

- ACTIVE AAA MEMBERS
- NEWSLETTER EDITOR ANNOUNCED



# Newsletter

An Official Publication of the American Academy of Advertising

September 1993

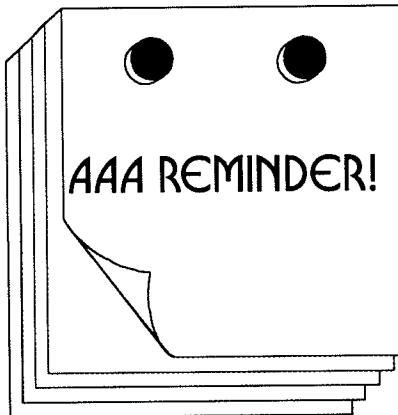
## Program News

This past June, the University of Texas System Board of Regents approved the establishment and allocation of two new endowed presidential scholarships in the Department of Advertising. The Richards Group Endowed Presidential Scholarship in Creative Advertising and the Tracy-Locke/Morris Hite Endowed Presidential Scholarship will add over \$230,000 to the department's scholarship/fellowship endowment. In addition, Normal Campbell, UT-ex and past CEO of Tracy-Locke established an endowment in his name which when matched will provide another \$37,500 scholarship endowment for the Department of Advertising. To date, the Department of Advertising has a total scholarship/fellowship endowment of over \$425,000.

Drake University's School of Journalism and Mass Communication is offering a graduate program in Integrated Corporate Communication. The 30-hour program in August 1993, consists of courses from the SJMC and MBA program of the College of Business and Public Administration. Focused on the current trend in integrated marketing communication, the program is attracting advertising, marketing, and public relations practitioners as well as traditional full-time students. The program director is Lou Wolter, professor of advertising and acting dean of the school.

The University of Alabama's one-year, professional master's program, started in 1991-92, graduated its second group of students in August 1993 with 10

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## Journal of Advertising editor sought

The term of the present editor of the *Journal of Advertising* will expire in December 1994, and the search for the new editor has been undertaken by the AAA Publications Committee.

The editor's duties include: (1) administering and overseeing the entire operation of the *Journal*; (2) selecting reviewers and assigning manuscripts; (3) making publication decisions; (4) preparing the *Journal* for publication and distribution; (5) choosing and supervising the activities of the business manager, and (6) hiring and supervising the editorial assistant.

Substantial support from the editor's institution is required. The job description for editor, business manager, and editorial assistant may be obtained from Barbara B. Stern.

Nominations must be received by **October 31, 1993**, and should be sent to Barbara B. Stern, 160 East 84th Street-Apt. 16C, New York, NY 10028.

## Advertising/marketing internships available for college professors

Applications will be available **October 4, 1993**, for the Advertising Educational Foundation's 1994 Visiting Professor Program (VPP) internships.

In the VPP, advertising, marketing, and social science professors intern at advertising agencies and the marketing/advertising departments of major companies to gain "real life" experience. This opportunity gives professors more practical knowledge through a greater understanding of the advertising process. The internship is generally for three weeks during the summer, and completed applications are due by **January 17, 1994**.

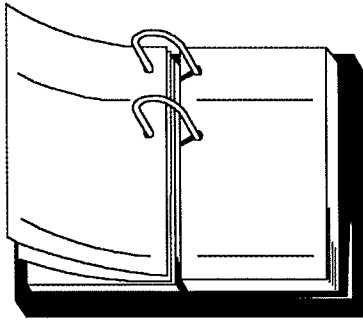
AAA members who would like further information should contact The Advertising Educational Foundation at 666 Third Avenue, New York, NY 10017. The phone number is (212) 986-8060.

## AAF student competition corporate sponsor announced

The AAF president, Wally Snyder, announced that the Eastman-Kodak Corporation will be the corporate sponsor of the AAF 1994 National Student Advertising Competition: The College World Series of Advertising.

Snyder announced the Kodak sponsorship to more than 600 advertising professionals and college students gathered at AAF National Advertising Conference in June 1993.

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## Calendar Information

On November 27-28, 1993, Hall Duncan will conduct a series of Humour in Motivation and Learning lectures and demonstrations with Japanese teachers at Kanazawa City, Japan. He will be working with Professor Norkiko Okuda, Regional Director for Japan of World Humour in Teaching, and Nobuyoshi Hirai, a noted researcher and author of Japanese children's behavior problems. Over 250 people are expected to attend.

