

***1990 American Academy of Advertising Conference**
***1990 Research Fellowships**



Newsletter

An Official Publication of the American Academy of Advertising

March 1990

Advertising Program News

Temple revises student-run agency

Temple University's advertising sequence has revised its student-run advertising agency. The agency represents the final advertising course for the program's 270+ majors.

The revisions include changing the course from a requirement to an elective and eliminating the exclusivity clause in a contract with the Small Business Development Center at Temple.

The elimination of the clause means that students are able to solicit and do work for clients who are not part of the Small Business Development Center's program.

Currently, the students provide advertising and promotional work for a variety of clients in and around the Philadelphia area.

AAA Conference April 6-9



Orlando,
Florida

Last Minute Notes on 1990 AAA Conference

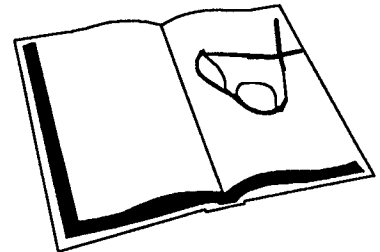
While time is running out rapidly for reservations to the 1990 AAA Conference to be held April 6 through 9 in Orlando, Florida, AAA members who tend to procrastinate may still send their reservations to Bob King, executive secretary, AAA; Department of Business Administration; The Citadel; Charleston, SC 29409; (803) 792-7089.

King cautions that AAA conference attendees must make a one-night deposit with Sheraton World Resort regardless of one's planned arrival time. He also stresses contact with the airlines as early as possible because of the peak travel time to Orlando.

The 1990 AAA Conference promises to be both a rewarding professional and personal experience for AAA members. The special program, special topic, and competitive paper sessions offer topics of interest for all AAA members. The Orlando area has several attractions for both AAA conference attendees and their entire families.

Special features of the 1990 AAA Conference include a Luau Dinner at Sea World and two luncheon speakers. Lary Percy, Lintas, USA, Detroit will speak on Pictures and Words in Advertising while William D. Wells, DDB Nedham, Chicago, will address Lectures and Dramas in Advertising.

The AAA Executive Committee is confident that AAA members will find the 1990 conference an educational and enjoyable experience.



AAA calls for proposals: the 1990 Research Fellowships

The American Academy of Advertising is soliciting proposals for research fellowships of \$2,500. These fellowships may be used to support any type of research in the area of advertising. All members of the Academy, including students, are eligible for these awards.

The proposals need not be lengthy, but they should include the following information:

1. A brief literature review that places the proposed research within the context of theory and research in the field of advertising.
2. A statement of the substantive contribution of the proposed research.
3. A discussion of the research design and methodology in sufficient detail for reviewers to evaluate the appropriateness of the methodology and the validity of the research design. While the specific issues that should be addressed will depend on the methodology employed, the following factors should probably be addressed in most proposals:

(continued on page 2)

Academy People

Jim Marra, director of Advertising Sequence at Temple University, Philadelphia, delivered a slide presentation to the International Newspaper and Marketing Executives Conference in Palm Springs, California. The conference was held in January. He has also been invited to make a presentation to the Conference on Creativity sponsored by Ohio University. The conference is scheduled for April.

Jeff Warr, formerly of Pepperdine University, has joined the faculty at Abilene Christian University as associate professor of Journalism and Mass Communication and director of the Advertising and Public Relations Divisions.

Ron Kaatz, Medill School of Journalism, Northwestern University, travels to Oslo, Norway in March 1990 to conduct a seminar on the impact of commercial television in Norway. From there, he heads for London for a presentation on a new media focus for the 1990's: one consumer reached by one message at one point in time. Kaatz' emphasis in London is that the media have been "overstatisticalized," and that advertisers have lost sight of the fact that the consumer never receives media as it is laid out in media planners' flow charts.

