

President's Column: AAA and a Sense of Volunteerism



I joined the American Academy of Advertising as a Ph.D. student in 1985. My main interest in joining was to receive the *Journal of Advertising*. I never really imagined getting “involved” with the Academy. Then, in 1990, the idea struck me that I might submit a paper to the conference. In the Spring of 1991, I actually attended my first conference (in Reno), and had an outstanding time. The people I met at the conference attended sessions and cared about my research (unlike many other conferences that I had previously attended). In addition, these same people seemed to take a genuine interest in me. I was hooked. Not only have I attended every conference since then, I actually “got involved” with the Academy. First, I served on the Research Committee, and then, the Publications’ Committee. Soon thereafter, I ran for and was actually elected to office, first as Treasurer, then as President. Do you know what I have discovered through all of this? It is members like you and me that actually make the Academy what it is. It is members that put together the conference. It is members that organize

and edit the *Journal*. It is members that organize elections and write pieces for the *Newsletter*. In sum, the AAA is only an organization because it has members – members who are willing to volunteer.

Over the past fifteen or so years, one member has been the consummate volunteer – Bob King. Bob’s name is recognizable to virtually every AAA member. As Executive Secretary, Bob is the glue of the organization. He oversees all aspects of the AAA, including the conference, the finances, and the mailings. Bob has long talked about “passing the baton” on to the next Executive Secretary, but we all hoped that this day would never come. Well, Bob’s retirement day has not yet arrived, but it is on the way. As of June 30, 2002, Bob King will no longer be the Executive Secretary of the Academy. Bob has done such a great job that we cannot replace him with a single person. Starting July 1, 2002, the Academy is breaking the Executive Secretary position into two positions – a continuing Executive Secretary and a Director of Conference Services.

So, we need more volunteers. Two to be exact. What I ask each of you is either to consider applying for a position yourself, or to nominate a competent person for one of the positions. Now, I am certain that many of you will ask the question – why me? Or, better yet,



Russell N. Laczniak
AAA 2001 President

you may ask – what do I get out of serving the academy? Well, the answer to the former question is easy. That is, because you are a member, and if you do not apply or nominate someone, you will be missing an opportunity to serve the Academy and your colleagues across the globe. Someone else, someone who may not have your skills and integrity may get the job. We need the highest quality candidates! The answer to the latter question is even easier – you get to work for the nicest bunch of people ever to comprise a professional organization. ■

Welcome Back &

**Have a
Great
Semester!!**



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Guest Column:

AAA's Asia-Pacific Conference a Great Success

By Robert King, University of Richmond



Robert King, co-chair with Marilyn Roberts, delivers his opening remarks.

AAA's first conference adventure outside North America (During May 29 - June 1, 2001 near Tokyo, Japan)

was a great success! More than 90 persons from nine countries experienced a diverse program of competitive papers and special topics, and enjoyed a variety of cultural events at the

Kazusa Akademia Center, including a formal Japanese tea ceremony accompanied by Koto music, a Wadaiko drum performance, and a



Marvin Goldberg of Penn State University in full samurai regalia.

Kuroda-bushi Samurai dance. Delegates and their guests also enjoyed a half-day excursion to Boso-No-Mura historical village and to the expansive Narita-san Shinshoji Temple.

Business cards were exchanged by the pound as delegates developed new professional relationships which promise to be supportive of future collaborative research efforts. And genuine collegiality characterized the dinner sessions where there were no "Japanese tables" or "Korean tables"



Conference attendees watch one of the many presentations.

or "American tables." Instead, we were nearly 100 "old friends" enjoying each other's company. The questions most frequently asked were: (1) How did you ever find this wonderful place (the Kazusa Akademia Center and its Okura Hotel); and (2) When will we have another international conference?

AAA's Asia-Pacific Conference Proceedings were published this summer and sent to all AAA members



As one of the planned events, attendees visited the Narita-san Shinshoji Temple.

along with the Salt Lake City 2001 Annual Conference Proceedings and the revised membership directory.

Many more photos from the Asia-Pacific Conference are posted on the AAA's website (new address: americanacademyofadvertising.org). The conference co-chairs were Marilyn Roberts and Bob King. For further information contact Bob at rking.richmond.edu.



Marilyn Roberts of the University of Florida enjoys breakfast with conference attendees Hong Cheng of Bradley University, Kara Chan of Hong Kong Baptist University, Daniel Ng of Bradley University, Carrie La Ferle and Steven Edwards both of Michigan State University and Saravudh Anantachart of Chulalongkorn University.

