

Speakers | Dr. Sutherland and Dr. Weigold



John Sutherland completed his Ph.D. studies in mass media in 1980 at Michigan State University. He earned a B.B.A in Marketing and MBA degrees at Texas A&M University. At the College of Journalism and Communications since 1978, Sutherland has served as Director of the Communication Research Center; Director of Research, WRUF-AM/FM, WUFT-FM, and WUFT-TV; Graduate Coordinator; and Director of Graduate Studies. He has served as Chair

of the Department of Advertising since 2001. Sutherland was Vice-President of Research and Strategic Planning at Swanson Russell Associates, Lincoln and Omaha, Nebraska, and currently directs SRA Research and Strategic Planning, a research and strategic planning consulting group. He served on the Board of Directors of Sutherland Media, a multi-media company. Sutherland's research focuses on brand equity, brand personality and development of creative strategy. His work has been published in the Journal of Advertising, Journal of Advertising Education, Journal of Applied Communication, Journal of Communication, Journalism and Mass Communication Quarterly and Journal of Media Economics. He is co-author of Developing An Effective Marketing Plan: A Working Guide for Radio Broadcasters, published by the National Association of Broadcasters. Sutherland has experience teaching at the undergraduate and graduate levels including courses such as elements of advertising, advertising strategy, advertising research, ethics, advertising campaigns, mass communication research methods and mass communication and society.

Michael Weigold is a professor in the Department of Advertising, where he has taught for 20 years. He has been recognized for both his teaching and scholarship. With respect to teaching, Weigold has been named both Teacher of the Year and International Teacher of the Year by the College of Journalism and Communications. He has also been named by the College of Journalism and Communications Ambassadors a professor of distinction. As a scholar Weigold has published nearly 50 refereed journal articles and book chapters. His program of research has focused on science and health communication issues. This work has received funding from NASA, Shands, and the Kaiser Family Foundation. He is also the lead author of two widely adopted textbooks in advertising and promotions. Weigold's experience also includes designing and administering one of the largest foreign study programs at the university, the College of Journalism and Communications Study Abroad Program. This past summer the program brought 71 undergraduates and 9 graduate students to three cities in France. Past programs have visited England, Ireland, Spain, Greece, Australia, Italy, and Scotland. The program is entirely self-funded and self-administered. Weigold lives in Alachua with Debbie Treise and their two yorkies, Caci and Murphy. He has one son, Sean, who attends Rollins University in Winter Park, FL.



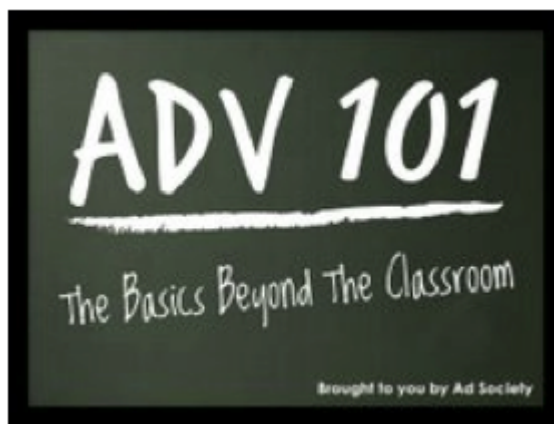
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What is ADV 101?

ADV 101 is a new section that will appear in the ICON for every meeting. Each week, one or two directors will take the time to explain something about the advertising industry. The information may seem basic to some of you, but they are things we all wish we would have known earlier. It is our hope that those of you just beginning to learn about advertising will walk away feeling like you learned something valuable.

What are the different jobs at an advertising agency?

When I figured out I wanted to pursue a career in advertising, it was a great feeling. I felt like I had finally found a potential career I was excited about. But knowing you want to be in advertising is only half the battle – knowing what you want to do within advertising is just as important. Back then I wish someone had taken the time to explain to me the difference between each discipline, so that is what I have done here. These are the three major areas to know, but it is in no way a comprehensive breakdown of every department.



Account Services (Account Management)

Possible positions: Assistant Account Executive (AAE), Account Supervisor, Account Executive (AE)

- Account executives are responsible for coming up with and managing advertising plans. They work VERY closely with the client and are responsible for representing the views and wishes of the client to the agency. They are also responsible for overseeing the advertising process and making sure the plan is being executed on time and on budget.

