

Meredith's Jack Griffin to Lead American Advertising Federation AAF Elects New Officers and Board Members

WASHINGTON, DC, June 24, 2004-The American Advertising Federation (AAF) named two industry executives to head the 50,000-member organization, effective July 1, 2004. **Jack Griffin, president, Meredith Publishing Group**, will serve as AAF chairman and **Andy Jung, senior director of advertising & media services, Kellogg Company**, will serve as AAF vice chairman. Griffin succeeds Carla Michelotti, EVP/general counsel, Leo Burnett Worldwide, Inc. Board members were voted in by the membership at the AAF National Conference 2004 on June 15.

Jack Griffin was recently named president of the Meredith Publishing Group. Griffin, whose career includes experience in magazines, custom publishing, interactive media, television and newspapers, rejoined Meredith in June 2003 after serving four years as president of Parade Publications Inc. and publisher of PARADE magazine. Prior to joining Parade Publications, Griffin spent five years with Meredith, serving in a number of sales and marketing roles, including general manager of Meredith Integrated Marketing, and vice president, marketing, Meredith Broadcasting Group. Griffin's publishing career includes McCall's magazine, where he rose to the post of vice president, sales and development. Griffin earned a M.B.A. degree from the Yale University School of Management and a bachelor of arts degree (cum laude) from Boston College. He became an AAF Advertising Hall of Achievement member in 2001, where he was honored with the Jack Avrett Volunteer Spirit Award for his numerous volunteer efforts.

Andy Jung, senior director of advertising & media services, Kellogg Company, has been with Kellogg's since 1997. He headed the development and national launch of Kellogg's Raisin Bran Crunch, one of the most successful new product launches in the company's history and the breakfast cereal category. In 1999 he served as global project team director for Kellogg's Advertising Agency Compensation Review, which led to Kellogg's global agency restructuring, and established the current Global Advertising AOR's with Leo Burnett & J. Walter Thompson, and the Media AOR with Starcom in the U.S. Prior to Kellogg's, Andy was with Golden Books Family Entertainment. He began his career in advertising account management at Tatham, Laird & Kudner in Chicago and worked on the Nabisco and Coors accounts. He is a graduate of Miami University.

Additional board executives include **Judy Hu, general manager-global advertising & branding, GE**, as **secretary**; **Nick Ferrari, CEO, Erdos &**

Morgan, as assistant secretary; Al Schultz, chairman & CEO, Valassis, as treasurer; Jyll Holzman, senior VP-advertising, The New York Times, as assistant treasurer; Andrea Alstrup, corporate VP-advertising, Johnson & Johnson, as Mosaic chair; Hector Orci, L'Agencia de Orci, as Mosaic vice chair; Tom Bernardin, CEO, Leo Burnett USA, as corporate chair; David Verklin, Carat as corporate vice chair (east); and Murray Gaylord, Yahoo! as corporate vice chair (west).

AAF's academic committee, which guides programs for 215 college chapters, consisting of 6,400 students and 350 professors, elected its **chair, Ron Schie, associate professor, Drury University, Springfield, Mo., and vice chair, Terri Henley, associate professor, Loyola University New Orleans, New Orleans, La.**

AAF's 210 local ad clubs and federations are represented by the council of governors on the national board of directors. There are 15 AAF districts. **Chair** of the council of governors for the 2004-2005 session is **Kevin Dobbs, president, Dobbs Printing, Odessa, Texas.** In addition, AAF elected as **vice chair Stacey McCullough, president, Sprenger McCullough & Company, Kansas City, Mo. and Helen Lavelle, Lavelle Murray Advertising, Scranton, Pa. as secretary/treasurer.** The immediate past chair is Rik Shiiki, president, Shiiki & Sichler, Inc., Portland, Ore. Members of the council also sit on the AAF board of directors.

The 2004-2005 AAF **council of governors** includes the following AAF members:

- * **District 1 Lisa Unsworth, president, The Ad Club, Boston, Mass.**
- * **District 2 Mickey Stobbe, principal, D&M Associates, Pittsburgh, Pa.**
- * **District 3 Tony Pearman, chief creative officer, Access, Roanoke, Va.**
- * **District 4 Tom Hayes, WPEC TV 12, West Palm Beach, Fla.**
- * **District 5 Sara McCatherine, Dayton Advertising Club, Dayton, Ohio**
- * **District 6 Chris Kelley, KMK Media Group, Rockford, Ill.**
- * **District 7 Laura Hasty, president, The Ad Group, Biloxi, Miss.**
- * **District 8 Will Van Epern, Goltz Seering Agency, Green Bay, Wis.**
- * **District 9 Jan Swanson, Sioux City, Iowa**
- * **District 10 John A. Aguillard, Wisdom Marketing Group, San Antonio, Texas**
- * **District 11 Chris Hale, The Bulletin, Bend, Ore.**

- * **District 12** Jo Farney, president & CEO, Southern Colorado Organization of Radio, Colorado Springs, Colo.
- * **District 13** Jim Myers, president, Honolulu Publishing Company/Inflight Magazine, Honolulu, Hawaii
- * **District 14** Jackie Shelton, Realife Marketing, Reno, Nev.
- * **District 15** Sandy King, Little Yellow Pages, Corona, Calif.

Division Chairs:

- * **Division 1** Lee Proctor, Ad Club of Metro Washington (D.C.)
- * **Division 2** Dana Clary, Orlando Advertising Federation
- * **Division 3** Joyce Mireault, Lake Superior Advertising Federation
- * **Division 4** Jimmy Warren, Tuscaloosa Advertising Federation
- * **Division 5** Jocelyn Lee, Ad 2 Honolulu

Region Chairs:

- * **Western Region** Jim Magill, president, Collaborate, Inc., San Francisco, Calif.
- * **Central Region** Judy Thompson, business development specialist, LAO Advertising, Cincinnati, Oh.
- * **Eastern Region** Cindy Bon Durant, regional community outreach director, Heritage Green, Lynchburg, Va.

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As the "Unifying Voice for Advertising," the American Advertising Federation (AAF), headquartered in Washington, D.C., is the trade association that represents 50,000 professionals in the advertising industry. AAF's 130 corporate members are advertisers, agencies and media companies that comprise the nation's leading brands and corporations. AAF has a national network of 210 ad clubs and connects the industry with an academic base through its 210 college chapters. For more information, visit the AAF's Web site at www.aaf.org.

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