

President's Column:

Final Observations and Thanks



Darrel Muehling
AAA 2000 President

As the year 2000 draws to an end and the office of AAA President is turned over to Russ Lacznik, I would like to take this opportunity to thank a number of individuals who have assisted me throughout the year, and to offer some personal observations regarding future directions of the Academy.

I have heard it said—presumably in jest—that the one thing all AAA presidents look forward to more than anything else is becoming an AAA past-president! The truth is, being president of an organization such as the American Academy of Advertising is a personally rewarding and challenging experience, often marked with both high and low points. One thing is for sure—there is never a dull moment in this office! And now with the ever-expanding use of email and other technologies, it ensures an almost daily interaction with some AAA member, officer, committee chair, or “outsider” wishing to make a request, offer an opinion, or provide a service.

*AAA Renewal Time!!
Remember to complete the AAA
2001 membership renewal form
recently sent to you in the mail.*

As I have noted in previous columns, the strength of the Academy lies in the dedicated service provided by its members. I would like to personally thank Past-President, Carole Macklin, who has been a constant source of inspiration for me throughout the year. Her patience in helping me “learn the ropes” of the presidency and her willingness to provide me with advice and counsel during my term of office are sincerely appreciated. The individuals who have served on the Executive Committee with me this past year—Bob King (Executive Secretary), Russ Lacznik (President-elect), Mary Alice Shaver (Vice President), Joe Pisani (Treasurer), and Mary Ellen Woolley (Secretary) are also deserving of my thanks. The AAA year 2000 has been marked by a number of important (often, emotionally charged) issues and events, many of which have required a quick, yet well-reasoned, response from the members of the EC. Without their personal and professional assistance, my job as president would have been much more difficult.

In addition, I would like to thank the chairs of the AAA committees—Avery Abernethy (Research), Dennis Ganahl (Finance), Pat Kennedy (Membership), Mary Ann Stutts (Awards), Marla Stafford (Publications), Marye Tharp (International Advertising Education), and Roger Lavery (Industry Relations) for

their service to the Academy. Thanks also go to the ACEJMC accreditation representatives (Tom Bowers and Elsie Hebert), Joe Bob Hester (webmaster), Keith Johnson (membership directory editor), Ron Faber (*Journal of Advertising* editor), and Carrie LaFerle (newsletter editor) for their efforts this past year.

As I look to the future, there are a number of issues I anticipate will have to be addressed by the AAA membership to ensure its continued success and well-being. The ballot recently sent to you in an AAA mailing addresses one such issue, i.e., the Executive Committee’s belief that the AAA Executive Secretary position needs to be redefined and a new position (Director of Conference Services) created. Related to this issue is the need

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Guest Column:

Professionals Discuss Global Advertising and the Internet at the AAA 2001 International Advertising Pre-Conference

By Carrie La Ferle, 2001 AAA Pre-Conference Chair, Michigan State University

In the next month or so most of you will begin making arrangements to attend the annual AAA Conference in Salt Lake City, Utah. This year the kick off day for the conference begins on Thursday, March 29, 2001 with the International Advertising Pre-Conference. During this day long event, a host of invited professionals will discuss their views on the Internet as an effective global advertising medium.

The goal of the AAA 2001 International Advertising Pre-Conference is to repeat the success of last year's Pre-Conference and to continue the open exchange of information between industry and academia. As you know, global advertising practices and the Internet are both rapidly changing the way advertising is defined, practiced and taught. However, great speculation and debate surround these two areas ranging from infrastructure issues and privacy concerns to consumer preferences and cultural differences. A day of invited speakers discussing web advertising practices and the ability to effectively reach global consumers via the Internet is sure to stimulate thought provoking and productive dialogue.

Thanks to the continued support of Norman Vale, Director-General of the International Advertising Association, an impressive group of professionals has been assembled to participate in the AAA's Web Advertising Worldwide Roundtable.

- **Jan Soderstrom, Senior Vice President of Marketing and Brand Management for 3Com Corporation** will be sharing her views on the opportunities and obstacles of using the Internet to effectively advertise to global consumers and aid in creating global brands
- **Wei-Tai Kwok, President of Dae Interactive Marketing**, will provide his insights for "Going Global Online" from a vast amount of experience with clients such as MCI WorldCom, Disney, Apple Computer and Amazon.com
- **Linda Goldstein, Partner-in-Charge of Hall Dickler's Advertising, Marketing and Media Department**, will discuss the legal issues of global marketing and advertising on the Internet
- **Silvana Imperiali, Chief of Operations of Real Media**, will discuss the opportunities and

obstacles of integrating the Internet and other new technology into media planning on a global scale

- **Frank Cutitta, Managing Director International of International Data Group**, will share his perspective on using new technology to create effective global marketing strategies
- **Barry Salzman, President of DoubleClick International (not yet confirmed)**, will address the opportunities and obstacles in building global web audiences for advertisements, web sites and online purchases.