Call For Nominations: (for details visit: www.americanacademyofadvertising.org)

Editor, *Journal of Advertising*



The term of the present Editor of the *Journal of Advertising* will expire in December 2002, and the Publications Committee of the American Academy of Advertising has undertaken the search for a new editor.

The Editor's duties include: Administering and overseeing the entire operation of the Journal; Selecting reviewers and assigning manuscripts; Making publication decisions; Preparing the Journal for publication and distribution; Choosing and supervising the activities of the Advertising Manager, Business Manager and the Book Review Editor;

Annually proposing an operating budget and reporting variances; and Selecting and maintaining the Editorial Review Board.

Support from the Editor's institution is required. Nominations for JA Editor must be received by **January 15, 2002**.

All nominees must submit: 1) A current curriculum vita or resume, 2) A summary of relevant editorial experience (not to exceed two double-spaced pages, covering related experience such as serving as an editor of another peer-reviewed journal, or

editor of a special edition of a peer-reviewed journal, etc.), 3) A statement of philosophy for the Journal (not to exceed three double-spaced pages), 4) An indication of the level and nature of institutional support, and 5) At least three letters of nomination/reference.

Submit all nomination materials to: Dr. Jan LeBlanc Wicks, Chair, AAA Publications Committee, Journalism Department, 116 Kimpel Hall, University of Arkansas, Fayetteville, AR 72701. Phone: (501) 575-6304, Fax: (501) 575-4314, E-Mail: jwicks@uark.edu. ■

Editor, *AAA Newsletter*



The three-year term of the present Editor of the *AAA Newsletter* will expire in April 2002, and the Publications Committee of the American Academy of Advertising has undertaken the search for a new editor. The new editor should plan to complete the June 2002 issue of the newsletter.

The Editor's duties include: Administering and overseeing the publication of the newsletter; Soliciting articles; Preparing the newsletter for publication and distribution; Preparing

the newsletter for electronic publication; and Annually reporting on the publication process and costs to the Publications Committee.

Some support from the Editor's institution is required but the AAA routinely reimburses the Newsletter Editor's host institution for postage and printing costs.

Nominations for *AAA Newsletter* Editor must be received by **January 15, 2002**. All nominees must submit:

1) A current curriculum vita or resume, 2) An indication of the level and nature of institutional support, 3) At least one letter of nomination/reference.

Submit all nomination materials to: Dr. Jan LeBlanc Wicks, Chair, AAA Publications Committee, Journalism Department, 116 Kimpel Hall, University of Arkansas, Fayetteville, AR 72701. Phone: (501) 575-6304, Fax: (501) 575-4314, E-Mail: jwicks@uark.edu. ■

Journal of Advertising Best Article Award for 2000



The AAA Publications Committee is asking for nominations for the *Journal of Advertising* Best Article Award for 2000 (from the four issues of volume 29). All current members of AAA may nominate one article from any 2000 edition of Volume 29 of the *Journal of Advertising*. Each member is asked to nominate only one article and submit

a nomination only once. Members should not nominate their own articles. Nominations may be made by mail, e-mail or fax and must be received by **October 1, 2001**. Send your nomination to:

Dr. Jan LeBlanc Wicks, Chair, AAA Publications Committee, Journalism

Department, 116 Kimpel Hall, University of Arkansas, Fayetteville, AR 72701. Phone: (501) 575-6304, Fax: (501) 575-4314, E-Mail: jwicks@uark.edu. ■

People News:



Bruce L. Stern, Portland State University, has been named editor of *Marketing Education Review*, a pedagogical journal. ■

The University of Alabama is proud to welcome **Tom Reichert**, Ph.D., and **Bryan Reber**, Ph.D., as new faculty members. Tom, formerly from N. Texas State, has joined UA's Advertising program. Bryan, who just finished his doctorate at the University of Missouri, joins the PR program. ■

Congratulations to **Yorgo Pasadeos**, professor of advertising and public relations in the University of Alabama's College of Communication and Information Sciences (C&IS). Participating in the annual Collegiate ECHO Competition, Pasadeos led three advertising competition teams to take top awards at the national competition sponsored by the Direct Marketing Educational Foundation (DMEF) — part of the Direct Marketing Association. ■

Mary Alice Shaver, Chair, Department of Advertising, Michigan State University, is pleased to announce the successful accreditation of the Department of Advertising by the International Advertising Association. Michigan State University joins one of only a handful of other U.S. universities to be accredited by this world wide advertising organization. ■

Congratulations to **Chris Schell**, faculty advisor, and the students at the University of Wisconsin - Madison who won the AAF 2001 National Student Advertising Competition. ■

FGCU Faculty Member Elected to Top National Post in AAF



Florida Gulf Coast University associate professor **Ludmilla Wells** eats the breakfast of champions, wants to be all she can be, and knows it's the real thing. The American Advertising Federation elected Wells, who teaches marketing and advertising in the College of Business, vice chair of the national organization's Academic Division, effective July 1. Wells has served on the Board of Directors of the Advertising Federation of Southwest Florida. She is a member the Board of Advisors for the Public Schools Enrichment Partnerships and a member of the American Academy of Advertising.

