

# Ad News

*David Fowler heads up a Toronto panel at the 2004 AEJMC Toronto Convention...*

## CREATIVE ETHICS: Ogilvy's rules for breaking the rules

By David Fowler, Executive Creative Director Ogilvy & Mather/New York



*In the '50s and '60s*, an era of flim-flammy, cigarette jingles and snake oil pitches unfettered by the government, David Ogilvy built one of the world's great advertising agencies. He positioned his agency as one based on good practices, common sense, and fair dealing: first class business in a first class way.

Unwittingly perhaps, he also laid out a code of "creative ethics."

At a panel in Toronto I'll be joined by Nancy Vonk and Janet Kestin, Co-Creative Directors of Ogilvy, Toronto, for the first-ever exploration of the value of creative ethics. We'll have a vigorous discussion of the Five Commandments for being happy and more creative in the super-competitive fishbowl of an advertising

agency creative department.

Extracted from the teachings of David Ogilvy, you're invited to discuss, disagree, roll your eyes and rail at the very thought that young people today might profit from following the high road. Find out from David Ogilvy's devotees how doing less can help you succeed, why truth and beauty matter, and how to find your own true self while making ads AND money!

Super Bowl spots as well as other commercials and ads you may not have seen will be used to generate discussion for this panel. It will cover the gamut from ethics such as stealing ideas to that good old-fashioned work ethic. It's the kind of industry wisdom your students will never forget. And you're invited to join in the dialogue.



**David Fowler, author of *The Creative Companion***, is the Executive Creative Director at Ogilvy & Mather, New York. His panel on Creative Ethics will be at 8:15 a.m. to 9:45 a.m. Friday, August 6. This not-to-be-missed panel will give you something to think about — and something to take back to your students.

## SIZZLING SUMMER NEWS

Watch our Ad Division listserv this summer for updates on our Toronto conference. We'll send you a handy page with all the Ad Division sessions and events. Just print out the pdf file and bring the flier with you for quick reference.

Not yet on the listserv? To subscribe just send an e-mail to [listserv@ohio.edu](mailto:listserv@ohio.edu) with the following message:

subscribe AdNews-AEJMC  
end

You should get an e-mail back letting you know that you've subscribed.

## WEBSITE NEWS BITES

By Sheri Broyles, Chair, Ad Division

*A big thank you to Tom Weir at Oklahoma State for his years as webmaster for the Ad Division website. Before Tom the Ad Division had an inactive site that was out of date. When Tom took over he taught himself the software and spent hours getting all the info to create a new site from scratch on the OK State server. Twice. When almost finished he inadvertently erased all the files and had to build the whole site again. Now that's dedication.*

Tom has kept our site current for years, but he has to say goodbye as our webmaster. He recently took over as director of the School of Journalism and Broadcasting at Oklahoma State, and additional responsibilities have sapped his time. Congrats, Tom, for your promotion. And thanks for all the hours and dedication you've given to the Ad Division.

Now, say hello to our new webmaster, Joe Bob Hester at North Carolina. Joe Bob has agreed to take on the web duties and has already stepped up and made a few postings. As a creative artsy guy, you may see some changes as Joe Bob puts his fingerprints all over our website.

We appreciate the willingness of our division members such as Tom and Joe Bob to give their time and talents to make our Ad Division one of the strongest in AEJMC. If you want to check out our Ad Division website and bookmark it, here's the URL:

<http://www.aejmc.net/advertising/>

# Preconvention Teaching Workshop

Tom Bowers, North Carolina

*The Advertising Division's eighth annual preconvention teaching workshop will feature sessions on the campaigns course, technology, and small-group discussions on a wide range of issues. It will conclude with a special presentation on "Surviving and Thriving in Academia" by Mary Alice Shaver (Central Florida), the reigning AEJMC president. Her session will honor the memory of Kim Rotzoll (Illinois), who did a similar presentation at previous workshops and at the Freedom Forum Seminar for Advertising Teachers that used to be held at the University of North Carolina.*

The program will start with coffee and light breakfast refreshments from 7:45 to 8:15. The morning's first session will be "New Approaches to the Campaigns Course" and will feature Jay Newell (Iowa State), Sandy Utt (Memphis) and Jan Slater (Ohio).

The second morning session will be devoted to "Technology Across the Curriculum." Sue Alessandri (Syracuse) will talk about using course management tools like Blackboard. Karie Hollerbach (Southeast Missouri) will discuss her experiences teaching online courses. Tom Bowers (North Carolina) will lead a discussion about effective uses of PowerPoint.

Participants will have lunch on their own and will reassemble for a session with several discussion tables devoted to specific topics. Nancy Mitchell (Nebraska) will moderate the table on classroom management, John Sutherland (Florida) on evaluation and grading, Jason Chambers (Illinois) on strategies for designing new courses, Sheri Broyles (North Texas) on assessment plans for advertising curricula, and Kendra Gale (Colorado) on managing student teams. Mary Alice Shaver's session will wrap up the workshop.

