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News

HOW THE AD DIVISION PLANS OUR CONFERENCE

by Jami Fullerton Ad Division Head 2009-2010

While most of the world just celebrated the New Year, according to the AEJMC calendar, the “year” is almost half over. With our annual conference less than seven months away, conference planning is in full swing.

I have heard from many of you who wonder about how AEJMC program planning works. How are papers chosen? Why do we present at such odd times? And why are some papers scheduled for poster sessions and others in traditional research sessions? I would like to use my space in this issue of our newsletter to describe how the conference (at least the Ad Division) is organized and planned. Hopefully this will de-mystify the process and answer some of your questions.

In early December division heads and program chairs gather for their annual ritual known as “chipping.” Chipping is essentially the process by which the conference schedule is developed, including panel topics, session times, socials and meetings. Because there is a limited number of available rooms at the conference hotel, each division has to “chip” or compete for the best times for its respective program. There are only so many room slots for each time period, so the most desirable (translate: not too early, not too late) times go quickly. There are also AEJMC rules about scheduling conflicts that make it more challenging to garner sufficient time for paper presentations. Partnering with other divisions to co-sponsor sessions is one way to get more time and space for the division, so some fairly furious negotiating happens during the chipping meetings. Ad division vice-head and program chair Bobbi Kay Lewis did a fabulous job getting our schedule set this year when we all met in Jacksonville, Florida in December. She shares the results of her expert chipping with you in this issue.

So as I write, the panels are set and the times and days for paper presentations are already determined. All that remains is to fill in which papers will be presented, in which type of session and at what time. This is where you come in!

The ad division sponsors five separate paper competitions – research, special topics, teaching, professional freedom and responsibility (PF&R) and student papers. Each competition is separate. That means that teaching papers, for example, only compete with other teaching papers and student papers only compete against other student papers. Each competition has a chair who also sits on the executive committee. The paper chair is responsible for recruiting judges, assigning papers to judges, monitoring the judging process and ultimately determining which papers will be accepted for the conference. The paper chairs attempt to



have each paper blind-reviewed by three judges, but sometimes judges get overloaded and don't complete their reviews, which is why occasionally you have a paper reviewed only twice. The new ALL

ACADEMIC electronic system has made this part of the AEJMC paper competition much easier (remember when we used to use snail mail???).

It is the goal of AEJMC to accept around 50% of the papers submitted; however, as the ad division has grown and paper submissions have increased, we are typically not given enough space to handle half of the papers submitted. That is why our acceptance rate was closer to 45% last year.

Once the judging is complete, the paper chairs analyze the judges' scores, read their comments and rank the papers. They forward the top 50% of their papers to the vice-head who has the thankless job of placing papers into a session time and space. Historically, the Ad Division has grouped papers according to topics and built traditional research sessions around these topics. Papers that don't fit topically with other papers are typically assigned to poster sessions. It is entirely possible for a top-scored paper to end up in a poster session (that happened in 2009). Being assigned to a poster session is not a reflection of the quality of the paper. It simply is a result of being unique and therefore not grouped thematically with other papers to form a traditional research session. Now, think back to how the chipping works. We only get allotted five traditional sessions, which will hold about 20 papers total (about 12% of our submissions), so the remaining papers must be presented in alternate forms such as poster sessions or high-density sessions.

Once the papers are placed into sessions and the authors are notified in May, the hard work for the executive committee is done. All that is left is to enjoy the conference!

I'm looking forward to enjoying the conference with all of you in Denver this year. I hope my explanation of how the program scheduling works has answered some questions for you. If you have other questions or need more detail, feel free to email me anytime at jamia@okstate.edu.

Yours truly,

Jami

Advertising Division Received Rave Review

BY HONG CHENG

Kudos to all our previous Executive Committees and to all our members, who have built the best division in AEJMC over the years and made our division's rave review possible!

The Advertising Division successfully went through AEJMC's five-year (2005-2009) assessment in the past summer.

