



# Newsletter

An Official Publication of the American Academy of Advertising - September 1994

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## Contribution to Research on Advertising

### Call for Nominations

The American Academy of Advertising seeks nominations for its Outstanding Contribution to Research on Advertising Award. The award, which carries a one thousand dollar prize, is designed to honor an individual who has made a substantial contribution to the discipline of advertising through a systematic and sustained program of published research.

This award is given only for exemplary contribution to research on advertising and is not necessarily awarded every year. The award will be announced at the AAA Conference in Norfolk in March, 1995 and will be communicated through the AAA Newsletter. The winner will be notified prior to the conference. A nominee must have been a member of AAA for three years prior to nomination.

Six copies of the following materials must be submitted by November 1, 1994: (1) a letter of nomination, including an overview of research contributions, (2) two supporting letters from leading scholars, (3) the nominee's curriculum vitae, and (4) copies of the nominee's five most influential works (include a representative chapter if one of the works is a book).

Send materials to: Boris W. Becker, Chairman, AAA Research Committee, College of Business, Oregon State University, Bexell Hall 200, Corvallis, OR 97331-2603. Phone: (503) 737-6162; Fax: (503) 737-4890; Internet: Becker@bus.orst.edu

## 1995 Research Fellowship Competition

The American Academy of Advertising Research Fellowship Committee seeks proposals for the 1995 Research Fellowship Competition. Members of the Academy at the time of the proposal are eligible for the awards, which range from \$1,000 to \$3,000 per recipient. A total of up to \$8,000 may be awarded to support the work of three to five researchers. Any topic in advertising may be addressed.

Awards are based on a competitive review of research proposals, and winners are expected to grant the Journal of Advertising first right of refusal on any papers resulting from the supported research. Research fellows receive half of the award at the time of selection and half upon submission of

the completed paper to the Journal. Doctoral students are not eligible to participate, and joint research with doctoral students in which the research is part of the student's dissertation is excluded.

Proposals will be double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal. Each proposal should include: (1) a cover page, including the proposal's title and the researcher's name, affiliation, and address (which will be torn off before the proposal is sent out for review), (2) the body of the proposal, which should motivate the topic and explain in detail the method to (cont'd on page 2)

## Norfolk Conferences: Calls for Papers Draw Near

Remember the deadline for submitting papers and proposals for special topics for the AAA Conference in March, 1995 in Norfolk. All submitted materials must be postmarked by October 10, 1994. Only completed papers will be eligible for review. Submit competitive papers to: Dr. Charles S. Madden, Baylor University, P. O. Box 98009, Waco, TX 76798-8009. (817) 755-3495.

Special topics sessions and workshops should be designed to foster active dialogue among participants on topics of importance to the advertising industry and advertising education. Submit special topics proposals to: Dr. Ivan Preston, 4015 Monona Drive, Madison, WI, 53716. (608) 263-3074.

### In addition:

The American Academy of Advertising, the Southern Marketing Association, and the Journal of Business Research jointly sponsor a conference on Thursday and Friday, March 23 and 24, 1995 prior to and at the same site of the AAA annual meeting in Norfolk. Up to twelve papers will be accepted for publication in a special issue of the Journal of Business Research. Papers should be submitted no later than October 10, 1994 to either: Professor Charles S. Madden, Special Conference Co-Chair, Department of Marketing, Baylor University, P. O. Box 98009, Waco, TX 76798-8009. (817) 755-3495, Fax (817) 755-2421, or Professor William O. Bearden, Special Conference Co-Chair, Department of Marketing, College of Business Administration, University of South Carolina, Columbia, SC 29208. (803) 777-4914, Fax (803) 777-6876.

(cont'd from page 1)  
be used (the body should be no more than 10 pages, excluding figures, and should include a statement of the substantive contribution of the proposed research and sufficient discussion of the research design and method sufficient enough for reviewers to evaluate the appropriateness of the method and the validity of the research design), (3) a timetable for completion of the research, (4) a realistic and adequately detailed budget, and (5) a curriculum vitae of the researcher(s).

