

AAA Newsletter

December, 2003

An Official Publication of the American Academy of Advertising

It never ceases to amaze me how quickly time passes. It seems like yesterday that I wrote my first column as your president. Now the time has come to write my last. Sadly, early in November, the Academy lost Kim Rotzoll, one of our most beloved and respected members. Kim served as AAA President in 1991. He loved the Academy and was a true champion of advertising education. He was my colleague and friend for over thirty years. If you read the many messages of tribute to Kim from colleagues that appeared on AdForum, you easily will understand why he was so loved and respected. We all will miss him greatly. We offer our heartfelt sympathy to Nancy Rotzoll and her family. The Executive Committee is working on several ways to honor Kim's memory at the AAA Conference in Baton Rouge in March. Elsewhere in this Newsletter, please take a moment to read Don Jugenheimer's recollections of Kim.

On a happier note, I am pleased to report that the Academy enjoyed another successful year. In my column in the March Newsletter, I outlined six goals that I planned to accomplish. The first was to strengthen the financial position of the Academy. While the final 2003 accounting statements will not be completed until January, 2004, it appears that the Academy may break even this year or possibly run a smaller deficit than last year. The dues increase helped to increase revenues, but membership declined by about 150 members after the increase was implemented. Some former members may simply have overlooked paying dues. As such, we sent these members a request to rejoin the Academy for 2004. Goal number four was to make a serious effort to increase our membership. I did not achieve this goal in the short term, but the Membership Committee recommended some ways to increase membership in the long term. Debbie Treise will continue as chairperson for next year to provide continuity. The Academy's adoption of the Peachtree Accounting Software has made it possible to review our financial position on a monthly basis. The Academy is in good financial shape, but we can and will do better next year. 2004 Academy Treasurer, Les Carlson will provide a complete financial report to the membership at the AAA Conference Business Meeting in March.

**The President's Column: Reflections on
A Successful Year**

Dr. Joseph Pisani



AAA Newsletter: December, 2003

My second goal was to assure the success of our contract with M.E. Sharpe, the publisher of the Journal of Advertising. Russ Lacznik has done a fine job as JA editor. He delivered four issues to the publisher on time in 2003 and M.E. Sharpe fulfilled its part of the contractual agreement. The first year of the five-year contract went smoothly and we are on course to building a long-term win-win relationship with Sharpe.

My third goal was to encourage the use of the Academy Web Site as the primary source of timely information for Academy members and nonmembers. Based on feedback received, I am confident that this has become reality. Our members have become accustomed to accessing the Site for the latest AAA information. Joe Bob Hester made a special effort to make the Site less-cluttered and more user-friendly. Over time, it is my hope that the Executive Committee will increase interactivity on the Site by making it possible to join or renew AAA memberships on line and to register for AAA Conferences.

My fifth goal was to strengthen our ties to the advertising industry. Thanks to the efforts of the Industry Relations Committee we made a good start this year. Joe Phelps reappointed Bruce Bendinger to chair the IRC for 2004 and to implement some of the Committee's suggestions.

My final goal was to put on two of the best AAA Conferences ever. From the feedback received from attendees, we clearly accomplished this goal. The annual Conference at the Omni Interlocken Resort (March 27-30) in Broomfield, Colorado was well-attended and a financial success. Attendees particularly praised the venue and the quality of the program. New members were highly complimentary of the warm welcome they received at the First Timer's Breakfast. The second Asia-Pacific Conference (May 27-30) at the Kazusa Akademia Center in Kisarazu, Japan likewise was an academic, cultural and financial success. The third Asia-Pacific Conference is scheduled for June 1-4, 2005 in Hong Kong. Check the AAA Web Site for conference information and the Call for Papers.

In late January, all members who have paid their 2004 dues will receive a ballot for officers for 2004. The election results will be announced at the Baton Rouge Conference.

My tenure as AAA President has been productive and enjoyable. Every leader needs a strong support staff. Nothing would have been accomplished without the hard work and dedication of a lot of people. I was very fortunate to have a terrific Executive Committee who provided valuable guidance and wisdom. I offer my sincere thanks to Mary Alice Shaver, past-president; Joe Phelps, president-elect; Les Carlson, vice president; Ray Taylor, treasurer and Carrie La Ferle, secretary. We made beautiful music together.

