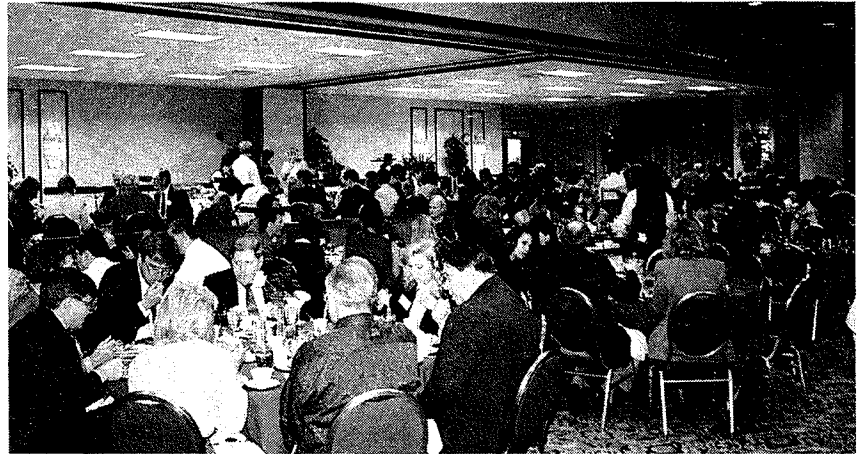


Academy Conference in St. Louis Sets Attendance Records

The 1997 AAA Conference in St. Louis set attendance records in four categories! Attendance at the conference totaled 199 people, making it the largest conference ever. The International Advertising Education pre-conference program set an attendance record of 42 participants. We even had a record number of book publisher exhibits. The most exciting record was the number of students (31) who attended the conference perhaps due to the central location, great program and/or the reduced registration fee for students. Whatever the reason, we are happy to see increased participation by students. We hope to see even more participation at next year's conference.

The Academy would like to thank Ray Finfer, Director of Marketing for the Promotional Products Association, Inc. and Irwin/McGraw Hill Publishing for sponsoring two coffee breaks during the conference. AAA members enjoyed the "nifty" pen/pointer given to them by Ray and the great cake (celebrating Sandy Moriarty's new book) provided by Irwin/McGraw Hill.

A great time was had by all at the conference, especially those AAA members who received awards. Congratulations to Avery Abernethy and George Franke and Cele Otnes & Linda Scott as recipients of the "JA Best Article(s) Award." Rajeev Batra, Cele Otnes, Boris Becker and Barbara Stern took home the "JA Reviewer(s) of the Year Award." Two research proposals were funded; recipients of the funds are Carol J. Pardun & Kathy



A record number of AAA members enjoy dining and socializing on Saturday. For more conference highlights, see pages 6 and 7.

Brittain McKee and Marla Roynce Stafford. James Coyle received the Doctoral Dissertation Award in December 1996. Finally, Barbara Stern received the Outstanding Contribution to Research Award. We are very proud of these award recipients for their contributions to research and to the Academy.

A special congratulations goes to Arnold Barban, recipient of the "Sandy Award for Teaching Excellence." Since Arnold was unable to receive the award at the conference, Don Parente recently made a special presentation of the award to Arnold in a departmental meeting at the University of Alabama. One of the most heard comments at any AAA Conference continues to be "membership in AAA is the best value around"---meaning that for \$35 (\$17.50 for students) a member receives the Journal of Advertising, the membership directory, conference proceedings, and the quarterly newsletter. Likewise, for the

conference registration of \$125 (\$85 for students) members receive four meals, a reception, and a great Sunday evening "event." With these kind of "values" we hope to see each of you at next year's conference, March 27-30 in Lexington, Kentucky.

Finally, you will notice a different type of record is being set with the June newsletter. For the first time, the newsletter contains "real" photos of "real" people having a "real" good time at the conference. Thanks to Marla for this great idea and to Tom, her husband, for taking such nice photos---everyone looks fantastic!

Mary Ann Stutts

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Call for Papers: 1998 ACR Asia Pacific Conference

The Association for Consumer Research announces a call for papers for its 1998 Conference, June 18-20, 1998, at the Grand Stanford Harbour View in Hong Kong.

