

President's Column: Ingredients for Continued Success



Carole says good-bye to AAA presidency with thanks and reflection.

This will be my last column as AAA pres. It's almost time for incoming president, Darrel Muehling, to take the AAA gavel. I have two departing sentiments to relay: 1) my thanks and 2) some personal observations on what makes AAA such an effective organization.

First, my thanks to all AAA members for your support. It takes a lot of

people to make an organization run. Gratitude goes to my fellow Executive Committee members—Darrel Muehling, Marilyn Roberts, Marla Stafford, Russ Lacznik and Dick Beltramini.

Special thanks goes to Bob King, our Executive Secretary. Bob does so much for our organization—he keeps us on track!

The committees are the workhorses behind our Academy's functioning. Thanks to all of our chairs: Ray Taylor (Research), Joe Pisani (Finance), Jim Leigh (Membership), Chris Wright-Isak (Industry Relations), Marye Tharp (International Education), Joe Phelps (Publications), and Bruce Vanden Bergh (Awards).

Additional special thanks to our Accreditation Representatives, Elsie Hebert and Tom Bowers; Webmaster, Joe Bob Hester; and Newsletter Editor, Carrie La Ferle.

And, of course, thanks to all of our members for your dedication to AAA!

My second purpose is to offer some final observations on why I think our Academy is so successful.

First, the Academy members share clear values. We value the advancement of advertising education. Second, we focus on common goals. Our goals are designed to benefit our members and all others who are concerned with advertising education. Third, the Academy is efficient. All operations are planned to run the best for the least cost.

Shared values, common goals, and efficiency—these are the ingredients for continued success. It's a pleasure to be a part of the Academy. ■

Carole Macklin



**Happy Holidays
&
Happy New Year**

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Guest Column:**New Technology in Advertising***By Cliff Shaluta, Western Kentucky University*

Terry Crane, president of Jostens Learning Corp. and co-chair of the CEO Forum on Education and Technology said in a report earlier this year that "investing in computer technology and connections to the internet in schools, without investing in teacher preparation, is like building the space shuttle and sending the crew to space with no training."

The CEO Forum is a group of 20 business and education leaders brought together to look at the impact of technology in the classroom. While the Forum studied secondary schools rather than universities, they made a point to note that a third of all teacher education institutions lacked the facilities to train teachers in new technologies. We do seem to have a gap between capabilities and expectations.

I think that the issue of technology and its implementation in advertising classrooms is an important one. Not only has new technology, like the internet, affected what we teach, technology has also impacted how we teach. No doubt many of us have tried to incorporate new technology into our classes. This is the first of a series of columns on the use of new technology in the advertising classroom. The goal of the series is simply to provide a way for AAA members to share their thoughts and suggestions on how they

are making use of technology in their classrooms. Topic ideas or articles for Tech Tips are very much appreciated and can easily be placed on the companion website.

Topics in the series will include distance learning, online courses, issues in ad curriculum, helpful websites for professors and students, presentation software and most anything else you can think of along this theme. I hope that all members will get involved with the column and e-mail me tips that may be useful to other members. As a way of facilitating this process, I've created a website that will have each column with hot links to related articles or featured websites. Depending on the particular newsletter, Carrie may include the entire column or she may just list the featured links. The website will be updated regularly and previous columns will be archived for your convenience. Depending on member interest, it may be possible to develop the series into a listserv format or provide online chat sessions on these issues. You can reach the website directly at <http://www.wku.edu/~shalucp/techtips.html> or through the link on the AAA website.

This column was meant to launch the Tech Tips series, but I'd like to deal with one particular issue that is an important one for advertising

professors. The issue of distance learning or distributed education is a real hot button in academia. Many universities have implemented classes distributed via the internet or other means, such as teleconferencing or two-way tv. The number of advertising classes available through distance learning is relatively small right now, but more will be launched over the next couple of years.

The dilemma we face as advertising educators is twofold. What classes are appropriate for distance learning and how will this change our role as teachers? Offering classes through distance learning certainly puts us in the middle of the technology storm. I question the support that we will receive from our universities as we move to new course delivery methods. The issue of ownership of these courses is another matter. Will faculty "own" their courses and be compensated should their class be made available to other schools or will they "share" compensation with the host university?

