

AAA announces research grants
Publishing and conference opportunities



Newsletter

An Official Publication of the American Academy of Advertising

June 1992

Program News

University of Illinois was awarded the 1992 College Chapter of the Year by the American Advertising Federation. The chapter advisor is **Cele Otnes**. Also at the **University of Illinois**, an alumnus, Leonard A. Wislow, president of the BECO Group, has pledged a major gift to the department to establish an Advertising Graphics Laboratory. The gift comes from the Leonard A. Wislow Family Foundation.

Moscow State University formed its first AAF student chapter last fall with 12 student members. Professors **Ludmilla G. Wells** and **Eugenia Penkova** were aided by the **University of Miami** in Coral Gables, Florida in their chapter formation and affiliation.

The **University of Kentucky** School of Journalism inaugurated the Kentucky Advertising Hall of Fame in April. The first inductees were David E. Carter, president of David E. Carter, Inc. and Thomas Baker, Baker Communications. The Kentucky Advertising Hall of Fame will honor those who exhibit: a documented record of excellence in professional performance and achievements; leadership in improving the practice and stature of advertising, and contributions to the education of the industry's future practitioners.

Tina M. Lowrey, who received her Ph.D. in communications from the University of Illinois in 1992, will join the faculty in the Marketing Department at **Rider College** this fall.

Universitat Autònoma de Barcelona has been allowed by Unesco (continued on page 2)

AAA research grants announced

Roland Rust, chair of the AAA Research Committee, reports the following awards, which were presented at the recent AAA Conference in San Antonio. The Outstanding Contributions to Research in Advertising Award was given to Ivan Preston of the University of Wisconsin-Madison. He was honored for his influential work in deceptive advertising, which has appeared in various law reviews, as well as several academic journals. In an acceptance speech, Preston urged the audience to "follow your bliss," and ignore the prevailing research fads and fashions.

The 1992 AAA Research Fellowships were awarded to Gayathri Mani (Arizona) for "The Effects of Imagery Instructions in an Advertising Context" (\$4,000), Wei-Na Lee and Marye Tharp (Texas) for "Acculturation and its Consequences: A Cross-Cultural Study of Four Groups in the US" (\$3,000), Surendra Singh (Kansas) for "Using Encoding Variability and Lag Effect Paradigms to Improve Media Efficiency of Split :30s" (\$2,000), Tina Lowrey (Illinois) for "The Effect of Syntactic Complexity on Direct Mail Advertising Persuasiveness" (\$1,000) and Stewart Shapiro (Arizona) for "The Effects of Context Repetition on Ad Attitude and Recall: An Opponent Process Theory of Motivation Explanation" (\$1,000).

There were 16 proposals submitted. Winners were chosen by a double blind reviewing process, followed by dollar awards being assigned by a subcommittee. Rust wants to thank

committee members: Brian Wansink, Glen Nowak, Jan Wicks, Bruce Vanden Bergh, Lincoln James, Michael Weigold, Alan Fletcher, William Darley, Tim Meyer, Kevin Keenan, and Barbara Stern. Thanks also to sub-committee members Rajeev Batra and Doug Stayman.

Alliance For
Environmental
Education



INAME winners named

The national winners of the American Academy of Advertising/ International Newspaper Advertising and Marketing Executives Foundation Student Newspaper Advertising Competition were honored at the AAA's meeting in San Antonio, Texas, in March 1992.

Jennifer Huckins, a student at the University of Oregon, won first place honors with her environmental education advertising campaign. Selected from more than 500 entries nationwide, Huckins was awarded \$500 and an all-expense-paid trip to the AAA's meeting in San Antonio. Her winning ad campaign was displayed at the AAA meeting and will be showcased in INAME's Sales & Idea Book. Also, her participating college department will receive an identical cash prize. Her faculty sponsor is William Ryan.

Second place honors went to Casey Jones, of the University of Florida. Jones was sponsored by Elaine Wagner. Both Jones and the University of Florida will receive a \$250 award. Judith Fleming, Virginia Commonwealth Uni- (continued on page 2)

Program News

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to assume the first Unesco's Chair of Communication. The chair is held yearly by a leading professor and scholar for a period of four months. Its main aim is to develop, on a free and large basis, certain facets of mass communication in general and paying a special attention to the contribution of Unesco in this field, as a way of promoting its research and of strengthening the international cooperation. Three professors have already participated in the program. Jesus Martin Barbero, Universidad del Valle will be the next professor to hold the chair. Because of cultural and linguistic reasons, the Latin American area has been a special area of interest; however, professors who are able to teach in the Spanish language and who are from other geographic regions will be invited.

