

## President's Column:



**Russell N. Laczniak**  
AAA 2001 President

It's almost that time of year again—time for the annual AAA Conference. I am sure that for many of you (myself included), the conference is one of the highlights of your spring. And with many outstanding papers and events, I am convinced that this year's conference will be a highlight as well.

The 2001 AAA Conference will be held from March 29–April 1 in beautiful Salt Lake City, Utah. The conference hotel (the University Park Marriott) is first class. Set adjacent to the University of Utah campus, the hotel's location also provides a fantastic view of the Wasatch Mountains and easy access to the heart of the city. But, as always, the highlight of the conference is the AAA members. The conference will, first and foremost, provide you with the

## A Message from the 2001 AAA President

opportunity to hear about the state-of-the-art research efforts of the world's best advertising scholars. This year's program features sessions that deal with issues such as interactive advertising, ad effectiveness measurement, and new media issues. Further, several special sessions are also planned. These sessions will offer members the opportunity to hear the views of leading scholars, journal editors, and past research award winners. In addition, the breaks, luncheons, dinners, and special events provide the opportunity to mingle and share your ideas with these same people. Remember that while the conference features some of the best advertising minds in the world, it is well known for its collegiality. For those interested in global and/or web advertising, don't forget the pre-conference session on Thursday. Carrie La Ferle has put together an excellent program that will provide many exciting insights.

But, the conference is not all work. Everyone will have her/his share of fun; Bob King (the AAA Executive Secretary, and master planner of

special events) has made sure of that. Special events include the 2 luncheons (on Friday and Saturday), a dinner (on Friday), and, of course, our special event on Saturday evening. This year's special event (at the breathtaking Snowbird Ski Resort) will include a reception (sponsored by the University of Illinois) and dinner. For first-time conference attendees, don't forget the "First Timers' Breakfast" on Friday morning. And, the conference kicks off with our annual "Opening Reception" (on Thursday evening), which offers everyone a great chance to network, mingle, and perhaps just visit.

Please keep in mind that the days of the conference have been moved to better accommodate members' needs. In the past, the conference began on Friday and ended on Monday. This proved difficult for those with a Monday,

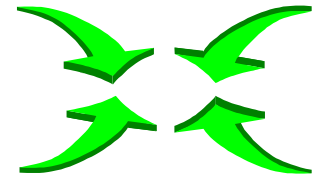
*continued on page 7...*

*See you soon in  
Salt Lake City!!!*



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**Guest Column:****Teaching and Researching in a “Convergence” System***By Don E. Schultz, Northwestern University*

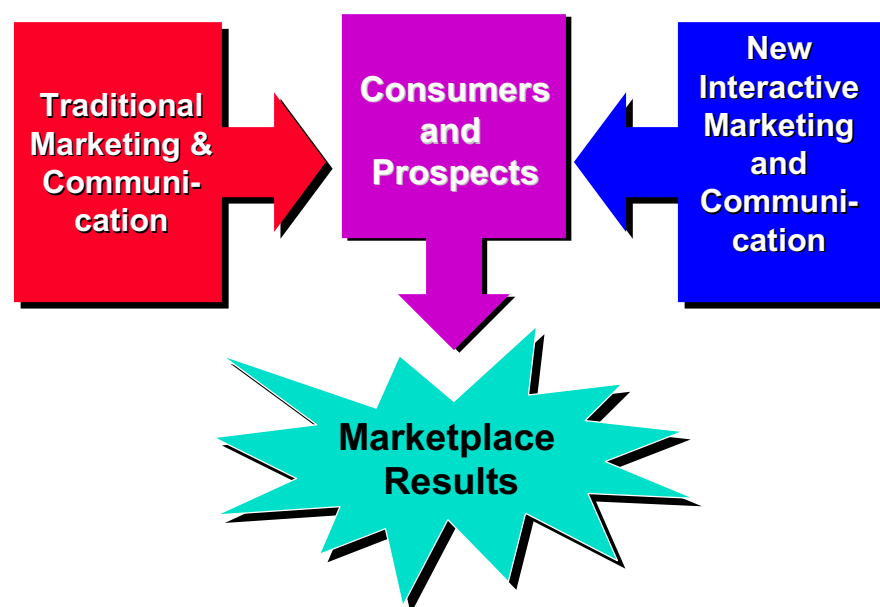
Just as most of us “got up to speed” on new media, electronic communication, the Internet, Web, etc., they changed. And, changed again. And, they’re likely going to change again. Simply keeping up as a teacher and researcher is a challenge.