I also want to thank Dennis Martin for the fine job he and his helpers, Rachel and Shane, have done in managing the Academy's membership needs and business affairs. Bob King, as usual, outdid himself in negotiating, planning and coordinating the arrangements for the hotels, food, entertainment and registrations for both AAA Conferences. Finally, I want to express my gratitude to Kim Sheehan, editor of our Newsletter; Joe Bob Hester, our Webmaster; my Committee Chairs: Bruce Bendinger, Kristina Frankenberger, Yorgo Pasadeos, Kartik Pashupati, Bonnie Reece, Mary Ann Stutts, Debbie Treise; and to all the Academy members who volunteered to serve on committees in 2003 for their good work. You are the heart and soul of the Academy. Thanks to your efforts and dedication the Academy continues to fulfill its mission.

As I leave the presidency, the Academy is in good hands. I have total confidence in the 2004 Executive Committee which is composed of four veterans and two rookies. All are strong leaders who will put a lot of their energies into serving the Academy. Joe Phelps takes over as president on January 1st. He is already hard at work planning the program for the Baton Rouge conference. Ray Taylor becomes president-elect; Pat Rose, vice president; Les Carlson, treasurer for a two year term; Glen Nowak, secretary and myself, past-president.

Lastly, allow me to thank you, the members of the Academy, for electing me to be your president in 2003. It has been an honor and a privilege to serve and it is my hope that I lived up to your expectations and to the trust you placed in my leadership. My sincere best wishes for a happy holiday season. I look forward to seeing all of you in Baton Rouge.

**President's Column
(continued)**

AAA Newsletter: December, 2003



Perhaps the best thing I ever did for the University of Illinois was to resign when I was completing my Ph.D. there in 1971 to go teach at Kansas, because my departure opened up a faculty position and permitted Wat Dunn to hire Kim Rotzell.

Since Kim Rotzell passed away, many good things have been said about him. One person called him a “true gentlemen.” Another pointed out that Kim always exhibited the highest moral character and standards.

Kim has been recognized as a great teacher and a true scholar. He was certainly a fine administrator, as advertising department head and as communications college dean.

Many know first-hand that Kim was outstanding as President of the AAA in 1991. His own standards brought quality and recognition to the Academy.

Kim’s quiet, calm approach to life and to business gave confidence and assurance to others. Not only was he inevitably friendly and open, but he was always willing to help. I remember the times I called him or stopped to see him, and even when I arrived unannounced, he dropped everything so he could concentrate on my request or problem.

I’m just happy that I was able to get to Champaign for the visitation and to talk with Nancy and the family with warm remembrances about Kim. There was a photograph at the visitation depicting how I remember Kim: he was smiling broadly, happy to have a laughing grandchild strapped to his back. His look was how I knew him to be — a warm, happy, smiling, supporting individual.

Kim will be long remembered, deservedly, for his successes at raising the ethical standards in advertising, for improving advertising education and for enhancing the AAA for all time to come.

-Don Jugenheimer, Professor, Southern Illinois University, AAA President, 1984-85

Kim B. Rotzell 1935-2003

AAA Newsletter: December, 2003

Where Does Funded Research Fit into an Advertising Professor's Agenda?

By

Carol J. Pardun

Associate Professor of Advertising

University of North Carolina at Chapel Hill

Advertising is an interesting academic field. Many schools agree that it is important to have both professionally oriented and research-oriented advertising faculty. There is, perhaps, much less agreement on the breakdown within the research-oriented faculty—those with funding and those without.

Many faculty members seem to think that funding for research is “expected” but near to impossible to secure. Although it may be difficult to secure large grants, if a faculty member gets into a “funding mindset,” it is possible to uncover helpful funding sources.

Start at home. Every advertising professor should apply for a AAA research grant. The application process is relatively painless and you can secure enough funds to do a significant piece of research. One AAA-funded project that my research colleague, Kathy McKee, and I conducted a number of years ago allowed us to fly to New York, Chicago, and Seattle to interview media planners about their use of product placements. Another AAA-funded project, allowed Mary Alice Shaver and myself to conduct a survey to better understand the impact of newspaper advertising on consumers' use of grocery loyalty cards.

Look inside your university. Many research universities offer competitive funding possibilities. Apply often. And, apply for them all. Eventually you'll land some. Writing grants is a lot like writing journal manuscripts. The more you write the better you get, and the more you submit, the better your chances that you'll hit pay dirt.

Look at other universities. Once you get into the “grant mode,” you'll become more aware of other opportunities for funded research. For example, I recently had the opportunity for funding connected with Duke University to examine the history of media planning using materials from their Hartman Center for Advertising.

