

**\*Placement!**

**\*Academy Research Proposals**



# Newsletter

An Official Publication of the American Academy of Advertising

December 1990

## Program News

The University of Nevada, Las Vegas announces the establishment of the Greenspun School of Communication. The new school offers both Bachelor of Arts and Master of Arts degrees, with academic and professional programs in advertising, public relations, rhetorical studies, telecommunications, print journalism, and organizational and interpersonal communication. The school was named in honor of Hank Greenspun who was the editor and publisher of the *Las Vegas Sun* newspaper. The Greenspun family provided a \$2 million grant to found the school, a \$500,000 grant to operate a cable channel, and a \$150,000 equipment grant. A \$75,000 annual grant was also received for scholarships in honor of Hank Greenspun. Gage Chapel was appointed as director of the Greenspun School. Anthony J. Ferri was appointed Executive Assistant to the Director, and Michael McGuire was appointed Graduate Coordinator.

Temple University's student-run ad agency, The Creative Services Workshop, has implemented two new policy and structural changes. One change is the establishment of a management council comprised of student representatives from account services, creative, research, and office. The second change is the development of an apprentice program where sophomores and juniors apprentice at the workshop. James Marra, director of the

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## Competition announced

The Research Committee of the American Academy of Advertising is pleased to announce its annual competition for research fellowships. These fellowships may be used to support any type of research in the area of advertising. Such research may include quantitative or qualitative empirical studies, literature reviews or conceptual works, critical analyses, or creative works. Awards of up to \$ 5,000 may be made, but the more typical award will be in the range of \$ 2,000 to \$ 2,500.

The committee also encourages proposals for lesser amounts of support. It is anticipated that three or more awards will be made. The criterion for selection will be the potential of the proposed project to advance the knowledge and practice of advertising. All members of the Academy, including students, are eligible for these awards.

Researchers who have previously received a AAA Fellowship are eligible for the award. Proposals from past recipients should include a brief description of the outcome of the previous award. Researchers who have submitted proposals that have not been awarded support in the past may resubmit proposals for similar projects. Such resubmissions should be accompanied by a statement that indicates whether and how the proposal has been revised since its previous review.

Questions about the competition and proposals should be sent to David W. Stewart, chair, AAA Research Committee, Department of Marketing, University of Southern California, Los Angeles, CA 90089-1421

## Call for nominations

The Research Committee of the American Academy of Advertising seeks nominations for its first annual award for outstanding contribution to advertising research. The award will honor an individual researcher or team of researchers for research that has significantly advanced the understanding of advertising. The award may be given on the basis of a single work (paper, book, etc.), but will more likely be awarded for a sustained stream of systematic and related research over time. The award is intended to honor specific research contributions rather than the cumulative contributions of individuals to the discipline for which other awards exist. The award will be presented at the annual meeting of the American Academy of Advertising in April 1991. The recipient(s) will receive a plaque and a monetary award.

Nominations should include a description of the research that is the basis of the nomination and a statement of why the research is significant and furthers the understanding of advertising. Nominations should be addressed to the chair of the committee, David Stewart, Department of Marketing, University of Southern California, Los Angeles, California 90089-1421 by February 1, 1991

**Program News**

advertising sequence and workshop advisor, claims the apprentice program allows the workshop to have returning lettermen and women.

The University of Alabama's department of advertising and public relations will offer a professional master's program beginning fall 1991. The "Alabama APR Program" is an intensive one-year program combining both advertising and public relations. Students will begin their course work on August 19, 1991 and follow a structured 39-hour curriculum ending with the 1992 summer session. Students will learn communication planning, writing and presentation skills, media planning, evaluation research, and program management with a view to realizing the "multiplier effect" that comes from closely coordinated advertising and public relations programs. More information may be obtained by contacting John Eighmeny, department chair at (205) 348-7158.

Also at University of Alabama, William Taubin, a member of the Art Directors Hall of Fame, will serve as an Art Director in Residence during the entire 1991 spring semester. Taubin was one of William Bernbach's original art directors and created multi-award winning advertising for Levy's Bread, American Airlines, Volkswagen, the French Government Tourist Board, and Utica Club Beer. He will teach two introductory creative courses and an advanced portfolio development course in the advertising curriculum. Visitors to the program so far this year have included Lauren Deane, art director at Young & Rubicam in New York, John Nieman, vice chair and chief creative officer of D'Arcy Masius Benton & Bowles USA, and Leo Bogart, former executive director of the Newspaper Advertising Bureau.

Robert Marker, retired chair of McCann-Erickson Advertising, New York, is teaching at the University of Florida, Gainesville during fall semester 1990. He is the Gannett Distinguished Visiting Professor of Advertising, and his visit is funded by a grant

from the Gannett Foundation.

