

President's Column: **The Last Word From Dick Beltramini**

To write my last column as your president, I reread Ivan Preston's and Mary Ann Stutts', and then I reread my first column of this year. I was thus reminded that it was already time to see how I fared this year, relative to my objectives.

Having once heard that it was difficult for newcomers to become actively involved in our organization, I've been determined to provide everyone a chance to play a role. I began by soliciting interests from the full membership. I figured that those who had been previous officers or committee members, and who wished to continue, could do so. But I also figured that those who didn't wish to continue in some specific service role should be provided an opportunity to catch up on their other responsibilities. I'm delighted the response was sufficient to fill every committee to the point that fully 10 percent of the Academy's membership served some specific duties this year, and we identified several newcomers who wish to become more involved next year. So, not bad so far.

However, my other objective was to reduce the amount of attention committees pay on laundry lists, focusing instead far more on the future of the Academy. On this, I feel I only began to scratch the surface. Our organization has come a long way from times when members' contributions were well recognized by administrators, and our costs of doing business were typically picked up by school budgets. Indeed, today each of us must judiciously protect our service time, and more frequently question whether or not schools will support our service contributions as budgets shrink. Many laundry list items requiring resource commitments seem to dominate meeting agendas, leaving little time for future vision.

Despite the fact that your Executive Committee recently met in Albuquerque for 8 hours straight (with a working lunch), we only began to grapple with issues of operationalizing electronic publications, establishing faculty and student internships in other countries,

evaluating the need for an Academy staff office, streamlining our accounting system, implementing conference format revisions based on members' evaluations, and encouraging quality applications for several new sources of research support secured this year. So, on this second objective, I failed to fully accomplish all I set out to do.

Well, batting .500 keeps me in league with Mark McGwire and Sammy Sosa perhaps, but also provides future officers with plenty more at bats. So, let me simply close my year as president with the two words I began my year, thank you.

Dick Beltramini



*Happy
Holidays
and Happy
New Year!*

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Advertising Collections Available at The University of Illinois

The University of Illinois at Urbana-Champaign owns three advertising collections that are available and may be of interest to advertising researchers, educators, students, and the general public: the D'Arcy Advertising Collection, the Woodward Collection of Advertising, and the Ad Council Archives. The Communications Library and the College of Communications library have highlighted these collections in an exhibit available on the web. The url is: <http://www.library.uiuc.edu/adexhibit>

Call for Papers:

Two New Journals

Papers are invited for two new high-quality refereed journals on management of business education that will complement each other: Business Education Review, a printed journal and Business Education Sharenet, an electronic journal.

The two journals will address all issues related to managing business education, including curriculum development, teaching, pedagogy, distance learning, attracting quality students, executive development programs, benchmarking business education programs and more.

Please send five copies of manuscripts typed double-spaced on one side of the paper only and, where applicable, five copies of any supporting material, such as software or video tapes to Professor Kalyan Singhal, Merrick School of Business, University of Baltimore, 1420 N. Charles Street, Baltimore, MD 21201, USA. For additional information, please visit our home page: [Http://UBMAIL.UBALT.EDU-BEDUCATION](http://UBMAIL.UBALT.EDU-BEDUCATION)

The D'Arcy Collection of the Communications Library of the University of Illinois is a collection of almost one million original advertisements published between 1890 and 1970. The Woodward Collection of Advertising, also in the Communications Library, is a collection of four million original advertisements published between 1880-1984. The D'Arcy and Woodward collections are a rich source of research information on products advertised by many

agencies. The vast majority of these advertisements appeared in newspapers, magazines and trade journals. The Ad Council Archives, administered by the University Archives, document the story of public service advertising since the early days of World War II. The Ad Council Archives contain campaign promotional materials and copies of thousands of ads in nearly all major advertising formats: magazines, newspapers, radio, television, billboards and posters.

Call for Pre-Conference Proposals

The American Academy of Advertising encourages individuals who are interested in organizing a pre-conference (all day) program for the 2000 AAA (Newport, Rhode Island) conference to submit proposals no later than March 1, 1999. As in past years, acceptance of the pre-conferences is competitive and is typically limited to one or two a year.