Submissions must be accompanied by a self-addressed postcard containing the title of the paper or proposal and names of the authors or participants, as well as a self-addressed, legal-sized envelope. The cover sheet should contain Authors' Names, Contact Person, Titles, Affiliations, Addresses, Phone, FAX, E-mail address & Title of Competitive Paper or Special Topic Session. Final acceptance of papers is conditional upon receipt by April 13, 1998 of a revised version of the paper. The deadline for all submissions is Nov. 17, 1997. Four copies of the

paper or proposal should be sent to: From Europe, North, and South America: Kent B. Monroe, Dept. of Business Administration, University of Illinois, 1206 S. Sixth Street, Champaign, IL 61820, U.S.A. TEL: 217/333-4240; FAX: 217/244-7969;

cshaw@commerce.cba.uiuc.edu
From Asia, Africa, and Australia: Kineta Hung, Dept. of Marketing, Chinese University of Hong Kong, Shatin, N.T., Hong Kong, TEL: 852/2609-7637; FAX: 852/2603-5473; E-mail: kineta@cuhk.edu.hk

Position Available: National Institute of Technology

The Department of Marketing and Distribution Management at the National Institute of Technology at Kaohsiung, Taiwan, is seeking applicants for a new faculty position starting Aug. 1, 1997. Candidates should have a Ph.D. degree in the areas of marketing, consumer behavior, and retailing. Applicants should be able to lecture and interact with students in Mandarin and Taiwanese. Applicants are encouraged to check our homepage (<http://www.nitk.edu.tw>) or fax 886-

7-6011043 for more information. Initial e-mail inquiry is welcome. Contact Dr. Tien-Rui Chou, Chair, tchou@cc.nitk.edu.tw or send curriculum vitae, list of references, publications, transcript(s), and degree certificate(s) to Dr. Tien-Rui Chou, Chair, Dept. of Marketing and Distribution Management, National Institute of Technology at Kaohsiung, No. 1, University Road, Yenchao Kaohsiung, Taiwan 824. Application deadline is June 20, 1997 or till the position is filled.

**1997
AAA Officers**

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AAA Members Recognized for Outstanding Teaching

Two former presidents and long standing members of AAA were recently recognized for their outstanding contributions to teaching excellence. Kim B. Rotzoll, Professor and Dean of the College of Communication at the University of Illinois at Urbana-Champaign, received one of five "Luckman Undergraduate Teaching Awards" this spring. Professor Rotzoll was recognized for 26 years of providing undergraduates with a vital sense of the history of advertising and also for his recent innovations in teaching small freshman "Discovery Courses."

award to be given by the AAA, the first going to Sandy himself. Since Arnold was unable to attend the conference, Don Parente recently made a special presentation of the award to Arnold at a departmental meeting at the University of Alabama.

Both Professor Rotzoll and Professor Barban have a long history of contributions to outstanding teaching. This is evident in their dedication to students (many are in top positions in industry and academia), the teaching innovations they bring to the classroom and the contributions they have made to the discipline of advertising.

Professor Arnold M. Barban, Chair of the Advertising & Public Relations Department at the University of Alabama, received the "Charles H. Sandage Award for Teaching Excellence" at the AAA Conference in St. Louis. This is the second "Sandy"

For AAA membership information, contact Dr. Robert L. King, AAA Executive Secretary, School of Business, University of Richmond, Richmond, VA 23173. Phone: 804-289-8902.

Call for Papers: Journal of Advertising Special Issue on Gender and Multicultural Issues in Advertising

The Journal of Advertising invites authors to submit papers for publication in a forthcoming special issue on Gender and Multicultural Issues in Advertising. The goal of this special issue is to enhance understanding of the impact of diversity on advertising and that of advertising on diversity. Authors are encouraged to submit interdisciplinary work that embraces theories and methods from disciplines such as African-American studies, anthropology, Latino studies, psychology, sociology, marketing, mass communication, women's studies, and other fields.

Articles from postmodern perspectives are welcome, as well as

Call for Papers: Winter 1998 SCP, Feb. 19 - 21, 1998

The Society for Consumer Psychology (SCP) will hold its Fifth Annual Winter Conference in Austin, TX, at the Hyatt Regency Austin. The conference will be held immediately before the AMA Winter Educators' Conference.