## American Academy of Advertising 1993

### Executive Committee

President -- Rebecca Holman  
 President-Elect -- Helen Katz  
 Vice President -- Esther Thorson  
 Secretary -- Marshall Rice  
 Treasurer -- Charles Madden  
 Past President -- Patricia Stout  
 Executive Secretary -- Robert King

### Standing Committees and Chairs

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 Distinguished Service -- Tony McGann  
 Finance -- Jay Lindquist and Bruce Stern  
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 Industry Relations -- Tommy V. Smith  
 International Advertising Education --  
 Shay Sayre  
 Membership -- Barton Wilcox  
 NAA Relations -- Ernest Larkin  
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 Placement & Faculty Development --  
 Marjorie Cooper  
 Publications -- Barbara Stern  
 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.

## International advertising bibliography introduced

The *International Communication Bulletin*, a publication of the International Communication Division of the Association for Education in Journalism and Mass Communication, has published a 10-year bibliography of international advertising articles in its Spring 1993 issue.

The bibliography is neither annotated nor divided into categories. It is an alphabetical listing of 232 articles with a partial or total non-USA focus appearing in selected advertising, marketing, communication, and communication research journals from 1983 to 1992.

If the *Bulletin* is not available in AAA members' libraries, AAA members may obtain a reprint by sending \$3 (check payable to ICB) to Yorgo Pasadeos, ICB Editor, Department of Advertising and Public Relations, The University of Alabama, P.O. Box 870172, Tuscaloosa, AL 35487-0172.

## 1993 AAF winners announced

Ithaca College of Ithaca, NY won the 1993 National Student Advertising Competition: College World Series of Advertising.

The finals of the competition, that commenced nationwide last fall and included a record 138 schools, took place during the American Advertising Federation's National Advertising Conference in June 1993.

Ithaca's campaign for the Saturn Corporation, the sponsor of the competition, captured first place among the 15 finalist teams in the day-long competition. Brigham Young University took second place, followed by Southwest Texas State in third, and The University of Oregon in fourth.

Saturn challenged America's college students to create a campaign to position the company's SCI automobile as a competitive alternative for young adults who might otherwise purchase imports.

## AAF competition

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Like Saturn, Kodak will challenge advertising, marketing, and communications students at colleges and universities nationwide to create a comprehensive advertising campaign. The company will ask students to develop an integrated communications plan that will establish Kodak's photographic equipment and supplies as products of choice among college students and young adults.

## New AAA Newsletter Editor for March 1994

Tommy V. Smith, the University of Southern Mississippi, will take over the duties of the AAA Newsletter beginning with the March 1994 issue. The December issue will contain the information needed for a smooth transition of editorships.

## Program News

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students in the class. Eleven new students joined the program this fall. The program integrates the areas of advertising and public relations along with marketing communication.

At **San Jose State University**, the Department of Journalism and Mass Communications is now the School of Journalism and Mass Communications.

**Rider College**, Lawrenceville, New Jersey, is now offering an undergraduate degree program in advertising. Students majoring in advertising at Rider will be under the direction of the Marketing Department within the AACSB-accredited School of Business Administration. The program includes the business core courses as well as major courses in advertising copy and layout, media planning, and advertising campaigns. In addition, the program is cross-disciplinary and draws from courses offered by the Communications Department such as media ethics and law, public relations, and a media writing course. More information may be obtained by calling Larry M. Newman or Tina M. Lowrey at (609) 896-5032.

## AAF College Chapters of the Year recognized

For the second time in three years, the University of Minnesota has been named the American Advertising Federation College Chapter of the Year. Robert C. Blackmore, former AAF chair and retiring executive vice president of NBC Television, presented the award at the AAF National Advertising Conference. Beginning this year, the award will be named for Blackmore and includes a \$1,000 cash award to the winning school's AAF college chapter, thanks to a \$10,000 endowment from NBC in Blackmore's name.

Begun in 1983, the competition recognizes outstanding accomplishments of AAF's 200 college chapters in four categories: membership/programs, publications, public service, and career development. The College Chapter of the Year Award is given to the AAF college chapter that has documented the best overall performance during the past year in those competition categories. The University of Minnesota, under the tutelage of faculty adviser Joan Ostrin, took first place finishes in three of the four categories. The other winning school was Western Kentucky University, which took first place in the public service category.