American Academy of Advertising 1992

Executive Committee

President—Patricia Stout
President-Elect—Rebecca Holman
Vice President—Leonard Reid
Secretary—Roxanne Howland
Treasurer—Carole Macklin
Past President—Kim Rotzoll
Executive Secretary—Robert King

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Accreditation—Barbara Coe
Distinguished Service—Tony McGann
Finance—Jay Lindquist
INAME Relations—Ernest Larkin
Industry/Academy Relations—Helen Katz
Industry Fellowships—Mary Ann Stutts
International Advertising Education—Gordon Mirade
Membership—Cele O'nes
Nominating—Kim Rotzoll
Placement & Faculty Development—Marjorie Cooper
Publications—Esther Thorson
Research—Roland Rust

The AAA Newsletter is published quarterly in March, June, September, and December by the American Academy of Advertising. The newsletter is part of membership benefits in the Academy.

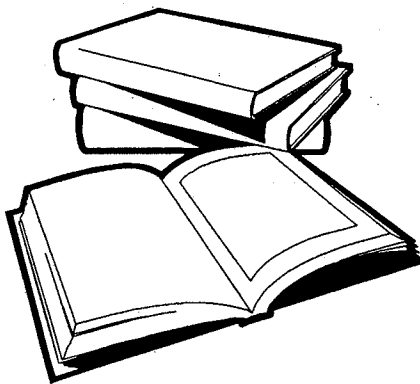
INAME

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versity placed third. Fleming was sponsored by Jack Haberstroh. Fleming and her school will receive awards of \$150.

Presentations were made by Susan Schoebel Larkin, representing the INAME Foundation and Thomas McGehee, representing the Alliance for Environmental Education, a co-sponsor of this year's competition. The topic for the next competition will be child abuse.

Booklets of camera-ready ads, which include ads created by the 11 regions' winners and three national winners were available in late April. INAME Foundation is happy to provide copies of this booklet to organizations upon request to Lynn Erickson, INAME Foundation, 11600 Sunrise Valley Drive, Reston, Va. 22091.



Journal introduces new section

The *Journal of Advertising Research* announces a new section, "Observations." The section will be devoted to shorter articles of interest to both academics and practitioners.

Articles that will be considered for publication include: marketing and advertising insights backed by data, new research techniques to be shared with the profession, new applications of theory, important items that should be disseminated before all of the results are fully explored, and short discussions of current theoretical issues.

In summary, if the article is short, to the point, current, and interesting, AAA members should consider submitting it to "Observations." Submitted

articles will be reviewed quickly but with the same rigorous standards as for longer articles submitted to the *Journal*. In terms of longer articles submitted to the *Journal*, articles of ten to 12 pages would be ideal; however, shorter or longer articles are welcome.

Authors should send their articles to "Observations," c/o *Journal of Advertising Research*, Advertising Research Foundation, Three East 54th Street, New York, NY 10022.

Marketing and Public Policy Conference meeting set

The fourth Marketing and Public Policy Conference will be held at Michigan State University in East Lansing, Michigan on June 4-6, 1993. This conference follows earlier successful conferences held at the University of Notre Dame in 1989 and in Washington, D.C. in 1990 and 1992. These conferences have been designed to bring together academics, marketing practitioners, consumer activists, trade association representatives, and government officials to share ideas and research results on public policy issues that relate to marketing. The Editorial Review Board of the *Journal of Public Policy & Marketing (JPP&M)*—which is now a publication of the American Marketing Association—is serving as the planning committee for these conferences.

Completed papers and proposals for **special topic sessions** are sought for this conference. Research on consumer protection (e.g., product safety, labeling, deceptive practices, privacy), antitrust (e.g., monopoly power, collusion, vertical restraints), environmental protection, consumerism, international trade, and other regulatory matters is appropriate. **Completed papers** submitted for possible presentation at the conference should meet the following specifications:

Manuscript guidelines for AMA journals should be followed. Authors' names should appear only on the title page and the following page should contain the paper's title and an abstract of less than 100 words.

