

News

Kansas City, Here We Come (And here we go!)



By Jan Slater, Chair,

Indeed - we are going to Kansas City in July for the 2003 AEJMC Conference. I am excited about what is in store for you at the conference and hope to see you there. But I am also saddened as my year as Division head winds down. There are numerous people who have been involved and who have worked hard to make this one of the best for the Advertising Division. Sheri Broyles did a wonderful job organizing special excellent panel sessions for the conference.

In addition to the panels - there will be six refereed research sessions to showcase the various research interests of our membership and items of interest to the industry. There were 91 papers submitted - so we are bound to have some good research sessions as well as panels. Thank you Sheri for your good work and to all the paper chairs who are managing the research sessions - nice job.

Tom Bowers and Mary Alice Shaver have once again put together a pre-conference teaching workshop that is superb. The workshop will focus on key issues about diversity that are

problems not only in our classroom, but in the industry as well. You will also have the opportunity to gain some tips on helping your students find their creativity from some very talented creatives from Hallmark. Hallmark has one of the largest creative staffs in the country. I think you'll enjoy hearing what they have to tell us. And as always - there will be time to exchange your own tips, ideas and questions. It will be an enjoyable and educational day. Thanks to Tom and Mary Alice for constantly delivering a quality workshop.

"I look forward to seeing you in Kansas City. Thank you for a delightful and rewarding year."

And thanks to Bill Arens for contacting Al Ries, author of the book *The Fall of Advertising, the Rise of PR*, who will be our keynote speaker following the teaching workshop. Mr. Ries will be available to sign books following the dinner (books will also be available to purchase at the dinner) and the Kansas City Advertising Club and the Kansas City Chapter of PRSA will be joining us to hear from Al Ries.

Thanks to Stacy James for keeping us all informed with this newsletter. It is one of the strongest newsletters of any division - and it looks the best I believe. Stacy has done this as long as I've been on the exec committee and I thank her for her patience and tireless efforts to constantly make us look good.

Most of all thanks to the Ad Division members for submitting papers, agreeing to be judges, moderators, discussants, panelists and workshop presenters. It is all of you who make this division so strong. It is who have made me so proud to serve as division head this year. It is you who I am anxious to see in Kansas City.

Don't Miss Our Great Pre- Convention Teaching Workshop

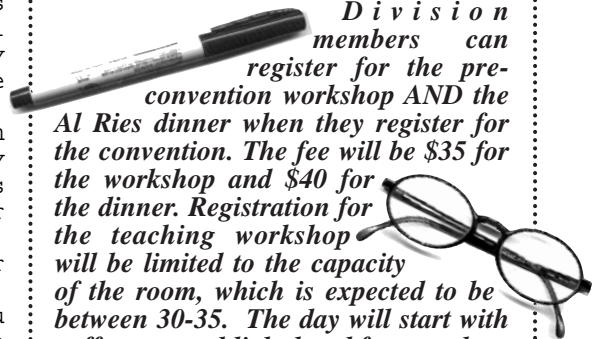
A half-day session on diversity and a special workshop by Hallmark Cards creative personnel are highlights of the seventh pre-convention advertising teaching workshop in Kansas City on Tuesday, July 29.

Connie Frazier, Howard University, will lead off the program on "Diversity in the Advertising Curriculum and Classroom" by telling why diversity is so important. She will be followed by a panel of four advertising educators who will demonstrate "Proven Ideas and Techniques for Diversity." They include Jason Chambers, University of Illinois; Caryl Cooper, University of Alabama; Kim Golombisky, University of South Florida; and Carla Lloyd, Syracuse University.

After lunch on their own, participants will return for a special treat—a "Creative Writing Workshop" led by experts from Hallmark Cards, Inc.

The teaching workshop will conclude with an open forum on teaching issues led by Tom Bowers of the University of North Carolina at Chapel Hill. He will collect questions from participants at the beginning of the day and organize them for discussion in the closing session. Registered participants can also send questions in advance to tbowers@email.unc.edu.

Division members can register for the pre-convention workshop AND the Al Ries dinner when they register for the convention. The fee will be \$35 for the workshop and \$40 for the dinner. Registration for the teaching workshop will be limited to the capacity of the room, which is expected to be between 30-35. The day will start with coffee, tea and light breakfast snacks.





The Fab 5:
PANELS THAT ROCK
 Advertising Division
 2003 AEJMC Convention
 Kansas City, Missouri
 July 30-August 2, 2003

From assessment to curriculum issues to plagiarism, this year you'll find lots of interesting topics on our Advertising panels. Here are the five panels and their panelists sponsored by the Ad Division.