The workshop is scheduled to end by 5 p.m. The cost is \$35, payable in advance with the AEJMC convention registration fee. Attendance will be limited to prepaid registrants.

## I remember my first AEJMC...By Sheri Broyles, North Texas

It was in Baltimore, and I'd only been to one other conference ever in my academic life. I was nervous. No, I was scared. I didn't know anyone or how things worked or what to do. I came in the night before the pre-conference teaching workshop. After checking into the hotel I walked across the street to the harbor shops to look for something to eat. Walking through I heard someone say, "Sheri. Sheri Broyles." Geez, I didn't think anyone knew me. But there at one of the food court tables sat Michael Maynard who had met me at that one other conference. And he remembered my name. He said, "Come sit and eat with me."

Michael Maynard will always be my hero. I clung to him for the rest of the conference. (Good thing he was interested in the same sessions I wanted to see.) He also took me to my first Members' Meeting (aka Business Meeting back then). And he asked me to help him on the Membership Committee. That's how I got involved in AEJMC. Because somebody asked.

From there it just evolved, from one year to the next. Now I go to conferences and it's like a reunion where I get to see all the great folks and those special pals I've met over the years. I remember Baltimore though, watching others greet each other by name and a big smile or a warm embrace. I didn't think I would ever fit in like that. But then I didn't know how friendly and wonderful the AEJMC crowd was. How open they were with advice to a new faculty member. (Thanks Jan Slater and Carla Lloyd for getting me through that Media class with your words of wisdom and great handouts you shared.)

So this year at Toronto, look for new faces. Introduce them to other folks. Call them by name the next time you see them. (Gotta love those name tags...) Invite them to come with you to the Members' Meeting. And, of course, the Social after. And, if you're new, don't be afraid to find someone to cling to. Cling this year, and evolve into a strong Ad Division member — and maybe even a leader — in the years that follow. It's the new faces that are the future of our Advertising Division.

## AEJMC CONFERENCE ADVERTISING SCHEDULE

### TUESDAY – August 3

8:00 am – 5:00 pm – PreConference  
Teaching Workshop

### WEDNESDAY – August 4

8:15 – 9:45 – Research Paper Session  
10:00 – 11:30 – “Overmarketing” Panel  
11:45 – 1:15 – Research Paper Session  
1:30 – 3:00 – “Job Market” Panel  
3:15 – 4:45 – Research Paper Session  
5:00 – 6:60 – Research Paper Session

### THURSDAY – AUGUST 5

7:00 – 8:00 – Executive Meeting  
8:15 – 9:45 – Advertising Poster Session  
3:15 – 4:45 – “Sex in Advertising” Panel  
5:00 – 6:30 – Research Paper Session  
6:45 – 8:15 – Ad Members’ Meeting  
8:30 – 10:00 – Advertising Social

### FRIDAY – AUGUST 6

7:00 – 8:00 – Executive Meeting  
8:15 – 9:45 – “Creative Ethics” Panel  
11:45 – 1:15 – Scholar-To-Scholar  
Poster Session  
3:15 – 4:45 – Off-Site Visit

### SATURDAY – AUGUST 7

7:00 – 8:00 – Executive Meetings  
8:15 – 9:45 – Research Paper Session  
10:00 – 11:30 – “Multicultural” Panel

## ADVERTISING PANELS

Wednesday - August 4th – 10:00 – 11:30 am

*“Overmarketing: Overwhelming Consumers and Undermining the Future.”* This panel will examine and question the increasingly sophisticated and intrusive techniques marketers are using to reach their intended audiences as content becomes more viewer controlled.

Wednesday - August 4th – 1:30 – 3:00 pm

*“It’s a Jungle Out There: Strategies for Preparing Students to Find Jobs in a Tight Labor Market.”* This panel will discuss career service strategies used in journalism and mass comm programs. We’ll try to establish the “best practices” of career services and the strategies being used in tight labor market.

Thursday - August 5th – 3:15 – 4:45 pm

*“Sex in Advertising.”* We seem to “know it when we see it,” but today sex in advertising is more than the scantily clad model or romantic couple. This panel will update and advance the advertising research with theoretical discussions of both representation- and effects-based research.

Friday - August 6th – 8:15 – 9:45 am

*“Creative Ethics: Five Rules for Breaking the Rules.”* By understanding the rights and wrongs of creating advertising we can help students make better ads, get better jobs, enjoy more respect, and have a long, satisfying career.

Saturday – August 7th – 10:00 – 11:30 am

*“Communicating with Multicultural and Global Audiences without Creating Stereotypes.”* While most scholarship in our field focuses on either multicultural or international audiences, this panel will discuss how global messages should really be seen as an extension of multicultural messages, which includes racial and religious diversity. The panel will address how practitioners could move from targeting a multicultural audience in the United States to communicating effectively with other cultures abroad.

# Let’s start the clean up of advertising’s poor image

By Rick Looser, President and COO at Cirlot Agency in Jackson, Miss.