Proposals must include:

- * a title
- * overview
- * discussion of the content and structure of the session
- * chair and participant names and affiliations
- * rationale of the session
- * expected size of the audience

In addition, proposals should provide some justification for the need for the extended pre-conference format (as opposed to a competitive paper or special topics session format). Pre-conference organizers must also provide some written assurance that all presenters will register for the conference.

A brief (two-page) summary of the pre-conference is typically published in the AAA proceedings.

It should be noted that a surcharge may be levied to pre-conference attendees in order to cover additional costs (such as the cost of renting AV equipment). The 1998 surcharge was \$35 per attendee.

Pre-conference proposals should be directed to President-elect Darrel Muehling, Department of Marketing, Washington State University, Pullman, WA 99164-4730) or by fax (509-335-3865). The AAA Executive Committee will review and select proposals during the 1999 conference held in Albuquerque, NM in March.

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.

Summer Program Available for Advertising/Marketing Professors

Applications will be available October 15th for the Advertising Educational Foundation's 1999 Visiting Professor Program (VPP).

Professors of advertising, marketing and the social sciences at U.S. institutions participate in day-to-day activities and work on specific projects for 2-3 weeks at advertising agencies, advertisers

and media companies. This firsthand look at the marketing process and the development of advertising —strategies and executions—benefits professors' teaching and research. Professors also gain greater self-confidence and enthusiasm as well as fresh ideas and insights. Junior and senior faculty from both research and teaching institutions have

benefited. The program usually takes place in the summer, with exact timing flexible.

Host companies also benefit from professors' expertise in the areas of advertising to children, mature Americans, branding, building models, interactive, special markets (i.e. minority, teen and twenty-something markets etc.)

Society for Consumer Psychology Conference Tradewinds Resort, St. Petersburg, FL

Feb. 18-20, 1999

The Society for Consumer Psychology (SCP) will be holding its Sixth Annual Winter Academic Conference in St. Petersburg immediately before the AMA Winter Educators' Conference. This relatively intimate conference provides opportunities for a high level of interaction among participants and constructive feedback on presented research. It will kick off with a social hour on Thursday, February 18th. From 9 a.m. - 5 p.m. on Friday, February 19th and Saturday, February 20th, there will be a series of concurrent sessions comprised of a mixture of special sessions, competitive paper sessions, practitioner sessions, and invited talks.

As a part of the Distinguished Speaker Series at the conference, this year's speaker is Prof. Richard Petty of Ohio State University. Details of this conference are also available at the SCP web site at <http://www.cob.ohio-state.edu/scp/>

The Conference Co-Chairs are Madhu Viswanathan, University of Illinois, Larry Compeau, Clarkson University and Manoj Hastak, American University.

IAA Now Accepting Applications for Summer 1999 Student Internships

The International Advertising Association (IAA) is now accepting applications for Summer 1999 student internships. The deadline is Feb. 1, 1999.

The IAA objective is to provide state-of-the-art training for promising talent in the international marketing communications industry. Interns are assigned to international advertising and marketing communications projects with any of the sectors of the industry. Work experience is combined with educational seminars.

The 1998 interns represented 17 countries and 36 educational institutions. Some were subsequently hired by their hosts or other sponsors.

Application Deadline: January 15, 1999. For further information contact: Sharon D. Hudson, Vice President, Manager, Visiting Professor Program, The Advertising Educational Foundation, 220 East 42 Street, Suite 3300, New York, NY 10017, tel: 212-986-8068 fax: 212-986-8061, e-mail: sh@aef.com

The program is open to undergraduate and graduate students whose studies include advertising, communications or marketing. Non-US students who are not already studying in the USA must be undergraduates if they wish to come to the USA under this program.

Assignments normally run from four to eight weeks. They often run parallel to summer vacations, about June to August, 1999 in the northern hemisphere, and arranged as appropriate in the southern hemisphere.

Students may arrange with their college or university to obtain

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People News.....

