

- *New AAA Research Award for Dissertations
- *New section added to AAA Newsletter



Newsletter

An Official Publication of the American Academy of Advertising

March 1993

Program News

Three ad majors from Louisiana State University, among 73 teams from 16 colleges competing, won top honors in the 3rd Annual National Collegiate Competition in Specialty Advertising & Target Marketing. The 1992 competition was sponsored by Specialty Advertising Association International and American Airlines.

Placing first in the National Finals was the team of Suzanne Brown, Janet Frye and Kellie Schnebelen. They and their faculty adviser, Alan D. Fletcher, were honored January 25, at SAA International's Winter Specialty Advertising Show in Dallas. An unusual outcome of the competition was the second-place finish of another team from LSU, which gained the National Finals by tying for first in the East District Competition. This team was also advised by Fletcher.

Third place went to a team from San Jose State University, the school that captured top honors last year. Tom Jordan was the faculty adviser. Three teams won awards of merit. They were from Murray State University, Loyola University of New Orleans, and Iowa State University. The purpose of the competition is to help students gain an understanding of the capabilities of specialty advertising and targeted media by addressing realistic marketing situations. The student task in the 1992 competition was to develop a program promoting the launch of

(continued on page 3)

Montreal is site of 1993 AAA Conference



With a full-day international advertising pre-conference activity and a location the likes of Montreal, the 1993 AAA Conference sets the tone for an international experience to all who attend April 16-19, 1993.

While registration to avoid the late fees has passed (March 15, 1993), Bob King would still like to hear from AAA members who want to take advantage of the international experience this April. He may be reached at (804) 289-8902. His address is School of Business, University of Richmond, Richmond, VA 23173.

Bob King reminds AAA members who have not paid their 1993 dues that this newsletter will be their last mailing from the AAA. Dues should be mailed to him at the address that appears above.

Research award sponsored by AAA

The Research Committee of the American Academy of Advertising announces the first Doctoral Dissertation Competition to promote doctoral research in advertising. Each year, a total of \$3,000 may be awarded to support the research of one or two doctoral students. Typically, each award is in the range of \$1,000 to \$2,000. Awards will be based on a competitive review of dissertation proposals.

The deadline for receipt of proposals is August 15, 1993, with winners notified by December 1, 1993. More information may be obtained by writing to: Bruce Vanden Bergh, Department of Advertising, 309 Communication Arts

(continued on page 2)

Research award

(continued from page 1)

& Sciences Building, Michigan State University, East Lansing, MI 48824-1212. A more detailed announcement will be sent to AAA members sometime this Spring.

Advertising book available

Stated by its publisher to be, "a definitive guide to provably effective advertising, Walter Weir's *How to Create Interest-Evoking, Sales-Inducing, Non-Irritating Advertising*, based on the text he developed while teaching advertising at Michigan State University, the University of Tennessee, and Temple University, was published in January.

Inspection copies are available to AAA members by writing to The Haworth Press, 10 Alice Street, Binghamton, NY 10934-1580.

American Academy of Advertising 1993

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- Treasurer -- Charles Madden
- Past President -- Patricia Stout
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- NAA Relations--Ernest Larkin
- Nominating--Patricia Stout
- Placement & Faculty Development--Marjorie Cooper
- Publications--Esther Thorson
- Research--Bruce Vanden Bergh

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.

Musings from the President

by Rebecca H. Holman, 1993 AAA President

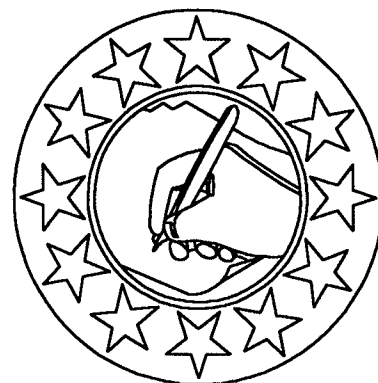
I liked Pat Stout's column in the December 1992 issue of the AAA Newsletter so much that I not only decided to experiment with making it a regular feature of the newsletter, but I also appropriated the title that she used.

It occurred to me that we have a lovely newsletter that could not only continue its current tasks but could also serve as a vehicle for communication among the members of the Academy. Those 200 or so of us who regularly attend the annual conference have a lot to say when we get together, but what about the other 400 of us? Can the Academy provide a forum for these voices to be heard? I think so. The following is what I'd like to try.