Proposals must reach the Chair of the Research Committee by November 1, 1994. Winners will be notified prior to the AAA Conference and awards will be announced at the Conference in March, 1995 and communicated through the AAA Newsletter.

Send materials to: Boris W. Becker, Chairman, Research Committee, College of Business, Oregon State University, Bexell Hall 200, Corvallis, OR, 97331-2603. (503) 737-6162; Fax (503) 737-4890; Internet: Becker@bus.orst.edu

## Call for Papers on Natural Disasters

Papers reporting research on natural disasters for a book focusing on interdisciplinary aspects using qualitative research methods from the various perspectives, including marketing, communications, sociology, and other fields, are being accepted for review.

Papers should be 30 to 50 pages in length and present a qualitative approach to problems/areas of study following earthquakes, fires, floods, or hurricanes of disastrous proportions. Cultural, cross-cultural, global, emic/etic, or phenomenological perspectives are preferred. Papers will be blind reviewed by two editors and will be selected for publication on the basis of their contribution to the study of disaster-related topics. The paper should not have been previously published in its current form.

Send a 75 word abstract and short biography of the author(s) with your paper to Dr. Shay Sayre, Department of Communications, California State University, Fullerton, CA, 92634 by December 1, 1994.

## Letter from the President

The dorms are filling up, college bookstores are re-stocked, and the television networks are about to premiere their new shows. All of that can mean only one thing — fall has arrived! And as I prepared for my first-ever parents' orientation (for Toddler School, admittedly), I've been thinking about the questions you might have about your academic membership.

### 1. *How do I express my concerns or submit my ideas?*

By now you should have received your fall mailing which includes the Call for Officers and for Committee Members for the 1995 calendar year. By becoming actively involved in the organization you not only help to keep the academy going, you also get a chance to have a larger say in what gets done, and how. Moreover, you have the opportunity to meet (at least via telephone, mail, and fax) other members scattered all over the country (and, increasingly, the world). Remember you need to reapply to be on a committee each year; you are not automatically reassigned, unless you let us know that is what you prefer. Also, please do include a second and third choice else you may find yourself without anything.

### 2. *How can AAA help me keep up with changes in the advertising industry?*

Take advantage of the wonderful special offers we have to attend industry-sponsored conference meetings. Also in our fall mailing, you will have received notices announcing four new meetings

which are being offered to our organization either at no charge or at greatly reduced rates. I encourage you to apply to one of these events as these are excellent opportunities to find out more about what is happening in the field as well as a great chance to meet people working in the advertising and marketing industries. All the kudos for these new programs goes to Mary Ann Stutts, our Fellowship Committee Chair who, yet again, has done an outstanding job for us all.

### 3. *What is the Academy doing for advertising education?*

If your interests are centered on advertising education, you might want to consider putting your name forward to participate in the accreditation process. As an organizational member of the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC), we are encouraged to send our members on accreditation site visits to schools around the country that have advertising departments under review. If you would like to know more about how to get involved in this important task, please contact our AAA Representative, Don Schultz, at Northwestern University.

And last but not least, don't forget to submit a Competitive Paper or Special Topics Session proposal to the 1995 Conference organizers by this year's deadline of October 10th. Good luck for the new school year!

- Helen Katz



## People News

The AAA Industry Fellowship Committee selected five AAA faculty to attend the Retail Advertising Conference held January 26-29, 1994 in Chicago. Those attending were **Kyu Chang** of Pepperdine University, **James Maskulka** of Lehigh University, **Alvin Hample** of the University of Arizona, **Sylvia Scott Whitlow** of the University of Kentucky, and **Nancy Mitchell** of the University of Nebraska.

For the first time the fellowship committee was also able to offer students the opportunity to attend the conference. The four student recipients were **Lisa Chvatal** from Western Illinois University, **Jeff Warner** from the University of Wyoming, **Joseph Esposito** from Brigham Young University, and **Shawn Mulrone** from Southern Illinois University.

