



# News



## WE'RE OFF TO *Boston* WITH A RICH CONFERENCE PROGRAM AND A GOOD PLAN FOR FUN!

by Hong Cheng Head/Ad Division 2008 - 2009

Hello everyone. Hope you are having a relaxing summer, after a busy semester or quarter. To Ad Division members, the AEJMC annual convention is always a high point in our summer. For this year's Boston convention, we have prepared a rich

program and a number of social activities for all.

To kick off our division's program is the well-known annual pre-conference Teaching Workshop. This year, Sheri Broyles and Jan Slater have put together an exciting and timely full-day workshop on Innovations in Teaching Advertising, with a focus on what students need to know about new digital media and what opportunities these new technologies could provide for us in the classroom. (Please see Sheri's article in this issue of *AdNews* for information on workshop speakers and their topics.)

Accepted from a record number of submissions (150 in total—kudos to all paper authors, reviewers and competition chairs!), 66 papers will be presented at five “regular” paper sessions, two joint poster sessions, one scholar-to-scholar session and one high-density paper session. Following AEJMC guidelines, all the sessions in our program receive equal treatment—accepted papers are grouped by themes rather than quality. Our four panels, co-sponsored with fellow divisions or interest groups, will address fascinating topics like social media, selling of sports and sports celebrities, *Madison Avenue in Asia*, and “gay vague”—all focused on or related to advertising. (Read the articles by three panel organizers in this *AdNews* for more information.) Our paper sessions and panels are spread out from Wednesday through Saturday during the convention. (See the program schedule in this *AdNews* for dates and times.)

The Members' Meeting will be held on Thursday, August 6, from 6:45 to 8:15 p.m. The meeting will be a get-together for us to look back at what we have done as a division this year and to look forward to the next one. We will also elect the division's new Executive Committee members. Awards will be presented at the meeting to the authors of three top research papers and one top student paper. The inaugural *IJA* Best Research Paper and *IJA* Best Student Paper awards, sponsored by the U.K.-based *International Journal of Advertising* and its publisher, the World Advertising Research Center, will also be presented. One division member who has made significant contributions to our division over the years will be honored with the Outstanding Service Award. Please attend the meeting—to deliberate on important division-related matters and applaud for our award winners. As part of the mutual promotions our division has with the *IJA*, free samples of this premier publication in advertising research will be distributed at the members' meeting, together with *A Century of Advertising Education*, a new book authored by Billy Ross and Jef Richards. Limited in quantity, copies will be given out on a “first-

come-first-served” basis. I am also very pleased to announce that Vice President and Publisher Allison Arden and Group Circulation Manager Mia Shelton of *Advertising Age* will attend our members' meeting. You'll find out from Allison and Mia how their newly launched *Ad Age on Campus* program can help us “guide our next generation of leaders.”

For fun, Scott Hamula has planned a famous Boston Duck Tour for us on Wednesday afternoon. Craig Davis has made these arrangements for our agency tour to the renowned Arnold Worldwide on Thursday. Immediately following our Members' Meeting on Thursday evening, we will have our traditional offsite division social—at Kings Lanes/Restaurant, next to the convention hotel. (For more information on all activities, please read the articles written by Craig and Scott, all carried in this *AdNews*.)

In addition to being a “road map” for our division's events during the upcoming Boston convention, this issue of *AdNews* features several important and interesting articles. Upon my invitation, Charles “Ray” Taylor, Editor of the *International Journal of Advertising*, wrote a letter to Advertising Division members. In it, Ray invites our members to submit their manuscripts on “general advertising and promotion” to the journal, our division's new partner.

Our paper chairs did not see their jobs over, even upon the successful completions of their competitions. They gave us well-timed reports on the competitions in this issue of *AdNews*. Jay Newell's “Lessons Learned as a Competition Chair” is a modest understatement. The tips offered in his article are applicable to not only special topics papers but also all other types of conference papers.

Another important piece is from Pat Rose, our dedicated and seasoned Editor of the *Journal of Advertising Education*. Thanks to Pat's and her editorial and production team's diligent work, our journal had another good year by having published two issues. The Spring 2009 issue “represents the first fruits of the partnership between *JAE* and the Direct Marketing Educational Foundation's Research Summit,” as Joe Phelps and Jimmy Peltier, Guest Editors of this special edition, pointed out. According to Pat, this edition is “our largest issue ever.” In her article, Pat did admit challenges the *JAE* is facing, mainly in submission and distribution. She urges all of us to “continue to think of the Journal for [our] advertising education submissions!”

