

President's Column:

A Message from the 1999 AAA President Carole Macklin



Enchiladas, chile rellenos ... umm. Very soon, many of us will be in that land of enchantment chowing down on those tasty Southwestern foods, visiting with our AAA friends while attending the premiere conference on advertising education. Hope to see you March 26-29th in Albuquerque!

A good conference can be judged by two criteria: the extent of learning and the amount of fun. We think we have planned another wonderful conference that will maximize both. On Friday, two preconferences are scheduled (under separate registrations). Marye Tharp has organized one on managing the global brand planning process. Speakers from both academe and industry are included; thus, its participants will learn more about this timely issue from multiple perspectives. (This

globally-oriented preconference also works to fulfill one of our goals in recent years — increasing the interaction between industry members and academicians.) Second, Gary Wilcox will chair a preconference featuring how interactive communication will take shape in our changing world. Its participants will consider important issues surrounding interactive advertising such as branding. Both of these preconferences should be dynamite — attendees to prior conferences assert that this extended format provides more in-depth coverage of emerging topics.

Our main conference covers a rich array of papers and special topics. Every AAA member should find many of keen interest. Several focus attention on the Web, others on issues specific to teaching, social issues, special audiences, and advertising appeals. This broad range of topics is a positive about our conference — but all sessions nicely fall under the umbrella of advertising education.

Between sessions you can attend book exhibits and coffee breaks, one sponsored by the Promotional Products Association International. If you are a first-time attendee of one of our conferences, you are invited to a Saturday morning breakfast sponsored by South-Western College Publishing. This is a good way for newcomers to learn about

our organization and to connect with one another.

We will have two lunches and two dinners together sprinkled with the giving of important awards and recognition. This year we will “condense” our Sunday luncheon with our annual business meeting in order to provide sufficient time for our Santa Fe excursion. We will have a guided walk around the historic Plaza area, a brief period on our own for visiting and/or shopping, a private visit to the Palace of the Governors, and the evening will be topped off by a dinner at a popular Mexican restaurant. This event is bound to be memorable and fun!

Conferences are a great way to become involved with the Academy, but not all members can attend every year. Well ... please let me remind you that there is another major route to staying (or to becoming) connected to AAA — serving on a

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YPPA Announces Virtual Classroom

The Yellow Pages Publishers Association (YPPA) announces Current Issues in Advertising -- a virtual classroom. Every two weeks, a new case addressing recent advertising developments is posted on the YPPA home page. Each

posting contains the case itself and "You decide" questions which ask students to answer specific open-ended questions. The cases are comprehensive, contemporary and advertising-related. To access the site, go to <http://www.yppa.org>,

*CURRENT ISSUES IN
Advertising*

enter the site, click on "Education" and then on "Current Issues in Advertising."

Advertising and public relations education continues rise in graduation rates, enrollment

For the third consecutive year there was a record number of college advertising and public relations students and graduates, primarily caused by an increase of 20 additional schools reporting for the annual directory, "Where shall I go to study advertising and public relations?"

The fall enrollment of students numbered 39,615, up from 36,648 (8 percent), and the number of graduates increased to 12,068, from the previous year of 11,658 (3.5 percent). Undergraduate student enrollment increased to 37,278 from 34,179 (9 percent) the previous year. However, there was a decrease in graduate students with 2,337 from 2,469 the previous year (-5.4 percent).

The data for the annual audit came from 211 schools reporting 306 programs for the 1999 edition of Where shall I go to study advertising and public relations? This is the 35th edition of the publication. The annual research project was funded in part by the America Academy of Advertising, American Association of Advertising Agencies, Direct Marketing Association, Promotional Products Association International, Public Relations Society of America, Louisiana State University and Texas Tech University.

Information in the directory is primarily directed to high school students and counselors including: degrees offered, entrance requirements, tuition and fees, accreditation, numbers of students, graduates and faculty, organizations and the person to be contacted.

Data in the national directory are divided into three different type of programs: advertising, public relations and joint advertising/public relations. Since 1992, when the directory added public relations, the number of advertising programs reporting has dropped from 120 to 108, while the number of public relations programs reporting has increased from 119 to 145. A trend that has been noted is the number of schools that have unified the two programs into one, showing an increase from 23 to 53.

Advertising programs remained largest in the total number of students (16,233), followed by public relations (15,964) and joint advertising/public relations programs (7,418). Public relations programs conferred the largest number of bachelor degrees (4,513), followed by advertising (4,486) and advertising/public relations (2,103).

Advertising programs lead in the number of undergraduate students (15,337), public relations programs (14,874), advertising/public relations (7,067). There were decreases in the number of advertising (896) and advertising/public relations graduate students (351) while public relations graduate students increased (1,090).