### Schultz recognized by AAF

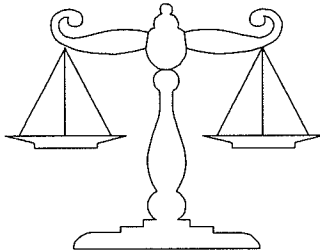
Don E. Schultz, a professor of integrated Advertising/Marketing at the Medill School of Journalism, Northwestern University, was presented with the AAF 1993 Distinguished Advertising Educator Award.

AAF Academic Division chair and University of Georgia professor Ron Lane made the presentation at a luncheon during the AAF National Advertising Conference in June 1993.

Along with his academic duties, Schultz is director of the Promotion Marketing Association of America (PMAA). He is chair of the accrediting committee of the Accrediting Council in Journalism and Mass Communications. He is a past director of the Institute of Advanced Advertising Studies, and is a member of the American Marketing Association, the American Academy of Advertising, the Advertising Research Foundation, the

Association for Consumer Research; the Business and Professional Advertising Association, and the International Newspaper Marketing Association.

Schultz was selected from a national group of nominees by the 39-member AAF Academic Committee, comprised of advertising educators and practitioners. The Distinguished Advertising Educator Award was developed in 1987 by the committee and interested industry members to recognize educators who have advanced the knowledge, professional performance, and standard of practice within the advertising industry, and who have given outstanding service to students of advertising.



## Journal announces new section

The *Journal of Public Policy and Marketing* (JPP&M) is pleased to announce the introduction of a new Legal Developments Section beginning with the Spring 1994 issue. In each JPP&M issue, the Legal Developments Section will contain two or three refereed articles discussing important recent cases, statutes, regulations, or scholarly legal analysis. Each article in the section will analyze legal trends in one key marketing/public policy area. Topics covered may include: antitrust; advertising; consumer privacy and protection; consumer credit; intellectual property; international trade regulation; franchising, distribution, and marketing channels; product liability and safety; product information disclosure; pricing, and warranties.

AAA members who would be interested in reviewing or writing for this new section should contact the section editor, Ross D. Perry, JPP&M Legal Developments Editor, Associate Professor of Law, Babson College, Babson Park, MA 02157-0310. His telephone number is (617) 239-5529, and his FAX number is (617) 239-5230.

## People News

**Wayne Hilinski** has been elected to the Board of Directors of the American Advertising Federation of Columbus, Ohio.

**Lou Wolter** has been named acting dean of the School of Journalism and Mass Communication at Drake University, Des Moines, Iowa. Wolter has been on the faculty at Drake since September 1969, having served as the director of university marketing. His field of expertise is advertising.

**Pat Stout** is on leave fall semester 1993 and will be at the Centers for Disease Control in Atlanta working on the National AIDS Information and Education Program.

**Joe Phelps**, University of Alabama, will present two papers at the upcoming Direct Marketing Educators' Conference in Toronto, Canada. The first paper, "Press Coverage and Public Perception of Direct Marketing and Consumer Privacy," was co-authored with William Gozenbach, University of Alabama and Edward Johnson, Ph.D. candidate, University of Alabama. The second paper, "Direct Marketing and the Use of Individual-Level Consumer Information: Does 'Privacy' Matter?" was co-authored with Glen Nowak, University of Georgia.

**Tom Jordan** has been granted tenure and promoted to full professor of advertising in the School of Journalism and Mass Communications at San Jose State University.

**Youjae Yi** has a new address as of August 1993. He is in the School of Management, Seoul National University, Kwanak-Ku, Seoul 151, Korea. His phone number is (0) 011-822-880-6941.

**Hall Duncan** will be in Kiev, Ukraine, as a guest of a Ukrainian import/export company October 3-14, 1993, to develop techniques in teaching the free enterprise system to primary and high school students. He is also arranging an exchange of extremely talented teen-age musicians from the Carpathian Mountain region to do a series of concerts in the southwest United States next summer.

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## People News

**Ron Kaatz**, Northwestern University, was named one of the nation's "63 Media Mentors" by *Inside Media* magazine. The designation was given to those individuals who have most helped in the development of others who have built media careers. Kaatz was also selected to judge the 1993 APPY Awards' competition recognizing the best in the Yellow Pages industry.

**Kartik Pashupati** has joined the faculty of the University of West Florida in August 1993. Earlier, he presented a paper, "The Camel Controversy: Same Beast, Different Viewpoints," at the annual convention of the AEFMC.

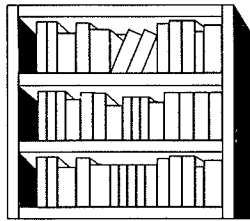
**John C. Schweitzer**, Texas Tech University, is the new chair of the department of communication at Bradley University in Peoria, Illinois. The department received a \$7.5 million grant from the department of defense to build a global communication center.