As put in a written report that Jami Fullerton and I received from the Assessment Committee after the Boston convention, our division "has done well in three key areas important to AEJMC – research, teaching, and PF&R." It was applauded for having "emphasized excellence in all three areas" and having "achieved an admirable balance among the three types of activities."

More specifically, the AEJMC Assessment Committee report can be quoted as saying:

The Division has been active in programming at the annual convention, maintained strong publications, and engaged professionals through site visits and invitations to speak at its convention programs. It has worked hard and with sustained effort to educate its members on PF&R objectives. It has had a continuous commitment to its preconvention teaching workshop (now in its 13th year). It has expanded research presentation opportunities for faculty and students and has expanded its work with practitioner organizations.

In terms of research, the Assessment Committee praised our division for its acceptance rate—usually just under 50% – across the five-year period and "strong judging participation, with the average (often median) number of papers per judge at three."

The Assessment Committee also noted our division's efforts to "publish articles about paper competitions and other convention opportunities for its members." The committee particularly mentioned our division's promotions of the opportunities like "Special Topics" papers and Scholar-to-Scholar sessions. The committee strongly acknowledged the increased award opportunities for papers submitted. Our division offered a top research paper award and a top student paper award across the five years under review. In 2008 our division's awards were expanded to a first-, second-, and third-place research paper and a top student paper. In 2009, our division initiated a partnership with the UK-based *International Journal of Advertising* to provide an "IJA Best Research Paper" (with a \$300 cash award) and an "IJA Best Student Paper" (with a \$200 cash award).

As far as teaching was concerned, besides the continued successes of our famous annual preconvention workshops, the Assessment Committee appreciated our division's efforts over the past five years to expand *Journal of Advertising Education's* "impact and its number of subscribers" and to use the journal "as a steady vehicle to strengthen the Division's outreach to its members on teaching issues."

The Assessment Committee also called the syllabi exchange program and the case studies exchange program "two strengths for [our] division," while expressing its interest in the Task Force that "explores the feasibility of establishing a 'virtual library for advertising cases.'"

When it came to PF&R activities, the Assessment Committee especially mentioned our division's annual agency tours and the practitioners invited to our panels and sessions at annual conventions. The committee also noted the PF&R columns written by division officers and members for *AdNews*.

The Assessment Committee commended our division for its "growing linkages" with the American Educational

Foundation (AEF) and the American Advertising Federation (AAF), its "Ad Division Kudos," and its co-sponsored panels with other divisions/interest groups.

The Assessment Committee also made some suggestions for the further improvement of our division's work:

- To consider indexing the *JAE*, lowering its acceptance rate, and exploring "innovative ways of promoting the journal to expand its subscriber base."
- To explore "the possibility of participating in one of the AEJMC midwinter regional conferences as a way to offer its members, particularly students, alternative opportunities for research and panel presentations."
- To revisit the ideas advanced in Roger Lavery and Michael Hanley's "State of the Advertising Industry 2008" report (which the Assessment Committee called "insightful") and "explore ways to incorporate innovations into its programming to more effectively deal with the changes described there."

In conclusion, the AEJMC Assessment Committee described our division as "vibrant, well balanced, and successful" and reassured that our division's goals of "excellence in research, a stronger journal, support for teaching, and sustained and expanding interactions with its practitioner base" are "entirely appropriate."

AEJMC began its assessments in 2004. Each division and interest group goes through the process once every five years, reviewed by its annual reports filed to the Association. The process also includes a face-to-face interview with division officers. The 30-minute meeting for our division in 2009 was held on Tuesday, August 4, at Sheraton Boston during the AEJMC convention. Caryl Cooper (Division Head, 2005-2006), Jami Fullerton (Vice Head, 2008-2009) and I (Division Head, 2008-2009) represented our division at the meeting. We recapped our division's strengths, answered the Assessment Committee's questions, and listened to their recommendations.

Members of the Assessment Committee were Kim Bissell (Council of Divisions), Charles Self (AEJMC Past President), Carolyn Kitch (Research Committee), Jennifer Greer (Teaching Committee), and Patrick Washburn (PF&R Committee).

Kudos to all our previous Executive Committees and to all our members, who have built the best division in AEJMC over the years and made our division's rave review possible!

