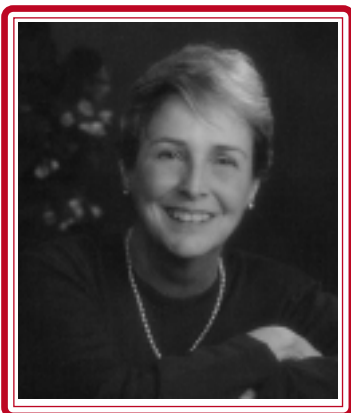


President's Column: Another Successful Conference!



Mary Alice Shaver
AAA 2002 President

With our Jacksonville conference behind us, I can only say that I wish every member had been there to enjoy the beautiful weather and challenging research and special topics sessions along with our social gatherings. Our special event was a winner — first a tour of St. Augustine and then dinner at a restaurant right on the Intercoastal Waterway. It is fair to say that a very good time was had by everyone who attended. We missed some of our regular attendees who couldn't make it this year, but we had several who returned after some years absence. A number of new members were welcomed at our annual "First Timers" breakfast.

Beyond the fun, there were other



**Enjoy the
Summer!**

memorable moments. John Murphy was awarded the first The Billy Ross Award. Kim Rotzoll was awarded the Sandy. As you know, this is rarely given; Kim was the third recipient. Mary Ellen Bowers was given the Distinguished Service Award for her work in advertising education. And a new Fellow of the Academy, Claude Martin, was chosen by the membership. The Outstanding Contribution to Research was awarded to Dean Krugman. Beyond all these, were three research fellowships, two dissertation awards and the JA awards for the top paper and the best reviewer. It was rewarding to see so many good members recognized for their many contributions to the Academy and the field.

Many of you came to the Business Meeting, and I thank you for your participation. The most serious matter discussed was the revenue shortfall. While the Academy has not yet gone into the red, we are very close to doing so in our annual budget right now. There are two causes. The first is that, due to the economy, we are unable to reinvest our maturing CDs at the same high rate that Bob King has found for us before. The result is less interest than before. The second reason is that we are literally losing money on every membership when the actual costs of producing and sending JA, the costs of mailings to members and

other expenses are calculated. The Executive Committee and the Finance Committee are considering the need for an increase in dues in the near future. The current dues of \$35, in place for many years, simply does not cover necessary expenses. We also had several good suggestions for saving money. One result is that you are receiving this newsletter on line. Please let us know how you like this format — this first one is an experiment.

By now you will have received our May mailing with the calls for papers, requests for nominations for awards and the announcement of our 2003 Asia-Pacific Conference in Japan. I hope you will seriously consider sending in papers, nominations of worthy award recipients and attending the 2003 conferences in Colorado and Japan.

The strength of the AAA is our members and their participation in the Academy.

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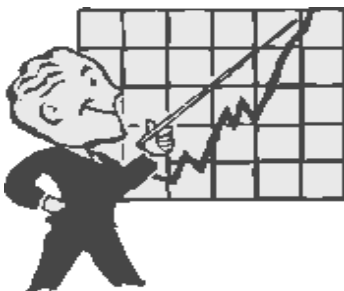
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Guest Column:**Is There a Larger Picture?**

By Dean Krugman, University of Georgia

The idea of opining about research, unencumbered by peer reviewers, or a journal editor, is far too tempting to pass up. Given that a good part of my time is spent wondering about the way audiences consume new media, I will offer a few observations regarding how we investigate that phenomena.

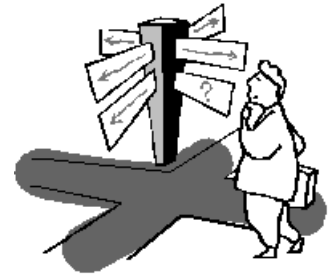
Understanding the way people consume new media will often provide a broader context by which to understand potential change. In 1975 satellite distribution profoundly influenced television viewing because it allowed consumers to view HBO movies in-home, without commercial interruption. People began to have a viewing experience that was not at all like watching traditional television. Viewers had previously learned to watch traditional television and devised viewing strategies such as monitoring simple plots and expecting a commercial break. At that time, movie viewing at home required a different set of assumptions, not the least of which was no longer taking a “break” from the programming. Notice the research focus is on the



consumption experience not the “new” medium per se. Understanding the context of television viewing led to more specific work and conclusions regarding how commercials are viewed.