Liener Temerlin, chair of the board for Bozell Inc., has been appointed the Algur H. Meadows Distinguished Visiting Professor of Advertising at Southern Methodist University. His appointment will be effective for spring and fall semesters of 1991, and he will teach one class each semester open only to honor students who will be admitted by interview by the university. Temerlin said he would share with students many of the strategies and unique concepts he has used to help make Bozell one of the world's largest and most successful advertising and public relations agencies. Bozell, with \$1.5 billion in annual billings, is the 14th largest agency in the United States and ranks 15 in the world.

**Internship opportunity for AAA members**

DDB Needham Worldwide in Chicago is again looking for applicants for its summer Faculty Intern in Media for 1991. This year will mark the fourth year of the program. The program offers participants the chance to spend six to eight weeks working in the media department of a major advertising agency, interacting with people in media, media research, and other departments within the agency.

AAA members may apply for the faculty internship by sending an updated resume, a proposal outlining possible project(s) to pursue during the internship, and a summary of reasons for taking part in the internship to Helen Katz, Media Research Associate, DDB Needham Worldwide, 303 East Wacker Drive, Chicago, IL 60601. Further information on the program may be received by calling Helen at (312) 861-0200.

*In Memoriam*

Bob King reports that J. N. Milne of Oakville, Ontario, Canada and a member of the Academy has passed away.

**AAF announces formation of foundation**

The American Advertising Federation National Board of Directors announced on November 1, 1990 the appointment of the board of directors for its newly-formed American Advertising Foundation.

The foundation will assist programs dedicated to improve and advance advertising education such as the Vance L. Stickell Memorial Student Internship Program, the National Student Advertising Competition, and the Advertising Hall of Fame exhibit under development for the Chicago Museum of Broadcast Communications.

Officers on the new board are: Chair Barton Cummings, chair emeritus, Saatchi & Saatchi Advertising; President Howard Bell, president, American Advertising Federation; Vice President Robert Blackmore, executive vice president, National Broadcasting Company; Treasurer David Goodman, vice president, the Clorox Company; and Secretary Patricia Martin, chair, Martin & Lipton

John Murphy, professor, department of advertising, University of Texas serves as a board member with seven other members.



**AAA members**

can be assured of uninterrupted Academy services and can help keep Academy costs low by renewing promptly.

## Academy People

**Ed Cerny**, marketing professor and MBA and Internship Coordinator, at USC-Coastal, **Herb Ahlgren**, **June Ahlgren**, and **Jean Day**, ad consultant, went on an advertising exchange trip to Eastern Europe--Berlin, Prague, Budapest, and Vienna--in mid-October.

**Hall Duncan**, global development officer of the Academy's Committee on International Advertising Education and **Don Schultz**, USA chair of education for International Advertising Association received the 1990 Distinguished Communicator Award presented by the Latin American Education Secretariat of the International Advertising Association. The awards were presented by **Julio Ortuzar Prado**, president of the Latin American Secretariat, on October 31, 1990 in Santiago, Chile.

**Henry T. Wilkens Sr.** is a Shipensburg University College of Business Scholar for 1990-91. He was chosen by the College of Business Faculty awards committee based on his record of scholarly achievement while a faculty member at the university with emphasis of achievement during the last several years. He received \$1,000 and will be invited to the Beta Gamma Sigma spring banquet.

**John Hanc**, new AAA member, was appointed assistant professor of advertising and public relations in the communication arts department of the New York Institute of Technology in Old Westbury, New York. Hanc, a freelance writer and consultant who previously worked in promotion and public relations for Times Mirror (*Newsday*, *The Stanford Advocate*) and Time, INC. (*People* and *Entertainment Weekly*), received his M.A. from the University of Wisconsin-Madison where he studied under AAA members **Ivan Preston** and **Esther Thorson**. Prior to NYIT, he was an adjunct professor at the State University of New York/College at Old Westbury, School of Business. He was named to the first edition of *Who's Who in Advertising* this year.

**Gerry Linda**, **Kurtzman/Slavin/Linda**, just celebrated the first anniversary of his integrated, coordinated marketing communications firm. The firm has moved, and the new address is One Northfield Plaza, Northfield, IL 60093.

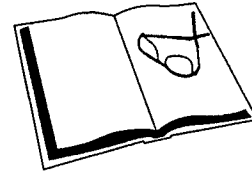
**Marty Hansen**, department of communication design, Chico State University in California, wrote a TV commercial for Tower Records which was honored by a Silver Award (2nd place) in the Houston International Film Festival. The TV commercial plays in 17 markets in America and also plays in London.

