

HOW-TO GUIDE FOR CLUBS

ADVERTISING EDUCATION



AAF AMERICAN ADVERTISING FEDERATION

In order to fulfill an AAF priority objective of advancing and improving advertising education and, consequently, positively affecting the future of our industry, AAF clubs and federations should provide students, professionals and the public with a broader awareness of the economic and social value of advertising as well as a respect for high industry standards.

Educational projects are vital to the health of local advertising clubs. Highly motivational in nature, these projects will increase membership participation and enthusiasm. The opportunity for a broad and positive impact on industry growth and progress is one of many benefits that advertising education provides.

This guide has been developed to assist education committee members in planning and conducting projects. Regardless of the level of current club activity in advertising education, this guide provides important information on specific programs and offers creative approaches to making standard club projects educational in nature.

Table of Contents

ADVERTISING EDUCATION DEFINED

Putting It All Together	4
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ADVERTISING EDUCATION FOR...

Students	4
The Public	4
The Profession	4

GETTING STARTED

Committee Formation	5
Club Education Liaison	5
Financing	5
Public Relations	5

EDUCATIONAL OPPORTUNITIES IN ALL CLUB ACTIVITY

American Advertising Awards	6
General Meetings	6
Government Relations	7

ADVERTISING EDUCATION PROGRAMS

National Student Advertising Competition (NSAC)	7
Student Internships	7
Student Scholarships	8
Student Sponsorships	8
Cooperative Education	8
Shadow Programs	8
Career Days	9
Fundamentals of Advertising Course	9
Advertising Institute	9

TEACHING THE TEACHERS

Visiting Professors Program (VPP)	10
Speakers Bureau	10
Shirtsleeve Seminars	11
“Pony Express” Seminars	11
Advertising Day(s)	12
Advertising Exhibits	12

Advertising Education Defined

Essentially there are three areas of concentration in advertising educations. They are programs for the students, the general public and the profession. Club activity in advertising education is not as clearly defined; that is, except in the case of student programs, most education activity will appeal to more than one of three audiences.

Putting It All Together

Detailed in this guide are several programs which, with the exception of those designed solely for students, can be multipurpose. Consequently, it is important for the club to define their objective in conducting any or all education programs, and then plan accordingly.

Advertising Education For...

Students

It is important to note that students can be classified into both public and professional audiences. Consequently, the best approach is to include this group in all advertising education projects, in addition to as many regular club events and programs as possible. Naturally, club education activity will sometimes be geared strictly to students. This is appropriate and vital.

The Public

Any program or event that aids the public's awareness, understanding and positive perception of advertising and its economic and social value. These projects do not have to be targeted to the general public exclusively.

The Profession

Any program or event that aids the practitioner's knowledge of any aspect of the advertising business.

Getting Started

Committee Formation

To effectively accomplish club objectives in the area of advertising education, it is necessary to have a dedicated, organized, sufficiently large and well-led committee. Advertising education should be an ongoing club commitment that requires breeding enthusiasm and appreciation for this principle among club members.

Because advertising education programs are broad in scope, demand interaction among all segments of the industry, and perpetual in nature, committee involvement requires a great amount of time and energy. Therefore, it is important to safeguard against key member burn-out. This can be accomplished by assembling a team of capable members who know how the club advertising education programs operate, are interested primarily in this area of club activity and aspire to a committee leadership position. This will assure continuity from year to year while minimizing the burden on any one individual.

Advance planning is essential in launching advertising education programs. As referenced earlier, projects should be long range, meaning resources in terms of funding and member involvement must be compatible with program goals and purposes. For this reason, it is suggested that clubs undertake one advertising education project at a time. When the program

takes off, another can be added to the agenda. A good benchmark would be adding one advertising education project each year. With the accumulation of projects, it is essential that the committee be expanded and monies be made available.

