



Newsletter

An Official Publication of the American Academy of Advertising - March 1994

Issue Highlights *AAA Conference in Tucson nears *Letter from the president returns

AAA members to go Southwest

If you haven't made plans yet to attend the 1994 American Academy of Advertising Conference in Tucson, Arizona, you should be ashamed for procrastinating again. But don't worry, you're not too late.

This year's conference, slated for Apr. 8-11, promises to be one of the best ever, with interesting panels and seminars and two special dinner events.

Tucson offers visitors exciting outdoor activities, including some of the finest golf courses in the U.S., as well as museums, parks, and theatre.

□ Friday, April 8 Pre-Conference: International Advertising

9:15 - 10:45 Eye-Opener Panel/
Roundtable: Latitudes and Attitudes:
International Advertising and Education,
Moderator: Joanne Klebba, Portland
State Univ.

11:00 - 12:00 IAA Global Advocacy for
Advertising Campaign, Norman Vale,
International Advertising Association,
Results: University students vs. the
Professionals

12:00 - 1:30 Working Lunch - IAEC
Committee meeting

1:30 - 2:15 Case Study: Advertising and
the Pacific Rim, Muse-Cordero-Chen,
Inc. Agency, Los Angeles, CA

3:00 - 3:45 Case Study: Advertising and
Latin America, Kelley-Swoford-Noble
Agency, Coral Gables, FL

3:45 - 4:30 Case Study: Advertising and
Russia, Avrora Advertising Agency,
Moscow

4:00 - 7:00 Conference Registration

6:00 - 8:00 "The Meeting of the Minds."
Presentation sponsored by the *Wall
Street Journal*

□ Saturday, April 9

8:30 - 10:00 Competitive Papers

1.1 Cognitive and Emotional Re-
sponses, Chair: David W. Schumann,
Univ. of Tennessee, Marian Friestad,
Univ. of Oregon, "The Value of Cogni-
tive Response Data: An Illustration in
Services Advertising Research," Marla
Royne Stafford, Univ. of North Texas,
Ellen Day, Univ. of Georgia, "Emotions
Elicited by Threat Appeals and Their
Impact on Persuasion," Patricia A. Stout
and Trina Sego, Univ. of Texas - Austin,
"Effects of Interrupting the Process of
Emotion-Eliciting and Neutral Commer-
cials," Michael Williams, Washington
State Univ., Esther Thorson, Univ. of
Missouri - Columbia

1.2 Applied Research, Jerry
Kirkpatrick, Cal State Polytechnic Univ.,
Chair, James E. Haefner, Univ. of
Illinois, "Applying Concept Mapping to
Assess the Influence of Celebrity
Message Dynamics on Communication
Effectiveness," Fiona Chew, Syracuse
Univ., Abhilasha Mehta, Gallup &
Robinson, Alice Oldfather, Syracuse
Univ., "Strategy and Tactics Evaluation:
Strengthening Assessment with a
Methodological Adaptation - A Case
Study," Norm Van Tubergen, Univ. of
Kentucky, Sylvia Scott Whitlow, Univ. of
Kentucky, "Advertising Research: Is It
Socially Superfluous?" Lawrence Soley,
Marquette Univ.

1.3 Special Topic: The Interview as an
Advertising Research Tool, Eric Haley,
Univ. of Tennessee, Chair, "Theoretical
Orientations and Interviewing," Ronald



E. Taylor, Univ. of Tennessee, "Inter-
viewing in Another Culture: The Pitfalls
and Pitfalls of Interviewing in the
Commonwealth of Independent States,"
Ludmilla Wells, Univ. of Miami, "Inter-
viewing: Access to Language and
Meaning," Eric Haley, Univ. of Tennes-
see, "Interviewing Families Together,"
Carol Pardun, Kansas State Univ.,
"Interviewing on Sensitive Topics,"
Leonard N. Reid, Univ. of Georgia.