**Thomas E. Barry**, professor of marketing at Southern Methodist University, was named Associate Dean for Academic Affairs. He previously held the position from 1981 to 1982 and in 1988.

**Edd Applegate** has received tenure and has been promoted to Associate Professor. Applegate is a member of the faculty at Middle Tennessee State University. He presented a paper entitled "How Chairs of Advertising Departments View Wilson Bryan Key's Concept of Subliminal Perception as it Pertains to Advertising" at the Popular Culture Association in Toronto. He is editing the book, *The Ad Men and Women: A Biographical Dictionary of Advertising* for Greenwood Press.

**Jim Morris**, head of the advertising sequence of Southern Methodist University's Communication Arts Department, has received a grant from the Specialty Advertising Association International to conduct a study on the efficiency of specialty advertising. The study, which will be conducted in April 1991, is entitled "Efficiency of Specialty Advertising versus Space Advertising in Collecting Names and Generating Sales Leads." The study, in conjunction with IBM Corporation, will be conducted on the SMU and Baylor campuses. Responses to a special event held by IBM will be compared on the basis of advertising media: student newspaper space advertising at Baylor versus specialty items and flyers at SMU. Morris also took more than 30 students to London this summer for a

## Working Papers



**Ivan Preston's** working paper, "The definition of deceptiveness in advertising and other commercial speech," may be obtained by writing to him at 5140 Vilas Hall, University of Wisconsin, Madison Wisconsin 53706.

**Alvin J Silk's** and **Ernest R. Bermdt's** working paper, "Scale and scope effects on advertising agency costs," may be obtained by writing to Silk at Harvard Business School, Soldiers Field Road, Boston, MA 02163.

month-long course in international advertising. Course work was also accompanied by several field trips, including visits to Saatchi & Saatchi and the Independent Broadcasting Authority.

**Alica Gagnard Kendrick** received tenure from Southern Methodist University this summer. She was sponsor of SMU's Ad Club for four years and has been faculty advisor to the student competition team for the past two.

**Cathy J. Cobb-Walgren**, Georgia State University, and her husband, Gary, are the proud parents of a baby boy. **Andrew Steed Walgren** was born July 13, 1990 and weighed in at 7 pounds, 10 ounces.

**Joe Pisani**, chair, department of advertising, University of Florida, was named advertising educator of the year by ANCAM (Association of Newspaper Classified Advertising Managers). The award was presented at the ANCAM annual sales meeting in Calgary, Alberta last June.

**Jim Marra**, director of the advertising sequence at Temple University, has been named coordinator of the Philadelphia Council AAAA Institute for Advanced Advertising Studies. He will be heading the educational program for young Philadelphia professionals.

## New journal announced

The Haworth Press, Inc. announces the forthcoming publication of the new quarterly *Journal of Restaurant & Foodservice Marketing*, scheduled for publication in Spring 1992.

Dr. Simon Crawford-Welch at the Department of Food and Beverage Management, William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas will serve as editor.

Free sample copies of the charter issue may be obtained by writing The Haworth Press, Sample Department--Box Comp, 10 Alice Street, Binghamton, New York 13904-1580. Details on manuscript preparation for the journal may be obtained by writing to Crawford-Welch at 4505 South Maryland Parkway, 356 Beam Hall, Las Vegas, Nevada 89154-6013.

## Lost?

The Academy's mailings to the following AAA members have been recently returned by USPS as undeliverable because of changes of address. If anyone knows the current mailing addresses of the following persons, please share that information with Bob King. The "lost" members are: Ahmed Alyusuf, E. Dawson Fisher, Roberta Hupman, Weibung Syu, and Brian Wansink.

## Placement

**Baruch College, The City University of New York**, is seeking a new faculty member in advertising with teaching interests in copy, media, or management for September (or February) 1991. Rank of Assistant, Associate, or Full Professor (must have Doctorate). Instructor position arranged for ABD. Lippert Chair is available for applicants with distinguished scholarly achievement. A visiting appointment is also available. We offer good salary and benefits and significant research support. Please contact either: Conrad Berenson, Chair, Department of Marketing or Morton Jaffe, Advertising Area Supervisor, Baruch College, 17 Lexington Ave., Box 508, New York, NY 10010. AA/EOE

**California State University-Fullerton**, Department of Communications is seeking tenure track faculty in Advertising (teach creative process, media planning, manage-

ment, research and/or direct response advertising) and Public Relations (teach public relations principles, writing and management). Applicants may also teach graduate courses, advise graduate students, and teach in specialties like history, law, communication research, or international communications. Ph.D./ABD or equivalent in communications or a related field and interest in continuing research required; professional experience desired. Rank and salary depend on qualifications. Send letter of application and resume to: Rick Pullen, Chair, Faculty Search Committee, Department of Communications, California State University-Fullerton, Fullerton, CA 92634. Review of applications begins November 1, 1990, and continues until all positions are filled. AA/EOE. Women and minorities are especially invited to apply.

