

## **President's Column: : Off to Another Strong Year for AAA!**



**Mary Alice Shaver**  
**AAA 2002 President**

As we start another academic year, we are definitely looking into another very active year for the AAA. First of all, we have two important deadlines coming up: The first, for the Second Asia-Pacific Conference, is September 13. The second, for our regular AAA conference is October 8. By now, you've received a mailing on each of these; the calls for papers are also on the AAA website.

Our conference in Colorado will be held at an Omni Resort in Bloomfield, Colorado — halfway between Denver and Boulder. It is a first-class venue at a wonderful site. Dates are March 27-30, 2003. Our Asia-Pacific conference will once again be held at the Okura Akademia Hotel in Kisarasu, Japan. Although we explored other locations in the Pacific Rim area, the combination of the excellent hotel and conference center and the extremely attractive and affordable rates made this site come out on top. All who participated in the first Asia-Pacific

conference can attest to the fact that accommodations, conference center and service were all great. This year's conference will offer a trip to Tokyo with a professional day at agencies. Further, the mayor of Kisarasu has invited all conference participants to a special reception at his official residence. Anyone who attended last time will certainly remember the mayor and the Samurai dance he performed for us. I urge you all to finish those papers and send them off to meet one — or both — of the deadlines.

As you know, we will have a new editor for the Journal of Advertising beginning in January 2003. I want to take this opportunity to wish Russ Laczniaik well in this new venture and to thank Ron Faber for his years of excellent service as editor. Under Ron's leadership, the Journal won two Emerald Awards, and he is to be congratulated for this fine accomplishment.

Dennis Martin took office as Executive Secretary as of July 1. Good luck, Dennis. He'll be handling all the Academy matters formerly handled by Bob King — membership, mailings, finances and many other areas. Bob King has agreed to stay on as our Director of Conference Services. The mailings you receive from Bob will be for the conferences and related matters. Many thanks to Bob for his sixteen years of service (read: hard work). We're all pleased he continues on with us for the conference job. Of course, this means we also will have Helene at the conferences — always a joy.

With the hard work of many, AAA will have a new membership brochure this fall. We'll continue to work to attract industry members as well as new faculty and graduate students.

Also this fall, we need to consider our financial position. With the low interest rates, our low (lowest of any related

organization) membership dues and our lower than our peer journal subscription rates, we have been doing some serious thinking about both ways to save money and ways to generate more income. One result of the thinking is our electronic newsletter and resulting savings on both printing and postage. We may also make the final program of the conferences available online before the meeting with the preliminary program mailed with the conference registration material (as before) and the actual conference programs distributed at the meetings themselves. This would save us an entire mailing and still make the information available for all of you. In the past, the cost of the mailing has been covered for us; this is no longer true. With interest rates down and costs up, we don't feel we should take on the cost of another mailing. Along with these savings, the Publication Committee has recommended an increase in both non-member and library subscriptions to the Journal of Advertising to bring them more in line with our peer associations.

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**Back to  
School!**

*Guest***Integrating Account Planning into the Curriculum***By Margaret Morrison, University of Tennessee*

Account planning seeks to generate strategic consumer insights during three key phases of the campaign process: strategy generation, creative development and campaign evaluation. The most important role for the account planner in all these phases is to be a “consumer advocate”, that is, to represent the consumer perspective. From its inception in the U.K., planning has spread to the U.S. and gained momentum among agencies of all sizes.

Despite such growth, few educational institutions with advertising curricula offer courses devoted solely to account planning, or successfully integrate an account planning philosophy into their existing courses. This is particularly true at the undergraduate level and has led to some concern in the industry over whether or not prospective talent will be available in the near future to replace departing planners and support a growing industry. Which raises our first question: Is it our responsibility to train planners?

Our programs often operate under AEJMC accrediting guidelines, which suggest that advertising educators should support the needs of the industry for which they prepare students. This includes amending teaching areas to accommodate shifts in the way advertising does business.

It also suggests that the advertising industry’s move toward account planning should be recognized in the advertising curriculum. Even for those programs that aren’t accredited, the need to service and remain relevant to their professional consistencies exists. Many account planners have degrees in advertising or communication. Further, few planners receive formal on the job training (instead, they are expected to “hit the ground running”).

So I see the answer to this question as: Yes, we are responsible for training students for careers in account planning as surely as we are responsible for training them to become media planners, creative directors, copywriters, account coordinators, media salespersons, etc. And, while some programs specialize in some areas over others (for example, business oriented versus creatively oriented programs), account planning has relevance for all aspects of advertising.

Ideally, advertising programs should offer a class in account planning. However, given limited resources and accrediting standards, that’s not always feasible. Which leads to our next question, How do you integrate account planning into existing curricula, and what should be stressed?