The AAA Industry Fellowship Committee wishes to thank **Doug Raymano** of the Retail Advertising Management Association and **Mike Naples** of the Advertising Research Foundation for making these fellowships available to AAA members.

**Linda Scott** of the University of Illinois has signed an advance contract with the University of Illinois Press for her book on beauty and fashion advertising.

**Tom O'Guinn** and **Linda Scott**, both of the University of Illinois, were married on June 11.

Florida State University doctoral candidates **Stephen McDaniel** and **Lance Kinney** delivered their paper entitled "Ambush Marketing Revisited: An Experimental Study of Perceived Sponsorship Effects on Brand Awareness, Attitude Toward the Brand and Purchase Intention" during a panel for competitive papers in Advertising

Research at the AEJMC convention in Atlanta. In addition, they presented the findings of their research to the sponsorship staff of the Atlanta Committee for the Olympic Games.

**Frank N. Pierce**, Ph.D., retired as of September 1, 1994. He is 70 and has been named to Professor Emeritus status. He has been an advertising teacher at the University of Florida for the past 22 years and served as the first chair of the Department of Advertising (1972-76). His teaching specialties were in advertising campaign classes, and the introductory advertising classes. Prior to going to Florida, Pierce taught advertising for five years at The University of Texas at Austin and three years at the University of Illinois. Before returning to campus life in 1964, Pierce spent 14 years in professional advertising with major companies and agencies in Ohio, Texas, and California.

**Bob Lauterborn**, UNC Chapel Hill, wants everyone who was so concerned about his accident in Tucson to know that he is about six weeks ahead of his doctor's recovery schedule. All eight fractures have healed, and rehab says he will have full range of motion, eventually. By Norfolk, he will be running again, full speed (but never again in traffic!). He says he is lucky two ways: to have avoided really serious injuries and to have learned how many people care. He thanks all the AAA members who wrote, called, or dropped by.

**William Darley** of University of Toledo was promoted to Associate Professor of Marketing with tenure. Darley was also presented the 1994 Research Award by the faculty of the College of Business Administration.

**Sue Mantel** joined the faculty of University of Toledo as Assistant Professor of Marketing in September.

**E. Lincoln James**, Associate Professor and former Assistant Chair of Advertising at Michigan State University, is now Advertising Sequence Head in the Edward R.

Murrow School of Communication at Washington State University.

**Suzette Heiman**, University of Missouri - Columbia, recently presented a week long seminar in Madrid, Spain, to students enrolled in a master's in business communication program sponsored by Corporation Multimedia.

**Bruce G. Vanden Bergh**, Michigan State University, was recognized by MSU's AAF chapter with the AAF's AID to Advertising Education Award. This award is given by college chapters to individuals or organizations in appreciation of their support to the chapter for the academic year.

**Michael L. Maynard** was awarded a \$2,000 grant from Temple University's Center for East Asian Study to conduct research in Tokyo, Japan on "A Hard Look at Hard Sell in Japanese Advertising."

**Robert Pennington** of the University of Texas at Arlington has been inducted into Phi Beta Delta, the honor society for international scholars.

**Elsie S. Hebert**, head of the advertising program in the Louisiana State University's Manship School of Mass Communications, was presented with the AAF 1994 Distinguished Advertising Educator Award. Hebert is the first female to receive the honor since it was established in 1987.

**Edd Applegate**, Middle Tennessee State University, received a fellowship award by the Donald and Geraldine Hedberg Foundation and the Direct Marketing Educational Foundation so he could attend the National Direct Marketing Institute for Professors, which was held in August in Dallas, TX. Speakers at the Institute spoke about various issues confronting direct marketing.  
(con'd on page 4)

## People News

(cont'd from page 3)

Kim Rotzoll published an invited chapter on Howard Gossage in The Ad Men and Women, edited by Edd Applegate. Rotzoll also chaired a session on Qualitative Research and Advertising History at the AAA Advertising Educators in June in Chapel Hill.