AD DIVISION *Kudos*

Compiled by Courtney C. Bosworth

Hong Cheng (Ohio University) and **Padmini Patwardhan** (Winthrop University) co-authored "One Region, Two Worlds? Comparing Cultural Values in Chinese and Indian TV Commercials," which will appear in the March 2010 issue of *Asian Journal of Communication*. Hong Cheng also co-authored with Fang Liu and Jianyao Li "Consumer Responses to Sex Appeal Advertising: A Cross-Cultural Study [of Australia, China, and the U.S.]," which appeared in the 4/5 issue (2009) of *International Marketing Review*.

Tom Fauls' (Boston University) Interactive Marketing Communication class just completed Boston University's first Google Grants program: AdWords in the Curriculum. To qualify, a professor must pass the GAP (Google Advertising Professional) exam and agree to devote at least 30% of the course to the program. His student teams worked with real clients and budgets (up to \$10,000 per client per month) creating PPC (Pay Per Click) search engine marketing campaigns. In the process, they developed sophisticated SEM strategies, used Google Analytics to analyze results, met or communicated with clients at least weekly, and solved technical challenges.

Karen Mallia's article "Rare birds. Why so few women become ad agency creative directors" (2009) appeared in *Advertising & Society Review*, 10(3). Karen also had a workshop published in the proceedings of the Southeastern INFORMS Conference, Myrtle Beach, SC (October 2, 2009) with Keane, L. B., and Patten, K.P. titled "Integrating experiential service-learning projects across the curriculum." Karen also had an article appear in the August 21, 2009 issue of *Advertising Age*, "Creativity knows no gender, but agency creative departments sure do."

Karie Hollerbach, Associate Professor of mass media at Southeast Missouri State University, published the article "The impact of market segmentation on African American frequency, centrality, and status in television advertising" in the December 2009 issue of the *Journal of Broadcasting & Electronic Media*.

Bobbi Kay Lewis completed her doctoral work and received her Ph.D. from Oklahoma State University in December 2009.

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 into the Kudos section, please e-mail Courtney Bosworth at cbosworth@radford.edu.

Unconventional Paper? by Frauke Hachtmann

Do you have a great idea for a paper but don't know what to do with it? Perhaps your research method hasn't been tested much in the ad division? Or maybe you are contemplating new and different ways to investigate issues in advertising? We have a place for your paper. Consider submitting it to the special topics paper competition.

The special topics paper competition is a place for new and interesting discussion that do not fit the traditional research paper format. This competition has attracted some of the most interesting papers and topics in recent years, including an evaluation of service-based buzz marketing techniques, visual history of women's images in advertising in Singapore, or a review of the effects of music on advertising. This category is a way to pioneer subjects, methods, and presentations and encourages submitters to be innovative and creative.

Special topics papers are judged as rigorously as other ad division papers even though they are not necessarily set up like a traditional research paper. Reviewers are reminded to keep an open mind when judging special topics papers including the subject as well as research approach used. **For questions, please contact Frauke Hachtmann, Special Topics Chair, at fhachtmann1@unl.edu or 402-472-9848.**

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Jami's special typeface mix is:
Serif: Minion
Sans serif: Century Gothic
Script: Juliet

ADVERTISING CALL DIVISION FOR (AEJMC 2010 Convention, Denver) (August 4 - 7, 2010) PAPERS

The AEJMC Advertising Division invites submissions of original papers that clearly focus on some aspect of advertising or advertising education. Various theoretical orientations and methodological approaches are welcome. Individual paper submissions should not exceed 30 pages (including all notes, references, tables, and figures) and should be submitted to only one competitive paper category in the Advertising Division: 1) Advertising Research, 2) Advertising Teaching, 3) Professional Freedom & Responsibility, 4) Special Topics, and 5) Student Papers.