Competitive paper submissions should be a 1,500-word summary. Proposals for special topics should include an integrative rationale for the session, a list of participants, and a one-page abstract of each participant's contribution. Proposals for the student poster session should include a 1500-word summary of a Ph.D. student-authored paper. Presenters will be able to publish entire papers or abstracts in the Proceedings.

E-mail submissions are preferred. Send your submission as a file attachment (Microsoft Word 6.0 preferred). For competitive papers, do not identify the author(s) in the summary; in the e-mail include the title and the author(s) name(s).

theoretical, conceptual, and empirical works. Five (5) copies of the manuscript should be submitted in The Journal of Advertising format on or before January 20, 1998. See the Journal webpage (<http://www.clemson.edu/market/joa>) for additional details on Journal style.

Gender and multicultural issues include, but are not limited to:

- 1) gender roles, traits, and societal concerns;
- 2) racial and ethnic minorities (African-American, Latino, Asian-American);
- 3) gay and lesbian minorities;
- 4) effects of advertising on a diverse society;

Alternatively, five copies of the summary/proposal should be (with a self-addressed, stamped postcard) received by Friday, Aug. 1, 1997.

Send competitive paper submissions to Karen Machleit, University of Cincinnati, P.O. Box 210145, Cincinnati, OH 45221-0145. E-mail: karen.machleit@uc.edu Phone: 513-556-7102

Send special topics and Ph.D. Student Poster Session proposals to Meg Campbell, The Anderson School, UCLA, 110 Westwood Plaza, Los Angeles, CA. 90095-1481. E-mail: meg.campbell@anderson.ucla.edu Phone: 310-825-4818

People News

E. Lincoln James, Advertising Sequence Head at Washington State University, has been promoted to the rank of Full Professor effective July 15, 1997.

- 5) effects of diversity on advertising intent;
- 6) media implications;
- 7) unintended message consequences;
- 8) development of scales, measures, and analytical techniques
- 9) elicitation of information from diverse consumers;
- 10) implications for advertising and marketing strategy.

Please submit 5 copies of your manuscript by January 20, 1998 to: Professor Barbara Stem, Faculty of Management, Rutgers, The State University of New Jersey, 180 University Avenue, Newark, New Jersey 07102-1895, Phone: (201) 648-5011, Fax: (201) 648-1325. E-mail: bstem@gsmack.rutgers.edu

Position Available

Univ. of Nebraska-Lincoln

Tenure-track assistant professor in the Ad Dept., College of Journalism and Mass Communications, beginning Aug. 1997 or Jan. 1998. Qualifications: excellent writing skills and a strong professional background in the areas of writing, communication graphics and/or media strategy. Evidence that the candidate will pursue scholarly activity is essential.

Significant professional experience and an M.A. required; Ph.D. optional. Salary: Competitive. Review of applications will begin June 6, 1997 and will continue until a suitable candidate is found. Send vita and the names of three references to: Meg Lauerman, Search Committee Chair, College of Journalism and Mass Communications, University of Nebraska-Lincoln, Lincoln, NE 68588-0130.

Call for Proposals: 1998 Research Fellowship Competition

The American Academy of Advertising Research Fellowship Competition exists to promote the continued scholarship of professors and advertising professionals who have completed their education and are doing research in advertising. Doctoral students are not eligible to participate in this competition, and joint research with doctoral students is likewise specifically excluded, unless that research will not be part of the student's dissertation. Members of the Academy at the time of submission of the proposal are eligible for these awards.

Each award, typically, is in the range of \$1,000 to \$3,000. Awards will be based on a competitive review of research proposals. Any topic in advertising may be addressed.

Winners must comply with the following requirements:

- 1) Winners must grant the Journal of Advertising first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half of the award when the completed paper is submitted to the Journal of Advertising.
2) Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 1998 Fellowship winner has until April 1, 2001 to complete the project in order to receive the second half of the award.
3) Winners must submit annual progress reports to the Chair of the AAA Research Committee. Progress reports should be a minimum of 2-3 double-spaced typewritten pages explaining the progress that has been made on the research project. Include

the name, address, telephone number and e-mail address of all winners in each progress report. Progress reports must be submitted by February 15 of each year until the project is complete or the Fellowship expires, whichever comes first.