Sharon Shavitt (together with Tim Brock) edited a text entitled Persuasion: Psychological Insights and Perspectives, which has been published by Allyn & Bacon. The book features the perspectives of leading scholars in persuasion research, and applies them to public service campaigns, political campaigns, and other domains.

Advertising & Marketing Checklists by Ron Kaatz, Northwestern University, was just published in Spanish. Ron's article on "Customer Contacts in an Integrated Marketing Communication Environment" was also published in The 1994 Dartnell Marketing Manager's Handbook.

Thomas Groth, Professor of advertising at University of West Florida in Pensacola, has been elected chairman of the American Advertising federation's Academic Division for the 1994-95 academic year. Lynda Maddox, associate professor of marketing and advertising at the George Washington University in Washington, D. C., was elected vice chairman.

## News Briefs

Now is the time to enter the 1994-95 AAA/NAA Foundation Student Newspaper Advertising Competition. The theme is "Stop the Violence" and will require students to develop a newspaper advertising campaign to help raise awareness on the growing problem of youth violence. Deadline to enter the competition is October 15, 1994. To enter send your name, department or school, and college or university to: Prof. Ernest F. Larkin, School of Journalism, University of Oklahoma, Norman, OK 73019.

**1995 Visiting Professor Program (VPP).** Professors of advertising, marketing, and the social sciences spend time on the job participating in day-to-day activities at advertising agencies, advertisers and media companies to gain practical experience. This first hand look at the advertising/marketing process benefits professors' teaching and research. Junior and senior faculty from both research and teaching institutions have benefited from the program which usually takes place over three weeks in the summer. Completed Applications are due by January 17, 1995. For further information contact: The Advertising Educational Foundation, 666 Third Avenue, New York, NY 10017. (212) 986-8060.

**Travel-to-Collections Grant.** Four or more grants of up to \$750 are available to: (1) graduate students in any academic field for research toward M.A., Ph.D., or other post graduate degrees, (2) Faculty working on research projects, or (3) independent scholars working on nonprofit projects. Graduate students (1) must be currently enrolled in a postgraduate program in any academic department and (2) must enclose a letter of recommendation from the student's adviser or project leader. Please address questions

and requests for application forms to: Ms. Ellen Gartell, Director, John W. Hartman Center for Sales, Advertising, and Marketing History, Special Collections Library, Duke University, Box 90185, Durham, NC 27708-0185, Phone: (919)660-5836, Fax: (919) 684-2855, E-Mail: egg@mail.lib.duke.edu  
Deadline for applications is October 15, 1994.

**The University of Houston** won the 1994 National Student Advertising Competition: College World Series of Advertising. The competition began nationwide with 132 participating schools creating a campaign for this year's sponsor, Eastman Kodak. After a day-long competition among fifteen finalists, the University of Houston captured first place. Presenters for the Houston team were Julia Abbott, Patricia Burgos, Natalie Noser, Lester Saucier, and Robert Spallone. Faculty advisers were Jay Mower and Janet Goforth. Virginia Commonwealth University took second place, and St. Johns of New York was third.

The AAF has announced that the Chrysler Corporation will be the 1995 corporate sponsor. Students will be asked to develop a campaign for the Dodge Neon.

**Consumer researchers in marketing** and other social and behavioral science disciplines interested in quality-of-life studies have organized the International Society for Quality-of-Life Studies (ISQOLS). The next quality of life conference is planned for November 1995, in Williamsburg, Virginia. All those interested in knowing more about ISQOLS and/or the next QOL conference, please contact: Joe Sirgy, Dept of Marketing, Virginia Tech, Blacksburg, VA 24061-0236. (703) 231-5110; SIRGY@VTVM1 (bitnet).