In the next column, we'll look at these issues. I hope that you will e-mail me, Cliff Shaluta (cliff.shaluta@wku.edu), with any examples of courses you have developed for distance learning, thoughts on the subject, or any examples of courses delivered by alternative methods you may be familiar with. ■

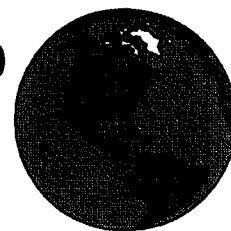
Would you like to be a Guest Columnist or comment on technology for the new Tech Tips column? See page 4 for details.



For AAA membership information, contact Dr. Robert L. King, AAA Executive Secretary, School of Business, University of Richmond, Richmond, VA 23173. Contact: 804-289-8902 or rking@richmond.edu.

For Your Information:

**AAA International Pre-Conference 2000
“The Global Best Practices Roundtable”**



This year's International Advertising Pre-Conference is entitled "The Global Best Practices Roundtable". The day is organized by Marilyn Roberts and Joe Pisani of the University of Florida and by Norman Vale, Director-General of the International Advertising Association, headquartered in New York City.

The University of Florida and the IAA have been working together this past year to prepare a monograph

based on primary and secondary research as to what currently are the "best practices" of global advertisers, agencies and media. The day will be filled with industry professionals who are at the cutting edge of international advertising and branding issues. Updates on the status of global creative strategies, media planning and placement, budgeting, staffing and information transfer will be discussed. The goal of the roundtable is to update academics about the

current global practices and dialogue about how to share that information with our students.

Watch for more information about the International Advertising Pre-conference program. If you have any questions, please direct them to Marilyn Roberts at mroberts@jou.ufl.edu. ■



**IAA Now Accepting Applications for
Summer 2000 Student Internships**

The International Advertising Association (IAA) is now accepting applications for Summer 2000 student internships. Applications will be accepted on a rolling basis with a final deadline of February 15, 2000.

The IAA objective is to provide state-of-the-art training for promising talent in the international marketing communications industry. Interns are assigned to international advertising and marketing communications projects with any of the sectors of the industry. Work experience is combined with educational seminars.

Chosen from a pool of highly qualified candidates, 63 interns were placed in 46 companies in 10 countries last summer. The interns represented 20 countries and 45 educational institutions.

The program is open to undergraduate and graduate students whose studies include advertising, communications or marketing. Non-US students who are not already studying in the USA must be



undergraduates if they wish to come to the USA under this program.

Assignments normally run from four to eight weeks. They often run parallel to summer vacations in the northern hemisphere, about June to

August, and are arranged as appropriate in the southern hemisphere.

Students may arrange with their college or university to obtain academic credit toward degree requirements. Most internships are paid, but some are not, depending on local laws, customs and the policies of sponsors and universities. The amount of remuneration to cover travel, housing and other costs is negotiated between the sponsor and the intern.

For more information on the IAA, an application form, and information about corporate sponsorship, prospective interns and corporate sponsors should visit the IAA website at www.iaaglobal.org or contact the internship coordinator Tina Dong at tina@iaaglobal.org. ■

People News



Olan Farnall, Ph.D. from Alabama, has joined the faculty

at California State University, Fullerton as an assistant professor in advertising. Prior to accepting this position Farnall taught for five years in the journalism department at Iowa State University. In addition to his teaching duties in the areas of media and management he directed the school's AAF competition team. In 1998 his team placed eighth nationally. ■

Jean Boddewyn, Baruch College, has been commissioned to write a chapter on the regulation and self-regulation of advertising for the International Encyclopedia of the Social and Behavioral Sciences (to be published in 2001). ■

The Direct Marketing Educational Foundation (DMEF) has named **Joseph Phelps**, Ph.D., as the 1999 Robert B. Clarke Outstanding Educator of the Year. The award, presented for significant achievements in direct marketing education, is based on the candidate's record of teaching and research. In addition to a cash prize, the award recipient serves as an academic representative on the DMEF Board of Trustees for one year. Phelps holds the Reese Phiffer endowed chair in the Department of Advertising and Public Relations at The University of Alabama where he teaches advertising management and theory. ■

Contribute to the AAA Newsletter

If you would like to be a *Guest Columnist* and have a short article in mind that you think AAA members would find interesting, please send an email to the newsletter editor (laferlec@msu.edu). The space available varies from issue to issue, but typically the column should be between 200 to 600 words. The topic possibilities are endless ranging anywhere from teaching or research issues to sabbatical experiences.