Jack Haberstroh and Paul Wright of Virginia Commonwealth University, Richmond, have had their book *Copywriting Assignments from America's Best Advertising Copywriters* published by Prentice Hall. The book presents 34 challenging assignments from One Show Gold winners in copywriting.

The University of Illinois is pleased to announce that two people have been added to the Department of Advertising faculty for fall 1990. Cornelia Otnes received her Ph.D. from the University of Tennessee in 1990. Otnes has worked for several years as a copywriter, producer, and advertising research consultant for agencies and clients in Texas and Tennessee. Her disserta-

tion research focuses on consumer external search behavior pertaining to Christmas shopping. Her research interests also include the variables influencing local advertiser media selection. Sunder Narayanan received his Ph.D. from Columbia University in 1990. Prior to joining the Ph.D. program in Business Administration at Columbia, Narayanan worked for four years in product management for Beecham Products International in India. His research interest include consumer and managerial decision making, advertising, and diffusion of new products.

AAA Research Proposals

(continued from page 1)

- a. definition of the population (Subjects, media, commercials, etc.) and sample design;
- b. nature of the data and the data collection procedure, and
- c. method of data analysis.
4. A statement of how the AAA Fellowship would facilitate the research. A budget for the project should be included.
5. A timetable for the completion of the project.
6. A Bibliography.
7. Vita(e) of the researcher(s).

Researchers who have previously received an AAA Fellowship are eligible for the award. Proposals from past recipients should include a brief description of the outcome of the previous award.

Upon completion of the research project, recipients of an AAA Research Fellowship will be expected to present a paper based on their research at the Annual Meeting of AAA. The *Journal of Advertising* will have the right of first refusal for publication.

Five (5) copies of the proposal should be submitted to the chair of the research committee by April 30, 1990. Awards will be announced in late May, and the names of the recipients will be communicated to the membership through the *AAA Newsletter*.

Proposals should be sent to David W. Stewart; Chair, AAA ResearchCom-

mittee; Department of Marketing; University of Southern California; Los Angeles, CA 90089-1421.

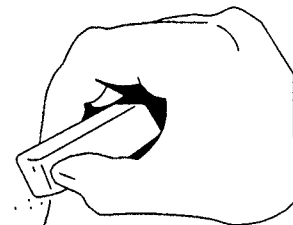
Call for Papers International Journal



Werbeforschung und Praxis (WFP) is a scholarly journal with a joint editorial board in Vienna, Austria, Munich, Germany, and East Lansing, Michigan. *WFP*, a German-language journal, desires to publish at least one article per issue in English, as a part of its mission to be internationally oriented.

WFP has a circulation of about 6,000 European university and business professionals interested in advertising. The journal seeks a continuing flow of quality manuscripts. It is a prestigious outlet for contributions to advertising theory, practice, and policy.

For information on manuscript guidelines, readers may call or write to Gordon Miracle; Department of Advertising; Michigan State University; East Lansing, MI 48823; (517) 353-3862.



Correction

In the December 1989 issue of the *AAA Newsletter*, Carl F. Walston's name was misspelled in the Academy People section. It should have read:

Carl F. Walston, University of Colorado, was awarded first place in the graduate student portion of the Advertising Division's paper competition at the AEJMC in Washington for a paper titled, "An Audience of One: The Art of Writing Advertising to Oneself."

Society for Consumer Psychology seeks new members

David Schumann, national membership chair for the Society for Consumer Psychology (SCP), indicates that the SCP was established by behavioral scientists interested in furthering the science of consumer psychology. The SCP is affiliated with the American Psychological Association and with the newly formed American Psychological Society.

SCP represents the interests of psychologists and other consumer researchers working in the fields of psychology, marketing, advertising, communication, consumer behavior, and other related areas. Some in SCP perceived themselves as behavioral scientists interested in generating *applied* knowledge to solve specific marketing-related problems, whereas others perceive themselves as behavioral scientists generating *basic* knowledge to contribute to the theory and conceptual foundations of consumer psychology.