Once a club commits to advertising education, there are always more ideas than are feasible. However, one way to maximize the club's education efforts is to divide advertising education projects into "for students," "for the public" and "for the profession," establishing separate committees, or subcommittees depending on club structure. Obviously, these committees would be closely aligned in purpose and would often undertake projects together.

Regardless of the scope of a club's advertising education activity, a good committee chairman is necessary. This chairman should be responsible for determining which projects a club should undertake and when, as well as coordinating all of the necessary resources to assure successful execution. In addition, the committee chairman must assemble the education committee(s). This is perhaps the chairman's most important responsibility since effective advertising education projects require member support and commitment.

Club Education Liaison

To facilitate coordination of all student-related projects, the club should establish a liaison with local educational institutions. The function of the club education liaison is to provide information about club programs to area schools, attend AAF college chapter meetings, assist schools in arranging for speakers and coordinate student participation in club activity. The liaison should have broad knowledge of advertising club education programs and be able to communicate with the student and faculty communities.

Financing

Funding of advertising education projects is a key consideration, especially if the projects are ongoing. Consequently, monetary resources have to be evaluated prior to determining what type of activity a club should undertake.

There are financing options. Some suggestions:

- Charge admission fees.
- Secure corporate sponsors.
- Conduct a fundraising event specifically for advertising education.
- Solicit member donations.

Public Relations

Altruism is not the only reason for getting involved in education projects. Remember that involvement in advertising education has tremendous public relations value for a club. Possibilities should be considered in planning and responsibility for public relations assigned to either a committee member or the club public relations chair.

Club exposure for educational programs will reinforce promotion on all other activities and project a positive community image.

Educational Opportunities in All Club Activity

An important objective of this guide is to encourage clubs to think about advertising education and explore educational possibilities in all club activity. Many of the projects and events that clubs regularly conduct are educational in nature. However, in planning, most clubs do not take this approach. Consequently, opportunities in advertising education are overlooked.

American Advertising Awards

The American Advertising Awards are an excellent advertising education program. This club event is not typically considered in terms of its educational value and instead is approached as a fundraiser or social event. The American Advertising Awards are, however, an ideal opportunity to educate the public and the profession about the value of standards of advertising, while also keeping the audience entertained.

Ways to make the American Advertising Awards an educational event:

- Invite the public.
- Invite local educators, both high school and college, particularly those working in related curricula.
- Invite area students. Those studying related subjects are most likely to attend. Establish special pricing for students (i.e. discount or lower price to attend presentation only).
- Donate American Advertising Awards Y entries to local area schools for use in classwork (i.e. mock judging, an exhibit, etc.).
- Get students involved in setting up judging and taking down entries, tallying scores, etc. Exposure to the advertising professionals serving as judges is meaningful to students.
- Host and sponsor a student workshop on how to submit entries.

General Meetings

General membership meetings should also be viewed as educational programs. The primary motivation for club members to attend meetings on a regular basis is professional growth. Members attend meetings to listen to industry leaders address current, pertinent advertising related topics. In addition, members attend meetings to strengthen professional relationships and contacts.

In programming general membership meetings it is essential to realize the reasons members attend. It is also important to remember that dues for many club members are paid by their business. Similarly, it is the business that allows members to take the time out of work to attend many club activities. This implies that employers expect club meetings to benefit their employees professionally, therefore benefiting their businesses as well.

Consequently, club leaders should be sure that featured speakers provide an interesting, timely and relevant perspective to industry issues. More often than not, all that is required is to provide the speaker with basic information about the composition of the club and request that they fine-tune their presentation.

In promotion, it is necessary to clearly indicate the importance of the topic to the various segments within club membership. Depending on the speaker and subject, this linkage may be obvious.

In addition to assuring that the meeting speakers have something to offer the club membership, it is also important to optimize the opportunities associated with having industry leaders address the club.

Opportunities associated with guest speakers are:

- Arrange for the speaker to attend a reception before or after the general meeting to give members the opportunity to meet and talk with him/her. One-on-one contact with industry leaders is an important professional experience that can be easily executed, and should not be overlooked.
- Assure that key club members have an extended time to meet with the speaker and discuss perspectives on industry issues, promote club activity and perhaps secure involvement or sponsorship for some other program.

