

**Nomination Form for AAA Officers
Enclosed as an Insert in This Issue!**



Newsletter

An Official Publication of the American Academy of Advertising

October 1988

Advertising Program News

"Creative" Circle at Illinois Highlights Industry Activities

With a major grant from the Leo Burnett Creative Development Fund, the University of Illinois recently announced the establishment of the Leo Burnett Creative Circle. The objective of the extracurricular Circle is to stimulate the creative talents of advertising students wishing to make careers as creators of advertisements, and to assist them in preparing solid, attractive portfolios that showcase their talents. Burnett's commitment to the Creative Circle will support supervision by faculty members from the Department of Advertising and from the university's College of Fine and Applied Arts, as well as visits from four advertising practitioners per year.

Cooperation between faculty and industry continues at UI with several visitors. Roy Bergold Jr., Vice President for Advertising, McDonald's, will visit classes and give a major address on October 26-27. Jack Klues and Chuck Quarnstrom from Leo Burnett are teaching the advanced media course this fall.

Editor Abandons Head-Stick

After seven weeks with my hands in casts this summer, and member names like Jim Pokrywczynski, I gave up typing with a head-stick. Even though this newsletter was a week or two beyond the deadline, the December newsletter will be mailed by December 15th. **The news deadline for the next issue is December 1st.**

AEF Seeks Visiting Professor Interns

The Advertising Educational Foundation's Visiting Professor Program (VPP) is now accepting applications for its 1989 summer internships.

The VPP gives professors of advertising, marketing and related subjects an on-the-job experience with an advertising agency, media company or advertiser. This hands-on experience enables professors to teach their subject with more practical knowledge and a greater appreciation of the advertising process. The internship is for three weeks. All expenses are paid by the sponsoring company.

For further information contact the Advertising Educational Foundation, 666 Third Avenue, New York, NY 10017, (212) 986-8060. Completed applications are due December 15, 1988.

The Advertising Educational Foundation, Inc. is a nonprofit organization created and supported by advertising agencies, advertisers and media. Its goal is to build a better understanding and greater appreciation of the role of advertising in our lives, socially and economically.

During the past summer, the following fourteen professors and companies participated in the Visiting Professor Program.

Chiat/Day Inc., San Francisco—Doranne Jung, Boston University; *Coca-Cola Co.*, Atlanta—Jon B. Freiden, Florida State University; *D'Arcy, Masius Benton & Bowles, Inc.*, New York—David L. Krugel, San Jose State University; *Foot, Cone & Belding, Inc.*, San Francisco—Sirish S. Mani, California State University/Fullerton; *Henderson Advertising, Inc.*, Greenville SC—Bernard Morin, University of Virginia; *Ketchum Communications, Inc.*, San Francisco—Charles F. Keown, University of

Hawaii/Manoa; *Lintas*, New York—Pamela J. Smith, SUNY at Morrisville; *Lintas: Campbell Ewald*, Warren MI—Emma L. Daugherty, California State University/Fullerton; *McCann-Erickson*, New York—Ann L. McGill, New York University; *McCann-Erickson*, New York—William O'Barr, Duke University; *Ogilvy & Mather*, New York—Martha Rogers, Bowling Green State University; *Ross Roy Inc.*, Bloomfield Hills MI—Vincent J. Blasko, Arizona State University; *Saatchi & Saatchi DFS Compton*, New York—Betty V. Balevic, Skidmore College; *Young & Rubicam Inc.*, New York—Rajeev Batra, Columbia University.

Industry Fellowships Announced

The AAA Industry Fellowships Committee has announced ten faculty recipients of two fellowships offered through the Academy—the *Advertising Age* Creative Workshop was held August 21-24, 1988 in New York City, and the Retail Advertising Conference will be held January 26-29, 1989.

Those selected to attend the *Advertising Age* Creative Workshop were: Sandra Utt, Memphis State; Deborah Morrison, University of Texas/Austin; Richard Dubiel, University of Wisconsin/Stevens Point; Rajeev Batra, Columbia University; Richard Parker, Rutgers University.

Recipients of the fellowships for the Retail Advertising Conference are: Ann Marie Major, Southern Illinois University/Carbondale; Tamara Brezen, Northwestern University; David Moore, College of William and Mary; Jon Wardrip, University of South Carolina; Richard Schreiber, Morgantown, West Virginia.

Academy People

Joanne Klebba, Portland State University, visited Chengdu and Beijing, PRC, and Hong Kong this summer. Her trip focused on comparative approaches to outdoor advertising.

Also from Portland State University, **Bruce Stern** has been elected President of the Western Marketing Educator's Association.

Michigan State University professor, **Helen Katz**, spent the summer as an AAA Faculty Intern in the Media Department of DDB Needham Worldwide in Chicago. Her textbook, *Strategic Media Planning*, co-authored with **Kent Lancaster**, University of Florida, is due from NTC Publications in October.