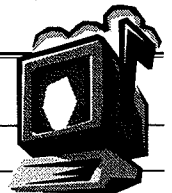
A second method for contributing to the AAA Newsletter is by sharing some of your comments or tips on technology for our new *Tech Tips* column. If you have some tips or an article that you would like to share with AAA members, please send an email to Cliff Shaluta at cliff.shaluta@wku.edu. Depending on space, the article and/or tips may be printed in the newsletter in whole, or simply highlighted encouraging readers to visit the Tech Tips website. The website will be updated regularly, providing articles, tips, and links to helpful and interesting technology related information. The website can be accessed directly at <http://www.wku.edu/~shalucp/techtips.html> or via the AAA website at <http://advertising.utexas.edu/aaa>.



Finally, you can always contribute to the newsletter by sending information for the *People News* column. The deadline for the next newsletter is February 5, 2000. ■

Newsletter Information

Share your news _____



Your name _____

Phone or E-mail _____

Send newsletter items to:
 Dr. Carrie La Ferle, Editor
 Michigan State University
 Department of Advertising
 E. Lansing, MI 48824-1212
 Fax: 517-432-2589
 Phone: 517-353-6378
 E-mail: laferlec@msu.edu

For longer items, please use e-mail or send an IBM-formatted disk.

Deadlines

<u>Issue</u>	<u>Deadline</u>
June 1999	May 5, 1999
September 1999	August 5, 1999
December 1999	November 5, 1999
March 2000	February 5, 2000

Positions Available

University of Hartford

The University of Hartford's School of Communication seeks an assistant professor specializing in advertising who will be an energetic teacher and scholar of advertising practice, policy and ethics. The ideal candidate for this tenure-track position will combine skills in such areas as campaign development, media planning and copywriting with the ability to encourage students to consider the role of advertising in contemporary life. Doctorate required, ABD considered. Significant professional experience in advertising in the corporate and/or non-profit sectors is desirable. Excellence in teaching, active scholarship and service are expected.

Send letter of application, vita, samples of scholarship or professional work, and three letters of reference to Professor Jack Banks, Search Committee Chair, School of Communication, University of Hartford, West Hartford, CT 06117. Screening begins November 22, 1999 and continues until position is filled. The University of Hartford is an AA/EEO Employer and specifically invites and encourages applications from women, minorities and people with disabilities. ■

Queensland University of Technology

The School of Communication at Queensland University of Technology is seeking a visiting professor of advertising to join our Advertising major sequence. The position can begin in either Semester 1 2000 (mid-February start) or Semester 2 2000 (mid-July start). Our preference is for a two-semester appointment; however, shorter periods are acceptable.

The primary need is for the visitor to teach in our undergraduate and graduate programs; however, there are ample opportunities for research, writing, and consulting. The School of Communication is housed in the Faculty of Business and offers undergraduate majors in advertising, public relations, and organisational communication; master's degrees; and the PhD through the School's Communication Centre. QUT is located in Brisbane, "Australia's Most Livable City."

Applications (send cover letter and resume) should be sent to: Gayle Kerr, Coordinator, Advertising Sequence, School of Communication, Queensland University of Technology, 2 George Street, Brisbane, Queensland 4001, Australia. Email: gf.kerr@qut.edu.au. ■

Michigan State University

The Department of Advertising at Michigan State University invites applications and nominations for the position of Chairperson of the Department of Advertising. We are seeking a leader with an established background in advertising or public relations to direct and enhance one of the nation's premier advertising and public relations programs.