10:30 - 12:00 Competitive Papers

1.4 Children and Advertising, Lynn
Langmeyer, Northern Kentucky Univ.,
Chair, Carole Macklin, Univ. of Cincin-
nati, Discussant, "Disclaimers in
Children's Television Advertising
Revisited: A Decade Makes a Differ-
ence," Joanne M. Klebba, Portland State
Univ., Bruce L. Stern, Portland State
Univ., Douglas Tseng, Portland State
Univ., "An Exploratory Investigation of
Mother's Attitudes Toward 900 Number
Advertising Directed at Children," Russell
N. Laczniak, Iowa State Univ., Darrel D.
Muehling, Washington State Univ., Les
Carlson, Clemson Univ., "Young
Children's Perceptions of Cigarette
Brand Advertising Symbols: Awareness,
Affect and Target Audience Identifica-
tion," Lucy L. Henke, University of

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Tucson conference

(cont'd from page one)

New Hampshire

1.5 Qualitative Research and Advertising History, Kim B. Rotzoll, Univ. of Illinois, Chair, Shay Sayre, California State Univ. - Fullerton, Discussant, "Brands in Films: Moviegoers' Experiences and Interpretations," Denise DeLorme, Univ. of Georgia, Lenoard N. Reid, Univ. of Georgia, Mary R. Zimmer, Univ. of Georgia, "Subliminal Advertising: Grand Scam of the 20th Century," Stuart Rogers, Univ. of Denver, "Sigms From the Other World: Russian Attitudes Toward American Advertising," Natalia Tolstikova, Univ. of Illinois

1.6 Special Topic: Today's Hot Advertising Research Issues, Chair: William D. Wells, Univ. of Minnesota, Panelists, Karen McLaughlin, Univ. of Minnesota, James Crimmins, DDB Needham Worldwide, Chicago, Thomas Jonas, CMD/KHBB Advertising, Minneapolis, Deborah Johnson, Ackerman & Queen, Tulsa

12:15 - 1:45 Lunch/Awards and Presentations

2:00 - 3:30 Competitive Papers

1.7 Advertising Education and Agency/Client Conflict, Alan Fletcher, Louisiana State Univ., Chair, Jim Pokrywczynski, Marquette Univ., "What Advertising Educators Can Learn from Experienced Creatives," Cele Otnes, Univ. of Illinois, Arlo Oviatt, D'Arcy, Masius, Benton, & Bowles, "Where Theory and Practice Intersect - A Proposed Model for Analyzing Advertising Education," Elizabeth Gigi Taylor, University of Texas - Austin, Deborah K. Morrison, Univ. of Texas - Austin, "Analyzing Cognitive

American Academy of Advertising 1993 Executive Committee

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Bruce Vandenberg, President-elect
Karen King, Vice-president
Cele Otnes, Secretary
Richard Beltramini, Treasurer
Rebecca Holman, Past President
Robert King, Executive Secretary

Tommy Smith, Newsletter Editor
The AAA Newsletter is published quarterly in March, June, September and December.

Conflict Between Advertising Agencies and Their Clients," Priscilla Murphy, Temple Univ., Michael Maynard, Temple Univ.

1.8 Special Topic: Learning to Analyze the Impact of Sales Promotions: Principles Data and Industry Support, Martin Block, Northwestern Univ., Tamara Block, Northwestern Univ., John Totten, Nielson Marketing Research, panelists.

