

AAA Newsletter

March, 2005

An Official Publication of the American Academy of Advertising

The 2005 Annual Conference of the American Academy of Advertising in Houston, Texas, boasts an outstanding program of competitive papers and special topic sessions. The conference, which will be held from March 31 - April 3, 2005, promises to be a lot of fun, as we can enjoy socializing with other Academy members. The conference will be held at the JW Marriott Hotel at the Galleria, a very nice hotel located in Houston's shopping district. The area is home to many great stores and excellent restaurants. For those of you who have already made plans to attend, I look forward to seeing you at the conference. If you have not, I encourage you to consider attending the meeting. Bob King, the Academy's Conference Director has done a fantastic job planning the conference, which promises to be among the best in the Academy's history.

The festivities kick off on Thursday, March 31st with a special pre-conference titled "Moving Targets: Mobile Advertising Practices Worldwide." The pre-conference, co-chaired by Steve Edwards from Michigan State University and Shintaro Okazaki of the Autonomous University of Madrid brings together leading experts from industry and academy to explore the rapid development of m-commerce and how it has influenced our field. An especially appealing aspect of the pre-conference is that the presenters will come from around the world, including individuals from Europe and Asia as well as North America.

I am very enthused about the conference program. Thanks to you, the Academy membership, the program is among the strongest I can remember seeing. To those of you who submitted and/or reviewed papers for this year's conference, I want to thank you for your contribution to the success of the conference. Because of the high volume of submissions to this year's conference, we needed a lot of help reviewing papers and those of you who reviewed papers really came through.

The President's Column: A New Year for the AAAs

Dr. Ray Taylor, Villanova University

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The regular portion of the conference kicks off with an opening reception on Thursday evening, March 31. As the Academy's membership is a friendly and pleasant group this will be an enjoyable event. For those who are new to AAA and/or the Conference, please plan on attending the First Timers' Breakfast, sponsored by the Portfolio Center. The breakfast has become a pleasant and popular event, at which members of the Academy's Executive Committee get to welcome and learn about our new members. The Friday night social is being sponsored by the University of Florida's Department of Advertising and College of Journalism in honor of Joe Pisani, who is retiring soon. So many of us have had the privilege to get to know Joe, a recent Academy President and simply one of the classiest guys you could ever know, that this will be a very appropriate tribute.

We are very fortunate to have our breaks for this year's conference sponsored by Racom Communications, The Portfolio Center, and M.E. Sharpe, Inc. When you see representatives of these organizations at the meeting, please thank them for their support, as it very much helps to make the conference possible. Similarly, please make a point of taking a look at our Exhibitors' tables and thanking them for their efforts. This year, the Chicago Portfolio School is sponsoring a special exhibit --- I won't steal its thunder here, but I think you will enjoy it. Bob King has organized a truly outstanding event for Saturday evening. It includes a Tour of Space Center, Houston, The Official Visitors Center of NASA's Johnson Space Center. This will be followed by a buffet dinner at Kemah on the Boardwalk. A reception will be sponsored by Villanova University's Center for Marketing and Public Policy Research.

As this is the first newsletter of the year, I would like to outline some goals I have for the Academy this year. Last year, Joe Phelps spoke of the need to stabilize the financial position of the Academy, increase membership, and have a great conference. While the latter of these goals was fully accomplished, the other two still warrant the attention. Some good news is that, thanks to the efforts of Joe Phelps, Executive Committee, and the membership, AAA's financial position appears to be improving. Our Treasurer, Les Carlson will report on this at the annual business meeting. Membership numbers increased somewhat last year, but there is still clearly room to grow. The chair of the membership committee, Wendy Macais, has many ideas about how to do this and I will be working closely with her. Please promote the benefits of the Academy to interested colleagues --- we have a great deal to offer!

The President's Column (continued)

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As for new initiatives, I would like to see the Academy more active in international activities. We will be talking to the International Advertising Association about forging a stronger relationship. The IAA, CEO, Frank Cuttitta and director of Educational Programs, John Holmes, will be in Houston. Working with Jorge Villegas, chair of the international education committee, we will also work on ideas for better promotion of the Academy internationally, and for getting more international scholars to attend our annual meeting. Of course, our semi-annual conference, being held in Hong Kong this year under the direction of Kara Chan and Hong Cheng is a bright spot in this regard. However, we can do more.