**Stephen Phelps**, assistant professor of journalism at Southern Illinois University--Carbondale, was selected as the outstanding educator of the year 92/93 by the undergraduate student body from among the faculty of the College of Communication and Fine Arts.

**Charles S. Madden**, Baylor University, taught recently at the Helsinki School of Economics in Finland. Madden was also recently elected vice president of the American Marketing Association, Marketing Education Division.

**Frank William Biglow**, associate professor of journalism at the University of Wisconsin--Oshkosh, was nominated for the university's distinguished teaching award by the UW--Oshkosh Alumni Association.

**Eduardo T. Brioschi** attains 20 years of membership in AAA after about 30 years of university teaching. He began teaching advertising economics and techniques in the Catholic University of the Sacred Heart in Milan, Italy in 1972-73 while his chair in this discipline, the first one in Italy, was established in 1980. In 1988, he was elected "Knight Commander" for the contributions given to the development of advertising in Italy.



## New books on advertising and marketing communications available

John H. Murphy and Isabella Cunningham have co-authored a textbook, *Advertising and Marketing Communication Management*. AAA members may obtain a complimentary copy by calling Harcourt Brace at 1-800-237-2665.

The book is designed to serve as the primary text for advanced undergraduate and graduate courses taught in either a communication or a business school environment.

The paperback edition of Walter Weir's *How to Create Interest-Evoking, Sales-Inducing, Non-Irritating Advertising* became available from Haworth Press in August. Weir developed the book while teaching at Michigan State University, the University of Tennessee, and Temple University. In a foreword, Gordon Miracle, Michigan State University, discloses that the chapters correspond to the number of hours in a one-semester, three-credit course. A special chapter, *Advertising as of the Nineties*, lists the causes of the current decline in the effectiveness of both print and broadcast advertising while the book lists and shows ways of improving that effectiveness.

*The Global Business* edited by Erdener Kaynak provides timely concepts, techniques, and strategies for professionals to guide businesses into the world market.

Another book from Haworth is *Direct Selling Channels* edited by Bert Rosenbloom. It is the first book to examine the distribution of consumer products through personal, face-to-face sales away from fixed business locations. All of the Haworth books may be obtained by calling 1-800-3-HAWORTH.

## Working Papers

Two working papers are available to AAA members. William K. Darley and Denise M. Johnson (forthcoming) "Cross-National Comparison of Consumer Attitudes toward Consumerism in Four Developing Countries," *The Journal of Consumer Affairs*. By the same authors, "Effects of Adolescent Locus of Control on Shopping Behavior, Fashion Orientation, and Search Behavior," *The International Review of Retail, Distribution, and Consumer Research*. Both papers may be obtained by writing to Darley at the Department of Marketing, University of Toledo, Toledo, OH 43606.

## Marketing and Public Policy Conference 1994 Call for Papers

The Association for Consumer Research, the American Marketing Association, and the *Journal of Public Policy and Marketing* announce a call for papers for the fourth annual Marketing and Public Policy Conference. It will be held May 13-14, 1994, at the Key Bridge Marriott in suburban Washington, D.C.

*Conference Objectives:* The conference will bring together academics, marketing practitioners, consumer advocates, trade association representatives, and government officials to share ideas and research results on public policy issues that relate to marketing. Authors are encouraged to submit empirical research papers, as well as integrative review papers, legal evaluations or comparative analyses of case law or regulations, or conceptual analyses of public policy issues. Topics might include, but are not limited to, antitrust, environmental protection, ethics, privacy, product quality, marketing communications, international regulations, marketing channels/exchange governance, consumer satisfaction or complaint behavior, consumer protection, consumer education, risk communication, human factors, social marketing, and evaluation research methodologies. Submissions on a wide variety of topics are encouraged, including alcoholic beverages, cigarettes, credit,

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## JPP&M Conference

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food, health care, OTC and prescription drugs. Studies of the effects of public policy on immigrants, migrants, children, the elderly, racial or ethnic minorities, and women are of interest.

The conference seeks competitive papers and special topic session proposals from a variety of disciplines that represent diverse perspectives. Prospective authors might have backgrounds in marketing, communications, economics, consumer affairs, law, public policy, sociology, psychology, anthropology, philosophy or other areas. Please contact the conference chair with questions regarding the appropriateness of topics or contexts.

