

- ✓ AAA seeks nominations, papers, and editors!
- ✓ Associations and competitions reported



# Newsletter

An Official Publication of the American Academy of Advertising

June 1993

## Program News

Edward N. Ney recently received the DeWitt Carter Reddick Award for Outstanding Achievement in Communication at the **University of Texas at Austin**. Ney is chair of Burson-Marsteller's worldwide board of advisors and is former United States Ambassador to Canada. Prior to his diplomatic service, he was for many years chair, president, and chief executive officer of Young & Rubicam, INC. During his visit, Ney and faculty, Ed Cundiff, Weina Lee, and Mary Sharp, participated in a panel discussion for students in the Department of Advertising.

In an effort to promote increased communication among practitioners and educators, the Advertising and Public Relations Department at the **University of Alabama** and the Southern Public Relations Federation have established the *Southern Public Relations Journal*. The *Journal*, which is a research/professional publication is edited by Alan Dennis and Joe Plumley, Jr., faculty members in the department. Articles based on academic research, case studies, literature reviews, editorial book reviews, as well as new technologies and innovations by professionals and academics are welcome. All articles will be refereed by an editorial review committee. During the first year, the publication will be published bi-annually. Beginning in 1994, it will become a quarterly publication. Subscription information and submission guidelines may be obtained by writing

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## AAA calls for papers and nominations

### Call for papers and proposals for special topics

**Papers:** AAA members are invited to submit theoretical, methodological, empirical, philosophical or other relevant areas to advertising for possible presentation at the 1994 American Academy of Advertising meeting.

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 not later than **October 15, 1994**. Send materials to:

*Competitive papers:* Dr. Karen Whitehill King, 127 Brown Road, Scarsdale, NY 10583 (on leave from University of

Georgia).

*Special topics proposals:* Dr. Bruce Vanden Bergh, Department of Advertising, 309 Communications Building, Michigan State University, East Lansing, MI 48824-1212.

*Questions about facilities:* Dr. Helen Katz, DDB Needham Worldwide, 303 East Wacker Drive, Chicago, IL 60601. Her phone number is (312) 552-1527.

### AAA Research Committee makes announcements

Len Reid of the University of Georgia received the American Academy of Advertising's Outstanding Contribution to Research Award at its conference in Montreal on April 17. The recognition includes a \$1,000 award. Reid was cited for his leadership as a scholar, researcher, mentor to young researchers, and service as editor of the *Journal of Advertising* from 1987 to 1991.

The AAA Research Committee announces its call for nominations for the AAA's Outstanding Contribution to Research on Advertising Award. Nominations should include a nominating letter, a minimum of two supporting letters, the nominee's vita, and copies of the nominee's five most influential works. Six copies of these materials should be sent to Bruce G. Vanden Bergh, Department of Advertising, Michigan State University, East Lansing,

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## Program News

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to: Editors, *Southern Public Relations Journal*, P.O. Box 870172, Tuscaloosa, AL 35487-0172. They may be reached by phone at (205) 348-7158.

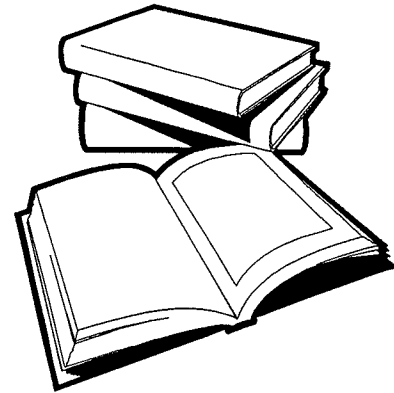
A \$50,000 scholarship endowment fund in memory of Ione Hendrick Roche has been established in the College of Communication, the **University of Alabama**. It will provide several scholarships each year for minority women majoring in the communication disciplines offered by the college. Dr. John E. Roche of San Jose, California, established the fund in memory of his wife. Mrs. Roche's son, Bruce, is a member of the Advertising and Public Relations Department faculty.

Delchamps, INC., a regional supermarket, has endowed a \$44,000 scholarship fund for the Advertising and Public Relations (APR) Department at

the **University of Alabama**. At least one graduate and one undergraduate scholarship will be awarded each year. The program is linked to the Seventh District of the American Advertising Federation. George Waldron, director of advertising and public relations for Delchamps, arranged the gift to APR.

At the **University of Illinois at Urbana-Champaign**, Michal Strahilevitz joins the advertising faculty this fall. She has a joint appointment with the Department of Marketing. Linda Scott has developed a new graduate advertising course for this fall, "Reading Pictures." Her course offers a general exploration of the rhetoric of images, examining visual imagery as a convention-based, discursive form. Stephen Greysier, from Harvard Business School, visited the University as the Advertising Department's Academic-in-Residence last spring. Carolyn Jones, president, Carolyn Jones Advertising, INC., and Howard Bell, attorney at law and partner at communications law firm Wiley, Rein & Fielding, visited as the Advertising Department's Executives-in-Residence last fall. Barton Cummings, adjunct professor of the Department of Advertising, Chair Emeritus of the Department of Advertising James Webb Young Fund Board, and Chair Emeritus of Saatchi & Saatchi DFS Compton, was a President's Council Founder's Day visitor to the University last fall, honoring his major gift to establish the Cummings Center for Advertising Studies at the University of Illinois.