Ed Cerny, USC-Coastal, has been elected president of the Coastal Advertising Federation in Myrtle Beach, SC. He attended the AAF National Conference in Los Angeles, June 18-21, and *Ad Age Creative Workshop* in New York, August 21-24.

Jim Pokrywczynski, Marquette University, participated in the Gannett Seminar on Teaching Advertising held June 10-16 in Chapel Hill, NC. He is currently interested in collaborating with colleagues in two areas for which he has preliminary data: job satisfaction among advertising practitioners and irritating broadcast advertising.

In June, **S. Watson Dunn** was named Distinguished Advertising Educator of the Year by the American Advertising Federation at its annual convention in Los Angeles. He was chosen by the AAF Academic Committee and certain advertising industry leaders. SWD is also a member of the Advisory Board of the Smithsonian Institution's Modern Advertising History Program, and of the Hall of Fame Committee of the American Advertising Federation. With co-authors **Arnold Barban**, **Dean Krugman** and **Len Reid**, he is working on the seventh edition of *Advertising: It's Role in Modern Marketing*.

From the University of Illinois, **Kim Rotzoll** was invited to give the first Donald W. Davis Address at Penn State on September 22. The address honors the founder of Penn State's advertising education program, and a pioneer in that academic area. Rotzoll's topic will be advertising and ethics.

Ann Major, who just joined the Univer-

sity of Illinois faculty, will be conducting a copywriting workshop at the national Retail Merchants Association's annual advertising conference in Chicago in October.

Jianchao Lin, currently a student in the University of Illinois' graduate program in advertising, has received a summer internship in China with Harvas, Dentsu and Marsteller Worldwide in Beijing. HDM is an independent joint venture of Young & Rubicam, Dentsu, and Eurocom. Mr. Lin is one of four students from the People's Republic currently enrolled in the Department of Advertising Master's program.

Michigan State University professor, **Gordon Miracle** received two research grants: \$7,500 from the MSU Foundation, and \$20,000 from the Hoso Bunka Foundation, Tokyo. These grants will support his project to analyze, compare and evaluate television advertising in Japan, Korea and the USA. In August-September, he traveled to Japan and Korea to work with research colleagues. He was recently appointed Associate Editor of *The International Marketing Review*, with responsibilities for manuscripts dealing with marketing communication. Gordon was also appointed to the Editorial Board of *Werbeforschung und Praxis* (Advertising Research and Practice), a scholarly journal with joint editorial leadership by professors from Wirtschaftsuniversität in Vienna, Austria and Universität der Bundeswehr in Munich, Germany.

Gene G. McCoy, University of Arkansas-Little Rock, is scheduled to lecture at Karl Marx University and College of Foreign Trading in Budapest, Hungary during the International Public Relations Association meeting, November 9-10, 1988. Gene has just returned from New Zealand and Australia where he lectured at several universities and attended the IPRA Public Relations World Congress in Melbourne.

Charles Patti, University of Denver, will spend his sabbatical leave of absence at the University of Otago (Denedin, New Zealand) during the Fall and Winter quarters of 1988-89. In the Spring 1989 quarter, he will become Director of DU's London Study Program.

After 13 years at Iowa State University, **Tom Groth** has left to join the Department of Communication Arts at the University of West Florida—Pensacola. Groth's AAF teams at ISU have been to nationals 4 out of the last 5 years; they placed first in 1986.

Cathy J. Cobb-Walgren, Georgia State University, has been appointed to the Board of Advisors for the College of Business Administration. She and **Wayne Hoyer** have an article appearing in a recent issue

of *Psychology and Marketing*.

Bob Davis, University of Central Florida, is serving as President of the Florida Public Relations Association this year. FPRA has 1,000 members in the state of Florida and is celebrating its 50th anniversary in 1988. Bob teaches advertising and public relations in the Communication Department.

Keith Adler, Michigan State University, has authored a supplementary reference book for advertising students titled, the *Advertising Resource Handbook*. Available in late November, the book provides concise coverage of the advertising campaign process, with seven skills supplements, including: "Using Electronic Databases for Marketing Analysis," "Making Ads on the Macintosh™," and "Advertising Presentations."

Stutts Named Outstanding Educator

Mary Ann Stutts, Professor of Marketing at Southwest Texas State University, received the Outstanding Educator Award in Shreveport, Louisiana at the District 10 AAF Convention, earlier this year. Stutts has been a faculty advisor to student AAF teams since 1978, as well as a faculty advisor to student clubs at Arizona State University and Southwest Texas State University.

As a member of the Academic Committee of the AAF, Stutts serves as chairperson of the AAF score sheet committee. She has served as Treasurer and Secretary of AAA, and chairperson of the AAA Industry Fellowship Committee.