*“Lying and cheating in advertising in the long run, are commercial suicide. Dishonesty in advertising destroys not only the confidence in advertising, but also in the medium which carries the dishonest advertisement.... No one can be ill in a community without endangering others; no advertiser can be dishonest without casting suspicion upon others.”*

– Daniel Starch  
*Principles in Advertising, 1923*

Several polls that rate individual professions and industries for trustworthiness have found our industry sorely lacking credibility and honesty. *Reader’s Digest*, CNN/*USA Today*/Gallup and Ipsos Reid all have similar findings: The medical industry, educators, pharmaceutical industry, and law enforcement all rank near the top of these polls as the most trusted industries. The chemical industry, oil industry, advertising industry and the tobacco industry all rank at the bottom.

The debate on how the advertising industry arrived at this place could rage for days. A more constructive discussion focuses on how individuals within the

advertising industry take personal responsibility for changing our image. Here are some suggestions:

- Don’t go along to get along. It hurts the agency, the client and you.
- Don’t work on any account that you don’t believe in. A passionate advocate is what the client deserves.
- Don’t work for an agency or a client that requires you to leave your personal ethics and morals at home. No job is worth your soul.

We should all realize that, as individuals, we can’t be responsible for the reputation of the entire ad industry. But at the same time, and perhaps more importantly, don’t let the industry’s reputation become yours.

Clients for the Cirlot Agency, one of the southeast’s most successful agencies, include Sanderson Farms, Ratheon and Cingular Wireless. Mr. Looser serves on the National Advertising Advisory Board of Directors for *Congressional Quarterly* magazine in Washington, D.C.

---

## FROM PROS TO VOLUNTEERS: A LITTLE SOMETHING FOR EVERYONE IN THE AD DIVISION

By Sheri Broyles, Head, Ad Division

*This year I had a bit of an agenda, and that was to get professionals more involved with our Ad Division. You've seen that in two ways*

First, we've made a concerted effort to include a professional in each issue of *AdNews*. Three different pros wrote guest editorials. In the first two issues Brad Karsh, president of JobBound, and Vinny Minchillo, a creative director at a Dallas agency, wrote on the question "What do you, the professional, think are some of the important core skills and competencies advertising students should have today and why." In this issue, you'll hear Rick Looser's take on how to clean up advertising's poor image (see p. 3). I hope you found some useful tips to help you prepare your students — or even just to pass along to your students.

Second, we're working on bringing a professional element to the Toronto conference, something I hope will continue in future conventions. Friday, August 6, is Professional Day for the Ad Division at AEJMC. The day kicks off with David Fowler, executive creative director from Ogilvy & Mather, New York. He will join creatives from O&M Toronto on a panel to share ideas and discuss Creative Ethics. (See p. 1 for that story.) Jan Slater is working to put together an off-site visit to J. Walter Thompson that afternoon. We hope these two sessions will be fun, enlightening, and give you something to take back to your classrooms.

Of course there's a whole lot more going on at the conference this summer.

We have four other panels that range from communicating with different cultures to aggressive marketing techniques to preparing students for jobs to the ever-popular sex in advertising. Add to that six research paper sessions and two poster sessions, and there will be a whole lot to stimulate a variety of interests.

Now...a bit about volunteers. This is an organization of volunteers. It takes lots of hours and dedication by people who are inundated with a bazillion other things to do. Teaching. Advising. Research. Families. And a ton of other obligations as varied as the personalities in our divisions.

What kind of volunteers make this division work? Your Executive Committee made up of the head, vice head, paper chairs, and secretary are the most visible. In Toronto we'll be electing new executive committee members and a new vice head. As vice head this year, Tom Robinson will move up to head for next year. Please think about running for an office. While time consuming, it's also very rewarding. You'll get to meet and work with some wonderfully talented and dedicated individuals who may become pals for life. (Note that if you're elected to the executive committee you'll need to plan to stay Saturday for those morning training sessions.)

Not yet ready to make that big step up to the executive committee? There is so much more needed to make the division run. Some dedicated souls have volunteered year after year.

Stacy James, our *AdNews* editor, has created the best looking, most interesting newsletter of all the AEJMC divisions. (I know, because as head I get a copy of every other division and interest group's mailings, and Stacy makes our Ad Division shine.) Tom Weir, after years as our webmaster, has passed the mouse to Joe Bob Hester this year (see p. 2).

Year after year Tom Bowers has put together a top-notch teaching workshop that has helped both rookie and veteran professors alike. Membership chair Kim Golombisky has used her creative writing talents to induce and seduce new members. Jami Fullerton is planning our Ad Social for after our Members' Meeting in Toronto. Jan Slater was our liaison with JWT for our off-site visit (and she answered thousands of questions last year and cheerfully continued her nurturing this year).

Finally, but perhaps most importantly, are our paper chairs and their reviewers. Some division members have reviewed papers year after year after year. For those new to the division, this is a great way to get involved. But no matter whether you're an Ad Division newbie or an old-timer, we hope you'll get involved and stay involved. You are the Ad Division and what makes ours one of the strongest AEJMC divisions year after year.

Thank you for being the lifeblood of the Ad Division. Thank you to all for your support this year. And thank you for the honor of being the head of such a wonderful organization.