

President's Column: A Message from the 2002 AAA President



Mary Alice Shaver
AAA 2002 President

It is just about time for all of us to go to Jacksonville, FL, site of this year's AAA convention. From March 21 through the 24th, members will gather for the annual American Academy of Advertising convention at the Omni Hotel right on the St. Johns River. As is our usual good luck (due to the hard work of our Executive Secretary), Bob King has found a great venue for us at an outstandingly low rate. The site coupled with many outstanding papers, special topics sessions and social events, truly will enhance our collegial discussions and atmosphere.

On March 21, before the convention actually opens, the International Advertising Education Committee is sponsoring an all-day pre-conference



*See you
soon in
Jacksonville!*

session (separate registration required). The topic this year is "Integrating Global Marketing Communication: Challenges and Opportunities." Once again, the Committee is bringing key national figures to share cutting-edge ideas on global brand building, challenges following September 11, preparing students for global IMC and, appropriate to our Florida site, a session on IMC challenges and opportunities in Latin America with speakers from the Miami area.

Late afternoon that same day, the regular convention opens with a reception at the Omni Hotel, providing a good way to talk to everyone and get a preview of the days ahead. If you are a first-time attendee of our convention, you'll want to get up early Friday morning for the First Timers' Breakfast to meet one another, AAA officers and some of the members. You'll have a chance to talk, ask questions and share ideas while experiencing the well-known AAA hospitality.

As usual, we'll all have to choose among three sessions in each of the time slots each day. For much of the convention, there will be two research sessions and one special topics session at each time. It'll be hard to choose among such good research areas and interesting special topics presentations. For example, there are multiple sessions on online advertising, creativity, ad

management and branding and many other excellent topics. There's a session on critical issues facing advertising in the 21st century and another featuring past winners of the AAA Outstanding Contribution to Research Award. Truly, there's a wealth of interesting offerings each day. My fear is that we'll all want to hear all of them at every time slot. The coffee breaks scheduled between sessions will give you the opportunity to talk about the sessions you've just attended and to peruse the book and other exhibits. Please remember to thank our generous sponsors who have become good friends of AAA over the years.

Our lunches will again feature our awards presentations, so be sure to be there to congratulate our winners. Our annual business meeting will follow our Saturday lunch. Please come to hear the reports from the Committee Chairs, *Journal of Advertising* Editor and Executive Committee. Your participation is important as we develop

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Guest Column:

Is Academic Advertising Research Ever Important to Practitioners?

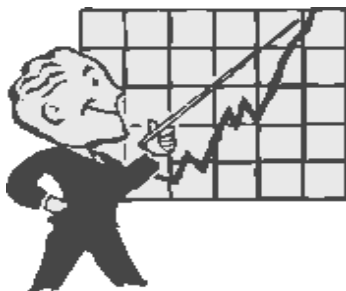
By Avery Abernethy, Auburn University

Some would argue that the advertising research published in advertising journals has no impact on actual advertising practice. If you look at the circulation data for some of the important advertising journals such as the *Journal of Advertising*, the *Journal of Advertising Research* or the *Journal of Current Issues and Research in Advertising* you would find that the circulation and readership of these journals is low.

Practitioners are concerned about day-to-day business survival. Covering their costs, making a profit, improving their sales, getting that important new client and other practical questions eat up their time. Practitioners often have little time to spend reading advertising journals. Past practitioner surveys have found that few advertising and marketing professionals read advertising journals.

However, advertising research that can improve business efficiency, cut costs, or increase sales can shape and even transform the entire advertising industry.

One basic problem facing advertising business people is media planning. What



media vehicles should carry my ad? Which media vehicles will most effectively deliver my ad to the right target audience for the right number of total exposures? How can I measure the cost-effectiveness of my media plan in delivering the appropriate reach and frequency?

One advertising article that had a tremendous impact on business practice was Metheringham's 1964 article in the *Journal of Advertising Research* which stated that reach and frequency distributions could be accurately estimated using the duplicated audiences of all possible pairs in a media schedule. Other researchers such as Robert Headen, Jay Klompaker, Jesse Teel, Roland Rust and John Leckenby demonstrated how beta-binomial estimates could be used to greatly improve the ability of media planners to estimate the reach and frequency of different media plans. Most of this fundamental work appeared in academic journals such as the *Journal of Advertising*, *Journal of Advertising Research* and the *Journal of Marketing Research*.