But, it’s not the biggest challenge. That’s “Convergence”... the coming together of the old and new in media, in creative, in account planning, in consumer behavior and so on. Convergence of all the areas in which we teach and research.

Three major challenges face all faculty who teach and research in functional areas, i.e., advertising, sales promotion, direct marketing, public relations and so on. And, for the new areas as well, i.e., the Web, electronic commerce and interactive communication.

The first challenge is how to bring traditional marketing communication and new electronic communication together into one coherent whole. In marketing organizations, too many have decided electronic communication is dramatically different, i.e., nothing like traditional marketing communication. They have separated the “new” from the “old”. Those of you doing electronic go to the green room. Those of you doing traditional marketing communication go to the orange room. Worse, those of you in electronic go to California and those of you in traditional media and marketing communication go to New York. And, don’t talk to each other. And, don’t interact. And, don’t share anything because you are so different.

Yet, it’s the same customer or prospect who receives both forms of communication. People who see the television commercial are the same ones who log onto the Internet to shop. People who bank on-line are the same ones who go to traditional retail “bricks and mortar” stores. While marketers have separated traditional and new electronic communication, customers haven’t. They likely won’t in the future, either. Traditional and new communication channels are converging. Converging at the customer level if not at the marketer level. The illustration below shows the problem.



**Convergence Chart**

## ...“Convergence” article continued...

Unfortunately, many university faculties have done the same. The “electronic guys” are in one area or department or college. The “traditional media” folk are in another. We don’t bring the two together, so, why should we expect students to do so.

The challenge is: how to close that gap? How to start teaching the entire spectrum of brand and communication alternatives, not just those that we know or like or in which we have experience.

The second challenge is that our traditional focus on the functional disciplines is becoming less relevant. Integration is becoming more important. (And, this is not just Schultz on his soapbox!) Today, it’s the market, the marketers, the communicators and the consumers who are saying integration is important. The proper mix of all communication forms is what’s important. Finding ways to combine,

contrast, consolidate the old and the new. Combining electronic and traditional. We’re not very far down that road. Most focus continues to be on media selection, not media integration. And, there’s a world of difference trying to decide how much to allocate to print, how much to TV, how much to static media, outbound media, how much to interactive electronic media and how much to internal communication and how it all should be combined. The various channels should meet at the customer, but this is not how we are currently organized. Integration is the key.

The final challenge is the toughest. We’ve been trained to teach and research in a system that glorifies “Plan – Develop – Implement”. That’s the traditional “campaign” approach. But, “Plan – Develop – Implement” is an industrial-age approach that assumes the planner has control of the system

## Call For Papers:

### Experiential 3D E-commerce Conference

Michigan State University, September 27-29, 2001

This conference will be the first one to focus on exploring virtual experience simulated in 3D e-commerce virtual environments. As a set of psychological and emotional states that consumers undergo when they interact with products in 3D simulations, virtual experience can be simulated, framed, annotated, and contextualized in virtual environments in a way that is not feasible in physical environments. The conference will cover all aspects of virtual experience in 3D e-commerce.

The 3-day conference will consist of invited speakers, competitive paper

sessions, special topic panel sessions, and training workshops.

Submissions for competitive papers may be in one of two forms: 1) extended abstracts, 2) complete papers. Abstracts are due April 15, 2001. For abstract submissions, complete papers must be turned in by August 1, 2001. Proposals for Special Topic panels are due April 15, 2001.

Submissions for Competitive Papers & Special Topics should be sent to the Program Chairs, Dr. Hairong Li of Michigan State University



### Web Advertising Worldwide

Don’t forget to register/attend the AAA Pre-conference on March 29, 2001 in Salt Lake City, Utah. Top notch professionals will be discussing the *opportunities & obstacles* of using the Internet to advertise globally. ■

and the elements. That is far from true in almost any area today. The real challenge for organizations and faculty is how to “Sense – Adapt – Respond”. That’s a different research model, different content model and, most of all, a different teaching model. The “classroom tested” 15 year old notes go out. In come new challenges. New concepts. New attempts to see what’s going on, understand and then explain. A new teaching and researching model.