Dennis Ganahl took a position at sunny Southern Illinois University-Carbondale in the Advertising/IMC program this fall. Ganahl left Drake University where his creative students won first place and honorable mention in the Yellow Pages Creative Competition. The awards netted \$6,000 for the students and their sponsoring student advertising club. Ganahl's Drake graduate students received a \$5,000 grant to do a communication audit for the Meredith Corporation Book Division. His new email address is dganahl@siu.edu and phone is 618-453-3265.

Joseph Phelps, a faculty member in the department of advertising and public relations, in the College of Communication and Information Sciences (C&IS) at the University of Alabama, was recently appointed to a Reese Phifer professorship. Phelps will hold one of four of these endowed positions in the College.

Phelps, an associate professor, received his doctorate in mass communication and a master's in journalism and mass communication from the University of Wisconsin-Madison, and a bachelor's in communication arts from Saint Norbert College, DePere, Wis. He joined the UA faculty in 1990.

A team of three University of Alabama graduate students advised by Professor **Yorgo Pasadeos** won a Gold Collegiate Echo Award in the 1998 Leonard J. Raymond Collegiate Echo Competition sponsored by the Direct Marketing Association. Gary Creek, Cassandra Imfeld and Lauren

Mancini's first-place campaign was for Publishers Clearing House. Another graduate team and two undergraduate teams were semi-finalists.

Richard M. Dubiel, University of Wisconsin-Stevens Point, has been promoted to full professor in the Division of Communication.

The Department of Advertising and Public Relations at the University of Alabama has named **William J. Gonzenbach**, Ph.D. as department chair. The department has also hired three new tenure-track faculty members: **Lance Kinney**, **James Karrh** and **Kirsten Strausbaugh**. **Michael McBride**, Southwest Texas State University Mass Communication/Advertising

professor has been named acting chair of the Department of Mass Communication, effective Fall, 1998.

Rich Semenik of the University of Utah Department of Marketing has been asked to give a keynote address to a joint conference of the International Association of Advertising Agencies and the European Association of Ad Agencies in Budapest, Hungary. He will speak on the role of advertising in emerging markets.



Newsletter Information

Your news _____

Your name _____ Phone or E-mail _____

Send newsletter items to:
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 E-mail: stafford@cobaf.unt.edu
For longer items, please use e-mail or send an IBM-formatted disk.

Deadlines	
Issue	Deadline
March 1998	February 5, 1999
June 1998	May 5, 1999
September 1998	August 5, 1999
December 1998	November 5, 1999

Positions Available

James Madison University

The School of Speech Communication at James Madison University seeks applications for three faculty positions beginning Aug. 1999.

Public Relations Assistant Professor: This is a tenure-track position, involving teaching in public relations and serving as coordinator of an interdisciplinary public relations program. Other teaching responsibilities could include persuasion, quantitative/qualitative research methods, and the basic human communication course. Ph.D. preferred. The ideal candidate possesses evidence of excellence in teaching, scholarship, and public relations practice. Salary competitive.

Organizational Communication Asst. Professor: This is a tenure-track position primarily involving teaching organizational communication. Other teaching duties could include, but are not limited to, persuasion, quantitative/qualitative research methods, and the basic human communication course. Ph.D. preferred. The ideal candidate possesses evidence of excellence in teaching, professional experience, and scholarship. Salary competitive.

One Debate Coach/Instructor: This is a revolving term appointment (RTA) involving coaching debate and teaching Basic Human Communication in the General Education Program, as well as Public Speaking and Argumentation. Master's degree required; experience coaching policy debate at the college level and college teaching experience required. Salary competitive.

Review of applications will begin January 15, 1999 and continue until the positions are filled. Applicants should submit a letter of application, curriculum vitae, transcripts, evidence of teaching excellence, and three letters of recommendation to Search Committee, School of Speech Communication, James Madison University, MSC 6802, Harrisonburg, VA, 22807.

James Madison University is an Affirmative Action/ equal opportunity/equal access employer.

Indiana University

Assistant professor (tenure track) or associate professor (with tenure) position open in the Department of Telecommunications at Indiana University. The ideal candidate will have a Ph.D. and teach and conduct research in advertising, marketing or management of electronic media/ telecommunications. Scholars who teach these topics but whose primary research activity falls outside this area of inquiry are also encouraged to apply. Applicants must be able to demonstrate strength as a teacher and a track record of scholarship using social scientific, legal, or historical approaches. The position begins August 1, 1999.