**Southern Illinois University at Carbondale**, School of Journalism, has an opening for Assistant or Associate Professor to teach media planning, advertising sales and related courses. Effective appointment date is August 16, 1991. 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. Successful applicants will be expected to work with master's and doctoral students and conduct research in their own specializations. Send letter of application, resume, and telephone numbers of at least three current references to: Chair, Faculty Search Committee, School of Journalism, Southern Illinois University, Carbondale, IL 62901-6601. Have three individuals who are familiar with your teaching, research, academic, and professional experience send letters of recommendation to same address. AA/EOE.

**Marquette University** has an opening for a full-time Assistant Professor qualified to teach in at least two of the following areas: advertising history, advertising research, advertising principles, advertising copywriting, advertising design, advertising and public relations management, and advertising campaigns. Ph.D. required. Professional and teaching experience helpful. A commitment to build an excellent record in teaching, research/publication and service is expected. To apply, send a cover letter, curriculum vita, and three letters of recommendation to: Professor Jack Crowley, Department of Advertising and Public Relations, College of Communication, Journalism and Performing Arts, Marquette University, 1131 W. Wisconsin Avenue, Milwaukee, WI 53233. EOE - Marquette cherishes its right and duty to

seek and retain personnel who will make a positive contribution to its religious character, goals, and mission.

**Western Michigan University**, Department of Marketing, College of Business, has an opening for an Assistant Professor of Marketing to teach some of the following: advertising, media campaigns and strategy, direct marketing, copy and layout, and promotional strategy. Also to advise the AAF student chapter. Ph.D./DBA (or ABD with anticipated completion date) in Advertising or Marketing required; teaching and/or work experience desirable. Salary is competitive and dependent upon background and experience. Send applications to Dr. Lowell E. Crow, Chair, Department of Marketing, Haworth College of Business, Western Michigan University, Kalamazoo, MI 49008-3912. AA/EOE. \*Position in industrial marketing posted with AMA.

**University of Nebraska-Lincoln**: Two tenure-leading advertising faculty positions beginning Fall 1991. Nationally reputed program seeks: copywriting expertise, instruction in media strategy, research in advertising, supervisor of campaigns, graduate instruction, Master's thesis supervision, Master's professional project supervision, undergraduate core course instruction (History, Mass Media, Law). A variety of configurations of interests and credentials are possible for candidates. Highly competitive salaries. Rank open. Consideration will be given to candidates either with the M.A. or Ph.D. However, advertising research capability is a top priority. Professional advertising experience required. The UNL Advertising Department has national respect in writing and layout instruction and has demand for its graduates from both inside and outside the state. In addition to a nationally reputed undergraduate program, the College includes a growing M.A. degree program, and a proposal to add a Ph.D. degree is under consideration. Send letter of application, vita and names, addresses, and telephone numbers of three references, postmarked by February 1 (or until filled) to: Chair, Advertising Search Committee, College of Journalism, University of Nebraska-Lincoln, Lincoln, Nebraska 68588-0127, (402) 472-3045. Affirmative Action/Equal Opportunity Employer.

**The Ohio State University**, School of Journalism, has an opening for Assistant Professor of Journalism, tenure track, in advertising sequence. Teaching responsibilities include courses in advertising and other possible teaching interests of the candidate. You will be expected to build a record of excellence in teaching, service, and scholarly research or professional publication. Ph.D. with

advertising experience or M.A. with extensive advertising experience required. Salary is competitive and commensurate with experience. Appointment begins September, 1991. Letter of application and vita should be sent to: Walter Bunge, Director, Ohio State University School of Journalism, 242 W. 18th Avenue, Columbus, Ohio 43210. Review of applications will begin November 15, 1990, and continue until the position is filled. AA/EOE. We encourage inquiries from women and minorities.

**Pepperdine University** has a position open in advertising. Duties include teaching advertising courses in one or more of the following areas: advertising fundamentals, media planning, and advertising campaigns. An interest and ability to teach in the broader mass communication core is also desirable. Salary is competitive and negotiable within ranks. A Ph.D. is required and successful college teaching experience is preferred. A candidate should have a strong record or potential for research and scholarly activity as well as a genuine commitment to excellence in teaching. All positions are open to applicants at the Assistant, Associate, and Full Professor rank. A letter of application, vita, three letters of reference, and evidence of scholarly work and teaching excellence should be sent to: Dr. Don Shores, Chair, Communication Division, Pepperdine University, Malibu, CA 90263. EOE. Minorities and women are encouraged to apply.