*Format/Style/Eligibility: Competitive Papers:* Authors should send five copies of the paper. The first page should be the cover sheet described below. The second page should state only the title of the paper followed by a 75-100 word abstract. The third page should state the title and begin the body of the paper. Because reviewing will be blind, authors should refrain from identifying themselves or their affiliations in the body of the paper or in the footnotes.

Papers must follow the current AMA manuscript guidelines. 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 and will appear after the conference may be submitted for presentation. A disclosure statement indicating whether the paper is under review, will be under review, or is accepted at another journal or conference must be included. Papers accepted for this conference that are not accepted or pending elsewhere are eligible for publication in the *Journal of Public Policy and Marketing*. Authors should indicate whether the paper is being submitted for JPP&M review or for conference presentation only. A proceedings volume consisting of paper abstracts or completed papers not accepted elsewhere will be distributed at the conference.

*Best Student Paper:* To encourage competitive 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.

*Format/Style/Eligibility: Special Topic Sessions:* Five copies of the proposal for a special topic session should be submitted. These proposals must include (a) cover sheet as described below, (b) a list of the proposed speakers, and (c) a statement that each speaker has agreed to serve if the proposal is accepted. The detailed description should include the objective of the session, its general orientation, the likely audience, the issues and topics to be covered, and a statement which articulates the session's contribution. Of particular interest are special topic sessions which include marketing practitioners, consumer advocates, trade association representatives, and/or government officials. Proposals for special topic sessions must include the title of the presentation to be made by each speaker and a 150-250 word abstract of each.

Papers submitted as part of a special session should not have appeared in print prior to the conference. Thus, papers that are under review or that have been accepted for publication elsewhere and will appear after the conference may be submitted for presentation. A disclosure statement indicating whether the paper is under review, will be under review, or is accepted at another journal or conference must be included. A proceedings volume consisting of special session abstracts or completed papers not accepted elsewhere will be distributed at the conference.

*Submission Requirements* may be obtained by Debra J. Ringold at R.G. Merrick School of Business, University of Baltimore, 1420 North Charles Street, Baltimore, Maryland 21201-5779. Her phone number is 410-837-4904, and her FAX number is 410-837-4899.

## Omitted from AAA Directory?

Robert King reports that if AAA members do not appear in the new AAA Directory, their omissions probably occurred because of the deadline for publication. Contact Bob King about concerns.

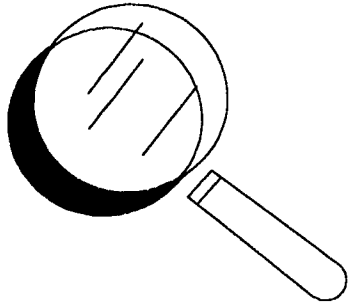
## Placement

Dean, College of Journalism and Communications, University of Florida. The dean leads the College of Journalism and Communications. The college has 52 faculty, 85 staff, and 1,650 students in the junior through the Ph.D. level. Components include Departments of Advertising, Journalism, Public Relations, and Telecommunications; Graduate Division; WUFT-TV/FM/WIQUF (PBS, NPR, and low power educational TV); the Brechner Center for Freedom of Information; and the Knight Scholarship/Placement Center. The master's and Ph.D. programs enroll 175 students. Each discipline in the college has been ranked among the top ten in every national survey by academics and professionals during the past ten years. Endowments and pledges exceed \$22 million.

The Dean manages the overall teaching, research, and service programs; coordinates fund raising; oversees the operations of five broadcasting stations; and represents the College to its publics.

Qualifications desired include a commitment to excellence in undergraduate and graduate instruction, research, and service; evidence indicative of administrative and leadership ability; earned doctorate or significant professional experience in mass communication, and a commitment to diversity.

Persons seeking to apply must respond in writing on or before November 1, 1993, and persons wishing to provide nominations must respond by October 10, 1993, to: Dean John Kraft, Chair, Journalism Dean Search Committee, College of Business Administration, 100 Bryan Hall, University of Florida, Gainesville, FL 32611. Applications should be accompanied by a resume and a list of at least three references. The University of Florida is an equal opportunity, affirmative action employer. Women and minorities are encouraged to apply. The "Government in the Sunshine" laws of the State of Florida require that all documents related to the search process, including letters of nomination and reference and application, be available for public inspection.



**AAA1993-94  
Membership Directory**

AAA members are urged to check their listings in the recently mailed directories. Any changes in the directory should be directed to Robert King. His address appears at the bottom of the RSVP form enclosed in this newsletter

**1993-94 ACADEMIC YEAR**



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