SCP encourages participation by both groups to share their knowledge and contribute to the discipline of consumer psychology as a whole.

SCP, along with other professional societies, sponsors the *Journal of Consumer Research*, a high caliber journal devoted to consumer research issues. In addition, SCP will be introducing its own journal with the first issue to appear in 1992. Presently, an editor search is being conducted, and the journal will be published by Lawrence Erlbaum & Associates.

Each year, SCP sponsors a national conference program, with published proceedings, consisting of symposia, panel discussions, competitive paper presentations, and invited talks. SCP also sponsors the Psychology and Advertising Conference held in Spring. This conference brings together academic and practitioner researchers to discuss research of mutual interest.

SCP members receive an up-to-date quarterly newspaper, *Communicator*, which contains information on the activities of SCP as well as a copy of the

Proceedings containing the papers presented at the SCP's annual conference. Significant subscription discounts are also available to members for the *Journal of Consumer Research* and the *Psychology and Marketing*.

SCP welcomes new members. For further information, readers are encouraged to write to: David W. Schumann; SCP National Membership Chair; Department of Marketing, Logistics and Transportation; 324 Stokely Management Center; The University of Tennessee; Knoxville, TN 37996-0530, or by telephoning (615) 974-5311.

Number of students studying advertising declines slightly

The Advertising Education Publications indicates that the number of students studying advertising in 109 colleges and universities levelled off this fall from last year's all-time high of 22,680. This year's fall total was 22,597, a drop of 83.

This information, along with other facts, was compiled from information in the 1990 edition of the booklet, *Where Shall I go to College to Study Advertising?* The annual booklet is edited by Billy I. Ross, Distinguished Visiting Professor, Louisiana State University. Information from the 26th annual edition reveals that the number of advertising degree-holders increased this past year to 7,359. Of that number 6,956 were bachelor degrees, 382 were master degrees, and 21 were doctoral degrees.

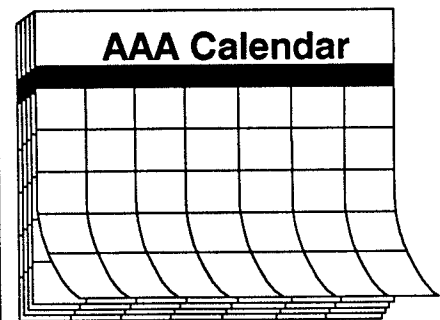
The booklet carries information on schools from 43 states that have advertising education programs. It is published by Advertising Education Publications and may be ordered by writing them at 623 Meadow Bend Drive; Baton Rouge LA 70820. The booklet costs \$2.00.

Proceedings on quality-of-life issues available

Researchers interested in quality-of-life issues related to marketing and management may be interested in acquiring the *Proceedings of the Third Conference of Quality of Life and Marketing* (Quality-of-Life Studies in Marketing and Management), edited by H. Lee Meadow and M. Joseph Sirgy from Virginia Polytechnic Institute and State University.

The proceedings are the result of a national conference held at Virginia Tech November 8 to 10, 1989 and sponsored by the American Marketing Association, the Academy of Marketing Science, the Association of Consumer Research, the Society for Consumer Psychology, and the International Society for Systems Science.

Approximately 130 people attended the conference. To purchase a copy of the proceedings, readers may make a check for \$35.00 payable to *Center for Strategy and Marketing Studies Virginia Tech* and mail it to Joe Sirgy; Center for Strategy and Marketing Studies; Department of Marketing; Virginia Tech; Blacksburg, VA 24061; (703) 231-5510 or (703) 231-6949.



Please indicate on the AAA Newsletter which events should be listed in the AAA Calendar such as deadlines for papers, conferences, etc. No items were submitted for this newsletter.

