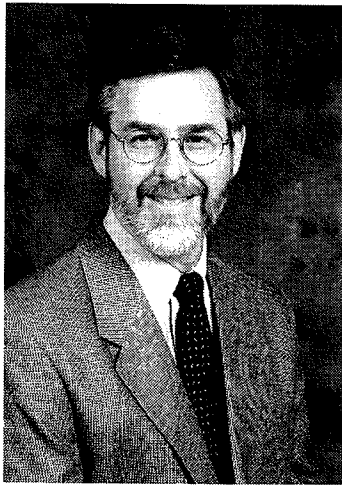


President's Column:

A Message from the 2000 AAA President



Darrel Muehling

I have heard it said numerous times—and I agree—that of the many academic/professional conferences held throughout the year, the AAA conference consistently ranks at or near the top when it comes to promoting a friendly, collegial environment. And, thanks to the efforts of our Executive Secretary, Bob King, it continues to be the “best deal in town” when it comes to value! Modest hotel rates, two lunches, two dinners, two receptions, several coffee breaks, and a Sunday event—all for one low price—and an opportunity to interact with others who share an interest in and passion for advertising. (Am I sounding like a paid advertisement for the AAA’s?)

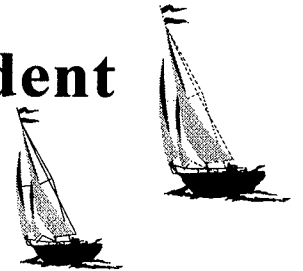
I’m convinced that this year’s conference to be held April 14th–17th

at the Newport Marriott in **Newport, Rhode Island**, will be a great event, and I hope you can attend!

The festivities begin with a daylong **pre-conference** (separate registration required) on April 14th. The session, titled “International Advertising: The Global Best Practices Roundtable,” will feature prominent individuals from several well-known companies and advertising agencies.

On Friday evening, plan to attend the **opening reception** at 6:30, hosted by the Newport Marriott. It’s a great way to get caught up on the news of friends you haven’t seen in a while, as well as a perfect opportunity to get to know some new names and faces. If this is your first AAA conference, you are cordially invited to attend the appropriately named “**First Timers’ Breakfast**,” hosted by South-Western College Publishing, scheduled for 7:30 Saturday morning. There, you will meet the officers and some other members of the Academy, and have an opportunity to sample first-hand the friendly atmosphere the AAA is known for.

This year’s **competitive paper and special topics sessions** promise to be interesting and informative, with topics ranging from political advertising, sex role portrayals, and international



issues, to web-based promotions, creativity, and religion. Several coffee breaks scheduled between sessions will give you the opportunity to peruse the book and other exhibits, as well as get acquainted with other attendees.

As has become the custom at the conference, several announcements will be made and awards presented during the **noontime luncheons**. We will also get a sneak preview of the Sunday evening event—a **sightseeing tour** of historic Newport and a visit to one of the town’s most opulent mansions. If you’re interested, bring your checkbook and we’ll arrange a personal tour of the property with a local real estate agent! (Only kidding, of course.)

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Guest Column:**Professionals Discuss Global Best Practices
at AAA 2000 International Advertising Pre-Conference**

By Marilyn Roberts, University of Florida

Plan to attend this year's International Advertising Pre-Conference session. It brings together five outstanding global advertising professionals to discuss current global best practices. As the advertising profession continues to evolve globally, how do these professionals, daily on the front-line in these efforts, see the trends and changes? How can these changing ideas and concepts be shared with our current students in advertising higher education?

A sincere thanks to Norman Vale, Director-General of the International Advertising Association, for his assistance in assembling a group of impressive professionals to participate in the AAA's Global Best Practices Roundtable. Keynote speaker for the day will be Caroline McNally, Senior Vice President, Global Brand Management for VISA. Ms. McNally will be sharing her views on global branding trends. Les Margulis, Senior Vice President, Worldwide Media Director, for BBDO, New York, will share his perspectives on trends and developments in the area of global media.

Much has changed since multinationals began moving out into the global market in the 1950's, specifically focused on Europe. In the 1960's the Latin

American market became a consideration. From then until now we have seen the "Brand Revolution" and the "Creative Revolution" of agencies. Non-US multinationals have expanded into the US market. We've seen growing investment in the Pacific Rim. The late 1980's and 1990's gave rise to the emerging markets of the former USSR states and renewed interest in Latin America. Norman Vale will set the tone of these changes as he talks with us about how Old Globalism differs from New Globalism.

