

- *Publication opportunities
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Newsletter

An Official Publication of the American Academy of Advertising September 1990

Advertising Program News

This year, the University of Illinois Department of Advertising will be pleased to host two distinguished visitors.

The Department of Advertising Visiting Scholar will be Alice M. Tybout, professor, Kellogg Graduate School of Management, Northwestern University.

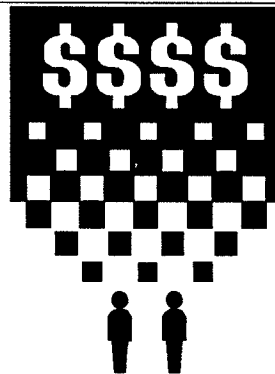
The Department of Advertising Visiting Executive will be Jonah Gitlitz, president, Direct Marketing Association.

The department is grateful to the Hearst Foundation for their generous contribution to the James Webb Young Fund for the support of minority graduate students. The first Hearst Foundation Minority Graduate Assistantships are being offered this year to qualified students in the department.

New group forms that may interest members

The Center for the Study of Commercialism has been formed to study, document, publicize, and when appropriate, oppose the infusion of commercial interests into various aspects of American life, ranging from education to sports to public broadcasting.

AAA members who would like more information on the organization may contact Michael Johnson or Suzanne Singer from the center by writing to 1501 16th Street NW, Washington, D.C. 20036 or by calling (202) 332-9110.



Winners of the 1990 AAA Research Fellowships announced

Youjae Yi of the School of Business of the University of Michigan and Annie Lang of the Edward R. Murrow School of Communication at Washington State University have been awarded Research Fellowships of \$2,500 each by the AAA Research Committee.

Yi's proposal, entitled "An Investigation of Ad Context Effects on Advertising Effectiveness" and Lang's proposal, entitled "The Information Processing of Televised Political Advertising: Using Theory to Maximize Recall" were selected from among 37 proposals submitted to the 1990 competition. This is the largest number of proposals ever received and reflects the growing awareness of the AAA and its research fellowship program.

Judging for the 1990 awards was carried out by Tom Srull from the University of Illinois, Doug Stayman from the University of Texas and now at Cornell, Esther Thorson from the University of Wisconsin, and David Stewart

from the University of Southern California. Stewart chaired the committee.

Academy of Marketing Science calls for papers for its 5th annual marketing conference

The Academy of Marketing Science World Marketing Congress will be held August 11-14, 1991 in Copenhagen, Denmark.

Completed papers or three-page abstracts may be submitted for competitive review in the following or related topic areas: buyer behavior, cross-cultural studies and comparative marketing analyses, marketing management, marketing of services, international marketing, communication and consumer research, or macro-marketing. The deadline for submission is November 30, 1990.

For paper submission guidelines or for more information about the conference, AAA members may write to Marian Friedstad at the College of Business Administration, University of Oregon 97403 or may call (503) 346-3332, or through BITNET at MSF@OREGON.



Academy People

David Gardner, University of Illinois, Urbana/Champaign has assumed the duties of Associate Dean for Graduate Programs in the College of Commerce and Business Administration.

Sang Hoon Kim, advertising Ph.D. graduate from the University of Texas at Austin, will be relocated from Saatchi & Saatchi, New York to Saatchi & Saatchi, London in fall 1990. He specializes in promotional strategy and consumer behavior.

Southwest Texas State University won the American Advertising Federation National Student Advertising Competition held in St. Louis, Missouri in June 1990. The students won with a magazine titled, *Perspective: A Man's View*. The client was the Hearst Corporation. Team co-advisors were **Mary Ann Stutts** and **Danal Terry**. Southern Illinois University, the University of North Carolina (Chapel Hill), and the University of Tennessee (Knoxville) placed second, third, and fourth respectively.

