

President's Column: Thank You AAA, It's Been Fun

When I began my term as President of the Academy in January, my thought was that I would in every way try to follow the footsteps of my predecessor, Darrel Muehling. That is, in every way but one: I did not want to make my final "President's Column" a "thank you" column. Well, I was wrong again, and realize that Darrel was "right as rain." The year has passed quickly, we have accomplished much, and I have a number of people to thank for that.

First and foremost, I need to thank Darrel Muehling. As most of you know, Darrel and I have been colleagues for many years (first as doctoral students and later as research collaborators). Darrel is a friend, but he also provided me with a sense of reason and calm over the last year. Thanks, Darrel! Second, I need to thank all of the other members of the Executive Committee. Bob King (of whom I have written about in the past) brought a strong feeling of professionalism and business sense to the Academy. Bob, thanks for keeping me on track. Joe Pisani (Joe "Gator" in the Executive Committee meetings) provided me with important and timely information, and he always had kind words. Joe Phelps (Joe "Tide" to the Executive Committee) was always there to provide input and



Russell N. Lacznia
AAA 2001 President

support. Joe Tide seemed to put in more hours of work than anyone. Regardless of the day or time that I sent e-mail messages out, Joe was the first to reply (and always with well thought-out comments). Ray Taylor is one of the Academy's nicest and smartest people. It was a pleasure to work with him. This group was special.

No, I have not forgotten Mary Alice Shaver. Indeed, the President Elect is probably the most important person on the Executive Committee in the President's eyes. Every decision that is made by the President will affect the President Elect's term — thus, you tend to rely on her/his input. Ironically, many conversations that Mary Alice and I had before this year involved her poking good-nature fun at me for living in the snowy north. She spoke warmly about her long-time home in North Carolina, and laughed as I put on my winter clothing to return to Iowa from the conference or mid-year meeting.

However, since Mary Alice moved to Michigan State, she seems to have stopped laughing at me. Seriously, Mary Alice provided me with a great deal of support and her ability to listen was greatly appreciated. The presidency of the Academy is in great hands for 2002!

The past year was quite productive. We managed to have one of the finest conferences ever (including an outstanding pre-conference). We had the initial AAA Asia-Pacific Conference — it was a huge success and opened the doors of the AAA to new friends across the globe. We are presently conducting searches to find a new Executive Secretary and to fill the newly created position of Director of Conference Services (we have excellent candidates for both positions). Even the saddening and shocking events of September 11 have not stopped us; the Executive Committee has re-scheduled its mid-year meeting for December 8. It's been a difficult but delightful year. I loved it, and I have the Academy members to thank for that. ■



*Happy
Holidays!*

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Guest Column:**September 11, 2001: Reflections on Our Roles as Educators***By Kim B. Rotzoll, University of Illinois*

We are, for better or for worse, creatures of our institutions.

Given individual variations in personality and attitude, they tell us when and where we should work, how we should entertain ourselves, what is considered a “crime” and how that transgression should be dealt with, how we should pass through life’s gateways of childhood, adolescence, adulthood, marriage, child rearing, and death, how, when, and where we should be educated, how we should determine who we should call our leaders and what powers they should have, and when where, and how – if at all – we should embrace the ideas of far higher powers.

Far more often than not, we are glad to have these institutions point the way toward acceptable parameters of our behavior, for we quest for structure in our lives.

So it was, that in the stunning aftermath of September 11, beyond the horror, we felt at loose ends because our institutions were in flux. Planes did not

fly. Events did not occur. Governments were confused. The media were monosyllabic. The “enemy” was “them,” but “they” were hard to define, difficult to locate.

Our lives began to approach some semblance of “normal,” — or at least its post-WTC counterpart – as the institutions again took hold.

Advertising was – and is – one of those institutions that, for better or for worse, give order to our lives. The light and dark side of that force were unexpectedly presented to me the other day in my freshman class. Trying to get the students to think about the “indirect” messages in advertisements, I asked them what they thought virtually all ads “said.” To each of us. One young woman raised a tentative hand and offered, “That you can be better.”

