

*Seminar available for advertising teaching
*Integrated Marketing Communications



Newsletter

An Official Publication of the American Academy of Advertising

December 1992

Program News

At the University of Illinois, Carolyn Jones, president, Carolyn Jones Advertising, INC., and Howard Bell, attorney at law and partner at the communications law firm, Wiley, Rein, & Fielding, visited the campus as the advertising department's Executives-in-Residence last fall.

Barton Cummings, adjunct professor, department of advertising; chair emeritus, department of advertising; James Webb Young Fund Board, and chair emeritus, Saatchi & Saatchi DFS Compton, was a President's Council Founder's Day visitor to the university this fall, honoring his major gift to establish the Cummings Center for Advertising Studies at the University of Illinois.

Call for papers on advertising ethics

The *Journal of Advertising* invites authors to submit papers for possible publication in a forthcoming special issue on advertising ethics.

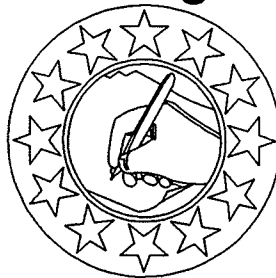
Authors should submit papers concerning the ethics of advocacy ads, public service ads involving sensitive topics for socially-questionable products, ads with sexual themes and/or nudity, and ads meant for children.

Authors might report on surveys or experiments that:

(1) examine the relationships between the traditional measures of advertising research--such as attitude

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Musings from the President



by Patricia A. Stout,
1992 AAA President,
University of Texas at Austin

On December 31, 1992, I complete my term as president of the Academy. I want to share with you just a few of the things that your Academy has accomplished over the past 12 months.

Many of you, in fact the largest number yet in the history of the Academy, attended the annual conference in San Antonio last March. Thirty-six competitive papers and ten special topics sessions were offered in addition to two pre-conference sessions. On the lighter side, Executive Secretary Bob King saw to it that we dined on Mexican food and were entertained by mariachis in the old market district of the city.

The real work of the Academy continues to be done by the members who serve on any of the 12 AAA committees. There is much "business as usual" undertaken by the Academy annually. Benefits to members must be promoted and disseminated, such as industry fellowships, research fellowship awards, and the Distinguished Service Award.

The Academy is also active in serving members by coordinating AAA relations with AEJMC Accreditation Council, the AAA/INAME Foundation-sponsored Student Newspaper Advertising Competition, and assisting members with faculty placement and development. The Academy continues to develop relations with industry groups as well as opportunities for international advertising education. Policy for several AAA publications, including the *Journal of Advertising*, the *AAA Newsletter*, and the *AAA Membership Directory*, is also directed by Academy members.

Apart from the "business as usual," several important ventures were completed in 1992. The membership committee completed an attractive new brochure for use in soliciting new members to the Academy. Additionally, an independent audit of Academy finances was completed, finding the Academy in sound financial health. In conjunction with this audit, Treasurer Carole Macklin and the finance committee were charged with giving the executive committee some financial advice concerning the business practices of the Academy and direction regarding long-range planning.

Although no recommendation was made to raise membership dues for 1993, this increase remains a possibility for the future as costs for members' services increase, and interest rates remain low. Other action by the Academy included work by an ad hoc com-

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President (continued from page 1)

mittee to explore means to better integrate the importance of teaching into the work of the Academy.

Without the hundreds of hours of service of AAA members working on the business of the Academy, we could not continue to function and to grow as an organization from year to year. In 1992, members numbered 670--the highest ever for the Academy. On behalf of the AAA Executive Committee comprised of Rebecca Holman, president elect; Len Reid, vice president; Carole Macklin, treasurer, and Roxanne Hovland, secretary, I would like to thank everyone who has served so willingly this past year, and I encourage all members to consider becoming more active in the Academy business in the years to come.

On January 1, 1993, the new officers officially begin their jobs. In fact, some of them have been busy already,

preparing the program for the upcoming conference April 16-19, in Montreal at the Le Meridien Hotel. In 1993, Rebecca Holman serves as president, Helen Kaatz as president elect, Esther Thorson as vice president, Stan Madden as treasurer, and Marshall Rice as secretary. The Academy is a strong organization and will continue to face the exciting challenges of the new year.

Ethics (continued from page 1)

toward the ad--and measures of ethical attitudes--such as moral conservatism or belief-in-a-just-world;

(2) examine the beliefs of advertisers and advertising agencies about ethical issues associated with advertising policies and actions;

(3) examine the relationship between beliefs about ethics of an ad and the efficacy of an ad;

(4) examine the process that consumers use to evaluate the ethics of ads (rather than the results of their evaluation), and

(5) develop theoretically and psychometrically sound scales for measuring the public's attitude about ethical issues associated with some advertising practice(s).

