

AAA Newsletter

December, 2004

An Official Publication of the American Academy of Advertising

It is not often that I'm at a lost for words. I've been told (by family no less) that my mouth gets a lot more exercise than the rest of me. Unfortunately, I do not always find or use the right words. That made writing this final column as AAA President a struggle because it seemed so important to find the right words.

I know what I want to say in general and it should be simple because there are really only two ideas to communicate: A quick wrap-up of the goals accomplished this year and a heartfelt thank you to the people who actually did the work to accomplish these goals. It is the latter of these two ideas that is so difficult to adequately address. The simple thanks that I offer here to each of you who made this a banner year for the Academy falls so short of expressing my gratitude and yet it is the best I can do.

It was a very good year. We exceeded our short-term goals and made good progress in important long-term initiatives. At the start of the year I laid out three major goals. The most important goal was to continue to strengthen the financial position of the Academy. Although the overall financial health of the Academy is strong, we had lost money in each of the last three years and it was essential to stop drawing on our reserves and start building them up again. The work to correct the financial problems actually began several years ago and thanks to the good work of the previous AAA Presidents and Executive Committees and the work of the current Executive Committee, it appears (I'm writing this in November so I can not yet make a definitive statement) the Academy will be back in the black this year.

Looking to the long-term, I charged the Finance Committee with exploring development fundraising options for the Academy. Other scholarly organizations have implemented successful development efforts and I strongly believe that moving forward on this initiative is important for the Academy. The Finance Committee is making good progress on this front but this needs to be viewed as a long-term commitment by all. I urge future AAA Presidents to continue and expand this effort and if you have experience in development activities, I hope you will volunteer and get involved.

**The President's Column:
Good Year, Good People, Good Bye**

Dr. Joseph Phelps



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The second goal was to grow the Academy. There had been a substantial loss of members around the time of the dues increase. Thanks to the work of the Membership Committee and many of you who recruited new members, we reversed the negative trend and our membership grew in 2004. In fact, our numbers grew by at least 5%.

We still have a long way to grow just to return to where we were a few short years ago. To accomplish that goal will require that each of us serve as a recruiter for the Academy. Bring in your best and brightest colleague or graduate student and then help her/him to feel at home. My teachers and mentors are the reason that I joined the Academy. Esther Thorson, Ivan Preston, Arnold Barban, and others brought me in and made me feel welcome in this organization. I know how sappy this might sound and I also know that it is true that this organization is a gift that needs to be shared—for the good of both the new member and the current membership.

The final goal that I had listed was to put on a memorable conference in Baton Rouge. From all the reports that I have received that mission was accomplished too. Special thanks to Bob King for the tremendous work he does as Conference Services Director. No one is more dedicated to the Academy than Bob. His good work and his counsel are much appreciated.

These goals and more were accomplished and it was a good year because of the work of the members. Over 100 members served on AAA committees in 2004. I can't list each of the members' names that deserve our thanks. I can, however, list and thank the Chairs of each committee.

Mary Ann Stutts: Awards

Bonnie Reece: Finance

Debbie Treise: Membership

Hairong Li: Publications

Margaret Morrison: Research

Bruce Bendinger: Industry Relations

Bob Basow: International Advertising Education

Co-Chairs Linda Shipley and Tom Bowers: Accreditation

Others who played a big role in making this a good year include Russ Laczniak, editor of the *Journal of Advertising*. The Journal is a (many would say the) crucial component of the Academy. Thanks also to Kim Sheehan, editor of the *AAA Newsletter*, and Joe Bob Hester, our Webmaster. I'm not forgetting our Executive Secretary, Dennis Martin. My thanks to Dennis, who will be retiring this year, will appear in a separate article.

Yes, the year was a good one and the future is bright because of the excellent people serving on the Executive Committee. Joe Pisani, Past President, was always there when I needed him. Joe and my old friend and co-author, Glen Nowak, who served as Secretary, will be leaving the Executive Committee. Hong Cheng, Secretary, Carrie LaFerle, Vice President, and Don Jugenheimer, Executive Secretary, will be joining the Executive Committee.