WEDNESDAY, JULY 30, 2003

10:00 to 11:30 a.m. Teaching Panel
"Crash Prevention: Handling the Clash Between Market-Oriented Skills and Ethical Values in the Advertising and Public Relations Curriculum"
 Moderated by Kris Bunton, University of St. Thomas
 Panelists:

- Eric Morgenstern, APR, Fellow PRSA, president and CEO of Morningstar Communications
- Kendra Gale, Colorado
- Gracie Lawson-Borders, Southern Methodist
- Kris Bunton, St. Thomas

Sponsored by Media Ethics and Advertising

1:30 to 3:00 p.m. PF&R Panel
"Never the Twain Shall Meet? Assessing the Role of Critique in Advertising Curricula"

Moderated by Peggy J. Kreshel, Georgia; Panelists:

- Jay Hamilton, Georgia;
- Jason Chambers, Illinois;
- Debra Merskin, Oregon;
- Peggy J. Kreshel, Georgia

Sponsored by Advertising and Cultural & Critical Studies

THURSDAY, JULY 31

11:45 to 1:15 Teaching Panel
"Assessment Strategies: Preparing for the Assessment Requirement of ACEJMC"

Moderated by Beth Barnes, Kentucky, ACEJMC Accrediting Committee Chair; Panelists:

- "Perspectives on assessment," William Christ, Trinity
- "Keeping assessment simple," Bruce Plopper, Arkansas, Little Rock
- "How-to guide to assessment" Steve Horton, Northwestern State
- "Getting good data from assessment," Marilyn Weaver, Ball State

Sponsored by Advertising and Scholastic Journalism

3:15-4:45 Teaching Panel
"Curriculum Revision: Blurring the Lines"
 Moderated by Phyllis Vance Larsen, Nebraska, Lincoln
 Panelists:

- Glen T. Cameron, Missouri;
- John Sutherland, Florida;
- Sharon L. Dunwoody, Wisconsin, Madison;
- Maria E. Len-Rios, Kansas

Sponsored by Public Relations and Advertising

FRIDAY, AUGUST 1

1:30 to 3:00 p.m. Mini-plenary
"Plagiarism: The Deadly Sin of Journalism"

This mini-plenary looks at plagiarism from moral, cultural, and legal perspectives as well as the Internet's impact. It will also touch on plagiarism by both professionals and students as well as its ties into the creative process. A highlight of this session will be the roundtable discussion among panelists and those in the audience.

Moderated by Jacqueline Lambiase, North Texas

Panelists:

- "Re-educating journalism students about plagiarism." Jacqueline Lambiase, North Texas
- "Morals, culture and plagiarism: What's the connection?" Peggy Bowers, Clemson
- "There oughta be a law! And there are." Herb Strentz, Drake
- "Is it really cheating? Academic integrity and the Internet." Andi Stein, California State, Fullerton
- "Blatant or inadvertent: Plagiarism and the creative process." Sheri Broyles, North Texas

Roundtable Discussion

Panelists will make short presentations to allow time for a roundtable discussion of about 40 minutes among panelists and those in the audience. Sponsored by Advertising, Law, Media Ethics and Public Relations.

Friday, August 1, 3:15-5 p.m.

Advertising Division
 Off-site Tour
 Hallmark Cards



Moderating/Presiding:
 Nancy Mitchell, Nebraska

"When you care enough to send the very best..."
 There's a lot more to Hallmark than its legendary line of cards. Hallmark has created one of the best-known brands around. Come with us to an off-site visit to Hallmark to learn more about the company and the development of the Hallmark brand. You'll hear about current trends in consumer marketing/product development and advertising and public affairs/public relations. Those wishing to join us for this event should

Research and poster sessions: Different but

Research session v. Poster session. In past years those in the Advertising Division, or the Promotion and Tenure Committees at many schools have had strong opinions concerning which is better. But this year the distribution will be organized differently to ensure that “better” papers aren’t placed in one session over another. This is how it will work:

All papers for all sessions will be blind reviewed. After papers are accepted, all ratings will be put aside when determining whether a paper will be placed in a research session or a poster session. Placement will be determined by themes or natural groupings that emerge based on the topics of the accepted papers. The placement will be determined by topic rather than a rating system. The top paper—for both faculty and student papers—may be in either a research or a poster session. Those top papers will be identified accordingly in the convention program. Student papers that are accepted will be mixed in with faculty papers, again depending on their theme, rather than being placed in a separate research session.