Both empirically-focused and conceptually-focused manuscripts are welcome. Authors are urged strongly to submit the results of interdisciplinary studies that apply theories, models, or methods of disciplines such as anthropology, history, philosophy, psychology, political science, and sociology.

All manuscripts are due by May 1, 1993. Manuscripts should follow standard *Journal of Advertising* guidelines. Interested authors should submit five copies of their manuscripts to Richard Tansey, Department of Management and Marketing, Louisiana Tech University, P.O. Box 10318, Ruston, LA 7272-0046. He may be reached by phone at (318) 257-2473 or by FAX at (318) 257-4253.

People News

Gordon E. Miracle is on sabbatical leave Fall 1992. He addressed the 33rd Bi-Annual World Congress of the International Advertising Association (IAA) on September 29, 1992, in Barcelona, Spain and conducted research on television commercials in Germany. He traveled there to work with executives of BBDO Dusseldorf, and the Gesellschaft fuer Konsumforschung (GfK) (Association for Consumer Research) in Nuernberg. He also collaborated with research colleagues at German universities.

Katherine Frith, associate professor, advertising, Pennsylvania State University, has been awarded a Fulbright for 1993. She will be teaching at the Institute Technology Bandung in Indonesia. This is Frith's second Fulbright. She spent the 1986-87 academic year in Malaysia.

Bruce Vanden Bergh, Michigan State University, has been reappointed as chair of the Department of Advertising. He has served as chair since 1985. Vanden Bergh also has been named to the editorial advisory board of *Journalism Quarterly*.

A new book called *Integrated Marketing Communications*--the first book in the field--has been written by **Don Schultz**, Northwestern University, **Stan Tannenbaum**, Northwestern University, and **Bob Lauterborn**, University of North Carolina. The book may be requested from NTC Business Books by calling (708) 679-5500.

Henry Wilkens, APR, was designated an emeritus professor of marketing upon taking early retirement from Shippensburg University in Pennsylvania.

Elaine Wagner, University of Florida, received a promotion to the rank of professor in August 1992.

Tony McGann, University of Wyoming, began a tour as chair of the department of management and marketing in the College of Business.

T. Bettina Cornwell has been promoted to associate professor of marketing with tenure.

American Academy of Advertising 1992

Executive Committee

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

Standing Committees and Chairs

AAA/AAA Faculty Seminars--John H. Murphy
Accreditation--Barbara Coe
Distinguished Service--Tony McGann
Finance--Jay Lindquist
INAMERelations--Ernest Larkin
Industry/Academy Relations--Helen Kaatz
Industry Fellowships--Mary Ann Stutts
International Advertising Education--Gordon Miracle
Membership--Cele Onres
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.

People News

Don Jugenheimer, Fairleigh Dickinson University, and **Roberto Friedman**, University of Georgia, conducted a week-long advertising and marketing seminar in Montevideo, Uruguay, during July 1992, sponsored by the Excellence Center for Entrepreneurial Leadership.

The Behavioral Science Book Club will distribute a video entitled "How to Survive and Profit in a Managed Care Environment: A Guide for Mental Health Professionals and Drug and Alcohol Treatment Facilities." The video was written and produced by **Jay P. Ganat**, department of communications, Fairleigh Dickinson University. He developed this educational program in conjunction with his wife, **Robin Lightman**, and other health care professionals.

Ron Kaatz, Northwestern University, met with Tanzanian journalists visiting the United States as guests of the government to discuss advertising and media buying strategies. This fall, he was invited to judge the newspaper and trade press advertising for the 1992 Mobius Awards competition.

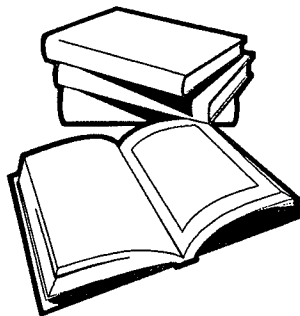
Hall Duncan, AAA International Education Committee, completed a marketing survey on the use of wood products in Iceland in August 1992. In July, he lectured to the faculty of arts at the University of Papua, New Guinea, on the cross-cultural use of humor in motivation and learning. In September, he helped to form a new group of Asian educators and business leaders in Singapore to begin establishing international advertising schools in various Asian cities. In November, he spoke in Athens, Greece on "How to Set Up the IAA International Diploma Course" at Institutes in various areas of the world primarily in Southern Africa. He also presented practical ways for professionals and advanced students to prepare for and successfully pass the six-hour International Diploma Exam. The occasion was the fifth IAA Education Conference.



IMC meeting held

Tom Duncan (right), University of Colorado, **Doug Newsom** (middle), Texas Christian University, and **Clarke Caywood** (left), Northwestern University, organized a meeting in Chicago during October for the Integrated Marketing/Communications Task Force.

The working meeting was attended by over 25 persons from education and industry. The purpose of the group is to produce a "White Paper" on the importance of IMC curriculum revision. Funding was made available through Leo Burnett USA, IBM, and McDonald's Corporation. The results of the research are expected in Summer 1993. A photo of the organizers appears above.



Teaching materials needed

Advertising texts, marketing texts, and teaching aids are urgently needed for the Ukraine, People's Republic of China, South America, and the Baltic States.

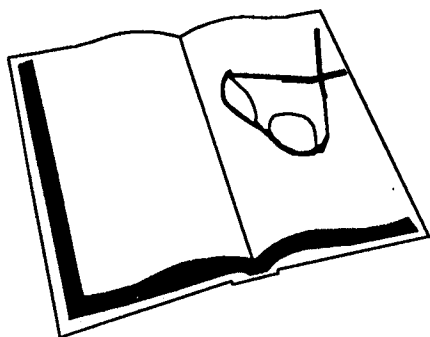
AAA members who have new or used texts, videos, and/or other useful aids for teaching advertising and marketing are encouraged to send them as gifts to schools, college, and universities in the listed countries.

Hall Duncan, Global Development, AAA Advertising Education Committee, P.O. Box 1639, Harrison, Arkansas 72601, will send AAA members the names and addresses of persons to contact and will make arrangements for the shipment of the gifts which will be deeply appreciated and used.

Duncan may also be reached by phone at (501) 741-9534 and by FAX at (501) 741-6864.

Newsletter available for AAA members

Les Dlabay, Lake Forest College, serves as newsletter editor for the American Council on Consumer Interests. The ACCI NEWSLETTER is a monthly update of consumer news, legislative actions, and reviews of books, articles, software, and other resources related to consumer research, consumer behavior, consumer affairs, advertising, and personal financial planning. AAA members may receive a sample copy by writing to Dlabay at the Department of Economics and Business, Lake Forest College, 555 North Sheridan, Lake Forest, IL 60045.



AAA Working Paper

"Conceptualizing the Integrated Marketing Communications' Phenomenon: An Examination of its Impact on Advertising Practices and its Implications for Advertising Research," by Glen Nowak and Joseph Phelps is available to AAA members by writing Nowak at the College of Journalism and Mass (sic), the University of Georgia, Athens, GA 30602-3018. The paper will be forthcoming in the *Journal of Current Issues and Research in Advertising*.

Freedom Forum to hold seminar

Nominations are being accepted for the sixth annual Freedom Forum Seminar for Advertising Teachers to be held at the University of North Carolina at Chapel Hill from June 25, 1993 to July 1, 1993.

A grant from The Freedom Forum will pay expenses of 12 advertising educators who will be selected to attend the week-long program on the UNC-CH campus. The seminar is designed to help participants think about what kind of teachers they want to be and to show them ways to reach that goal. Expert teachers from schools around the country will present materials and ideas about teaching typical advertising courses and about general teaching techniques.

One participant called the seminar, "academic heaven." Another said that the week was both, "intellectually enlightening and emotionally exhilarating."

Interested teachers must be nominated by their dean, director, or chair, and the deadline for receipt of

nominations is February 1, 1993. The nominations must include a current curriculum vita, and a statement of why the applicant would like to attend the seminar. Preference for selection is given to teachers with less than five years of experience.

AAA members may obtain further information by contacting Tom Bowers, School of Journalism and Mass Communication, Campus Box 3365, University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-3365. He may be reached by phone at (919) 962-4084 and by FAX at (919) 962-0620.

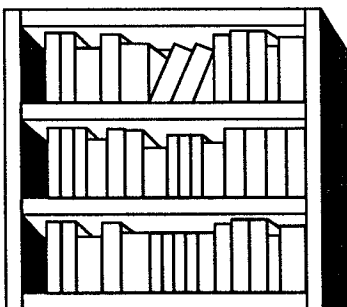
New journal announced

Haworth Press, INC. announces the publication of the charter issue of the *Journal of Business-to-Business Marketing*. David Wilson, professor of marketing at Pennsylvania State University is the journal editor.

The journal features the views of leading business thinkers on topics in need of research, on research problems, or any issue deemed relevant to the practice of business marketing.

Manuscripts on business-to-business strategic relationships, product development and management, joint ventures, strategic issues, service development and management, organizational buying, forecasting, and others are encouraged. Instructions on submission may be obtained from Wilson at College of Business, 707 B.A.B., Pennsylvania State University, University Park, PA 16802.