**President's Column:
Conclusion on next page**

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The remaining members are all back. This Executive Committee will provide excellent leadership for the Academy. Ray Taylor will be President, Pat Rose, President-Elect, and Les Carlson is Treasurer. This is a dedicated and talented group. They were the key players in moving the Academy ahead this year. They developed good ideas, helped to quietly (and nicely) stop bad ideas (mostly mine), and provided the drive to keep things moving. I thank them for their dedicated service to the Academy and for their friendship. I wish I could say it better but know that they will understand that my gratitude is much larger than my vocabulary.

There are many more individuals that should be recognized for their contributions this year and I apologize for not mentioning you all here. I must recognize one last group, however, and that group is the Past Presidents of the Academy. Thank you for responding to my questions with thoughtful advice. You made a big difference and I hope that as I take on the role of Past President I will be as helpful to others as you all were for me.

Finally, to all of the members of the Academy, it has been an honor to serve as President.

Thank you!

Shelly Rodgers, Ph.D., is a co-investigator on a grant for \$580,811 from the National Cancer Institute to examine the representation of cancer in advertisements that appear in U.S. Black newspapers. The study, funded by the National Cancer Institute, looks at three years' worth of ads from September 2003 to August 2005 to see how Black newspapers frame cancer. The study will also examine cancer news stories and editorials. The findings will be compared to non-Black newspapers in the same cities. Glen Cameron, Ph.D., is the principal investigator. The study is just one in a series that were funded by NCI.

Best wishes for a speedy recovery to Peggy Kreshel, who is recovering from injuries sustained in a bicycle accident in November.

Share your accomplishments and achievements with your fellow AAA members! Email the newsletter editor (ksheehan@uoregon.edu) with your news.

People News

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The Howard Gossage Four Point Program.:Four Simple Steps for Better Advertising, a Better World, and a Better Life.

I was recently asked when I really understood Howard Gossage.

I thought for a moment. “About three years after we published *The Book of Gossage*.”

It was, perhaps, not the answer anyone expected, including me, but it was the truth.

Kim Rotzoll and Jeff Goodby put me on the road to understanding, but it took a while. And even though Howard Gossage may have a lot to teach us, the lessons aren't obvious.

You have to spend a little time thinking about it. You must also invest in a few late evenings in enjoyable discussions with interesting companions, and then, eventually, it comes to you.

To help you start thinking (and living) in the right direction, we've prepared Howard's Four Point Program. However, for those of you expecting “Four Ways to a Better Headline” or “How to Get a Job in San Francisco,” you may be disappointed. It involves a great deal more than clever ways to win in the narrow world of advertising – it helps you understand a bit more about the larger world of business – and, most important, best practices for the business of life, one that Howard felt should be lived to the fullest.

With that in mind, here are The Four Points. Feel free to take notes.

- 1. Leave Room for the Mouse.** This was a favorite line of Howard's and, I think, the key to understanding how he made his advertising interactive decades before there was an Internet. Howard had his tricks – the amusing contest, the semi-serious pronouncement, and, of course, the coupon asking you to send in a bit of yourself along with your name and address. It all worked in a quietly spectacular way. (Howard, elitist that he was, also tended to run his ads in *The New Yorker*, a magazine with readers Howard could relate to – and they did.) Responses to Howard's coupons and contests were turned into books – yes, books - created from responses to his advertising. Howard understood the importance of being interesting and involving and he did it, not by filling every nook and cranny with his own creativity and cleverness, but by having the generosity of spirit to invite the consumer to make their own contribution – an offer that was often accepted.
- 2. Take the Extra-Environmental View.** OK, next big point. This is a thought contained in one of Howard's best lines, which he went and attributed to someone else... “*We don't know who discovered water, but we're pretty sure it wasn't a fish.*” Howard's ads worked because he was far better at understanding “the game behind the game” – the world of media – the water all our little ads swim in. The leverage of that extra perspective gave Gossage a tremendous competitive advantage. Howard's work resonated on a larger stage – just as his writings were as apt to appear in *Harper's* as *Advertising Age*. Howard saw the behind the scenes connections and he knew how to work them. In the vaudeville act of advertising, he paid attention to the ventriloquist – not the dummy