Let me pick the first topic, one that is deliberately broad. I'll name it here; AAA members may respond with letters to me; I'll excerpt the responses and print (with or without attribution as indicated by respondents) the best in the next newsletter while announcing the next topic, which right now I imagine will be reactions to the first batch of letters. The exchange might be fun if everyone gets into the spirit of it. On the other hand, it might bomb--I might get no responses at all, in which case I'll simply drop it.

So here's the topic: What's right and no-so-right about the Academy? What would you change; what shouldn't be tinkered with at all?

Now, about my address. Please disregard the one in the current AAA Directory. Not only do I no longer work there, but I'm also moving out of New York. My new address is 310 North Underwood Street, Falls Church, VA 22046. After March 12, my telephone number is (703) 237-0003. The man who answers the phone and the voice on the answering machine is the fellow I'm going to marry, Steven Wertime. I plan to use "Wertime" personally but



will keep "Holman" professionally.

While I'd love the speak with AAA members, if you want to contribute to "Musings," I'll need something in writing. Look forward to hearing from you.

International opportunities for AAA members

*by Hall Duncan
Global Development,
AAA International Advertising
Education Committee*

Would you like your research to be published in an advertising text book in Arabic? Advertising, marketing, and public relations case studies primarily related to public service advertising campaigns are urgently needed in Saudi Arabia! Please write to: Dr. Samy Abdel Aziz, King Abdel Aziz University, Faculty of Arts and Humanities, P.O. Box 9093, Jeddah, Saudi Arabia. The telephone numbers are 360 4851 and 360 8439. The FAX number is 360 4851.

Dr. Carl C. Rohde, Coordinator of the Research Center for International Mass Communication in Utrecht, Holland, is available to lecture at U. S. and Canadian Universities, Colleges, and Business Organizations from May 15, through October 1993. He coordinates a network of highly acclaimed strategy directors, market researchers, scientists, and opinion leaders. His extensive in-depth research has been published in several European countries. One of his most popular presenta-

(continued on page 3)

international

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tions is: "International Advertising, a Splendid Idea, but the Reality is Different." He is also looking for U.S. and Canadian publishers who would like to include a fresh perspective on advertising in Europe. Dr. Rohde would be an excellent contact for developing a working relationship for your advertising faculty and students with Northern Europe. Interested? Please write or FAX Dr. Carl C. Rohde, Department of Mass Communication/P.R., Heidelberglaan 1, P.O. Box 80.140, 3508 T C Utrecht, The Netherlands. The telephone number is (0) 30-534045, and the Fax number is (0) 30-531619.

The Institute of Advertising, Singapore, is looking for speakers on new scientific ways of planning media. If you are knowledgeable in this field, please let the Institute know when you are coming through Singapore, and what your speaking fee would be. Please write or fax: Felix R. Stravens, Executive Director, Institute of Advertising Singapore, 51 Anson Road, # 04-57, Anson Centre, Singapore 0207. The telephone number is 2208382, and the Fax number is 2207187.

Social marketing to be topic of journal

The May 1994 issue of *Journal of Public Policy and Marketing* will contain a special section devoted to social marketing edited by Alan R. Andreasen. In the last ten years, interest has been rapidly growing in applying commercial marketing concepts and techniques to a wide range of social problems in the areas of basic physical and mental well-being.

This special section is designed to bring together empirical and theoretical papers on social marketing of interest to scholars, managers, and public policymakers. *JPP&M* invites papers on topics such as (but not limited to) changing social behaviors, evaluating social marketing programs, ethical issues in social marketing, contributions of social marketing to social development, researching high involvement topics, and cross-cultural social market-

ing. *JPP&M* encourages the submission of papers that contain strong conceptual frameworks and that clearly address public policy implications.

JPP&M is not a managerial journal. The deadline for submission of papers for this special section is August 15, 1993. Papers should be sent to: Alan R. Andreasen, Visiting Professor, School of Business Administration, Georgetown University, Washington, DC 20057.

Program News

(continued from page 1)

American Airlines' planned Chicago-to-Warsaw route.