- Once a guest speaker has agreed to address the club, one of the first inquiries the education committee chairman should make is whether they would be willing to extend their visit to address a local college/university group. If the speaker accepts, the club liaison to colleges and universities should make the necessary arrangements. Considering the opportunities for area schools in club programming is an excellent way to cement the club's relationship with the academic community.

Government Relations

To achieve effective government relations, a club must educate the public and legislators about the social and economic value of advertising. Programs designed to accomplish this objective should be planned even if the threat of an advertising tax, ad ban or infringements on the industry's right to self-regulation seem remote. All advertising education programs should emphasize the role of advertising in the economy and public information. AAF National periodically will finance a study showing the economic impact of the advertising industry for each state as well as each congressional district. Ask for a copy of the most recent study for your area.

Advertising Education Programs

National Student Advertising Competition (NSAC)

Annually the American Advertising Federation sponsors the National Student Advertising Competition (NSAC) in conjunction with a national advertiser who provides a product case study. AAF's college/university chapters develop complete advertising campaigns for their district competition. District winners then compete for the national award during the AAF National Conference.

The NSAC is the most important advertising education program in the industry providing students with real-life exposure to the business and broad career opportunities.

The primary way for a club to become involved with the NSAC is by funding local schools for the district and/or national competitions.

NSAC rules explicitly prohibit competing schools from soliciting professional assistance on the project; consequently, clubs should not even consider this type of involvement.

Clubs can also volunteer to host their local district-level National Student Advertising Competition. This involves securing judges, the competition site, coordinating student and judge travel arrangements, award presentation preparation, and—depending on district finances—fundraising.

Club involvement in NSAC is an educational experience for advertising professionals as well. Club members have the opportunity to read all plan books, which include in-depth marketing research and analysis. In addition, all club members can attend the competition to see the creative supplements, consider presentation techniques and meet the judges.

Student Internships

Internships are an excellent way to provide future advertising professionals with hands-on experience.

Key elements in setting up a successful internship program are:

- Long-term commitment to sponsoring internships. Starting and stopping this project can lead to credibility and participation problems by employers and schools.

- Scheduling: Internships can be for entire summers, three- to four-week periods or part-time during the school year. Employer preference should influence scheduling decisions and input from participating schools should be solicited.
- Advance contacts with, and agreement from, employers who will take on interns.
- A sufficient number of schools and interested students to develop a large enough group of applicants, allowing for selective screening.
- Funding: Some employers are willing to pick up all of the costs. In other cases, the club pays a percentage of the costs for a specific number of interns. Associated costs include transportation, food and lodging and should be considered in planning the club's budget.
- A comprehensive screening procedure to ensure the best match of intern/employer.
- A system of evaluating the internships with both the intern and employer is necessary in order to monitor the program for improvement. Joint meetings can be very effective.

Student Scholarships

Although there is obviously a financial commitment, scholarships programs are easily executed.

Key elements in establishing a scholarship are:

- Funding: Clubs must have a reliable source. Scholarships can be budgeted item with money raised from club activated allocated to a scholarship fund, or corporate sponsorship can be solicited.
- A sufficient base of qualified and deserving applicants must be available. Contacts at area schools with related degrees are important.
- Sufficient time to secure the maximum number of qualified applicants, implement a screening process and plan promotion/publicity.
- A qualified screening committee and established criteria are necessary. The committee should include academic and advertising professionals, on a non-conflict basis.
- A scholarship name: Naming the scholarship for a well-respected local advertising leader contributes to increased awareness and understanding about the scholarship.

Student Sponsorships

This project refers to funding student attendance at club functions through sponsorships.