Other individuals whose efforts I want to acknowledge include are Margaret Morrison, chair of the research committee, Bruce Bendinger, chair of the industry relations committee, Bonnie Reece, chair of the finance committee, Jef Richards, chair of the Publications Committee, and Mary Ann Stutts, chair of the Awards committee. The work of Russ Laczniak, editor of the Journal of Advertising, who is doing an excellent job to ensure that the Journal is of the highest quality must be acknowledged. The efforts of Joe Bob Hester, our webmaster, and Keith Johnson, who puts together the AAA directory each year (for 14 years running now!) are also greatly appreciated. As those of you who attend the conference know, Conference Director Bob King has spoiled by consistently putting on a fantastic meeting that is the best value I know if in academic. As you know, the Academy is a volunteer organization. It is a pleasure to work with such talented and motivated individuals.

I would be remiss if I did not express gratitude to Dennis Martin who recently stepped down as Executive Secretary. Executive secretary is a very time consuming and often thankless job, so please express your appreciation to Dennis when you see him in Houston. Fortunately for the Academy, Don Jugenheimer, a past-president of the Academy, has agreed to serve as the new Executive Secretary and has overseen a smooth transition.

Finally, I'd like to express our collective appreciation to Kim Sheehan who is stepping down as newsletter editor after three years of doing a fantastic job for the Academy. Kim has truly done a tremendous job of putting together an informative, attractive, and entertaining newsletter. While the newsletter will continue and I know Kim will remain active in the Academy, she will nevertheless be missed in this role. Thanks Kim!!!!

The President's Column (conclusion)

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The Value of our Own Brand

This year the membership committee has spent a fair amount of time considering ways to a) increase our membership, and b) increase the loyalty and commitment of current members. The years since 9/11 have been tough on many professional organizations, ours included. In addition, the trend at many colleges and universities has been to de-emphasize conference travel and paper presentations. Has the time of the professional conference passed? The leadership of AAA doesn't believe so, and we are asking for your help as we seek to renew growth in the Academy's membership numbers and conference attendees.

A good place to start is by reflecting on the value of AAA for educators, professionals, and students interested in advertising education and scholarship. It's easy to forget, perhaps most especially for long-time members, the important benefits the Academy brings to us all. AAA is the premier academic organization for advertising. Period. No other organization can match our focus on the nexus of advertising and higher education. Our members receive the premier journal of our field, the *Journal of Advertising*. Each year we honor academics and professionals in advertising for their contributions to teaching, scholarship, and the profession. And each year we sponsor the only annual convention dedicated completely to advertising teaching and scholarship. Unique selling propositions? We've got them.

And about that conference. Every year the American Academy of Advertising consistently delivers one of the best-run and professionally satisfying academic conferences in the country. Not too small, not too big. The sessions are great, the papers are of the highest quality, and the panels deal with the crucial issues in our field. But the conference is much more than that. It's the "New Members" breakfast that welcomes junior faculty and new professionals into the discipline. It's the encouragement and support that graduate students receive as both conference submitters and attendees. It's the pre-conference day that focuses on international advertising. It's the biennial Asia conference that helps bring together Western and Asian scholars. It's the annual awards that recognize our best, brightest, and most dedicated.

Our members can probably do research without testing their latest studies before the most sophisticated advertising audience in the world. Our students can probably develop the research and presentation skills they will need in the academic marketplace somewhere else. We could probably get by emailing one another throughout the year without having one special time of year to renew relationships personally. We could all probably continue to teach without ever having the opportunity to meet the greatest advertising educators in the world. But could we do any of these things as well? And why would we want to?

The Value of Our Brand

Debbie Triese- Chair, Membership Committee

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Heading to Houston for the AAA Conference?

Here are some facts you may not know!

Houston is the fourth most populous city in the nation (trailing only New York, Los Angeles and Chicago), and is the largest in the southern U.S. and Texas.

Bring your appetite: Houstonians eat out more than residents of any other city. While here you can choose to indulge in one of the more than 11,000 restaurants ranging from award-winning and upscale to memorable deli shops.

Bring your dictionary: more than 90 languages are spoken throughout the Houston area.

Houston has professional teams representing every major sport.

Cowboy up: Houston is home to the Houston Livestock Show and Rodeo. The largest rodeo in the world, it attracts more than 1.8 million visitors each year.

