

*Submission requests for 1993 AAA Conference!
*Active AAA Members!



Newsletter

An Official Publication of the American Academy of Advertising

September 1992

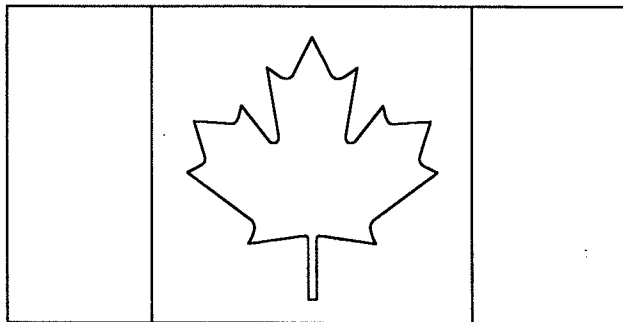
Program News

The Department of Advertising and Public Relations at the **University of Alabama--Tuscaloosa** announced that the first 11 students from the department's new master's program were graduated in August 1992. The master's program integrates all aspects of advertising and public relations in an intensive one-year schedule of 39 semester hours. The University's Student Ad Team placed first in its regional competition and seventh in nationals.

The **University of Montana** won the 1992 National Student Advertising Competition: College World Series of Advertising. The finals of the competition were held during the AAF National Advertising Conference in June 1992. The 25-member UM team, billing itself as Porter & Associates in honor of team adviser, Karen Porter, created their campaign around the tagline, "Want To Be," derived from VISA's current campaign.

The **University of Illinois** was named the AAF 1992 College Chapter of the Year. The chapter published a "Career Atlas" filled with information on job-hunting skills, internships, and alumni contacts.

Seven Russian advertising students from **Moscow State University** were the first students from their country to participate in the AAF competition. The team joined the AAF in March and had only three months to prepare for the competition. Their campaign was designed to promote Visa card use among the general public in Russia.



Call for papers and special topic proposals for 1993 AAA Conference in Montreal, April 16-19

Papers: AAA members are invited to submit theoretical, methodological, empirical, philosophical, teaching or other papers relevant to advertising for possible presentation at the 1993 American Academy of Advertising meeting.

Papers must conform to the style and guidelines of the *Journal of Advertising*. Only completed papers will be eligible for review. Authors of accepted papers may choose to have either the full paper or an abstract published in the *Proceedings* of the conference. Papers submitted to AAA should not be pending at other journals or conferences.

Special topic sessions: Special topic sessions and workshops are designed to foster active dialogue among participants on topics which do not fit comfortably into a competitive paper format. Examples include creative topics, pedagogical matters, and current practitioner issues. If you wish to organize such a session, please submit a proposal describing the topic, purpose,

format for the session, and the presenters. Preference will be given to more detailed proposals.

Deadline: All submitted materials must be postmarked no later than **October 19, 1992**. Send materials to:

Competitive papers: Professor Esther Thorson, College of Journalism and Mass Communication, 5115 Vilas, University of Wisconsin, Madison, WI 53706.

Special topics proposals: Dr. Helen Katz, DDB Needham Worldwide, 303 East Wacker Drive, Chicago, IL 60601-5282.

Conference program information: Dr. Rebecca Holman, 320 Riverside Drive #1E, New York, NY 10025, (212) 666-4370.

If any AAA member is interested in reviewing competitive papers or serving as a discussant or panel chair, s/he should call Esther Thorson (608-262-3691). Instructions for preparing papers and proposals are also available from Thorson.



INAME reports on 1992 competition

The 1992 AAA/INAME Student Newspaper Advertising Competition will focus on child abuse, and participants will be required to develop a newspaper ad campaign designed to raise awareness of this problem and provide suggestions for workable solutions.

All AAA members are eligible to sponsor up to 10 students for this competition. The deadline for entry is October 15, 1992. Those AAA members interested in receiving additional information about the competition should contact Ernest F. Larkin, School of Journalism, University of Oklahoma, Norman, OK. His phone number is (405) 325-5209, and his FAX number is (405) 325-7565.

