

President's Column: **A Thank you From the New President**



Thank you. Thanks for your support and cooperation over the years, and thanks to all of you who recently responded to our Call for Volunteers. Our committees are organized and have been charged with their responsibilities, and the Lexington conference promises to be outstanding. We have two pre-conference programs for the first time this year (one on global advertising strategies and one on emerging media), a First Timers' Breakfast to welcome new attendees, new research funding opportunities to announce, awards to be presented, an outing to the Kentucky Horse Park, and a number of quality special

topics sessions and competitive papers across a very broad range of topics.

My first goal for this year is to get more members involved in Academy activities, even if you have only a couple of hours to offer. You may want to submit a funding proposal to our Research Committee, contribute your ideas to our Publications Committee on how we can best utilize electronic media, or nominate yourself or a colleague to the Nominating Committee for an Academy officership. You may want to take advantage of an industry fellowship coordinated by our Industry Relations Committee, or investigate an international internship with our International Education Committee. Maybe you have some ideas on the use of Academy funds to provide to our Finance Committee, or some suggested direction for our Mission Committee. You may want to submit a nominee for an Academy honor to our Awards Committee, reach out to some former or potential Academy members through our Membership Committee, volunteer to serve on an accreditation visitation team, or contribute an item of interest to our Newsletter editor or Webmaster.

And my second goal is to encourage us to plan more for the future, rather than getting absorbed in the paperwork of the moment. While

the two basic academic truisms confirm that: 1) change is inevitable, and 2) no one likes to change, several other academic organizations have adjusted to evolutionary changes in academe, and perhaps we can learn from them. For example, those of you with expertise in electronic media, innovative methodologies, learning technologies, regulatory shifts, or multicultural changes may want to email your "what if?" ideas to me, or any of the other officers or committee chairs, so we can share them with our membership.

The Noah Principle is true. It is easier to complain about the rain than it is to build an ark. But channel both your frustrations and your creative energies, and get involved.

Thanks again!

*Dick Beltramini,
1998 AAA President*

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See You in Lexington!!

Positions Available

Cal. State University - Fullerton

Position One

Job Description: The Department of Communications seeks a tenure-track faculty member in advertising.

Responsibilities: Teach courses in Internet and new media and one or more of the following areas: business and creative writing, research, business to business advertising. Must be able to develop courses using technology for advertising.

Qualifications: Ph.D. or strong ABD in advertising, marketing, communications or a related field, expertise in electronic technology, ability to teach above classes, a promising record of scholarly activity and at least two years' professional experience. Teaching experience preferred.

Position Two

Job Description: Full-time lecturer in advertising. **Responsibilities:** Teach principles and campaigns classes and serve as advisor to the AAF team competition and Ad Club.

Qualifications: MA or equivalent and seven years of diversified professional advertising experience. Some teaching experience preferred.

Rank, Appointment and Salary: One-year lecturer position. May be renewed up to two additional years.

People News — — — — —

Clarke Caywood, Northwestern University, edited *The Handbook of Strategic Public Relations and Integrated Communications*, McGraw-Hill, 1997, 2nd printing.

contingent upon satisfactory performance, budget and program needs.

Send letter of application specifying which position and Vita/Resume to: Prof. David DeVries, Vice Chair, Department of Communications, H-230, California State University, Fullerton, Fullerton, CA 92834-6846. For additional information call (714) 278-3004.

Review of candidates began on January 30, 1998, and will continue until the position is filled.

University of West Florida

Tenure-earning Assistant or Associate Professor to teach advertising and engage in relevant research in The University of West Florida's Dept. of Communication Arts. Salary range: \$30,000 - \$35,000. Starting date August 8, 1998. A Ph.D. in Advertising or closely related field, enthusiasm, excellent teaching credentials, record in the pedagogical uses of technology, and evidence of research and scholarly activity are required. Professional experience in advertising is preferred. Primary teaching responsibility is in advertising media, research, computer mediated communication and campaigns. Send letter of application, curriculum, vitae, and names, address, and telephone numbers of at least three professional references to: Dr. Martha Saunders, Chairperson, Search Committee, Department of Communication Arts, The University of West Florida, 11000 University Parkway, Pensacola, FL 32514. Web Page: <http://www.uwf.edu/> Departmental web page: <http://www.uwf.edu/~commarts/> For additional

information contact Tom Groth at tgroth@uwf.edu or (850)474-2862. The University of West Florida is an Equal Opportunity/ACCESS/Affirmative Action Employer. Women and minorities are especially encouraged to attend. Sonia Gray Davis, Office Manager, Communication Arts Dept. University of West Florida, Pensacola, FL 32514, 904-474-2829; FAX: 904-474-3153.

