

News Releases

- (July 1, 1999) The Department of Advertising and Public Relations at The University of Alabama has hired Bruce Berger, Ph.D. as an associate professor and Karla Gower, Ph.D. as an assistant professor. Berger, who recently completed his doctorate at the University of Kentucky, was formerly the corporate vice president for corporate affairs at Whirlpool Corporation and president of the Whirlpool Foundation. Gower, who recently completed her doctorate at the University of North Carolina at Chapel Hill, also holds a law degree from the University of Western Ontario and has worked in marketing communications in higher education and health care.

June 1999 AAA Newsletter

President's Column:

A Message from the 1999 AAA President Carole Macklin

Academy Conference in Albuquerque a Great Success!

What a wonderful conference! Those AAA members who were able to attend our 1999 annual conference know how successful it was—thanks to the over 200 of you who participated! Highlights included two interesting preconferences, fifty-seven presentations of competitive papers, and eight special topics sessions. Intellectual stimulation summed up the program with a rich array of topics and perspectives.

Other highlights included a very enjoyable trip to Santa Fe. We were treated to a private visit to the Palace of the Governors and a tasty Mexican dinner. This memorable event was marked by all the charm of historic Santa Fe.

Thanks also goes to our special exhibitors. The Promotional Products Association International sponsored a coffee break complete with a great gift to all of our attendees. Ray Finfer always has the best ideas—thank you for the stylish clock. The Yellow Page Publishers also sponsored a coffee, and South-Western College Publishing deserves our thanks for the First Timers' Breakfast. Our welcome to first-time AAA Conference attendees was in its second year, and we wish to thank South-Western for making it special. Chair Jim Leigh and other members of the Membership Committee

are also thanked for their successful efforts.

Special honors were bestowed during our March 26-29th conference. Milt Gossett received the Distinguished Service Award. Milt is only the eleventh person in the history of the Academy to be so honored.

Congratulations to Brian D. Till and Terry A. Shimp as recipients of the "JA Best Article Award" for 1998. Four reviewers were also recognized for their service to the JOURNAL: Avery Abernethy, Wayne Hoyer, George Franke and Robert Smith.

The Research Committee (Ray Taylor, Chair) announced two winning proposals for the 1999 Research Fellowship Competition. Congratulations to Mary Alice Shaver and Carol Pardun and to Kristina Frankenberger! Two selections for the 1998 Dissertation Competition were also announced. Best wishes to Carrie La Ferle (University of Texas at Austin advisor, Wei-Na Lee) and to Chang-Hoan Cho (University of Texas at Austin advisor, John Leckenby)! Finally, the first Dunn Grant recipient was introduced. Congratulations to Elzbieta Lepkowska-White (University of Massachusetts advisor, Marc Weinberger).

During our Saturday luncheon, we had the honor of introducing Bill and Avis Ross. The Billy I. Ross Advertising Education Award was announced, and we hope that the first winner will be awarded during next year's conference. Bruce Vanden Bergh, chair of the Awards Committee, will be handling the applications and selection.

Looking ahead, we hope you will mark April 14-17, 2000, on your calendar. Please plan on attending our Newport conference. During our Albuquerque meeting, the Executive Committee voted to create a procedure to waive conference fees in part or full in very unusual circumstances. A chair of a special topics session or preconference may request a full or partial conference fee waiver for non-member invited participants to the program chair (AAA President). These are intended for invited participants who are unlikely to become members of the Academy (e.g., a doctor invited to speak on a health-advertising issue). Such requests will be decided on a case by case basis.

The 2001 conference will be in Salt Lake City. Very importantly, that conference will break with our tradition of a Friday start—we will kick off that conference Thursday evening (and run to Sunday noon).

It takes a lot of hard work to plan and execute a conference. I want to thank all of you who participated. Special thanks goes to the dedicated reviewers of the special topics and the over 100 reviewers of the ninety competitive papers submitted (63% acceptance rate). This is the backbone work of a

great conference. We hope to see everyone at next year's conference.

Carole Macklin

The Conference, the Academic Community, and the Ever-Present Chillies

by Gayle Kerr, Queensland University of Technology, Guest
Columnist

Albuquerque was flat, brown and resembled a lunar landscape ... which I guess was appropriate, because when I got off the plane from Australia, I felt like I was walking on air.

While it's a long way from Australia to Albuquerque, the distance is far greater in terms of academic community. In Australia, we're just starting to build. While the spirit and fellowship that I enjoyed at Albuquerque had already created empires. It was both welcoming and inspiring.

Of course, my first introduction to many of the people at the AAA conference was through the textbooks that we use in our courses. But it was great to meet people, to share ideas and to put faces to journal articles.

The dinner, lunches and first timers' breakfast provided such a forum. I was surprised to see how many first timers there were - even a couple of other Australians. I was also relieved to find out they had not put chillies on the danishes (unlike everything else!). I returned home from the conference inspired, informed and with excess baggage from the business cards that I had collected.