In short, our division had a triumphant journey this year, though not without a single bump. Let's head for the Boston convention to exchange our research, expertise and experience, to celebrate our achievements, and to have fun! Meanwhile, we'll tackle some major challenges facing our profession in general and our division in particular. I'm looking forward to seeing you all in Boston in early August.

Cheers,  
*Hong*

# AD DIVISION *Kudos*

Compiled by Craig Davis

(From the Editor: We would like to hear about your accomplishments—including recent awards, appointments, and publications—or anything you think is worth sharing with *AdNews* readers. For future entries to the Kudos section, please e-mail Craig Davis at [davisc7@ohio.edu](mailto:davisc7@ohio.edu).)

**Caryl Cooper** (University of Alabama) was named the Outstanding Teacher by the Kappa Alpha Tau chapter.

**Jami Fullerton** (Oklahoma State University) and **Alice Kendrick** (Southern Methodist University) were awarded the Billy I. Ross Award for Research in Advertising by the American Academy of Advertising at the National Conference in March.

**Bobbie Kay Lewis** (Oklahoma State University) was selected the National Outstanding Student Chapter Adviser by the Association for Women in Communications.

**Tom Mueller** (University of Florida) was named co-recipient for the 2009 Outstanding Student Teacher Award in Mass Communications at the University of Florida.

**Yorgo Pasadeos** (University of Alabama) received the College of Communication and Information Sciences Board of Visitors' Teaching Award.

**Kimberly Selber** (University of Texas–Pan American Edinburg) received the Provost's Teaching Award for the University of Texas, and the Provost's Excellence in Teaching Award for the College of Arts and Humanities. She was nominated for the University of Texas Regents Outstanding Teacher award. In 2009, she published two articles, "Art and Communication of Social Issues: Jessore Road Journey to Fight Human Trafficking," in the *International Journal of the Arts in Society* and "Fit to Print: An Analysis of Print and Online Newspaper Slogans" (co-authored with **Salma Ghanem**) in the *Newspaper Research Journal*.

**Craig Davis** (Ohio University) was promoted to assistant professor.

**Katherine Frith** (Southern Illinois University Carbondale) was promoted to full professor.

**Jisu Huh** (University of Minnesota) was promoted to associate professor and granted tenure.

**Ran Wei** (University of South Carolina) was promoted to full professor.

**Joseph Phelps** (University of Alabama) was named Chair of the Department of Advertising and Public Relations.

**Jan Slater** (University of Illinois at Urbana–Champaign) has been elected to a three-year term on the Accrediting Committee of the Accrediting Council on Education in Journalism and Mass Communication. She has also been elected 2009–2010 AAF Academic Committee vice chair. After serving as vice chair for one year, Jan will become the 2010–2011 Academic Committee chair.

**Chingching Chang** (National Chengchi University) published in the Spring 2009 issue of the *Journal of Advertising* an article, "Being Hooked' by Editorial Content: The Implications for Processing Narrative Advertising."

**Hong Cheng** (Ohio University) and **Kara Chan** (Hong Kong Baptist University) edited *Advertising and Chinese Society: Impacts and Issues* (Copenhagen Business School Press, 2009). **Katherine Frith** (Southern Illinois University Carbondale), **Hong Ji** (Pew Research Center), **John Schweitzer** (Bradley University), and **Ran Wei** (University of South Carolina) each contributed a chapter to the book.

**Karen Mallia** (University of South Carolina) authored "From the Sacred to the Profane: A Critical Analysis of the Changing Nature of Religious Imagery in Advertising," scheduled to publish in the *Journal of Media and Religion*.

## 2008-2009 Ad Division Executive Committee Members

### HEAD/Hong Cheng

Ohio University  
Office: 740-593-2619  
Fax: 740-593-2592  
E-mail: [chengh@ohio.edu](mailto:chengh@ohio.edu)

### VICE HEAD/PROGRAM CHAIR

#### Jami Fullerton

Oklahoma State University  
Office: 918-594-8579  
Fax: 918-594-8281  
E-mail: [jami.fullerton@okstate.edu](mailto:jami.fullerton@okstate.edu)

### SECRETARY/Craig Davis

Ohio University  
Office: 740-593-2605  
Fax: 740-593-2592  
E-mail: [davisc7@ohio.edu](mailto:davisc7@ohio.edu)

### AdNews EDITOR/Stacy James

University of Nebraska–Lincoln  
Office: 402-472-3069  
Fax: 402-472-4024  
E-mail: [sjames2@unl.edu](mailto:sjames2@unl.edu)