Free samples of the charter issue are available to libraries from Haworth Press, Sample Department--Box Comp, 10 Alice Street, Binghamton, NY 13904.



Placement

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 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.

Placement

Indiana University, School of Journalism seeks applications for a tenure-track position at the assistant or associate rank to teach and conduct research in advertising and/or public relations. Faculty members teach two courses per semester. Doctoral degree and professional experience are preferred. Minorities and women are especially encouraged to apply. The appointment will begin in August 1993. Candidates should send a letter of interest, a curriculum vitae, and three letters of recommendation to: Prof. Jack Dvorak, Search Committee, School of Journalism, Indiana University, Bloomington, IN 47405. Applications received before November 27, will be given priority. Indiana University is an affirmative action, equal opportunity employer.

The S. I. Newhouse School of Public Communications' Advertising Department at **Syracuse University** invites applications for an assistant or associate professor tenure-track position beginning fall 1993. Doctorate preferred; master's degree required. Teaching and/or significant professional experience also required. Applicant should possess a strong interest in scholarly activity. The successful candidate will teach undergraduate and master's courses focusing on marketing/advertising research, strategic planning and campaign development, and public relations. Familiarity with integrated marketing communications a plus. Committee will begin reviewing applications on February 15, 1993. To apply, send a letter of application, your vita, three names of references, and samples of your work to: Carla V. Lloyd, Search Chair, Advertising Department, S. I. Newhouse School of Public Communications, 215 University Place/NCII, Syracuse, NY 13244-2100.

The Advertising and Public Relations Department, College of Communication, **University of Alabama**, anticipates seeking one assistant professor for the 1993-94 academic year.

Qualified candidates should be able to teach undergraduate courses in public relations and mass communication as well as graduate courses in advertising/public relations and mass communication. Earned doctorate preferred, will consider ABD. Applicants must demonstrate high potential to establish scholarly research program. Tenure-track position begins August 15, 1993. Send application, resume, and three references to Public Relations Search Committee, Box 870172, Tuscaloosa, AL 35487-0172. Candidate selection begins November 10, 1992 and continues until the position is filled. Female and minority applications especially invited. AA/E/OE.

The **University of Texas at Austin**, Department of Advertising seeks applicants for a tenure-track position at the rank of assistant professor beginning fall 1993. Ph.D. and proven interest in research and teaching excellence required; professional experience desired. Salary is competitive. The department offers undergraduate, master's, and Ph.D. degrees. Applications will be accepted until January 1, 1993. Vita and supporting material may be sent to Gary B. Wilcox, Chair, Department of Advertising, CMA 7.142, The University of Texas at Austin, Austin, TX 78712-1092.

Advertising Department in the **University of Nebraska-Lincoln** College of Journalism is seeking a senior-level faculty member for a program with strong professional commitment and national reputation. The Department now seeks to enhance faculty research productivity and play a stronger role in the College's graduate program. Candidates who can provide leadership in these efforts will be favored. The position requires excellent teaching skills, a solid publishing record, and ability to work with diverse faculty. A Ph.D. and both university and professional experience are strongly preferred. Candidates with outstanding professional experience and the M.A. degree may be considered. Rank and tenure are negotiable. Salary is competitive. Position begins in August 1993. To apply send a current vita and names of three references to Wayne Melanson, Chair, Ad-

vertising Search Committee, College of Journalism, University of Nebraska-Lincoln, Nebraska 68588-0130. Review of applications will begin February 1, 1993, and will continue until a suitable candidate is found. The University of Nebraska-Lincoln is committed to a pluralistic campus community through Affirmative Action and Equal Opportunity and is responsive to the needs of dual career couples. We assure reasonable accommodation under the Americans with Disabilities Act; contact Christy Horn at (402) 472-3417.

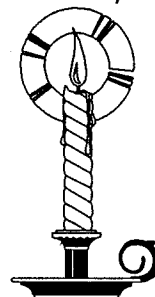
Thanks!

From my standpoint of editing this newsletter, I want to thank all of the people who take time out of their busy lives to contribute to me in a timely manner.

I especially want to acknowledge Cynthia Tahiri, assistant to Marjorie Cooper, AAA placement director, who is always one step ahead of me in sending the disk that contains the lengthy number of positions available at academic institutions for AAA members.

The AAA Newsletter's purpose is to communicate information to AAA members. If any AAA member has suggestions about what should be included or what should not be included, please let me know. Without feedback from AAA members, I can only guess at what is appropriate for the newsletter and what is not. To date, I have included everything that I have received except for "ads" from non-members for services that have nothing to do with advertising.

Finally, best wishes for a happy and restful holiday, and please keep making my job easy by sending me your information in a timely manner.



Happy Holidays

from the American Academy of Advertising



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