The Department of Advertising at **Michigan State University** is celebrating the 35th anniversary of its founding in 1958. The pioneering graduating class of the 1958 from the new department was headed by a successful advertising professional named Daniel Boone. Bruce Vanden Bergh may be reached at (517) 353-9317 for name verification.

As a regular part of his speeches and seminars at Ad Clubs for the American Advertising Federation (AAF), AAA member Bruce Bendinger involves local student groups.

Seminars for the New Orleans Ad Club featured participation by **Loyola University** and **Louisiana State University** students. An appearance at the Topeka Advertising Club was part of their student "Shadow Day" for **University of Kansas** and **Kansas State University** students. A visit to Cele Otnes' class at the **University of Illinois** was combined with a luncheon speech for the Champaign/Urbana Ad Club.

Similar events were scheduled in Grand Rapids, where Bendinger spoke to a copy class in addition to a special "Creative Thinking" seminar and in Anchorage Alaska, where Jim Avery of the **University of Alaska/Anchorage** is active in the local ad club. AAA members who would be interested in such a program may contact the program director of their local AAF chapter.



New study adds public relations programs to its tracking

Where Shall I Go to College to Study Advertising has unveiled its 29th annual edition, changing the name to *Where Shall I Go to College to Study Advertising and Public Relations* and including 90 public relations programs in addition to 82 advertising programs in U.S. colleges.

The current edition, researched by Drs. Billy I. Ross and Keith F. Johnson of the Manship School of Mass Communication at Louisiana State University, shows 117 advertising programs, 120 public relations programs, and 25 combined advertising/public relations in 172 colleges and universities (122 of which are accredited by either the Accrediting Council for Education in Journalism and Mass Communications or the American Assembly of Collegiate Schools of Business).

The booklet previously reported advertising programs alone and is widely used by high school and other career counselors to identify colleges and universities offering specialized education in advertising and public relations. It identifies the type of program in operation at 172 colleges, the annual number of graduates, enrolled students/majors, accreditations, entrance requirements, tuition, fees, and room and board costs, as well as campus student organizations.

The 1993 edition reports a total of 36,227 students enrolled in an advertising and public relations programs; 51.5 percent are in advertising programs and 36.2 percent in public relations programs (with 12.3 in combined ad/PR programs). While this year's edition uses different measures, and the authors advise against comparing this year's figures to previous editions, it was

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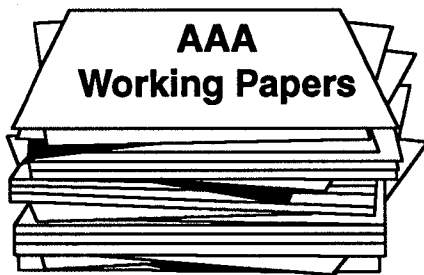
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noted that combining the advertising and advertising/PR figures shows 23,133 advertising students, or an increase of 7.2 percent over 1991 enrollment, indicating a reversal of a four-year decline in advertising enrollment. Figures for previous PR enrollment are not known.

The 1992 tally of graduates shows that 12,172 bachelor degrees, 620 master degrees, and 16 doctorates in advertising and public relations were awarded. Advertising had 6,702, public relations 4,398, and combined programs awarded 1,072 degrees. The total of 7,774 (advertising and combined) graduates is a 6.9 increase over 1991.

There are 1,460 scholarships and 125 assistantships available for advertising and public relations students. Half (50.3 percent) of the 1,244 faculty involved in the nation's advertising and public relations programs are in advertising; 41.1 percent are in public relations. The majority, 65.8 percent, are full-time teachers.

The 1993 edition of *Where Shall I Go to Study Advertising and Public Relations* is available for \$5.00 each from Advertising Education Publications, a not-for-profit concern located at 623 Meadow Bend Drive, Baton Rouge, LA 70820; telephone/FAX (504) 767-0988.



"Is advertising as ineffective as it seems?" with Gary J. Russell and "Determining the optimal level of media spending" with Peter J. Danaher are available from Roland T. Rust, Owen Graduate School of Management, Vanderbilt University, Nashville, TN 37203.

J. J. Boddewyn announces the availability of a book, *Global Perspectives on Advertising Self-Regulation: Principles and Practices in 38 Countries*. The 1992 book is published by Quorum Books in Westport, Connecticut.

People News

Youjae Yi has been named the Sanford R. Robertson Assistant Professor of Business Administration at the University of Michigan. The Robertson chair has been established to recognize the early career accomplishments of junior faculty.