Also sharing his insights with AAA pre-conference attendees will be Andrew Bennet. He serves as the Senior Vice President for Grey International and is the Procter and Gamble Global Director for the agency. Bennet will discuss how the client and agency relationship works in the global environment, as well as issues of staffing and information transfer that are necessary for an effective relationship. In the area of creative, we are extremely pleased to have Marcio Moreira, Executive Vice-President, Chief Creative Officer and Global Brand Director at McCann-Erickson Worldwide, who will be discussing the management of global creative strategies.

A highly informative International Advertising Pre-Conference day has

been planned for you that contains outstanding professionals discussing their areas of expertise. A panel involving all of the participants is planned that focuses on how, we, as advertising educators, can transfer the teaching of global best advertising practices and lessons learned into our classrooms. Now, all we need is your participation. Please join us in learning from these outstanding professionals as they generously share their time and insights on best global practices with the Academy.

If you are wondering how the idea for this particular Pre-Conference came about? For the last six years, I have regularly taught a course in International and Cross-cultural Advertising at the University of Florida. Norman Vale of IAA approached Joe Pisani and me about our interest in preparing a research paper or monograph that focused on the best global advertising practices. Over many months, a team of both domestic and international graduate students under my supervision, have been evaluating both primary and secondary information. Our purpose in examining global best practices was to determine those practices that are employed by the widest range of international advertisers, agencies, and

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Would you like to be a Guest Columnist or provide material for the Technology Comments & Tips column? Email the Newsletter Editor for details at laferlec@msu.edu.



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.

Call for Papers:

**12th Annual Robert B. Clarke
Direct Marketing Educators' Conference**



Research in direct and interactive marketing is a major focus of this one-day conference. The winner of the Best Paper Award will receive \$1000. Held in conjunction with the Direct Marketing Association's Annual Conference & Exhibition, the 2000 Conference will be held in New Orleans, on Sunday, October 15. Included is complimentary registration to The DMA Annual Conference & Exhibition, October 15-18, 2000. This complimentary registration to the practitioner side of the conference is a great way to stay on the cutting edge of current business practices.

Topics:

Original research that addresses any aspect of direct and/or interactive marketing broadly defined. Conceptual and empirical papers are encouraged. Pedagogical issues will be considered, but the emphasis must be on new concepts and techniques. Appropriate topics include, but are not limited to:

Database and Direct Marketing Management Issues

- Strategic use of information and information technology
- Lifetime value and customer equity
- Linking attitude to behavior for more precise targeting
- Cross-selling economics

Communication Strategies

- Invitational versus intrusive communications
- Measuring effectiveness of marketing communications
- Privacy

Interactive Channels

- Internet & E-commerce
- Home shopping
- Channel conflict and resolution

Consumer Behavior in Interactive Environments

- Relationships, satisfaction, and loyalty
- Retention and frequency

marketing

- Customer perception of value
- Consumer choice or decision-making in computer-mediated contexts

How Institutions Are Evolving in Response to Interactivity

- Impact of interactive technologies on the organization of the work of marketing
- Managing key marketing processes when customer communication is interactive
- Organizing the direct marketing function when the goal is individual targeting

Proceedings

All papers accepted for presentation at the Conference will be published by John Wiley & Sons in *Frontiers in Direct & Interactive Marketing Research*, Volume 3, the 2000 Conference Proceedings. (Authors have the option

continued on page 7...



Advertising and People With Disabilities

Special Issue of Disability Studies Quarterly

Papers on any aspect of this topic are encouraged, from demographic and marketing studies to manuscripts dealing with the image and portrayal

of people with disabilities in advertising. This issue will be published in Spring 2001. Deadline for submission is October 1, 2000.

Please direct your inquiries and submissions to either: Olan Farnall, ofarnall@fullerton.edu or Beth Haller, bhaller@towson.edu. ■

SMART 2000 Strategic Marketing & Advertising Congress

Banff Springs Hotel & Resort

From April 14-16, ICM Congresses, a division of the International Communications for Management Group, is holding the SMART 2000 Strategic Congress at the Banff Springs Hotel & Resort, nestled in the heart of the Canadian Rockies.

The SMART 2000 Congress will bring together approximately 300 senior marketing and advertising executives for a unique mix of keynote presentations, seminars, think-tank sessions, strategic one-on-one business meetings and informal

networking opportunities. Registration is completely free for qualifying delegates.