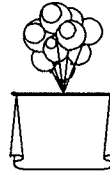
Placement

The Ohio State University seeks applicants for two tenure-track assistant professorships in advertising to teach courses in advertising and other areas of interest, build record of research and service. Ph.D. or M.A. with professional experience required. Salary competitive. Nine-month appointments begin September 1990. Applications may be sent with resume to Chair, Search Committee, Ohio State School of Journalism, 242 West 18th Avenue, Columbus, Ohio 43210. The search will continue until positions are filled. OSU is an EO/AA employer. Women and minorities are encouraged strongly to apply.

Syracuse University, Newhouse School of Public Communications, seeks faculty members in Advertising. Tenure track position starting September 1990 in advertising. Will teach in and help develop highly visible and professional department of advertising; courses in creative strategy, copywriting, media, research, advertising management, and others depending upon background and interest of the candidate. Will conduct research and/or professional consulting. Maintain liaison with advertising community and participate in the public service function of the school and university. Master's degree required, Ph.D. preferred. Significant professional and teaching experience desirable. The search committee will begin to review resumes immediately and will continue to receive them until the candidate is selected. Send resume to the Advertising Search Committee. Ranks and salaries for this opportunity is commensurate with qualifications and experience. Interested candidates should send responses to the attention of the faculty search committee, advertising position to: S.I. Newhouse School of Public Communications, 215 University Avenue, Syracuse University, Syracuse, NY 13244-2100. AA/EOE.

University of Oklahoma, Journalism, Mass Communication, News/Advertising faculty positions. Three tenure-track vacancies at the rank of Assistant

Student Opportunities



Media Research Scholarship

The Media Research Club of Chicago is initiating a \$2,000 scholarship program to attract talented students into the media research area of advertising.

Starting this year, the club intends to give one \$2,000 award to the graduate or upper class student who is best qualified, with the aim of furthering that individual's education in advertising. The funds will be deposited with the winning student's University's business office for the upcoming year to go towards his or her tuition costs.

Department heads in universities where advertising is taught are invited to select up to two students whom they feel are most deserving of this award. These students should be at the Junior level or above. Three finalists will be asked to come to Chicago in March/April (during Spring Break) for interviews with the five-member scholarship board of the club. The winner will be notified in May and invited to attend the club's June meeting. Applications were mailed out to 700 professors in January, and the deadline for application is March 16. AAA member are urged to encourage their best students to apply.

Position

Advertising's Marketing Department for the *San Diego Union and San Diego Tribune* is in search of a research analyst/sales presentation writer to work in a high-energy environment. Skills required include a team-oriented player; excellent computer skills, writing skills and data analysis and application skills. M.B.A. preferred. The paper is looking for someone with initiative, thirst for knowledge, and strong sales-oriented mind. Call or write Mindy Rawers; Marketing Services Manager; Union Tribune Publishing Company; P.O. Box 191; San Diego, CA 92112-4106; (619) 293-1446.

Working Papers

The following are working papers available from their authors:

"How to Build an International Law Firm with Public Relations and Advertising," by Jay P. Granat, Ph.D., Assistant Professor of Communications, Fairleigh Dickinson University, will be published in the February 7, 1990 edition of *The National Law Journal*. For reprints, readers may write to Dr. Granat; Department of Communications; Bancroft Hall; Fairleigh Dickinson University; Teaneck, NJ 07666.

The two following working papers may be obtained by writing to Amitawa Chattopahyay; Faculty of Management; McGill University; 10001 Sherbrooke Street West; Montreal, Quebec, Canada H3A 1G5: Chattopahyay, Amitawa and Kunal Basu (1989), "Prior Brand Evaluation as the Moderator of the Effects of Humor in Advertising," *Working Paper*, McGill University, and Mathur, Mahima and Amitawa Chattopahyay (1990), "The Impact of Television Program Generated Moods on Responses to Commercials," *Working Paper*, McGill University.

