

Jacob Jacoby, APA Div. 23 Consumer Psychology President 1974

1. What is your most enduring APA Division 23 or SCP memory?

Getting to meet so many people at the 1969 convention whose names I had only heard of or seen in print before then. For me, there was a sense of excitement and the feeling that this was the group within APA where I really belonged. Other memories include some of the positions I held before being elected president – editor of *The Communicator*, Division 23's newsletter, program chairman for the program we put on at the annual APA convention and, from 1971 through 1974, Division 23's representative to the Policy Board that founded the *Journal of Consumer Research*. I recall that when it seemed JCR might not be a fiscally viable operation, while Bob Ferber got AMA to put up \$30,000 as a guarantee, I got Division 23 to put up \$5,000 as a guarantee. None of the other founding organizations put up any funds as a guarantee.

2. How would you describe the state of the organization during your presidency? (Size, formality, organization, characteristics of members, etc.).

I was president from January 1 through December 31, 1974. If I recall correctly, Div. 23 at that time consisted of more psychologists working in industry than working in academia. That was also the year that saw publication of the first issue of the JCR.

3. Were there any key initiatives or accomplishments during your presidency?

Some of my proudest days were when two of my doctoral students – Leon Kaplan and George Szybillo – went on to become Div. 23 presidents as well.

4. Were there any significant developments or activities related to the main conference during your presidency? Other conferences such as Advertising and Consumer Psychology or APA?

None that I remember.

5. Were there any significant developments or activities related to the journal (*Journal of Consumer Psychology*) during your presidency? Other publications?

Larry Erlbaum is a friend of mine. Sometime around 1971 or 1972, I told Larry that Div. 23 would someday put out a journal most likely named the *Journal of Consumer Psychology*. When Larry eventually (if I recall, circa 1984-5) decided that his firm, LEA, would come out with such a journal, he approached me to see if I would be its first editor. Due to the heavy commitments I had at that time – including travelling between New York and Lafayette, Indiana once a week to be with my family -- I was unable to undertake the job. As one of JCR's founders and Division 23's first representative to JCR's Policy Board, I was delighted when JCR's first issue was published during my year as Div. 23's president.