Key elements in undertaking student sponsorships are:

- Funding: Transportation and meal costs for students must be covered. The most common source of funding is membership contributions. Contributions can be solicited to cover full or partial costs. Another source of funding is corporate sponsorship, particularly by area companies who are visible supporters of education. Solicitation letters must be scheduled far enough in advance to assure maximum return and provide follow-up time. Funds should be secured prior to recruiting students.
- A system of signing up interested students and assuring attendance through area schools.
- Assurance that student participants meet and talk with professional members and guests. If possible, seat students with sponsors.

Cooperative Education

This program refers to arranging for student work assignments for which academic credit is received. Wages may or may not be paid by the employer. Normally, a student carries two to three credit hours in addition to the work assignment;

consequently, students are usually only available to work part time. However, work assignments are sometimes full-time and full term.

Key steps in conducting cooperative education programs are:

- Establish criteria for work assignments with participating schools. Involve department heads and all other appropriate administrators.
- Secure agreements from sufficient number of employers
- Secure approval of specific work assignments and commitment of academic credits from participating schools. Involve department heads and all other necessary administrators.
- Develop a system of screening applicants and a system of evaluating and certifying student participation and performance. Employers and professors should be involved in these processes.

Shadow Programs

This project refers to arranging for local high school and/or college students to “shadow” an advertising professional during business hours. Shadow programs provide students with the opportunity to develop an understanding of specific aspects of the advertising business and determine specific areas of career interest.

Key elements in developing a shadow program are:

- Interested area school(s).
- Willing advertising professionals.
- Funding: Transportation and expenses. (Lunch should be covered by either the advertising professional or the club.)
- A system of reporting student attendance to the school and a feedback mechanism to monitor the value of the program to students (e.g., a verbal or written report).

Career Days

This project can be in conjunction with a school’s career day or separate.

The objective of a career day is to give interested students the opportunity to become aware of specific careers in advertising, guide them into academic study, extra-curricular activity or work options that will assist them in achieving their career objective, and into contact with professionals. Advertising businesses look upon career days as recruiting opportunities.

Key elements in conducting a career day are:

- A sufficient number of participating professionals to speak to the students about various advertising related careers (e.g., agency, advertiser, media, supplier representatives, etc.).
- A large facility with proper A/V equipment which is accessible to both students and professionals.
- Promotion and publicity to assure a sufficient student audience to make the event worthwhile and contribute to repeat participation by professionals.
- Knowledge of area schools’ schedules to avoid conflicts that would adversely affect attendance.
- Funding: The event should break even. Some clubs charge an admission fee to student/business recruiters attending. This fee should cover costs; however, they must be kept low for students or attendance will suffer. Student attendance must adequate to draw professionals and recruiters. Printing and facility donations help keep costs down.

Fundamentals Of Advertising Course

This project refers to developing and offering coursework in the fundamentals of advertising to students and other individuals pursuing a career in advertising. Coursework should be designed to give individuals who cannot afford the time and/or money for formal advertising education an opportunity to increase their knowledge of the business, hopefully contributing to their ability to secure a career path in advertising.

Key elements in developing and offering advertising courses include:

- Participation by a local college, university, junior college or vocational/technical school to provide, legitimate, college or continuing education credit and facilities.
- Advertising professionals with teaching experience to coordinate with professional institutions regarding lectures, credits, etc.
- A sufficient number of advertising professionals willing to guest lecture, conduct field trips, plan coursework, etc.
- Funding: Registration fees should be charged and should at least cover costs. A budgeted number of registrants must be established and promotion and sign-up campaigns developed to achieve this target. Excess revenues can be budgeted and funds can be used for other education projects.
- A strong promotional campaign targeted to area groups, such as BPAA, PRSA, AAWRT, IABC, area universities, colleges, technical schools, ad club members and the general public.

Advertising Institute

This project is based on the concept of bringing students from several local and/or statewide colleges and universities together for an extended period of time (usually three days) to have a hands-on experience in developing marketing plans and advertising campaigns. An advertising institute project provides students with the opportunity to learn the realities of advertising.