**Guest Column: Bruce Bendinger
The Copy Workshop**

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- 3. Stand Up and Be Counted.** This was more than a headline for Irish Whiskey, it was a rock-solid belief. Howard believed that the power we have to communicate and persuade was also a responsibility – one with a higher purpose. Are we to be known only for the products we so artfully promote? More clever thumbtacks for the “billion-dollar hammer?” How about saving the planet with Friends of the Earth? Howard did that. Trying to stop a war – Howard was at the forefront of the anti-war movement, whatever the business consequence. He supported *Ramparts* magazine and a wide range of protest actions. With Rover cars, he worked to get people to wear seat belts decades before Detroit factored saving lives into their business equation. Even his small good deeds had sizable consequences. He helped a little classical radio station stay in business by inventing the Beethoven sweatshirt – a perfect fit for his Rainier Ale account. He worried about being remembered for that.
- 4. Flahoolick.** This is our fourth and final point. It’s an Irish word Howard discovered (or invented, you never quite knew with Howard). It describes “princely exuberance.” It is that certain something that makes every party a celebration of life, every lunch and dinner a celebration of companionship and connection, and every moment, every day, one worth seizing. Howard lived that way. *“He believed every man should be comfortable while engaging in the necessary business of rescuing the world.”* And Howard wants you to make it part of your operating system. You can do this. Enjoy a long lunch with good friends. Put together a dinner with the finest minds you can fit around a table and see where the evening goes. Re-discover the joy of writing letters. Write something worth putting a stamp on. Send it. And see what happens. That’s how Howard became best friends with John Steinbeck. These things are available to all of us – waiting to enrich our lives and the lives of those around us. And don’t hold back for some silly reason like no one’s paying for it. Yet.

And that’s it. In a business that has a hard enough time getting your attention for thirty seconds, we honor someone whose legacy has lasted over thirty years. And I think Howard would approve that these somewhat large thoughts appear on the deceptively small stage of an AAA Academic newsletter. Remember, Howard left San Francisco to spend a rather singular semester lecturing at Penn State. He understood that education – that reaching for a higher meaning and a higher purpose – was something that even an advertising person could do. He sends you his best – and hopes that his lessons can enrich your lives – and the lives of those you teach.

A much less articulate version of this message was served up to the Los Angeles Creative Club on September 23, 2004, when Bruce Bendinger and Jeff Goodby presented Howard Gossage’s Certificate naming him to The Copywriter’s Hall of Fame. The certificate had originally been accepted post-humously by Howard’s good friend, Kim Rotzoll.



Guest Column: Bruce Bendinger

**Photo of Howard Gossage
courtesy Bruce Bendinger**

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AMERICAN ACADEMY OF ADVERTISING CALL FOR NOMINATIONS

The Awards Committee of the American Academy of Advertising is proud to announce its call for nominations for four prestigious awards: the Distinguished Service Award, the Charles H. Sandage Award for Teaching Excellence (called the "Sandy"), the Billy I. Ross Advertising Education Award, and the Kim Rotzoll Award for Advertising Ethics and Social Responsibility. Please refer to the AAA Directory and/or website for more information on each award.

The **Distinguished Service Award** is given by the American Academy of Advertising to individuals who have rendered distinguished service to the organization and/or advertising education. The person should be a champion of advertising education, active in providing opportunities for the professional development of students and faculty and someone who unselfishly performs this meritorious service. One need not be a member of the AAA to be considered for this award.

The **Charles H. Sandage Award for Excellence in Teaching Award** recognizes outstanding contributions to advertising teaching. Examples of excellence might include: performance of students as advertising (or business) professionals, performance of students as advertising (or other) teachers, case study development and publication, textbook publication, letters from past students, innovative course development, and innovative ex-class room teaching development.

The **Billy I. Ross Advertising Education Award** is to recognize innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching. Examples of projects might include: innovations for teaching a new advertising course, published work about innovative class projects in advertising, published research that advances advertising education, support materials (such as visual aids) for conference presentations about advertising education, and dissemination of information to advertising educators that is helpful in the classroom.

The **Kim Rotzoll Award for Advertising Ethics and Social Responsibility** recognizes individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility. There must be evidence of lifetime achievement in either ethics or social responsibility. For an academic, such evidence may be in the form of scholarly publications and for an advertising practitioner or organization the results of specific programs or activities that have had a positive impact on society would serve as evidence.