The University of Texas' Department of Advertising reported the largest figures in the majority of advertising categories. It conferred the largest number of undergraduate and graduate degrees (260), the largest number of doctoral students enrolled (22) and the largest fulltime faculty (14).

Editors of the directory are Billy I. Ross, Louisiana State University, bilross@lsu.edu and Keith F. Johnson, Texas Tech University, kfjohnson@ttu.edu. Further information can be obtained from Advertising Education Publications, P.O. Box 68232, Lubbock, TX 79414.

For AAA membership information, contact Dr. Robert L. King, AAA Executive Secretary, School of Business, University of Richmond, Richmond, VA 23173. Phone: 804-289-8902

Call for Nominations for AAA WebMaster

The Academy is looking for a talented and conscientious individual to become the master of our (Web) domain. All members are urged to submit nominations. Qualified individuals are urged to nominate themselves if they are interested in the position.

Position: The WebMaster is responsible for maintaining and updating the American Academy of Advertising Website. More specific responsibilities and qualifications include:

- 1) Experience with HTML web-page design.
- 2) Ability to upload and download web-pages from server (e.g., with Fetch).
- 3) Ability to convert Pagemaker documents to text files.
- 4) Ability to work with AAA members to obtain pertinent AAA information and including that information on the website.
- 5) Maintaining close contact with the AAA Newsletter Editor to keep news on the website up-to-date.

Please include the following information in your nomination packet: A statement expressing your interest in the position and a description of your web related experience. This should include the address(es) of any web-page(s) that you have created or maintained, how long you've been designing or maintaining web-pages, and how long you would be willing to serve as AAA WebMaster.

Nominations for WebMaster must be received by April 15, 1999. Nominations and/or requests for more information concerning the position should be submitted to:

Joe Phelps
Department of Advertising & Public Relations
Box 870172
University of Alabama
Tuscaloosa, AL 35487-0172
Phone: (205) 348-8646
E-mail: phelps@apr.ua.edu



AAF Launches Virtual Mentor Program to Supplement Academic Training

To prepare advertising students for a rapidly changing job market, the American Advertising Federation (AAF) has launched a Virtual Mentor Program that matches industry professionals with advertising students.

Advertising students on as many as 248 college campuses will be linked via e-mail with ad professionals in AAF's 220 ad clubs and 115 corporations. The program provides a way to connect thousands of advertising experts with students on a scale that is impractical with traditional mentoring.

"If we want a farm team that is ready to move up to the major leagues, it is our obligation to provide the coaches," said AAF President and CEO Wally Snyder. "Advertising as it's practiced today is such a comprehensive mix of services and sub-disciplines that supplemental training is almost mandatory.

The AAF is rolling out the program on a national scale after a one-year pilot program created by Dr. Richard Beltramini of Wayne State University in conjunction with the ADCRAFT Club of Detroit. The goal for the national charter program is to bring as many as 50 schools and clubs online by the end of the 1998-1999 academic year.

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committee. If you not already involved, volunteer to serve on one of our eight committees—108 members have already done so! Please let me know if I can add your name to one of the following rosters: Awards, Finance, Industry Relations, International Education, Membership, or Research Committees. Please call me (513 556 7104) or email me at carole.macklin@uc.edu.

Hope to see you in Albuquerque!

People News.....

Barbara Phillips, University of Saskatchewan, has been awarded tenure in the Department of Management and Marketing, College of Commerce.

Steven M. Edwards (Ph.D., The University of Texas at Austin, 1998) and Carrie La Ferle (Ph.D., The University of Texas at Austin, 1998) joined the Department of Advertising at Michigan State University this spring as Assistant Professors. Carrie has also been named editor of the AAA newsletter.

Kara Chan has been promoted to Associate Professor (with tenure) at the Dept of Communication Studies, Hong Kong Baptist University

From the Current Editor:

With this issue, my term as AAA newsletter editor has expired. While I am sorry to be leaving this role, I am looking forward to continued service to the organization.

As the newsletter editor, I have had the chance to meet many AAA members and become an integral part of this dynamic organization. I am delighted to have had the opportunity to serve AAA in this capacity.

The new editor is Carrie La Ferle of Michigan State University. We are excited to have Carrie and wish her the best of luck in her new role.

Thank you all for your support over the past three years. Best regards to all!

Marla Royne Stafford

News From Michigan State University

We here at Michigan State University in the Department of Advertising would like to congratulate Carrie La Ferle on winning the American Academy of Advertising Doctoral Dissertation Competition for 1998/1999.