☐ Sunday, April 10

8:30 - 10 Competitive Papers

2.1 Patricia A. Stout, Univ. of Texas - Austin, Chair, Kevin Keenan, Univ. of Maryland, Discussant, "Educating the American Public About HIV and AIDS: An Evaluation of Four Television Public Service Advertisements," Glen Nowak, Univ. of Georgia, Michael Siska, Centers for Disease Control and Prevention, Atlanta, "And Now a Word From Our Sponsor: An Exploratory Concept Test of PSAs versus Advocacy Ads," Eric Haley, Univ. of Tennessee, Jeff Wilkinson, Univ. of Tennessee, "AIDS Knowledge, Attitudes and Beliefs Among Chinese College Students: Implications for PSA Development," Debbie Treise, Univ. of Florida, Kim Walsh-Childers, Univ. of Florida, Shiyun Dai, Univ. of Florida, Kristie Swain, Univ. of Florida, Demetri Vacalis, Centers for Disease Control and Prevention, Atlanta

2.2 Product Placement in Films, Fred Beard, Univ. of Oklahoma, Chair, Wei-Na Lee, Univ. of Texas - Austin, Discussant, "You Oughta Be in Pictures: Product Placements in the Top Grossing Films of 1991," Barry S. Sapolsky, Florida State Univ., Lance Kinney, Florida State Univ., "Effects of Brand Placements in Motion Pictures," James A. Klarrh, Univ. of Florida, "A Review and Investigation into the Effectiveness of Product Placements in Films," Stacy M. Vollmers, Florida State University, Richard W. Mizerski, Florida State University

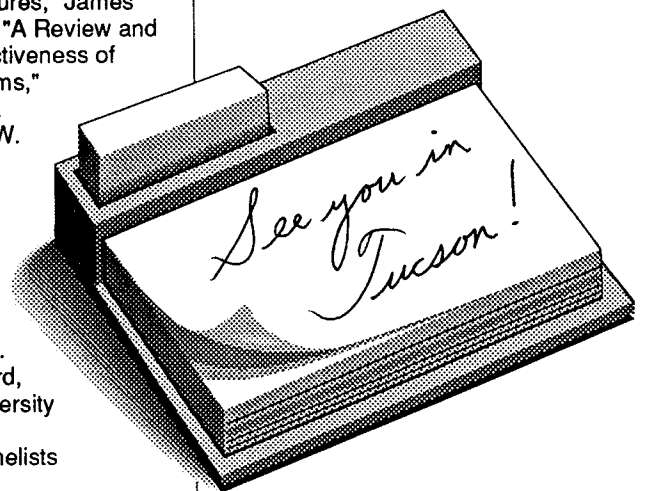
2.3 Special Topic: New Technology in the Classroom: An Interactive Electronic Case Demonstration, Charles H. Patti, University of Hartford, Chair, Steve Hartley, University of Denver, Lynn Cormier, University of Hartford, Panelists

*Note: There will be an opportunity to try out experimental software during the presentation; bring laptop computers, if available.

10:30 - 12 Competitive Papers

2.4 Claims and Counterclaims Ivan Preston, University of Wisconsin - Madison, Chair, Boris W. Becker, Oregon State University, Discussant, "The Third Person Effect in Three Genres of Commercials: Product and Greening Ads, and Public Service Announcements," Esther Thorson, University of Missouri - Columbia, James Coyle, University of Missouri - Columbia, "Slim, Trim and Ever So Thin: A Content Analysis of Magazine Advertising Claims for Weight Control Products," Patrice Katrak, Michigan State University, Nora J. Rifon, Michigan State University, "Nutritional Informational Labeling: Implications for Food Advertising," Niranjan V. Raman, University of Texas - Austin, Linda L. Golden, University of Texas - Austin

2.5 Media Models and Integrated Marketing Communications, E. Lincoln James, Michigan State University, Chair, Roland T. Rust, Vanderbilt University, Discussant, "A Dirichlet Model Applicable to Asymmetrical Media Schedules," Heejin Kim, University of Texas - Austin, John D. Leckenby, University of Texas - Austin, "The Prospects of Improving the 'Simulation Approach' to Linking Media and Market Data Using a Regression Model, Hugh M. Cannon and S. J. Yoon, Wayne State Univ., "Integrated Marketing Communications: Who is Doing What?," Joseph Phelps and Ed Johnson, University of Alabama



Tucson conference

(cont'd from page two)