Applicants should submit 1) a cover letter addressing how the applicant meets the above listed needs of the department, 2) a current vita, 3) selected publications, and 4) evidence of effective teaching. Three letters of recommendation should be submitted directly by recommenders.

Direct questions and application materials to Professor Walter Gantz, Chair, Dept. of Telecommunications, Radio-TV Center,

Indiana University, Bloomington, Indiana 47405. Professor Gantz also can be reached by phone at (812) 855-1621, fax at (812) 855-7955, or via e-mail at Gantz@Indiana.edu. Full consideration will be given to applicants whose materials are complete by December 31, 1998.

Indiana University is an Equal Opportunity/Affirmative Action Employer.

Queensland University

The School of Communication at Queensland University of Technology seeks a visiting professor (any level) for July--December 1999. The visiting professor would be expected to teach Advertising Media and Advertising Management at both the undergraduate and graduate levels and work with other faculty on a research and writing projects. QUT is a large state university (30,000 annual enrollment) located in Brisbane, Australia. The School of Communication is located within the Faculty of Business and offers specializations in advertising, public relations, and organizational communication. The School of Communication has an annual enrollment of approximately 4500 students and 27 full-time faculty. This is an excellent opportunity for someone who is interested in working outside the U.S.A. There are many opportunities to become involved in the local business community and to create student and faculty exchanges. Contact: Prof. Charles H. Patti, Head, School of Communication, Queensland University of Technology, 2 George Street, Brisbane 4000, Queensland, Australia. Email: c.patti@qut.edu.au.

Positions Available

University of Nebraska

Assistant Professor in the Department of Advertising, College of Journalism and Mass Communications, beginning January 1999 or August 1999.

A large, established program with a strong professional commitment and national reputation seeks a dynamic individual who can enhance the department's advertising major, promote scholarship, and increase the department's contribution to the College's graduate program. Candidates should be eager to provide academic and career counseling and advising to students.

Qualifications: This tenure track position requires excellent writing skills and a strong professional background in the areas of writing, communication graphics and/or media strategy. Evidence that the candidate can and will pursue scholarly activity is essential. Significant professional experience and an M.A. required; Ph.D. preferred. Salary: Competitive.

Deadline: Review of applications began on Nov. 30, 1998 and will continue until suitable candidate is found.

Application: Send vita and the names of three references to Meg Lauerman, Search Committee Chair, College of Journalism and Mass Communications, 206 Avery Hall, University of Nebraska-Lincoln, Lincoln, NE 68588-0130

The University of Nebraska-Lincoln is committed to a pluralistic campus community through Affirmative

Action and Equal Opportunity and is responsive to the needs of dual career couples. We assure reasonable accommodation under the Americans with Disabilities Act; contact Meg Lauerman at (402) 472-0296 for assistance.

University of Oklahoma

The H. H. Herbert School of Journalism and Mass Communication at the University of Oklahoma in Norman is seeking two assistant or associate advertising professors (tenure track). Position One: will teach Research and Media courses; the Ph.D. and some advertising industry and university teaching experience are required. Position Two: will teach Principles, Copy and Layout, and Campaigns courses; significant professional industry experience, some teaching experience, and the M.A. are required. For both positions, salary, teaching responsibilities and support for research and creative activities are very competitive. For a complete announcement regarding these positions, please contact Ms. Kathy Adams (kadams@ou.edu), H. H. Herbert School of Journalism and Mass Communication, The University of Oklahoma, 860 Van Vleet Oval, Room 101, Norman, OK 73019-0270, (405) 325-2721.

Oklahoma State University

Position One: Tenure-track assistant professor to teach television production, corporate video and broadcast reporting/writing, and possibly supervise a daily student newscast. An MA (doctorate preferred) and at least five years' full-time relevant experience required.

Position Two: Tenure-track assistant professor to teach media writing,

news reporting, editing and design, feature writing, and magazine publishing. An MA and at least eight years' full-time reporting/editing experience required or earned doctorate with five years' experience. Knowledge of QuarkXPress and on-line or multimedia communications preferred.