Applicants should submit a letter of interest, a curriculum vita or resume, and the names of three references. The search will continue until the position is filled. Send applications to: Professor Bonnie B. Reece, Chair of Search Committee, Room 309 Communication Arts Building, Michigan State University, East Lansing, MI 48824-1212 USA. Tel: 517-353-9317; Fax: 517-432-2589; E-mail: reece@msu.edu. Web address: adv.msu.edu. MSU is an AA/EEO Employer. ■

California State University

The Department of Communications at California State University, Fullerton seeks candidates to join the growing program for the academic year 2000-01.

Advertising: Ideal candidates will have 8 years of professional advertising experience, an ability to teach campaigns courses, be able to supervise AAF competitions and advise the Ad Club, have an MBA or MA in Communications or a related field, a familiarity with new technology advertising, involvement with the Southern California advertising community, and some college teaching experience. This is a one-year lecturer appointment with an option for up to three years.

Public Relations: Ideal candidates will be able to teach courses in public relations principles, writing, and management as well as special topics related to the field, conduct academic research in a chosen specialty, perform department, university, and community service, have a Ph.D. or current ABD status in public relations, communications, or a related field, have a promising record of scholarly activity, have at least two years of professional experience, and have some teaching experience. This is a tenure-track position at the assistant professor level.

Learn more about the Department of Communications through a homepage at: <http://communications.fullerton.edu>. Send a letter of intent, resume, and three references to: Search Committee, California State University, Fullerton, Department of Communications, H-230, Fullerton, California 92834; 714 278-5302. Screening of applications begins December 1, 1999. California State University, Fullerton is an AA/EEO Employer. ■

Positions Available

University of Colorado at Boulder

The School of Journalism and Mass Communication at the University of Colorado at Boulder seeks applicants with strong strategic skills and solid advertising or marketing experience for a tenure track position in the Advertising/Integrated Marketing Communications (IMC) sequence.

The Position: The successful candidate will contribute to the undergraduate advertising program and, preferably, will direct the IMC Master's program. The School has received a major grant from Omnicom to establish an interactive strategy and design lab. The successful candidate will be expected to help develop the IMC curriculum in a way that will take advantage of this opportunity. A Ph.D. is preferred but candidates with a masters or M.B.A. degree will also be considered. Appointment is intended at the rank of assistant professor, but suitable candidates may be considered for other ranks. Appointment will begin August, 2000.

To Apply: Applications will be reviewed beginning Dec. 8, 1999. Please send resume, application letter detailing major accomplishments and strategic skills, and names of three references to: Brett Robbs, Chair, Search Committee, School of Journalism and Mass Communication, Campus Box 287, University of Colorado, Boulder, CO 80309. The University of Colorado at Boulder is committed to diversity and is an AA/EEO Employer. ■

Penn State

The College of Communications at Penn State is seeking candidates for tenure-track faculty positions in Advertising.

Candidates must have proven college-level teaching ability in media planning and advertising. A Ph.D. with professional experience preferred.

Learn more about Penn State and the College of Communications on its homepage at <http://www.psu.edu>. Send a letter describing qualifications, resume detailing teaching and research/creative experience and the names, addresses, and phone numbers of three to five references to Search Committee, College of Communications, Penn State, 201 Carnegie Building, Box AAA, University Park, PA 16802.

Screening of applications will begin immediately and will continue until the positions are filled. Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce. ■

Drake University

Drake University's School of Journalism and Mass Communication seeks two tenure-track assistant professors. Primary responsibility of one will be to teach media and account management advertising courses and the other to teach in public relations. Successful candidates will be able to teach undergraduate and graduate courses in at least one other area, such as news-editorial, new media, media law or integrated marketing communication. Professional experience and master's degree required; teaching experience and Ph.D. or J.D. preferred. Address inquiries and applications to: Dean Janet Hill Kefer, School of Journalism and Mass Communication, 118 Meredith Hall, Drake University, Des Moines, Iowa 50311-4504. E-mail: janet.kefer@drake.edu. Telephone 515-271-3194 Web address: <http://www.drake.edu/hr/facultyad.html>.