Several surveys of media directors by Leckenby and his co-authors published in the *Journal of Advertising Research* in the 1980s and 1990s demonstrated how this method of media planning, which was introduced and demonstrated in the academic literature in the 1960s, 1970s, and



1980s has come to dominate the way that reach and frequency estimation is done in the advertising industry.

Why did this research have such an impact on advertising practitioners? First, compared to existing tools, the beta binomial estimation methodology was far more accurate in answering basic media planning questions concerning the reach and frequency of different media plans. Second, the methodology used data that was commonly available to advertising practitioners. Last, the methodology could be applied by media planners with existing technology. In sum, it met the basic cost-effectiveness considerations that practitioners must deal with every working day.

Although not all academic advertising research has shaped advertising practice as strongly as the work by these researchers, it has been clearly demonstrated that academic advertising research *can and has* shaped day-to-day advertising decision making. ■

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

Call For Papers:

Journal of Consumer Affairs



The Journal of Consumer Affairs is seeking high quality manuscripts for possible publication. Both conceptual and empirical papers are encouraged. The Journal of Consumer Affairs is a double-blind, peer-reviewed journal that fosters and disseminates professional thought and scholarly research that advances the consumer interest. The Journal features analysis of individual, business, and/or government decisions and actions that can affect or influence the interests of consumers in the marketplace. Topics include consumer education, economics, nutrition, public policy, consumer psychology, and marketing from the consumer's point of view.

Guidelines for submission are available at the ACCI website at: <http://www.consumerinterests.org/public/articles/index.html?cat=13>



**International Journal of Service Industry Management
Special Issue: Research on E-Service**

The overall purpose of the special issue is to examine fundamentally the impact of the increase in interactivity in services marketing as a direct consequence of advances in information and communication technologies. Traditionally, the concept of e-commerce has been associated with providing information, expressing brand awareness and telling the corporate story in the virtual market place. Also, the use of virtual storefronts enabling sales transactions and the distribution of products is now embraced as a second important function of e-commerce by a growing number of companies.

The Journal also announces that future issues will include a new section, "Bits, Briefs and Applications." Bits, Briefs and Applications contains the shorter articles designed to assist the consumer affairs researchers and professionals in decision making and policy making. This section is developed primarily for short research notes and applications, theoretical briefs, and individual commentary. Critical to any manuscript submitted to this section is implications for practitioners. Appropriate submissions for this section may include applications, brief research findings and reports, comments and position papers. Manuscripts submitted to Bits, Briefs and Applications should not exceed 3500 words. Submissions should follow the Guide for Submission of Manuscripts to the Journal found at the ACCI web page.

Interested authors can be sent a sample copy of a past issue of the journal by

Recently, however, it has become clear the information and sales functions of e-business need to be supplemented by electronic customer service, or e-service. The number of queries made through the Internet and e-mail sent asking for information and support on purchased products is expanding rapidly. This suggests that more and more customers are looking for company access and customer support through the Internet and e-mail.

E-services present several research challenges. However, many of these challenges have not been addressed in

sending a request to either the editor or the ACCI offices.

For the main journal, please send inquiries and manuscript to the editor: Herbert Jack Rotfeld, Editor, The Journal of Consumer Affairs Department of Marketing, 201 Business Building, 415 W Magnolia Auburn University, AL 36849-5246. Telephone: 334-844-2459 or Email: rotfeld@business.auburn.edu

Please address inquiries and submissions for Bits, Briefs and Applications to: Dr. Marla Royne Stafford, Associate Editor, The Journal of Consumer Affairs, University of Memphis, Department of Marketing, Fogelman College of Business and Economics, Memphis, TN 38152. Office Telephone: 901-678-2499, Fax: 901-678-2685, Email: mstaffrd@memphis.edu.

the academic literature. The purpose of the special issue is to generate discussion of and cutting-edge research about a rich variety of issues related to e-service.