### RESEARCH COMMITTEE CHAIR

#### Bobbi Kay Lewis

Oklahoma State University  
Office: 405-744-2970  
Fax: 405-744-7104  
E-mail: [bobbikay.lewis@okstate.edu](mailto:bobbikay.lewis@okstate.edu)

### SPECIAL TOPICS PAPER CHAIR

#### Jay Newell

Iowa State University  
Office: 515-294-3445  
Fax: 515-294-5108  
E-mail: [newelljj@iastate.edu](mailto:newelljj@iastate.edu)

### PF&R COMMITTEE CHAIR

#### Frauke Hachtmann

University of Nebraska–Lincoln  
Office: 402-472-9848  
Fax: 402-472-4024  
E-mail: [fhachtmann1@unlnotes.unl.edu](mailto:fhachtmann1@unlnotes.unl.edu)

### TEACHING STANDARDS CHAIR

#### Scott Hamula

Ithaca College  
Office: 607-274-1034  
Fax: 607-274-7076  
E-mail: [shamula@ithaca.edu](mailto:shamula@ithaca.edu)

### STUDENT PAPER CHAIR

#### Cynthia Morton

University of Florida  
Office: 352-392-8841  
Fax: 352-392-3919  
E-mail: [cmorton@jou.ufl.edu](mailto:cmorton@jou.ufl.edu)

### WEBMASTER

#### Joe Bob Hester

University of North Carolina at Chapel Hill  
Office: 919-843-8290  
Fax: 919-962-0620  
E-mail: [hesterj@email.unc.edu](mailto:hesterj@email.unc.edu)

# NEVERMORE: Lessons Learned as a Competition Chair

by Jay Newell

It's amazing how fast you can learn from other people's mistakes. I have sent in dozens of conference papers over the years, but it took a turn as chairman of the Advertising Division's special topics research paper competition to show me the multiple errors of my ways. There's nothing like reading almost 50 reviews to get a good sense of what should be common sense in the creation of conference papers. So here are the lessons that I learned on the cheap:

**I promise that I will nevermore** send out a conference paper without going through a substantial spelling and grammar check. Numerous reviewers commented early and often on typos. Reactions ranged from gentle prodding ("manuscript contains an excessive number of errors.") to near outrage. Some reviewers viewed misspellings as a sign of disrespect to the reviewer. I've always wondered if reviewers get upset if they see their names misspelled. That didn't happen in any of the papers under review, but I did see reviewers get upset over misspelled names of colleagues.

**I promise that I will nevermore** do a theory-free paper. The second hot button issue is theory. Or more accurately, the absence of theory. Reviewers appreciated seeing theories drawn from other disciplines as well as familiar theories from advertising research. But no theory equaled no appreciation from the reviewers. Starting from a theoretical base is going to be a difficult trick, as I'm often more intrigued by phenomena than theory. But theory is the price of admission to the conference paper game.

**I promise that I will nevermore** send in a paper without a "billboard paragraph." A common question from reviewers was

"what does this paper add to the literature?" There was a negative relationship between reviewers asking this question and the authors putting in a paragraph about where the research fits into existing literature. Reviewers expected the author to do the hard work of figuring out why the research was worth doing. A billboard paragraph, preferably early on, does the heavy lifting.

**I promise that I will nevermore** put the tables at the end of a conference paper. First, let me admit that no reviewers remarked on having to slide fore-and-aft through PDF documents to find the tables. But after reading 20+ papers, I gained an appreciation for authors who put their tables in line with the text. Putting the tables at the end is an artifact of the era in which editors had to make things easier for the typographer. If you want your tables to be seen in a conference paper, put them where you want them.

And finally, **I will nevermore** worry about who's reviewing my stuff, and why. As a hopeless worrier, I spent many a midnight dark and dreary thinking about the evil that could be within the hearts of reviewers. The lesson that I learned in working with the 20+ Advertising Division special topics reviewers was that their interests and joys were in seeing well-written, intriguing conference papers. Reading all of the reviews in one sitting renewed my faith in the reviewing process. Reviewers were unfailingly polite, often incisive, and as far as I could tell, personal agenda-free. I thank our reviewers for their service to the organization, and the lessons that they've taught me. The pleasure and the learning were all mine.

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## "WHAT'S ON THE MENU" FOR ADVERTISING RESEARCH PRESENTATIONS?

by Bobbi Kay Lewis

Congratulations to Jan Wicks, Ron Warren, Ignatius Fosu and Robert Wicks of the University of Arkansas for writing the Ad Division's Top Research Paper: "What's on the Menu in Food Advertising on Child-rated Television Programs?" Besides the annual First-place Research Paper Award of the Advertising Division, the authors will be awarded the inaugural *IJA* Best Research Paper (with a \$300 cash prize) sponsored by the *International Journal of Advertising* and its publisher, the World Advertising Research Center, at our members' meeting on Thursday, August 6, at 6:45 p.m.