The Outstanding Educator Award recognizes faculty who place special emphasis in their careers on maintaining high standards in the teaching profession and on service to student ad clubs, student AAF teams, and to district advertising activities.

Advertising Principles Group Forming

AAA members interested in participating in a "Principles" interest group should contact Keith Adler, MSU, or Gary Wilcox, UT/Austin. The group is being formed to provide interaction, materials and resources related to teaching basic advertising "Principles" courses.

Placement

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Ph.D./D.B.A. or be near completion. Appointment at the associate rank will be based on an established research record and documented teaching effectiveness. Appointment at the assistant rank will be based on research and teaching potential. Applicants must be able to teach a wide variety of advertising courses at both the undergraduate and graduate level and conduct research of either theoretical or practical significance. Nine-month, tenure-track appointment effective September 1989. Salary competitive. The Department is one of three (journalism and telecommunications) within the Grady College of Journalism and Mass Communication. The Department offers two undergraduate majors, advertising and public relations, and takes an active role in the College's masters and doctoral programs in mass communication. Send letter of application, CV, and three letters of recommendation to: Dr. Len N. Reid, Department of Advertising & Public Relations, Grady College of Journalism and Mass Communication, The University of Georgia, Athens, GA 30602. Deadline: December 16, 1988, or until a qualified candidate is found. The University of Georgia is an Affirmative Action/Equal Opportunity Employer, and invites and encourages applications from women and all minorities.

The University of Wyoming—*Assistant Professor*, tenure-track position in Marketing, beginning September 1, 1989. Qualifications: Ph.D. from research-oriented institution. The position will require excellent teaching performance in upper division and graduate marketing courses, and it is expected that this faculty member will do research which makes a significant contribution to marketing knowledge. Candidates with prior experience must have a creditable record of publication in scholarly journals. Salary, competitive. Indication of gender and ethnicity for affirmative action statistical purposes is requested but not required. Applicants should send a complete curriculum vita, including background, experience, research, publications and references to: Marketing Search Committee, Department of Business Administration, University of Wyoming, Laramie, WY 82071. Deadline: January 13, 1989. The University of

Wyoming is an AA/EOE.

University of Alabama/Tuscaloosa—Department of Advertising/Public Relations is seeking Department Chairperson beginning August 1989. Candidates must possess earned doctorate, professional experience in communication, strong record of scholarship and teaching, and potential for continued scholarly research. Previous administrative experience is desirable. Responsibilities other than administration include research, teaching, service and leadership of departments, participation in College of Communication's new Ph.D. program. Rank and salary open. Review of applications begins January 1989. Female and minority applications especially encouraged, AA/EOE. Contact: A/PR Chairperson Search Committee, Box 870172, Tuscaloosa, Alabama 35487-0172.

Gannett Teaching Seminar Successful

The 1988 Gannett Seminar for Advertising Teachers was an unqualified success, according to its directors, Mary Alice Sentman and Tom Bowers of North Carolina.

The seminar, which was funded by the Gannett Foundation, brought 10 advertising teachers to the University of North Carolina June 10-16 for an intense week of sessions on advertising courses and teaching techniques. Participants included: Greg Blase, Kent State; Marilyn Howard, Missouri; Tom Jordan, San Jose State; Ann Keding, Oregon; Kevin Keenan, Maryland; Ted Kidd, Western Kentucky; Karen King, Georgia; Sirish Mani, Cal State-Fullerton; Chuck McCann, West Virginia; and Jim Pokrywczynski, Marquette.

Seminars were taught by several outstanding advertising teachers: Birgit Wassmuth, Missouri, graphics; Kent Lancaster, Florida, media; John Sweeney, North Carolina, copywriting; Don Schultz, Northwestern, campaigns; John Sutherland, Florida, principles; Alan Fletcher, Louisiana State, research; Kim Rotzoll, Illinois, balancing research and public service with teaching; Mary Alice Sentman, North Carolina, advertising sales; Joe Lowman, University of North Carolina Department of Psychology, dramatic and interpersonal skills; and Tom Bowers, North Carolina, course organization and the syllabus.

AAA Calendar

October

15 AAA Paper and Proposal Deadline

November

1 Western Marketing Conference, paper and proposal deadline. (Bruce Stern).

March '89

17-20 AAA Annual Conference San Diego Hilton Beach and Tennis Resort

April '89

13-15 Western Marketing Educator's Annual Conference, San Francisco.

Please indicate on the Newsletter Information Sheet which events you would like listed in the Calendar, e.g. AMA or ACR deadlines for papers, special journal issues, etc. Please include dates, since I am not on all mailing lists.

The grant from the Gannett Foundation paid all expenses of participants and faculty. Each participant's school paid \$100.