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JPP&M

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The paper should not have appeared in print prior to the conference. Thus, papers that are under review or that have been accepted for publication elsewhere may be submitted--as long as they are scheduled for publication after the conference.

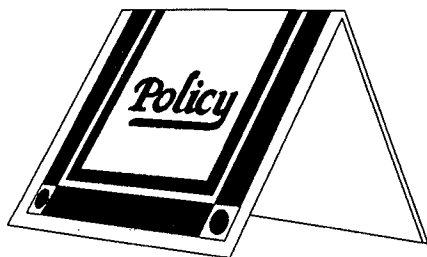
A disclosure statement should be attached indicating whether the paper is under review, will be under review, or is accepted at another journal or conference competition. A self-addressed, stamped postal card should also accompany each paper.

Papers accepted for this conference that are not accepted or pending elsewhere are eligible for publication in *JPP&M*. It is expected that several conference papers will receive automatic acceptance into *JPP&M*. Additionally, a proceedings volume will be distributed at the conference, consisting of either (1) paper abstracts or (2) completed papers accepted for presentation at the conference that have not qualified for publication elsewhere.

To encourage submissions from emerging scholars, a "Best Student Paper" award will be presented. To be eligible, a paper must have a student as the lead author. A desire to enter this competition should be indicated in the cover letter.

Proposals for **special topic sessions** should plan for only a 90-minute session. Proposals should include a description of the session's purpose and abstracts of all planned presentations.

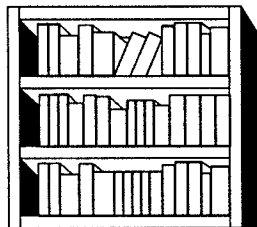
Five copies of papers and proposals should be submitted by **November 30, 1992** to the program chair, Mary Jane Sheffet, Dept. of Marketing & Transportation, 315 Eppley Center, The Eli Broad College of Business, Michigan State University, East Lansing, MI 48824-1121, (517) 353-6381.



Conference on quality-of-life to be held in November

The fourth Quality-of-Life/Marketing Conference will be held in Washington D.C., November 19-22, 1992 and will feature several tracks including mass communications, advertising, and cultural symbols.

While the deadline for submitting papers has passed, AAA members may write M. Joseph Sirgy, Department of Marketing, Virginia Tech, Blacksburg, VA 24061 about attending the conference.



Haworth announces two new journals

Haworth Press, INC. announces the forthcoming publication of a new quarterly journal which is scheduled for publication in Spring 1993.

The *Journal of Ministry Marketing and Management* will provide timely and practical information on marketing and management issues in all types of church and ministry settings. Robert E. Stevens and David Loudon, both from Northeast Louisiana University will serve as co-editors.

AAA members who are interested in a sample copy of the charter issue may write Haworth Press at Sample Department--Box Comp, 10 Alice Street, Binghamton, NY 13904-1580. AAA members interested in submitting articles may write the co-editors at Department of Marketing and Management, College of Business Administration, Northeast Louisiana University, Monroe, LA 71209.

AAA members may also request a free copy of the charter issue of *Journal of Promotion Management*. The journal is edited by F. G. Crane. The free copy may be requested from Haworth at the address given above.

Academy People

Kim B. Rotzoll, University of Illinois at Urbana-Champaign, was honored as the 1992 American Advertising Federation's Distinguished Advertising Educator.

Jim Albright, University of North Texas, indicates that his textbook, *Creating the Advertising Message*, came out in Spring 1992. The textbook is published by Mayfield Publishing and covers copywriting for all media.

Alice Kendrick, Southern Methodist University, is co-author with **Jack Haskins** on a forthcoming textbook, *Successful Advertising Research Methods*. The book is published by NTC Business Books and will be available in June 1992.

Don Jugenheimer, Fairleigh Dickinson University, **Arnold Barban**, University of Alabama, and **Peter Turk**, University of Akron, have completed a new advertising media textbook, *Advertising Media: Strategy and Tactics*. The textbook is published by Brown & Benchmark which is a division of Wm. C. Brown Publishers.