"Motivation Crowding and Word of Mouth Advertising: Why Extrinsic Incentives Could Make People Less Likely to Buzz" by George Anghelcev (Penn State) and John Eighmey (Minnesota)

will be recognized as the Second-place Research Paper winners. Jennifer Ball (Texas), Danae Manika (Texas) and Patricia Stout (Texas) will receive the honor of Third-place for their paper, "Across the Ages: Are College Age Adults a Viable Segment for DTC Prescription Drug Advertising?"

Congratulations to the award winners and all authors whose papers were accepted for presentation. We had a record number of submissions and we were allocated fewer paper slots by conference organizers this year, so competition was fierce.

I would like to clarify a possible misconception about the submission, acceptance and session assignment process. The Ad Division's research paper competition is a uniform call, which could result in acceptance for a traditional paper presentation, high-density session or scholar-to-scholar poster presentation. One does not submit to a respective category. The selection of which papers get in and which do not is based more on the quantitative scores than on the qualitative feedback. The type of session in which a paper is placed is not determined by the scores or the quality of the paper, but rather according to topic. Papers that can be grouped with other

like-topics are typically put together to form a traditional session. Being in a high-density session or poster session is not an indication that the paper was inferior in any way to a paper assigned to a traditional presentation.

If you have questions on what the high-density format entails or how to prepare for a poster presentation, please visit the AEJMC Web site: [http://ae-jmc.org/\\_events/convention/papercall](http://ae-jmc.org/_events/convention/papercall). You'll find a link titled "High Density Sessions" where Chuck Lubbers of the Public Relations Division provides insight into the high-density session format and rationale. Our own Sheri Broyles (North Texas) explains how to prepare for a poster presentation and provides a sample poster board.

As I mentioned earlier, we had a high quantity of papers submitted this year, thus we needed a high quantity of reviewers! Very sincere thanks to all of you who took the time to review papers. April is not exactly a slow time for anyone in the academia, which makes your efforts even more commendable. Reviewers are absolutely invaluable to the processes involved in scholarship, yet they are often the unsung heroes. Well, here it is: I am singing your praises. **THANK YOU!**

# AEJMC 2009 Convention Boston, Massachusetts Schedule for **ADVERTISING DIVISION** Events August 4 – 8



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## **TUESDAY, AUGUST 4, 2009**

**8:00 am to 5:00 pm**

Advertising Division Pre-Convention Teaching Workshop (“Innovations in Teaching Advertising”)

## **WEDNESDAY, AUGUST 5, 2009**

**8:15 am to 9:45 am**

Advertising Division Research Paper Session (“Teaching, Learning and Students”)

**10:00 am to 11:30 am**

Advertising Division Research Panel Session with Public Relations Division  
“Working Social Media Before It Works You: Best Practices for Advertising and Public Relations”

**11:45 am to 1:15 pm**

Advertising Division Research Paper Session (“Sports and Games”)

**1:30 pm to 3:00 pm**

Advertising Division Research Panel Session with Graduate Education Interest Group  
“This Is SportsCenter: The Selling of Sports and Sports Personalities”

**4:00 pm to 5:30 pm**

Advertising Division Boston Duck Tour (\$28 per person)  
The tour will launch from the Prudential Center, a three-minute walk from the Sheraton convention hotel, at 4:00 pm sharp. For a reservation, contact Scott Hamula at [shamula@ithaca.edu](mailto:shamula@ithaca.edu) no later than July 29.

**5:00 pm to 6:30 pm**

Advertising Division Research Panel Session with International Communication Division  
“One Quarter of a Century After *Madison Avenue in Asia*: A Re-examination of Transnational Advertising’s Roles in the Age of Globalization”

## **THURSDAY, AUGUST 6, 2009**

**7:00 am to 8:00 am**

Advertising Division Outgoing Executive Committee Meeting

**7:00 am to 8:00 am**

AEJMC New Members’ Breakfast

**8:15 am to 9:45 am**

Advertising Division Research Paper Session (“Selling Candidates and Recruiting Soldiers”)

**11:30 am to 1:15 pm**

Advertising Division Offsite (Arnold Worldwide)  
Participants of the tour will meet at the Sheraton convention hotel lobby and leave for Arnold as a group at 11:30 am sharp. For reservation, contact Craig Davis at [davisc7@ohio.edu](mailto:davisc7@ohio.edu).