For more information, contact Paul Ferreira of ICM Congresses at (416) 955-0375, ext. 5639. ■

People News



Dick Mizerski has taken the Professorship and

the Chair in Marketing at the University of Western Australia in Perth. Dick will also be the Head of the Department of Information Management and Marketing at UWA. **Kate Mizerski** is a Senior Lecturer of Marketing at Edith Cowan University, also in Perth Australia. Dick's email address is dickm@ecel.uwa.edu.au, and is interested in discussing research in the effects of Advertising and Promotion on the sales of Tobacco and Gambling, and other consumer "vices". The Mizerski's are expecting their second child in June. ■

Lucy L. Henke was awarded tenure at the University of New Hampshire in Spring of 1998 and took a year long sabbatical leave in 1998-1999. She is currently teaching at the University of Louisiana, Lafayette. ■

Jim Pokrywczynski became Chair of the Advertising and Public Relations Department in the College of Communication at Marquette in Fall 1999. ■

Bruce Bendinger, of The Copy Workshop, joined ewireless, inc. as Chief Marketing Officer. This is an exciting new startup funded by leading venture capital groups. He is still actively involved developing textbooks. He also promises to let all AAA members know when the ewireless IPO is ready. ■

Fulbright Offers Lecturing/Research Grants in 130 Countries

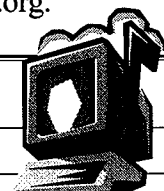
The Fulbright Scholar Program's annual competition opens March 1 for lecturing and research grants in some 130 countries. Opportunities are open not only to college and university faculty and administrators, but also to professionals from the business community and government, as well as to artists, journalists, lawyers, independent scholars and many others.

Grants are available to faculty and administrators from two-year, four-year and graduate institutions. Fulbright awards vary from two months to an academic year or longer. While foreign language skills are needed in some countries, most lecturing assignments are in English. Some 80% of the awards are for lecturing.

Application deadlines for 2001-2002 grants are May 1, 2000 for Fulbright distinguished chairs awards in Europe, Canada, and Russia - August 1, 2000, for Fulbright lecturing and research grants worldwide - November 1, 2000, for spring/summer seminars in Germany, Korea and Japan for international education and academic administrators as well as for the summer German studies seminar.

For information, contact the Council for International Exchange of Scholars (CIES) at 3007 Tilden Street, NY, Suite 5L, Washington, DC 20008-3009. Telephone: 202-686-7877; E-mail: apprequest@cies.iie.org. As of early March, information and an application will also be available at www.cies.org. ■

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 Department of Advertising
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 Phone: 517-353-6378
 E-mail: laferlec@msu.edu

For longer items, please use email or send an IBM-formatted disk.

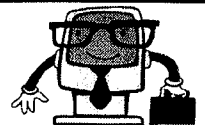
Deadlines

<u>Issue</u>	<u>Deadline</u>
June 1999	May 5, 1999
September 1999	August 5, 1999
December 1999	November 5, 1999
March 2000	February 5, 2000



Technology Comments & Tips

by Cliff Shaluta, Western Kentucky University



John Chambers, Cisco Systems president and CEO, commented in a November 17, 1999 New York Times op-ed column that "the next big killer application for the internet is going to be education. Education over the internet is going to be so big that it is going to make e-mail usage look like a rounding error."

If that seems like an overly optimistic prediction, consider that according to a survey by International Data Corporation, the number of college students enrolled in distance-learning courses will triple by 2002, to 2.2 million or 15% of all higher education students. The growth in distributed-learning has generated plenty of competitors and some real concerns about ownership of distributed materials.

As outlined in a new report by eduventures.com, Inc, the education industry is comprised of four key sectors. Schools, products, services and e-services all are competing for a piece of the \$740 billion Americans spend each year on education and training. In this edition of Tech Tips, I'd like to examine each one of these sectors and then discuss the issue of ownership.

Schools

When we think of education, schools immediately come to mind for most people. Eduventures.com, divide the school sector into child care, K-12 and postsecondary institutions. Given the readership of this newsletter, let's look at postsecondary education more closely. It is comprised of academic institutions who primarily offer undergraduate and graduate degrees,

vocational institutions who provide career-oriented certificates or degrees and online institutions who offer certificates and degrees in a variety of fields. Some online institutions may be a for-profit subsidiary of a bricks and mortar institution. The fact that traditional four-year academic institutions are grabbing a piece of the e-education pie is an interesting one. But, the potential can't be ignored. The survey by International Data Corporation also indicated that the percent of 4-year institutions offering distance-learning courses will grow from 62% in 1998 to 84% in 2002.