Deadline: April 1, 2002. Submissions and questions should be address to:

Prof. Dr. Ko de Ruyter, Maastricht University, Maastricht Academic Center for research in Services (MAXX), Faculty of Economics and Business Administration, P.O. Box 616, NL 6200, MD Maastricht.
Tel: +31.43.3883839
e-mail: k.deruyter@mw.unimaas.nl

People News:



Laura Milner, Professor, School of Management, University of Alaska Fairbanks has been selected as a Fulbright Scholar to the University of Cape Town, South Africa for February-July 2002. Fall semester she will be guest lecturing in Australia and Singapore. ■

Carrie La Ferle, Michigan State University, has recently been awarded an IRGP research grant for \$31,240 to explore cross-cultural consumer role socialization via brand placement. ■

Steven M. Edwards, Michigan State University, has recently been awarded an IRGP research grant for \$42,900 to explore consumers' interactions with virtual reality online. ■

The University of Oregon School of Journalism and Communication hosted New York advertising executive **Robin Hafitz** as its first Richard Ward Executive-in-Residence. Hafitz was on the Eugene, Ore., campus Feb. 3-7, 2002.

Currently a managing partner and chief strategic officer for the New York City-based agency Mad Dogs & Englishmen, Hafitz began working in account planning in 1985. Through the years, she has headed consumer research and strategy development for clients ranging from MTV to the Wall Street Journal, Reebok to Coach leatherware, and Saab cars to National Car Rental. ■

It is with our deepest sympathy that we share the news of the passing of our friend and colleague, **Melvin S. Hattwick** on November 4, 2001. ■

Pollay Wins AMA Award (Again!)



Rick Pollay, University of British Columbia, once again received the American Marketing Association award for the best advertising article published in their three journals: the *Journal of Marketing*, the *Journal of Marketing Research* and the *Journal of Marketing & Public Policy*. This prize is for articles published in 1996, judged five years later to assess if the work "has stood the test of time as a much cited, memorable, and significant research effort." This year's prize which was awarded at the Winter AMA Educators Conference in Austin, TX, Feb 2002, and recognized "The Last Straw? Cigarette Advertising and Realized Market Shares among Youths and Adults, 1979-1993" [*JM* 1996], was co-authored with Sid Siddarth (USC) et al.

This is the fourth year the award has been presented, and Rick won the inaugural award in 1998 for "Here's the Beef: Factors, Determinants and Segments in Consumer Criticism of Advertising," [*JM* 1993], co-authored with Ban Mittal. This piece proved to be the last hurrah for his extensive research efforts on the social and cultural effects of advertising, e.g. "Measuring the Cultural Values in Advertising" [*CIRA* 1983], "The Distorted Mirror" [*JM*, 1986], "The Subsiding Sizzle" [*JM* 1985], "Images of the Good Life" [*JCR* 1985], "Quality of Life in the Padded Sell" [*CIRA* 1986].

Since shifting his efforts to tobacco advertising, some of his work has appeared in AAA publications, e.g "Separate, But Not Equal" [*JA* 1992]; "Pertinent Research and Impertinent Opinion" [*JA* 1993]; "The Major Minor Issue" [*AAA Proceedings* 1993]; "The New Whine in an Old Battle" [*AAA Proceedings* 2001]. Most of it, however, has appeared in public health journals and government publications such as three Surgeon General Reports on the targeting of youth [1994], minorities [1998] and women [2001] and National Cancer Institute Monograph on so-called "light" cigarettes [2001]. He has just finished being Guest Editor of the British Medical Journal's *Tobacco Control*, working on a special issue reporting "Disclosures and Discoveries in the Corporate Documents" [2002]. Rick has taken early retirement and "graduated" to Emeritus status at UBC this year. Congratulations to Rick. ■

Newsletter Information



Send Newsletter Items to:

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Deadlines

Issue	Deadline
March 2002	February 5, 2002
June 2002	May 5, 2002
September 2002	August 5, 2002
December 2002	November 5, 2002



Tech Tips

For a change in this issue of Tech Tips, I thought I would share my review of a new book I've been reading on E-Moderating. The book is titled E-Moderating: The Key to Teaching and Learning Online by Dr. Gilly Salmon.

E-moderating or Computer Mediated Conferencing (CMC) existed before the Internet and the World Wide Web, but it has only recently become a pedagogical topic within the field of online learning. This is due to the importance of CMC in conducting an effective online class. CMC can be real-time, as in class chat rooms or delayed communication as found in discussion boards. The availability of CMC in most e-learning software and most online classes has created a need for a "new kind of teacher - an e-moderator."