The 2001 International Advertising Pre-Conference consists of an outstanding line-up of professionals. These professionals have generously volunteered their time to share their insights on the Internet as an effective medium for global marketing and advertising practices. Please join us in learning from these distinguished professionals and helping to create an environment that stimulates new avenues for research and new ideas for incorporating the ever changing face of advertising into our classrooms. Looking forward to seeing you in Salt Lake City! ■

President's Column...continued from front page



for us to consider whether AAA can continue to survive and prosper as a totally volunteer organization—relying on the generous support of host institutions and other organizations. As I see it, we may have to reconsider how we currently operate if, in the future, we hope to recruit high-quality officers, editors, and others who play a key role in the day-to-day

operations of the Academy. In addition, if our desire is to expand the mission and scope of the AAA to include more practitioners and international members, as well as to be responsive to technological advances in electronic distribution of publications, the current policies of the Academy will undoubtedly have to be re-examined and modified.

I leave this office knowing that the Academy is in good hands—with a group of dedicated officers and active members who have one common goal: "to continue to advance academic and professional advertising." We should all be proud of what the AAA has accomplished in the past, but also recognize that our work must continue. ■

Call For Nominations: *submission details at bottom of page*

The Distinguished Service Award

The AAA Awards Committee would like to remind members of the Academy that they may nominate individuals for the AAA Distinguished Service Award. The Distinguished Service Award is given by the Academy to individuals who have rendered distinguished service to the Academy and/or advertising education. The person should be a champion of advertising

education, active in providing opportunities for the professional development of students and faculty, and someone who unselfishly performs this meritorious service. One need not be a member of the Academy to be considered for this award. It is expected that the Distinguished Service Award will be given infrequently and only for truly distinguished service.*

The "Sandy" Award

The Charles H. Sandage Award for Teaching Excellence, affectionately known as "The Sandy," is in recognition of outstanding contributions to advertising teaching. The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy. Any member of the Academy may nominate an individual for a Sandy, but Past Presidents of the Academy are not eligible until five years have passed since they have served on the Executive Committee. The nomination letter should provide evidence of lifetime teaching excellence.

Examples of excellence might include (but are not limited to) the following:

- Performance of students as advertising (or business) professionals
- Performance of students as advertising (or other) teachers
- Case study development and publication
- Textbook publication
- Letters from past students (not sufficient in and of themselves)
- Innovative course development
- Innovative ex-classroom teaching development*

Billy I. Ross Advertising Education Award

The primary purpose of the Billy Ross Advertising Education Award is to recognize innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching. The award is presented at the annual conference

of the Academy and is accompanied by a cash award and a plaque commemorating the event.

Any member of the American Academy of Advertising may apply or nominate an individual for the award and preference will be given to academy members.*

* Submission Procedures for All Three Awards

Nominations for all three awards should be submitted by **January 2, 2001** to: Mary Ann Stutts, Southwest Texas State University, College of Business,

Department of Marketing, San Marcos, TX 78666. Fax: 512-245-7475. Email: ms04@swt.edu. For details visit the AAA web site. ■

**Internet & Development in Asia
Internet Political Economy
Forum September 14-15
Singapore 2001**



The growth of the Internet has been phenomenal in Asia as countries rush to embrace a technology that promises great potential. Yet Asia remains a vast region with great diversity in terms of economic development, political regimes, and cultural traditions. How has the Internet impacted the politics, economies and culture of these societies?

We invite interested participants to submit abstracts on the following themes:

- Internet and Political Integration
- Sovereignty Issues
- Patterns of Inequality
- Net Business Models and Work Arrangements
- Ethics and the Information Age
- Community and Identity

Preferences will be given to abstracts that address specific Internet issues. We will also prefer papers incorporating data from quantitative and qualitative research projects. One goal of the conference is to attract a critical synergy involving participants from academia, government, industry, and NGOs.

Details: Abstracts must be submitted by January 15, 2001 to either 1) Dr. Randy Kluver at icmrk@nus.edu.sg or Dr. Kenneth Yang at icmycc@nus.edu.sg. There are a limited number of travel subsidies available and we will inform applicants if a subsidy is available by March 1, 2001. Priority will be given to scholars from Asian countries or those who have papers that can present an Asian perspective. For more information and details regarding the conference please visit our website at: <http://www.fas.nus.edu.sg/icm/ipef/index.htm>. ■

For Your Information:

Dennis J. Ganahl, Southern Illinois University just received his second year of university funding to continue his longitudinal

content analysis of primetime TV commercials. The total of the grant is in excess of \$25,000. Dennis has already completed a three-year content analysis of primetime TV commercials. If you have ideas for cooperative research with this content analysis contact Dennis at 618-453-3265 or dganahl@siu.edu.

