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The Gateway to the Digital World

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THE GATEWAY TO THE DIGITAL WORLD

By Frauke Hachtmann • Head Ad Division 2011-2012

Attending the annual AEJMC conference always signifies the end of the summer and the beginning of a new academic year. Every August, I look forward to learning about cutting-edge research, the latest news from the industry, innovative teaching ideas, and of course connecting with friends and colleagues. As programming chair last year, I had the privilege to represent one of the most vibrant AEJMC interest groups and to look behind the scenes of what it takes to organize and stage a conference with 2,192 delegates, 355 sessions, and a record of 896 papers. The ad division contributed 113 papers with an acceptance rate of 48.7 percent, which were presented in four research panel presentations, two poster sessions, and one high-density research session. In addition, we had five co-sponsored panel discussions and, of course, our highly popular full-day pre-conference teaching workshop.

This year's teaching workshop theme was "Strategic Solutions at the Intersection of Content and Channel" and I want to thank **Peggy Kreshel, Karie Hollerbach** and **Sheri Broyles** for organizing another excellent workshop. Congratulations also to **Peggy Kreshel**, who received the Advertising Division Outstanding Service Award. Peggy has done so much for the advertising division over the years that it would be difficult to list all of her accomplishments here. However, I want to thank her for her leadership in chairing the committee that created the division's very own Distinguished Teaching Award, which had been a goal of our division for many years and Peggy made it happen. Please read the stories in

this newsletter written by current and former members of the executive committee for more information about the different sessions at the conference.

In addition to increasing the number of accepted papers by five percent, AEJMC made another significant leap – a leap into the digital world. A few weeks before the conference started, attendees could download a mobile app that contained the entire conference program. Users could create individualized schedules and to-do lists, access exhibitor information, tweet conference news, and refer to maps of the hotel – all from their phones or tablet devices. When our agency tour had to quickly be moved from Friday to Thursday in the last minute, we could easily update the change and communicate it quickly via the app. It was exciting to see how many delegates stopped carrying the bulky printed version of the program and used their phones instead to navigate the various sessions every day. Overall, AEJMC reported 1,600 conference app downloads.

Going mobile is one of the primary goals of the advertising division this year. After speaking with many of our members and professionals at the conference, it is clear that our field is going through a massive digital revolution and we are doing everything we can to prepare our students to succeed in this increasingly interconnected world. For many of us, the digital world is fascinating but also daunting at the same time. It is my hope that our division can provide some guidance in terms of research and teaching on this journey into the digital world. I believe that as one of the leading AEJMC divisions, we ought

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to develop a digital strategy for the ad division. Last year, **Bobbikay Lewis** started a blog for our division (<http://addivision.wordpress.com>), which was a great first step that we can build on. AdNews is archived on the blog, and we also posted the division bylaws that were approved at the members' meeting in St. Louis. We could also use the blog to share syllabi, case studies, and other information and turn it into a valuable resource for our members. Just in time for the conference we started a Facebook page (<http://www.facebook.com/addivision>), where you can connect with other division members, view conference photos, and share news. Please "like" us next time you're on Facebook. I think we are off to a good start but there is a lot more that we can do. If you are interested in serving on the ad hoc committee, please let me know at your earliest convenience.

Another important goal this year will be to implement the Distinguished Teaching Award that was developed last year under Bobbikay's leadership. A big shout-out to **Peggy Kreshel**, **Heidi Hennink-Kaminski**, **Keith Quesenberry**, and **Hal Vincent** for developing the criteria, policies, and procedures of the award. We recently appointed the first teaching award committee that will oversee the competition and determine our first award winner. Thank you to **Joel Geske** (chair), **George Anghelcev**, **Alice Kendrick**, **Peggy Kreshel**, and **Carson Wagner**.

It has been a pleasure working with the outgoing executive committee without whom the conference program would not have come together. First of all, **Bobbikay Lewis**, our outgoing head, who has accomplished so many goals for the advertising division, especially the creation of our very own distinguished teaching award and a revision of the bylaws. It was a blast working with you and developing the conference program. And I will never forget the virtual passing of the "AdvilGavel" at the members' meeting.



A big thank-you also to our session chairs **Court Bosworth**, **Jay Newell**, **Karen Mallia**, **Craig Davis**, and **Troy Elias**. We would not have had such successful research sessions without you. **Scott Hamula**, who was obviously born to organize agency visits, socials, and other fun events. I already know that we will have even more fun in Chicago than we did in St. Louis (is that possible?). **Stacy James** for designing and producing AdNews after AdNews after AdNews... always visually stunning and exciting to read. All the moderators, discussants, panelists, and reviewers for volunteering their valuable time to the ad division. Finally, thank you to all the members for submitting papers, attending sessions, and making our division

what it is. You make it all worthwhile. This year, I can't wait to continue the good momentum of the advertising division. I am excited to work with **Jay Newell** (vice head/programming chair), **Troy Elias** (research chair), **Heidi Hennink-Kaminski** (student paper chair), **Court Bosworth** (teaching chair), **Karen Mallia** (PF&R chair), **Sela Sar** (special topics chair) and **Scott Hamula** (secretary and events coordinator) on the conference program for AEJMC's 100th Anniversary in Chicago (Aug. 9-12, 2012).



Frankie



Top left: AdDivision Outgoing Executive Committee back row, left to right: Jay Newell, Troy Elias, Craig Davis, Courtney Bosworth, Scott Hamula; front row, left to right: Frauke Hachtmann, Bobbikay Lewis; **Top right:** Craig Davis introducing the "Account Management" panelists; **Middle:** left to right: Bruce Bendinger, Bobbikay Lewis, Craig Davis, Frauke Hachtmann, Scott Hamula; **Bottom left:** Amy Faulkner is the fiercest bowler of the ad division; **Bottom:** On the rooftop at Rodgers Townsend

NO TURKEYS, JUST HAPPY AD DIVISION MEMBERS AT FLAMINGO BOWL BY SCOTT HAMULA

On Thursday evening of the big week in St. Louis, we walked down Washington Street to mix it up at our division social at Flamingo Bowl. One group broke off for a bit to test their skills on the lanes (who got more strikes, Amy or Teri?). For the rest of us, some beer, cocktails, and good conversation was a winning combination (and, thanks, Bruce, for those delicious pizzas!). Check out the "wall photos" album on our Ad Division (AEJMC) facebook page for great photos from our evening. Thinking ahead, with our triumphant return to Chicago next year, and, depending on the hotel, we may consider going back to the Billy Goat for our social, but only if Bruce promises to again bring his electronic piano and serenade us with his mellifluous voice and bluesy jazz keys.