According to the AEJMC 2010 Uniform Paper Call, all papers must be submitted "via the ALL ACADEMIC Web Site (<http://www.allacademic.com/one/aejmc/aejmc10/>) to the AEJMC group appropriate to the paper's topic." The paper upload link is available beginning in January 2010. Papers should be submitted in Word, WordPerfect, or PDF format. "The paper must be uploaded to the server no later than 11:59 P.M. Central Daylight Time on Thursday, April 1, 2010." "Authors must remove identifying information from paper submissions since papers are blind reviewed" (Papers bearing author information will be disqualified from the competition.) Authors should, however, provide their contact information (names, affiliations, and e-mail addresses) in the designated areas on ALL ACADEMIC, in addition to "a paper abstract of no more than 75 words."

ADVERTISING RESEARCH PAPERS

Submissions should be consistent with the style and format of *Journalism & Mass Communication Quarterly* or the *Journal of Advertising*. A cash award of the division will be given during the Denver convention to each of the top three papers in this competition. A cash award (\$300) sponsored by the U.K.-based *International Journal of Advertising* will be also given to the first-place research paper. For questions, please contact Jay Newell, Research Paper Chair, Iowa State University. E-mail: newelljj@iastate.edu. Tel: (515) 294-3445.

ADVERTISING TEACHING PAPERS

Teaching papers are invited on any research that addresses teaching: innovations, effective approaches, pedagogy, survey of the field, adoption of new technologies in the classroom, etc. However, keep in mind this competition is for research papers on teaching, rather than teaching tips or personal reflections. The style and format of the paper should conform to those in the *Journal of Advertising Education* or *Journalism & Mass Communication Educator*. For questions, please contact Cynthia Morton, Teaching Paper Chair, University of Florida. E-mail: cmorton@jou.ufl.edu. Tel: (352) 392-8841.

ADVERTISING PROFESSIONAL FREEDOM & RESPONSIBILITY (PF&R) PAPERS

Often referred to as the conscience of AEJMC, the goal of PF&R papers is to extend knowledge about and understanding of gender, race, ethics, social, and cultural influences; values; and free expression. Submissions may take the form of traditional research papers, but essays or critical analyses are also welcome. Historical as well as contemporary topics are appropriate. For questions, please contact Craig Davis, PF&R Paper Chair, Ohio University. E-mail: davisc7@ohio.edu. Tel: (740) 593-2605.

ADVERTISING SPECIAL TOPICS PAPERS

The special topics paper competition is the place for pioneering subjects, methods, and presentations. New approaches, innovation, and creativity are encouraged. A variety of advertising and advertising education topics and approaches (such as case histories, ethnographies, critical studies, visual essays, and methods as yet unknown) are welcome. For questions, please contact Frauke Hachtmann, Special Topics Paper Chair, University of Nebraska-Lincoln. E-mail: fhachtmann1@unl.edu. Tel: (402) 472-9848.

ADVERTISING STUDENT PAPERS

Graduate and undergraduate students are invited to submit original research dealing with any advertising-related topic. All sole- or co-authors of these papers must be students; papers co-authored by students and faculty should be submitted to the Research Paper competition. The style and format of the paper should conform to those in *Journalism & Mass Communication Quarterly* or the *Journal of Advertising*. A cash award of the division and a cash award (\$200) sponsored by the U.K.-based *International Journal of Advertising* will be given during the Denver convention to the top student paper. For questions, please contact Scott Hamula, Student Paper Chair, Ithaca College. E-mail: shamula@ithaca.edu. Tel: (607) 274-1034.

Surviving the Chipping War FOR A WINNING AD DIVISION PROGRAM

By Bobbi Kay Lewis

Jacksonville, Florida sounded pretty good in December. I was thinking sunny skies and warm temperatures and a chance to check out the action at the Landing. When I arrived in Jacksonville for the 2009 AEJMC Winter Meeting, I was greeted with gloomy skies, rain and cold. I don't think Jami and I ever left the conference hotel, and all of the action was found at the notorious "chip auction." It lived up to its billing as "an endurance contest, a chess game, a war" in a handout on how to survive convention programming.