2.6 Special Topic: Advertising Programs and Faculty in Business Schools: Problems and Opportunities
Morton Jaffe, Baruch College of the City Univ. of New York, Chair, Tina M. Lowrey, Rider College, Linda Maddox, George Washington Univ., Nancy Stephens, Arizona State Univ., Louis J. Wolter, Drake Univ., Panelists

12:15 - 1:30 Lunch

1:45 - 2:30 Business Meeting

2:45 - 4:15 Competitive Papers

2.7 Sports Arenas and Sports Marketing: The Role of Advertising
Don Jugenheimer, Fairleigh Dickinson Univ., Chair, Martin I. Horn, DDB Needham Worldwide, Chicago, Discussant, "A Silver Medal Performance?: A Content Analysis of the NBC Prime Time Coverage of the 1992 Summer Olympic Games," Jon A. Shidler, Southern Illinois Univ., Jyotika Ramaprasad, Southern Illinois Univ., "The Differential Impact of Televised Exposure to Sports Arena Displays versus Commercials," James Pokrywczynski, Marquette Univ., "Specifying the Main and Interactive Effects of Exposure on Advertising Awareness and Recall at Hallmark Events," Gary R. Heald, Florida State Univ., Stephen R. McDaniel, Florida State Univ.

2.8 Competitive Papers: Information Processing and Advertising
L.J. Shrum, Rutgers Univ., Chair, Nora J. Rifon, Michigan State Univ., Discussant, "Consumers' Processing of Pictorial Elements in Print Ads: An Exploratory Analysis," Russell N. Laczniak, Iowa State Univ., James H. McAlexander, Oregon State Univ., Janeen E. Olsen, Louisiana State Univ., "The Role of Humor in Advertising Processing: Its Theoretical Implications," Hyongoh Cho, Univ. of Texas - Austin, "Why Must I Be a Teenager in Love? More Findings on the Development of Musical Tastes," Joyce M. Wolburg, Univ. of Tennessee, Michael J. Stankey, Univ. of Tennessee

4:30 - 6:00 Competitive Papers

2.9 International Advertising
Tony McGann, Univ. of Wyoming, Chair, Patricia B. Rose, Florida International

Letter from the president

Cowboys, rodeos, margaritas, sunshine...I'm sitting here looking out at 12 inches or so of snow (Chicago's snowiest February on record) thinking of Tucson, Ariz.

If you have to ask why, then you really ought to go through the stack of mail on your desk again to find the Final Program for the 1994 American Academy of Advertising's Annual Conference.

And if, by some amazing piece of bad luck, you still haven't registered for this once-a-year, chance-in-a-lifetime event (the dog ate your homework, you tried to E-mail your response on Internet and couldn't get through, etc.) then now's your big, almost final opportunity.

Book your Doubletree Hotel reservations too (start dieting to prepare for the decadent chocolate chip cookies given to you on arrival). And scramble to find a half-way decent airfare to Tucson for Apr. 8-11 (American Airlines gives us a discount).

Why am I telling you all of this? You probably know it already. What you *really* want to read about is what are the Academy's plans for 1994? Well, as old-fashioned as it seems, we plan to continue doing what we've been doing successfully for the past few years:

- publish the premier academic journal of advertising research, the Journal of Advertising (Publications Committee)
- offer several thousand-dollars' worth of research grants and dissertation awards (Research Committee)
- provide opportunities to attend advertising and marketing industry conferences (Industry Fellowships

Univ., Discussant, "Culture's Consequences in Advertising: The Impact of Information Level Strategies on the Effectiveness of Korean vs U.S. Television Commercials," Charles R. Taylor, Villanova Univ., Gordon E. Miracle, Michigan State Univ., R. Dale Wilson, Michigan State Univ., "International Advertising Strategies of Japanese and U.S. Companies in Thailand," Gordon E. Miracle, Michigan State University, Vittratorn Chirapravati, Michigan State Univ., "Personalized Interactions with and Generalized Beliefs About Advertising: The Case of Malaysian Students," Jyotika Ramaprasad, Southern Illinois Univ.