American Academy of Advertising 1992-93

Executive Committee

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Past President—Kim Rotzoll
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Finance—Jay Lindquist
INAME Relations—Ernest Larkin
Industry/Academy Relations—Helen Katz
Industry Fellowships—Mary Ann Stutts
International Advertising Education—Gordon Miracle
Membership—Cele Otnes
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.

The Advertising Research Foundation announces the 1992 Annual Richard L. Lysaker Award for Research on Media

The ARF is instituting a new, annual competition to honor the memory of Richard L. Lysaker for his contributions to the development of techniques for measuring media audiences. The purpose of the award is to stimulate and encourage further development in measuring and evaluating media. The award winner will receive a \$10,000 grant from Audits and Surveys, and the winning paper will be distributed throughout the industry by the ARF.

Papers must be based on new or re-analysis of existing empirical data. The deadline for submission is November 30, 1992. The award will be presented at the ARF Annual Conference in New York City in March 1993.

For more information, and an entry form, please contact Ted Dunn, Technical Consulting Director, Advertising Research Foundation, 641 Lexington Avenue, New York, NY 10022.

Visiting Professor Program applications sought

The Advertising Educational Foundation (AEF) is pleased to announce that applications for its 1993 Visiting Professor Program (VPP) of summer internships will be available beginning September 15, 1992.

In the VPP, professor of advertising, marketing, and the liberal arts intern at advertising agencies and the marketing/advertising departments of companies to gain real-life experience. This opportunity enables faculty to teach with more practical knowledge and with a greater appreciation of the advertising process. The internship is generally for three weeks. **Completed applications are due by January 15, 1993.**

AAA members may receive further information by contacting the AEF at 666 Third Avenue, New York, NY 10017 (212) 986-8060.

The AEF is a nonprofit organization created and supported by advertising agencies, advertiser, and media companies. Its goal is to build a better understanding of advertising's social and economic role today.

Conference set for November

The preliminary program and packet registration for the fourth Quality-of-Life/Marketing Conference is now ready. The conference is scheduled for November 19-22, 1992 in Washington D.C. Interested parties wanting a copy of the preliminary program and registration material may write to Joe Sirgy, Conference Director, Department of Marketing, Virginia Tech, Blacksburg, VA 24061-0236, or call (703) 231-5110, send a FAX note at (703) 231-4487, or a BITNET message at SIRGY@VTVM1.

Saturn to sponsor AAF competition

The AAF announced that the 1993 National Student Advertising Competition: College World Series of Advertising will be sponsored by the Saturn Corporation.

Saturn will challenge students to develop an integrated communications plan that will build Saturn brand equity while supporting its growing product line.

Deadline extended for Marketing Congress

The deadline for submission of papers to the Sixth World Marketing Congress to be held in Istanbul, Turkey, July 15-19, 1993, has been extended to November 30, 1992. For a complete copy of the Call for Papers, please write to Joe Sirgy, Conference Co-director, Department of Marketing, Virginia Tech, Blacksburg, VA 24061-0236, or call (703) 231-5110 (office), send a FAX note at (703) 231-4487, or a BITNET message at SIRGY@VTVM1.

Haworth introduces two books

Haworth Press announces a new book entitled, *Marketing for Churches and Ministries* by Robert E. Stevens and David L. Loudon. The book is the first guide to applications in marketing concepts in church and ministry services. The cost of the book is \$19.95 (hardbound) and may be ordered by calling 1-800-3-HAWORTH.

Pharmaceutical Products Press, an imprint of Haworth Press, announces *Marketing Pharmaceutical Services: Patron Loyalty, Satisfaction, and Preferences*. The book focuses on nearly every aspect of pharmacy patronage and was written by Harry A. Smith and Stephen Joel Coons. The cost of the book is \$49.95 (hardbound) and \$29.95 (softbound) and may be ordered by calling 1-800-3-HAWORTH.

Journal seeks manuscripts

AAA members who are interested in submitting manuscripts to be considered for publication in the *Journal of Business and Psychology* may write to Joe Sirgy, Associate Editor, *Journal of Business and Psychology*, Department of Marketing, Virginia Tech, Blacksburg, VA 24061-0236.

Haworth introduces a new journal

The *Journal of Hospitality & Leisure Marketing*, a quarterly publication, was announced by Haworth Press. Francis Buttle, Department of Hotel, Restaurant, and Travel Administration at the University of Massachusetts-Amherst, is founding editor of the journal. Bonnie Knutson, School of Hotel, Restaurant & Institutional Management, Michigan State University, will take over the editorial responsibilities after Vol. 1 No. 3, due to the founding editor's return to the United Kingdom.

For more details on the journal, AAA members may write the Haworth Press at 10 Alice Street, Binghamton, NY 13904-1580.

People News

Kent Lancaster, University of Florida, has completed the Windows edition of *ADplus: For Multi-media Advertising Planning*. This new 179-page textbook and software are published by the Media Research Institute, Inc., Gainesville, Florida. The Japanese edition of *Strategic Media Planning*, by **Kent Lancaster** and **Helen Katz**, DDB Needham Worldwide, was published by Nikkei Advertising Research Institute, Tokyo, as part of their 25th anniversary publications, under the copyright of NTC Publishing Group, translated by Shizue Kishi, assistant professor at Nagoya City University, and Sei Takeuchi.

Cathy J. Cobb-Walgren, Georgia State University, and her husband, Gary, are the proud parents of a baby boy. Alexander Conrad Walgren was born on May 22, 1992. He weighed 7 lb. 15 oz. and was 21 inches long.

Robert L. King, University of Richmond, has been awarded the Honoris Causa doctoral degree by the Oskar Lange Academy of Economics in Wroclaw, Poland. King was recognized for his research of Polish marketing structures and procedures, and for his contributions to Polish-American educational cooperation involving mutual faculty and student exchanges. The degree was awarded during a special ceremony held at the Academy in Wroclaw on May 22, 1992. Professor Jozef Kaleta, rector of the Academy and a member of the Polish Sejm (Parliament), presided.

Kim Rotzoll was presented with the AAF 1992 Distinguished Advertising Educator Award in June 1992. He takes over as dean of the College of Communications beginning this year. He succeeds **Jim Carey** who stepped down after 13 successful years in the position. Along with his considerable new responsibilities, Rotzoll continues to teach courses in the Department of Advertising.

Linda M. Scott is joining the Department of Advertising, University

of Illinois-Urbana Champaign this fall.

Jacob Hornik extended his visiting appointment at the Graduate School of Business, The University of Chicago, for one more year. His book, *Advertising Theory and Practice*, will be published by an Israeli publisher and will be the first book on this topic in Hebrew.

Joe Phelps, Ph.D. from University of Wisconsin-Madison, was one of 12 professor selected to participate in the Freedom forum (formerly the Gannett Foundation) Seminar for Advertising Teachers, held at the University of North Carolina-Chapel Hill in June 1992.

John Eighmey, University of Alabama-Tuscaloosa, is the recipient of a grant from Chon & Wolfe Agency in Atlanta to develop a training program and allied computer software that may be provided to agency clients as a way of improving their creative thinking.

Arnold Barban, University of Alabama-Tuscaloosa, became chair of the Advertising and Public Relations Department in August 1992.

The College of Communications at the University of Kentucky recognized **Sylvia Scott Whitlow** with its 1992 Teaching Excellence Award. Established in 1990, the award salutes a professor whose teaching is distinguished by leadership, innovation, support of students, and rigorous standards. Whitlow serves as director of the School of Journalism's internship program as well as founder and adviser of The Council of LeADers. She is also coordinator of the advertising sequence.

Esther Thorson will become associate dean for Graduate Studies and Research at the University of Missouri School of Journalism as of January 1993.

Eric Haley received his Ph.D. in mass communications from the University of Georgia in June 1992. He joined the faculty of the Advertising Department at the University of Tennessee-Knoxville as an assistant professor in fall 1992.

Ron Kaatz, Northwestern University, travelled to Denmark and the United Kingdom in June to speak to companies on integrated marketing

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People News

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communications and how to develop specific programs aimed at best communicating with customers. He was also invited to serve on the Corporate Advisory Board of The Caption Center which provides closed-caption television programming for the hearing-impaired.