**3:15 pm to 4:45 pm**

Advertising Division PF&R Panel Session with Gay, Lesbian, Bisexual, Transgender Interest Group  
“Consumer Response to ‘Gay Vague’ Advertising: Analysis and Perspectives”

*(schedule continued on page 5)*

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*Make your reservation before July 29 to reserve a seat: contact Scott Hamula at [shamula@ithaca.edu](mailto:shamula@ithaca.edu)*

## **IF IT WALKS LIKE AND QUACKS LIKE, THEN...**

... it must be our Boston Duck Tour! Your social committee has chartered a Full Stretch DUCK that will transport Ad Division members on a grand voyage of the city, showing us many unique historic sites and neighborhoods, and splashing us into the Charles River for a breathtaking view of the Boston and Cambridge skylines. The 80-minute tour will take place on Wednesday, August 5, beginning at 4:00 p.m., and will launch from the Prudential Center, just a three-minute walk from the Sheraton convention hotel. To reserve your seat, priced at just \$28, you must contact Scott Hamula at [shamula@ithaca.edu](mailto:shamula@ithaca.edu) no later than July 29. The first 36 members will be on one Duck. If more want to go, that group will be on a second Duck. For more details, check out <http://www.bostonducktours.com/Default.aspx>.

## Where Ad Division Members Meet in Boston

by Scott R. Hamula

Immediately following our Members' Meeting on Thursday evening, our division social will take place at Kings Lanes/Restaurant, a 24,000 square foot facility with a capacity of 540 guests. It includes 16 ten pin bowling lanes, a billiards room featuring Brunswick Gold Crown Tables, multiple bars and lounge. It's at 50 Dalton Street, practically next to the Sheraton. We have the Billiards Room reserved for us from 8:30 to 10:00 p.m. To check it out, go to: <http://www.backbaykings.com/>.

### THURSDAY, AUGUST 6, 2009 (CONTINUED)

#### 5:00 p.m. to 6:30 p.m.

Advertising Division High-Density Research Paper Session ("Eating, Drinking and Smoking")

#### 6:45 pm to 8:15 pm

Advertising Division Members' Meeting

#### 8:30 pm to 10:00 pm

Advertising Division Offsite Social

The offsite social will take place immediately following the members' meeting in the Billiards Room of Kings Lanes Restaurant at 50 Dalton Street—next to the Sheraton.

### FRIDAY, AUGUST 7, 2009

#### 7:00 am to 8:00 am

Advertising Division Incoming Executive Committee Meeting

#### 8:15 am to 9:45 am

Advertising Division Joint Research Poster Session with Public Relations Division

#### 12:15 pm to 1:30 pm

Advertising Division Scholar-to-Scholar Research Poster Session

#### 1:45 pm to 3:15 pm

Advertising Division Research Paper Session ("Targeting Minority Markets")

#### 3:30 pm to 5:00 pm

Advertising Division Joint Research Poster Session with CCS, ENT and PR

### SATURDAY, AUGUST 8, 2009

#### 7:00 am to 8:00 am

AEJMC COD Meeting

#### 8:15 am to 9:45 am

AEJMC Training Sessions for All Divisions' Incoming Heads, Vice Heads/Program Chairs, Research Chairs, PF&R Chairs and Teaching Chairs

#### 10:00 am to 11:30 am

Advertising Division Research Paper Session ("Industry Issues")

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## Arnold Worldwide to host agency visit on August 6, from 12:00 pm to 1:00 pm

by Craig Davis

Arnold Worldwide, one of the world's leading marketing communication firms, will open its doors for the AEJMC Advertising Division's annual agency visit. This world-renowned agency, with offices in Boston, New York, Washington D.C., London, Prague and Sao Paulo, and over 500 employees, has engineered highly differentiated "category of one" campaigns for brands such as Carnival, Citizen's Bank, McDonald's, Jack Daniel's, Fidelity Investments, Volvo, Truth and many more. Arnold has a one bottom-line operational model and a strategic process that starts with a business solution (rather than beginning with a creative one), unique to the industry. Its pragmatic mantra, "Great

Work Works," and its employee-friendly culture are just a few reasons why Arnold has been a leading agency since its founding in 1946.

As Advertising Professors, this is a once-in-a-lifetime opportunity to experience the positive energy that drives this agency and learn why Arnold is such a coveted agency by many of our students looking to work in the industry.