Jami and I strategized, secured alliances and went to battle for the best programming slots. I think you will agree: our efforts were rewarded with a winning schedule for the 2010 annual convention in Denver. Plan ahead now to arrive early for the Teaching Workshop and stay all week because every day is evenly booked with exciting Ad Division events. Please note the members' meeting and social are scheduled for Friday this year. The off-site tour is planned for Wednesday at 1:30 p.m.

The schedule includes 5 refereed research presentations, two research poster sessions, one high density research presentation, and five exciting panels. Thank you to all of the authors for contributing their ideas and crafting proposals. We received nine excellent proposals from our members. Here's a look at the five exciting panels you can expect to see in Denver:

Wednesday at 10 a.m.

Creativity and the Digital Age is a panel to be co-sponsored with the Gay, Lesbian, Bisexual, Transgender Interest group. Panelists discuss the current knowledge base regarding creativity and attempt to uncover how creative work is done in the new media landscape that ranges from widgets to social media to flash mobs and viral video. (Panel proposed by Karen Mallia)

Thursday at 11:45 a.m. Pause for the Cause or Dash for the Cash: Cause-Related Marketing

This panel will bring together scholars, advertisers and public relations practitioners, and nonprofit

professionals to discuss the pros and cons of cause-related marketing and explore best practices. By bringing together these key players, we will be able to show attendees how to better prepare students for dealing with these cross-disciplinary initiatives. (Panel proposed by Scott Hamula)

Friday at 1:45 p.m.

Movies and Marketing: Selling the Silver Screen Co-sponsored with the Entertainment Studies Interest Group, this panel will bring together film industry professionals and scholars to discuss the booming movie business. Why are people drawn to the movie theater during economic downturns? What are the studios doing to attract audiences? How is the industry incorporating new media into their promotion mix? What are the latest trends in movie marketing? (Panel proposed by Jami Fullerton)

Friday at 3:30 p.m.

The First Amendment and Tobacco Advertising: The Constitutional Landscape Thirty Years after Central Hudson is a panel co-sponsored with the Law and Policy Division. In 2009, President Barack Obama signed into law the Family Smoking Prevention and

Tobacco Control Act that specifically empowered the Food and Drug Administration to regulate tobacco products and their advertising for the first time. The Act required the FDA to adopt a set of controversial advertising regulations that will place significant restrictions on tobacco advertising in the United States. Tobacco industry representatives already have filed a federal lawsuit challenging the advertising restrictions as unconstitutional under the First Amendment's protection for commercial speech. (Panel proposed by the Law Division)

Saturday at 11:45 a.m. "Buy, Buy, Baby:" Advertising to Children

is a panel to be co-sponsored with Public Relations. Topics include a discussion of the ethics of advertising and targeting entertainment to very young children, the implications of marketing food and beverages to children, a developmental examination and analysis of pacing in children's television commercials, as well as a historical analysis of TV commercials aimed at kids from a "consumerism" development paradigm. (Panel proposed by Cynthia Nichols)

Below: Bobbi Kay looks up from the table and says, "I'm chipping for you."



THE ADVERTISING DIVISION'S TEACHING WORKSHOP GOES BACK TO THE FUTURE

SOMETHING OLD, SOMETHING NEW

by Sheri Broyles, Jan Slater and Peggy Kreshel

Face it. Every day, our culture becomes a bit more participatory. Technological wizardry not only offers up a seemingly infinite array of new advertising options, it does so at an ever-accelerating pace. Something new is something old in the time it takes to say “multi-tasking consumers.” And what of those consumers? They’re in control. They seek ways to avoid advertising even as they eagerly play games on product websites, consent to watch a couple ads if it means their “tunes” will cost less, and take every opportunity to create ads of their own in response to advertiser promotions.

On his way to do what he loved most: to go and teach

by Dr J C Yssel

I met Keith Johnson many years ago through a mutual friend, the legendary Elsie Hebert, at an AEJMC convention. We hit it off and became very good friends. I worked with Keith on various AEJMC-related committees and as a colleague at the University of Southern Mississippi (USM) where we also engaged in research projects. After I left USM, we stayed in touch and communicated on a regular basis. He told me when he was diagnosed with chronic obstructive pulmonary disease. When I spoke with him on Friday, July 10, 2009, he mentioned that his doctor had told him his life expectancy was 2 years. Five days later on July 15, on his way to class, he pulled over, as he must not have felt too good. That is where he died, in his vehicle on Lincoln Road, Hattiesburg, MS. On his way to do what he loved most: to go and teach. Keith was 59 when he died.