Ronda Beaman, Assistant Professor, School of Communication, Northern Arizona University, will present a paper, "Alternative Assessment for Ad Copywriting" at the 32nd Annual Conference of the Western Social Science Association in Portland, Oregon. Copies of the paper may be obtained from her by writing to Ronda Beaman, School of Communication, Northern Arizona University, Flagstaff, AZ 86011.

A copy of a working paper by Xu Bai-Yi entitled, "The Role of Advertising in China," may be obtained by writing to Advertising Working Papers; Department of Advertising; 119 Gregory Hall; University of Illinois; Urbana, IL 61801.

Placement

Professor. Position one: Advertising, media and ad research and management. M.A. required. Ph.D./ABD preferred. To teach at both the master's and undergraduate level. Position two: Advertising, emphasis creative, copy and layout, and advertising applications. M.A. required. Ph.D./ABD preferred. Substantial professional experience required. Position three: News-Editorial, emphasis news writing, editing and reporting. Secondary teaching area in history, law, ethics or management desirable. M.A. required. Ph.D./ABD preferred. Substantial professional experience required. Salary, teaching responsibilities and support for research and creative activity are very competitive. Applications will be reviewed beginning November 15, 1989, and will be accepted until the positions are filled. Applicants must provide (1) a letter of application that provides specifics of their teaching and professional experience, and describes how they would expect to publish or engage in creative activity as a faculty member; (2) a curriculum vitae; and (3) three letters of reference. All materials should be sent to: Director, School of Journalism and Mass Communication, University of Oklahoma, 860 Van Vleet Oval, Norman, OK 73019. The University of Oklahoma is an Equal Opportunity Affirmative Action Employer. Women and minorities are especially encouraged to apply.

Bradley University, Department of Marketing. Applications are invited for a tenure-track faculty position in Marketing. Doctorate in marketing or near completion required. Candidates with demonstrated research capabilities preferred. Can accommodate a variety of teaching interests among marketing courses such as: Industrial, Advertising, Promotion, Product Policy, and Channels of Distribution with teaching opportunities at both undergraduate and graduate levels. Rank is open and commensurate with teaching experience and research record. Salary is AACSB competitive. Position avail-

able Fall, 1990. Interested applicants should send a letter of application, a current vita and names of three references to: Dr. Robert Baer, Department of Marketing, Bradley University, Peoria, IL 61625, (309) 677-2274. Applications will be accepted until the position is filled. Bradley University is an Equal Opportunity Affirmative Action Employer. Women and Minorities are urged to apply.

Seattle University, Albers School of Business, seeks applications for an anticipated tenure-track position in marketing beginning Fall 1990. Candidates should hold a Ph.D., or expect to receive the degree by September, 1990. Excellence in teaching and research is essential. Teaching experience at both graduate and undergraduate levels is also desirable. Send applications, c.v.'s and other relevant information to: Professor C. Patrick Fleenor, Chair, Dept. of Administration, Albers School of Business, Seattle University, Seattle, WA 98122.

College of St. Thomas, Assistant/Associate Professor of Marketing. Tenure-track positions available Fall, 1990. The College of St. Thomas is located in a pleasant residential neighborhood in the heart of Minneapolis-St. Paul metro area. C.S.T. is a Catholic liberal arts college with 8900 students including 2400 undergrad business majors and 2100 MBA students. Normal teaching load: three classes, two preparations. Ph.D., DBA, or advanced dissertation stage required. Business experience a definite asset. While C.S.T. is primarily a teaching institution, some research is expected.