During the fall and winter, **Ron Kaatz**, Northwestern, judged three major competitions. For the Advertising Research Foundation, he judged the Richard Lysaker Award Competition for research on media. He also helped select the recipients of the Community Action Network Media Awards for outstanding solutions to community social problems. Lee Enterprises had Kaatz judge their Presidents Award Competition for Broadcast Sales & Marketing Representatives' Excellence.

E. Lincoln James, Department of Advertising, Michigan State University is soliciting cases in advertising media planning for inclusion in an upcoming casebook. He may be addressed at 309 CAS, East Lansing, MI 48824-1212. James has been appointed Assistant Chair of the Department of Advertising.

Stan Madden, Baylor University, taught in a special program of the Russian/American University of St. Petersburg in November and December of 1992 in St. Petersburg, Russia.

J. J. Boddewyn is now the president (1993-94) of the Academy of International Business, the worldwide association of scholars in this field of teaching and research.

Charles Patti has been appointed Associate Dean of the Executive MBA Program at the University of Hartford.

Gene McCoy, chair and CEO, Ad Craft of Arkansas, INC., has been elected to the College of Fellows of the Public Relations Society of America (PRSA). The College, the highest professional recognition in the field of public relations, has been bestowed upon less than two percent of public relations practitioners in PRSA. McCoy retired in 1990 after nearly 30 years as assistant

professor of advertising and public relations at the University of Arkansas at Little Rock. He is still active as professor emeritus teaching international public relations.

Copy Workshop author, **Bruce Bendinger**, spent a week teaching at The Portfolio Center in Atlanta as part of the development of his new edition of *Copy Workshop Workbook*.

Videotape available

Children ages 6-11 spend more time watching television than they do in a classroom. They believe TV more than their parents, teachers, or books. But what does television teach? *Teach the Children* is the first documentary designed to help educators and parents scrutinize television's hidden "curriculum." Broadcast in September by PBS, cassettes are now available from California Newsreel along with an accompanying educator's and parent's manual.

Intercutting clips from Saturday morning cartoons, spots, sit-coms, and music videos with commentary by critics, scholars, and network executives, *Teach the Children* explores the value television communicates, the role models it provides, the behavior it motivates, and the cognitive skills it encourages.

"How is it possible that television, the unparalleled educational medium, could also serve as an instrument of commercial child abuse?" asks television historian Erik Barnouw. "*Teach the Children* shows how and suggests the implications for the future of our country."

According to *Teach the Children*, the primary lesson of television's ads, product-based cartoons, and insistent stress on fashion, style, and conspicuous consumption is "You are what you buy." "Broadcasters and advertisers are ganging up on children," says Action for Children's Television founder Peggy Charren.

Other staples of the TV curriculum are sex, violence and anti-intellectualism. Most programs watched by children are made for adults, be it *America's Most Wanted* or *Married with*

(continued on page 5)

Video (continued from page 4)

Children. Blonde bimbos and buffed studs bounce across the screen as looks and sexuality are privileged above all else. The 20,000 murders an average child watches by the time he or she is a teenager normalizes violence. Edward Palmer, George Gerbner, Dorothy Singer and other scholars explain how these images contribute to aggressive behavior, lessened attention spans, and diminished cognitive abilities among our young.

How did we let this happen? It's a far cry from the "university of the air" originally promised by broadcasters. *Teach the Children* chronicles the history of television and public policy--including the dropping of weekday kids shows like Mr. Wizard in favor of more-profitable action series. It revisits the battlefields in the continuing conflict between success in the marketplace and an informed citizenry from the Communications Act of 1934 to the watered-down Children's Television Act of 1990. The U.S. is virtually the only country in the world to allow commercial interests almost unfettered control over what enters our living rooms.

Al Gore observes: "We're strip mining our children's minds and we're doing it for commercial profit without any concern for the consequences for them or our society."

What can be done? *Teach the Children* shows how parents and educators can follow the lead of groups like the PTA and teach critical viewing skills to children. Groups like Action for Children's Television demonstrate how to lobby local stations and politicians to limit commercials and to press for more educational content in children's television.