We plan to meet at 11:30 am in the lobby of the Sheraton, and we will walk over together. Please e-mail Craig Davis [davisc7@ohio.edu](mailto:davisc7@ohio.edu) to reserve a space. For more information about Arnold Worldwide, please visit [www.arnoldworldwide.com](http://www.arnoldworldwide.com).

## To Ad Division Members:

I am pleased to write to you as Editor of the *International Journal of Advertising*, and would like to encourage you to consider it as an outlet for your work. *IJA* is published five times per year by the World Advertising Research Center. It is listed in ISI/SSCI with its first impact factor coming out this summer.

Something I would like to make clear to Ad Division members in this column is that papers on any aspect of promotion are welcomed as submissions to the *International Journal of Advertising*. *IJA* is a general advertising and promotion journal and submissions do not have to be "cross-cultural," "global" or "international" in order to be considered. One-country studies, as well as cross-national studies, are welcome as submissions as long as they make a new contribution to the literature. Papers do need to be of interest to our readership, which consists of a mix of academics and practitioners from around the world.

The Ad Division of AEJMC is a very important constituency for the *International Journal of Advertising* as an impressive volume of high-quality work originates from scholars in your group.

*IJA* received more than 200 papers last year and is on track for even more submissions this year. In fact, I would like to request your assistance in spreading the word about *IJA*. Led by my predecessor Doug West, the reputation of *IJA* has risen in recent years and it is my hope that you look at *IJA* as a truly elite outlet for publishing advertising research.

In general, I would like to encourage all of you who do advertising research to be sure to keep advertising journals top of mind in conducting literature reviews for your articles. While the degree to which citation impact factors should be weighted in evaluating journal quality can be debated, they are weighed heavily in most of the world. As a result, it is in the interests of the advertising community to make sure high-quality, relevant articles from leading advertising outlets are cited in papers dealing with advertising, whether they are being submitted to an advertising journal or a general marketing or communications outlet.

*IJA* has three distinguishing features, which collectively provide a unique position for the journal. They are:

1) *IJA* focuses on issues of concern to practitioners, academics and policy-makers from a conceptual perspective.

2) *IJA* has an underlying interest in public policy relating to marketing communications, which is regularly addressed in the journal and in frequent special issues.

3) The make-up of the *IJA* Editorial Advisory Board provides a comprehensive and genuinely international pool of reviewers. Each submission is assessed by three reviewers in a double-blind process.

While conceptual strength is important for *IJA* submissions, I think it is fair to say that managerial relevance and/or relevance to public policy is appreciated by *IJA* reviewers.

It is also my goal to be author friendly in the review process. I will do my best to ensure that papers are processed in a timely manner. Most commonly papers that get asked for a revision will be sent back to reviewers once at which point the editorial team, consisting of myself and Associate Editors, will then make a decision to either conditionally accept or reject the paper.

I am pleased to announce the new *IJA* Associate Editors. In alphabetical order, they are Lars Bergkvist, Stockholm University, Sweden; Chang Hoan Cho, Yonsei University, South Korea; John Kozup, Villanova University; Wei-Na Lee, University of Texas at Austin; Gerard Prendergast, Hong Kong Baptist University, PRC; Edith Smit, University of Amsterdam, Netherlands. I am grateful to these individuals, whom many of you know personally, for making a commitment to *IJA*. I will work with them to further improve the journal's reputation and look forward to seeing submissions from Ad Division members.

Sincerely,  
*Ray*

(Letter from *IJA*  
Editor Charles R.  
Taylor, who  
is John A. Murphy  
Professor of Mar-  
keting at Villanova  
School of Business,  
Pennsylvania, USA.  
His e-mail address  
is: raymond.taylor@  
villanova.edu)

## Journal of Advertising Education NEWS

by Pat Rose

Stacy James and I are pleased to report that the publication is up to date. A special edition, and our largest issue ever, was published Spring 2009 with the best of the papers and presentations coming from the *Direct and Interactive Marketing Research Summit, Education Track*. Joe Phelps and Jimmy Peltier were the co-editors. Acceptance rate for this issue was 25%. Current overall acceptance rate is approximately 40%.

While we are still too small to be indexed, we are listed in *Cabell's Directory of Publishing Opportunities*. All referred articles are listing on the Ad Division's Web site: <http://www.aejmc.net/advertising/JAEWeb/index.html>

Stacy James continues to do a superb job of designing the journal and overseeing its production. Thank you, Stacy!

Sue Alessandri continues as book editor as she moved from Syracuse to Suffolk University. Thank you, Sue!