By nature, new media are in a constant state of change making it tricky to focus on the latest technological capability. Communication via the Internet is a rapidly developing form of delivering messages and interacting with members of the public. The digital nature of computer mediated communication allows for a phenomenal amount of information to be disseminated. While we have exponentially expanded our ability to receive, manipulate and warehouse information, we have not increased a person’s true cognitive power one bit. It is important to consider the ramifications of delivering messages in this environment. Consequently, we need a much better understanding of the environment itself.

Our field is primarily focused on important micro issues of change and influence. A quick look at the journals and conference proceedings shows that we are diligently working to understand such matters as, “how consumers react to banner ads,” or, “how Internet users interact with commercial messages.” There is a great deal more work to be done



with respect to understanding the broader aspects of computer mediated communication. For example, I wonder how different the consumption experience of “leaning forward” to examine entertainment based programming/games on a computer monitor is from “leaning back,” to receive similar formats on the television. Yes, this is still very much in the mainstream of our field. It simply argues that understanding the broader scope of a medium is a precursor to understanding the messages within.

Recent reports concerning interactive television in Europe indicate the new medium has not matched expectations in terms of garnering consumer transactions. When watching television people want to be entertained, rather than pressed to interact. Irrespective of technological capability, at least for now, consuming television does not include “leaning forward” to transact business or purchase products.

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

New Website is "Labor of Love"

A new website features useful tools for instructors of advertising classes.

AAA member Sandra Leuder edited the "Advertising/Promotion" section of the Electronic Teaching Resources website sponsored by Marketing Education Review. The vision of the website is the following: "Marketing Education Review's *Electronic Teaching Resources* website will be recognized by marketing educators around the world as a "first stop" for information relating to marketing curriculum and educational delivery methods. It will serve the needs of educators who are teaching a course for the first time, modifying an existing course, incorporating new methods or

utilizing new technologies.

Links and narrative are organized into the following categories:

- Advertising and Promotion Associations.
- Advertising Effectiveness.
- Advertising and Promotion on the Internet.
- Advertising and PR Programs.
- Advertising and Promotion Reference and Statistics.
- Advertising Software.
- Advertising World @ the University of Texas.
- Brands and Branding.
- Campaigns, Collections, and Museums.
- Career Advice for students
- Creative.
- Dictionaries and Glossaries.
- Educational Materials.



- Focused Advertising.
- Games and Cool Stuff.
- In Class: syllabi; projects and project books; instructor guides, AEF
- Ambassador Program; AEF Visiting Professor Program.
- IMC
- Publications.
- Media.
- Package Design, Logos, and Corporate Identification.
- Personal Selling.
- Promotion—General.
- Public Relations and Publicity.
- Sales Promotion.
- Tutorials.

The URL for the website is (<http://cbpa.louisville.edu/mer/electronic.htm>). Click on "Advertising/Promotion".



Outstanding Contribution to Research Award Announcement

The American Academy of Advertising Outstanding Contribution to Research Award honors an individual who has made an outstanding contribution to the discipline of advertising through a systematic and sustained program of published research. The award carries a \$1,000 prize. To be eligible, a nominee must have:

1. Received the doctorate more than 20 years ago
2. Been promoted to rank of Professor prior to nomination.
3. Been an active member of AAA for at least 3 years prior to nomination.

Nominations should include a letter of nomination, two supporting letters, the nominee's CV, and copies of the nominee's five most influential works.

Details on the nomination process are available on the AAA website: www.americanacademyofadvertising.org

People News:



Tom Stafford has graduated with the Ph.D. in Management Information Systems from University of Texas Arlington. Stafford also holds the Ph.D. in Marketing from University of Georgia and the MA in Advertising from University of Florida. He has been a member of the AAA since 1990. Congratulations Tom!

Joseph Phelps, Ph.D., has been promoted to professor in the Department of Advertising and Public Relations at The University of Alabama. Phelps is a Reese Phifer Chair in the department. Way to go, Joe!

Also at the University of Alabama, **Caryl Cooper, Ph.D.**, has been awarded tenure and promoted to associate professor in the Department of Advertising and Public Relations. Yay, Caryl!