The essence of uncovering consumer insights lies in developing interviewing and observation skills. So the real challenge is to how to hone those skills and integrate them into existing courses. Of course, while we’re doing that we need to instill in our students an appreciation of consumers and teach them to be scholars of human behavior. Classes in psychology, sociology, business and consumer behavior can all help here and are necessary requirements of nearly every advertising curriculum. And if they’re not required, there’s certainly room for advisors to steer students this way during the advising process (mainly through general electives). Luckily, the advertising curricula of most programs allow many opportunities to integrate account planning skills into current courses. For example, a creative strategy course should involve students with consumer research in advance of any creative strategy development.



Students should conduct primary research and then write a creative brief highlighting consumer insights that would influence decisions about creative development. To stress the importance of the brief, students should turn it in with all related assignments and develop different approaches incorporating the insights they’ve uncovered. Advertising curricula that include research courses can structure those courses around one main class assignment approached from multiple research perspectives. Integrating account planning can also work across the curriculum such as in cases where a research class aids a creative class in uncovering consumer insights for a given product scenario (this integration also fosters much the same interaction that account planners and creatives share in real life). Similar approaches can be used in other courses such as advertising management and advertising campaigns. These are just a few of the possibilities that allow us to stay relevant, prepare our students well, and service outside constituencies, all the while operating within the constraints in which we, as advertising educators, often find ourselves.

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

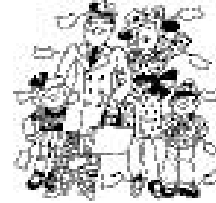
## AAA Call for Nominations

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-class room 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, 2003**:

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](mailto:ms04@swt.edu); and fax: 512-245-7475

## UT Advertising Law Conference

The University of Tennessee Department of Advertising and College of Law will co-host their 2002 Advertising Law Conference. The one-day event will feature a series of four moderated panel discussions to explore current First Amendment commercial speech issues, privacy issues facing advertising and marketers, federal regulation of advertising disclosures, and legal and policy issues surrounding direct-to-consumer pharmaceutical advertising.

The conference should be of interest to practitioners, scholars, and students from the advertising, marketing and legal disciplines. Panelists are scheduled to include both law and advertising faculty along with legal and advertising professionals, and representatives from government and industry constituencies, including the Federal Trade Commission.

The conference is scheduled for Friday, October 18 on the University of Tennessee campus in Knoxville. Anyone interested is encouraged to attend. Registration is free, and there will be a complimentary luncheon. However, seating is limited, so pre-registration by October 7 is requested. For additional information or to register for the conference, please visit the conference website using the link on the Tennessee Department of Advertising homepage at <http://web.utk.edu/~adv/> or contact Dr. Michael Hoefges at [mhoefges@utk.edu](mailto:mhoefges@utk.edu) or Dr. Mariea Hoy at [mhoy@utk.edu](mailto:mhoy@utk.edu) or the Tennessee Department of Advertising at (865) 974-3048.

**People News:**

**Michael McBride** has retired from teaching at the Department of Mass Communication at Southwest Texas State University effective May 2002. Professor McBride taught at SWTSU for 19 years, most of that time as Advertising Sequence coordinator.

He provided us the following contact information:

Michael H. McBride  
Professor Emeritus  
HOME: 11 Casa Verde, Lakeway,  
TX 78734  
nesdravy@flash.net  
Congratulations on your retirement!

**Dr. Kenneth Yang**, currently a fellow at the National University of Singapore, has been appointed Associate Professor of Advertising, and Research Fellow, Sam Donaldson Center for Communication Studies, at the University of Texas at El Paso.

Best of luck to Dr. Yang.

## AAA Member named Associate Dean for Graduate Studies



Yorgo Pasadeos, Ph.D., has been named associate dean for graduate studies at the College of Communication and Information Sciences at The University of Alabama.

Pasadeos, a professor in the Department of Advertising and Public Relations (APR), was formerly coordinator of the APR Department's graduate program.

**Bruce Berger, Ph.D.**, will replace Pasadeos in this position. Berger, an associate professor in the APR Department, was previously the corporate vice president for corporate affairs at Whirlpool Corporation and president of the Whirlpool Foundation.

### Newsletter Information



#### Send Newsletter Items to:

Dr. Kim Sheehan  
Newsletter Editor  
University of Oregon  
1275 Allen Hall  
Eugene, OR 97403  
ksheehan@oregon.uoregon.edu

#### Deadlines

##### Issue

December 2002

November 5, 2002



## Call for Nominations Journal of Advertising Best Article Award for 2001



The AAA Publications Committee is asking for nominations for the Journal of Advertising Best Article Award for 2001 (from the four issues of volume 30). All current members of AAA may nominate one article from any 2000 edition of Volume 30 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 made be made by mail, e-mail, or fax, and must be received by October 1, 2002. Send your nomination to:

Glen Nowak  
Chair, AAA Publications Committee  
701 Hambrick Dr.  
Lilburn, GA 30047

Phone: (404) 639-8504  
Fax: (404) 639-8626  
E-mail: [gjn40@mindspring.com](mailto:gjn40@mindspring.com)

The complete nominations received by the deadline of October 1, 2001, will be tabulated. Nominated articles receiving about the average level of support (based upon the number of articles nominated and the average number of votes each nominated article receives), will be forwarded to the Editorial Board of the Journal of Advertising. The Publications Committee Chair is responsible for compiling the list of nominated articles. S/he may consult the Publications Committee for advice if questions arise regarding the

nomination process. The editor of the Journal of Advertising may also be consulted for advice at this stage.