Bob Pennington, New Mexico State University, has been named business manager for the *Journal of Advertising*. Bob will assume his responsibilities beginning January 2001. Bob replaces Carolyn Tripp who has stepped down after six years of service to the Journal.

Max Sutherland, Professor of Marketing at Monash and Swinburne Universities in Australia and founder of the MarketMind Continuous (Brand) Tracking system now acquired by market research company NFO, has teamed up with **Alice K. Sylvester**, former chairperson of the Advertising Research Foundation in New York, to publish the second edition of "Advertising and the Mind of the Consumer: What works, what doesn't and why". The book is based on the authors' experience of continuously tracking, week by week, hundreds of ad campaigns over a period of 15 years in America, Asia, Australasia and Europe, for companies such as Gillette, Campbells Soup, McDonalds, AT&T, General Motors, Kodak, Shell and Qantas. Visitors can read a chapter online at www.AdandMind.com.

**Winners of the 2000 Dissertation Competition**

The AAAs Research Committee is proud to announce that Ms. **Wendy Macias** and Mr. **Euijin Ahn** are the winners of the 2000 Dissertation Competition. Ms. Macias is from the University of Texas at Austin and her dissertation is directed by John Leckenby. Mr. Ahn is from Michigan State University and his dissertation is directed by Franklin Boster. ■

Best Paper in the *Journal of Advertising*

The winner of the best paper in the *Journal of Advertising* for 1999 is: "The Sleeper Effect and Negative Political Advertising," **Ruth Anne Weaver Lariscy** and **Spencer F. Tinkham**, Winter 1999, 28 (4). The other finalists were: "When Can Affective Conditioning and Mere Exposure Directly Influence Brand Choice," **William E. Baker** and "Flaming, Complaining, Abstaining: How On-Line Users Respond to Privacy Concerns," **Kim Bartel Sheehan** and **Mariea Grubbs Hoy**. ■

WMU Wins Yellow Pages Design Competition

For the second consecutive year, students from Western Michigan University nabbed the top honors in a national advertising design competition. Two student teams from the University claimed first and third place in the Yellow Pages Publishers Association Creative Competition, earning \$7,500 in prize money that will be split between the students and WMU's Department of Marketing in the Haworth College of Business. The student teams entered the competition as part of a senior level marketing class in creative strategy instructed by Dr. **Betty J. Parker**, assistant professor of marketing. The winning entries can be viewed at: <http://www.yppa-currentadissues.org/cases/may2000.html>. ■

**Texas Tech Dedicates Lecture Hall**

Texas Tech University's School of Mass Communications dedicates the **Billy I. Ross** Lecture Hall. The auditorium will allow instruction through the use of multiple projection systems controlled by a custom teaching console. Billy I. Ross was the first chairman of Texas Tech's department of Mass Communications, serving from 1970-1987. ■

Newsletter Information**Send newsletter items to:**

Dr. Carrie La Ferle, Editor
Michigan State University
Department of Advertising
E. Lansing, MI 48824-1212
E-mail: laferlec@msu.edu

Fax: 517-432-2589

Phone: 517-353-6378

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

Deadlines**Issue**

March 2001	February 5, 2001
June 2001	May 5, 2001
September 2001	August 5, 2001
December 2001	November 5, 2001



Tech Tips

Successful Tips for Computer Presentations Part II



Tech Tips

by Cliff Shaluta, Western Kentucky University

As Martha Sammons described in a column for The Technology Source, **computer presentations provide students with some very clear advantages.** Students have indicated that computer presentations clarified information, highlighted major points for emphasis, helped them understand and remember the material better, provided examples with greater legibility, and helped them remain focused among other benefits.

In part two of this topic, I wanted to spend some time on **content and design of computer presentations.** One of the easiest ways to start using computer presentations in your classroom is to utilize the free content that is available on the web. One resource I found is at:

- <http://school.discovery.com/schrockguide/ppoint.html>.

Cathy Schrock's Guide For Educators has a **over a dozen complete PowerPoint presentations that are available for free downloading.** Her only request is that her name be included with the presentation. I've used several in my media and research classes and they are terrific.