Hop onto someone else's federally funded grant. If you're part of a large university, chances are some faculty groups are wallowing in grant money, ready for some help. A lot of researchers outside our field are interested in the media in general and advertising in particular, but they lack the skills in designing a study that accurately measures the media. Even if there is no money available you can see if there are opportunities to write a paper with some of the data that has been collected. This can get your foot in the door when it becomes time to write your own big grant.

Give it a try. Write your own proposal. In 2000, my colleague Jane Brown and I were awarded 2.6 million dollars funded by the National Institute of Child Health and Development to study the impact of the media on adolescent sexual attitudes and behavior. We're now in Year 4 of the 5-year study and it's been quite a ride to say the least. Of course, it's not all about advertising, but a lot of the content analysis part of the project does include advertising. I've had the opportunity to deliver papers in great places like Munich, Germany, and as we have papers published from the data, other funding possibilities have begun to open up.

The key is to make grant writing a regular part of your writing regimen. If you keep at it, I'm convinced you can win the grant getting game!

Guest Column: Carol J. Pardun

AAA Newsletter: December, 2003

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, 2004**:

Mary Ann Stutts

Texas State University-San Marcos

College of Business Administration

Department of Marketing

AAA Newsletter: December, 2003

ADVERTISING EDUCATIONAL FOUNDATION'S 2004 VISITING PROFESSOR PROGRAM FACT SHEET

How do advertising agencies target various consumer groups, i.e. children, women and multicultural markets? What is global advertising? How does account planning work? How is advertising developed? Obtain answers to these questions and others by participating in the Advertising Educational Foundation's (AEF) 2004 Visiting Professor Program (VPP).

Background: The VPP is a two-week internship for professors of the liberal arts (i.e. anthropology, English, history, psychology and sociology), advertising, marketing and communications. In 2003, professors representing top schools around the country were hosted by advertising agencies and a publishing company in New York and Chicago. (*Note: Program is only offered to professors teaching in the United States.*)

Purpose: The VPP exposes professors to the daily life of an agency including its disciplines and challenges and provides a forum for the exchange of ideas between academia and industry.

Components: Two-day orientation followed by individual internships, including Lunch Time Lectures, in which professors present their individual topics of interest/research to agency staff.

Timing: *July 26 – August 6, 2004.* A maximum of 15 professors will be placed with agencies in New York, Chicago and possibly San Francisco/Los Angeles. Participants are expected to be available for the full two weeks.

Expenses: Professors pay travel and out-of-pocket expenses. Host companies pay housing expenses and per diem.

Application: Visit the *In Class* channel on aef.com for program application.

<u>Application Process:</u>	Application due date:	February 13, 2004
	Selection Committee Meeting:	March 2004
	Notification of Placement:	April 2004

AEF strongly suggests participating professors meet in person with agency Coordinator in May/June 2004 to discuss mutual objectives in advance of the program.

Opportunities

POSITION ANNOUNCEMENT: UNIVERSITY OF GEORGIA

The Department of Advertising & Public Relations at the University of Georgia's Grady College of Journalism and Mass Communication invites applications for three tenure-track positions in advertising.

Applicants for assistant professor and/or associate professor ranks considered. Rank and salary competitive and commensurate with qualifications and experience.

Candidates must have teaching and research interests in advertising as an academic enterprise; a thorough grounding in advertising theory, research, and practices; and the ability to teach a wide range of undergraduate and graduate courses in advertising. Ability to teach advertising management and media planning courses is especially desirable. A Ph.D. in communication or related field required.

ABDs will be considered with initial appointment as instructor (one calendar year from date of contract to complete doctorate).

Applicants should identify position of interest; submit a letter of application, a vita, and the names, addresses, and telephone numbers of three references to

Dr. Len Reid
Grady College
University of Georgia
Athens, GA 30602-3018.

Evaluations of applications will begin November 15 and continue until positions are filled. For more information about the Grady College, visit www.grady.uga.edu. The University of Georgia is an Equal Opportunity/Affirmative Action Institution.

AAA Newsletter: December, 2003

Position Announcement

Assistant Professor of Advertising

Fall 2004

The Department of Advertising at Michigan State University invites applications for a tenure-track position at the Assistant Professor rank beginning Fall Semester 2004. This is an academic year appointment for an individual who can teach core advertising courses. Ph.D. required (ABD considered if near completion). Candidates must provide evidence of teaching effectiveness and strong research and scholarly interests.