## Editors needed



### Journal of Advertising editor sought

The term of the present editor of the *Journal of Advertising* will expire in December 1994, and the search for the new editor has been undertaken by the AAA Publications Committee.

The editor's duties include: (1) administering and overseeing the entire operation of the *Journal*; (2) selecting reviewers and assigning manuscripts; (3) making publication decisions; (4) preparing the *Journal* for publication and distribution; (5) choosing and supervising the activities of the business manager, and (6) hiring and supervising the editorial assistant.

Substantial support from the editor's institution is required. The job description for editor, business manager, and editorial assistant may be obtained from Barbara B. Stern.

Nominations must be received by October 31, 1993 and should be sent to Barbara B. Stern, 160 East 84th Street--Apt. 16C, New York, NY 10028.

### AAA Newsletter editor needed

The American Academy of Advertising is soliciting candidates for the editor of the *AAA Newsletter*. Interested AAA members may contact Barbara Stern, chair, AAA Publications Committee, 160 East 84th Street--16C, New York, NY 10028. She may be reached by phone by calling (212) 535-2610.

## American Academy of Advertising 1993

### Executive Committee

President -- Rebecca Holman  
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Shay Sayre  
Membership--Barton Wilcox  
NAA Relations--Ernest Larkin  
Nominating--Patricia Stout  
Placement & Faculty Development--  
Marjorie Cooper  
Publications--Barbara Stern  
Research--Bruce Vanden Bergh

The *AAA Newsletter* is published quarterly in March, June, September, and December by the American Academy of Advertising. The newsletter is part of membership benefits in the Academy.

## Advertising encyclopedia requests articles

Openings remain for articles to be published in the first encyclopedia of advertising. The encyclopedia is published by Garland Publishing Company.

Papers should be between 2,000 to 4,000 words and should be written for an educated, non-specialist audience. Authors should contact the editor, John Philip Jones, regarding suitable topics. He may be written to at: 122 Edgehill Road, Syracuse, NY 13224 or phoned or faxed at (315) 445-1218.

## AAA Research Fellowship winners announced

The following AAA Research Fellowship winners for 1993 were announced at the AAA Conference in April 1993:

Patricia Alvey, University of Texas, Austin, and Linda Scott, University of Illinois, "Visual Style in Advertising: An Exploratory Study," for \$3,000.

Tina M. Lowrey, Rider, Basil G. Englis, Rutgers--New Brunswick, Sharon Shavitt, University of Illinois, and Michael R. Solomon, Rutgers--New Brunswick, "Chronometric Explorations of Consumption Constellations and Their Implications for Advertising Strategy," for \$3,000.

Eric Haley and Roxanne Hovland, both from University of Tennessee--Knoxville, "Infomercials--A Content Analysis," for \$1,000.

## Industry fellowships awarded

The AAA Industry Fellowships Committee selected eight AAA members to attend the Retail Advertising Conference, February 3-6, 1993, in Chicago. Recipients chosen were: Ed Cerny (Coastal Carolina College); Jack Haberstroh (Virginia Commonwealth University); Tony McGann (University of Wyoming); Tommy Smith (University of Southern Mississippi); Alan Fried (University of South Carolina); Michael Maynara (Temple University); Jack Quinton (San Jose State University); and William Bolen (Georgia Southern University).

The fellowships committee was also able to offer five new fellowships for AAA members to attend the Annual Advertising Research Foundation Conference, March 22-24, 1993, in New York City. Recipients chosen were: Joseph Phelps (University of Alabama); Tommy Smith (University of Southern Mississippi); Randy Jacobs (University of Hartford); Mariea Grubbs Hoy (University of Tennessee); and Katherine Straughn (Auburn University).

The industry fellowships committee wishes to thank the Retail Adver-

tising Management Association (RAMA) and the Advertising Research Foundation (ARF) for their support of such valuable interaction opportunities between academics and advertising practitioners.

## Yellow Pages goes to college

More than 90 professors of advertising and marketing, representing 57 of the nation's colleges and universities, have requested a comprehensive teaching package prepared by the Ken Hudnall Yellow Pages Education Fund, according to Earl Sawin, chair, Fund's Advisory Board.

Presentation of the teaching materials was made at the recent annual conference of the American Academy of Advertising in Montreal.

The instruction kit, which is being made available without charge, includes a basic presentation with 35mm slides with printed scripting, a specially prepared summary of syndicated research available on Yellow Pages alone and in combination with other media, plus two video cassettes designed by the Yellow Pages Publishers Association.