Dr. Salmon draws from her experience as a member of the Centre for Information and Innovation at the Open University Business School and as a Visiting Professor in the School of Management and Economics at Queen's University, Belfast. She also has extensive experience in distance education and e-moderating. The book is well organized with discussions of the definition of e-moderating, a model for CMC in education, necessary qualities of the e-moderator, training e-moderators as well as some excellent resources for those considering the future of e-moderating and distance learning.

While there are many areas of the book

On My Bookshelf

By Cliff Shaluta, Western Kentucky University



I found interesting, Dr. Salmon's discussion of the online competencies for e-moderators was particularly fascinating to me. Dr. Salmon describes six qualities that effective e-moderators need to have or need to develop to be effective. E-moderators should be:

1) Confident

Successful e-moderators are confident in their role as an educator. E-moderating is simply another venue for teaching. With this new format, the e-moderator must be comfortable with his/her technological and communications skills.

2) Constructive

The need for e-moderators to be able to build an online community with students is extremely important. E-moderators need to be able to communicate in brief, concise and personable messages.

3) Developmental

E-moderators must have the ability to motivate and inspire students to achieve effective learning. They must also be able to "trigger debates by posing intriguing questions."

4) Facilitating

Since e-moderating is often group communication, successful e-moderators know how to manage the



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communication to insure that all students have an opportunity for input.

5) Knowledge Sharing

E-moderators must be knowledgeable in their field and be able to share this knowledge with students through effective use of the web and other resources. They should also show a positive attitude and commitment to online learning.

6) Creative

The effective e-moderator must be able to use a variety of online tools to create a relevant online community. They must be able to communicate effectively without visual cues.

While Dr. Salmon visualizes a "new kind of teacher," it seems to me that the attributes of effective e-moderators are similar to attributes of effective traditional teachers. The big difference is the technology that makes CMC possible. Dr. Salmon makes the point that we are in the transition of CMC technology. We may wonder now in amazement at the technology behind text-based chat rooms, but the next big change will be voice chat rooms and then video chat rooms - all available from an Internet connection!

I can definitely recommend Dr. Gilly

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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.

*Awards...***Journal of Advertising Best Article Award for 2000**

The nominating and voting processes are complete and resulted in a tie. The winners of the Journal of Advertising Best Article Award for 2000 are:

Madeline Johnson and Ursula Spilger, "Legal Considerations When Using Parodies in Advertising," *Journal of Advertising*, 29:4, (Winter 2000), pp. 77-86.

Young Sook Moon and George R. Franke, "Cultural Influences on Agency Practitioners' Ethical

Perceptions: A Comparison of Korea and the U.S." *Journal of Advertising*, 29:1, (Spring 2000), pp. 51-65.

Each set of winning authors will be recognized at the national AAA convention in Jacksonville, Florida, to be held March 21-24, 2002. Each set of winning authors will receive a plaque and share a \$250 prize. When a tie occurs, the \$500 prize is divided among all authors of the winning Outstanding Article. In other words, if two articles tie, each set of authors is given \$250 to



divide equally (or in this case each author receives \$125).

It is also an honor to be nominated for the JA Best Article Award. This year's other nominee was **Kineta Hung**, for the article entitled "Narrative Music in Congruent and Incongruent TV Advertising," *Journal of Advertising*, 29:1, (Spring 2000), pp. 25-34. Congratulations to the winners and nominee. ■

**AAA Research Award Winners**

The Research Committee of the American Academy of Advertising has selected three academy members to receive funding for proposals submitted to the 2002 Research Fellowship competition. Awards will be presented at the annual American Academy of Advertising conference held this year in Jacksonville, Florida, March 21-24, 2002.

Wei-Na Lee, University of Texas at Austin, was awarded \$2,200 for her

research, "Decreasing Advertising Interference: The Role of Comparable Differences on Consumer Memory in Competitive Advertising Environments." The proposal is co-authored by **Byung-Kwan Lee**, also of the University of Texas.