The Department of Advertising at Michigan State University offers a BA in Advertising, an undergraduate specialization in Public Relations, MA degrees in both Advertising and Public Relations, and participates in an interdepartmental Ph. D. program in Mass Media. The Department of Advertising is one of the premier and most productive in the country and affords opportunities for collaborative research and professional development.

Michigan State University offers a college town atmosphere with many of the activities found in larger cities. Wharton Center for the Performing Arts, a convenient airport, an abundance of outdoor activities, and its proximity to Detroit and Chicago make East Lansing a great place to live! Compensation is competitive and includes an attractive benefits package.

Review of applications will begin as they are received. Applicants should submit a vita and supporting materials, including three letters of reference to:

Nora J. Rifon
Associate Professor and Chair, Search Committee
Department of Advertising
309 Communication Arts & Sciences
Michigan State University
East Lansing, MI 48824-1212
Voice: 517-355-3295
Fax: 517-432-2589

The Department of Advertising is proud of its commitment to cultural diversity. Minority group members, women, and persons with disabilities are encouraged to apply.

Position Announcements

AAA Newsletter: December, 2003

Assistant/Associate Professor in Advertising School of Journalism and Communication • University of Oregon

The Position

The School of Journalism and Communication at the University of Oregon seeks an assistant or associate professor in its advertising sequence for a tenure-track appointment beginning in the 2004-05 academic year. The successful candidate will meet one of two criteria: (1) Demonstrate professional achievement in creative areas of advertising with a specialization in ad agency copywriting. Strong prospects for continued creative productivity and outstanding teaching are required. An advanced degree, or other evidence of advanced professional training or accomplishment, is preferred. (2) Hold, or be nearing completion of, the Ph.D. with copywriting experience and strong prospects for establishing a record of scholarship in the advertising field, and for outstanding teaching.

The candidate should be committed to teaching and be able to teach basic and advanced courses at both the undergraduate and professional master's levels. The successful candidate will be expected to teach courses such as advertising copywriting, strategy development and campaigns. The ability to teach in other parts of the curriculum is highly valued.

The School of Journalism and Communication

The School offers doctoral and master's programs in communication and society, and professional master's programs in news/editorial, magazine, advertising management and creative nonfiction. The undergraduate program serves more than 1,400 majors and pre-majors in six sequences: advertising, communication studies, electronic media, magazine, news/editorial and public relations. Approximately 80 students are enrolled in the professional and academic masters and doctoral programs. The School has more than 25 full-time faculty members. It is accredited by ACEJMC and is nationally known for its research productivity and its commitment to teaching excellence. More information is available through the School's Web site at: <http://jcomm.uoregon.edu>

The University of Oregon

The University is in Eugene, 120 miles south of Portland, and has an enrollment of 20,000. Eugene is part of a metro area of 250,000 in a region noted for its high quality of life. The campus is about an hour's drive from the Pacific coast or the Cascade mountains. The University is an AAU research institution and a member of the Pac-10 conference. Consideration of applications begins January 15, 2004. Please send resume, letter of interest and contact information for three references to:

Prof. Charles Frazer, Chair
Advertising Position Search
School of Journalism and Communication
1275 University of Oregon
Eugene, OR 97403-1275
email: adsearch@jcomm.uoregon.edu
phone: 541-346-3742
fax: 541-346-0682

An affirmative action/equal opportunity employer committed to cultural diversity and compliance with ADA.

Position Announcements

AAA Newsletter: December, 2003

MEMBERSHIP UPDATE!

Your AAA Membership Directory is a great source to find out contact information for our members. But we're a dynamic group, and we want to be sure you have access to the most up to date contact information for our members. The following is a list of members who have either recently joined the AAA or have reported new contact information. Full contact information is now available at website.

DAECHUN AN: Department of Journalism

SARAVUDH ANANTACHART: Communication Arts, Chulalongkorn University

COURTNEY C. BOSWORTH: Radford University Media Studies

YOLANDA R. CAL: Florida International University

HUGH M. CANNON: Wayne State University Department of Marketing

COURTNEY CARPENTER: University of Alabama

FRANK E. DARDIS: Pennsylvania State University, College of Communications

TERRY DAUGHERTY: University of Texas at Austin, Department of Advertising

DENISE E. DELORME, University of Central Florida, Nicholson School of Communication

JOHN EIGHMEY, University of Minnesota, School of Journalism and Mass Communication

ZACH FINNEY, North Georgia College and State University, Business Admin. Dept.