We should feel right at home: Houston has a young population; 37 percent of Houstonians are 24 years old or younger and 34 percent are between the ages of 25 and 44.

Houston has the second lowest cost of living among major American cities

Houston got its start in 1836, when brothers Augustus and John Allen set up a trading post on the Buffalo Bayou, a river that now meanders through the heart of the city. The Allens named their new holding Houston in honor of General Sam Houston.

This vibrant city is also one of many “firsts.” Historically speaking, “Houston” was the first word Astronaut Neil Armstrong spoke when he landed on the moon; it’s also home to the first major freeway in Texas, as well as to America’s first public television station.



Hello Houston!

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I have had three moments of panic while editing the AAA Newsletter. First panic: how the heck does Pagemaker work? Second panic: will anyone send me stuff for the newsletter? Third panic: what should the guest column talk about?

As I complete my third newsletter, I have to laugh while I think back to these panics. Editing the AAA Newsletter is a terrific job: one that involves creativity, contemplation, and making connections. Given the nature of most of our day to day lives, it is a terrific opportunity to step out of the daily craziness and spend a few hours putting the Newsletter together.

A few highlights: I learned a new computer program, and overcame my fear of desktop publishing. My inbox becomes a festival of information several times a year as AAA members send me news and information that makes up this newsletter. And finally, I have had the tremendous opportunity to work with many AAA members in the course of developing and editing columns for this publication.

As Editor, I've worked with four current-and-past Presidents, each with his or her own style and timetable. Their columns were varied and entertaining and delightful, and luckily for me required almost no editing and virtually no spell checking. While I've only worked one time with our new President, Ray Taylor, I think we'll have some great columns to read in future issues.

The AAA membership has been terrific at responding to my requests to write columns. Thinking back, no one has ever said 'no', although some people have said 'yes but not now'. One terrific thing about being the Editor is the opportunity to ask people to write about both what they are interested in and what I am interested in. The newsletter then is a reflection of the Editor. That is why it is important to change Editors every so often: to bring new perspectives and energy into this publication.

I took over the newsletter at a great time: I didn't have to worry about printing, folding, and mailing. With the click of a button, the newsletter becomes a PDF file made available to you via the Internet. This allows the time that the Editor devotes to the newsletter to focus primarily on the content of the publication. I did take a stab at a re-design of the newsletter, mostly to make it easier to read in its electronic format (I hate having to search through multiple pages to find the continuation of a column). Certainly, someone with an eye for design can do a lot more with the power that Adobe InDesign gives you. I am pleased, though, that the newsletter seems fairly easy to read either on a screen or in printed form.

If you're looking to get more involved in the AAA, or if you want to have an outlet for your creative muscles, I encourage you to review the call for the Newsletter Editor and consider applying. Feel free to contact me if you want more information about this electronic adventure: ksheehan@ballmer.uoregon.edu. And thanks to everyone for reading the newsletter over the past three years.

Guest Column: Kim Sheehan

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Editor, AAA Newsletter

The term of the present Editor of the AAA Newsletter will expire in April 2005, and the Publications Committee of the American Academy of Advertising has undertaken the search for a new editor. The new editor should start with the publication of the June 2005 issue of the newsletter.

The Editor's duties include: Administering and overseeing the publication of the newsletter; Soliciting articles; Preparing the newsletter for electronic publication; and Annually reporting on the publication process and costs to the Publications Committee. The AAA will cover normal production costs, if any, so that the only support necessary from an applicant's university should be costs associated with the editor's communication to contributors (e.g., phone/mail/email/fax). Applications for AAA Newsletter Editor must be received by March 15, 2005. All applicants must submit:

- 1) A current curriculum vita or resume,
- 2) A letter of support from the applicant's institution,
- 3) At least one letter of nomination/reference,
- 4) A brief statement explaining the applicant's interest in this position.

Submit all application materials to:

Dr. Jef I. Richards, Chair, AAA Publications Committee,
Advertising Department,
1 University Station A1200,
The University of Texas,
Austin, TX 78712
PH: (512) 471-8118
Fax: (512) 471-8100
jef@mail.utexas.edu

Opportunities

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CHAIRPERSON: Department of Advertising, Public Relations, and Retailing
College of Communication Arts & Sciences Michigan State University

Michigan State University invites applications and nominations for the position of Chairperson of the Department of Advertising, Public Relations, and Retailing. The department is entering a new and exciting era as a result of the merger of the Department of Advertising and the Merchandising Management program. This merger will form a dynamic unit with strong traditions in communication and business-related scholarship, research and strategic thinking. The department emphasizes a commitment to excellence and a global perspective in teaching, research and outreach activities while realizing the importance of innovation and new technology.