Denise DeLorme, University of Central Florida, was awarded \$1,900 for her proposal "Perceived Third-Person Effects of Direct-to-

Consumer Prescription Drug Advertising among Older Adults," co-authored with **Leonard Reid**, University of Georgia.

Cynthia Morton, University of Florida, was awarded \$2,490 for her research "The Impact of Source Credibility on the Emotional Response to Threatening Appeals." The research is co-authored with **Jorge Villegas**, also of the University of Florida. ■

AAA Announces Winner of the Outstanding Contribution to Research in Advertising Award

The Research Committee of the American Academy of Advertising has selected **Dr. Dean M. Krugman**, The University of Georgia, as winner of its Outstanding Contribution to Research in Advertising Award. The award is designed to honor an individual who has made a substantial contribution to the discipline of

advertising through a systematic and sustained program of published research.

Dr. Krugman's accomplishments are well known in the field of advertising. He has published extensively (over 30 articles) in academic journals, and has made important contributions

to the study of advertising audience characteristics and health communications. The award includes a one thousand dollar prize which will be presented in person at the annual American Academy of Advertising conference held this year in Jacksonville, Florida, March 21-24, 2002. ■

Positions Available

Rider University

The Rider University Department of Marketing seeks applications for a tenure track, assistant professor beginning August 2002. Main areas of teaching will be in advertising, including courses such as Principles of Advertising, Copy and Layout, and Campaigns. Must show evidence of potential for scholarly research. Ph.D./



For complete details visit the AAA website at:
www.american
academyofadvertising.org

ABD in related discipline required.

For further information, contact Dr. Larry M. Newman, Search Committee Chair, e-mail: newman@rider.edu. ■

President's Column ...continued from front page

guidelines to lead our organization in the future.

Although there will be plenty to challenge us as we hear papers and discussion from leading researchers in our field, our convention is also known for its collegial atmosphere and great social events. As always, the convention registration fee includes meals, events and an off-site event on the last night of the convention. This year, there are three receptions, two lunches and two dinners in addition to the coffee breaks. Our Saturday night event is quite special again this year — a tour of historic St. Augustine, oldest European settlement in the U.S. (founded by the Spanish in 1565), followed by dinner and entertainment at a restaurant on the Inter-Coastal Waterway. March

weather should be great for the event and particularly welcome for those of us who have spent a cold winter up North.

In some ways, the AAA year 2002 had a rough start. The Executive Committee meeting, generally held in September, was postponed until December 8 due to the difficulties of travel in the fall. This meant that committee chairs received their charge letters later than usual. I particularly want to thank all those who have agreed to chair committees and the many members who have volunteered to serve. It is our members that make this organization the good one it is, and I thank you. In closing, please know I welcome your comments and suggestions during this year. ■

WIU Faculty Member is Runner-Up in National Competition

Carolyn Tripp, associate professor of marketing at Western Illinois University, was named a runner-up for the 2001 Society for Marketing Advances (SMA) Distinguished Teaching Competition. Tripp was recognized at the fall SMA conference in New Orleans. The annual competition is open nationwide and

consists of two parts, according to Tripp. Initially, an applicant must submit a portfolio documenting teaching excellence. A teaching task force evaluates the quality of the applicants' teaching and selects three finalists for the national competition. Tripp, along with colleagues from the University of Tampa and James Madison University,

Tech Tips ... from p.5

Salmon's book for those interested in the impact of e-moderating on distance education. Her clear style and her research-based format make it a great read.



For a link to this article and a collection of past Tech Tips columns, please visit <http://www.wku.edu/~shalucp/techtips.html>.

Additional Resources:

- Dr. Salmon's E-moderating website - <http://oubs.open.ac.uk/e-moderating/>
- John's December's website with details of books and articles on CMC - <http://www.december.com/cmc/study/center.html>
- Online Journal of Asynchronous Learning Networks - <http://www.aln.org/>
- Journal of Computer-Mediated Communication - <http://www.ascusc.org/jcmc/>
- Distance Education Clearinghouse of the University of Wisconsin - <http://www.uwex.edu/disted/> ■



were the finalists. The finalists then made a presentation at the national conference before a panel of five faculty judges from Mississippi State University, The University of South Carolina, Colorado State University, Wake Forest University, and the University of Alabama. The competition was underwritten by Sherwin-Williams Corporation. ■

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