

***1991 Call for Papers**

***International Experiences**



Newsletter

An Official Publication of the American Academy of Advertising

June 1990

Academy People

DeForrest Jackson, associate professor, advertising department, college of communications, at the University of Tennessee will teach advertising and marketing during the May through July trimester at the University of Porto in Porto, Portugal in a new MBA program headed by Carlos Barral. This teaching effort is the second part of a serial Fulbright lectureship. In 1988, he began this Fulbright experience at the Universidade Nova de Lisboa in Lisbon, Portugal. There, he taught the first class ever offered in advertising within the country in the only MBA program in the country.

Ivan Preston has scheduled a seminar entitled *Advertising Claims: Using Evidence to Back Them up* on August 20, 1990. The seminar uses information he has compiled in writing a number of law review articles on deceptiveness in advertising and emphasizes the use of consumer survey evidence for coping with a legal complaint or for keeping a complaint from happening in the first place. The seminar is designed for both attorneys and advertising professionals and will be held at the University of Wisconsin in Madison, Wisconsin. In May, he participated in an Ethics in Marketing workshop at Harvard University where he discussed the method and results of his deceptiveness research. He is also writing a law review article on changing and improving the definition of deceptiveness that

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1991 AAA Conference set for Reno, Nevada

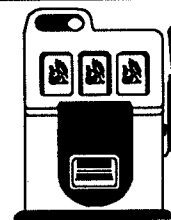
How does the American Academy of Advertising top Orlando? By scheduling the 1991 Annual conference at Bally's Reno in Reno, Nevada, from April 5 to April 8, 1991.

Call for papers and proposals for special topics

Papers: You are invited to submit theoretical, methodological, empirical, philosophical or other papers relevant to advertising for possible presentation at the 1991 American Academy of Advertising meetings.

Papers must conform to the style and guidelines of the *Journal of Advertising*. Only completed papers will be eligible for review. Authors of accepted papers may choose to have either the full paper or an abstract published in the *Proceedings* of the conference. Papers submitted to AAA should not be pending at other journals or conferences.

Special topic sessions: Special topic sessions and workshops are designed to foster active dialogue among participants on topics which do not fit comfortably into a competitive paper format. Examples might include creative topics, pedagogical matters, and current practitioner issues. If you wish to organize such a session, please submit a proposal describing the topic, purpose, format for the session, and the presenters. Preference will be given to more detailed proposals.



Deadline: All submitted materials must be postmarked no later than **October 12, 1990**. Send four (4) copies of your paper or special topic session proposal along with a 3"x5" card listing its title, the names and addresses of authors and/or participants, and the telephone number of the person to be contacted regarding questions to:

Competitive papers: Dr. Rebecca H. Holman, D'Arcy Masius Benton & Bowles, Inc., 1675 Broadway, New York, NY 10019-5809, (212) 468-3420.

Special topics proposals: Dr. Patricia Stout, Department of Advertising, CMA 7.142, The University of Texas at Austin, Austin, TX 78712, (512) 471-1101.

Questions about facilities: Dr. Kim Rotzoll, Department of Advertising, 119 Gregory Hall, 810 South Wright Street, University of Illinois at Urbana-Champaign, Urbana, IL 61801, (217) 333-1602.

Academy elects officers for 1991

The newly elected officers of the Academy for 1991 are: Pat Stout, President Elect, Rebecca Holman, Vice President, Kent Lancaster, Treasurer, Karen King, Secretary. Kim Rotzoll will serve as president.

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regulators use. While definitions have been written and discussed in recent years, they have been far less complete than his.

A new text, *An Introduction to Advertising and Promotion Management* by George Belch and Michael Belch at San Diego State University was available in mid-March. The book is published by Richard D. Irwin.

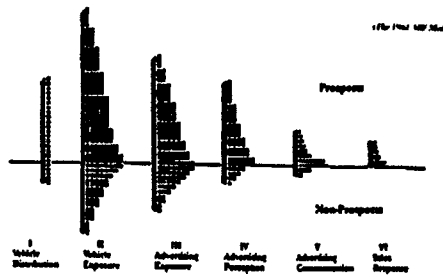
Carol Tripp will be an assistant professor of marketing at Western Illinois University in Macomb, Illinois. Her appointment begins Fall 1990. She specializes in promotional strategy and consumer behavior.

Michael McBride, advertising sequence coordinator at Southwest Texas State University, has been promoted to professor, effective Fall 1990. He has taught in the department of journalism at SWTSU since 1983.

Gary Wilcox from the University of Texas at Austin will assume the responsibilities of chair of the department of advertising effective Fall 1990. Ed Cundiff from the same university will continue his teaching and research. Pat Stout is associate professor with tenure effective Fall 1990 at the same university. She will be serving as graduate advisor for the department beginning Fall 1990.