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# American Academy of Advertising Newsletter

Please send information to:  
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(601) 266-5436  
FAX: (601) 266-4263  
Internet: tommy\_smith@bull.cc.usm.edu

DEADLINE: DECEMBER 1, 1994

## PROGRAM NEWS:

## PEOPLE NEWS:

## CALENDAR NEWS:

## WORKING PAPER TITLES, WITH ADDRESS FOR OBTAINING THE PAPERS:

THANKS FOR YOUR HELP. PLEASE WRITE SUGGESTIONS, COMPLAINTS, OR OTHER INFORMATION ON THE BACK OF THIS SHEET. ALSO, PLEASE TYPE OR PRINT LEGIBLY. REMEMBER TO SEND YOUR ADDRESS CHANGES TO DR. ROBERT L. KING, SCHOOL OF BUSINESS, UNIVERSITY OF RICHMOND, RICHMOND, VA 23173

# American Academy of Advertising Newsletter

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**COMMENTS:**

## Positions available

**Michigan State University**, Department of Advertising announces an opening for an Assistant Professor in the tenure system. The position will begin August 1995 or January 1996. Applicants must have completed their PhD. Professional experience is desired. Teaching, research and service duties. Participate in BA, MA and PhD programs. Teach advertising with specialized interests in one or more areas of advertising media planning, research methods and/or integrated communication management. Participate in grant research. Candidates who are members of minority groups are encouraged to apply. Contact: Bruce Vanden Bergh, Chairperson, Department of Advertising, Michigan State University, East Lansing, MI 48824-1212. MSU is an affirmative action, equal opportunity employer.

**The University of Alabama**, Advertising and Public Relations department, College of Communication is seeking one assistant professor for the 1995-96 academic year. Qualified candidates should be able to teach undergraduate courses in advertising and mass communication as well as graduate courses in advertising/public relations and mass communication. Earned doctorate preferred; will consider ABD. Applicants must demonstrate high potential to establish scholarly research program. Tenure track position begins August 16, 1995. Send application, resume, and three references to: Advertising Search Committee, Box 870172, Tuscaloosa, AL 35487-0172. Candidate selection begins November 1. Female and minority applications especially invited. The University of Alabama is AA/EO.

**Penn State University**, School of Communications, is seeking Advertising/Public Relations faculty. Applicants are invited for a tenure-track position beginning August 1995. Requires proven teaching ability in a range of advertising/public relations courses, PhD (ABD) with some professional experience or master's degree with five or more years of significant professional

experience. Productivity in research and publication expected. Rank and salary negotiable. Screening of applicants will begin September 30, 1994, but will continue until position has been filled. Please send a letter describing qualifications, resume and the names, addresses and phone numbers of three to five references to: Chair, Advertising/Public Relations Search Committee, School of Communications, Penn State University, 201 Carnegie Building, Box AAA, University Park, PA 16802.

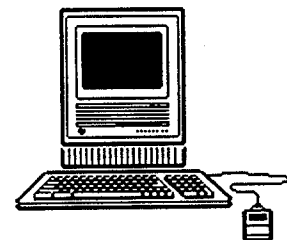
**Integrated Marketing Communications.** Tenure track experienced assistant/associate professor Fall 1995. Teach marketing, consumer behavior and/or data base marketing plus skill areas of advertising, sales promotion, direct marketing or public relations. Published research on modeling large data sets and traditional market research desirable. Business training or consulting experience expected. Northwestern University is an Affirmative Action/Equal Opportunity Employer. Hiring is contingent upon eligibility to work in the U. S. Send detailed CV immediately to: Clarke L. Caywood, PhD, 1813 Hinman, Evanston, IL 60208-1290, Fax (708) 491-5925.

**The Federal Trade Commission (FTC)** is seeking a professor of marketing or communications to serve a one-year term as a Consumer Research Specialist, Beginning around July 1995. The professor will work primarily with the FTC's Division of Advertising Practices, which is responsible for enforcing federal deceptive advertising laws. Duties will include providing advice on marketing and communication issues raised by ongoing FTC investigations and litigation, as well as designing and supervising execution of market research studies. Applicants should have experience in consumer behavior research, including designing and implementing advertising copy tests. Salary will be commensurate with the applicant's current base salary, up to a maximum of approximately \$85,000. Please forward cover letter with a resume and list of publications to: Judith Wilkenfeld, Visiting Professor Program, Bureau of Consumer Protection, Federal Trade Commission, Washington, D.C. 20580.

