Educational Foundation (AEF)

About the Advertising Educational Foundation

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

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

Inside Advertising Speakers Program

Sign up now for spring 2010!

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

ADText

AEF publishes *ADText: Online Curriculum*, the first online textbook about advertising and society, available via open access (ADTextonline.org). *ADText* consists of 20 units. All units have streamed commercial examples and abundant references and links. Professors who teach about advertising in both liberal arts and professional programs will find *ADText* – in its entirety or in part – useful for their teaching. *ADText* provides 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
- Advertising and the Media

Advertising & Society Review

AEF also publishes the *Advertising & Society Review (A&SR)*. This comprehensive, top-quality, peer-reviewed academic online journal is available by subscription.

A&SR, directed to professors and students in liberal arts colleges, universities and professional schools, offers articles, essays, interviews and round table discussions with a balanced perspective from academic and industry experts about advertising in society, culture, history, and the economy. Linda Scott, Ph.D., Oxford University is the Editor.

Both publications are distributed globally by the Johns Hopkins University Press Project MUSE.

Visiting Professor Program

A two-week fellowship at an advertising agency, advertiser or media company. See next page for details.

2010 VISITING PROFESSOR PROGRAM (VPP) FACT SHEET

"Through the VPP, the advertising industry contributes to the academic training of the next generation of advertising executives. Unlike other disciplines such as medicine and law, advertising is often taught by academics with no industry experience. The VPP provides the practical knowledge we desperately need. When designing advertising-related courses, I will now take into consideration what I learned from the VPP to make sure that students will acquire the skills and knowledge essential to success in the advertising industry."

Professor Andrew Wong, California State University

"This unique opportunity not only affected how I think about the business, but more importantly how I can talk with my students about how their education and experiences outside the traditional majors of business or marketing actually makes them vital to the industry. The VPP was a wonderful learning experience and I recommend it to faculty in the humanities and the social sciences."

Professor Shilpa Davé, Brandeis University

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

Application Deadline

February 12, 2010

Background

The VPP is a two-week fellowship for professors of advertising, marketing, communications and the liberal arts. In 2009, 14 professors were hosted by advertising agencies in Chicago, Los Angeles, Miami and New York City. Whether a professor is placed with an agency, a marketing or media company depends upon his/her area of expertise. The number of placements in the VPP is contingent upon the number of companies willing to host a professor. Preference is given to professors with little or no industry experience and to those who have not already participated in the program. *Note: Program is only offered to professors teaching in the United States.*

Objective

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

Components

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

2010 VPP: July 12-23

Professors chosen by the VPP Selection Committee will be placed with host companies in New York City, Chicago and other major cities. **Apply only if your academic and personal responsibilities allow you to participate for the full two weeks.**

Expenses

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

Application

Visit the *On-Campus* section on www.aef.com to apply online. **All application materials (CV, letter of recommendation and statement) must be postmarked by February 12, 2010.**

Notification: April 2010

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

Contact Sharon Hudson, Vice President, Program Manager, at sh@aef.com or (212) 986-8060 x15

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 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
+1 210.458.5384
+1 210.458.6335 (fax)