Any member of the Academy may nominate an individual or an organization, in the case of the Kim Rotzoll Award, for any one or all of these awards. Nominations and supporting documentation should be sent to the Chair of the Awards Committee no later than **January 2, 2005**:

Mary Ann Stutts

Texas State University-San Marcos

College of Business Administration/Department of Marketing

San Marcos, TX 78666

Phone: 512-245-319

Fax: 512-245-747

Email: maryann.stutts@txstate.edu

Award Announcement

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Tributes to Dennis Martin, AAA Executive Secretary

Dennis Martin will be retiring soon and Don Jugenheimer will be taking over the Executive Secretary position on January 1, 2005. This changing of the guard prompted a few thoughts that I would like to share.

The Executive Secretary is the most important position within the Academy. The person serving in this role runs the day-to-day operations and serves as the primary contact point for members and nonmembers. It is a lot of work and all of that work is donated time because it is a volunteer position.

It clearly takes a special person to be the Executive Secretary and Dennis Martin is special. Dennis put his all into this job. For example, this morning (Saturday) at 8:00 he called to let me know that he had taken care of something that I asked him to do as well as a host of other items that were required. He also shared several suggestions on things that should be done. Dennis and I have had numerous conversations this year about a wide variety of issues. The man works hard for the Academy.

What has impressed me about Dennis even more than his hard work, however, is his attitude. He is always upbeat and positive. These characteristics no doubt served him well in his dealings with me. There were times that we did not agree on the proper course of action. If he became frustrated with me he did not show it and whatever the final outcome was he did his best to make it work for the AAA members. Dennis is a gentleman in the true sense of the word and it was my privilege to work with him.

Thank you Dennis for your service and for your kindness. -Joe Phelps, AAA President 2004

Dennis Martin served the Academy with distinction as Executive Secretary. Dennis moved our accounting records and our membership database to a computerized system. These changes made AAA operations more efficient and will yeild considerable savings over time. Dennis helped me to manage the transition of the Journal of Advertising to M.E.sharpe from cTc Press. As President, I communicated with him almost daily. He contributed many useful ideas, and was always friendly and willing to go the extra mile, which made my job a lot easier. Dennis has been building his own airplane for a long time his spare time. Now that he is about to retire, he'll have the time to finish the job and to enjoy flying it to visit his and Gayle's extended family. By chance, we are both retiring around the same time next May. It's nice to leave with a wonderful friend like Dennis Martin. Thanks, Dennis, for a job well cone. - Joe Pisani, AAA President 2003



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FACULTY POSITIONS COLLEGE OF COMMUNICATIONS PENN STATE

The College of Communications at Penn State is seeking candidates with the ability to contribute to the broad intellectual and/or creative life of an interdisciplinary program. In addition to an active research agenda, the College places strong emphasis on teaching and service. Tenure-track assistant professor positions are available in the following areas starting August 2005:

ADVERTISING: Candidates must have proven college-level teaching and research abilities in one or more of the following areas: creativity, media planning, strategic advertising campaigns, and promotions. A Ph.D. with professional experience preferred.

PUBLIC RELATIONS: Candidates must have proven college-level teaching and research ability in one or more of the following areas: writing for public relations, promotions, PR campaigns, PR media and methods. A Ph.D. with professional experience preferred.

In addition, a non-tenure-track yearly position is available August 2005:

PROFESSIONAL IN ADVERTISING:

Candidates should have at least ten years of professional advertising experience as well as a record of college-level teaching. The position involves teaching three courses each semester and service to the College. A master's degree preferred.

Learn more about the College of Communications at Penn State on its homepage at www.psu.edu/dept/comm.

Send a letter describing qualifications, a c.v. detailing teaching and research/creative experience and the names of three to five references to Faculty Search Committee, College of Communications, Penn State, 201 Carnegie Building, Box AAA, University Park, PA 16802. Screening of applications will begin immediately and will continue until the positions are filled. Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce.

Position Announcements

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THE TEMERLIN ADVERTISING INSTITUTE FOR EDUCATION AND RESEARCH at SOUTHERN METHODIST UNIVERSITY is seeking to fill a faculty position for a lecturer or an assistant professor in advertising.