Can we meet the three challenges? Hopefully, we and the academy can. Our students and our schools and our colleagues deserve it. ■



([hairong@msu.edu](mailto:hairong@msu.edu)) or Dr. Prabu David of Ohio State University ([david.15@osu.edu](mailto:david.15@osu.edu)) via e-mail.

Inquiries about the Workshops should be addressed to the Workshop Chair, Dr. Steve Edwards of Michigan State University via e-mail ([steve@msu.edu](mailto:steve@msu.edu)).

#### For more information:

Information about the conference sponsors, organizers and invited speakers as well as registration fees and hotel reservations is available online at: <http://mindlab.msu.edu/networkedminds/exp3d/index.htm> ■

**For Your Information:**

## College Receives \$250,000 to Enhance Doctoral Program



The College of Communication and Information Sciences at The University of Alabama has received \$250,000 in university funds to enhance the College's doctoral program. Dean E. Culpepper Clark said most of the new funds will be used to attract new faculty members with significant, nationally recognized research agendas for the Ph.D. program and to support doctoral students with additional funding for stipends.

The new faculty lines will be created in such areas as creative communication, multimedia message theory, and media criticism. One of the positions, in multimedia message design and consumption, seeks candidates with knowledge of digital products such as intelligent interface design, interactive television, virtual reality, or video games. Another position, in critical consumer education, seeks candidates who study consumer communication literacy in the digital media environment. This position could encompass such areas as audience analysis, audience feedback, media literacy, privacy or other policy issues, etc.

"We will be able to hire two or three senior faculty members with outstanding national achievements," Clark said. The new positions will be affiliated with the College's planned Center for Creative Media, a research and production consortium that will focus on creative media programming and critical study of media institutions and practices. For Further Information, Please Contact: Matthew D. Bunker, Acting Associate Dean for Graduate Studies and Research, College of Communication and Information Sciences, University of Alabama, (205) 348-8616, [bunker@jn.ua.edu](mailto:bunker@jn.ua.edu) ■

## Promotional Products Association International VIP Program

From January 23-25, 2001 a group of 18 marketing communications and advertising faculty from across the U.S. were invited to Dallas for the annual Promotional Products Association International Expo under the Very Important Professor (VIP) program.

Now in its 39th year, the PPAI's VIP program educates academic guests on promotional products marketing so they can share their knowledge with students--future end users--in the classroom and through their writings in textbooks and articles.



All who attended found the program to be very well organized, with worth while sessions and speakers as well as a great opportunity to meet fellow colleagues from around the country. An enjoyable time was had by all!

**Remember to RENEW  
your AAA Membership  
or  
This Will Be The Last  
Newsletter That You  
Will Receive**

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](mailto:rking@richmond.edu).

## Newsletter Information



### Send newsletter items to:

Dr. Carrie La Ferle, Editor  
Michigan State University  
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E. Lansing, MI 48824-1212  
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Fax: 517-432-2589

Phone: 517-353-6378

**For longer items, please use  
email.**

### Deadlines

#### Issue

March 2001	February 5, 2001
June 2001	May 5, 2001
September 2001	August 5, 2001
December 2001	November 5, 2001



## Tech Tips

## Are You Really Ready For Instructional Technology?

By Cliff Shaluta, Western Kentucky University



## Tech Tips

Those of you who are regular readers of my Tech Tips series in the AAA newsletter are certainly aware that I believe that the use of instructional technology (IT) enhances the classroom learning experience and helps students prepare for the high-tech workplace. But, I'm aware that not everyone sees this issue the same way.

We are having some rather spirited discussions at Western Kentucky University regarding the use of IT in classes within the School of Journalism and Broadcasting. I've volunteered to chair a new committee on faculty training and new technology. As part of this responsibility, I've been doing a great deal of research on IT and it's impact on students and faculty.

In this issue of Tech Tips, I'd like to share a bit of this research and ask for your input through an online survey. More about that later.