**Middle Tennessee State University**, Department of Journalism has an opening for tenure-track Assistant or Associate Professor to teach advertising and advise students. Ability to teach in the areas of copy and layout, graphics and/or desktop publishing helpful. Professional experience required. Master's degree required, Ph.D. preferred. Salary and rank commensurate with experience. Send resume and three letters of reference to: Dr. Larry Burdiss, Chair, Department of Journalism, Middle Tennessee State University, Murfreesboro, TN 37132. Women and minorities are encouraged to apply. AA/EOE.

**University of Washington**, School of Communications has an opening for Assistant Professor, tenure-track position in Advertising. Teach undergraduate and graduate courses in advertising, especially in areas of copywriting, media planning, and campaigns. Conduct research and direct graduate students at master's and doctoral level. Doctoral degree in Mass Communications or related discipline is required. Strong grounding in Marketing. Some professional advertising experience. Master's with extensive

professional advertising experience will be considered. Demonstrated potential for effective teaching and productive scholarship. Competitive salary depending on degree, qualifications, and professional experience. Appointment at more senior rank may be possible for applicants with exceptional scholarly records. Qualified applicants should submit a letter expressing their teaching and research interests, a detailed vita, and the names of three academic/professional references to: Chair, Search Committee, School of Communications DS-40, University of Washington, Seattle, Washington 98195. Female and minority candidates are strongly encouraged to apply. Preference will be given to applicants who can serve well an increasingly diverse University community.

**University of Nevada, Las Vegas**, Department of Marketing, has an opening for an Assistant/Associate Professor of Marketing, with a strong interest in Marketing Communications and Promotion. Position is available for August 1991. Teaching responsibilities include Marketing Communications and Promotion; plus an area of choice. Additional responsibilities include research and service consistent with the mission of the institution. Published research in support of this goal is expected. A Ph.D./D.B.A. in Business with a concentration in Marketing or an appropriate terminal degree in Communications/Journalism with an emphasis in Advertising is required. ABD's will not be considered for this position. Preference will be given to candidates with demonstrated expertise and interest in the marketing of services (professional, financial, health care, and tourism/travel-related services). The ideal candidate will have a minimum of one to three years of post-doctoral teaching experience in an AACSB institution, and an equal number of publications. Salary and benefits are competitive with comparable AACSB-accredited schools. Send a letter of application, current resume, three letters of recommendation, and evidence of your teaching abilities to: Robert H. Collins, Chair and Hilton Distinguished Professor, Department of Marketing, University of Nevada, Las Vegas, 4505 Maryland Parkway, Las Vegas, Nevada 89154-6010. EOE-AA.

**The University of Wisconsin-Oshkosh** Department of Journalism seeks an assistant or associate professor to teach undergraduate courses and engage in relevant research and professional projects in its advertising/public relations emphasis. Primary teaching responsibility is in advertising but public relations and media management competency a plus. Doctorate preferred, but

master's degree with significant professional experience will be considered. Department is ACEJMC-accredited. UW Oshkosh has an expectation of professional and scholarly development and has a Faculty Development Fund for supporting faculty research and professional growth. Faculty also are encouraged and supported in seeking extramural funding where appropriate. Starting date is January 28, 1991 or September 1, 1991 (depending on availability of candidate). Screening of applicants will begin October 1, 1990 and will continue until the position is filled. Salary: Open and competitive. Terms of Appointment: Tenure-Track. Person to Contact: William Biglow, Chair, Department of Journalism. Please send letter of application, resume, and include three references. University of Wisconsin-Oshkosh is an Affirmative Action/Equal Opportunity employer.

**Florida International University**, the State University of Florida in Miami, is looking for a faculty member to complement our advertising sequence. The candidate will teach both undergraduate and graduate courses. An interest in advertising research would be a decided plus. We are offering a tenure track position, starting either Spring or Fall 1991. Challenge: To help our current faculty of award-winning professionals in advertising, journalism, public relations, and broadcasting deliver media education as it should be: real-world demanding, with strong emphasis on critical and creative thinking as well as writing skills. Qualifications: A doctoral degree and some advertising experience preferred. Master's required. Extensive teaching experience (5 years or more) and advertising experience may substitute for the doctorate. Letter of application, vita, and three references should be sent to: Professor Patricia Rose, Chair, Advertising Search Committee, School of Journalism and Mass Communication, Florida International University, North Miami, Florida, 33181. FAX: (305) 956-5498. Equal Opportunity/Equal Access/Affirmative Action Employer.