Wells has 20 years of professional administrative and teaching experience in corporate communications management, corporate marketing, advertising copywriting and design, and advertising agency account supervision. Her expertise has been in the former Soviet Union where she taught at Moscow University, the Higher Commercial Management School of the Ministry of Foreign Economic Relations, the Classical Graduate Business School, Russia, and GFS in Berlin, Germany. She is fluent in English, Russian and Spanish. ■

AAA NEWSLETTER SURVEY (2nd Try)

Currently the AAA Newsletter is sent to each member by regular mail and it is also posted at the AAA web site (www.americanacademyofadvertising.org). The web site posting is of minimal cost, however the prices for the paper version seem to keep rising.

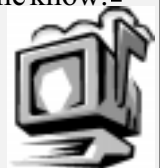
regarding your views on the *possibility* of receiving an *electronic only* version of the newsletter. You would receive an email with a link to the newsletter from which you would be able to print the *Newsletter* in PDF format.

As previously requested in the June issue, *please share your opinion* by way of an email, phone call or letter in regular mail (see [contact info](#) below)

As a sample, visit the AAA web site and click on one of the Newsletter links. The issue should open and you should be able to print a copy. See how you like it and let me know. ■



Send Survey Opinions & Newsletter Items to:



Dr. Carrie La Ferle, Editor
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Deadlines

<u>Issue</u>	
March 2002	February 5, 2002
June 2002	May 5, 2002
September 2002	August 5, 2002
December 2001	November 5, 2001



Tech Tips

How Did You Spend Your Summer Vacation?

By Cliff Shaluta, Western Kentucky University



Tech Tips

We'll it's that time again. Books, classes, students and problems with technology! Does it seem that summers are going by all too quickly? Perhaps, it's only my perspective.

I had a busy summer as usual with some teaching and freelance projects. My teaching assignment involved a new online version of our Principles of Advertising course. I taught the course using Western Kentucky University's Blackboard CourseInfo system and the end result was rather enjoyable for me. Students seemed to catch on eventually as well.

In this issue of Tech Tips, I wanted to share several observations on my experience with online teaching and try to elicit some feedback on what has worked for you in teaching in this format. I'll present part two of this topic along with your feedback in the next issue of Tech Tips.

Observations:

Did I lose some students?

My summer principles class started with 23 students. By the end of the first week of class, I was down to 17. In a conventional class, a 25% drop rate would be pretty alarming. As it turns out, the Chronicle for Higher Education reports that dropout rates for distance learning classes range from 20-50%. Many students are not comfortable with the technology and they often expect the online class to be less work. Other reasons for the high dropout rate

include poor technological support and poorly designed classes. I held at 17 students, but several students had problems completing all the assignments.

It's lonely in cyberspace.

Since the class had students from around the region, it wasn't practical to meet in a conventional way. The class never met in real space. My only connection with students and their connection to me was via e-mail, phone and fax. This obviously has some advantages for the students and myself, but being from the "old school," I really missed seeing those occasional light bulbs going off with the understanding of new concept. That took a bit of getting used to. I used discussion boards for each chapter and weekly chat sessions with all students enrolled in the class to try to build community. Course evaluations indicated that this did work.

Is coaching the same as teaching?

I really struggled with this one. What is my role in this class? In a conventional class, I'm the "expert." Students rely to

a large degree on my background in advertising to develop an understanding of the subject. In the online class, that isn't the case. I provided links to material and my own brand of Cliff Notes for summaries of important content, but students worked independently to learn the material. This was a real ego buster. Did they really need me to learn? As it turned out, some students do learn better with the help of a teacher. Nontraditional students who had previous distance learning experiences excelled in the online format, other students did require additional direction.

Now, it's your turn.

Please take a moment to share your experiences with online teaching and any tips you would like to share with our readers. Just e-mail them to cliff.shaluta@wku.edu. I look forward to hearing from you.

Be sure to Visit the Tech Tips website at <http://www.wku.edu/~shalucp/techtips> to find this column as well as past Tech Tips columns.