Cathy J. Cobb-Walgren, Georgia State University, recently received the distinguished professor award given by Mortar Board Senior Honor Society. Her research on "The Commercial Climate" will appear in the 1990 edition of *Current Issues and Research in Advertising*. In addition, she has an article entitled, "Why Teenagers Don't Read All About It" forthcoming in the summer issue of *Journalism Quarterly*.

Brigit L. Wassmuth was the Gannett Distinguished Visiting Professor at the University of Florida's College of Journalism during the Spring 1990 semester. She was instrumental in introducing desktop publishing into the editing and graphics course and into the public relations curriculum.



Symposium revises 1961 media model

On June 27, 1989, a symposium was held at Northwestern University to discuss proposals for changes in the 1961 media model, presented above, that has become so famous throughout the years.

The symposium was co-sponsored by the Advertising Research Foundation (ARF) and Medill School of Journalism. Co-chairs were Steve Phelps, media director, Ross Advertising, St. Louis, and Jack Sissors, professor, Medill School of Journalism.

Fourteen speakers were given about 20 minutes each to present their recommendations for changes, and a discussion followed each group of four speakers.

Seymour Banks, former director of media research at Leo Burnett and also chair of the original ARF committee that devised the 1961 model was the featured speaker.

Copies of the symposium talks are reported in the Fall 1989 issue of the *Journal of Media Planning* and are available for \$20 from Jack Sissors, Medill School of Journalism, Northwestern University, 1813 Hinman, Evanston, IL 60208.

Europe exchange planned for October

The Travel Key/U.S. Exchanges have planned an advertising and marketing professional exchange with counterpart groups in Berlin, Prague, Budapest, and Vienna from October 12, 1990, to October 25, 1990.

Herbert Ahlgren is the coordinator for the planned October trip. Before

his retirement, he was a vice president for the Association of National Advertisers.

The itinerary includes round trip air fare from JFK Airport in New York to Berlin and return from Vienna via Austrian Airlines. Three night stays will take place in Berlin, Prague, Budapest, and Vienna at four star hotels. American breakfasts will be included with the trip with all other meals and personal incidentals an extra expense to each participant. The itinerary also includes a half-day sightseeing in each city, transfers by deluxe coach, a flight from Prague to Budapest, and a professional exchange program in each city.

The per person cost will be \$3,100, based on double occupancy. Interested Academy members may write Ahlgren at 41 Old Road, Westport, CT 06880, or may call (203) 255-3018.



Advertising conference to be held in China

Academy members are extended an invitation to attend the First China International Advertising Conference and Exhibition held in Beijing, China on October 15 through October 17, 1990. Members who would like more information on the conference or would like to register for the conference may contact Xu Bai-Yi at Suite 301, House Number 1, Lane 536 Sin Hua Road, Shanghai 200052, China.

Placement

will be considered. Starting date is August 20, 1990. Submit letter of application, current vita, and names and addresses of three references to: Professor Linda Shipley, Advertising Search Committee, College of Journalism, University of Nebraska-Lincoln, Lincoln, NB 68588-0130. Women and minorities are especially encouraged to apply.

The Ohio State University, School of Journalism, has an opening for Assistant Professor of Journalism, tenure track, in advertising sequence. Teaching responsibilities include courses in advertising and other possible teaching interests of the candidate. You will be expected to build a record of excellence in teaching, service, and scholarly research or professional publication. Ph.D. with advertising experience or M.A. with extensive advertising experience required. Salary is competitive and commensurate with experience. Appointment begins September, 1990. Letter of application and vitae should be sent to: Sharon Brock, acting Chair, Ohio State University School of Journalism, 242 W. 18th Avenue, Columbus, Ohio 43210. AA/EOE. We encourage inquiries from women and minorities.

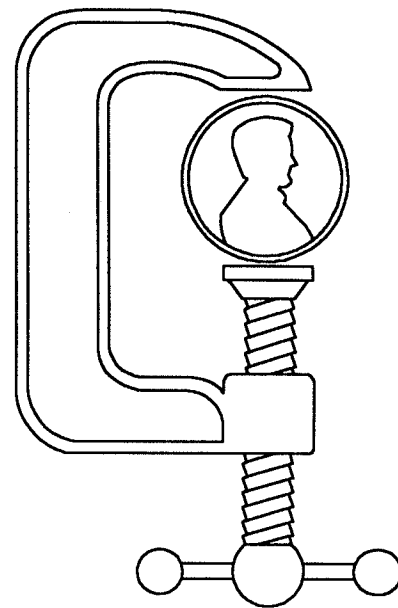
Pepperdine University has a position open in advertising. Duties include teaching advertising courses in one or more of the following areas: advertising fundamentals, media planning, and advertising campaigns. An interest and ability to teach in the broader mass communication core is also desirable. Salary is competitive and negotiable within ranks. A Ph.D. is required and successful college teaching experience is preferred. A candidate should have a strong record of potential for research and scholarly activity as well as a genuine commitment to excellence in teaching. All positions are open to applicants at the Assistant, Associate and Full Professor rank. A letter of application, vita, three letters of reference,