The United States has spent more than \$19 billion on developing IT in local school districts and classrooms since 1991. According to Market Data Retrieval, \$5 billion was spent in 1999 in school districts alone on IT. The same research also reports that the ratio of students to computers has reached an all time low of 5.7-1 compared to 10.8-1 just five years ago. So, the technology seems to be in place in secondary schools. Not surprisingly, we are seeing an even more aggressive proliferation of IT on college and university campuses. According to a 1998 survey by the

Milken Exchange on Education Technology commissioned by the International Society for Technology in Education (ISTE), most institutions report that their "technology infrastructure is adequate or better in terms of carrying out their current programs."

While this sounds rather optimistic, there seems to be some dark clouds on the horizon. According to a January 1999 report by the National Center for Education Statistics, fewer than 20% of teachers reported feeling "very well prepared" to integrate educational technology into classroom instruction. It appears that teachers are getting trained, but their training is not about the integration of student learning and technology.

This shortcoming appears in several studies. The Milken study indicated that colleges and universities tend to utilize teachers-in-training courses in "computer literacy," where faculty are shown examples of computer software, but are not required to integrate or apply technology in their classes. Paula Swanson noted this problem and provided some tips on How to be a Change Agent in an article on the Tech-Learning website.

First, she suggests that the "change agent" should assess the current situation and set some goals with a reasonable time line. Is there a way to encourage faculty to utilize IT to meet their course objectives? It's important to provide faculty examples of how IT

impacts student learning on a regular basis.

Second, provide positive reinforcement. The change agent has to be a "cheerleader and an enthusiast." She suggests that the change agent not put anyone in a position to defend their current teaching style, they should only focus on specific examples of how students benefited from IT in their experiences.

Third, Paula suggests that the change agent understand the 30-40-30 rule where 30% of the people will love a suggestion, 40% will wait and see if the pressure to change will disappear and 30% will hate new ideas and be the greatest opposition to change. She recommends spending time with the first 30% who will encourage the 40% to follow. The last 30% will probably never change.

Forth, Paula suggests making faculty training a fun experience. She makes a great observation that faculty often spend more time considering how they will convey a new idea to their students in an interesting way than preparing for innovative faculty training.

Finally, Paula suggests that the change agent should also provide tips for troubleshooting IT in the classroom. What's a good plan when the printer jams, the computer crashes or the projection unit doesn't work? All of these have happened to anyone using new technology in the classroom.

*continued on page 7...*

*Call For Proposals.....***2001 AAA Doctoral Dissertation Competition**

The American Academy of Advertising is pleased to announce its 2001 Doctoral Dissertation Competition. The competition exists to promote doctoral research in advertising. Typically, each award is in the range of \$1,000 to \$2,000. In addition to the standard awards, the Dunn Award is given for outstanding proposals in the area of international advertising. Awards will be based on a competitive review of dissertation proposals. Any topic in advertising may be addressed. Winners must grant the *Journal of Advertising* right of first refusal on any papers resulting from the dissertation. Recipients receive half of the award at the time of selection and half of the award when the dissertation has been defended successfully. Recipients have three years to complete their dissertation from the time of the award to receive the second half of their award. For example, winners of the 2001 Competition must complete their dissertation and have their committee chairperson send a letter notifying the Chair of the AAAs research committee by December 31, 2004.

Only members of the American Academy of Advertising working on their dissertation at the time of submission of the proposal are eligible for these awards. Proposals based on completed dissertations are not eligible for the award. Applicants must be currently enrolled in a graduate program.

Proposals will be double blind reviewed, so the student's name, geographic location, or school affiliation should not be revealed in the body of the proposal. Six copies of the proposal should be submitted. Each proposal should include the following:

1. *A cover page*, including the proposal's title; the author's name, affiliation, and address; the name of the faculty member chairing the dissertation committee; and a list of faculty on the dissertation committee. This page will be torn off before the proposal is sent out for review.
2. *The body of the proposal*, which should motivate the topic and explain in detail the methodology to be used, not to exceed 10 double spaced pages in length.
3. *A timetable* for the completion of the dissertation, including the expected dates of the final defense and graduation.
4. A proposed *budget*.
5. *A letter of endorsement* from the faculty member chairing the dissertation committee. This letter should verify the credibility of the proposed topic and timetable for completion.