Such is the world of advertising today. Oh, consumers will play, but now we have to invite them, interact with them, engage them. What does this mean for our students? What does this mean for us?

We’re talking to the wizards at Crispin Porter + Bogusky. You know, the folks who had the creative audacity to sacrifice Facebook friends for Whoppers. We’ve invited them to come and interact with us at the Teaching Workshop. They’ll be with us in the morning.

In the afternoon, it’s back to basics. Back by popular demand we might add; many of you asked for this in your evaluations following last year’s workshop. It’s been several years since we’ve talked about some of the nuts and bolts that have helped those of us who are now old-timers become better teachers. Things like how to write a syllabus that sets a positive tone for the semester. Or how to teach an Introduction to Advertising class for the

masses. And the ever-popular Open Forum where we spend some time sharing concerns and ideas as a group.

It’s something old (back to the basics) and something new (as Crispin looks to the future). Plan to arrive in Denver early. The all-day teaching workshop will be on Tuesday, August 3. You’ll want to be there. *We’ll see you then.*

WE’RE GETTING “BACK TO THE BASICS.”

Do you have tried-and-true teaching ideas that might help the rookies as well as those of us who are already dirty in the trenches create a better classroom experience? Maybe you have something that will give a new spin to some of the basic classes: Intro, Media, Research, Account Planning, Creative, Campaigns. If so, we want to hear more. Send a brief paragraph or two about what you do, how you do it, the learning outcomes, and the success or problems you’ve had. We’ll sort through everything and pick some of the best for presentation the day of the workshop. Send your ideas to Sheri.Broyles@unt.edu by Friday, Feb. 26.

Among his many accomplishments, Keith:

- served as a Public Information Specialist for the US Army in Vietnam (1970-71);
- was awarded the Bronze Star, the Army Commendation Medal and the Republic of South Vietnam Honor Medal;
- was the Director of Educational Services of the AAF where he directed the NSAC and Alpha Delta Sigma Honorary Society;
- obtained his PhD from the University of Georgia;
- taught at UGA, LSU, Texas Tech, and USM;
- co-authored numerous editions of *Where Shall I Go To Study Advertising and PR?*;
- advised the Golden Eagle Advertising Club at USM and prepared members for participating in the NSAC;
- was the founding editor of the *Journal of Advertising Education*.

“He was a brilliant man with a very funny, very dry sense of humor,” the Director of the School of Journalism and Mass Communication at USM said about Keith.

I concur. I miss Keith. I miss our “gossip” sessions. RIP buddy, until we meet again.

Student Researchers, *Unite!*

Have you ever felt like Werner von Braun? He said: "Research is what I'm doing when I don't know what I'm doing." I believe we all may have felt that way at one time or another, but we never gave up. As Student Paper Chair, I strongly encourage you to share what you have discovered by submitting your research papers for 2010 convention consideration. Please note: Student papers will be judged separately from faculty papers and there will be cash prizes for the best papers. The submission deadline is April 1st and paper uploading is done at www.aejmc.org/_10call.php. Paper style and format should conform to those in the *Journal of Advertising Education* or *Journalism & Mass Communication Educator* and they must be student-only (not with faculty). If you have any questions and especially if you'd like to be a reviewer, please contact:
Scott Hamula (Ithaca College)
E-mail: shamula@ithaca.edu
Tel: (607) 274-1034

TEACHING STANDARDS CALL FOR PAPERS

Have you researched techniques for motivating students to learn or tested alternative methods for teaching? Then the Ad Division's Teaching Standards competition is looking for you. The Teaching Standards competition encourages submissions of research papers that focus on topics related to innovative teaching approaches and tools that promote teaching effectiveness. The original research can address any number of topics from classroom instruction and class administration to student interaction and tools and techniques, among others. Paper submissions should aspire to provide educators with exemplars, as well as unique ideas, for enhancing the teaching experience. All papers should be presented in a format and citation style consistent with leading journals such as *Journalism & Mass Communication Quarterly* and *Journal of Advertising*.
Please address any inquires to Cynthia Morton, cmorton@jou.ufl.edu, Tel: (352) 392-8841.

