



Newsletter

An Official Publication of the American Academy of Advertising

December 1988

Advertising Program News

International Advertising Course Planned

Hall Duncan met with the Executive Director and Staff of the Communication School, Hong Kong, on November 25th to plan a two-week course on International Advertising/Marketing Communications, scheduled for July 30-August 12, 1989. The theme is, "Reaching Asian Markets Effectively." University credit can be given at the graduate or undergraduate level. Four U.S. professors are needed to assist the international faculty. Please write Hall if interested at P.O. Box 1639, Harrison, AK 72601. Phone (501) 741-9534. Enrollment will be limited to 20 students.

University of Illinois Program Highlights

The University of Illinois Minority Postdoctoral Fellowship Program is a one year (or possibly two year) fellowship program to train minorities for research careers. U.S. citizens or permanent residents interested in postdoctoral opportunities in advertising should contact Professor Kim Rotzoll, Head, Department of Advertising, University of Illinois, 119 Gregory Hall, Urbana, IL 61801.

Barton Cummings, former CEO of Compton Advertising, and member of the Advertising Hall of Fame, delivered the annual James Webb Young Fund Address of the Department of Advertising in November, and also visited classes as Adjunct Professor of the Department.

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1989-90 AAA Research Proposals Solicited

The Academy is seeking research proposals to be considered for the 1989-90 AAA Research Grants. Four individual awards of up to \$1,500 will be made. Two awards will go to junior faculty (less than 6 years); two will be awarded to senior faculty.

Research proposals involving contributions to advertising theory, advertising practice, and curriculum/instruction will be considered in terms of meritorious contributions to advertising education. The research methodology can be either empirical or descriptive, quantitative or qualitative in its approach.

Awards will be limited to American Academy of Advertising members. Those in the process of acquiring a terminal degree are excluded from consideration. One-person proposals are desirable.

Each proposal must include the following parts.

Proposal Outline

A. Description. A clear, complete explanation of the study intelligible to those outside the proposer's expertise.

B. Statement of relevance. A brief discussion of how the study meets the needs of advertising education and/or theory.

C. Project goals. An outline of specific and clear objectives.

D. Relevant literature. A discussion of current research in the project's topic area.

E. Feasibility. A discussion of completion time, facilities and staff availability.

F. Budget itemization. An outline of projected costs, including adjunct funding from other sources.

G. Calendar. A stepwise progression of activity showing anticipated completion dates.

Publication

The *Journal of Advertising* has first rights on all published work coming from this grant research. Also, grant recipients must agree to present findings of their study at the first Academy conference following completion of the research project.

Supporting Material

Accompanying each proposal should be a curriculum vita for the researcher(s).

Completion Date

All projects must be completed within five years of the award date with written progress reports due September 15th to the chair of the AAA Research Committee.

Deadline

Five copies of the proposal and supporting materials should be submitted by **January 20, 1989** to: Hugh Cannon, Department of Marketing, Wayne State University, 5201 Cass Avenue, Detroit, MI 48202. Telephone: (313) 577-4551, office; (313) 477-5938, home.

The Next Newsletter

The next newsletter will be the pre-conference newsletter. News deadline will be February 20th; mailing date, March 1, 1989. Don't forget to send Program and People news. Thanks for your help with the newsletter this past year.

Academy People

Don Hendon, University of Tennessee, co-authored the annotated bibliography, *American Advertising* (Garland), with **Emelda Williams**. He is also working on two books to be released in 1989.

Tommy V. Smith, University of Southern Mississippi Doctor Program, joined the advertising faculty at Kansas State University.

Wayne State University appointed **Hugh Cannon** to the Adcraft Club/Leonard Simons-Larry Michelson Professorship in Advertising. The Professorship is funded, in part, by a \$280,000 endowment created by contributors from Adcraft Club of Detroit members and the family and friends of Leonard Simons and Larry Michelson, founders of Simons Michelson Zieve Advertising.

Pat Kelly, Wayne State University, has been appointed to the K-Mart Endowed Chair in Marketing. The Chair is fully endowed by a \$2,000,000 gift to the Department of Marketing. Pat was previously the holder of the K-Mart Professorship in Marketing.

Hall Duncan, University of Arkansas, Fayetteville, was Professor in Residence at the College of Journalism and Communications, University of Florida, October 12-15. He will be presenting lectures for businessmen and women next year in Canadian and Asian markets. Hall is also preparing illustrations for a new "Going into Business" book for small businesses in Southern Africa.

Thomas R. Hartley, Oklahoma State, presented his second successful international teleconference for retail advertising in October. Over 40 sites participated in the three-hour interactive hook-up with the OSU campus in Stillwater. The first teleconference was in June, 1986.

On December 6th, **Ron Kaatz**, Medill School of Journalism, Northwestern University, keyed the annual ARF Electronic Media Conference. His title (appropriately timed)... "Is this the Beginning of the Countdown to Electronic Media's Pearl Harbor?"

After injuring three fingers of his left hand while using a table saw, **Walter Welr**, Temple University, is finishing a book titled, *A Definitive Guide to Provably Effective Advertising*.