When starting from scratch, it's important to remember that the design of your presentation adds to the impact of the material. Colin Purrington at Swarthmore College has put together some **useful tips for constructing Powerpoint presentations at**

- www.swarthmore.edu/NatSci/cpurrin1/powerpointadvice.htm.

Colin makes several points regarding various design elements and the importance of background color in communicating with computer graphics. Dave Johnson in an article for Smart

Business at

- <http://www.zdnet.com/zdhelp/stories/main/0,5594,2415989,00.html>

also provides some **"insider tips" on using charts and photos** in PowerPoint presentations.

As we discussed last time, one of the pitfalls of utilizing presentation templates is that your audience may have seen the format before. This obviously impacts the credibility and uniqueness of your presentation. As Mitzy Forbes at Colorado State University describes at

- www.colostate.edu/Depts/CoopExt/PUBS/OCTNEWS/oc000404.html

it's possible to **customize PowerPoint templates** to create a new and fresh look for your presentation. It's easy to change colors and the layout of the existing templates to personalize them to your specific needs.

There are also web sites with **free PowerPoint templates** that can add a really unique look to your presentation. One of the best free collections of templates I've seen is at

- <http://www.graphicsland.com/gl/powerpoint-templates.htm>.

Graphicsland offers 36 free Powerpoint templates. Downloading is easy and they will add a real spark to your work. Another free template site is at

- <http://www.websitestates.com/ppoint.html>.

Schaefer Design Group also provides 3 sets of free Powerpoint templates at:

- http://www.softseek.com/Business_and_Productivity/Microsoft_Office/PowerPoint_Add_Ons/Review_16836_index.html.

Another free resource for PowerPoint presentations is at:

- <http://www.howtoconquertheworld.com/powerpoi.htm>.

The site has 24 templates and some looped sounds for free downloading. You can also find a CD-ROM with a complete PowerPoint design course at

- <http://www.designsense-cd.com/> if you want to really master the subject.

I'm sure you can think of other tips for the design of computer presentations. So, **why not e-mail me at cliff.shaluta@wku.edu?** Also, don't forget that this column as well as past Tech Tips columns are found on the web site at:

- <http://www.wku.edu/~shalucp/techtips.html>.

You'll also find additional links on this topic at the site.

Resources:

- Using PowerPoint Presentations in Writing Classes <http://horizon.unc.edu/TS/featured/1997-08.asp>
- Creating Instructional PowerPoint Presentations <http://www.uwrf.edu/pt3/resources/general/pp.html>
- PowerPoint Presentations on the Web - benefits of placing Powerpoint slides on the Web: http://eee.uci.edu/news/99_08_powerpoint.php3 ■

AAA Asia-Pacific Conference

Applications are still being accepted on a "space available" basis. Anyone interested is encouraged to contact Bob King (rking@richmond.edu).

*For Your Information.....***Introducing the *Journal of Interactive Advertising***

The journal is an official online publication of the Departments of Advertising at Michigan State University and The University of Texas at Austin, designed to promote better understanding of interactive advertising, marketing, and communication in a changing world. It is a refereed academic journal, available in full text at <http://jiad.org>.

“We need a new journal for some good reasons,” said John D. Leckenby, editor and a professor of advertising at The University of Texas at Austin. “We need to put into practice the concepts

of interactivity in our academic discourse; to emphasize that this is not just another new medium but an idea which is changing all aspects of advertising and marketing; and to provide a forum to address the enormous challenges and complexity of these new ideas stemming from new technology in order to emphasize their importance to the social fabric.”

Hairong Li, editor and an assistant professor of advertising at Michigan State University, added, “we expect this journal to ‘practice what it preaches’ with respect to interactivity. With

everything published online, the journal can do that.”

Editors of the journal define interactive advertising as “the paid and unpaid presentation and promotion of products, services and ideas by an identified sponsor through means involving mutual action between consumers and producers.”

Six articles are published in the inaugural issue. The journal plans to publish two issues in the first year and become a quarterly publication beginning the second year. ■

Online Advertising Resource

The Advertising Educational Foundation (aef) invites professors and students to visit their custom-designed Web site, www.aef.com.

aef.com is a comprehensive repository of educational information and materials dedicated to improving the perception and understanding of advertising’s social and economic role in American society and culture. The site is an extension of many aef activities targeted to students and professors at liberal arts colleges.

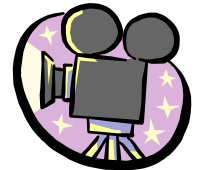
aef.com offers information, discussion and an honest look at some of the industry’s tougher issues throughout its ten channels.