KATHRINE FIRTH, Nanyang Technology University

JEAN GROW, Marquette University

JOE BOB HESTER, University of North Carolina - Chapel Hill

JISU HUH, University of Minnesota

JANG-SUN HWANG

SE-JIN LEE, University of Texas-Austin

HAIRONG LI, Michigan State University

JEFFREY J. MACIEJEWSKI, Creighton University

MICHAEL H. McBRIDE, Georgetown, TX

SEUNG - JUNMOON, University of Wisconsin - Madison

ALEXANDER MUK, University of Southern Mississippi

KEITH MURRAY, Bryant College

JAY NEWELL, Iowa State University

GERGELY NYILASY, University of Georgia

SUNG-YEONPARK, Bowling Green State University

AAA Newsletter: December, 2003

HANK RICHARDSON, Portfolio Center

GINGER ROSENKRANS, Pepperdine University

JOANN ROZNOWSKI, Western Michigan University

FUYUAN SHEN, Pennsylvania State University

MARY ALICE SHAVER, University of Central Florida

TATSUO SHODA, Shoda Marcom Consulting

IN SUP SHIN, Hallym University

SLOANE SIGNAL, University of Nebraska Lincoln

ROBERT E. SMITH, Indiana University

BRUCE L. STERN, Portland State University

BRIOSCHIE. TEODORO

CARLOS VALDEZ, University Tec de Monterrey

CHINGNING WANG, Syracuse University

CHAN-YUN YOO, University of Texas- Austin

More People News

Cele Otnes, (Dept. of Business Administration, University of Illinois), and Elizabeth Pleck (Dept. of History, University of Illinois) have recently published *Cinderella Dreams: The Allure of the Lavish Wedding* (Univ. of California Press, 380 pp. \$19.95 paper; \$50 cloth). The book examines the growing desire for, and forces influencing, the growth of lavish engagement, wedding, and honeymoon.

Cele Otnes and Tina M. Lowrey (Dept. of Marketing, University of Texas, San Antonio) have recently published *Contemporary Consumption Rituals: A Research Anthology*, by Erlbaum Press. The book examines how existing rituals have changed and new ones are formed, and examines the influence of advertising, the media, and other cultural forces.

AAA Newsletter: December, 2003

2003 AMERICAN ACADEMY OF ADVERTISING OFFICERS

President

*Joseph R. Pisani
University of Florida*

President-Elect

*Joseph E. Phelps
University of Alabama*

Vice President

*Les Carlson
Clemson University*

Secretary

*Carrie LaFerle
Michigan State University*

Treasurer

*Charles R. Taylor
Villanova University*

Past President

*Mary Alice Shaver
Michigan State University*

Conference Director

*Robert L. King
University of Richmond*

Executive Secretary

*Dennis Martin
Brigham Young University*

Editor, Journal of Advertising

*Russ Laczniaik
Iowa State University*

Editor, AAA Newsletter

*Kim Sheehan
University of Oregon*

Webmaster

*Joe Bob Hester
University of North Carolina*

Chair, Research Committee

*Kristina D. Frankenberger
Western Oregon University*

Chair, Finance Committee

*Bonnie B. Reece
Michigan State University*

Chair, Membership Committee

*Deborah Triese
University of Florida*

Chair, Industry Relations Committee

*Bruce Bendinger
The Copy Workshop*

Chair, International Education Committee

*Kartik Pashupati
Florida State University*

Chair, Nominating/Fellows Committee

*Mary Alice Shaver
Michigan State University*

Chair, Publications Committee

*Yorgo Pasadeos
University of Alabama*

Chair, Program Committee

*Joseph R. Pisani
University of Florida*

Accreditation Representatives

*Thomas A. Bowers
University of North Carolina
Linda J. Shipley
University of Nebraska-Lincoln*

Chair, Distinguished Service/Awards Committee

*Mary Ann Stutts
Southwest Texas State*

Join the AAA

Interested in joining the AAAs? The application form is available at our website:

www.americanacademyofadvertising.org

Membership includes an annual subscription to the Journal of Advertising, AAA Conference Proceedings, and all member mailings. You will also have voting privileges in all official AAA elections.

Dues are \$60 per year in US, Canada, Mexico and all international destinations. If you lies outside US, Canada and Mexico and wish the Proceedings to be delivered to you via airmail, dues are \$70 per year. Student memberships are \$30; \$40 outside of US., Canada and Mexico. Retired memberships are also \$30.

For more information, contact

Professor Dennis Martin
AAA Executive Secretary
801-422-6845 OR dennis_martin@byu.edu