**Spring Hill College**, Advertising/Communication. Tenure-track assistant/associate professor for thriving undergraduate communications program. Ph.D. in relevant area preferred. ABDs and MFAs encouraged to apply. M.A. or M.S. with strong professional credentials considered. Teaching versatility in mass media helpful. Competitive salary. Award-winning AAF team, strong marketing, computer and graphics support. Founded in 1830, Spring Hill is a selective Jesuit liberal arts college located near the Gulf Coast. Appointment begins August 1991. Review of applications will begin November

1, and continue until the position is filled. Letter, resume, and three references to: Professor Bettie Hudgens, Communication Arts, Spring Hill College, 4000 Dauphin Street, Mobile, Alabama 36608. Spring Hill is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**Indiana University.** The School of Journalism at Bloomington seeks applicants for an assistant professor position (tenure-track) with teaching interests in advertising and a commitment to scholarly research. Professional experience and an advanced degree are desirable. The tenure-track appointment is for ten months with opportunity for summer teaching. Two-course teaching load per semester. Send letter of application, resume, academic transcripts, one example of scholarly or creative work, and three letters of reference to Professor Cleveland Wilhoit, Search Committee, School of Journalism, Indiana University, Bloomington, IN 47405. Indiana University is an Affirmative Action-Equal Opportunity Employer.

**University of Maine.** Advertising: Tenure-track Assistant or Associate Professor vacancy in thriving advertising program. Appointment starts September 1, 1991. Earned Ph.D. or advanced ABD required. Professional expertise, scholarship, teaching excellence essential. Fluency in French a plus. Search will continue until position filled. To apply, send resume, cover letter, and three references to: Dr. Stuart J. Bullion, Department of Journalism and Mass Communications, 107 Lord Hall, University of Maine, Orono, Maine 04469. The University of Maine is an Affirmative Action, Equal Opportunity Employer.

**The University of Arkansas at Little Rock.** College of Business Administration, Marketing/Advertising: accepting applications for a chairperson in the Department of Marketing and Advertising. An established record of effective classroom teaching, professional service, and scholarly publications required, sufficient for appointment to Associate Professor or Professor. Salary competitive with comparable AACSB schools; fringe benefits include 10% University matching of TIAA/CREF employee contributions. Send vita and names of three references to: Dr. Forrest H. Pollard, Search Committee Chair, Marketing and Advertising Department, University of Arkansas at Little Rock, 2801 South University Avenue, Little Rock, Arkansas 72204. Applications will be subject to inspection under the Arkansas Freedom of Information Act. The University of Arkansas at Little Rock is an affirmative action, equal opportunity employer and actively seeks the candidacy of minorities and women.

**The University of Arkansas at Little Rock.** College of Business Administration, Marketing/Advertising: seeking applicants to fill a tenure position beginning Fall Semester, 1991, to teach courses in Marketing and Advertising. Doctorate in Business with minor in Advertising or experience is preferred. Rank and salary dependent upon experience. The department has eight full-time faculty. The College of Business Administration is accredited by the AACSB for its undergraduate and MBA programs. Apply to Bill C. Tadlock, Interim Chairman, Department of Marketing and Advertising, College of Business Administration, UALR, 2801 South University Avenue, Little Rock, Arkansas 72204. Applications will be subject to inspection under the Arkansas Freedom of Information Act. The University of Arkansas at Little Rock is an affirmative action, equal opportunity employer and actively seeks the candidacy of minorities and women.

The School of Mass Communications at **Virginia Commonwealth University** invites nominations and applications for a tenure-track (possibly tenured) position in advertising beginning in August, 1991. The appointment will be as associate or full professor. Duties include teaching primarily in the advertising sequence, particularly in creative areas, maintaining a high level of professional creative or research activity, and fulfilling the usual faculty service obligations. Candidates should have creative advertising experience that is both extensive and successful on a national level or have a Ph.D. and a national reputation as a scholar. Candidates should demonstrate a commitment to undergraduate education. The School has more than 700 undergraduates and 40 graduate students in a multi-cultural, urban environment. It is ACEJMC accredited and recently moved into a new, state-of-the-art facility. Evaluation of candidates will begin December 1, and continue until a candidate has been selected. Send detailed letters of application, vita, and three current letters of reference to Robert L. Hughes, Chair, Search Committee, School of Mass Communications, Box 2034, Virginia Commonwealth University, Richmond, VA 23284-2034. Virginia Commonwealth University is an Equal Opportunity/Affirmative Action Employer. Women and minorities are encouraged to apply.