2.10 Audiences' Perceptions and Use of Media

Committee)

- maintain a listing of job openings and job applicants for academic positions (Placement & Faculty Development Committee)
 - encourage and help coordinate the Newspaper Association of America's annual student competition (AAA/NAA Committee)
 - participate in the journalism/mass communications accreditation process (Accreditation Committee)
 - improve the status of international advertising education in U.S. schools (International Advertising Education Committee)
 - increase Academy membership among interested educators and professionals (Membership Committee)
- Of course, we on the Executive Committee don't do all of this; YOU do. This organization would not function without the voluntary, enthusiastic, and outstanding contributions of the membership to be involved, active, and interested in advertising research and education.

So although this newsletter is an "old-tech" means of communication (Will anyone still be using the regular mail by the year 2000?), I'd like to encourage you to contribute to it.

Send in your news, ideas, or comments to Tommy Smith, our Newsletter Editor. Or pick up the phone and give either Tommy (601/266-5436) or myself a call (312/552-1527 or 312/281-3345).

Hope to meet you poolside in Tucson next month!

-Helen Katz

Keith F. Johnson, Louisiana State Univ., Chair, Mary Alice Shaver, Univ. of North Carolina - Chapel Hill, Discussant, "Consumer Perceptions of the Informational and Irritational Content of Direct Mail," Yorgo Pasadeos, Univ. of Alabama, "Newspaper Advertising Credibility: A Competitive Edge," Jana Frederick-Collins, Univ. of North Carolina - Chapel Hill, "Understanding How Viewers Monitor Television: An Analysis of Field Notes from In-Home Observation," Candace L. McKearney, Margaret Morrison, Glen T. Cameron, Dean M. Krugman, Univ. of Georgia

6:30 Reception

People news

Rob Donovan, University of Western Australia, has co-authored a book, "Health and the Media: Principles and Practices for Health Promotion." The book was published in 1993 by McGraw-Hill, Australia.

Stephen P. Phelps, Southern Illinois University at Carbondale, is the recipient of the 1993 Harlan Mendenhall Teaching Enhancement Award of \$1,000. Funds from the award are being used to initiate a questionnaire of over 250 media directors regarding employment criteria, as well as to purchase software relative to media buying for use in the course "Media Planning and Management."

William Biglow, University of Wisconsin - Oshkosh, has been nominated by the school's Alumni Association for the university's Distinguished Teaching Award.

Ed Cerny, Coastal Carolina University, was chosen to attend the International Radio and Television Society's Faculty/Industry Seminar on Feb. 9-13 in New York City.

Ron Kaatz, Northwestern University, was chosen as one of the five judges to select the 1994 Advertising Woman of the Year by the Woman's Advertising Club of Chicago. The award honors the woman who has made a significant contribution to her company and/or the profession. In addition, Kaatz's book, *Advertising and Marketing Checklists*, was recently published in Portuguese.

Ivan Preston, University of Wisconsin-Madison will be having hip replacement surgery soon and plans to be intensely hip and limping no more at Tuscon. He also is giving the Davis Memorial Lecture on ethics in advertising at Penn State on March 29. Preston is also set to have his book, *The Tangled Web They Weave*, published sometime this summer.

Sylvia Scott Whitlow, University of Kentucky, was the keynote speaker at the Southern Classified Advertising Managers Association 48th Annual Conference on Feb. 7. Her presentation focused on career trends and prospects for graduates of communications programs.

In her remarks, Whitlow noted that shifts in client interest in the overall promotion menu and the leagfrog advances in technology are redefining the job-entry opportunities for college

graduates. She noted that the "decidedly agency emphasis" in collegiate programs and texts - as well as the agency mystique - continue to fuel student's aspirations.