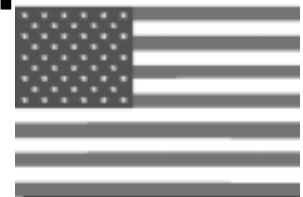
Critics would, of course, leap on that sentiment as a condemnation of advertising’s relentless call to discontent, to selfishness, while supporters might reflect that advertising is, indeed, a relentless goad to self improvement, but quite consistent with the implied drive for the pursuit of self interest behind countless of our

institutions.

As we look back from the distance of several months to September 11, we can reflect on our roles as educators who prepare young men and women to enter an institution whose philosophical underpinnings indeed rest on the drive of self interest as commonly expressed in the acquisition of goods and services, where the receivers of the messages are far more likely to be thought of as consumers than citizens.

There is, in many ways, satisfying order to all of this, and as many justifications as we choose to muster.

But there is also responsibility. The responsibility to provide context and the reality check that institutions thrive only when they are in harmony with the dominant idea systems of a culture which, at least in our case, demand the recognition that now – perhaps more than ever before – there’s more on our pluralistic plates than the endless more. ■

**Economic Census Results**

Every 5 years, the Economic Census profiles the U.S. economy, in years ending in 2 and in 7. Companies will receive census forms tailored to their size and kind of business.

Businesses are asked to report operating statistics for each location — number of

employees, annual payroll, and value of goods produced or services provided during the 2002 calendar year. Response is required by law (Title 13, U.S. Code), and all responses are confidential.

Federal agencies use the census as the basis for measures of economic activity.

State agencies rely on the data for economic development. Trade associations and media report key business facts and project future trends. Businesses get vital information for marketing and planning. All results will be available at the following web site: www.census.gov/econ2002. ■

Call For ...:

AAA Call For Nominations



The Awards Committee of the American Academy of Advertising is proud to announce its call for nominations for three prestigious awards: the Distinguished Service Award, the Charles H. Sandage Award for Teaching Excellence (called the “Sandy”), and the Billy I. Ross Advertising Education Award.

The **Distinguished Service Award** is given by the American Academy of Advertising to individuals who have rendered distinguished service to the organization 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 AAA to be considered for this award.

The **Charles H. Sandage Award for Excellence in Teaching Award** is in recognition of outstanding contributions to advertising teaching. Examples of excellence might include: 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, innovative course development, and innovative ex-classroom teaching development.

The **Billy I. 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. Examples of projects might include: innovations for teaching a new advertising course, published work about innovative class projects in advertising, published research that advances advertising education, support materials (such as visual aids) for conference presentations about advertising education, and dissemination of information to advertising educators that is helpful in the classroom.

Any member of the American Academy of Advertising may nominate an individual for any one or all of these awards. Nominations should be sent to the Chair of the Awards Committee no later than **January 2, 2002**: Mary Ann Stutts, Southwest Texas State University, College of Business Administration, Department of Marketing, San Marcos, Texas 78666. Phone: 512-245-3190; email: ms04@swt.edu; fax: 512-245-7475. ■



Journal of Advertising
Special Issue: Advertising and Consumer Culture

The *Journal of Advertising* invites authors to submit papers for publication in a forthcoming special issue devoted to Advertising and Consumer Culture. The primary goal of this special issue is to enhance our current understanding of the ways in which advertising has interacted with and influenced consumer culture in order to imbue goods with complex layers of meaning, affecting consumer identities and behaviors. Authors from a wide variety of disciplines and methodologies are encouraged to submit their work.

Research focusing on the global or cross-cultural impact of advertising on consumer culture is highly desired.

More details, including possible questions to address are available at the AAA web site at: www.americanacademyofadvertising.org.

