



Newsletter

An Official Publication of the American Academy of Advertising

February 1988

Advertising Program News

George Washington Wins General Motors Marketing Competition

George Washington University won top honors in General Motors Intercollegiate Marketing Competition last year. The students, with faculty advisor, Lynda Maddox, created an advertising campaign for GM's Pontiac Fiero. Hot Times, Easy Money, was the winning slogan that brought \$15,000 to the program.

Texas Tech Receives Apple Computer Grant

John Sweitzer, director of graduate studies, Texas Tech, received a grant from the Dallas Marketing Office of Apple Computer Company. The purpose of the grant was to conduct a Macintosh computer awareness campaign on the campus. Included in the grant were two Macintosh SE computers, a Laserwriter Plus, an ImageWriter II, Apple and other software, and a \$1,500 budget. The total grant is worth over \$11,000. The hardware and software is on permanent loan to the Department of Mass Communications. This program was the first cooperative venture for Apple Computer and a university in conducting an on-campus awareness project.

Michigan State Celebrates 30th Anniversary

The Department of Advertising at Michigan State will observe its 30th anniversary during the 1987-88 school year. A commemorative pin, an alumni newsletter, and several special events have been planned to celebrate the event.

Chicago AAA Conference Meets April 8-11

The 1988 Annual Conference of the American Academy of Advertising will be held at the Chicago Marriott Hotel, and hosted by Northwestern University. Highlights of the conference include: a "Taste of Chicago" buffet reception, hosted by Chicago Magazine; luncheon speakers from Young and Rubicam, Leo Burnett, and Information Resources Incorporated; a trip to the Museum of Broadcast Communications, and a stop at Chicago comedy spot, Second City.

Conference paper sessions with the following topics have been scheduled: Message Research, Message Development, Media Models and Research, Cross-cultural and Multinational Advertising, Research Methodology, Research Approaches, Advertising Theory and Practice, Advertising Education and Research, Advertising Practice, and Consumer Behavior. Over fifty members of the Academy are expected to participate in these presentations.

Conference materials have been mailed to AAA members. Registration fees for the 1988 Conference are \$110 (member fee by March 11/\$140 after) and \$135 (non-member fee before March 11/\$165 after). Registration fees include access to all scheduled events, including professional sessions, the Taste of Chicago reception, luncheons on Saturday and Sunday, light buffets on Saturday and Sunday, Museum of Broadcast Communication, Second City and coffee. All active AAA members will receive a copy of the Conference Proceedings.

American Airlines is offering special rates for the AAA Conference. Members of

the Academy should have received their Conference mailing by now. If you need more information or materials, contact:

Martin Block
Medill School
Northwestern University
1813 Hinman Avenue,
Evanston, IL 60208.
Telephone: (312) 491-5298

AAF Seeks Nominations for Advertising Educator Award

After a successful introduction of the Distinguished Advertising Educator Award last year, the AAF is again soliciting nominations for the 1988 award. Nominees are judged in the areas of teaching excellence, research, writing, student advisement, participation in regional or national professional advertising organizations, community service, professional experience, teaching experience. The 1988 recipient will receive an elegant framed certificate and will be flown to the 1988 AAF National Advertising Conference, June 18-21 in Los Angeles. Philip Ward Burton of Indiana University was the first recipient of the award. For more information, or nomination forms, please contact: Ann K. Bowman, Director of Educational Services, American Advertising Federation, 1400 K Street NW, Suite 1000, Washington DC 20005. Telephone: (202) 898-0089

Academy People

Roxanne Hovland joined the advertising faculty at the University of Tennessee in the Fall. She and **Gary Wilcox**, University of Texas-Austin, have edited a collection of readings called *Advertising in Society*, due out in early 1988 by National Textbook Company.

Fundamentals of Advertising Research, 3rd Edition, authored by **Alan D. Fletcher**, Louisiana State University, and **Thomas A. Bowers**, University of North Carolina, was published in January by Wadsworth Publishing Company.

Tom Bowers was an invited participant in a conference of Brazilian journalism educators and journalists, held in Rio de Janeiro. He said the discussions were like similar conferences in the USA: educators complained about low pay, poor equipment and lack of respect; journalists complained about students who can't write in their native language and who do not want to work for small newspapers in the provinces.

A seminar on public relations education was presented in Harare, Zimbabwe by **Gene G. McCoy**, University of Arkansas at Little Rock, last year. The event was the International Public Relations Association Educator's Seminar.