Further, we would like to wish Gordon Miracle well as he embarks on his retirement, after being a fixture at Michigan State for over 30 years. Dr. Miracle has enriched many students' lives both here and abroad. He has taught courses covering marketing, international advertising, mass media, and research methods. Dr. Miracle has further served as an international consultant to a host of organizations, and he has authored more than 100 scholarly publications, including nine books and monographs. He is developing "short" courses that he will present around the world as part of his working retirement.

Newsletter Information

Your news _____

Your name _____
Phone or E-mail _____

Send newsletter items to:
Dr. Carrie La Ferle, Editor
Michigan State University
Department of Advertising
E. Lansing, MI 48824-1212
Fax: 517-432-2589
Phone: 517-353-6378
E-mail: laferlec@pilot.msu.edu
For longer items, please use e-mail or send an IBM-formatted disk.

Deadlines

Issue	Deadline
June 1999	May 5, 1999
September 1999	August 5, 1999
December 1999	November 5, 1999
March 2000	February 5, 2000

Positions Available

Marquette University

Marquette University is seeking a tenure track assistant professor to join the Department of Advertising and Public Relations program in the College of Communication. The Department serves more than 300 majors in a thriving media market where the program has strong ties to the advertising and public relations industries. The College offers undergraduate degrees in advertising, public relations, broadcasting and electronic communication, communication studies, and theatre and offers an MA in Communication with concentrations in the various disciplines.

The successful candidate will teach three courses per semester including undergraduate courses in two of the following areas: (1) media writing, (2) advertising copywriting, (3) design, (4) advertising campaigns. We want someone to help us develop courses that integrate new media technologies and concepts into our curriculum. Ph.D. or ABD (will have one calendar year from the time of hire to complete the doctorate) required. Professional experience is preferred. The ideal candidate will have a record of scholarly achievement and a defined research agenda.

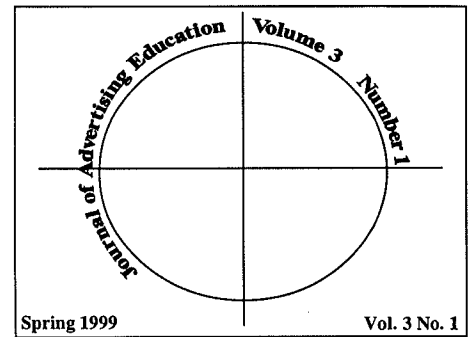
Marquette is a Catholic, Jesuit university with a commitment to the liberal arts and an emphasis on social justice, ethics and philosophy. Interested individuals must submit a cover letter, resume, and the names of three references to be received no later than April 5, 1999, to: Dr. James Pokrywczynski, Chair, Search Committee, Department of

Advertising, and Public Relations, Marquette University, P.O. Box 1881, Milwaukee, WI 53201-1881. mucoc@mu.edu. EO/AAE William R. Elliott, Dean College of Communication Marquette University P.O. Box 1881 Milwaukee, WI 53201-1881, VOICE: 414/288-3588 FAX: 414/288-5227 E-MAIL: elliottw@mu.edu

Drake University

The School of Journalism and Mass Communication at Drake University invites application and nominations for an Associate or Full Professor for a Senior Advertising Position. Position includes teaching introductory and advanced undergraduate and graduate courses in advertising, as well as advising students and interacting with the professional community.

Applicants must have an advanced degree (Ph.D preferred), significant professional experience, and teaching experience. Computer skills also a plus, specifically with Macintosh Power PCs, Microsoft Office, Internet, QuarkExpress, and Adobe Photoshop. Teaching responsibilities could include Advertising Principles, Copywriting, Campaigns, Research, Media Planning, or Integrated Corporate Communications, depending on expertise and interests. Please send nominations or expressions of interest to Janet Hill Keefer, dean, School of Journalism and Mass Communication, 118 Meredith Hall, Drake University, 2507 University Avenue, Des Moines, IA 50311-4505. Review of applications begins immediately and continues until the position is filled. Drake University is an affirmative-action, equal opportunity institution.



Call for Papers: The Journal of Advertising Education

The Journal of Advertising Education invites articles (4,000 word max) on topics of interest to advertising educators. Topics include, but are not limited to curriculum, teaching methodology, accreditation or administration. Teaching tips (750 word max) may be ideas for class exercises, syllabi, assignments, etc.

Refereed Articles: Preference is given to manuscripts which break new ground, have a theoretical base and/or some form of validation/testing method.

Teaching Tips: Short articles on the process of educating students. Topics such as ideas for class use, syllabi, assignments, etc.

Q & A: Submit topic questions to the editor. Questions should be narrow and detailed; response space is limited.

Send inquiries or submissions to:

Mary Alice Shaver, Editor, School of Journalism and Mass Communication, University of North Carolina-Chapel Hill, CB 3365, Chapel Hill, NC 27599-33665, Phone: (919) 962-6421, E-mail: mas@email.unc.edu

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