Bruce Vanden Bergh, Michigan State University, has an article entitled, "Volkswagen as 'Little Man'," coming out in the Winter 1992 (Vol. 15, No. 4) issue of the *Journal of American Culture*. The article analyzes the famous VW Beetle campaign from a literary and cultural perspective. Eleven of the campaign's original ads and commercials are reproduced in the article.

R. Wayne Coleman accepted a position of assistant professor in August 1992, at Texas A&I University in Kingsville, Texas.

The Association of Newspaper Classified Advertising Managers presented the Outstanding Educator Award to **Linda Shipley**, University of Nebraska-Lincoln, and to **Tom Bowers**, University of North Carolina for their contributions to the field of classified advertising education at the Association's annual meeting in Denver, Colorado on June 22, 1992.

Kyu Y. Chang, Pepperdine University, worked at Saatchi & Saatchi DFS-Pacific during the summer as a visiting professor. The Visiting Professor Program (VPP) was sponsored by the Advertising Educational Foundation (AEF).

Walter Weir's third book, *How to Create Interest-Evoking, Sales-Inducing Non-Irritating Advertising*, will be published by Haworth Press in October. Based on the findings of continuing research, the book was developed by Weir during ten years of professorships at three major universities. The book states clearly how to conceive, design, and write provably effective advertising. Examination copies may be obtained from Haworth Press (1-800-HAWORTH).

Darrel D. Muehling, Washington State University, **Russell N. Lacznia**, Iowa State University, and **Jeffrey Stoltman**, Wayne State University, were winners of the *Journal of Advertising* Best Article Award for 1991. The article, entitled, "The Moderating Effects of Ad Message Involvement: A Reassessment," appears in Vol. 20, No. 2 of the *Journal of Advertising*. The award carries a cash prize of \$500. The winners were announced at the AAA meeting in San Antonio.

Edd Applegate, Middle Tennessee State University, participated in the June 1992 Leadership Institute for Journalism and Mass Communication Education sponsored by the Freedom Forum Media Studies Center at Columbia University. Each year, the program brings together current and aspiring journalism and communications school administrators to New York for a seminar that explores the intellectual, academic, and professional aspect of leadership. Speakers at the Institute included university presidents, top media executives, journalists, and prominent individuals known for their leadership ideas.

Frank William Biglow has been promoted to associate professor in the Department of Journalism at the University of Wisconsin-Oshkosh effective July 1, 1992.

Jim Marra, Temple University, has been appointed associate director of the Intellectual Heritage program at Temple. The program features two undergraduate core courses taught in 120 sections by more than 70 faculty members from across the University.

Jim Albright, University of North Texas, had a textbook published in January 1992 entitled, *Creating the Advertising Message*. The book deals with copywriting and is published by Mayfield Publishing Company.

Ron Lane, University of Georgia, was elected chair of the AAF's Academic Division. **Mary Ann Stutts**, Southwest Texas State University, was elected vice chair.

AAA Working Papers

The following paper is available to AAA members by writing to the author.

"Student Competitions: Student Perspectives of the AAF Competition," James L. Marra and James R. Avery, Department of Journalism, Temple University, Philadelphia, PA 19122.

Production 101

For the *AAA Newsletter* to reach AAA members during the month that appears in the flag of the newsletter, it has to be sent to the printer no more than two to three days after the deadline for submission. Therefore, submissions that come two weeks after deadline have no chance of getting into the newsletter.

The School of Business at YSU went to the expense of buying a FAX machine. The number for the FAX is (216) 742-1459. If AAA members send a FAX to me at the old number, it means that I have to walk halfway across campus to retrieve the FAX, and my department gets charged \$.50 per page. The exercise does not bother me; however, these are tough budgetary times in the State of Ohio, and my department does mind. Please make sure that you are using the correct FAX number.

AAA members are also reminded to send any address changes to Bob King. He is responsible for the AAA mailing list, and he generates the labels for me for the newsletter. His address is printed on the bottom of the response form included in this newsletter.