University of Connecticut at Storrs, Department of Marketing, invites applications and nominations for the anticipated position of Department Head in the Marketing Department for Fall 1990 at the rank of Professor. The Marketing Department at Storrs is accredited by the AACSB at the Bachelor's and Master's levels. It participates in a newly inaugurated Ph.D. program in Business Administration. The Department has strong ties to the Communications Department through its participation in the Marketing com-

munications Ph.D. program and to the business community. Candidates should hold a doctorate and have an established record of research and publication in major marketing journals. In addition, incumbent should have a strong commitment to research and graduate education plus experience with Ph.D. programs. Salary will be commensurate with qualifications. Contact Dr. Susan Spiggle, Search Committee Chair, Department of Marketing, U-41-M, The University of Connecticut, Storrs, CT 06269-2041, (203) 486-4134. The University of Connecticut is an Affirmative Action/Equal Opportunity Employer. (Search #9A291)

The University of Scranton has a tenure track opening in Marketing for an assistant, associate, or full professor starting Sept. 1, 1990. The University is a Jesuit institution with a well established reputation for quality. It is located in a family-centered, low cost of living community 120 miles from New York City and Philadelphia. Teaching load is 9 hours a semester plus research and usual service responsibilities of a professor. Salary is highly competitive. Doctorate or ABD in Marketing required. Send resume to Professor Eileen B. Hewitt, Chairperson, Search Committee, School of Management, University of Scranton, Scranton, PA 18510. An equal opportunity employer. Women and members of minority groups are particularly encouraged to apply.

Wright State University, invites applications for the David L. Rike professor of Marketing. The Chair provides an attractive combination of salary, benefits, travel, and support. Rank is at the full professor level and a Ph.D. in marketing is required. Field of specialization is open. The holder of this chair is expected to have and maintain a superior level of research and teaching. The Rike professor is expected to develop conferences and seminars and to be highly visible to the business community. Excellence in teaching, personal research productivity, enhancing and encouraging the research productivity of the faculty, and developing strong ties with the area's businesses will be the major responsibilities of the

Placement

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University of San Diego, Assistant Associate tenure-track position in Marketing starting September, 1990. Ph.D., DBA or dissertation near completion. USD is a small, private university which encourages excellence in teaching. AACSB accreditation at both the undergraduate and Master's level. The informal and congenial atmosphere of the university combined with the excellent living conditions in San Diego make this a truly outstanding opportunity. USD is an equal opportunity affirmative action employer. Contact prof. T. N. Somasundaram, School of Business, University of San Diego, Alcalá Park, San Diego, CA 92110 (619) 260-4889.

Le Moyne College, a comprehensive, independent institution in the Jesuit tradition seeks applicants for assistant associate professor, tenure-track position in marketing for 1990-1991 (Ph.D., D.B.A. preferred but will consider ABD). Teach principles plus one of the following: marketing management, consumer behavior, advertising and/or sales. Le

Moyne College is located in Syracuse, New York, adjacent to the scenic Finger Lakes region. Year round recreational opportunities with relatively low cost living. Competitive salary. Send letter of application plus resume to Dr. John J. Considine, Department of Business Administration, Le Moyne College, Syracuse, New York, 13214-1399. Le Moyne College is an AA/EEO employer.

State University of New York, Plattsburgh, Assistant/Associate Professor of Marketing. Tenure Track position available September 1, 1990. Qualifications: Ph.D., D.B.A. or advanced A.B.D. in Marketing. Salary is competitive. Plattsburgh is located on Lake Champlain, near the Adirondack Mountains, 60 miles south of Montreal, Canada. Send letter of application and resume to Dr. Lise Herpux, Chair, Marketing Search Committee, School of Business and Economics, c.o. Office of Personnel Affirmative Action, SUNY Plattsburgh, Box 1634-312, Plattsburgh, NY 12901. AA/EEO.

Pittsburg State University. Tenure-track position anticipated for academic year 1990. Ph.D. or DBA preferred. ABD considered. RASY competitive AACSB institutions. Potential for teaching excellence and research productivity required. Send letter of application, curriculum vita, copies of doctoral level transcripts and names, addresses and phone numbers of three references to Dr. Arthur K. Fischer, Chairperson, Department of Business Administration, Pittsburg State University, Pittsburg, KS 66762, phone (316) 231-7000 ext. 4575. EEOAA.