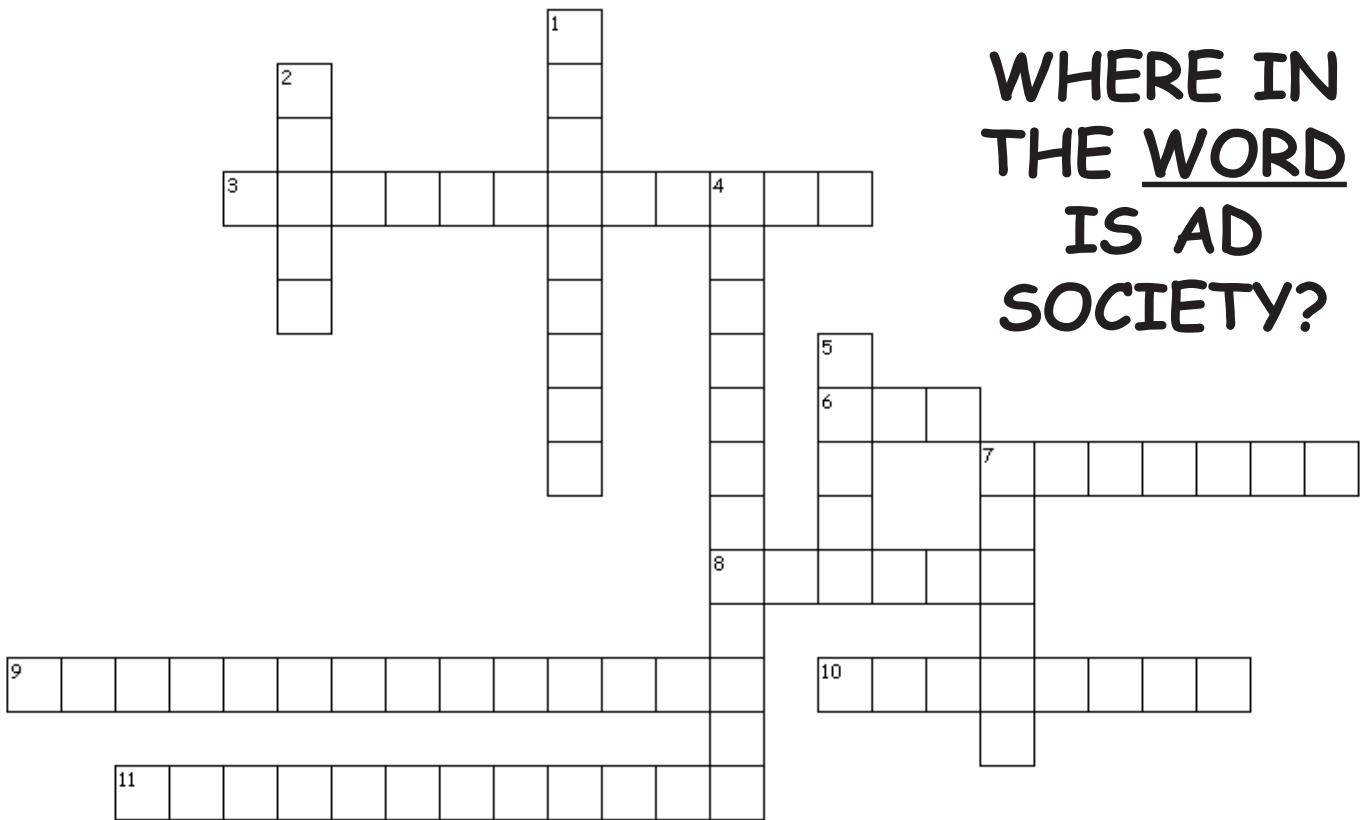
- These people have to be great at managing multiple tasks with attention to detail, but also have to be very socially intelligent to juggle the oftentimes conflicting opinions and personalities of the client and the agency. They are also articulate and comfortable presenting.

Account Planning (Strategic Planning) or Research

Possible positions: Junior Planner, Account Planner, Research Analyst

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WHERE IN THE WORD IS AD SOCIETY?



Across

3. Speaker tonight
6. Ad Society is UF's College Chapter of __
7. Our in-house agency
8. The finance guy
9. Cover model on tonight's ICON
10. The President!
11. Where the pizza came from

Down

1. Another Speaker tonight
2. He makes the youtube videos
4. Due on September 24
5. She's in charge of AWPY and Jacksonville
7. Our newest committee

(cont'd from previous page)

- Account Planners want to get into the minds of consumers. They want to figure out why they think what they think, or more importantly why they buy what they buy. They conduct secondary and primary research like surveys and focus groups, and they interpret that data into insights that will help the creative team with a communication strategy. They are often the middlemen between Account Management and the Creatives.
- Account Planners are thinkers. These people are curious about human nature and are constantly asking "why?" They often study many different subjects and follow consumer trends. They have to be able to synthesize data and research into succinct insights, and turn those insights into brilliant strategic ideas.

Creative

Possible positions: Copywriter, Art Director, Creative Director

- Creatives are the ones that actually come up with the creative concepts for an advertising campaign. They are often in pairs – one copywriter with one art director – and the Creative Director will oversee everything. Copywriters are pretty much responsible for any and all words in an ad. From the headline to the television script, they are responsible for writing it. Art Directors concentrate on the nonverbal commu-

nication. They are concerned with things like layout, color, design – the overall look and feel of an ad.

- Creatives find inspiration anywhere and everywhere. They are clever, artistic, and never satisfied. Copywriters must be extremely succinct and they must understand what tone to use for what situation. Art Directors must have a great eye, with an equal attention for detail and ability to see the big picture.

Production

This department is basically in charge of the execution phase of the advertising process. Once the idea has been signed off on, they make it happen. Whether it is putting together a huge shoot for a TV spot, or buying the right type for a print ad, they do it all.

Media (Buying and Planning)

Media Buyers are responsible for contacting different media vehicles and buying space to run an ad campaign. This could be a billboard, space in a magazine, or air time for a commercial. Media Planning requires strategic decision-making to allocate your budget among different media vehicles to get the biggest bang for the client's buck.