University of Wisconsin-Madison

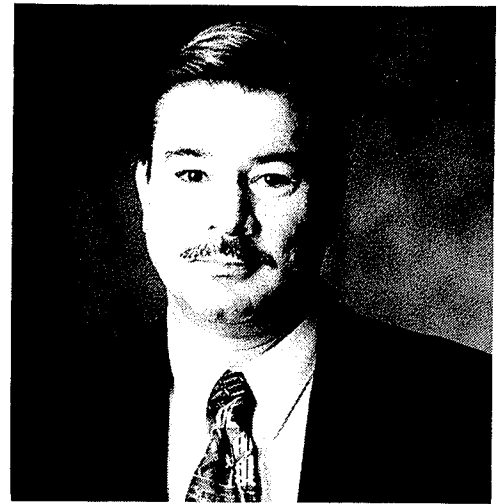
The School of Journalism and Mass Communication invites applicants for tenure track position beginning August 1998 as assistant professor with expertise in advertising. Candidates should have or be near completion of Ph.D. in mass communication or closely related field. Professional experience relating to and scholarly knowledge of advertising preferred. Candidates should demonstrate substantial research capability and ability to teach professional advertising practice, theory courses in advertising and mass communication, and specialized research seminars. Unless confidentiality is requested in writing, information regarding applicants must be released upon request. The University of Wisconsin-Madison is an Equal Opportunity and Affirmative Action Employer. Send application letter, resume and three letters of recommendation by March 15, 1998 to: Professor Robert Hawkins, School of Journalism, 821 University Ave., Madison, WI 53706.

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.

AAA Offers Dissertation Research Award

The AAA Research Committee announces the 1998 Doctoral Dissertation Competition to promote doctoral research in advertising. The competition is open to doctoral students who are Academy members and who have not yet completed the dissertation. Proposals are not to exceed 10 pages in length. Awards, based on a competitive review of proposals, may range from \$1,000 to \$2,000.

The deadline for receipt of proposals is 15 August 1998, with winners notified by early December. More information may be obtained from: Dr. Charles R. Taylor, College of Commerce and Finance, Villanova University, Villanova, PA 19085-1678, E-mail: ctaylor@cf_faculty.vill.edu. A more detailed announcement will be mailed to AAA members this spring.



David W. Stewart

Stewart Wins Outstanding Contribution to Research Award

Dr. David W. Stewart, The Robert E. Brooker Professor of Marketing and Chairperson of the Department of Marketing at the University of Southern California, has been awarded the American Academy of Advertising's "Outstanding Contribution to Advertising Research" Award for 1998.

Dr. Stewart is being recognized for his contributions to advertising and marketing research, including his work in research methodology and advertising execution. His ability to apply sophisticated and rigorous methodological techniques to actual problems that face advertisers has resulted in work significant to both academia and the advertising industry. He is also being recognized for his research service work for organizations and associations, as well as his generosity in helping individuals with their research.

AAA Loses A Good Friend and Colleague

The Academy lost a good friend and colleague last November 24, 1997, when Wat Dunn, former Academy president, passed away. Wat was a strong supporter of AAA for many years, and he and his wife, Betty, rarely missed a AAA Conference.

Wat contributed much to AAA and to advertising education. He received the first Ph.D. in communication granted from the University of Illinois. He taught at the University of Pittsburgh, University of Wisconsin at Madison, University of Illinois at Champagne-Urbana, University of Missouri at Columbia, and George Washington University.

Wat was Head of the Department of Advertising in the College of Communication at the University of Illinois from 1966 to 1977. During his tenure at Illinois, he was involved with expanding the James Webb Young Fund, a fund that provides support to graduate students. He left in 1977 to become Dean of the School of Business at the University of Missouri. He left the University of Missouri to teach at George Washington University where he stayed until he retired.

Wat's major focus as a scholar was in the area of international advertising, and he received several visiting professorships and grants in countries such as Egypt and France. He is an author of several respected advertising textbooks; perhaps his best known is "Advertising: It's Role in Modern Marketing," which is in its eighth edition. Wat was the recipient of the Distinguished Advertising Educator Award from the American Advertising Federation and was a Fellow of the American Academy of Advertising.

Wat will be missed. Betty, we hope you will continue to visit your friends at AAA conferences.

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