The association honored Whitlow as the advertising Educator of the Year. She is the second recipient of the award which recognizes efforts to bridge the professional and academic sectors and to champion student's career goals.

Robert Pennington, University of Texas at Arlington, gave a guest lecture on "Mass Communication Education in the United States" at Chinese Culture University in Taiwan. He was invited by David Chien-shun Liu, chair of the advertising department at CCU, and secretary of the Taipei chapter of IAA.

Kim Rotzoll, University of Illinois at Urbana-Champaign, was an external consultant to evaluate the master's programs at the University of Alabama's College of Communication in February.

He is scheduled to chair a session at the AAA meeting in April, and is publishing a book review of *For God, Country and Coca-Cola* in *Journal of Marketing*.

Sharon Shavitt, University of Illinois at Urbana-Champaign, co-edited a text entitled *Persuasion: Insights and Perspectives*, which is due out in April from Allyn & Bacon.

Bruce Bendinger, author of *The Copy Workshop Workbook*, has been selected as one of the 1994 recipients of the University of Wisconsin Award for Distinguished Service to Journalism and Mass Communication.

In addition, Bendinger's text is being translated into Spanish by Asociacion Espanola Agencias Publicidad (AEAP) in Madrid and into Chinese by Wu-Nan Publishing of Taipei, Taiwan.

Pat Stout, University of Texas at Austin, is on leave through the spring semester at the Centers for Disease Control in Atlanta as a visiting researcher. This summer, she will be teaching in the Department of Marketing at the University of Auckland in New Zealand.

Program news

The Journalism Research Bureau at the **University of Wisconsin - Oshkosh** has received grants from the Wisconsin Newspapers Association and the Fox Cities Convention and Visitors Bureau to conduct marketing research projects this spring.

The bureau, directed by associate professor William Biglow, has named

associate professor Gene Hintz and assistant professor James Trao as research associates on these projects.

AAA working papers available

Several working papers are available to AAA members. **Gene Hintz** and **William Biglow**, University of Wisconsin - Oshkosh, have authored "Perot Voters in Wisconsin: It's Not that Simple Folks." The paper may be obtained by writing the Journalism Research Bureau, UW-Oshkosh, Oshkosh, WI 54901-8696.

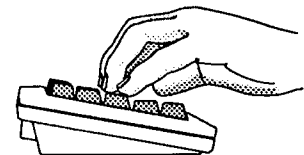
Also, **Ivan Preston**, University of Wisconsin, has authored "The relationship between deceptiveness and affirmative disclosures." Requests for papers should be mailed to: Ivan Preston, 4015 Monona Dr., Madison, WI, 53716.

Call for papers on natural disasters

A call for papers has been issued for papers reporting research on natural disasters for a book focusing on interdisciplinary aspects of the loss of material possessions. Papers should be 30-50 pages and present a qualitative study of problems/areas of study following earthquakes, fires, floods, or hurricanes of disastrous proportions. Cultural, cross-cultural, global, emic/etic or phenomenological perspectives are preferred.

Papers will be blind reviewed by two editors and chosen for publication on the basis of their contribution to the study of disaster-related topics. Papers should not have been previously published in their present form.

Persons wishing to submit papers should send a 75-word abstract and a short biography of the author(s) with your paper to Dr. Shay Sayre, Department of Communications, California State University, Fullerton, CA 92634-9480 by April 1.



American Academy of Advertising Newsletter

Please send information to:
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DEADLINE: JUNE 1, 1994

PROGRAM NEWS:

PEOPLE NEWS:

CALENDAR NEWS:

WORKING PAPER TITLES, WITH ADDRESS FOR OBTAINING THE PAPERS:

THANKS FOR YOUR HELP. PLEASE WRITE SUGGESTIONS, COMPLAINTS, OR OTHER INFORMATION ON THE BACK OF THIS SHEET. ALSO, PLEASE TYPE OR PRINT LEGIBLY. REMEMBER TO SEND YOUR ADDRESS CHANGES TO DR. ROBERT L. KING, SCHOOL OF BUSINESS, UNIVERSITY OF RICHMOND, RICHMOND, VA 23173