Authors wishing to submit manuscripts should send 5 (five) copies by May 15, 2002 to: Professor Cele Otnes, Guest Editor, special issue, *Journal of Advertising*, Department of

Business Administration, Room 350 Wohlers Hall, 1206 S. Sixth St., Champaign, IL 61820. Phone: 217 265-0799; Fax: 217 244-7969; e-mail: c-otnes@uiuc.edu.

All papers will follow the same double-blind review process used for the *Journal of Advertising*. Papers must conform to JA format. Information regarding this can be obtained from an issue of the Journal or from the Journal Web page, which can be found at www.sjmc.umn.edu/joa/. ■

People News:



Mary Ann Stutts received the Southwest Texas State University Alumni Association Outstanding Teaching Award. The award is based on an assessment of subject matter competence, instructional design, instructional delivery, awards and grants for instructional activities, and development of new courses. Other criteria include fairness and thoroughness of grading procedures, interaction skills with students, efforts to improve teaching competencies, and other instructional activities recognized by a specific discipline.

Teaching at SWT since 1982, Professor Stutts has received numerous teaching awards including the AAF's 10th District Outstanding Teaching Award in 1998, the SWT Presidential Award for Excellence in Teaching Award in 1991, and the Outstanding Teaching Award in the College of Business Administration in 1995. ■

Louisa Ha is associate professor in the Department of Telecommunications at Bowling Green State university. She recently received two research grants (one from the National Association of Broadcasters and one from the National Cable Center's Magness Institute) on Internet Business Models of Broadcasters and Enhanced Television and TV commerce in Cable TV with **Sylvia Chan-Olmsted**.

Also, **research publication entries desired** for the International Advertising Resource Center, now hosted by BGSU, at <http://www.bgsu.edu/departments/tcom/faculty/ha/intlad1.htm>. ■

2001 AAA Dissertation Winners



There are two winners of the 2001 AAA Dissertation Competition. Ms. **Natalie Wood**, who is earning her degree at Auburn University, has been awarded \$2000 to support her dissertation, "Personalization of the Web Interface: Avatars as Vehicles for Visual Persuasion in the Online Decision Making Process." Mr. **Doyle Yoon**, who is earning his degree at the University of Missouri-Columbia, has been awarded \$2000 to support his dissertation, "The Effect of Web-Based Negative Information on Brand Attitude."

Winners will be honored at the 2002 AAA annual conference in Jacksonville, Florida, March 21-24 at the Omni Hotel. ■



IAA Now Accepting 2002 Summer Internship Applications

The International Advertising Association (IAA) is now accepting applications for Summer 2002 student internships. Applications will be accepted on a rolling basis with a final deadline of February 15, 2002.

Chosen from a pool of highly qualified candidates, 50 interns were placed in 26 companies in 9 countries last summer. 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.

This program is open to full-time students with at least junior standing, majoring in Advertising/Marketing Communications. Information about the IAA and its Internship Program is available on the IAA's website at www.iaaglobal.org or by contacting Tina Dong at the IAA World Secretariat at tel: 212-557-1133; fax: 212-983-0455; and email: tina@iaaglobal.org. ■

Newsletter Information



Send Newsletter Items to:

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Deadlines

Issue	Deadlines
March 2002	February 5, 2002
June 2002	May 5, 2002
September 2002	August 5, 2002
December 2002	November 5, 2002



Tech Tips

In the last installment of Tech Tips, I discussed some of my observations from teaching my first class totally online this past summer. In this issue, we'll look at some suggestions to make the most out of your next (first) online course.

Utilize the Web

In addition to great searches, using the web for "real world" case projects can make course material come alive. Today's students demand relevance in their coursework. What better way to integrate theory with practice? Company websites can be a wealth of information as long as you acknowledge the bias upfront. Why not create a custom case that requires in-depth web research to complete?

Make the Most out of your Book Website

Most good advertising textbooks I'm seeing these days include a website to support the text. While I still find the need to be selective with the material I decide to use in the class, book websites can add a whole new dimension to the class. Book websites often include chapter summaries, web links, PowerPoint presentations as well as suggested assignments. They can make the whole online experience much more professional and productive for all involved.