Bob King, the Academy's Executive Secretary, has accepted the position of Director of International Business Studies and Professor of Marketing at the University of Richmond. He notes that he has notified himself of his change of address for the Academy's records, and he urges all other members who are making moves to notify him of address changes for *all* AAA mailings, including the *Journal of Advertising*. His new address is: The E. Claiborne Robins School of Business, University of Richmond, VA 23173. His telephone number is (804) 289-8251, and his FAX number is (804) 289-8878.

Russ Laczniak is returning to Iowa State University after one very good year at the University of Vermont. His temporary telephone number is (515) 294-8110.

Richard Brand has joined Florida State University as an assistant professor of marketing. He specializes in channels of distribution, business-to-business marketing, and retailing.

William Biglow, department of journalism chair, University of Wisconsin at Oshkosh, worked as a faculty intern in the media research department at DDB Needham Chicago from July 23, 1990, to August 31, 1990.

John S. Wright has retired from the faculty at Georgia State University. Due to eye problems, he has abandoned the revision of *Advertising* (McGraw-Hill, 5th edition, 1982). He would enjoy hearing from old friends and may be reached by writing him at 1410 Winston Place, Decatur, Georgia 30033 or by calling him at (404) 634-9614.

Charles Frazer has moved from the University of Colorado to the University of Oregon. Frazer will serve as the first Chambers Distinguished Professor of Advertising in Oregon's School of Journalism effective fall 1990.

Bill Goodrich was presented with the AAF 1990 Distinguished Advertising Educator of the Year Award on June 12, 1990. The award recognizes educators who have advanced the knowledge, professional performance, and standards of practice within the advertising industry along with giving outstanding service to students of advertising. Goodrich has been named Acting Associate Dean of the College of Journalism and Mass Communication at the University of South Carolina (USC) effective August 15, 1990. He will also continue to oversee the Advertising/Public Relations Sequence at USC.

Roxanne Hovland, associate professor of advertising at the University of Tennessee in Knoxville, spent a month in England studying British design and advertising. Her study was subsidized by a professional development grant awarded to her by the University of Tennessee.

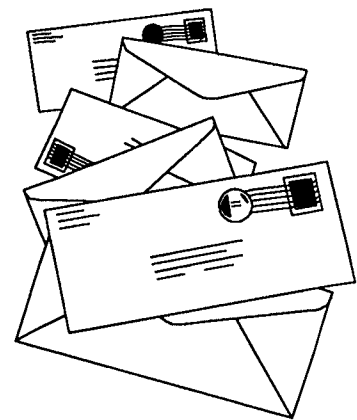
Shay Sayre, associate professor of advertising at San Jose State University received a Fulbright-Hayes Award to study in Hungary for six weeks this summer. The focus of her research was political imagery in the recent campaigns and the state of mass communication in this recently emancipated country.

Brian Wansink completed his dissertation entitled "Consumption Framing and Extension Advertising" at Stanford University. He starts teaching advertising this fall at the Tuck School of Business at Dartmouth College.

Fundamentals of Advertising Research (4th edition) by **Alan D. Fletcher**, Louisiana State University, and **Thomas A. Bowers**, University of North Carolina, will be published this December by Wadsworth Publishing, Ten Davis Drive, Belmont, California 94002.

Hall Duncan, Global Development, International Advertising Education Committee, will be a convention speaker on International Outdoor Advertising Education at the Region IV Eight Sheet Conference on October 4, 1990 at the Sheraton Plaza in Oklahoma City. He also will meet with faculty of the new Advertising Agencies Association College of Advertising in Johannesburg, South Africa, November 26-30, to complete preparations for an agency personnel course in international advertising to be conducted in March and April 1991.

Thank you!



Your contributions to this issue of the *AAA Newsletter* were most gratifying. I hope that I may count on the same level of response with future newsletters.

--JSR

German journal seeks English manuscripts for publication

Scholars and practitioners are invited to submit manuscripts to *Werbeforschung und Praxis* (Advertising Research and Practice). The journal is published in German, with joint editorial boards in Munich and Vienna, and circulates to more than 6,000 scholars and practitioners, primarily in Austria and Germany.