This year's presentation in Montreal climaxes a four-year developmental program of seminars designed to learn the interests of both students and educators in the subject of Yellow Pages.

The KHYPE Fund was established in 1989 and is funded by tax-free contributions from certified marketing representatives, advertising agencies, directory publishers, and other interested industry members.

## New address for research articles

Hall Duncan indicates that AAA members who would like to send research articles on public service campaigns to Egypt may now send them to the following address: Dr. Samy Abdel Aziz Moustafa, Research and Advertising Consultants, 39 Gameat Al Dewal, El Arabia Street, Mohandessin, 5th Floor, Cairo, Egypt. Both the FAX and phone numbers are (Cairo) 360-4851 and 360-8439.

## People News

**Richard F. Bettramini**, Arizona State University, will be on leave this year working for the Federal Trade Commission in Washington, D.C.

**Roland Rust** will spend most of July in New Zealand on a Visiting Professorship at the University of Auckland where he will collaborate on research projects with **Peter Danaher**, **Rod Brodie**, and other old friends.

**Edd Applegate**, Department of Journalism, Middle Tennessee State University, presented a paper, "How P. T. Barnum helped change the course of advertising: A historical examination," to members of the Advertising and Marketing Division of the Popular Culture Association at its annual convention, which was in New Orleans in April. He also presented another paper, "The Master's of Advertising: A look at the curricula," to members of the Advertising and Public Relations track of the International Academy of Business Disciplines at its annual conference, which was in New Orleans in April. This paper was published in the *IABD 1993 Proceedings--Volume 1*, which was edited by Frank Mastrianna and Abbass Alkhafaji.

**Ed Cerny** conducted a series of marketing/advertising seminars in Iceland, March 15-18, 1993.

**Jennifer Meoli Stanton** left her position as associate professor of marketing at Elizabethtown College to join Hill Retail Property Services in Charlotte, as the director of strategic planning and market research. Hill Retail Property Services is a joint venture between GE and Hill Partners. The company specializes in innovative retail development services.

**John R. G. Jenkins** has been named Grover Hermann Professor of International Management at the Monterey Institute of International Studies, Monterey, California. Jenkins was also recognized recently for his years of service on Canada's Advertising Standards Council while he was professor of business administration at Wilfrid Laurier University, Waterloo, Canada.

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**Placement**

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ferred. Minorities and women are especially encouraged to apply. The appointment will begin in August 1993. Candidates should send a letter of interest, a curriculum vitae, and three letters of recommendation to: Prof. Jack Dvorak, Search Committee, School of Journalism, Indiana University, Bloomington, IN 47405. Applications received before November 27, will be given priority. Indiana University is an affirmative action, equal opportunity employer.

**The University of Kansas,** School of Journalism. Position: advertising faculty appointment for nine months; tenure track, with possibility of summer employment; effective August 16, 1994, with possibility of appointment effective January 1, 1994; rank of assistant professor. Duties would be to teach undergraduate and graduate students in advertising courses, especially Copy & Layout, Campaigns, Research, Media Strategy, Management, and

graduate advertising seminars; to perform academic advising and career counseling for students; assist with job and internship placement; perform service and research or creative activity that will enhance teaching, professional practice and public understanding of journalism and advertising. Required Qualifications--minimum requirements: evidence of ability to perform duties, including master's degree in advertising/journalism or business; 3 years full-time professional advertising or marketing experience in the U.S.; evidence of ability to challenge students in a professional program, to be a mentor to students and to encourage collegiality within the School. Preferred qualifications: earned doctorate in advertising/journalism or business; additional years of professional experience; teaching experience that includes responsibility for lecturing large classes, leading graduate seminars, as well as one-on-one work with students; academic degrees from institutions other than those already well-represented on the School's faculty. Salary: competitive, commensurate with experience and education.

Deadline: applications are due at the School by September 15, 1993; applications received after that date will be reviewed weekly through December 15, 1993 if the position remains unfilled. Send letters of application, vita/resume and names, addresses and telephone numbers of three references to: Mary Wallace, School of Journalism, University of Kansas, 200 Stauffer-Flint Hall, Lawrence, KS 66045-2350. An Equal Opportunity/Affirmative Action Employer. Applications are sought from all qualified persons regardless of race, color, sex, disability, and, as covered by Law, veteran status. In addition, University policies prohibit discrimination on the basis of religion, national origin, ancestry, age, sexual orientation, marital status, and parental status.

**University of Auckland,** New Zealand, Department of Marketing and International Business. Position: Assistant Professor/Associate Professor. For further information, please contact: Rod Brodie, Department of Marketing, University of Auckland, Private Bag 92019, Auckland, New Zealand.



**Department of Marketing  
Youngstown State University  
410 Wick Avenue  
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