Invite Speakers into the Virtual Class

The Blackboard CourseInfo system we use at Western allows for real time chats and guests can be invited in to "speak" with the class. This is great fun,

but can get out of control rather quickly. I learned early on to break the class up in groups of three or four students. These student "pods" are responsible for developing cogent questions and responses for the guest. This tends to keep everyone in class focused on the subject and doesn't overwhelm the guest.

Personalize the Site

The Blackboard system allows students to post their photo and short bio to the university server. This is a great way to kick off the class. It gets the students comfortable with the technology and makes them feel more like a cohesive group. Individual web pages can mean a great deal if the class never actually meets in the "real world." It's likely to be the only introduction students will have with each other.

Incorporate Groups into Your Course

Group work online is essential to a successful online course. Case projects or other assignments can be organized by teams. Group interaction requires students to work together to achieve assignment goals. Blackboard's CourseInfo allows groups within the class to create their own web page, discussion board and chat area. Not only can students learn good group management skills, they can better understand how new technology can be used to facilitate project work.

Utilize Discussion Boards

Discussion boards on current events or chapter topics will be a surprising plus to your class. I had real reservations

about using discussion boards, but with the right topic, students will get into the subject. You know it's working well when they respond to the comments from other students. Keep in mind that students expect you to read their comments. Plan on additional time for this as you will likely want to respond and help guide the discussion.

Finally, reward what you want done. If you feel that group interaction is important, reward it. The same idea holds true with discussion boards. Allocate a certain amount of points to posting a comment. I personally don't grade on "quality" of comments, but that is certainly an option.

Now, it's your turn. Please take a moment to share your experiences with online teaching or any other tips you would like to share with our readers pertaining to new technology. 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.html> to find this column as well as past Tech Tips columns.

Resources:

Blackboard CourseInfo Get a free Blackboard website at <http://www.blackboard.com>.

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.



Tech Tips

Call for Proposals & Papers...**AAA Research Grant for Promotional Products**

The American Academy of Advertising is pleased to announce its Promotional Products Research Grant Competition funded by Promotional Products Association International. The competition exists to promote research in the promotional products area. A total of \$2,500 is available to fund research proposals.

Only members of the AAA at the time of submission of the proposal

are eligible for these awards. AAA membership is only \$35 and comes with a subscription to the *Journal of Advertising*.

Six copies of the proposal should be submitted to the Chair of the Research Committee by **December 15, 2001**. (Please note, this is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed). Winners will be notified by early

April. The awards will be announced at the AAA Conference and communicated to the membership through the AAA Newsletter.

For proposal guidelines, please visit the AAA web site at: www.americanacademyofadvertising.org. Materials for submission should be sent to: Kristina D. Frankenberger, AAA Research Chair, Western Oregon University, Monmouth, OR 97361.■



Marketing Communication Strategies in a Changing Global Environment

May 22-24, 2002 - Hong Kong

The theme of the 2002 conference is "Marketing communication strategies in a changing global environment." Advertising, public relations, sales promotion, Internet marketing, event marketing, customer relationship management, and corporate communication in a changing environment across different cultures are all areas of interest for the conference. We look forward to input and insights from academics and

marketing communication practitioners. The language of presentation is English.

The conference will be held at the Lam Woo International Conference Center, May 22-24, 2002. Conference information is available at <http://www.coms.hkbu.edu.hk/mcs>.

Abstract submissions: A 200-300 word abstract should be submitted preferably via email to

mcs@hkbu.edu.hk as a Microsoft Word attachment on or before **December 15, 2001**.

Hard copy submissions should be in triplicate in a Microsoft Word format and postmarked by December 15, 2001 to the conference Chair: Dr. Kara Chan, Department of Communication, Hong Kong Baptist University, Kowloon Tong, Hong Kong. Fax (852) 2339 7890.■

New International Marketing Journal for 2001: *Marketing Theory*

Marketing Theory will provide a specialised academic medium and main reference for the development and dissemination of alternative and critical perspectives on marketing theory.