Since the journal is seeking to be broader internationally, one or two articles in English are published in each issue. Increasing numbers of articles in English are especially welcome.

The journal is devoted primarily to theory and practice relevant to advertising and other forms of marketing communication. Articles dealing with international issues are particularly desired.

In general, articles should be less than 4,000 words, about 15 double-spaced typewritten pages. AAA members may contact Professor Gordon E. Miracle for more information at the Department of Advertising, Michigan State University, East Lansing, Michigan 48824-1212. He may also be contacted by telephoning (517) 353-3862.

New journal announced

A new quarterly publication, *Journal of Promotion Management*, is scheduled for release in early 1991.

The new journal will be under the editorship of Dr. F. G. Crane, professor of marketing at Dalhousie University in Nova Scotia. The new journal will aim to fill a major void in the market since no professional journal specifically deals with applied research and planning in promotion management, according to Crane.

The journal is designed for practitioners in advertising, public relations, and personal selling as well as teachers and researchers in those fields.

Prospective authors are invited to request an instruction for authors brochure from Dr. F. G. Crane, Editor,

Journal of Promotion Management, School of Business, Dalhousie University, 6152 Coburg Road, Halifax, Nova Scotia, Canada B3H 1Z5.

The Haworth Press will reserve a complimentary copy of the charter issue for anyone supplying his/her request on official letterhead to the Haworth Press, Inc., Journal Sample Copy Department, 10 Alice Street, Binghamton, New York 13904.



Film shows advertising process

A 30-minute documentary capturing the development of three advertising campaigns has just been released by the Advertising Educational Foundation (AEF). The three campaigns are Acuvue from Johnson & Johnson by Lintas: Worldwide, JELL-O Gelatin from Kraft General Foods by Young & Rubicam, and Coca Cola Classic from the Coca Cola Company and by McCann Erickson Worldwide.

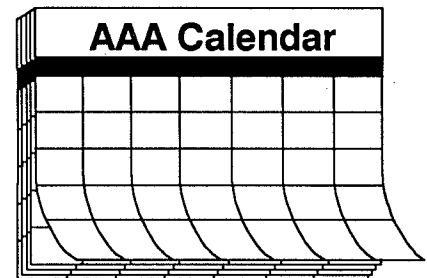
Shot without a script by three-time Academy Award-nominated Dick Young, the film's on-the-scene approach allows the viewer to see first-hand the working relationship between client and agency and among agency departments. It also illustrates the range and diversity of talents and expertise involved in the advertising process.

The film is available for loan from Modern Communications, Inc., by calling 1-800-243-6877 or for purchase from the AEF for \$13.50 for VHS and \$24.50 for 3/4". AAA members may send a check payable to AEF at 666 Third Avenue, New York, New York 10017.

Committee seeks input from AAA members

The Committee on the Distinguished Service Award would appreciate some input from Academy members regarding future nominations. This award has always gone to an advertising practitioner who has made significant contributions to advertising education, the Academy, or both.

Previous recipients are Bill Marsteller, Bart Cummings, Jim Fish, Dick Christian, Howard Bell, Jonah Gitlitz, and Sid Bernstein. The committee would appreciate it if AAA members would send names of advertising practitioners of this quality to Gordon E. White, Professor Emeritus and chair of the Academy Committee on the Distinguished Service Award at the Department of Advertising, University of Illinois at Urbana-Champaign, 119 Gregory Hall, 810 South Wright Street, Urbana, Illinois 61801.



AAA paper and proposal
deadline **October 12,**
1990.

1991 AAA Conference **April**
5-8, 1991, Reno, Nevada.

First China International
Advertising Conference & Ex-
hibition postponed to **May**
10-14, 1991, Beijing, China.
Contact the Secretariat at 22
Baiwanzhuang Dajie, Xich-
enqu, Beijing 1000037, China
for more information.

Cogan elected chair of AAF academic division

Howard Cogan, associate professor of communications at Ithaca College was elected chair of the American Advertising Federation's (AAF) Academic Division. Cogan succeeds Carolyn Stringer, associate professor of journalism and chair of the advertising sequence at Western Kentucky University. Ron Lane, professor of advertising at the University of Georgia was elected vice-chair.