**The University of Nebraska at Lincoln**, Department of Advertising, aggressively seeks an individual who can support the department's advertising major, enhance scholarship, and increase the department's contribution to the College's graduate program. Candidates who can provide leadership in these efforts will be favored. Rank and tenure for the position are negotiable. Excellent teaching skills, a publishing record or strong potential for scholarship, and a demonstrated ability to work with diverse faculty are required. A PhD supported by teaching and professional experience is strongly preferred. Candidates with outstanding professional experience and a master's level degree will be considered. The salary for this position is highly competitive. Review of applications will begin November 1, 1994 and will continue until a suitable candidate is found. Send your current vita and names of three references to: Charles Pinzon, Search Committee Chair, College of Journalism and Mass Communications, University of Nebraska - Lincoln, Lincoln, NE 68588-0130.

## E-Mail for Advertising Educators

**Tom Bowers** of the University of North Carolina at Chapel Hill invites advertising educators to subscribe to Adforum, an electronic-mail discussion group to foster the exchange of ideas, concerns and news about advertising education. There is no cost for joining this electronic community. Subscribing to this new medium is easy. Send an e-mail message to: [listserv@gibbs.oit.unc.edu](mailto:listserv@gibbs.oit.unc.edu) with the following command: SUBSCRIBE ADFORUM <your real name> substitute your name for "your real name," without the brackets. Subscribers will receive more detailed information about procedures when they subscribe. Spread the word!



## Calls for Papers

The Journal of Public Policy & Marketing invites submission of empirical or conceptual papers on Health and Nutrition for publication in the Spring 1996 issue. Papers may examine health behaviors, public health issues, health care policy, or dietary activities. Papers must focus on marketing or consumer behavior issues (including social marketing approaches), and they must explore public policy dimensions.

Authors are strongly encouraged to submit manuscripts that contain sound conceptual frameworks and that include public policy implications. Manuscripts that address cross-cultural and international issues are also invited.

Five copies of the manuscript should be submitted by June 1, 1995 to: Debra Scammon, David Eccles School of Business, University of Utah, Salt Lake City, UT, 84112. (801) 581-4754; Fax: (801) 581-7214.

The Legal Developments Section of the Journal of Public Policy & Marketing invites submission of papers on current legal developments in Advertising Law and Regulation for publication in the Fall 1995 issue. Manuscripts should analyze recent legal developments in advertising law or regulation and should address public policy and marketing implications. Authors are strongly encouraged to submit manuscripts no longer than 20 double-spaced pages.

Five (5) copies of the manuscript should be submitted by January 15, 1995 to: Professor Jef I. Richards, Advertising Department, CMA 7.142, University of Texas, Austin, TX, 78712. (512) 471-8148; Fax: (512) 471-7018.

## Books Available

The Spring/Summer 1994 edition of The Marketer's Guide to Media is now available. The guide has current data used by professionals in the industry, including studies from 25 leading media research organizations and information

from over 100 individual broadcast, print, outdoor, and promotional media entities.

If you are interested in making this book available to your students, Tom Carr, Marketing Director for The Marketer's Guide to Media suggests your bookstore can prepay and order the guide for \$30, at a 50 % discount off the regular price. Contact Tom at (212) 536-6509 or Fax: (212) 536-5321.

Globalization of Consumer Markets - Structures and Strategies. Edited by Salah S. Hassan, PhD and Erdener Kaynak, PhD. The concepts, strategic framework, and cases in this book provide managers of global firm with new ideas for growth and keep them current with state-of-the-art global marketing strategies and management tools. The contributing authors present managerially oriented chapters, each of which is based on research or practical experience. 333 pp. with index. \$74.95 hard cover.



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