(Pat Rose, Editor of the *Journal of Advertising Education*, can be reached by her e-mail: [rosep@fiu.edu](mailto:rosep@fiu.edu))

And, last, but certainly not least, I am totally grateful to all my thoughtful and constructive reviewers. Despite all of the good things, submissions and distribution of the journal continue to be minimal. It's the special issues that bolster our content. The reason: the *JAE* is a membership benefit of members of the Ad Division of AEJMC – and our membership is not all that huge! To grow and get better we need more recognition and more readership. While we do not want to lose ownership nor editorial control of the journal, we are still exploring ways to grow.

For futures: I took over the editorship of the *JAE* for the Spring 2005 issue and am currently completing by fifth year. While I am happy to continue this through 2010 (one more year), I have asked Jami Fullerton to put out a call for a new editor as one of her 2009/2010 priorities. Please continue to think of the *JAE* for your advertising education submissions!

## Upcoming Boston Conference Panel Examines “Gay Vague” Advertising Strategy

by Glenn Griffin

The term “gay vague” was coined in 1997 by journalist Michael Wilke. It refers to advertisements that portray homosexuals and/or homosexual behavior in subtle fashion; in a manner that can be easily recognized by gay consumers but doesn’t alienate straight consumers. Gays and lesbians still represent a “niche” market, so the “gay vague” strategy is useful for brands that seek to appeal to both gay and straight audiences. While it is still considered risky for most brands to invoke gay themes and/or imagery in mainstream media because many consumers find them offensive, some enjoy mass appeal while simultaneously cultivating a strong following among gays and/or lesbians. Clothing retailer Abercrombie & Fitch Co., using fashion photographer Bruce Weber’s sexually-charged images as the basis of its brand image, is perhaps the highest profile user of the “gay vague” strategy.

On Thursday, August 6, from 3:15 to 4:45 p.m., please join us for a fascinating panel discussion about the “gay vague” strategy and its pros and cons. Glenn Griffin (SMU-Dallas) will moderate the panel, joined by Jacqueline Lambiasi (Texas Christian



“Gay vague” ads, like this one, are open to multiple interpretations depending on the viewer.

University) and Gary Hicks (Southern Illinois-Edwardsville). Griffin and Lambiasi recently completed a study examining consumers’ responses to “gay vague” ads (with Kartik Pashupati of SMU-Dallas) and will briefly discuss their findings. Hicks is Head of AEJMC’s Gay, Lesbian, Bisexual and Transgender Interest Group and Director of Graduate Studies in Southern Illinois-Edwardsville’s Department of Mass Communications. Lance Jensen, President and Co-Founder of Modernista! in Boston, and Cindi Creager, Director of National News with the Gay and Lesbian Alliance Against Defamation (GLAAD), will also bring their perspectives to the topic. Jensen was part of the creative team at Arnold that produced the classic “Da Da Da” ad for Volkswagen in 1997 (to which the term “gay vague” was first applied). Creager is a graduate of Columbia University and worked as a reporter/producer for ABC News, PBS Frontline and several independent documentary producers before joining GLAAD. Please join us for this timely discussion of issues surrounding the development of ads targeting the gay and lesbian market and portrayals of this group.

### “DA-DUH...DA-DA-DUT: THIS IS”



by Sheri Broyles

Could you sing that five-note jingle? If so, we know you’re a fan. But even if you don’t know the opening to ESPN’s SportsCenter, you probably know advertising is a big part of the selling of sports and sports personalities. We’re bringing you a panel that will take a behind-the-scenes look of what it’s like to work with big-time sports personalities and selling them, the products they endorse and the sports they play in.

Highlighting the panel will be Roger Baldacci, the executive creative director at Arnold Worldwide. Mr. Baldacci has been with Arnold for eight years and has worked on award-winning campaigns including the Truth anti-smoking campaign and ESPN’s campaign that has fans, critics and athletes looking forward to the next installment. Also on the panel will be Jim Masteralexis, an agent who represents professional baseball players both in the U.S. and abroad.

Sharienne Walker, who is chair of Sports Management at Western New England College, and our own John Sweeney, director of the Sports Communication Program at North Carolina, will anchor the panel. They’ll talk about selling big-time sports personalities and challenges of turning the success achieved in sports into commercial success. If you love sports, you’ll love this panel: 1:30 to 3:00 pm, Wednesday, August 5. Join us and hear the stories behind the daily hype of the \$200 billion sports business.