AAA Member is Editor of British Medical Journal



The British Medical Journal recently hired Rick Pollay, University of British Columbia, to guest edit a special edition of Tobacco Control. This edition reporting on the “Discoveries and Disclosures in the Corporate Documents” was published in March 2002. It includes articles on many aspects of marketing: the targeting of youth, product development and defects, pricing, packaging, product placement in Hollywood films, bar and nightclub promotions, public relations and lobbying.

Rick’s own contribution, co-authored with Tim Dewhirst, is a richly illustrated piece on “The Dark Side of Marketing ‘Light’ Cigarettes: Successful Images and Failed Fact.” This shows 15 ads to illustrate the discussions found in the tobacco corporate documents. The deceptiveness of the so-called ‘light’ cigarette is already the subject of a new wave of tobacco litigation, as witnessed by the \$150 Million judgment in the Schwarz (Portland, OR) case where Rick testified about MERIT advertising.

Thanks to a grant from the National Cancer Institute, all of these papers are available online, and free to all. You can download and print pdf files which faithfully reproduce the page formats as published, or you can get electronic files complete with good resolution digital files for all of the illustrations and exhibits. See: http://tc.bmjournals.com/content/vol11/suppl_1/.

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Dr. Kim Sheehan Newsletter Editor University of Oregon 1275 Allen Hall Eugene, OR 97403 ksheehan@oregon.uoregon.edu		Deadlines <table border="1"> <tr> <td>Issue</td> <td></td> </tr> <tr> <td>September 2002</td> <td>August 5, 2002</td> </tr> <tr> <td>December 2002</td> <td>November 5, 2002</td> </tr> <tr> <td>March 2002</td> <td>February 5, 2003</td> </tr> </table>	Issue		September 2002	August 5, 2002	December 2002	November 5, 2002	March 2002	February 5, 2003
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Tech Tips

Well, it's that time again. Put away the mice and mice pads, the books and the papers, unless you're teaching a summer class!

After a brief break, I'm teaching my online version of Principles of Advertising this summer. This will be my second time with this online class and I've decided to make some changes. Now that I have the benefit of another year of utilizing new technology, I definitely think I'm better prepared for this class. So, I'd like to share some of my thoughts for summer in this edition of Tech Tips.

Student Preparation

1 I sent out a brief "orientation" e-mail last week to all students who are registered for the class. The e-mail contained an overview of the class, my expectations and a complete course syllabi. Last summer, I lost 6 students the first week who thought the class was going to be an easy A. Making my expectations clear should encourage students to drop now, rather than when the class actually begins in June.

2 I'm planning an optional online "boot camp" one week before the class begins to discuss the class and explain some of the features of Blackboard.

Management Issues

1 I'm planning on "virtual team" final projects. I think there will be some value in having students work together in small teams online and I believe the quality of

Thoughts for Summer

By Cliff Shaluta, Western Kentucky University



the projects will be better than last time. Separate team communication areas can be created to facilitate the experience. I can monitor these areas and set-up separate chats with specific teams if necessary.

2 I'm planning fewer virtual class chat sessions. Last summer, I had 4 mandatory chat sessions in the 5 week course. While these sessions did add to the class, students wanted more flexibility. This time, I'm planning 4 sessions again, but only two chats will be required. I'll be available for "virtual office" hours during part of each session.

Content Issues

1 More guest speakers. I'm planning to have guests drop by the chat sessions and discussion boards to add their perspective to course topics. I had some problems making this happen last summer due to security issues and problems with technology, but I'm up for this again.

2 "Cliff Notes" for each chapter. While I did try to provide notes for each chapter online, they were more like my regular class lecture notes. This summer, I'm rewriting my notes to be more precise.



Tech Tips

3 I'm planning to experiment with a companion CD-ROM for the class. Blackboard will allow content to be accessed via a CD-ROM in the students' computer in addition to the online connection. We have been incorporating digital video projects in the Ad Program for about a year at WKU and I have some great speakers on video. I'm planning on editing these down to highlights and provide a link on the class web site to access this material. There is real potential here for more expanded course content.

For an electronic version of this column and a collection of past Tech Tips columns, please visit <http://www.wku.edu/~shalucp/techtips.html>.