Thank you for your welcome. I look forward to my next AAA conference.

YPPA Announces National College Advertising Competition Winners

On May 3rd, 1999 the Yellow Pages Publishers Association (YPPA) announced the winners of the third annual YPPA Student Creative Competition. College and university students nationwide were asked to develop a Yellow Pages ad campaign for Blossoms, a Chicago florist.

Three winning student/teams and four honorable mention student/teams will share a total of \$12,000 in prizes between team members and their respective

colleges. Western Michigan University (Kalamazoo) took first place out of 265 entries from 41 schools nationwide. Second place was awarded to students from Casper College (Wyoming) and third place went to another team from Western Michigan University. Honorable mentions were awarded to teams from Temple University (Philadelphia), University of Northern Colorado (Greeley), and Western Michigan University.

AAFI's Advertising Hall of Fame

In March of this year, the American Advertising Federation (AAF) inducted four industry giants to its Advertising Hall of Fame, the industry's highest honor for lifetime achievement in advertising. The industry giants included Jay Chiat, Milton Gossett, Burt Manning, and Lester Wunderman.

Over the past 50 years, only 146 advertising professionals have been inducted into AAFI's Advertising Hall of Fame, including the names listed above.

In honor of AAFI's 50th anniversary, six "Legends of Advertising" were also inducted into the Hall of Fame in a one-time, special ceremony to recognize great advertising champions who previously were passed over for nomination but in retrospect, merited this honor. The legends included Joyce C. Hall, Marion Harper Jr., John Kennedy, Leonard Matthews, Frank Stanton, and Janet Wolff. For more information email Janet Moeller at jmoeller@aaf.org or visit www.AAF.org.

Reminder

AAA offers "one-stop shopping" with regard to address changes. If people forward their new addresses to Dr. Robert King in writing (via e-mail, fax, or regular post, but not over the phone), he can take care of all AAA address changes: JA, Newsletter, Proceedings, Directory listings, Regular mailings, etc.)

**[Call for Papers: American Academy of Advertising:
Marriott, Newport, Rhode Island, April 14 - 17, 2000.](#)**

People News

Marla Royne Stafford, University of North Texas, has been promoted to Associate Professor with Tenure, effective Fall 1999.

On a personal note, Tom and Marla Stafford would like to announce the birth of their son, **Joseph Carroll**. Joseph was born on April 22, 1999 and both Marla and Joseph are doing well.

Avery Abernethy of Auburn University has been promoted to full professor effective Fall, 1999.

Helen Katz, has recently joined Zenith Media Services as Senior Vice President, Director of Strategic Resources. After 10 years in Chicago, she and her family are relocating to New York. Helen's new email is: helen.katz@zenithmedia-na.com.

Kara Chan of Hong Kong Baptist University will stay with Bradley University at Illinois for the academic year 1999-2000 as Fulbright scholar-in-residence during her sabbatical leave.

Gordon Miracle, Professor of Advertising Emeritus, Michigan State University, conducted a 46-hour seminar on International Marketing Communication for graduate students at the Università Cattolica del Sacro Cuore in Milano, Italy, February 26 - March 12, 1999. For more information on the seminar, please contact Gordon at: miracle@pilot.msu.edu.

Bob and Helene King, have recently celebrated their 43rd wedding anniversary. Congratulations and may you celebrate many more.

A New Webmaster!!

Joe Bob Hester of Texas Tech University has been selected to serve as the new AAA Webmaster. In addition to maintaining the AAA website, he will Chair the AAA Task Force on Electronic Publishing.

The Publications Committee would like to thank those who volunteered to serve as Webmaster. There was an extremely strong candidate pool and we appreciate your willingness to serve the Academy. We also want to thank **Jef Richards**, University of Texas-Austin, for his years of service as AAA Webmaster.

New Book

John R. Rossiter and Peter J. Danaher have a new book titled, *Advanced Media Planning*. The book covers media strategy and includes new media planning software. It is suitable for media planning courses or as a supplement for advertising management courses, and for practitioners. For more information contact Carolyn.Oneil@wkap.com or telephone (781) 871-6600.

Call for Papers: Society for Consumer Psychology, San Antonio, Texas, Feb. 3-5, 2000

The Society for Consumer Psychology (SCP) will be holding its Seventh Annual Winter Academic Conference in San Antonio immediately before the AMA Winter Educators Conference. There will be a series of concurrent sessions comprised of a mixture of special sessions, competitive paper sessions, practitioner sessions, and invited talks.

Competitive Paper submissions should be no longer than 12 pages (including bibliography and tables). This limit is to encourage authors to describe their research to the reviewers in a succinct manner. Ph.D. Student Poster Session Proposals should follow the competitive paper format and a Ph.D. student must be the first author.

Special Topic Session Proposals should include (a) the rationale for the session, (b) a list of participants, and (c) a one-page abstract of each paper. More details are available at the SCP web site at <http://www.cob.ohio-state.edu/scp/>.

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For longer items, please use e-mail or send an IBM-formatted disk.

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