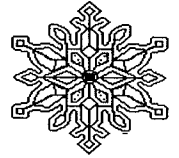




Season's Greetings



Authors for Sage Sought

Sage Publications is seeking to expand its line of books in the areas of Advertising and Marketing. Potential authors who have a book idea or who have considered writing a book are invited to consider submitting a prospectus to Sage.

Sage is a well known publisher of social science methodology books, having published the "little green books" dealing with quantitative applications in the social sciences and is also noted for a distinguished line of qualitative research books and books on social sciences topics generally.

Three main differentiations can be made between Sage books and University Press, trade books, and text books: (1) A University Press book may only sell a few hundred copies and will often be directed to an audience of specialists; a lengthy production process, including reviews, may occupy 12 to 18 months after the author submits a manuscript, (2) A trade book is directed at a large audience outside of academia; most trade publishers will not look at a manuscript unless they believe it can sell 20,000 copies (cont'd on page 2)

President's Column

I can't believe it's over! I find it hard to believe we've reached December already, which means I'm coming to the end of my term of office as president of the Academy. As with any large organization, change happens slowly, but this seems a good occasion for looking back and seeing what we accomplished this year.

Increased membership. The Academy now has 676 members--the largest in our history. (So don't forget to send in your renewal.)

The biggest, most successful annual conference ever! Our meeting in Tuscon attracted a record number of participants who presented 45 competitive papers and took part in seven Special Topics sessions. In addition, we welcomed five top-ranking industry creatives who took part in the Wall Street Journal Meeting of the Minds series. And the International Advertising Education Committee organized another successful pre-conference day to discuss international advertising issues.

New Industry Fellowships.

Thanks to the admirable efforts of Mary Ann Stutts and the Fellowship Committee, we were able to solicit seven new industry fellowships for our members (in addition to the two that already existed). These will allow you to attend important industry conferences with either half-price or free registrations.

(cont'd on page 2)

Mid European Student Advertising Competition

John Holmes, Professor of Marketing at Skidmore College, introduced the MESAC "Say Hello to Neon" project at the International Advertising Festival for the New Europe in Portoroz, Slovenia this past October.

MESAC, an acronym for Mid European Student Advertising Competition, is a non-profit consortium which Holmes founded and directs. It is composed of professionals from the International Advertising Association and its Chapters in Central and Eastern Europe, the American Advertising Federation, the International Advertising Festival, and marketing faculty from Croatia, