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**Round One Judging Session
IWU Professor Frederick B. Hoyt
to Judge EFFIE 2001 Awards for Advertising**

BLOOMINGTON, Ill.--Frederick B. Hoyt, associate professor of business administration at Illinois Wesleyan University and president of the Central Illinois chapter of the American Marketing Association (AMA), has been invited to serve as a judge for the EFFIE 2001 Round One Judging Session, to be held Dec. 8, in Chicago.

The EFFIE is the only national award that honors creative achievement in meeting and exceeding advertising objectives.

Round one of the EFFIE judging started Dec. 1 and will continue through Dec. 15 at locations across the United States with the final round of judging (an invitation-only event) in New York City on Feb. 22 and 23. The EFFIE 2001 Awards Gala will be held in New York City at the Marriott Marquis on June 6.

The New York American Marketing Association (AMA) introduced EFFIE Awards in 1968. Founded in 1937, AMA is the world's largest and most comprehensive professional society of marketers, consisting of more than 45,000 worldwide members and 500 chapters across North America. There are 400 collegiate chapters of the AMA with approximately 14,000 members.

EFFIE awards are highly regarded by advertising agencies and advertisers and has programs in 15 countries, including Mexico, India and Poland.

As a judge in the first phase of the competition, Hoyt's responsibilities include the evaluation of each marketing campaign that has fulfilled the requirements of an EFFIE entry. Requirements include primarily meeting marketing objectives and proof of in-market performance. The ad campaigns must successfully combine the disciplines of planning, market research, media, creative and account management.

According to Hoyt, in order to keep the emphasis on business performance, no creative materials will be reviewed at this stage.

"This is a very different way of judging advertising," said Hoyt, "because most advertising is rewarded for creativity. These entries will be rewarded for how well the advertisement does what it is supposed to do, which is to alter people's behavior and inform the public.

"I am intrigued with this process because it is not just about commercial products. The ad agencies submit their ads but they also submit the results of their advertising campaigns."

Hoyt was elected president of the Central Illinois chapter of the American Marketing Association in 2000 and is the advisor to the AMA chapter at IWU. He also is the 2000 president of the

Midwest Business Health Administration Association, an educator/practitioner group, and after serving nine years as a board member and newsletter editor for the Marketing Management Association, Hoyt was elected treasurer for 2000.

Active in educator and practitioner organizations in the marketing profession, Hoyt considers his specialties to be business strategy, Asian business, services, not-for-profit marketing, and marketing history. He is published on four continents in two languages.

Hoyt plans to take this experience into the classroom. "I've always been intrigued by how things happen," said Hoyt.

"One of the questions about advertising for me has always been, does advertising get blamed for more than its share? I think it gets too much blame for things it should not get blamed for," said Hoyt. "I think people who are not in marketing tend to think that marketers are manipulative and through clever advertising, can get people to do things that they wouldn't normally do or buy. I think that if you are talking about manipulating the public, then you are assuming that people don't have sense enough to make judgments. I like to think that I am measuring their (marketers') persuasion rather than their manipulation."

Hoyt joined IWU in 1988 after several years in business and higher education. He received a B.A. from the University of Chicago and an M.B.A. from Illinois State University. Hoyt earned an M.A. and a Ph.D. from the University of Wisconsin.