The question then becomes how does distance-learning compare with the traditional classroom environment. Dr. David Lichtenthal, associate professor of marketing in the Zicklin School of Business at City University of New York and editor of the *Journal of Business to Business* has the opinion that the loss of the classroom negatively impacts learning. He feels that "true learning takes place when students as colleagues directly interact with each other and their Professor. Can e-education really compare with the traditional classroom? The method of delivery certainly plays a role. It would seem that two-way television would resemble the classroom experience more than simply reading class notes online. As technology improves (bandwidth) and students from various locations can interact with their Professor and other students via computers and videocams, the gap will certainly narrow.

Products

Another sector in the education industry is products. Eduventures.com divides

products into publishing and schools supplies. Publishing can include textbooks, multimedia and software. School supplies include hardware, equipment and supplemental materials. There are two interesting issues in this sector. First, publishers, like Houghton Mifflin, McGraw Hill, and Harcourt General are expanding beyond their traditional publishing roots to new media, such as software and web sites. It doesn't require a big jump in logic to anticipate that these companies could build online learning institutions of some sort. The other big issue in this sector is strictly bottom line. According to Michael Barker in *Strategy & Business*, selling education-related products can add another 10% margin to the profits of an institution. Interesting view of academia as marketer!

Services & e-Services

Another player in the education industry is the services sector. Eduventures.com breaks this sector in training, at-risk, tutoring/testing and supplementary services. These services may be available through traditional universities or stand-alone companies. The final sector identified in the eduventures.com report is e-services. E-services include portals, e-tail and network platform. Portals utilize an internet homepage that provides content, search functions, personalization and e-commerce. They are often designed to serve several markets. E-tailers' use a web-based distribution channel to sell education-related products to students and the general public. Finally, network platform companies help institutions bring content to the web or their intranet.

Ownership

As you can see, there is no shortage of players in e-education. The common

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Positions Available

Western Kentucky University

If you are looking for a new challenge, consider applying for a position in the ad program at Western Kentucky University. We can offer a creative work environment in the newly formed School of Journalism and Broadcasting. The School is well positioned for the future with nationally recognized programs in advertising, broadcasting, print journalism, public relations and visual journalism. The ad program will soon be located in a new \$18 million Journalism and Technology building scheduled for completion in 2002.

The candidate we seek should have strong creative skills and solid advertising experience. Applicants should have experience as an agency creative director or art director and be proficient in Illustrator, Quark and internet applications, such as Dreamweaver. Teaching experience is also important. Depending on individual strengths, applicants will be asked to teach classes in advertising design, copywriting & layout, advertising campaigns and portfolio preparation. Advanced degrees are desired, but significant experience may substitute. Tenure-track, assistant professor appointment requires a terminal degree or an M.A. plus 10 years of experience. Other candidates may be considered for appointment as a professional-in-residence. Women and minorities are encouraged to apply.

You can learn more about this position from our website at: <http://www.wku.edu/Journalism>. If you aren't ready for a change, we hope that you will share this information with an

interested colleague. The application review begins January 31, 2000, but will continue until the position is filled. Appointment begins August 16, 2000.

University of Minnesota

The School of Journalism and Mass Communication at the University of Minnesota is seeking applications and nominations for up to eight (8) new full-time, nine-month, tenure-track positions at the rank of beginning to advanced Assistant Professor, beginning August 28, 2000. All applicants are expected to have academic and/or professional interests and experience in new media. We are especially interested in strategic communications (advertising and public relations), professional journalism and digital message design.

Successful applicants will have promise of scholarly and/or professional distinction; evidence of teaching effectiveness or strong promise of excellence in teaching; and a Ph.D., other terminal degree, or equivalent qualification such as an established, national/international professional career.

To apply, send a cover letter describing interest in the position, a current resume or curriculum vita, and letters of evaluation from three references, to be mailed directly to the search committee. Applications must be postmarked no later than March 15th, 2000. The full text of this position description is at www.sjmc.umn.edu/.