The Publications Committee Chair then forwards the list of nominated articles to the JA Editorial Board to vote on the nominated articles. The nominated article receiving the most votes will be named the Best Article in the Journal of Advertising for 2001. The winner(s) will be recognized at the national AAA conference and receive a \$500 prize. The \$500 prize is divided among all authors of the winning Best Article. In the event of a tie between two articles, the \$500 prize will be split equally between the winning articles. For example, if two articles tie, each set of authors will be given \$250 to divide equally among them.

An official nomination form is available from Dr. Glen Nowak.

Nominations should include the article title, authors, and the volume, issue and page numbers from the Journal of Advertising in which the article appears. Comments regarding the article will also be reviewed. Please include your name, title, and contact information with your nomination.

Please fax, mail, or send an e-mail message with this same information to Dr. Glen Nowak so he receives it by the October 1, 2002 deadline. Please note that the October 1 deadline is a received by, not a postmarked, deadline.

**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](http://www.americanacademyofadvertising.org)**

## *Job Opportunities*

### ***Position Announcement: Public Relations***

The Department of Advertising at Michigan State University invites applications for a full-time, tenure-track public relations position that begins August 2003. Ph.D. required. Professional experience and a demonstrated commitment to teaching at both undergraduate and graduate levels are a plus. Our new faculty colleague will be involved with the B.A., M.A. and Ph.D. programs. Teaching responsibilities may include principles, media relations, public relations writing, case studies and campaigns.

The new faculty member will be expected to contribute to the research, teaching and service components of the department. Enrollment in both undergraduate and graduate programs is increasing annually. The successful candidate will be joining a dynamic department and college with opportunities for collaborative research and professional development.

Women or members of minority groups are strongly encouraged to apply. Handicappers can request and receive reasonable accommodation. Review of applications begins October 15. Position begins August 2003. Applicants should send a vita, supporting materials and the names and contact information for three references to:

Dr. Charles T. Salmon  
Brandt Professor of Public Relations  
Chair, Public Relations Search  
Committee  
309 Communication Arts Building  
Michigan State University  
East Lansing, MI 48824-1212

### **Position Announcement: Strategic Communications**

The University of Minnesota School of Journalism and Mass Communication is pleased to invite applications and nominations for a new nine-month, tenure-track position in strategic communications (including advertising, public relations and/or integrated marketing communications).

Candidates who are beginning their academic career, as well as those who have been teaching for a few years are encouraged to apply. This position is part of the New Media Initiative at Minnesota. Thus, successful applicants are expected to have academic and/or professional interests and experience in both strategic communication and new media.

A more complete description is available at <http://www.sjmc.umn.edu>. Preference will be given to those applications postmarked by October 1, 2002. The University of Minnesota is an equal

## Awards News



For complete details visit  
the AAA website at:  
[www.american  
academyofadvertising.org](http://www.americanacademyofadvertising.org)




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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](mailto:ms04@swt.edu);  
Fax: 512-245-7475

# 2002 American Academy of Advertising Officers

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Michigan State University

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Mary Ann Stutts  
Southwest Texas State University

**Conference Director**

Robert L. King  
University of Richmond

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## President's Column (continued)

Both the Finance Committee and the Executive Committee have also been considering an increase in our member dues. The current level of \$35 has been in effect for many years; that sum does not even cover the actual costs of JA and the mailings to the membership. The Finance Committee will be making a recommendation to Executive Committee soon on this matter.

Finally, the Nominations Committee will be proposing a slate of officers for election for the 2004 year. If you would like to nominate someone or yourself, please email me about it. We need great candidates for President-Elect, Vice President, Secretary and Treasurer. As I've said before, the strength of our organization has been and is our members who volunteer and do such fine work so generously. Please get involved. The Academy needs your expertise.

I hope you all have a happy and productive semester!

## Don't forget!

The deadline for the receipt of papers and special topic proposals for the 2003 Conference in Denver/Broomfield Colorado is October 8, 2002.

The deadline for the receipt of papers for the second Asia-Pacific Conference at the Kazusa Akademia Center & Okura Akademia Hotel in Kisarazu, Japan is September 13.

Please see the AAA Website, [www.americanacademyofadvertising.org](http://www.americanacademyofadvertising.org) for all the details.