On day one, students arrive at a central location and are divided into teams with each team composed of five to six students, all from different schools. These teams serve as account groups for the remainder of the session. Tours of area advertising businesses are usually arranged giving students the chance to see an actual agency, advertiser or media setting. Students are then reassembled for review of the case study (provided by a host company), for which each account group will prepare a marketing plan or advertising campaign. Work begins that evening and continues the next morning.

On the afternoon of the second day, an advertising professional (mentor) is assigned to each account group. Working with the students, the mentor provides professional guidance and constructive advice. That evening, the account groups continue work and finalize their presentations, which will be given to representatives from the host company on the third day.

An advertising institute project is complex. Critical steps in conducting this project are as follows:

- Obtain the support of a host company (usually an advertiser) to provide a good case study and judges to evaluate the student presentations.
- Obtain commitment from key area companies to host facility tours for students. An agency, advertiser (usually host company), and tv radio station should be included.
- Secure the cooperation of advertising professionals to serve as mentors. One mentor is needed for each student team or account group. These professionals must commit to an afternoon, must be experienced, interested and able to work with students.
- Secure a facility to house and feed students, including adequate meeting rooms or work areas for each student team or account group. A presentation room must also be available.

- Establish good faculty contacts at area/state schools to assure a sufficient number of qualified students, and avoid scheduling conflict with exams, vacations, etc.
- Secure funding: Fees can be charged; however, because students cannot usually afford the full costs, other sources of funding should be explored, such as:
- Host company sponsorship
- Corporate sponsorship solicitation
- Membership contributions
- Facility donations

Teaching The Teachers

Visiting Professors Program (VPP)

There are two ways a Visiting Professors Program can be executed by a club. One way is for the club to provide area schools with volunteer professionals to teach a semester course or a guest lecture for an extended period of time. Another approach is for the club to provide advertising professors in area schools placement in an agency or advertiser company for a semester or longer.

Either type of Visiting Professors Program increases the effectiveness of advertising education programs in local schools by bringing professional experience into classroom situations. In addition, these programs build a strong relationship between advertising professionals and academia.

Key elements to a successful Visiting Professors Program are:

- Advertising professionals within membership capable of and willing to teach and lecture.
- Schools willing to invite professionals to teach or lecture regularly.
- Advertising agencies willing to bring professors on board.
- Advertising educators interested in and able to commit to working at an agency for an extended period of time.
- Often individuals within clubs teach and/or lecture on a regular basis without the existence of a formal club program; however, without an established structure, the academic community may not perceive this as a club effort. Also, club coordination contributes to placement success. The club college/university liaison is important to successful implementation of a Visiting Professors Program.

Speakers Bureau

All clubs have the basic resource (professional members) to run a successful speakers bureau.

Key steps in setting up a speakers bureau are:

- Develop a sufficient pool of speakers on a variety of issues. This will increase the use of the bureau. Needs will vary in terms of topics, ability to pay and sophistication of audiences. The broader the selection of speakers, the broader the potential audience (grade and high schools, universities, professional associations, business and civic groups, etc.).
- Determine exactly who the audience will be and assign the speaker who best fits the group in terms of topic and presentation.

- Promotion and publicity are key to successful speakers bureau. Direct mail and e-mail pieces increase awareness. All promotion and/or publicity should note how to make arrangements. Register the club's speakers bureau in all publications that list community services. (Local libraries have this list.) Use media ties to secure publicity.
- Determine necessary lead time required to properly match and schedule speakers. Enforce this time schedule and make it known.
- Ensure that speakers will have access to the necessary audio/visual equipment.
- Establish a system of feedback about speakers. Poor speaker response is bad public relations. Clubs should know if speakers are not well received, determine why and make notes for future bookings. Similarly, it is valuable to determine why speakers are successful.

Shirtsleeve Seminars

Designed as in-depth reviews of specific advertising topics, shirtsleeve seminars are detailed and narrow in subject matter.