### SOCIAL MEDIA, IT’S BRANDTASTIC!

by Scott R. Hamula

You’re invited to attend “Working Social Media Before it Works You: Best Practices for Advertising and Public Relations,” a convention panel co-sponsored by the Advertising Division and Public Relations Division that will take place Wednesday morning at 10 am. Social media are changing the ways that brands are reaching their audiences by not only providing quick and immediate feedback, but also allowing for increased interactivity between the organization and its publics.

This panel will bring together scholars, advertisers and public relations practitioners to discuss how they are incorporating social media in the classroom, in the boardroom and in the field. By bringing together these three types of social media users, we hope to show how to better prepare our students, their future clients and ourselves for the next wave of social media. Panelists will include Benjamin Bryant, CorpComm, Inc., C.C. Chapman, The Advanced Guard, Kim Gregson, Ithaca, John Moore, Mullen Advertising & Public Relations, and Kevin Rettig, MediaVest Worldwide.

### Record Submissions to the 2009 Student Paper Competition by Cynthia Morton

The 2009 Student Paper Competition saw a record number of submissions. More than 30 student-authored research papers from 20 different academic institutions were represented in the competitive paper review. Research topics addressed all aspects of advertising, including issues ranging from advertising media effects to celebrity endorsement and from virtual brand communities to political advertising and audience voting behavior. Paper reviewers were challenged with the task of identifying the top paper from a pool of high-quality entries.

Approximately 40% of the papers were accepted for presentation at the upcoming AEJMC Convention in one of three types of sessions — a traditional research session, a scholar-to-scholar session, or a poster session. All accepted Ad Division Student Papers will be featured across the days of the convention.

Top honors for winning the Student Paper Competition go to Kenneth Kim at the University of Florida on his paper titled “Attribute Goal-Framing and Gain-Loss Framing Effects in DTC HPV Vaccine Drug Advertising.” In addition to the annual Top Student Paper Award of the Ad Division, Mr. Kim will be honored with the inaugural *IJA* Best Student Paper Award (with a \$200 cash prize) at the division members’ meeting. As the winner of this year’s student awards, Mr. Kim is also invited to submit his manuscript for review to the *International Journal of Advertising*, which will give it top consideration for publication.

Congratulations to all student paper presenters, and special thanks to all the dedicated faculty reviewers for their service contributions to the competitive review process.

**ADVERTISING TEACHING  
WORKSHOP**Innovations in Teaching  
August 4, 2009 • Boston***The Ad Division's Teaching Workshop gets innovative***  
**Are you a techno-weenie?**  
**Or are you tech savvy?** by Sheri Broyles

OK, I'll admit it. I'm a techno-weenie. Yes, I'm the one who continued to use overheads when everyone else had moved on to PowerPoints. Maybe you are too, but whether you're a laggard or an innovator/early adopter, you'll learn a whole lot at this year's Advertising Teaching Workshop.

Our all-day Innovations in Teaching workshop will feature Sean Kegalman from VivaKi in Boston. The name VivaKi is derived from the word "viva," which means life and "ki," which translates as energy flow — VivaKi is the new and improved Digitas for Publicis Group. Sean has titled his presentation "The 'Bleeding Edge' of Technology: What Your Students Need to Know." This is going to be the new, new, new stuff that will really benefit both you and your students.

Also featured in the morning will be Tom Fauls who has worked in creative (with a little account service early on) for agencies including NWAyer, Leo Burnett, JWT and FCB. His fingers have touched work, including interactive, for clients such as United Airlines, various Kraft and Proctor and Gamble brands, Frito-Lay and McDonald's. Tom, now with Boston University, has titled his presentation "From AdLab to YouTube: Teaching with Technology." In addition to talking about BU's very innovative and successful AdLab, Tom will tell us about his

experiences in teaching interactive and distance courses. As Tom says: "I've learned a few things (isn't trial and error wonderful?) about what works and what doesn't." His trial and error will help us avoid some pitfalls as we teach these types of classes.

In the afternoon, the Teaching Workshop will showcase five of our colleagues who will address a variety of topics. Glenn Griffin from SMU will talk about using blogs for idea journals. Diana Mincyte from Illinois will tackle technology at home and abroad. Frauke Hachtmann from Nebraska will introduce free software such as Jing to make your and your students' lives easier. Cynthia Frisby from Missouri will talk about Facebook and how that can impact student/professor relationships. Hairong Li from Michigan State will wrap up with Google and its online marketing challenge.

Digital is the future for our students, and we, their teachers, need to help them understand these new opportunities. We've packed a lot into this year's Innovations in Teaching workshop, and it's a great lineup to give you lots of innovative ideas. So plan to arrive in Boston early. The all-day teaching workshop will be on Tuesday, August 4.

*We'll see you there!*