William Wells has been named the first Mithun Land Grant Chair in Advertising at the University of Minnesota's School of Journalism and Mass Communication. Wells will teach courses and conduct a variety of studies in advertising and persuasion when he joins the faculty in fall 1992.

Sylvia Scott Whitlow authored a chapter for *Teaching Mass Communication: A Guide to Better Instruction*. The textbook is targeted to faculty who teach mass communication courses and are seeking guidance to improve planning and teaching of their courses. Her chapter focuses on internships. Praeger Publishers handled the book. The co-editors are Michael D. Murray and Anthony J. Ferri.

Alice Whitfield, Reel-To-Reel Recording, Inc., has documented her knowledge in a funny, fact-filled, new book, *Take It From The Top*, the "how-to" for getting started and sustaining a career in the commercial voice-over business. The book is published by
(continued on page 4)

Academy People

Ring-U-Turkey Press.

Ed Cerny, University of South Carolina, has accepted the position of Acting Director of Marketing and Recruitment. He will be responsible for coordinating the overall marketing effort and for directing the admissions function of the college. Cerny has also been invited by the Campus Crusade for Christ to conduct a series of marketing seminars at the universities and technical colleges in Karaganda, Kazakhstan. Kazakhstan is the second largest republic in the former Soviet Union.

Elise Parsigian, University of Michigan, Dearborn, has recently published a textbook, *Mass Media Writing*. The textbook is published by Lawrence Erlbaum Associates and is designed primarily for writing courses in journalism, public relations, and advertising.

Birgit Wassmuth is on sabbatical leave from the University of Missouri this semester to research the Hungarian Bauhaus (1928-1938), or whatever is left of it, in Budapest.

John E. Mertes received an "Alumnus of the Year" award from Maur Hill Prep School in Atchison, Kansas. The award was presented to him for his contributions in higher education in the fields of advertising and marketing. Recently, he was cited by the American Marketing Association for his 45 years of continuous contributions to the marketing profession and the support of the association.

Edd Applegate, Middle Tennessee State University, **Sharon Brock**, Ohio State University, **Joseph Pisani**, University of Florida, and **Eric Zanut**, University of Maryland, have edited the text entitled, *Advertising: Concepts, Strategies, and Issues*. The text is suitable for both introductory and issues courses in advertising and is published by Kendall-Hunt Publishing Co. It will be available in fall 1992. Examination copies may be received by writing the publisher at 2460 Kerper Blvd, P.O. Box 539, Dubuque, IA 52004-0539 or by calling the publisher at (319) 588-1451.

Ron Kaatz, Northwestern University, has had exciting responses to his book, *Advertising & Marketing Checklists*. A managing director of Recognition Public Relations in Australia wrote that she or he would find a solution within a few minutes after picking up the book. A Chinese edition has turned up as the People's Republic seeks to move into the marketing mainstream. Recently, the Washington headquarters to re-elect Bush/Quayle asked where to get a copy.

NYPAA holds first educators' seminar

Don Whiting, executive director of National Yellow Pages Agency Association (NYPAA), conducted the first educators' seminar on National Yellow Pages on March 20, 1992 in conjunction with the AAA Conference in San Antonio.

The seminar covered all aspects of the medium and was organized by the advisory board of the Ken Hudnall Education Fund.

The 11 educators participating in the seminar were Ed Cerny, University of South Carolina, Jan Charbonneau, Athabasca University, Alan Fletcher, Louisiana State University, Gale Glenesk, Western Michigan University, Kevin L. Keenan, University of Maryland, Lance Kinney, Florida State University, Michael McBride, Southwest Texas State University, Joseph Pisani, University of Florida, James Pokrywezynski, Marquette University, Guy Tunnicliffe, University of Missouri, and Ron Kaatz, Northwestern University.

AAAA invites AAA members to attend seminars

Three seminars sponsored by the AAAA are available to AAA members. The seminars are PDS '90 Train-the-Trainer Workshop to be held in Chicago. The second will take place on November 20, 1992 and will be IAAS Faculty Network Meeting. The third workshop will be held in January 1993 and will focus on an executive leader-

ship program for advertising agencies. The workshop will be held in Pasadena, California.