4) Winners should acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are asked to publicize the award on their campuses, in their communities, etc. Please attain as much publicity as possible.

Proposals will be double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal. Six (6) copies of the proposal should be submitted. Each proposal should be as detailed as possible and include the following:

1) A cover page, including the proposal's title, and the researcher's name, affiliation, and address. This page will be torn off before the proposal is sent out for review. 2) The body of the proposal, which should motivate the topic, and explain in detail the method to be used. The body of the proposal should be no more than 10 pages, excluding figures. Typically the body of the proposal would include:

- a) a statement of the substantive contribution of the proposed research;
b) a discussion of the research design and method in sufficient detail for reviewers to evaluate the appropriateness of the method and the validity of the research design. Factors which are likely to be addressed include: definition of the population (subjects, media, commercials) and

(continued on page 8)

Newsletter Information

Your news _____

Your name _____ Phone or E-mail _____

Send newsletter items to:
Dr. Marla Royne Stafford, Editor
Department of Marketing
College of Business Administration
University of North Texas
Denton, TX 76203
Fax: 940-565-3837
Phone: 940-565-4419
E-mail: stafford@cobaf.unt.edu
For longer items, please use e-mail or send an IBM-formatted disk.

Table with 2 columns: Issue, Deadline. Rows include September 1997 (August 5, 1997), December 1997 (November 5, 1997), March 1998 (February 5, 1998), June 1998 (May 5, 1998).

**American Academy of Advertising: 1998 Annual Conference
Call for Conference Papers and Proposals for Special Topics Sessions
Marriott Griffin Gate Resort, Lexington, Kentucky, March 27-30, 1998**

Papers

You are invited to submit papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) for consideration for presentation at the 1998 AAA Conference and publication in the conference Proceedings. Submissions are subject to blind review competition, and only completed papers (no proposals) may be submitted. Papers must conform to the style and guidelines of the Journal of Advertising. Authors receiving acceptance are obligated to publish either their entire paper or a one page abstract of their paper in the conference Proceedings. The Proceedings are copyrighted, and submissions may not be under consideration at other journals or conferences. Publication of an abstract does not preclude future publication of the full research paper elsewhere, however. Submissions must include a statement specifying that at least one author of the paper agrees to register for the conference and present the paper.

Special Topics Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) that would do not fit comfortably into the competitive paper format. Also permissible are topics that might appear in competitive papers, provided the submission includes:

- 1) a clear rationale for addressing the topic over an entire meeting period

and/or though contributions from several presenters, 2) the value of the session to conference attendees (including why such a contribution is not likely to be available elsewhere), 3) names and specific roles of all participants (blind review is not possible with these proposals because the value depends in part on the selection of appropriate participants), and 4) details of how the session will be conducted, including progression among sections and participants under a unifying theme. Preference will be given to proposals offering this information in the greatest detail. Special topics chairs are responsible for generating a one page summary after the session for inclusion in the Proceedings as a non-refereed publication. Submissions must include a statement specifying that all presenters agree to register for the conference.

Specific requirements for submission are included, and all submissions must be physically received no later than October 6, 1997 by either Professor Muehling or Professor Macklin.

Competitive Papers: Professor Darrel D. Muehling, Dept. of Marketing, Washington State University, Pullman, WA 99164-4730, (509)335-7302 DARREL@WSU.EDU

Special Topics Proposals: Professor Carole Macklin, Department of Marketing, P.O. Box 210145, University of Cincinnati, Cincinnati, OH 45221, (513)556-7104 CAROLE.MACKLIN@UC.EDU

Other 1998 Conference Questions and/or 1999 Pre-Conference Proposals: Professor Richard F.

Beltramini, 6564 Parkview Drive, Troy, MI 48098, (248)879-8898 RFBELTR@CMS.CC.WAYNE.EDU

Pre-Conference Proposals

The Academy Program Committee also encourages those interested in developing proposals for a pre-conference (all day) programs for the 1999 conference to submit no later than March 1, 1998 for review by the Executive Committee meeting during the 1998 conference. Proposals must specify rationale, timing and progression among topics, and a statement specifying that all presenters agree to register for the conference. The pre-conference chair may submit up to a two page summary of the presentations to be published in the Proceedings on pages designated by the NR (non-refereed) prefix.