What does this mean for you? Audience members are more likely to be interested in all the papers at a given session—if someone comes to hear one paper presentation, then they will probably want to hear the other papers presented as well. This should make for more interesting discussion *between* papers. It also means you’ll want to carefully check the poster sessions for papers that will be of interest. If possible, papers with similar topics will also be grouped in one area in the poster sessions. We hope this placement of papers by theme will make all papers equal—and make the research and poster sessions equal. This new concept of theme placement should be passed along to Promotion and Tenure Committees for anyone presenting papers in Kansas City this summer.

“Why I Enjoy Scholar-to-Scholar Sessions.”

By Carol J. Pardun, Vice Chair, Council of Divisions

For the past two years, I have had my research papers placed in the Scholar-to-Scholar session, and rather than feel like I was part of the “dumping ground” for bad research (as I’ve heard some people refer to these sessions), these sessions have given me an opportunity to talk to fellow scholars who are interested in my research. I’ve enjoyed it so much, I hope that if my paper is accepted this year, it too, will be showcased in one of the two Scholar-to-Scholar sessions. Here are just a few reasons why I enjoy these sessions more than the traditional paper presentations:

1. I don’t have to prepare a “talk.” Frankly, I don’t particularly enjoy spending time right at the end of the summer getting a presentation ready for a room full (or even worse, a near-empty room) of people, many of whom are not even interested in my paper, but are too polite to get up and leave after the presenter they really came to hear is done.
2. I get to be in the middle of the buzz. What’s great about the Scholar-to-Scholar sessions is that since there is little competing programming, just about everyone shows up for at least a few minutes.
3. I get to talk to lots of people about my research. Last year, I actually got hoarse flapping my jaw about my project. The funny thing is, my colleagues were really interested and asked questions, gave me ideas, and asked

Ad Division Convention Program Guide, Kansas City,

| DATE / | Tuesday, | Wednesday, | Thursday, | Friday, | Saturday, August |
|-----------|--|--|---|---|-----------------------|
| 7-8 am | | | Ad Div. Exec Mtg | Ad Div. Exec Mtg | |
| 8:15-9:45 | Pre-Conference Teaching Workshop 8:00 am to 4:00 pm <i>For those great teaching moments...don't forget to register!</i> | Adv. Research | Res. Poster Session ADV/CCS/MC&S | Adv. Research | Heads/Chairs Training |
| 10-11:30 | | Panel w/Media Ethics Mkt. Oriented Skills vs. Ethical Values | Plenary | AEJ Business Meeting | Adv. Research |
| 11:45- | | Adv. Research | Panel w/Scholastic Jour Assessment Strategies for AEJMC | | Adv. Research |
| 1:30-3 | | | Scholar to Scholar w/ Advertising Posters | Mini Plenary: Plagiarism Adv w/PR, Law and Media Ethics | |
| 3:15-4:45 | | Panel w/CCS Role of Critique in ADV/PR Curriculum | Panel w/PR Curriculum Revision: Blurring the Lines | Offsite Visit to Hallmark 3:15 - 5pm | |
| 5-6:30 | | Adv. Research | Adv. Research | | |
| 6:45-8:15 | Al Ries Dinner Cocktails - 6:30 Dinner - 7:00 Presentation - 8:30 Book Signing - 9:30 | AEJ Keynote | Members' Meeting | | |
| 8:30-10 | | AEJ Gala at Union Station | Ad Division Social | AEJMC 18th & Vine | |

MAKE YOUR RESERVATIONS N O W FOR KANSAS



By Jason Chambers

Since we're going to be there this summer, I thought it would be beneficial to look at this interesting area of Kansas City.

This historic area of the city was revitalized in 1997 after the influx of several million dollars. The money was well spent, as there are two major museums in the district as well as a performing arts center. Many people are unaware of Kansas City's rich heritage in African American life and culture, but that can be rectified with a visit to this vibrant area of the city.

The Kansas City Jazz Museum is one of the few areas in the United States solely devoted to this nation's "classical music." Greats such as Charlie Parker, Count Basie, and Ella Fitzgerald have their stories recounted in the museum. You also have the opportunity to hear music from these pioneers as part of your museum tour. The museum also features performances by local jazz artists that will help you relax after a long day of presentations.

For those with sports related interests the Negro League Baseball Museum recounts the history of those who played the game when segregation was the order of the day. The nearly 100 year long history of the black and Latin players who performed in the Negro Leagues is told through interactive videos, uniforms, pictures, and other memorabilia.

Finally, the Gem Theater and Performing Arts Center offers a wealth of entertaining programs and exhibits. While the calendar for next year is not yet available, with the warm summer weather there is sure to be something to interest you and your families. As conference time draws closer you should call the center at (816) 474-8463 to obtain tickets for the programs.