Again, I ask that AAA members send any lengthy articles to me on disk. I use WordPerfect 5.1 (IBM) to key in the text so I could accept files in that format or in ASCII text. My 5 1/4" drive is low density (360K) while my 3 1/2" drive is high density (1.44 meg). I promise that I will mail back the disk to you.

Placement

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 Burriss, Chair, Department of Journalism, Middle Tennessee State University, Murfreesboro, TN 37132. Women and minorities are encouraged to apply. AA/EOE.

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 three references to: Director of Personnel, Gannon University, University Square, Erie, PA 16541. AA/EOE.

University of Illinois at Urbana-Champaign, Department of Advertising anticipates a position for Assistant Professor for Fall 1993. The Department of Advertising is comprised of a research-oriented faculty with strengths in consumer behavior and other advertising related areas. The department is interdisciplinary in approach and composition. Salary is competitive. Research support and environment are excellent. Joint appointments are also possible. Ph.D. in Advertising or related areas. Letter of application, vita and three letters of recommendation should be sent to Sunder Narayanan, Department of Advertising, University of Illinois, Urbana, IL 61801,

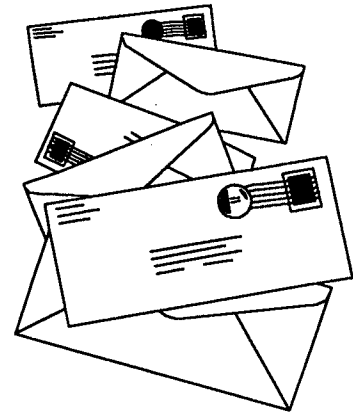
(217) 333-1602. In order to receive full consideration, application must be received by November 1, 1992. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

University of Texas at Austin seeks a qualified individual as Dean of the College of Communication, effective September 1993. The Dean is expected to provide leadership for the continued development of nationally recognized programs of instruction, research, and public service and will guide the college in its interactions with external constituencies. The Dean, as chief executive officer of the college, is responsible for academic and scholarly leadership and administration of the college, and reports to the President of the University. The Dean must be a dynamic leader who can effectively administer a large and complex college. In fall 1992, the college enrolled about 3,700 undergraduate and 600 graduate students. The college offers undergraduate, masters, and doctoral programs in the Departments of Advertising, Journalism, Radio-Television-Film, Speech Communication, and in the Program in Communication Sciences and Disorders. The faculty of the college currently numbers about 80. Its operating budget for 1992-93 is approximately \$7 million and its current endowment stands at \$12.5 million. The search committee will accept applications and nominations until November 1, 1992. Details on qualifications may be obtained from the chair. Prior to and after this date, the committee may request and consider credentials from candidates nominated by responsible sources. Nominations and letters of application, accompanied by a curriculum vita, references, and other supporting materials should be sent to: Roderick P. Hart, Chair, Dean Consultative Committee, College of Communication, University of Texas at Austin, Austin, Texas 78712-1089. AA/EOE.

Washington State University has a tenure-track, assistant professor position in advertising available with employment beginning either January 1993 or August 16, 1993. Ph.D. is required but an ABD will be consid-

ered. Professional and teaching experience preferred. Evidence of research potential is required. Responsibilities include undergraduate and graduate teaching and supervising student activities, research, and internships. Letters of application, vitae, and names of three references should be sent to Alexis S. Tan, Director, School of Communication, Washington State University, Pullman, WA 99164-2520. Evaluations of applications will begin on September 14, 1992 and continue until the position is filled. AA/EOE.

Something to share with AAA members?



The AAA Newsletter deadlines are the first of the month in:

**March
June
September
December**

These deadlines will always exist unless changed by the Executive Committee of the AAA or if it is impossible for me to do the newsletter during that month. If you have any logistical problems with the deadlines, please let the Executive Committee know. If you have any comments or criticisms about the content of the newsletter, please let me know. The Executive Committee members' names are printed on page two, and their addresses are available in the AAA directory. My address is on the response form.

Enjoy a productive academic year!



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