Requirements for Submission of Competitive Papers and Special Topics Proposals

- 1) Submit four copies of each paper or special topics proposal. For acknowledgment of safe arrival, include a self-addressed, stamped postcard or envelope that will be returned upon receipt.
- 2) Include a 3" X 5" index card with the title of your paper or special topics proposal, the names and addresses of author(s) or special topics chair and presenters, and the phone number, fax, and/or email address of a single contact person.
- 3) Include a statement specifying all paper and special topics presenters agree to register for the conference and participate as specified.
- 4) Specify a keyword to facilitate the reviewing process (e.g., copytesting, media measurement, new technologies, advertising education, etc.).

1997 AAA Conference Highlights.....



A highlight of the conference was an evening cruise aboard the Becky Thatcher.

(Photography by Thomas F. Stafford)

**Call for Nominations:
Outstanding Contribution to Research on Advertising**

The American Academy of Advertising Outstanding Contribution to Research on Advertising Award is designed to honor an individual who has made a substantial contribution to the discipline of advertising through a systematic and sustained program of published research. The award carries a one thousand dollar prize.

This award will be given only for an exemplary contribution to research on advertising and is not necessarily awarded every year. To be eligible, a nominee must have: 1) Received the doctorate more than 20 years ago. 2) Been promoted to rank of Professor (not Assistant or Associate Professor) prior to nomination. 3) Been an active member of AAA for at least 3 years prior to nomination.

Nominations should include the following: 1) A letter of nomination, overviewing the nominee's research contributions. 2) At least two

supporting letters from leading scholars. 3) The nominee's curriculum vitae. 4) Copies of the nominee's five most influential works (include a representative chapter if one of the five works is a book).

Six copies of the above materials must reach the Research Committee Chair by November 1, 1997. (Please note that this is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) The winner will be notified prior to the AAA Conference. The awards will be announced at the 1998 AAA Conference and communicated to the membership through the AAA Newsletter.

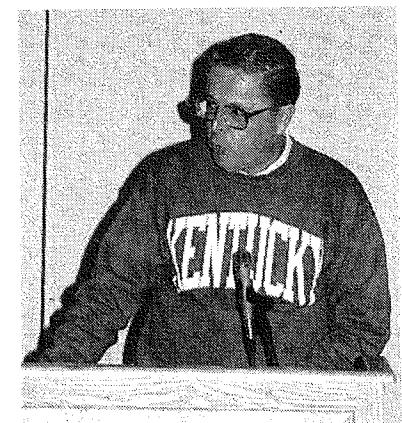
Send materials to: Dr. Jan LeBlanc Wicks, Journalism Department, 116 Kimpel Hall, University of Arkansas, Fayetteville, AR 72701-0116, Tel: 501-575-6304, Fax: 501-575-431 E-mail: jwicks@comp.uark.edu



AAA president Mary Ann Stutts recognizes past president Ivan Preston.



Avery Abernethy (l) and George Franke (c) receive the JA best article award from Russ Laczniaik. Cele Otnes and Linda Scott were co-recipients of the award.



Bob King reminds everyone of next year's conference in Lexington, KY.

Committees Announce Awards, Activities

Publications Committee

The Best Article award was given to two author teams: 1) Avery Abernethy, Auburn University, & George Franke, University of Alabama, for their article, "Information Content of Advertising: A Meta-Analysis," and 2) Cele Otnes, University of Illinois, & Linda Scott, University of Illinois, for their paper, "Something Old, Something New: Exploring the Interaction Between Ritual and Advertising." Each pair of authors received a plaque and a \$500 check. Recipients of the 1996 Outstanding Reviewer Awards were Rajeev Batra, University of Michigan, Bill Becker, Oregon State University, Cele Otnes, University of Illinois, and Barbara Stern, Rutgers University. In addition, Editor Les Carlson formally announced the creation of the Journal of Advertising Web Page (<http://www.clemson.edu/marketing/joa>). The committee expressed their thanks to Don McBane, Central Michigan University, for his assistance in creating and maintaining the page. Finally, the Committee is gearing up for next year's Journal of Advertising Editor's search by reviewing and updating the "Editors' Publication Packet."