**University of Southern Mississippi** seeks two tenure-track Advertising/Public Relations faculty members for ACEJMC-accredited Department of Journalism. Candidates should hold terminal degree and meet criteria for participation in master's and doctoral degree programs in School of Communica-

tion at rank of assistant/associate professor. Appointment begins August 1991. Screening will begin January 15, 1991, and will continue until the positions are filled. Send letter, vita, list of references to: Dr. Arthur J. Kaul, Journalism Search Committee, USM, Southern Station Box 5121, Hattiesburg, MS 39406-5121. USM seeks a broad spectrum of applicants, especially women and minorities. AA/EOE

**The University of Alabama.** College of Communication. Assistant professor of Advertising and Public Relations. The Department of Advertising and Public Relations at the University of Alabama has a tenure track opening at the assistant professor level. The major teaching interest can be advertising and/or public relations, along with communication research methods at both the undergraduate and graduate levels. A doctorate is required, and applicants must demonstrate high potential to establish a scholarly research program. Applications from women and minorities are especially encouraged. The positions begin on August 16, 1991. Candidate selection begins January 8, 1991. Please send letter of application, resume, and three letters of recommendation to: Advertising Search Committee, College of Communication, Box 870172, University of Alabama, Tuscaloosa, AL 35487-0172. Fax number (205) 348-6213. Please indicate the position for which you are applying in your letter of application. The University of Alabama is an Affirmative Action, Equal Opportunity Employer.

**Kent State University.** Advertising. Assistant/Associate Professor. Invite applications for a tenure-track position in an accredited School of Journalism and Mass Communication. Qualifications: Master's degree required, Ph.D. preferred. Significant professional experience in creative, media planning, and/or account management is required. Teaching experience preferred; record of professional or scholarly publication or the potential to build one. Nine-month contract to begin August 19, 1991. Competitive salary. Minority candidates are especially encouraged to apply. Submit letter of application, complete resume, official transcripts of undergraduate and graduate credits, and three letters of reference to Prof. Ben Whaley, Search Committee Chair, School of Journalism and Mass Communication, Kent State University, Kent, OH 44242. Equal Opportunity/Affirmative Action Employer.

**University of South Florida** seeks a tenure-earning assistant or associate professor in advertising to teach principles, copywriting/design, campaigns, graduate level.

Applicants must have Ph.D. (ABD within one year of completion will be considered.) College teaching and professional public relations experience required. Commitment to research or on-going creative contribution to profession. Send resume and statement of research interests to: Prof. Bill Fudge, Adv. Search Committee, Department of Mass Communications, CPR 107, University of South Florida, Tampa, FL 33620-5550. USF is an Equal Opportunity Employer.

**University of Illinois at Chicago.** Assistant/Associate/Full Tenure Track positions anticipated for Fall 1991. Doctorate or advanced ABD for Assistant Professor position to teach and do research in the areas of Consumer Behavior and Advertising. Senior position is for an individual with a demonstrated publication record in leading journals in the areas of Marketing Models and Quantitative Analysis. The department offers undergraduate, MBA, and Ph.D. programs. Interested applicants should forward a current vita to Dr. Chem Narayana, Head, Marketing Department, University of Illinois at Chicago, P.O. Box 802451, Chicago, Illinois 60680-2451. Qualified applicants will be contacted for interviews to take place at the AMA Conference in Washington D.C. The University of Illinois is an EO/AA employer.

**Bowling Green State University.** The Department of Marketing anticipates a tenure-track position at the Assistant Professor rank to begin Fall 1991. Salary and benefits are extremely competitive. Candidates should have a Ph.D. or D.B.A., or be near completion, and have the capability to do quality research. Candidates should be qualified to teach buyer behavior and promotion. BGSU Marketing Department has 15 full-time faculty with approximately 350 junior/senior undergraduate students, and a series of marketing courses in the MBA. Both the undergraduate and MBA programs are fully accredited by AACSB. Interested persons should forward a vita to Dr. James S. West, Chair, Department of Marketing, Bowling Green State University, Bowling Green, OH 43403 (419-372-2041). BGSU is an equal opportunity affirmative action employer.

**Texas Tech University,** Advertising, seeks a tenure-track assistant or associate professor to teach advertising courses. Ph.D. wanted but will consider A.B.D. Professional experience is preferred. Send vita with three references by December 15 to: Tommy V. Smith, Ph.D., Advertising Search Committee, School of Mass Communications, P.O. Box 4710, Lubbock, Texas 79409. Women and minorities are encouraged to apply. Texas Tech University is an Equal Opportunity, Af-

firmative Action employer.