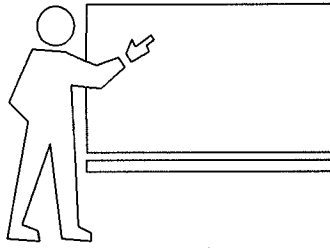
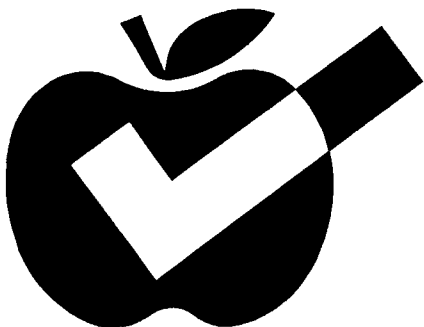
Elected by the AAF Academic Committee and the student advisors of AAF's 175 nationwide college chapters, Cogan's election was announced at the Annual AAF College Business Meeting, conducted during the AAF National Advertising Conference in June 1990.

Cogan and Lane will oversee the extensive AAF college chapter activities including the 1991 National Student Advertising Competition.

Howard Bell, AAF president, announced that American Airlines will be the sponsor of the 1991 Student Advertising Competition. Students this fall will be asked to position American Airlines as the premier U.S. flag carrier to the world.

In another announcement, Bell presented St. Cloud State University, St. Cloud, Minnesota with the AAF 1990 College Chapter of the Year award.

Under the direction of J. Brent Norlem, St. Cloud State University was chosen among 175 college affiliates as the chapter of the year because of its student accomplishments in the areas of membership/programs, career development, publications, and public service.



Humor in learning conference to be held

AAA members who have a particular teaching technique using humor that helps students learn are invited to demonstrate the teaching technique at a World Congress on Humor in Learning. This event is being planned to be held in Canada in 1991. AAA members who would like to share their humorous classroom techniques may contact Hall Duncan by writing him at P.O. Box 1639, Harrison, Arkansas 72601 or by calling him at (501) 741-9534.

Advertising and marketing internships offered to college professors

The Advertising Education Foundation is pleased to announce that application forms for its 1991 Visiting Professor Program (VPP) of summer internships will be available beginning October 1, 1990.

The VPP gives professors of advertising, marketing, and the social sciences hands-on experience with an advertising agency, advertiser, or media company. The experience enables professors to teach with more practical knowledge and a greater appreciation of the advertising process.

The internship is for three weeks with all expenses paid by participating host companies. Completed applications are due by December 14, 1990.

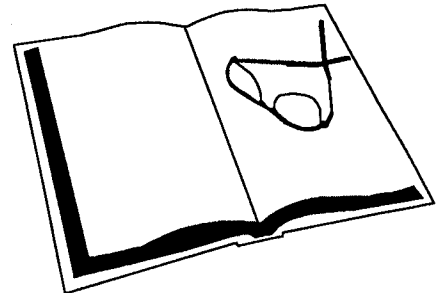
For further information, AAA members may contact the Advertising Educational Foundation at 666 Third Avenue, New York, New York 10017. Their number is (212) 986-8060.

Marketing history call for papers announced

The Fifth Conference on Historical Research in Marketing and Marketing Thought will be held from April 19, 1991 through April 21, 1991 at Michigan State University in East Lansing, Michigan.

Details about paper topics, deadlines, submission guidelines, the proceedings, and the conference may be obtained by writing Stan Hollander at the Department of Marketing and Transportation Administration, 321 Eppley Center, Michigan State University, East Lansing, Michigan 48824-1121 or by calling him at (517) 353-6381.

Working Papers



The following Working Papers are available from AAA members:

F. William Biglow, Harvey K. Jacobson, and Jeff W. Totten, "Communicating with the Maturity Market: Revised Literature Review, 1963-1989," Working Paper, Journalism Research Bureau, University of Wisconsin, Oshkosh. Write to Biglow, Department of Journalism, University of Wisconsin, Oshkosh, Oshkosh, Wisconsin 54901.