From the President

In early 1987, prior to the Academy Conference in Las Vegas, you honored me in the election for the 1989 Presidency. As this term begins, I want to thank you for the trust you've placed in me and the other incoming officers, and share with you some news and some hopes.

The best news is that the Academy will begin 1989 in robust condition, based on the successful past efforts of so many. In 1988, membership reached an historic high of over 600. The bulk of our new members came from organizations with somewhat allied interests, such as the Association for Consumer Research. Our conference in Chicago, last April, was a professional and social success, and the Academy is grateful to Martin Block and his Northwestern University colleagues for hosting the program. The Incoming Executive Committee inherits leadership responsibility for an organization that has matured with the guidance of our predecessors. We give you our pledge to continue on this path.

During the next month, three Academy matters need your attention: nomination of future officers, beginning committee work and planning for the March '89 Conference.

By now, all members should have received an *88-89 AAA Directory*. In it was placed a ballot for nominating the 1990 slate of Academy officers and a form for nominating Academy Fellows. It is not yet too late to take a hand in shaping our future by your nominations. The deadline for both categories of nomination is January 1st. The Constitution, reprinted in your *Directory*, describes eligibility criteria for Fellows, and it gives a brief job description for each Academy officer. If you haven't yet made your nominations, please consider doing so. The Academy, as any other organization, depends on a progression of its members to take up the duties of formal office, and to give fresh perspective. Please send the names of the best-qualified members you know.

Committee chairs for 1989 have been assigned, and your offers to serve have been matched, insofar as possible, with committee memberships. When asked to contribute to the welfare of the Academy, your responses were an overwhelming affirmation of your willingness to work for the organization's future. Collectively, they bode well for continued growth and health. Committee recommendations and reports will be an important part of the March Conference.

This year, it seemed useful to form two new committees, in addition to those already established. Over the years, AAA has developed extensive liaison with parts of advertising practice. My guess is that these relationships are sufficiently numerous and specialized that they have become less coherent contributors to the Academy than they might be. The Committee on Industry/Academy Relations has been formed and charged to examine the ways in which the Academy can and should interact with various practitioner groups in ways that foster our advertising education mission. I hope their work leads to a rational standard for interaction, one that recognizes the importance of realism in advertising education, while it also sustains the position that the Academy and its good name are not for casual hire. The Committee for International Advertising Education is a creature of members' insistence, and the rationale for its formation is almost impossible to refute. This Committee is assigned the task of recommending a strategic role, as well as tactical programs for the Academy, in this hitherto neglected area.

Our annual Conference, scheduled for March 17-20, 1989, at the San Diego Hilton, promises to be the organization's professional highlight again. This year, the meetings include a rich collection of competitively selected research papers, special topics sessions and plenary sessions. Much of the Academy's business will be conducted there, as well as the personal exchanges that prompt books, papers, research projects, classroom materials and the widening of our circles of acquaintance. Many of us have enjoyed the climate and culture of San Diego before. There are apparently no exceptions to the rule that plans for a repeat visit are part of the departure process. First-time visitors can anticipate a gentle, comfortable, outdoor climate and an unusually full range of cultural and recreational activities. Convention facilities are located directly on Mission Bay. Full details will reach you early in the new year. There is no truth to the rumor that a windsurfing race will be held among past and present *Journal* editors. I hope you will plan to take advantage of this opportunity for intellectual and personal refreshment.

All good wishes for the holidays and the New Year!

Anthony McGann

Calls for Manuscripts and Papers

Werbeforschung und Praxis (Advertising Research and Practice)

A long-established Austrian/German scholarly journal seeks quality articles. The journal has a circulation of about 6,000 scholars and managers, mostly in German-speaking countries in Europe. Occasional articles are published in English. The journal seeks contributions to theory and managerial practice that are relevant to advertising and other aspects of marketing communication.

In general, articles should be less than 4,000 words, or 15 double-spaced type-written pages, including all necessary tables, figures and references. Since the journal is seeking to become more international, articles from English-speaking scholars are of particular interest.

For further information, contact: Gordon E. Miracle, Department of Advertising, Michigan State University, East Lansing, MI 48824, (517) 353-3862.

Quality of Life (QOL) Studies in Marketing and Management

Conference and Special Issue in the *Journal of Business Research*, November 8-10, 1989, Virginia Tech, Blacksburg, Virginia. Quality-of-life studies in marketing and management are broadly defined to involve issues related to the effects of organizational variables on internal and external environments of organizations on the subjective and/or physical well-being of individuals, groups, communities, and/or society. Organizations can be business organizations, government organizations, educational organizations, etc. Several tracks are available. The deadline for paper submissions is May 30, 1989. Since submissions are made to track organizers, those interested in submitting papers should obtain the full Call for Papers from: M. Joseph Sirgy, Department of Marketing, Virginia Tech, Blacksburg, VA 24061, (703) 961-5110.