West Georgia College, School of Business, is seeking a senior faculty member at the Associate or Professor level to provide discipline and research leadership in the field. A faculty of four supports over 200 majors in a School accredited by the AACSB at the undergraduate level. College of 7,000 students located in a growing community one hour from Atlanta. AA, EOE. Send resume to: Frank Hunsicker, Chairman, Department of Management and Marketing, West Georgia College, Carrollton, GA 30118.

American Academy of Advertising Newsletter

Please send information to:

Dr. Jane S. Reid
Marketing Department
Youngstown State University
410 Wick Avenue
Youngstown, OH 44555-3080
(216) 742-1870

DEADLINE: May 31, 1990

Program News:

People News:

Calendar Information:

Working paper titles, with addresses for obtaining the papers:

Thanks for your help. Please write suggestions, complaints, or other information on the back of this sheet. Also, please type or print legibly.

Placement

more than one of the following areas: public relations principles, writing, management, campaigns, theory. Appointment can be made in one of two tracks: a) Renewable professional track with evidence of significant professional experience; or b) research tenure track with Ph.D. and evidence of recent scholarly activity. Reduced teaching loads for researchers. Competitive salary, generous fringe benefits at 18 percent of salary, excellent travel support. Summer teaching possible at 11 to 22 percent of nine-month salary. Letters of application, vitae, and names of three references should be sent to Alexis S. Tan, Chair, Department of Communications, Washington State University, Pullman, WA 99164-2520. Review of applications will begin December 1, 1989 and continue until position is filled. Washington State University is an equal Opportunity/Affirmative Action Educator and Employer. Protected group members are encouraged to apply and identify their status.

Southern Illinois University, School of Journalism, seeks applicants for two positions: a) Assistant Professor/Associate Professor to teach creative, copywriting, and related courses. b) Associate Professor/Professor to teach advertising sales, media planning and related courses. Successful applicants also will be expected to work with master's and doctoral students and conduct research in their own specializations. Doctorate or equivalent in journalism, mass communication, or related field preferred, master's degree required. Advertising experience preferred. Appointments require scholarly productivity commensurate with experience and rank. Application deadline: December 1, 1989, or until filled. Send letter of application, resume, and the telephone numbers of at least three current references to: Chair, Faculty Search Committee, School of Journalism, Southern Illinois University, Carbondale, IL 62901-6601, telephone (618) 536-3361. Have three individuals who are familiar with your teaching, research,

academic and professional experience send letters of recommendation to the address above.

California State University, Fullerton, Department of Communications seeks one or more faculty to teach courses in creative process, media planning, management, research and/or direct response advertising. Applicants also may teach in the department's graduate program; work with master's students, and teach specialties like history, law, communication research or international communications. Positions begin August, 1990. Ph.D./ABD or equivalent and interest in research required; professional experience desired. Rank/salary depend on qualifications and experience. Review of applicants began November 15 and continues until position is filled. Send vita and application letter to: Professor Terry Hynes, Chair, Faculty Search committee; Department of Communications; California State University, Fullerton, CA 92634. Affirmative Action/Equal Opportunity Employer.

San Diego State University seeks assistant or associate professor for advertising emphasis in the Department of Journalism. Appointment effective August 1990. Ph.D. (or A.B.D.) with

record of or potential for scholarly research required. Work experience in advertising and university teaching experience preferred. Applications will be considered beginning January 15, 1990, and accepted until suitable candidate is hired. Send letter and vita to James K. Buckalew, Search Committee Chair, Department of Journalism, San Diego State University, San Diego, CA 92182-0116. Affirmative Action and Equal Opportunity Employer.

Editor's Note:

I will assume that every school listed in the Placement Section has filled its position(s) unless I hear differently.

Thank you for your input into this newsletter, and I look forward to your future submissions--JSR



Marketing Department
Youngstown State University
410 Wick Avenue
Youngstown, OH 44555-3080

FIRST CLASS