Resources:

Frankola, Karen. 2001. "The e-Learning Taboo: High Dropout Rates in Online Courses." Syllabus (Volume 14, No.11): pp14-16. ■



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.

Call for Nominations... (for details visit: www.americanacademyofadvertising.org)

The Billy I. Ross Advertising Education Award

The American Academy of Advertising is proud to announce its call for applications or nominations for the Billy I. Ross Advertising Education Award. The primary purpose of the 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.

The application or nomination letter should include documentation and other evidence of how the project is an outstanding accomplishment or innovation in the field of advertising education.

Nominations for the Billy I. Ross Advertising Education Award should be sent to the Chair of the Awards Committee. More than one award may

be made, but the AAA is not obligated to make an award every year.

Applications and nominations for the year 2002 should be submitted by January 2, 2002 to:

Mary Ann Stutts, Southwest Texas State University, College of Business, Department of Marketing, San Marcos, TX 78666. Phone: 512-245-3190 Fax: 512-245-7475; Email: ms04@swt.edu.

The "Sandy" Award

The American Academy of Advertising is happy to announce the call for nominations for the Charles H. Sandage Award for Teaching Excellence, affectionately known as the "The Sandy."

The award 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.

Nominations for the award should be sent to the Chair of the Awards Committee. This committee will evaluate the nominations and decide if an award should be given. No more than one Sandy will be awarded in a given year, and there is no obligation to award a Sandy in any year.

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.

Nominations for the year 2002 should be submitted by January 2, 2002, to: Mary Ann Stutts, Southwest Texas State University, College of Business Department of Marketing, San Marcos, TX 78666, Phone: 512-245-3190, Fax: 512-245-7475; email: ms04@swt.edu.

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.

Nominations for the Distinguished Service Award should be submitted by January 2, 2002 to the Chair of the Awards Committee: Mary Ann Stutts, Southwest Texas State University,

College of Business, Department of Marketing, San Marcos, Texas 78666 or to any member of the Awards Committee. Fax: 512-245-7475. Email: ms04@swt.edu.

Visit the American Academy of Advertising web site for a variety of information at:
<http://www.americanacademyofadvertising.org>

Penn State University

The College of Communications at Penn State is seeking candidates for tenure-track faculty positions in **public relations and advertising** to start August 2002. 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.

The College is the largest of its kind in the nation and one of only four undergraduate communications programs in the northeastern United States accredited by the Accrediting

Positions Available



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

Council on Education in Journalism and Mass Communications. The College provides instructional and research opportunities in advertising/public relations, film/video, journalism, media studies, and telecommunications. In addition to a Ph.D. program in Communications, the College also offers M.A. programs in Media Studies, and Telecommunications. Learn more about Penn State and the College of Communications on its homepage at <http://www.psu.edu/dept/comm/>.

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:

Faculty 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 2/15/02 or the positions are filled. Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce. ■

AAA Director of Conference Services



At our last conference, the membership voted to create the position of Director of Conference Services. As the annual conference is the primary Academy event, the Director of Conference Services will play an extremely important role within our organization.

obtained from many of the AAA Executive Committee members.

Beginning Spring 2002, the **Director of Conference Services** will be responsible for making hotel and other accommodations for the annual AAA conference. This includes, among other things:

- Thoroughly researching the “short list” of prospective future sites approved by the Executive Committee, including site visits;
- Negotiating contracts with hotels & other service providers

Please consider applying for this position or nominating someone whom you believe has the talent and the desire to perform the duties listed below. A more detailed listing of duties can be

- Initiating and maintaining contacts with conference bureaus & hotel chains to arrange future conference sites;

Applications/nominations should be sent by December 15, 2001 to:

Russ Laczniaik, Department of Marketing, 300 Carver Hall, Iowa State University, Ames, Iowa 50011-2063. Phone: (515) 294-9692; laczniaik@iastate.edu. ■

Call for Papers:

2002 AMA Marketing and Public Policy Conference

May 16-18, 2002 - Atlanta, Georgia

The 2002 AMA Marketing and Public Policy Conference (MPPC) will be held at the Sheraton Atlanta Hotel, May 16–18, 2002. **The theme** of the 2002 conference is “*New Directions for Public Policy.*” Thus, *sources*, *types*, as well as *outcomes* of new

public policy directions and initiatives are potential areas of interest for the conference.

MPPC 2002 co-chairs are Les Carlson and Russ Laczniaik. Deadline for submission is November 15, 2001.



Conference information is available at <http://business.clemson.edu/market/mppc2002.html> or at www.ama.org. ■

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