

Advertising Division Call for Panel Proposals

2026 Conference in New Orleans, LA

This is an open call to members of the Advertising Division to propose a panel for the 2026 AEJMC national conference in New Orleans, LA from August 5-8, 2026. The Advertising Division generally accepts and hosts or co-hosts three types of panel proposals each year: Professional Freedom & Responsibility (PF&R), Teaching, and Research. Special topics will also be considered.

Proposals are due by 5 p.m. (Eastern Time) on October 7, 2025

Some tips to increase likelihood of acceptance:

1. Collaboration. Most, if not all, of our panel discussions are typically co-sponsored with other divisions or interest groups. Please consider crossover topics to generate excitement from members and attendees of other groups when planning proposal content and likely panelists. A list of AEJMC divisions and interest groups can be found at (<https://www.aejmc.org/about/groups>)

While you are not required to find a co-sponsor to submit a panel proposal, it may be worth your time to think about other divisions or interest groups that could serve as co-sponsors. It is possible that the Ad Division might even ask you if you would revise the panel to work with a co-sponsor. If you do decide to submit a proposal with a co-sponsor, please try to balance speakers who are relevant to both divisions or interest groups (e.g., a panel co-sponsored with the Mass Com and Society division should not have panelists exclusively from the advertising field).

2. Specificity. The more you can describe the session flow, topics covered, role of panelists, materials covered or distributed to attendees, or attendee take-away learning outcomes, the more likely the Ad Division and our collaborators can evaluate your proposal favorably. We know things will change closer to the conference so while panelists may change, it is a good idea to potentially find a strong shortlist of panelists. Additionally, designating panelists of the other division(s)/interest group(s) you think most relevant is advisable.

3. Timeliness. The more topical, relevant, and issue(s) facing academia and/or industry the more likelihood the Ad Division and our co-sponsors will be able to accept the panel proposal. That gives the Ad Division more time to work to solidify a co-sponsor agreement for your panel.

4. Flexibility. Please recognize we are accepting panels to meet member needs and often the needs of collaborators. The more flexibility we have to work with divisions to accept suggestions regarding speakers or format the more likely the panel is to be accepted considering the limited number of slots we receive for these types of panels.

5. Diversity. The more diverse the panelists background, the greater the likelihood to have the panel proposal accepted.

6. While some referenced research is certainly acceptable, these panels are to encourage **dialogue, debate, and forward-thinking discussion**. Please reserve the submission of research manuscripts to the regular call for papers.

Primary Panel Consideration:

PF&R panel proposals should in some way address the role that advertising plays in society. Examples of the types of topics a PF&R panel should address include the relationship between ethics and advertising; freedom of expression and its implications on advertising content; implications and potential impacts of positive or negative representations of race, gender, sexual identity and/or cultural identity in advertising; diversity, equity, and inclusion (or lack thereof) in advertising content, advertising education, and/or the advertising industry.

Teaching panel proposals should address topics related to curriculum development and course design or practical suggestions and recommendations that can be implemented in the classroom. Examples of the types of topics a teaching panel should address include approaches to designing a specific course (e.g., campaigns, research methods, data analytics); “best practices” for teaching a specific topic or skill (e.g., incorporating external clients into a course, online assignment or project portfolios); innovative uses of technology and/or social media in the classroom; preparing graduate students to teach their own classes; strategies for introducing issues of diversity and inclusion in classroom discussion and assignments; or preparing students for graduate education, internships, and careers.

Research panel proposals should address topics that are relevant to advertising research and theory development. Research panel proposals could take a broad view and address topics, such as how data and data analytics are influencing advertising research; comparing inductive and deductive approaches to theory development; or the importance and difficulty of replicating research results. Proposals also could address more focused topics, such as advantages and disadvantages of different research software packages and their applications to research; tips for surviving the manuscript or book proposal review process; conducting research with “interdisciplinary” research teams; and the use of big data and other emerging methods in advertising research.

The list of examples above is not exhaustive; rather, it is intended to give you an idea of the types of topics that have been accepted or have received strong consideration for acceptance in the past. We encourage you to think creatively and propose panels that address topics you are passionate about and that you think address issues that the members of our division should be thinking and talking about.

Proposal Submission

Please include EACH of the following items when submitting your proposal(s):

1. Proposal author's name, affiliation and email address
2. Proposal type: PF&R, Teaching, Research, or Special Topic
3. Proposal title
4. Description of panel content - not to exceed 250 words
5. Rationale for proposal*- not to exceed 250 words
6. Proposed panel moderator – indicate if confirmed or in planning/seeking/open for suggestions from division or co-sponsors
7. Panelists / proposed panelists—include titles and affiliations for each panelist; indicate if confirmed or in planning/seeking/open for suggestions from division or co-sponsors
8. Panel co-sponsor (if relevant)—name, affiliation, contact information (email only), name of division or interest group.

**Rationale for proposal should briefly explain why your proposal is relevant to the members of the Advertising Division and what gap in knowledge it will fill and/or how the panel will enhance the study, practice and/or teaching of advertising.*

Timeline and Submission of Proposal

Proposals will be accepted until 5 p.m. (Eastern Time) on Tuesday, October 7, 2025. Proposals should be submitted as a Microsoft Word document or pdf file and sent as an attachment to an email to Samuel M. Tham (Samuel.tham@colostate.edu)

Please include the following in the subject of your email: “2026 AEJMC Panel Proposal”. Decision of panel proposals will be communicated in early December.

Please feel free to contact Advertising Division Vice Head Chen Lou (chenlou@ntu.edu.sg) or Vice Research Chair Samuel Tham with any questions about preparing your panel proposal or identifying potential co-sponsors.