Teach the Children can help school teachers, media educators, parents, and counselors explore ways to program children's television, rather than be programmed by it. The 56-minute documentary was produced by Mary Megee and is available from California Newsreel along with her two other titles on media and society, *The Violence Factor* and *Private Property or Public Trust?* as well as Marlon Riggs'

Color Adjustment. Video cassettes along with a 16-page educators' and parents' manual may be purchased for \$49 (plus \$5 shipping) from California Newsreel, 1499th Street, San Francisco, CA 94103; tel: (415) 621-6196; fax: (415) 621-6522 (The university and corporate price is \$195).

Placement

The University of Wisconsin-Oshkosh Department of Journalism seeks an assistant professor to teach undergraduate courses and engage in relevant research and professional projects in its advertising/public relations emphasis. Primary teaching responsibility is for Principles of Public Relations, Public Relations Techniques, and Media Organization and Management. Ability to teach Principles of Advertising, Advertising Copy, Layout and Production, or Case Problems in Advertising and Public Relations is a plus. Doctorate or master's degree with significant professional experience required. Department is ACEJMC-accredited. UW Oshkosh expects 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. The starting date is September 1, 1993. Gene W. Hintz, chair, Department Journalism, The University of Wisconsin Oshkosh, Oshkosh, Wisconsin 54901, should be sent a letter of application, three current letters of recommendation, and official transcripts. The application deadline is February 15, 1993.

The University of West Florida's Department of Communication Arts seeks an assistant professor for an anticipated faculty position to teach advertising and engage in relevant research. Ph.D. preferred--ABD considered. Professional experience highly desirable. Enthusiasm, demonstrated potential for research, and excellent teaching credentials are pluses. Primary teaching responsibility is in advertising media, copy, and campaigns. Join a

dynamic and successful advertising program. UWF is the 1989 NSAC national champion and 1992 district champion. Its Ad Club received two awards in the '92 AAF College Chapter Achievement Competition and its students won 10 local '92 ADDYS. UWF offers a nature preserve for a campus, Gulf Coast climate, new facilities, and an environment that welcomes innovation and excellence. The department is ACEJMC accredited and is a UWF Program of Distinction. Send letter of application, resume and five letters of reference to: Professor Tom Groth, Department of Communication Arts, The University of West Florida, 11000 University Parkway, Pensacola, FL 32514-5751. The University of West Florida is an Equal Opportunity Affirmative Action Employer. Women and minorities are especially encouraged to apply. Applications will be accepted until May 1, 1993.

The University of Nebraska Lincoln seeks a senior level faculty position in the Department of Advertising, College of Journalism, beginning August 1993. Rank and tenure are negotiable. The program has a strong professional commitment and national reputation. It 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 the ability to work with a diverse faculty. A Ph.D. and both university and professional experience are preferred. Candidates with outstanding professional experience and the M.A. degree may be considered. Salary is competitive. Review of applications will begin February 1, 1993, and will continue until a suitable candidate is found. A current vita and three references should be sent to Wayne Melanson, Chair, Advertising Search Committee, College of Journalism, University of Nebraska-Lincoln, Lincoln, NE 68588-0130. AA-EOE.

Indiana University, School of Journalism seeks applications for a tenure-track position at the assistant or associate rank to teach and conduct

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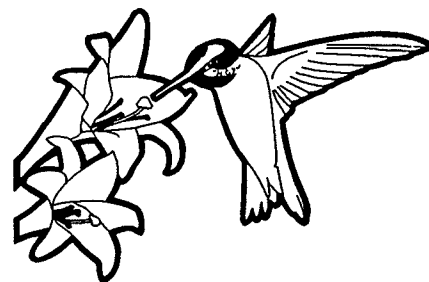
Placement

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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, 1992, will be given priority. Indiana University is an affirmative action, equal opportunity employer.

Youngstown State University, Williamson College of Business Administration, Marketing Department, seeks applications for a tenure-track position at the Assistant or Associate rank to teach and conduct research in candidate's field. Doctoral degree, professional experience, and established publications record preferred. The appointment will begin September 15, 1993. Candidates should send a letter of interest, a current vita, an official copy of a transcript documenting academic qualifications, and the names, addresses, and telephone numbers of three references to: Dr. E. Terry Deiderick, Chair, Department of Marketing, Youngstown State University, 410 Wick Avenue, Youngstown, OH 44555-3080. AVEOE

Enjoy
your
Spring
Break



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