John R. Rossiter and **Larry Percy**, have recently authored a book titled, *Advertising and Promotion Management*. The book is published by McGraw-Hill.

An article about semiotic analysis of an ad, titled "Adverteasement," was authored by **Richard D. Zakla**, Rochester Institute of Technology. The article appeared in *Semiotica*.

Pat Stout, University of Texas-Austin, is working with a core group of individuals on research addressing AIDS-related issues. She is interested in hearing from others working on similar projects.

Temple University faculty member, **Jim Marra** is working on a book about creativity and idea generation with emphasis on advertising and the arts. He has also authored an article for *Journalism Educator* about the availability and value of student advertising competitions.

Richard F. Beltramini, Arizona State University, was awarded one of four Faculty Research Development Awards this year from the College of Business.

"Effective Media Strategy: Does Business as Usual Mean No Business," was the topic of a speech given by **Ron Kaatz**, Medill School of Journalism, Northwestern University, to the Retail Advertising Club of Chicago. Ron focused on how retailers must capture their best customers when they are in a prime buying mode, and motivate them to buy with a menu of new media options—some very untraditional.

Geoffrey P. Lantos, Stonehill College, appeared on the national syndicated "The Ed Busch Talk Show," on November 14, 1987, to discuss his paper, "A Theology of Marketing Ethics." The paper discusses morality and ethics in business and society. He co-authored a book, *Pricing Strategies and Policies* with **Gil Butarey**, Bentley College for the American Management Association.

Advertising copywriting instructor, **George C. Coakley**, San Jose State University, was one of ten visiting language educators who attended a creative seminar as the guest of Hallmark Cards in Kansas City, Missouri. The group attended creative writing presentations, and met with writers and editors on the Hallmark staff.

Marshall Rice, New York University, was recently a visiting professor in the Department of Management at Nankai University, Tianjin, China. While in China, he presented a paper on Western advertising techniques to the Beijing Advertising Corporation. He also presented a paper at the Wanda Research Institute in Canton.

"Developing an Effective Internship Program," was the topic for a speech given by **Ed Cerny**, Coastal Carolina College, to the Retail Advertising Conference in Chicago.

Gordon Miracle, Michigan State University, as the recipient of an AAAA educator scholarship, attended the AAAA Legal Affairs Seminar in New York in November. Gordon also chaired a session on International Advertising at the Annual Conference of the Academy of International Business, in Chicago, and presented a paper titled, "Whither Supranational Regulation in Europe?" He also received a best paper award at the International Symposium on Pacific-Asian Business, held at the Pacific Asian Management Institute, University of Hawaii, in January. The title of the paper was "Management Implications of Advertising Regulation in Japan and the USA."

Gina Garramone, Michigan State University, had a baby daughter, Megan Marie Roberts, in January.

Martin L. Bell, Rollins College, passed away on December 23, 1987.

INAME Announces College Winners

The three national winners of the 1987-88 INAME Foundation advertising competition were announced in New Orleans at the 140th INAME national sales conference. The winners were: First Place, J. Michael Christmas, University of Florida (Sponsor Prof. Elaine Wagner); Second Place, Anita Hatfield, Rex Robinett, Dave Smith, Bowling Green University (Sponsor Prof. Martha Rogers); Third Place, Joan Wildermuth, University of Oregon (Sponsor Prof. Ann Keding). The winners received \$500, \$250, and \$150 prizes, respectively. The three winners received an all-expense paid trip to the AAA Conference in Chicago, and to INAME's summer conference in Toronto from July 31-August 3, where honors presentations will be made. A matching award also will be given to the advertising department of each winning student.

Twenty-one attending professors took advantage of "Professor Sunday," a day-long program designed to provide professors with up-to-date information about the newspaper advertising industry. Multimedia presentations as well as print resources about the business were made available.

The day-long program is an expansion of the INAME Educator Seminar that began in 1979. More than 100 professors from universities across the country have been honored at this annual all-expense paid invitational, formerly conducted at the Newspaper Advertising Bureau headquarters in New York. INAME's July 1987, San Diego conference was the first to offer a professor program within the major conference. Organizers believed that by bringing the professor seminar within the INAME conference, there would be much more interaction between newspaper advertising professionals from daily newspapers and the leading university advertising professors.