Applicants should bring an entrepreneurial spirit to an environment rich in innovative and interdisciplinary approaches to teaching, research, creative activity, publishing and professional participation. Candidates should demonstrate the personal qualities necessary to lead and manage a complex department: the ability to represent the department's interests effectively within the university and in the larger community; the ability to handle administrative detail; experience in development and fundraising; the interpersonal skills and sensitivity necessary to maintain open communication with faculty, staff, students, and foster closer relationships with alumni and professional constituencies; the ability to communicate departmental concerns and issues to College and University administrators accurately and effectively; and a commitment to an open and inclusive environment for diverse groups.

Candidates for this twelve-month appointment should be qualified to be a tenured faculty member in the Department of Advertising, Public Relations, and Retailing. Salary is competitive, and based on experience and professional and academic credentials. Starting date for the position is flexible depending on availability of candidate to start on August 15, 2005 or January 1, 2006. Letters of application or nomination should be sent to Bruce Vanden Bergh, Chair, Search Committee, Department of Advertising, Public Relations, and Retailing, 309 Communication Arts & Sciences Building, Michigan State University, East Lansing, MI 48824-1212.

The search committee will begin its evaluation of applicants by February 28, 2005. All candidates, both applicants and nominees, must submit a statement highlighting their experience and qualifications pertinent to the position, a curriculum vitae, and names of three references. These materials should be received by February 28, 2005. Additional information about the position and department can be found at <http://cas.msu.edu/>.

MSU is an equal opportunity/affirmative action institution. Female and minority applicants are especially encouraged to apply. Handicappers have the right to request and receive reasonable accommodation.

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University of Nebraska-Lincoln

College of Journalism and Mass Communications

Opening for Advertising Faculty Position

The College of Journalism and Mass Communications invites applications for a tenure-track assistant or associate professor, lecturer, to teach multi-media production techniques in the advertising sequence.

The faculty members will teach beginning and advanced courses, assist with the campaigns classes, advise students, actively pursue scholarship in advertising production as well as work with media throughout the nation. Successful candidates must have considerable professional experience in advertising and/or strategic communication production. A master's degree is preferred. Teaching experience preferred but not required. Women and minorities are encouraged to apply.

The review of applications begins March 1 and will continue until the position is filled. Send letter of application, curriculum vita, representative publications, teaching evaluations and three letters of recommendation to Frauke Hachtmann, Chair of the Search Committee, Advertising sequence, 147 Andersen Hall, College of Journalism and Mass Communications, University of Nebraska-Lincoln, Lincoln, NE 68588-0449. Phone: 402-472-9848; E-mail: fhachtmann1@un.edu.

The University of Nebraska is committed to a pluralistic campus community through affirmative action and equal opportunity and is responsive to the needs of dual career couples. We assure reasonable accommodations under the Americans with Disabilities act; contact Frauke Hachtmann at (402) 472-9848) for assistance.



—Want to join the AAAs? Visit the "To Join" section of the AAA Website!



Have a great idea for a pre-conference session for the 2006 Conference in Reno? If so, visit the AAA Website for all the information on how to submit a proposal for the Conference!



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This year, would you consider making a personal commitment to encourage one individual who is not currently a member to join AAA? Who are we looking for? Someone like you. Someone who values advertising scholarship and pedagogy. Someone looking for other educators with a focus on the advertising discipline and whose professional and ethical standards are of the highest caliber.

Maybe that person is a graduate student. Maybe it is a colleague in another department, or even another university. Wherever it is, this is the kind of person whose contributions would make AAA better, stronger, more diverse, and more exciting.

What can you do? Talk to your colleagues about AAA. Tell them about the benefits of membership (for a refresher course see "The value of our brand" in this issue of the newsletter). Tell them about our journal, our conference, our people. Tell them you think they could make a difference by joining. Cross-post conference and membership announcements on listserves and boards. Talk to people at the other conferences you attend. Let your grad students know how important it is to meet potential future employers.

Full information on joining the AAA is available in the 'membership' section of this website.