Drake University has a strong commitment to the principles of AA/EEO. ■

University of Florida

The Department of Advertising in the College of Journalism and Communications at the University of Florida is seeking applicants for a nine-month, tenure-track appointment at the Assistant Professor level. Two or more years professional advertising experience required. Master's degree required. PhDs preferred and are encouraged to apply. Ability to teach courses in art direction, design, graphics and production with potential to teach creative strategy, copywriting, and web design. Potential to teach graduate courses and supervise projects/theses. Demonstrated potential for collegiality and demonstrated potential for research and juried publication and/or juried advertising creative activities.

Application materials should include cover letter (indicate level of employment); curriculum vitae; statement describing teaching, advising, and scholarship goals; copies of teacher/course evaluations for no more than five years; and names and telephone numbers of three references.

Complete applications should be sent to Dr. John Sutherland, Chair, Advertising Search Committee, College of Journalism and Communications, University of Florida, P.O. Box 118400, Gainesville, FL 32611-8400. Application materials for the Advertising appointment must be received by January 14, 2000.

The search for this position is being conducted under Florida's open record laws, and all documents are open for public inspection. Minorities and women are encouraged to apply. AA/EEO employer. ■

Call for Papers:

**Marketing, Advertising & Psycholinguistics
for a Special Issue of *Psychology & Marketing***



Psychology & Marketing announces a Call for Papers on the broad topic of marketing, advertising, and psycholinguistics. This could include papers on the effects of typographic features in print advertising, linguistic characteristics of brand names (e.g., phonetics, orthographics, morphological devices, semantics), syntactic complexity in advertising or direct mail copy, the effects of regional dialect in broadcast communications, linguistic factors in website design, the

use of puns and wordplay, etc. The above list is intended as suggestive only, and is not comprehensive. If you are unsure whether your topic would be suitable, please contact the Special Issue Editor, Dr. Tina M. Lowrey, via e-mail (lowrey@genius.rider.edu) or by phone (609/895-5468).

All papers will be peer reviewed, and all submissions should have implications for marketing that will be of interest to the readership of *Psychology &*

Marketing, both in academia and industry. The deadline for paper submissions is **February 28, 2001**. Please send four copies of your submission to: Dr. Tina M. Lowrey, Associate Professor, Dept. of Marketing, Rider University, 2083 Lawrenceville Rd., Lawrenceville, NJ 08648. ■

For Your Information:

Media Flight Plan - Two New Versions

Dennis Martin and Dale Coons, co-authors of Media Flight Plan text and software, have just released two new versions: Windows '95/'98 and Macintosh 2000. (Mac 2000 runs on all new Macs and on systems used for earlier Mac versions). Media Flight

Plan is an interactive media planning/buying simulation adopted by 77 universities in the USA, Asia and South America. Both the Windows and Mac versions now include two new media: Internet and local (spot) Cable TV. Professors report that

printing is now much easier in their labs with the new MFP Windows. Also, the Mac 2000 "screen look" is much bigger and sports new colors. For free faculty desk copies, call Gayle at Deer Creek Publishing: (801) 225-0702 or [dmartin@cougar.netutah.net]. ■

Positions Available.....

University of South Carolina

The University of South Carolina College of Journalism and Mass Communications seeks applicants for two anticipated full-time tenure track faculty positions, available August 2000. Position in public relations to teach a range of courses including principles of public relations, public relations campaigns and public relations management. Position in advertising to teach copy writing and creative strategy. Ideal candidate will be able to teach other advertising courses including campaigns, media and management as well as integrated communications.

Qualifications: A Ph.D. with professional experience and a demonstrated record of research and publication is preferred. Candidates with a master's degree and significant professional experience will be considered.

Applications will be accepted until positions are filled. Send letter of application, vitae/resume and other applicable materials and the names, addresses and telephone numbers of three references to Prof. Bonnie Drowniany, Chair of the Search Committee, College of Journalism and

Mass Communications, University of South Carolina, Columbia, SC 29208. Information about the College and University are at: <http://www.jour.sc.edu>. The University of South Carolina is an equal opportunity employer and specifically invites applications from women and minorities. ■

Visit the American Academy of Advertising website for a variety of information at:
<http://advertising.utexas.edu/aaa>

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