Call for Papers

Journal of Social Behavior and Personality

The *Journal of Social Behavior and Personality* will be publishing a special issue on "work and family." Papers from all perspectives are welcome. The two most important life roles for the majority of people are work and family. Yet little research has addressed the reciprocal relationship between them. This is an interdisciplinary area with room for contributions from many perspectives. Empirical and theoretical articles should be submitted by March 30, 1988. Commentaries on a lead paper are also invited. Please contact the editor if you are interested in doing such a commentary. The lead paper is by Dr. Patricia Voydanoff. Section Editor: Dr. Elizabeth Goldsmith, Department of Home and Family Life, Florida State University, Tallahassee, FL 32306; (904) 644-6021.

Journal of Mental Imagery

Preparations are underway for a special, interdisciplinary issue of the *Journal of Mental Imagery* dealing with business and organizational applications of imagery. Reviewers are also needed. Parties familiar with imagery issues in marketing are encouraged to apply. Persons interested in submitting marketing-oriented research should submit five copies of completed manuscripts (or proposals for research which can be completed by June 1) to: Professor Gary L. Sullivan, Marketing Editor, *Journal of Mental Imagery*, Department of Marketing, University of Texas-El Paso, El Paso, Texas 79968-0539.

Career Days Introduce Students to Direct Marketing

The Education Committee of Direct Marketing Day in New York held its first all-day program of the 1987-88 academic year at the Summit Hotel, NYC on Friday, November 13, 1987. The Career Day provided an overview of and explored opportunities in the \$93 billion dollar direct marketing field. An estimated 210 students majoring in marketing and related fields attended, with their professors.

The morning session of the day-long program provided an overview of the field.

Featured speakers were: Henry R. "Pete" Hoke, President of Hoke Communications, Inc., publisher of *Direct Marketing* magazine; Ed McLean, Creative Director McLean Creative Services; Christopher Geiger, Epsilon Data Management; Sandra Corpora, Creative Director and Ed Fones, Circulation Manager of Rodale Press; and Dennis Flavin, Publisher, McGraw Hill's *Business Week Careers*.

The afternoon session featured panels of young professionals and seasoned industry veterans, including: William Johnson, Assistant to the President, Publisher's Clearing House; Laurie Spar, Vice President, Direct Marketing Educational Foundation; Jay J. Bursky, Director of International Marketing, Printronic Corporation of America; and Barbara Plotkin, Creative Director, Muldoon Direct. Sessions closed with a computer site tour of the Printronic Corporation of America.

The upcoming all-day Spring program will be held on May 18, 1988 in conjunction with the Direct Marketing Day in New York, May 18-19, 1988 Spring conference at the New York Hilton Hotel in NYC, and includes the Exhibitors' Reception. The all day program opens at 8:00 a.m. and concludes at 8:00 p.m. Students and their professors may register by sending a check for \$10.00 to: Direct Marketing Day in New York, Education Committee, 65 Commerce Road, Stamford CT 06902. Information about other Education Committee programs can be obtained from Arleen Rossi at (516) 563-3380.

Dues Reminder

**Dues for 1988 should be mailed to
Bob King at the Citadel.**

Professor Robert L. King
The Citadel
Dept. of Business Administration
Charleston, SC 29409

AAA Calendar

March

- 30 Work and Family paper deadline for *Journal of Social Behavior and Personality*

April

- 1 AAF Distinguished Advertising Educator Award nominations due
- 8-11 AAA Annual Conference, Chicago Marriott Hotel