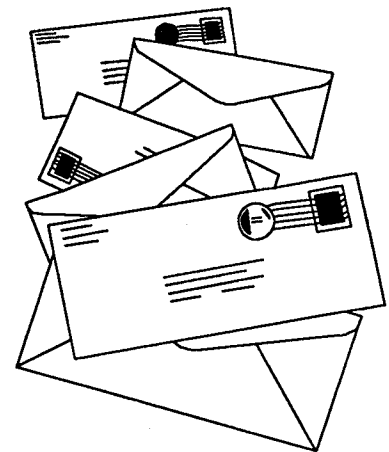
**Virginia Polytechnic Institute and State University's Marketing Department** in the R. B. Pamplin College of Business invites applications and nominations for the position of Department Head. Candidates should have an established record of scholarly research and effective teaching, have a doctorate in marketing or related field, and be qualified to hold the rank of full professor at Virginia Tech. Administrative experience is desirable but not required. Salary and benefits are competitive. The anticipated date of appointment is July 1, 1991. The search will remain open until the position is filled. Reviewing of applicants will begin in January 1991. Nominations and applications should be sent to: Dr. Kent B. Monroe, Chair, Search Committee, Department of Marketing, The R. B. Pamplin College of Business, Virginia Polytechnic Institute and State University, Blacksburg, VA 24061-0236; (703) 231-7016. Virginia Tech is an AA/EOE. Women and minorities are encouraged to apply.

**University of Florida's Department of Advertising** has two 9-month, tenure-track positions beginning August 1991. 1. Assistant or Associate Professor. Ph.D. (or equivalent professional experience) preferred. Master's degree required. Demonstrated record of research/publication. Competitive salary, teaching and research support. Teach creative (copywriting, visualization, graphics) and/or campaigns/management courses and one or more courses in an area of expertise such as international advertising, direct response, research, or sales. Send vita to Frank N. Pierce, chair, Search Committee, Department of Advertising, College of Journalism and Communications, University of Florida, Gainesville, Florida 32611-2084. Deadline: February 1, 1991 or until filled. 2. Assistant Professor. Ph.D. preferred. Master's degree required. Professional experience desirable. Demonstrated potential for research/publication. Competitive salary, teaching, and research support. Teach creative (copywriting, visualization, graphics) and/or campaigns/management courses with one or more course in an area of expertise such as international advertising, direct response, research, or sales. Send vita to Dr. Kent Lancaster, chair, Search Committee, Department of Advertising, College of Journalism and Communications, University of Florida, Gainesville, Florida 32611-2084. Deadline: February 1, 1991 or until filled. The University of Florida is an EOE/AA. Women and minorities are especially encouraged to apply. The selection process will be conducted under the provisions of Florida's "Government in the Sunshine" and Public

Records Laws. Search Committee meetings will be open to the public and all applications, resumes, and other documents related to the search will be available for public inspection.

The University of Texas at Arlington seeks a Visiting Assistant Professor for a one year appointment to begin fall 1991 to teach a range of courses in creative, media, graphics, research, and campaigns. Ph.D., teaching, and professional experience preferred. ABD, master's, or bachelor's degrees with significant experience considered. Send vita with three references to Dr. Tom Ingram, Acting Chair, Department of Communication, UTA, Box 19107, Arlington, Texas 76019-0107. Application deadline is March 1, 1991. UTA is an EOE/AA employer.

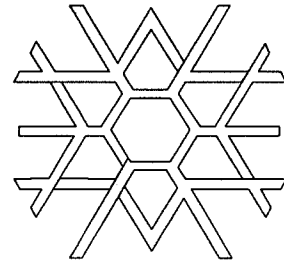
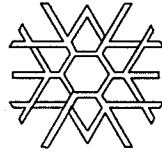
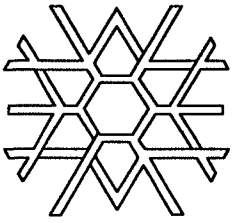
## Thank you!



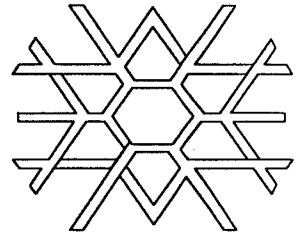
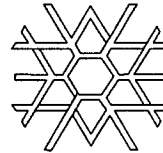
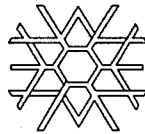
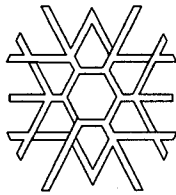
I would like to express my gratitude to everyone who has made my job as newsletter editor so easy. Thank you for your timely contributions. I do apologize that "late" arrivals have to wait until the next issue. Usually, two days after the deadline, the newsletter is at the printer so that it may reach you mid-month.

Please note the new FAX number, the School of Business invested in its own so I no longer have to rely on the University's machine.

Hope your holidays are enjoyable, and I look forward to your continuing contributions.--JSR



# *Happy Holidays*



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