Send applications to:
Scott Elton, Assistant to the Director,
New Media Initiative Search
Committee, School of Journalism and

Mass Communication, University of Minnesota, 111 Murphy Hall, 206 Church Street S.E., Minneapolis, MN 55455-0418. The University of Minnesota is an equal opportunity educator and employer. ■

University of Minnesota, Chair Position

The School of Journalism and Mass Communication at the University of Minnesota is seeking applications and nominations for the Raymond O. Mithun Land Grant Chair in Advertising. The Mithun Chair is a full-time, nine-month, tenured position as associate professor or professor depending on qualifications and experience, and consistent with existing collegiate and university policies, beginning August 28, 2000. Successful candidates must have a record of outstanding scholarship in advertising and/or distinguished national leadership in the advertising industry. The holder of the Mithun Chair is expected to lead a program of research, teach undergraduate and graduate courses in the school's strategic communications curriculum, advise graduate and undergraduate students, develop strong ties to the professional community, and serve on appropriate committees. Bachelor's degree required, advanced degree preferred.

To apply, send a cover letter, a current resume or curriculum vita, a narrative statement on research goals and teaching interests, and the names and addresses of three references to Scott Elton. Applications will be reviewed beginning March 15, 2000. Position is open until filled. The full text of this position description is available at www.sjmc.umn.edu/. ■

President's Column... *continued from front page*

If you are interested in learning more about the Academy, you will want to attend the **business meeting** scheduled immediately following Sunday's luncheon. Given that the AAA is a volunteer organization, we welcome the active involvement of our membership. Your input and participation is important to us as we face numerous challenges in the future. In subsequent columns, I hope to share some of these issues with you and encourage your involvement.

Consistent with several of the **goals** of

AAA International Pre-Conference... *continued from page 2*

media. A second phase was how we could share this information with other advertising educators? We also thought that most advertising educators were eager to hear from high-level professionals in the field who are in the

Tech Tips Column... *continued from page 5*

theme throughout this entire discussion is that content drives distribution. If your class is available online, who really owns it? I guess a similar situation would be the development of a new technology in a university setting. Typically, a patent for new technology/process would be held by the university with a possible revenue share the professor. Distributed-education is somewhat different. Here, we aren't just dealing with a process. It is also the professor's ability, experience, and reputation that contribute to the success of a distributed course. Harvard Law School revised its faculty handbook to require any instructor doing work with an internet-based university to get approval from the dean of the law school and the university's

recent AAA presidents, in this year as your president, I hope to: 1) assess the needs of Academy members and consider developing new initiatives/programs to address these needs; 2) encourage more participation by AAA members in Academy activities; and 3) continue to develop stronger ties with practitioners from the advertising industry.

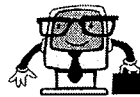
Regarding the first item, I welcome your input on matters of concern, and encourage you to propose new initiatives you believe may benefit the

midst of global marketing communications trends. Thus, the groundwork was set, and in March 1999, the Academy's Executive Committee approved the International Advertising Education Committee's

administration. This revision appeared to be a reaction to Harvard Law professor and television personality Arthur Miller's recording of videotape lectures for the new Concord University School of Law. Can we really separate content from the professor's experience and personality?

Feedback & Coming Attractions

I appreciate any and all comments regarding this column and the topic of technology in the classroom. Just e-mail me at: cliff.shaluta@wku.edu. Don't forget to visit the companion website at: <http://www.wku.edu/~shalucp/techtips.html> for even more links, comments and article sources. Next time, we'll look at successful techniques you can use to incorporate new technology into your classroom. ■



membership. For example, I have heard from a few members that there may be an interest in resurrecting a job search/placement service at the annual conference. Other members have expressed an interest in encouraging more interaction with the advertising industry. Feel free to email your comments/concerns to me at darrel@wsu.edu.

Let's all hope for great weather and a great conference in Newport. See you there! ■



proposal. We now look forward to bringing the Global Best Practices Roundtable to reality as the Academy's International Advertising 2000 Pre-Conference on April 14th. See you there! ■

Direct Marketing Educators' Conference

...continued from page 3

of publishing the full paper or an extended abstract.)

DEADLINE:
APRIL 3, 2000.



Submission guidelines and other relevant information can be obtained by visiting the following web address, www.the-dma.org/dmef/educators.shtml#2 or E-mail: bhruska@the-dma.org. ■

Visit the American Academy of Advertising website for a variety of information at:
<http://advertising.utexas.edu/aaa>

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