Ju, Kuen-Hee, Stout, Patricia A., and Leckenby, John D., "An Annotated Bibliography of Copy Research: 1983-1987," Department of Advertising Working Papers, College of Communication, The University of Texas at Austin, May 1990. Write to Stout at CMA 7.142, Austin, TX 78712.

Placement

The University of Texas at Austin, Department of Advertising, seeks applicants for two tenure-track positions beginning fall 1991. (a) Assistant Professor to teach creative (art direction), desktop publishing, and related courses. (b) Assistant Professor to teach in the area of media and management. Ph.D. and proven interest in research and teaching excellence required; professional experience desired. Salary is competitive. The department offers Undergraduate, Master's, and Ph.D. degrees in Advertising. Applications will be accepted until November 1, 1990. Send vita and supporting materials to: Dr. Gary B. Wilcox, Chair, Department of Advertising, CMA 7.142, The University of Texas at Austin, Austin, Texas 78712. The University of Texas at Austin is an Affirmative Action/Equal Opportunity Employer.

The University of South Florida seeks a tenure-earning assistant or associate professor in advertising to teach principles, copywriting/design, campaigns, graduate level. Applicants must have Ph.D. (ABD with one year of completion will be considered). College teaching and professional public relations experience required. Commitment to research or on-going creative contribution to profession. Deadline: October 15, 1990. Send resume and statement of research interests to: Professor Bill Fudge, Adv. Search Committee, Department of Mass Communication, CPR 107, University of South Florida, Tampa, FL 33620-5550. USF is an Equal Opportunity Employer.

The University of Nevada, Las Vegas is seeking an assistant or associate professor for a tenure-track position in the Department of Marketing. Teaching responsibilities include Marketing Communications and Promotion; plus an area of choice. Opportunities available include Marketing Research, Marketing Management, Marketing Strategy, Consumer Behavior, or Retailing and Wholesaling. Course assignments will be in both the Undergraduate and

evening MBA Programs, with approximately one-third evening courses. The standard teaching load is nine hours per semester; with no more than two preparations per semester, and three per academic year. Opportunities to consult through the Center for Business and Economic Research, or to teach in the executive development programs for extra compensation are available. Additional responsibilities include research and service consistent with the mission of the institution. The College is currently a member of AACSB and is in the self-study phase of seeking full-accreditation at the undergraduate and graduate levels. Published research in support of this goal is expected. A Ph.D./DBA degree in Marketing or in Business with a concentration in Marketing or an appropriate terminal degree in Communications/Journalism with an emphasis in Advertising is required. ABD's will not be considered for this position. Preference will be given to candidates with demonstrated expertise and interest in the marketing of services (professional, financial, health care, and tourism/travel-related services). Candidates should have a commitment to undergraduate and MBA-level teaching; as well as, campus and community service. The ideal candidate will have a minimum of one to three years of post-doctoral teaching experience in an AACSB institution, and an equal number of publications. Salary and benefits are competitive with comparable AACSB-accredited schools. Position is available for August 1991. Send a letter of application, current resume, three letters of recommendation, and evidence of teaching abilities to: Robert H. Collins, Chair and Hilton Distinguished Professor, Department of Marketing, University of Nevada, Las Vegas, 4505 Maryland Parkway, Las Vegas, Nevada 89154. Review of applications will begin June 30, 1990 and continue until the position is filled. UNLV is an equal opportunity/affirmative action employer. UNLV employs only U.S. citizens and aliens authorized to work in the U.S.

Hall Duncan, outgoing chair of the Academy's International Advertising Education Committee, and his four sons and daughter wish to thank the members of the Academy for their expressions of love and support for the loss of his wife and their mother, Professor Evelyn Duncan, who died suddenly and unexpectedly at the 1990 Orlando Conference.



Marketing Department
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410 Wick Avenue
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