The Library is an indispensable research channel with search capabilities; Job Fair has an overview of ad agency structure, tips on interviewing and portfolio guidelines for students looking to enter the business. Other channels

are InClass, which features advertising-related class syllabi and book excerpts; Advertising Industry, with current news and links to industry associations and affiliations; Real Time, featuring bulletin boards and live, moderated discussion groups.

The aef.com journal, *Advertising & Society Review*, is a recent addition. This academic, online journal, distributed by Johns Hopkins University Press Project Muse, publishes articles on diverse points of view about advertising in society, culture, history and the economy. A&SR will offer a balanced view of advertising’s role in society to students and professors in advertising, communications, journalism, marketing and related fields.

aef.com also publishes a weekly e-mail newsletter which highlights valuable information for both professors and students. ■

Give a Damn Films

Give A Damn Films creates great films for good causes. Rooted in the philosophy of “giving what you’re good at,” the company unites the best people in the advertising and film worlds to create short films, PSA’s and ads for non-profit organizations and worthy causes. Whether a group wants to reach out to kids or send a message to Congress, Give A Damn Films gives them access to commercial quality media without the commercial price tag. For more information, go to www.giveadamnfilms.com or call 212-633-8389. ■

AAA DOMAIN NAME

The AAA has obtained the domain name: www.americanacademyofadvertising.org. You can now reach our web site using this domain name!!

Positions Available



For complete details visit the AAA website at:
www.americanacademyofadvertising.org

Southern Methodist University
 The Division of Advertising is seeking an Assistant Professor in Advertising, tenure track, starting in August, 2001. Applicants who are near the completion of their doctoral degree programs will be given consideration. Application Process: Submit letter of application, curriculum vitae, and addresses and telephone numbers of at least three references to Chair, Faculty Search Committee, Division of Advertising, Southern Methodist University, P.O. Box 750356, Dallas, TX 75275-0356. To ensure full consideration, the application must be postmarked on or before December 1, 2000, but the committee will continue to accept applications until the position is filled. SMU will not discriminate on the basis of race, color, religion, national origin, sex, age, disability, veteran status or sexual orientation. ■

Penn State University

The College of Communications at Penn State is seeking candidates for a tenure-track faculty position in public relations and advertising. Candidates must have proven college-level teaching ability in one or more of the following areas: writing for public relations and PR campaigns, advertising media and media campaigns. 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 AA/EO and the diversity of its workforce. ■

University of Texas-Austin

The Department of Advertising at the University of Texas seeks applicants for a tenure-track position to begin Fall 2001. Ph.D. is required. Experience in interactive media and media planning is preferred. Salary is competitive. The Department offers Undergraduate, Master's and Ph.D. degrees in Advertising. Deadline for application is January 15, 2001. Send letter of interest, vita, and supporting materials to: Gary B. Wilcox Search Committee, Chair, Department of Advertising CMA 7.142, The University of Texas at Austin, Austin, TX 78712-1092 <http://advertising.utexas.edu> E-mail: advertising@mail.utexas.edu Fax: 512-471-7018 - Phone: 512-471-1101. The University of Texas at Austin is an AA/EO Employer. Women and minorities are encouraged to apply. ■

University of Florida

The Department of Advertising at the University of Florida is seeking applications for 9 month tenure-track positions beginning August 2001. One position is open rank (assistant, associate or full professor) and one position is at the assistant professor level. Ph.D. degree required. Send application, resume, references and samples of juried publications to Dr. Jon Morris, Search Committee Chair,

Department of Advertising, P.O. Box 118400, University of Florida, Gainesville, FL 32611-8400 (Telephone 352 392-0443; E-mail: jmorris@jou.ufl.edu). Applications must be received by 5:00 p.m., January 2, 2001. The University of Florida is an AA/EEO. Women and minorities are encouraged to apply. The selection process will be conducted under the provisions of Florida's "Government in the Sunshine" and Public Records Laws. ■

Gallup & Robinson

Gallup & Robinson, a leading advertising research company located near Princeton, New Jersey, is looking to fill two full-time professional positions. Levels for both positions are open, and both junior and senior candidates are encouraged to apply. Qualified applicants should have completed a Ph.D. or Masters.

We are seeking individuals who are committed to research in advertising communication and consumer behavior. The successful applicants will work with leading advertisers and agencies on understanding advertising effectiveness and on internal studies aimed at pushing knowledge of how advertising shapes attitudes and behaviors.

Send letter of application and resume to: Scott Purvis, President, GALLUP & ROBINSON, INC., 24 North Main Street, Pennington, NJ 08534. ■

Visit the American Academy of Advertising web site for a variety of information at:
<http://advertising.utexas.edu/AAA>
 or use our new domain name
<http://www.americanacademyofadvertising.org>

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