DUTIES: Teach creative and/or general advertising classes in Advertising; conduct and publish research and/or creative scholarship; advise majors; provide service to the Institute, College and University. Assigned courses are likely to include; Advertising Creative Development; Beginning and Advanced Advertising Design and/or Advertising Portfolio Classes.

QUALIFICATIONS: A terminal degree is strongly preferred or a graduate degree and/or a successful career as a copywriter or art director in a major agency considered; currency in professional and academic areas is desirable. Ability to work closely with an interested and involved professional community to provide students both theoretical and practical exposure to advertising.

SALARY: Commensurate with experience and qualifications.

STARTING DATE: August 1, 2005.

THE TEMERLIN ADVERTISING INSTITUTE is located in SMU's Meadows School of the Arts and has seven full-time and thirteen part-time faculty teaching about 250 undergraduate majors and 50 advertising minors. The Temerlin Advertising Institute for Education and Research is named in honor of Liener Temerlin, a respected leader in the advertising industry. The Temerlin Advertising Institute was endowed by the Dallas Advertising community via a \$10 Million pledge to augment scholarships, faculty salaries, and public programs that enrich student learning and practical experience in advertising. Established in 2001, it is the nation's only endowed advertising institute. It enjoys a very strong relationship with the industry, as it is situated in a top ten media & advertising market — the Dallas/Fort Worth Metroplex. SMU is located in the heart of Dallas, Texas, the eighth largest television and media market and the headquarters for major advertising agencies, national and global corporations, large U.S. media corporations, public relations firms and film production companies. The opportunity for and expectation of close faculty and student ties with these organizations are important components of the Institute.

NOMINATIONS AND APPLICATIONS: To ensure full consideration for the position, the application must be postmarked by December 24, 2004, but the committee will continue to accept applications until the position is filled. The committee will notify applicants of its employment decision after the position is filled. Submit a letter (email acceptable) of application, a current curriculum vita, and the names, addresses and phone numbers of six references to:

Dr. Don Umphrey, Search Committee Chair

Temerlin Advertising Institute

Meadows School of the Arts

Southern Methodist University

P.O. Box 750356

Dallas, TX 75275-0356

Email: dumphrey@smu.edu

FAX: 214.768.1155

<http://temerlin.smu.edu>

Southern Methodist University will not discriminate on the basis of race, color, religion, national origin, sex, disability or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation.

Call for Papers

Journal of Electronic Commerce Research **Special Issue on Mobile Commerce** Shintaro Okazaki, Special Issue Editor

Journal of Electronic Commerce Research (JECR) is pleased to announce a call for papers for a special edition of the journal focusing on mobile commerce issues.

Purpose of the Special Issue:

The convergence of the Internet and wireless technology in the late 1990s has produced a revolutionary telecommunication service: mobile Internet. Global mobile operators are now accelerating technological transition from 2G to 3G, while by June 2004 active users of wireless data applications exceeded 115 million worldwide. This figure will reach 1.72 billion by 2007, with aggregate subscriber revenue of \$584 billion. Such spectacular growth will change not only how we live, but also how firms do business.

There are many questions to be answered concerning managerial, psychological and socio-cultural aspects in this emerging area. Topics that are of interest to this special issue include can be found in the near future at the JCER Web site (see below).

Deadline for Submission: February 1, 2005

Paper acceptance/rejection: April 30, 2005 Revised paper submission: June 30 2005
Final paper submission: July 15, 2005 Publication date: August 2005

Submission Guidelines:

JECR publishes original empirical research, theoretical and methodological articles, evaluative and integrative reviews, field research, business surveys, and application papers of interest to a general readership. A submission based on a paper appearing elsewhere (such as conference proceedings or newsletters) must have major value-added extensions to the earlier version. For conference papers, it should have at least 30% new material. The submitted manuscripts should follow the format as suggested in the **Submission Guideline** found in the journal website: http://www.csulb.edu/journals/jecr/s_g.htm.

Authors may submit completed manuscripts electronically at any time prior to the February 1st 2005 deadline. Manuscripts and any questions should be directed to:

Shintaro Okazaki, Ph.D.
Autonomous University of Madrid
Department of Finance and Marketing Research
College of Economics and Business Administration
Cantoblanco, 28049 Madrid, Spain

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Join the AAA

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

www.americanacademyofadvertising.org

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

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