Six copies of the proposal must reach the Chair of the Research Committee by August 15, 2001. (Please note that this is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) Winners will be notified by early December. The awards will be announced at the AAA Conference and communicated to the membership through the AAA Newsletter. ■

**Please mail your materials to:**

Dr. Avery M. Abernethy, Chair, AAAs Research Committee, 201 Lowder Business Building, Dept. of Marketing, College of Business, Auburn University, AL 36849-5246, phone: (334) 844-2458; email: [Avery@business.auburn.edu](mailto:Avery@business.auburn.edu). ■

**AAA DOMAIN NAME**

The AAA has obtained the domain name: [www.americanacademyofadvertising.org](http://www.americanacademyofadvertising.org). You can now reach our web site using this domain name!!

## Positions Available

### Texas Tech University

Texas Tech University seeks applications for **TWO tenure track** assistant/associate professors to join the faculty of the School of Mass Communications beginning in August 2001. Doctorate preferred or ABD required. The successful candidates will have primary responsibility for teaching Media Planning, Graphic Production, Creative Strategy, or Campaigns. Evidence of teaching effectiveness, professional experience, and scholarly achievement required. To apply, send a letter of application and include a vita, graduate transcripts, and contact information for three references to: Jimmie L. Reeves, Chair, Advertising Search Committee, School



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

of Mass Communications, P.O. Box 43082, Lubbock, Texas 79410-3082. Applications will be accepted until the positions are filled. Salaries dependent upon qualifications and experience. Women and minorities are encouraged to apply. Texas Tech University is an AA/EO employer. ■

### Winona State University

The Mass Communication Department has an opening for an Assistant Professor of Advertising starting Fall 2001. Minimum Qualifications Include: An earned doctorate in advertising or

other appropriately related field preferred. In the absence of a doctorate, a master's degree in advertising or other appropriately related field is required. Teaching experience is required. Three years of professional experience also required.

For a complete job description, see the Human Resources Home Page: <http://www.winona.msus.edu/humanresources>, e-mail our office: [affaction@vax2.winona.msus.edu](mailto:affaction@vax2.winona.msus.edu) or call (507) 457-5639. Open until filled; review begins 2/1/01. Position available pending budgetary approval. Winona State University (MnSCU) is an EO employer. Women, minorities and individuals with disabilities are encouraged to apply. ■

## Tech Tip Column...continued from page 5

Bottom line here seems to be that IT is in place, but the training and a support system to effectively integrate this technology in the classroom is lacking in many schools. What do you think? Is your school different? Let's see.

Visit the Tech Tips website at <http://www.wku.edu/~shalucp/techtips.html> to take a **short survey** on the use of IT in your school. Individual results are confidential and I'll present the findings in the next issue of Tech Tips. Also,

don't forget that this column as well as past Tech Tips columns are also found on the website.

### Resources:

Milken Exchange on Educational Technology: <http://www.mff.org/edtech>.

Riel, Margaret (1999). Education Reform & Technology: A Short History. Retrieved 12 February 2001 from the World Wide Web: [http://www.techlearning.com/db\\_area/archives/WCE/archives/](http://www.techlearning.com/db_area/archives/WCE/archives/)

[riel.htm#Teaching](#).

Glennan, Thomas & Melmed, Arthur. Fostering the Use of Education Technology: Elements of a National Strategy. Retrieved 12 February 2001 from the World Wide Web: <http://www.rand.org/publications/MR/MR682/contents.html>.

Swanson, Paula. How to be a Change Agent. Retrieved 12 February 2001 from the World Wide Web: [http://www.techlearning.com/db\\_area/archives/WCE/archives/Swanson.htm](http://www.techlearning.com/db_area/archives/WCE/archives/Swanson.htm).

## Presidents Column...continued from front page

Wednesday, Friday teaching schedule. As a result of numerous suggestions (from concerned members), the conference now begins on Thursday and ends on Sunday (which allows most members to get back home and teach on Monday).

As the new president, I must admit that I am truly humbled in your faith in my ability to lead such a fine organization. I welcome your input on any item of interest, and encourage you to contact me with issues that are of concern. Please feel free to email your comments/concerns: [laczniak@iastate.edu](mailto:laczniak@iastate.edu). ■

Visit the American Academy of Advertising web site for a variety of information at:  
<http://advertising.utexas.edu/AAA>  
or use our new domain name  
<http://www.americanacademyofadvertising.org>

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