Position Three: Tenure-track assistant professor to teach primarily public relations theory, writing and graphics layout. Background in advertising and an interest in international public relations and advertising is a plus. Five years' professional experience and MA required. Ph.D. preferred.

Send letter of application, vita and contact information for three references to News-Editorial Search or PR Search, School of Journalism and Broadcasting, 206 Paul Miller Building, OSU, Stillwater, OK 74078-4053.

Oklahoma State University is an ADA/EEO/Affirmative Action employer.

Bradley University

Chairperson of the Department of Communication with six areas of concentration (advertising, journalism, photography, public relations, radio/TV and speech comm.). Ph.D. degree, administrative and teaching experience required. Rank of Full Professor in one of the areas of concentration in the Department. Appointment date: August 1999.

Send hard-copy application, vita and three current letters of references to Dr. Ron Koperski, Chair, Search Committee, Department of Communication, Bradley University, Peoria, IL 61625. Tel: (309) 677-2365; FAX: (309) 677-3750; e-mail: chipol@bradley.bradley.edu

Call for Papers:

1999 Advertising and Consumer Psychology Conference

Diversity in Advertising, San Antonio, Texas, May 21-22, 1999

The 18th annual Advertising and Consumer Psychology Conference will be held in San Antonio, Texas, May 21-22 1999. The conference is sponsored by the Society for Consumer Psychology (Div. 23 of the American Psychological Association), the Society for Personality and Social Psychology (Division 8), the Society for the Psychological Study of Social Issues (Division 9) and the University of Texas at Austin, College of Communication and Advertising Department.

The theme for the 1999 conference is Diversity in Advertising. Discussion will focus on how empirical and theoretical work from social psychology, marketing, and advertising may be best applied in the development of advertising campaigns designed to have a positive influence on attitudes toward diversity in profit and nonprofit advertising.

As the US population becomes more and more diverse, academics and practitioners are seeking to better understand how social context and individual characteristics influence the sending, receiving, and processing of communication efforts. The 1999 Advertising and Consumer Psychology conference will highlight (1) current knowledge on diversity in advertising; (2) important questions that have not been addressed satisfactorily in this area; and (3) how specific theories on stereotyping and prejudice and more general theories related to social cognition and attitude change can be used to make more

effective advertisements. This conference will bring together academics from social psychology, advertising, and marketing, along with practitioners in human resources and advertising agencies to discuss existing and needed research to face the challenges of diversity in the next millennium.

Preference will be given to papers that advance our conceptual understanding of the relationship between advertising and consumer psychology as it relates to diversity. Theoretical, methodological, and empirical papers are all welcome, but preference will be given to papers that address programs of investigation and integrative literature reviews rather than single studies. Acceptance is competitive, and the best manuscripts will be included in an edited book as part of the Advertising and Consumer Psychology Book series.

Conference details, including registration information and the full conference program, will be available on the SCP web site (www.cob.ohio-state.edu/scp/) in late January. Complete papers or 1,000 word abstracts must be received by January 15, 1999. Send manuscripts or abstracts to:

Curtis P. Haugtvedt, Fisher College of Business, Ohio State University, 2100 Neil Avenue, Columbus, OH 43210-1144, e-mail: Haugtvedt.1@osu.edu, Phone: 614-292-6228 FAX: 614-292-0879. <http://www.cob.ohio-state.edu/scp/>

Direct inquiries about the conference to any of the conference co-chairs: Curt Haugtvedt (Haugtvedt.1@osu.edu), Wei-Na Lee (weina@mail.utexas.edu), Jerome Williams (wkn@psu.edu), Patricia Devine (pgdevine@facstaff.wisc.edu)



IAA Internships

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academic credit toward degree requirements. Most internships are paid, but some are not, depending on local laws, customs and the policies of sponsors and universities. The amount of remuneration to cover travel, housing and other costs is negotiated between the sponsor and the intern.

For more information on the IAA and an application form, prospective interns should visit the IAA web site at www.iglobal.org or contact the internship coordinator at iaaglobal@worldnet.att.net.

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