AAA members who are interested in the conferences may contact Linda Field at the AAAA, 666 Third Avenue, New York, NY 10017 or call her at (212) 682-2500.

Working Papers

J.J. Boddewyn, Baruch College, has two working papers available for AAA members. The first paper is entitled, "Advertising restrictions: There is a rather dangerous world out there." The second paper is entitled, "Taxation as a mirror of society: An essay on advertising taxes." Professor Boddewyn may be reached at the college, Box 508, 17 Lexington Avenue, New York, NY 10010.

Placement

California State University-Fullerton, Department of Communications seeks tenure-track faculty members in advertising and public relations to start in Fall, 1992. PhD/ABD in communications or related field and interest in continuing research required. Some professional experience strongly desired. Rank and salary (\$31,764-\$60,960) are dependent upon qualifications and experience. Review of applicants will begin on December 1, 1991, and the process will continue until the positions are filled. Letter of application and curriculum vitae to: Professor David DeVries, Chair, Faculty Search Committee, Department of Communications, H-230, California State University, Fullerton, CA 92634-4080 (714) 773-3517. CSUF is an affirmative action/equal opportunity employer. Women and minorities especially are invited 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. Sal

Placement

ary and rank commensurate with experience. Send resume and three letters of reference to: Dr. Larry Burriss, Chair, Department of Journalism, Middle Tennessee State University, Murfreesboro, TN 37132. Women and minorities are encouraged to apply. AA/EEOE.

Gannon University, The Dahlkemper School of Business invites applications for a full-time, tenure track position in Marketing at the Assistant or Associate level. Doctorate in Marketing is required (will consider ABD). Preference will be given to applicants who have an interest or teaching or work experience in the areas of Marketing Research, Consumer Behavior, Advertising, Sales Management and Marketing Management. Gannon is a selectively comprehensive Catholic teaching University located in downtown Erie, Pennsylvania. Send letter of application, resume and names and addresses of 3 references to: Director of Personnel, Gannon University, University Square, Erie, PA 16541. AA/EEOE.

University of Hartford, One tenure track position at the rank of Assistant Professor in the Department of Marketing beginning Fall 1992. Salary is competitive and expertise is sought in one or more of the following areas: Advertising, Public Relations, Marketing Research, International Marketing, or Retailing. Ph.D. in Marketing required. Contact: Prof. Mary Carsky, Chair, Search Committee, Department of Marketing, Barney School of Business, University of Hartford, West Hartford, CT 06117.

Marquette University, Department of Advertising/Public Relations, College of Communication, Journalism and Performing Arts seeks an Assistant Professor (full-time, tenure track) beginning Fall 1992. The person should be prepared to teach in at least two of the following areas: advertising principles, advertising copywriting, advertising design, writing for media, advertising and public relations management, advertising campaigns. Qualifications: Ph.D. preferred. M.A. with significant professional experience will be considered.

Teaching experience helpful. A commitment to build an excellent record in teaching, research/publication and service is expected. Marquette University does not discriminate in any manner contrary to law or justice on the basis of race, color, age, religion, veteran's status, sex, national origin, or handicap in its educational program or activities, including employment or admissions. At the same time, Marquette cherishes its right and duty to seek and retain personnel who will make a positive contribution to its religious character, goals and mission. Application deadline: February 10, 1992, or until position is filled. Send cover letter, curriculum vita and names and addresses of five references to: Professor Bill Baxter, Chair, Department of Advertising and Public Relations, Marquette University, Milwaukee, WI 53233.

Texas Tech University, School of Mass Communications seeks an assistant or associate professor, dependent on qualifications, to head the undergraduate advertising and public relations division. The successful candidate will also work with the graduate director in guiding M.A. students. Scholarly research and publishing in referred journals is expected. Ph.D. in Mass Communications preferred or Master's degree with extensive professional experience. Position available fall 1992. Send cover letter, current vita, names and telephone numbers of at least three references to: Ashton Thornhill, Chair, Search Committee, School of Mass Communications, Texas Tech University, Lubbock, TX 79409-3082. Review of applications begins March 27, 1992 and continues until position is filled. Texas Tech University School of Mass Communications offers bachelor's and master's degrees in several accredited sequences. Texas Tech University is an Equal Opportunity, Affirmative Action Employer. Women and minorities are encouraged to apply.