evidence of scholarly work, and teaching excellence should be sent to: Dr. Don Shores, Chair, Communication Division, Pepperdine University, Malibu, CA 90263. EOE. Minorities and women are encouraged to apply.

Middle Tennessee State University, Department of Journalism has an opening for tenure-track Assistant or Associate Professor to teach advertising and advise students. Ability to teach in the areas of copy and layout, graphics and/or desktop publishing helpful. Professional experience required. Master's degree required, Ph.D. preferred. Salary and rank commensurate with experience. Appointment is effective Aug. 1, 1990. Send resume and three letters of reference to: Dr. Larry Burriss, Chair, Department of Journalism, Middle Tennessee State University, Murfreesboro, TN 37132. Women and minorities are encouraged to apply. AA/EOE.

University of Washington, School of Communications has an opening for Assistant Professor, tenure-track position in Advertising. Teach undergraduate and graduate courses in advertising, especially in areas of copywriting, media planning, and campaigns. Conduct research and direct graduate students at master's and doctoral level. Doctoral degree in Mass Communications or related discipline is required. Strong grounding in Marketing. Some professional advertising experience. Master's with extensive professional advertising experience will be considered. Demonstrated potential for effective teaching and productive scholarship. Competitive salary depending on degree, qualifications, and professional experience. Appointment at more senior rank may be possible for applicants with exceptional scholarly records. Qualified applicants should submit a letter expressing their teaching and research interests, a detailed vita and the names of three academic/professional references to: Chair, Search Committee, School of Communications DS-40, University of Washington, Seattle, Washington 98195. Female and minority candidates are strongly en-

couraged to apply. Preference will be given to applicants who can serve well an increasingly diverse University



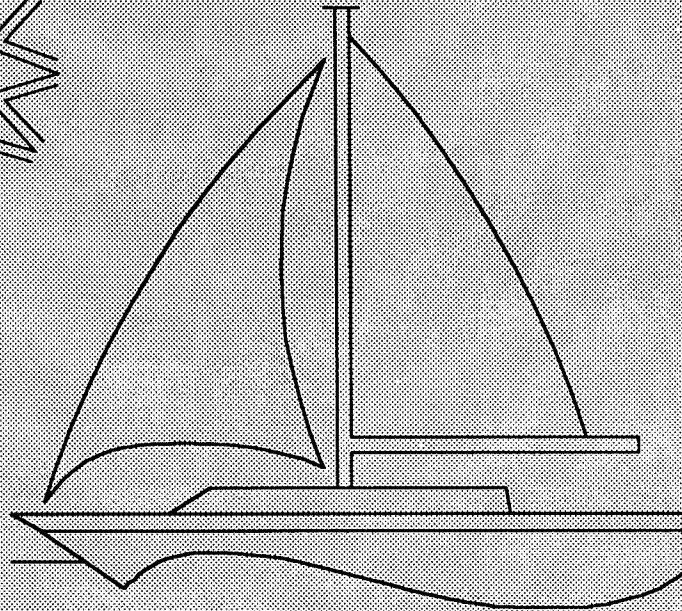
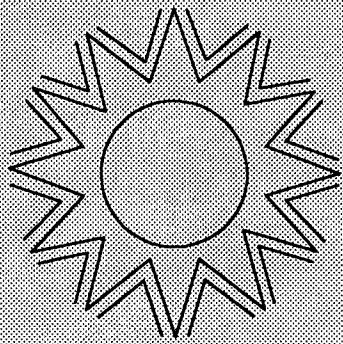
Fax Facts

I would like to thank all of the contributors to this issue of the *AAA Newsletter*. At the request of contributors, the FAX number at YSU has been included on the response sheet.

However, as the system at our school stands now, our department is charged *\$.50 per page* for each FAX. There have been stirrings of a FAX machine being located in the school itself which may alter the charges, but as this issue goes to press, I don't know what the charges will be let alone the telephone number.

I ask that contributors use the FAX option only in the case for short communications or for fast-breaking news, or I will have to add the costs of the FAX's to my printing bill to the Academy, and then you'll have to answer to **Bob King.--JSR**

Have a restful, yet productive, summer!



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