Additional Resources

Online Teaching Tips:
<http://www.fcs.iastate.edu/computer/tips/onlinetechtips.html>

Making the Most out of Online Teaching: <http://umonline.umd.edu/facultysupport/tips.htm>

Terrific Teaching Links Page: <http://www.ku.edu/~sypherh/bc/tips.html>

Interested in joining the American Academy of Advertising? We'd love to have you! For more information, visit our web site at www.americanacademyofadvertising.org

Awards...

Bowers Receives Distinguished Service Award

The AAA Awards Committee is pleased to announce the winners of three, very prestigious awards. All awards were presented to the recipients at the annual AAA Conference this past March.

Mary Ellen Bowers received the Distinguished Service Award, given to an individual who has rendered distinguished service to AAA 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. Alice Kendrick of Southern Methodist University presented the award to Mary Ellen.



Sandage Excellence in Teaching Award to Rotzoll



Professor Kim B. Rotzoll received the Charles H. Sandage Award for Excellence in Teaching Award for his outstanding contributions to advertising teaching. Examples of excellence include performance of students in advertising (or business) professionals, performance of students as advertising (or other) teachers, case study development and publication,

textbook publication, letters from past students, and innovative course development.

Professor Herbert Rotfeld of Auburn University presented the award to Kim.



Murphy Awarded Ross Award



Professor John H. Murphy received the Billy I. Ross Advertising Education Award which recognizes innovative work that advances the field of advertising education. It is given to someone who has completed projects or other

innovative efforts in teaching. Examples of projects include innovations for teaching a new advertising course, published work about innovative class projects, research that advances advertising education, and dissemination

of information to advertising educators that is helpful in the classroom.

Professor Jef Richards of University of Texas presented the award to John..

Research News



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



The American Academy of Advertising announces two competitions: the Research Fellowship Competition and the Doctoral Dissertation Competition.

The American Academy of Advertising Research Fellowship Competition exists to promote the continued scholarship of professors and advertising professionals who have completed their education and are doing research in advertising. Each award, typically, is in the range of \$1,000 to \$3,000. Awards will be based on a competitive review of research proposals. Any topic in advertising may be addressed. Winners must comply with the following requirements:

1. Any person submitting a proposal must be a current member of the AAA.
2. Winners must grant the Journal of Advertising first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the completed paper is submitted to the Journal of Advertising.

3. Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2003 Fellowship winner has until April 1, 2005 to complete the project in order to receive the second half of the award.

4. Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc.

Proposals will be double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal. Six copies of the proposal should be submitted. Further information and the complete call for papers is available at the Academy's Web site: www.americanacademyofadvertising.org

Deadline for submission is November 1, 2002.

The Doctoral Dissertation Competition exists to promote doctoral research in advertising, and each award is typically in the \$1,000 to \$2,000 range. Awards

will be based on a competitive review of dissertation proposals, and any topic in advertising can be addressed. Winners must grant the Journal of Advertising right of first refusal on any papers resulting from the dissertation. Recipients receive half of the award at the time of selection and half of the award when the dissertation has been defended successfully. Recipients have three years to complete their dissertation from the time of the award to receive the second half of their award. Only members of the AAA working on their dissertation at the time of the submission of the proposal are eligible for these awards, and must be currently enrolled in a graduate program.

The deadline for submission is August 15, 2002. Complete information is available on the AAA website:

Dr. Kristinia Frankenberger, Chair of the Research Committee, can be reached at 503-838-2730 or via email at frankek@wou.edu.

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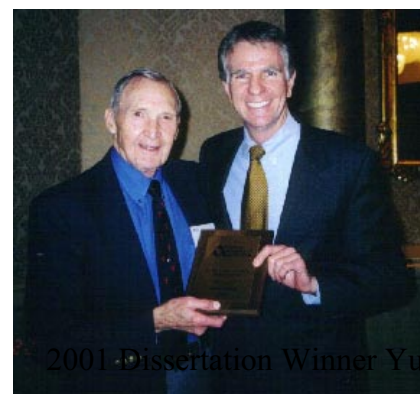
Robert L. King
University of Richmond



Dean Krugman wins his award.



2001 Dissertation Winner Yun



2001 Dissertation Winner Yun

Research Award Winners



Murphy receives Ross award