San Jose State University, Department of Journalism and Mass Communications is developing a list of qualified candidates for an anticipated tenure track position in Advertising in 1992-93. The position is expected to

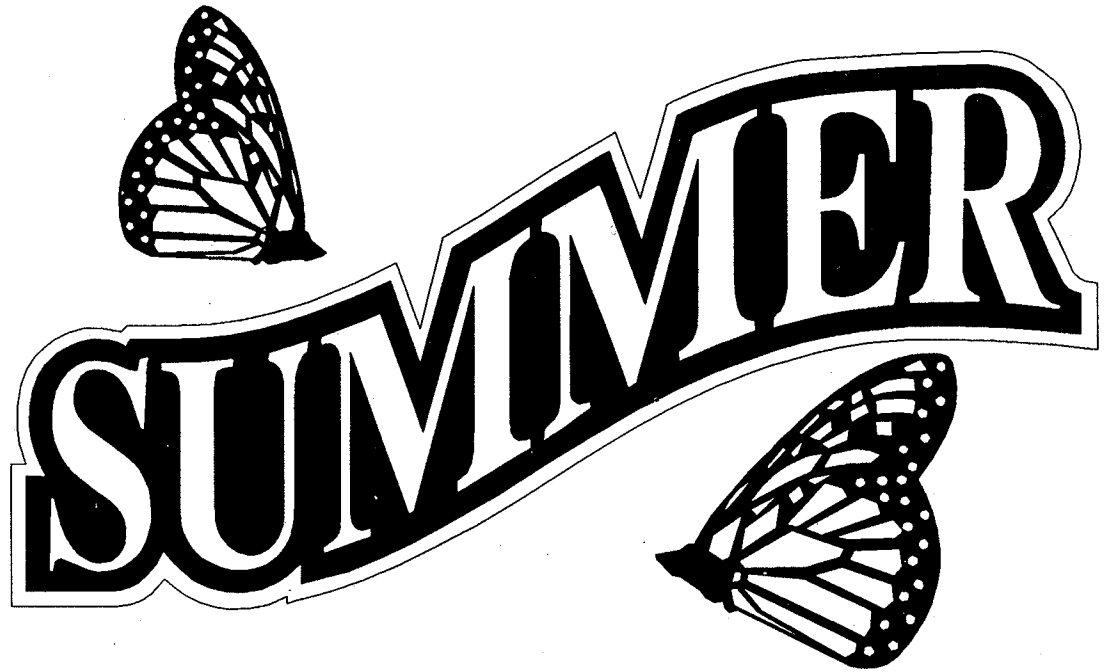
be at the assistant to associate professor level. Salary and rank dependent upon qualifications. Appointment is on an academic year basis. Ph.D. preferred, or master's with significant professional experience. The person should be qualified to teach in at least two of the following areas: retail advertising, copy writing, advertising media, radio-TV advertising and campaigns. Course assignments are flexible, depending upon strengths and qualifications of the successful candidate. All faculty are expected to address the needs of ethnically diverse students through course materials, teaching strategies and advisement. A commitment to build an excellent record in teaching, research/publication and service is required. Send a copy of your curriculum vita and a cover letter to: Dr. Kenneth Blase, Department of Journalism and Mass Communications, San Jose State University, San Jose, CA 95192-0055.

University of Alabama, College of Communication anticipates a position at the assistant professor level. Must be qualified to teach: intro. to advertising, research methods, management and/or campaigns, and appropriate master's and doctoral level courses. Must demonstrate high potential to establish scholarly research program. Tenure track position could begin August 1992 or January 1993. Earned doctorate preferred but will consider ABD. Send application, resume, and three references to APR Search Committee, Box 870172, Tuscaloosa, AL 35487. Candidate selection begins June 15, 1992. Female and minority applications especially invited. The University of Alabama is AA/EEOE.

If at all possible . . .

please submit your copy for the newsletter to me on disk. I'm using an IBM-compatible computer and can handle low density 5 1/4 inch disks and high density 3 1/2 inch disks. My word processing package is WordPerfect 5.1, but if you can convert your file to an ASCII file, I can bring the text into WordPerfect. I'm not a typist, and your help would be much appreciated!

Enjoy your



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