- 15 AAA Newsletter copy deadline

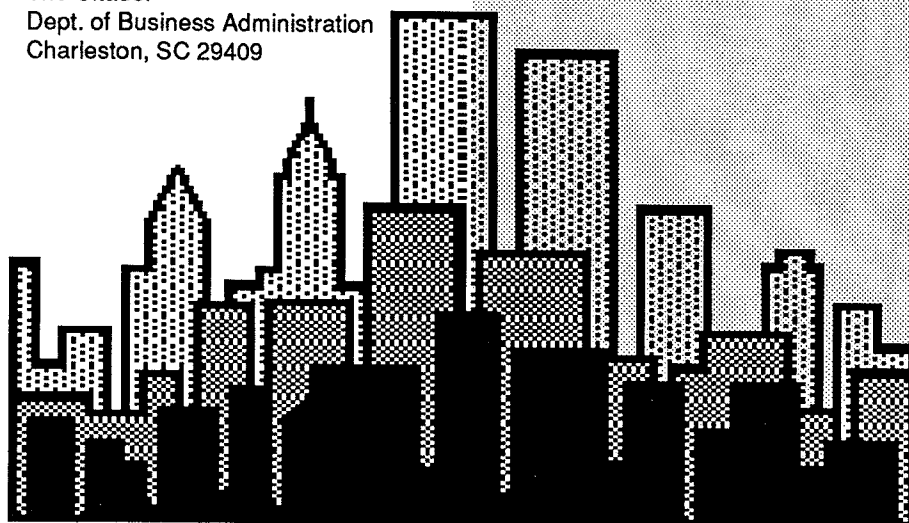
May

- 18-19 Direct Marketing Day in New York, New York Hilton

June

- 18-21 AAF National Advertising Conference, Century Plaza Hotel, Los Angeles

Please indicate on the Newsletter Information Sheet which events you would like listed in the Calendar, e.g. AMA or ACR deadlines for papers, special journal issues, etc.



Placement

University of Kansas is seeking an *Assistant Professor* for a nine month tenure-track position (contingent on funding approval), with possibility of summer employment. Starting date is August 16, 1988. Salary range, \$25,000-\$30,000. Duties include research, teaching, and service in advertising and mass communications. Responsibilities include advising, committee work, and service to the school and advertising profession. Qualifications are earned doctorate or ABD, minimum one year professional advertising experience. Contact Prof. Tim Bengtson, William Allen White School of Journalism and Mass Communications, University of Kansas, Stauffer-Flint Hall, Lawrence, KS 66045-2350. Telephone: (913) 864-4755. Letter of application, vita, and list of three professional or academic references should be submitted. Applications will be accepted until the position is filled. The University of Kansas is an Equal Opportunity/Affirmative Action Employer.

Texas Tech University has two openings for Fall 1988, at the *Assistant* or *Associate Professor* level. Applicants must be able to teach principles and at

least one specialty area. Preference given to those with Ph.D. and practical experience. Applications will be accepted until the positions are filled. Send a letter of application, vita, and three references to Aston G. Thornhill, Chair, Search Committee, Department of Mass Communications, P.O. Box 4710, Texas Tech University, Lubbock, Texas 79409. Texas Tech is an Equal Opportunity/Affirmative Action Employer.

The University of Oklahoma has three or four tenure-track faculty vacancies at the rank of *Assistant Professor* because of early retirement incentives. Starting date for these positions is August, 1988. Successful candidates would be expected to teach and advise in the M.A. program, and at the undergraduate level. Teaching specializations sought include: advertising, public relations, and print journalism. Candidates for the advertising specialization will teach primarily in the creative and campaign areas; public relations candidates will teach primarily writing and message production. In addition to a specialty, candidates would be expected to teach in a supportive area, such as graphics, law of mass communication, print or broadcast media management, and/or mass communication theory and methodology. Ph.D. and minimum two years quality professional experience within the last 10 years required for all positions. ABD's will be

considered. Salary competitive for rank. Applications will be accepted until the positions are filled. Applicants should send a letter of application, curriculum vitae, and three letters of reference to: Dr. Judy VanSlyke Turk, Chair, Search Committee, School of Journalism and Mass Communication, University of Oklahoma, 860 Van Vleet Oval, Norman, OK 73019. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer.

Simon Fraser University, marketing area, is looking either for a *visiting professor* or for a colleague on sabbatical who wishes to do some teaching for the 88/89 academic year. The area is seeking a research oriented individual interested in interacting with faculty, and graduate students. Every effort will be made to accommodate the teaching preferences of the visiting professor. Semesters are 13 weeks long with a month break between semesters. Subject to final budgeting confirmation, offers are anticipated during February or March of 1988. Those applying are requested to contact Judy Zaichkowsky, Faculty of Business Administration, Simon Fraser University, Burnaby, British Columbia, V5A 1S6, Canada. [Editor's note: I was not able to contact Simon Fraser University before press time to confirm this request for applications.]

The Next Newsletter

In order to publish information about the AAA Conference, this newsletter issue was postponed until February. Several changes have been made in the look of the newsletter. These changes were necessary because of incompatible software updates.

The Industry Dialogue and Teaching Resources section will be continued in the next issue. Another feature will be a new column for working papers, suggested by Pat Stout. The newsletter will list titles, and addresses where the papers can be obtained.

Please forward any suggestions you have for improving the content of the newsletter. Program news has been slow to arrive. Most information is printed.

A late April mailing date is planned for the next newsletter issue, so the deadline for copy will be April 15th.



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FIRST CLASS