Professional Recruitment Aim of Placement & Faculty Development Committee

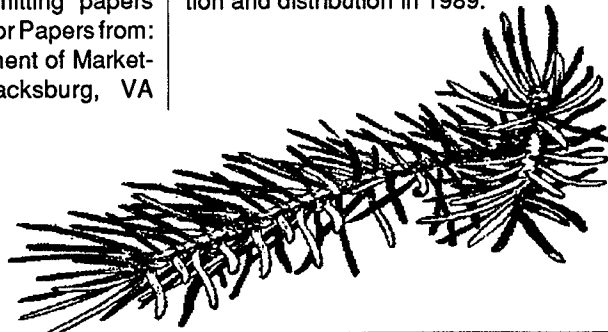
This year's Placement & Faculty Development Committee has been busy working on the recruitment of qualified professionals into academia. With a shortage of Ph.D. applicants for positions, and increasing numbers of students, one solution is to improve recruitment among professionals.

To this end, Don Schultz at Northwestern did a survey to find out what the status was of two-track employment across the country. Some universities seem to be increasing the flexibility in their contracts with professionals. The results of this study would be particularly useful for ad departments negotiating with administrations for non-traditional contracts. Contact Don for a copy of the study report.

Hall Duncan took on the project of producing a handout for departments searching for faculty on how to improve recruitment announcements. More innovative announcements might attract the eye of a professional. It might also provide an edge in competing for new Ph.D.'s. Contact Dave Wesson or Hall Duncan for a copy of the handout.

Tom Duncan at Ball State, heading the Professional Liaison Committee for the AEJMC Advertising Division, has produced a study on the perceptions of professionals about entering teaching as a career change. If you would like to have a better idea of what the barriers are to recruiting professionals, ask for a copy of the report from Tom.

This year's project for the P&FD Committee is to produce a recruitment brochure directed at the professional pool. John Sweeney at North Carolina has written copy explaining the pros and cons of teaching, using material from Sandra Moriarty's study of professionals-turned-professor. With additional insight from two new studies, this piece should be ready for production and distribution in 1989.



AAA Calendar

January '89

1 Membership renewal for 1989 calendar year

20 AAA Research Proposals due to Hugh Cannon

February '89

1 New deadline, AMA "Microcomputers in the Marketing Curriculum Conference"

20 Newsletter Deadline

March '89

17-20 AAA Annual Conference San Diego Hilton Beach and Tennis Resort

April '89

1 AEJMC Advertising Division, Special Topics paper deadline

May '89

30 Quality of Life Studies Paper Deadline

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.

Advertising Program News Continued

Roy Bergold, Vice President of Advertising, McDonald's, gave a presentation on Advertising at McDonald's, in October.

The Board of Trustees of the James Webb Young Fund met on the University of Illinois campus in October. The fund, which will be celebrating its 30th anniversary in 1989, supports graduate education in advertising, as well as related faculty projects.

Placement

University of North Texas, *assistant or associate professor* wanted for Fall 1989. Master's required, Ph.D. preferred, for tenure track (pending budget approval). Strong background in the creative process and graphics required for teaching campaigns and copy and layout. For one with outstanding professional credentials, it may be possible to arrange a *Professional in Residence* appointment in lieu of the advanced degree. Application deadline, **January 15, 1989**. Send letter, resume, three recommendation letters to Journalism Search Committee, Journalism Department, University of North Texas, Denton, TX 76203-5278. Equal Opportunity/Affirmative Action Employer.

University of Georgia, Grady College of Journalism and Mass Communication has an opening for an *Assistant or Associate professor* of public relations beginning September, 1989. The position requires that candidates be qualified to teach a range of public relations courses. Candidates must excel in both undergraduate and graduate teaching. Candidates for Assistant Professor must possess a Ph.D. or be near completion and demonstrate evidence of research

potential. Candidates for Associate Professor must have a Ph.D. and a demonstrated research record. Salary is competitive based on qualifications and experience. Contact Dr. Len N. Reid, Department of Advertising & Public Relations, college of Journalism and Mass Communication, The University of Georgia, Athens, GA 30602. Closing date is **January 6, 1989**. The University of Georgia is an Equal Opportunity/Affirmative Action institution and especially seeks applications from minority and women candidates.

University of Wisconsin-Madison, School of Journalism and Mass Communication. One or more tenure-track positions beginning 1989-90. *Assistant Professor* preferred, unless qualifications require a higher rank. One position will be in advertising, ideally in both skills and research courses. Additional appointments possible in the areas of computer-aided graphics/photography, international communication, or in any of the School's research and professional areas. A record of, or potential for, research achievement is necessary. Appointment may be at tenured rank for someone with substantial professional accomplishments in

journalism, advertising, and/or public relations; high professional standing accepted in lieu of doctorate/research record. Send inquiries, vitae, and names of references by **January 15, 1989**, to Professor William B. Blankenburg, Search Committee Chair, School of Journalism and Mass Communication, University of Wisconsin-Madison, 821 University Avenue, Madison, WI 53706. Women and minority persons are particularly invited to apply. The University of Wisconsin-Madison is an Equal Opportunity/Affirmative Action Employer.

Editor's Note

If you have placement announcements you'd like placed in this section, you may call me and dictate the copy over the telephone. Please make sure the application deadlines are correct, and that contact persons are indicated. Unless there are many job openings, most copy can be used.

**Season's
Greetings**

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FIRST CLASS