Consequently, these seminars will not appeal to the general membership and clubs should target specific members in related fields. However, be sure your entire membership is informed because many may want to broaden their own professional growth.

Key steps to conducting successful shirtsleeve seminars are:

- Assign coordination of each seminar to a member with interest and experience in the specific subject. Also, members may, depending on the topic, be appropriate seminar leaders or speakers.
- Do not over schedule these seminars because shirtsleeve seminars have narrow appeal, keep in mind that not all members will benefit from this programming.
- Secure appropriate facilities. Because the general membership is not targeted to attend, the club's usual meeting site may be too large. Or, if the topic has general public appeal and is promoted to the public, the normal meeting site may be too small. Depending on the topic, a TV, radio station, or agency may be ideal site.
- Funding—Registration charges should cover costs of the event. If a club includes regular event costs in membership dues, attendance at shirtsleeve should be extra since all members will not benefit. Member charges should, however be lower than non-member rates.
- Define the potential audience prior to setting registration charges. Depending on the topic, the target audience composition will vary. Age and career level of audience should influence the registration charge.
- Promotion—General and targeted should be scheduled. There will most likely be different target lists for each seminar, in addition to general membership promotion. Be sure to coordinate with the speaker prior to a targeted promotion.

“Pony Express” Seminars

Similar to the pony express rider who filled an order by stopping at various points in route to his destination, picking up various parts of the order at each stop, the agenda for a pony express seminar should cover all stages in taking a product or service from concept to market. Essentially pony express seminars are case histories involving discussing of all phases of development: product research, testing, design, pricing, packaging, distribution, market planning, advertising, etc.

Key steps in conducting a pony express seminar are:

- Allow at least a full day to do this in-depth type of seminar.
- Include both advertiser and agency representatives in the seminar presentation so that all contingencies are covered.
- Assure the case study is of broad appeal to draw a sufficient audience and facilitate interaction.

- Secure funding: Fees should be charged to underwrite expenses, including lunch for participants.
- Coordinate facility arrangements with presenter needs and ensure luncheon facilities are available.
- Promote to the entire membership, in addition to other specific publics with interests related to the case study. College/university faculty and students should be invited to these seminars.

Advertising Day(s)

Called different names by different clubs, advertising days refer to conferences that usually include featured speakers, presentations on advertising topics and a series of workshops on specific advertising issues.

Key steps in planning advertising days(s) are:

- Appoint coordinators to arrange for speakers, presenters and workshop leaders, handle promotion, coordinate facility requirements and manage registration.
- Secure funding: Registration fees should cover costs including speakers, facilities, food and beverage, etc. A net gain can be budgeted in setting the registration fee.
- Promotion: Because ad days are broad in scope and appeal, they tend to be costly. Promotion must be frequent, timely and targeted to sufficient audiences to assure adequate attendance.

Advertising Exhibits

This program involves collecting advertising work from major advertisers/agencies for exhibit. ADDY entries make terrific exhibits.

Key elements to conducting an advertising exhibit are:

- A sufficiently large, accessible facility to exhibit advertising for at least two days.
- Funding: Depending on whether the facility is donated, costs for an exhibit/display vary. If a facility is donated, then transportation of materials to and from the display areas may be the only cost.
- Participation by club members to set up and tear down the display.
- Promotion of the exhibit/display to members, public and students/academia.

Although usually not necessary, security should be considered.

The Institute for Advertising Ethics (IAE)

The Institute serves to inspire advertising, public relations and marketing communications professionals to practice the highest personal ethics in the creation and dissemination of commercial information to consumers. It is administered by the American Advertising Federation in partnership with the Reynolds Journalism Institute and the Missouri School of Journalism.

The American Advertising Federation, in conjunction with the Institute for Advertising Ethics (IAE), has initiated professional certificate opportunities for advertising, PR and marketing communications professionals and students. The two workshops are designed to present our professionals and students with solutions to the ethical/legal dilemmas being encountered in the new advertising workplace.



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