American Academy of Advertising Newsletter

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COMMENTS:

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Tucson conference

(cont'd from page three)
Hosted by The Doubletree Hotel

7:30 Dinner - A fun-filled Mexican fiesta with entertainment

☐ Monday, April 11

8:00-9:30 Competitive Papers

3.1 Message Issues and Attention to Advertising, Bonnie Reece, Michigan State University, Chair, Russell Laczniak, Iowa State University, Discussant, "The Use of Metaphors as Vivid Stimuli to Enhance Comprehension and Recall of Print Advertisements," Nancy Mitchell, University of Nebraska - Lincoln, Diane M. Badzinski, University of Nebraska - Lincoln, Donna Pawlowski, Univ. of Nebraska - Lincoln, "The Presentation of Information Cues in Magazine Advertisements," Joe Bob Hester, Univ. of Alabama, "Attention to Advertisements by Prospects and Non-Prospects," Michael Swenson, University of Minnesota

3.2 Special Topic: The ARF Media Evaluation Model: Icon or Obsolete? Stephen P. Phelps, Southern Illinois University, Chair, Ronald B. Kaatz, Northwestern University, Discussant, "Updating the ARF Media Model: A Pedagogic Perspective," Donald W. Jegenheimer, Fairleigh Dickinson University, "Old Paradigm ARF Model Forces Left-Right Linear Thinking," Dennis G. Martin, Brigham Young University, "The ARF Media Evaluation Model: Icon or Obsolete?," Stephen P. Phelps, Southern Illinois Univ., "Challenges to the Development of Comprehensive Models for Media Comparisons," Peter B. Turk, Univ. of Akron

10 -11:30 Competitive Papers

3.3 Political Advertising and Advertising Ethics
Barry Vacker, Southern Methodist Univ., Chair, Charles Frazier, Univ. of Oregon, Discussant, "An Examination of Alternative Methods for Assessing the Persuasive impact of Negative Political Advertising," Spencer F. Tinkham, Univ. of Georgia, Ruth Ann Weaver-Lariscy, Univ. of Georgia, "Women, Emotion, and Social Responsibility: Patterns of Perceived Influence in Advertising," Rhonda

Harris, Univ. of Wisconsin - Madison, Jacqueline Hitchon, Univ. of Wisconsin - Madison, "Ethical Problems of Canadian Advertising Agency Executives," Kineta Hung, York Univ., Marshall B. Rice, York Univ.

3.4 Special Topic: Sparking the Creative Flame: Managing Successful Creative Advertising Education Programs Deborah K. Morrison, Univ. of Texas - Austin, Chair, "Philosophy of the Successful Creative Program," Deborah K. Morrison, Univ. of Texas - Austin, "Ideas and Great Advertising," James Marra, Temple Univ., "Teaching Strategies for New Technology," Patricia Alvey, Univ. of Texas - Austin, "Strategies for Working with the Industry," John Sweeney, University of North Carolina - Chapel Hill

11:30 Conference ends...see you next year in Norfolk Virginia, March 24-27, 1995

Please, remember
to recycle this
newsletter



Ad Report Available

The number of students attending advertising programs nationwide declined in 1993, according to a study by Billy Ross and Keith Johnson of Louisiana State University.

The study was part of the research for the 1994 edition of *Where Shall I Go to Study Advertising and Public Relations?*, a nationally distributed booklet compiled annually by the Manship School of Journalism.

The study also found that public relations programs continue to grow at a steady pace. Enrollment increased by 7.19 percent in 1993, while advertising enrollment decreased by nearly 11 percent.

Manship professors surveyed over 200 advertising and public relations programs for the report. The data showed that the University of Nebraska largest total number of advertising undergraduates, while California State University at Fullerton reported the largest number of juniors and seniors in a public relations program.