Participants' evaluations of the sessions and arrangements were uniformly high.

One participant's comments sum up the evaluations: "This was a very worthwhile experience. I have learned about good teaching, about course content, and about the people who are teaching advertising around the country."

Bowers and Sentman are applying for a grant for a seminar with 12 participants in 1989, probably June 23-29. Announcements will be sent to deans, directors and chairs if and when the new grant is approved. Persons interested in attending the seminar should have their unit administrator submit a nomination to Tom Bowers, Gannett Seminar Director; School of Journalism, CB 3365, University of North Carolina, Chapel Hill, NC 27599-3365. Preference may be given to newer advertising teachers.

Placement

Indiana University (Bloomington)—

The School of Journalism at Bloomington has university support for expanded opportunities, including new positions, and seeks applications for five tenure-track positions for 1989-90. Three will be at *assistant professor* and two at *associate to full professor*. The School is eager to hire persons with teaching and research interests in media history, law, communication processes and effects, critical theory, and/or advertising. The School is also eager to hire at least one person with a strong interest in teaching editing. All applicants must have a commitment to teaching print reporting and editing, or broadcast news, or media management, or advertising as well as to their area of research, professional or creative activity. Professional experience is expected of all applicants. For applicants interested mainly in teaching editing and reporting, an advanced degree is not essential, provided they show promise of scholarly, professional or creative productivity. The School particularly welcomes applications from mid-career media professionals in these areas. Appointments are for 10-month school year; two-course teaching load per semester. Indiana University is an Equal Opportunity Employer and especially encourages applications from minorities and women for all positions. Send letter, vita, three reference letters, and transcripts to Trevor Brown, Dean, School of Journalism, Indiana University, Bloomington, IN 47405. Deadline: November 25, 1988.

Indiana University (Indianapolis)—

The School of Journalism at Indianapolis seeks applications for an *assistant or associate professor* (tenure track) to teach Advertising and/or Public Relations, as well as another speciality such as media history, reporting, editing, or media ethics. Ph.D. degree desirable. Media experience, and a commitment to scholarly activity expected of all applicants. The I. U. School of Journalism operates as one faculty regardless of whether faculty live in Indianapolis or Bloomington (only 50 miles apart). Appointments are for 10-month school year; two-course teaching load per semester. Indiana University is an Equal Opportunity Employer and especially encourages applications from minorities and women for all positions. Send letter, vita, three reference letters, and transcripts to James Brown, Associ-

ate Dean, School of Journalism, IUPUI, ES 4106, 902 W. New York St., Indianapolis, IN 46223. Deadline: November 25, 1988.

University of Florida: Department of Advertising seeks *Assistant Professor* for 9-month, tenure-track position beginning August, 1989. Ph.D. preferred. Master's degree required. Salary competitive. Teach two or more of the following areas: introduction to advertising, international advertising, direct response, advertising research, graphics, campaigns, or sales. Professional experience desirable. Demonstrated potential for research/publication. Minorities and women are especially encouraged to apply. Send vita and references to Dr. Leonard J. Hooper, Chairman, Search Committee, Department of Advertising, College of Journalism and Communications, University of Florida, Gainesville, Florida 32611. Deadline: November 10, 1988. The University of Florida is an Equal Opportunity/Affirmative Action Employer. The selection process will be conducted under the provisions of Florida's "Government in the Sunshine" and Public Records Laws. Search Committee meetings and interviews will be open to the public and all applications, resumes and other documents related to the search will be available for public inspection.

University of Illinois (Urbana-Champaign)—Department of Advertising, *Associate/Assistant Professor* beginning Fall 1989; Ph.D. or ABD. Prefer applicant have

research and teaching interests primarily in media modeling and planning. Salary competitive; research support excellent. The University of Illinois is an Affirmative Action/Equal Opportunity Employer. Letters of application should be sent to Professor James E. Haefner, Department of Advertising, University of Illinois, 119 Gregory Hall, 810 South Wright, Urbana, Illinois 61801, (217) 333-1602. Deadline: October 1, 1988.

University of Tennessee—Tenure-track faculty position beginning January 1, 1989 or after. Teach advertising courses in two or more of the following areas: principles, research, media, creative, management, or campaigns. Publish research and perform service assignments. Professional advertising experience and university teaching desirable. Send letter of application and vita to: Dr. Michael Stankey, Search Committee Chair, Department of Advertising, 426 Communications Building, University of Tennessee, Knoxville, TN 37996. Review of applications will begin September 15 and will continue until the position is filled. UTK is an EEO/AA/Title IX/Section 504 Employer.

University of Georgia—The Department of Advertising & Public Relations is seeking an *assistant or associate professor* of advertising. Applicants must hold a

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Department of Advertising
Michigan State University
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FIRST CLASS