Professional Freedom & Responsibility Papers

The Professional Freedom & Responsibility (PF&R) paper category in the Advertising Division provides a platform for the discussion of ethics and responsible professional behavior in the advertising profession.

The goal of PF&R papers is to extend knowledge in five areas:

- 1) free expression
- 2) ethics
- 3) media criticism and accountability
- 4) race, gender and inclusiveness
- 5) public service

Submissions may take the form of traditional research papers. Alternatively, essays

and critical and historical analysis papers are also welcome. Individual paper submissions should not exceed 30 pages, including all notes, references, tables and figures, and should follow the style and format for *Journalism & Mass Communications Quarterly* and the *Journal of Advertising*.

PF&R papers undergo the same peer review process as other Advertising Division papers.

For questions, please contact:

Craig Davis, PF&R Paper Chair, Ohio Univ. 202 Scripps Hall, Athens, OH 45701.

Phone: 740-593-2605

E-mail: davisc7@ohio.edu

From the AdNews Editor: “Lamenting the Death of the Indicia and Return Address.”

Most everyone who's been living in the academic world of journalism and mass communications has held tightly to that news and photo-ridden piece of paper that we put in our briefcases, under our arm, on the kitchen table, in the mail, in the pocket in front of the airline seat and who knows where else. That's the piece of paper we've taken for granted for hundreds of years. As the Ad Division moves to be more of a paperless group, I am really challenged to “do” the AdNews in a different way—a totally on-line version of our former “papery” newsletter. As I was trying to fit all the articles into the former format of 8 pages, I had an epiphany. In fact, e-day was just yesterday, February 3, 2010. No more trips to the printer, no more screwups by the printer, no more asking Pamela Price for mailing labels, no more label

pastings in descending zip codes. And, really, no more worry about space in eight pages. In fact, in my epiphany, I realized I could use the back page where the mailing labels used to reside for something other than the post office's instructions. So, looking for space for those last articles, I scrolled down in my InDesign file to page 8. I saw the AdNews logo, return address and the non-profit indicia. Now, they're nothing but deletable. However, I'm not ready to say goodbye. For the next few issues, I'll not bury them just yet. They may look a bit out of place on a pdf file that you now bear the burden of printing in consecutive pages of black and white ink. (School budgets rarely support color printers). So, today, as I get the publication ready for the new digital world, I must tell our good readers that my headline used to say “passing” instead of “death.” But, this publication is like my offspring. Passing was too gentle a word!

Enjoy the electronic version, of course.

– Stacy James, former paper mother



CALL FOR EDITOR OF THE *Journal of Advertising Education*

Journal Positioning: *The Journal of Advertising Education (JAE)* is published twice a year and is devoted to research and commentary on instruction, curriculum and leadership in advertising education.

Journal Sponsorship: JAE is a publication of the Advertising Division of the Association for Education in Journalism and Mass Communication.

Term: 4 years beginning January 1, 2011.

Desired Qualifications: Preference will be given to candidates whose educational background, experience, research and teaching accomplishments reflect the candidate's ability

to provide direction for the journal. Candidates for the editorship should demonstrate excellence in research and publication in the field of advertising. The editor is required to be an AEJMC member during the period of editorship. Support from the editor's institution is desired. More specific information will be provided upon request and finalists will be interviewed at the 2010 AEJMC conference in Denver.

To Apply: Submit (1) a letter of interest, (2) a statement of publishing philosophy and relevant experience, (3) current vita, and (4) a statement of support from your university director, chair, or dean. Submit all documents in MS Word or .pdf form via e-mail to: Brett Robbs at Edward.Robbs@Colorado.EDU, copy to rosep@fiu.edu.

Questions: Contact Pat Rose at rosep@fiu.edu

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