If you are interested in receiving a copy of the report, you may write to: Advertising Education Publications, 623 Meadow Bend Drive, Baton Rouge, La 70820.

AAA Dissertation Competition Announced

Entries for this year's competition due August 8

Once again this year, the Research Committee of the American Academy of Advertising announces the Doctoral Dissertation Competition to promote doctoral research in advertising.

Each year up to \$3,000 is awarded to support one or two doctoral candidates. Awards range from \$1,000 to \$2,000, based on a competitive review of research proposals.

The deadline for receipt of proposals is Aug. 15, 1994. Winners will be notified by Dec. 1. If you would like more information, please contact: Boris W. Becker, College of Business, Oregon State University, Bexell Hall 200, Corvallis, OR 97331-2603. Becker can also be reached via FAX at 737-4890 and on Internet at Becker@bus.orst.edu.

Southern Illinois students receive grants

Proposals from two doctoral candidates from Southern Illinois University were chosen as winners in the 1993 Doctoral Dissertation Competition sponsored by the American Academy of Advertising.

The AAA Research Committee awarded Karen James a grant of \$2,000 for her dissertation titled "The Relative Effectiveness of Negative Comparative Advertising, Direct Comparative Advertising, and Non-comparative Advertising on Attitudes Toward the Ad, Brand-Related Attitudes, and Behavioral Intentions Under Varying Conditions of Argument Quality."

Mandeep Singh received a grant of \$1,000 for a dissertation titled "A Theoretical and Empirical Analysis of Infomercials."

Positions available with Bradley, FTC

The Department of Communication at **Bradley University** invites applications for a new tenure-track position at the assistant professor rank starting in the fall of 1994. Teach and develop courses in advertising, including media sales, media planning, advertising campaigns, case problems and others. Teaching other courses in area of interest also possible. Applicants should have media experience, an earned doctorate, and evidence of quality teaching and research potential. ABDs with definite completion dates will be considered. Interest or experience in international communication is desirable. Send letter of application, current vita and names, addresses and telephone numbers of at least three current references to Dr. Jonathan Yoder, Chair, Advertising Search Committee, Bradley University, Peoria, IL 61625.

Also, the Department of Communication at **Bradley University** invites applications for an assistant professor

starting in the fall of 1994. Teach and develop courses in advertising, including creative strategy, copywriting, layout and design and others. Work with students on innovative problem solving and creation of portfolios. Applicants should have media experience, an earned doctorate, and evidence of quality teaching and research potential. Applicants with less than a doctorate but with significant professional award-winning experience in creative will be considered. Interest or experience in international communication is desirable. Send letter of application, current vita and names, addresses and telephone numbers of three references to Dr. Ron Koperski, Chair Advertising Creative Search Committee, Bradley University, Peoria, IL 61625.

The **Federal Trade Commission (FTC)** is seeking a professor of marketing or communications to serve a one-year term as a Consumer Research Specialist, beginning around July 1994. The professor will work primarily with the FTC's Division of Advertising Practices, which is responsible for enforcing federal deceptive advertising laws. Duties will include providing advice on marketing

and communication issues raised by ongoing FTC investigations and litigation, as well as designing and supervising execution of market research studies. Applicants should have experience in consumer behavior research, including designing and implementing advertising copy tests. Salary will be commensurate with the applicant's base salary, up to a maximum of approximately \$85,000.

Please forward a cover letter with a resume and list of publications to: Joel Winston, Visiting Professor Program, Division of Advertising Practices, Bureau of Consumer Protection, Federal Trade Commission, Washington, D.C. 20580.

From the editor

First, I would like to thank Jane Reid from Youngstown State for her help in preparing me to edit the newsletter. Her help has been invaluable.

Second, as you have probably noted, this issue of the newsletter has a slightly different look. I hope you find the new format pleasing. If you have any questions and/or comments, let me know. My address is below.

-Tommy Smith



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