Wide-Ranging Scope

The journal encompasses the full range of key theoretical, methodological and substantive debates and developments in marketing theory, broadly conceived.

Marketing Theory will publish articles covering any aspect of theory, including strategy, consumer behaviour, new product development and more. Research that builds on different methodological and disciplinary positions is particularly welcome. It is not the intention to promote any particular research or normative position. Literature reviews, theoretical and empirical papers are all equally

encouraged. The editors particularly encourage contributions from academics at the start of their career as a positive strategy to create more interest in theory among new generations of the marketing academy.

The journal publishes theory papers and speculative essays, review articles and theoretically grounded methodology and empirical articles.

University of Florida

The Department of Advertising, College of Journalism and Communications, seeks applications for a 9-month, tenure-track, assistant professor beginning August 2002. Candidates should have the ability to teach basic and advanced advertising courses effectively at both the undergraduate and graduate level, to supervise graduate students and to contribute to the internationalization of the college and the university.

Ph.D. degree, potential for collegiality, and evidence of potential for distinction in research/refereed publication and/or juried advertising activities are required. Two or more years professional advertising experience desired. Competitive salary.

Send application, resume, three letters of reference and sample of representative publications to Dr. Debbie Treise, Search Committee Chair, Department of Advertising, P.O. Box 118400, University of Florida, Gainesville, FL 32611-8400 (Telephone 352 392-9755; E-mail: dtreise@jou.ufl.edu, fax 352 846-3015). Applications must be received by 5 p.m., **Dec. 17, 2001**. For E-mail or faxed applications, original materials must be received by 5 p.m., Dec. 19, 2001. The University of Florida is an AA/EEO/ADA employer. Women and

Marketing Theory article ...continued from p. 6

Thematic symposia (typically comprising 3 or 4 papers) on a particular theme will be published from time to time.

Dawn Burton of the University of

Positions Available



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

minorities are encouraged to apply. The search is conducted under Florida's Sunshine laws. Search committee meetings and interviews are open to the public; all applications, resumes and other materials related to the search will be available for public inspection. ■

Towson University

The Department of Mass Communication and Communication Studies is seeking a tenure-track, entry-level assistant professor of mass communication beginning Fall, 2002. Primary responsibility is undergraduate teaching with additional emphasis in the areas of scholarly research and service to the department/university. Main area of teaching will be in advertising, including courses such as Principles of Advertising, Copywriting, International Advertising, Campaigns, and Media Planning. Evidence of excellence in teaching and scholarly research required. Professional experience preferred. Salary commensurate with entry-level experience. Ph.D. required. (ABD will be considered at instructor rank

until dissertation is completed).

The Department of Mass Communication and Communication Studies is home to approximately 1100 majors. We offer undergraduate degree programs in Advertising, Journalism and New Media, and Strategic Public Relations and Integrated Communication. At the graduate level, we offer the Master's degree in Communication Management. Additionally, we offer graduate-level journalism courses in the Professional Writing Program. For more information visit: <http://www.towson.edu/mccs/>.

Evaluation of completed applications begins **November 15, 2001** and will continue until the position is filled. Submit a letter of application, vita, graduate transcript, and three letters of recommendation to:

Dr. Charles Flippen, Chair, Mass Communication and Communication Studies Department, Towson University, 8000 York Road, Towson, MD 21252. Towson University is an equal opportunity/affirmative action employer and has a strong institutional commitment to diversity. Women, minorities, persons with disabilities, and veterans are encouraged to apply. ■

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

Leeds, England and Barbara Stern of Rutgers University, USA are the Editors-in-Chief. For details regarding the Editors, Editorial Board and Submission Procedures, please visit: <http://www.sagepub.co.uk>. ■

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