Research Committee

After a double blind-review process, the winners of the 1997 AAA Research Fellowship Competition have been selected. The two winning proposals are Dr. Carol J. Pardun, Kansas State University, and Dr. Kathy Brittain McKee, Berry College, "Using Focus Groups to Develop a Media Strategy for Placing Products in Motion Pictures." (\$1,500) and Dr. Marla Royne Stafford, University of North Texas, "Tangibilizing the Service Offering: The Effects of Preference Heterogeneity, Advertising Strategy, and Gender on Radio Commercial Effectiveness." (\$1,750).

Nine proposals were entered this year. Each was reviewed by at least three members of the AAA Research Committee in the first round of review. Those proposals which passed the first round were evaluated in a second round to determine whether funding was appropriate, and the amount of support the AAA would provide.

The AAA Research Committee would like to thank everyone who submitted proposals for entering the competition. We wish you the best of luck with your research projects and future careers.



Barbara Stern (l) and Cele Otnes (r) were recognized as outstanding JAR reviewers. Not pictured: Boris Becker and Rajeev Batra.

Call for 1998 AAA Committee Members

You are invited to volunteer to serve on one of the Academy's committees listed below. Committee rosters and chairs will be assigned soon (you may not be reassigned to a committee unless you reapply), so please consider working with other Academy members to keep things running smoothly. Remember, we're an all volunteer organization, so we depend on the cooperation of one another. Descriptions of committee roles and responsibilities are included in our membership directory, and you should feel free to include any questions, comments, and/or suggestions as you submit this form.

Standing Committees: Research Committee, Finance Committee, Membership & Placement Committee,

Awards Committee (Academy Fellows, Distinguished Service, Sandy Award, etc.), Publications Committee (as vacancies occur).

Ad Hoc Committees: Industry Relations & Fellowships Committee, International Advertising Education Committee, Mission Statement Committee (new).

Other: The Academy is also fortunate to have a number of representatives including Journal editor, Newsletter editor, and Webmaster (each selected by the Publications Committee) and two Accreditation Representatives, and there may be some other ideas you may have for which you'd like to volunteer, so please complete this volunteer form and mail it in today.

Your name (please print): _____
 Your preferred mailing address _____

 Your phone, fax, e-mail: _____
 Your top 3 committee preferences:
 1) _____ 2) _____ 3) _____
 Return to: Dick Beltramini: 6564 Parkview Drive, Troy, MI 48098 by August 1, 1997.

Call for Proposals

(from page 4)

sample design (method of sample selection or, in the case of a literature review or critical analysis, the basis for and significance of the selected work(s); nature of the data (questionnaire responses, content of advertising, observations of behavior) and the data collection procedure (survey method, content analysis method); and nature of analysis (how the data will be used for purposes of drawing conclusions). Methods may involve statistical analysis, narrative interpretation, meta-analysis, among others. 3) A timetable for completion of the research. Preference will be given to projects that can be completed within two years. 4) A proposed budget, which should be both realistic and adequately detailed. 5) Curriculum vitae of the researcher(s). Researchers

who previously have received an AAA Fellowship are eligible for the award. Proposals from past recipients must include a brief description of the outcome of the previous award. Researchers who have submitted proposals that have not been awarded support in the past may resubmit proposals for similar projects. Such resubmissions must be accompanied by a statement indicating whether and how the proposal has been revised since its previous review.

A two-stage selection process will be used to select Fellows. Members of a screening committee will evaluate proposals and provide written feedback which will be shared with the author(s) of the proposal. Proposals identified in the screening phase as being of particularly high merit will then be evaluated by a selection committee.

The selection committee will make the final determination of which proposals to fund and the size of individual awards.

Proposals must reach the Chair of the Research Committee by November 1, 1997. (Please note that this is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) Winners will be notified prior to the AAA Conference. The awards will be announced at the 1998 AAA Conference and communicated to the membership through the AAA Newsletter.

Send materials to: Dr. Jan LeBlanc Wicks, Journalism Department, 116 Kimpel Hall, University of Arkansas, Fayetteville, AR, 72701-0116, Tel. 501-575-6304, Fax: 501-575-4314
E-mail: jwicks@comp.uark.edu



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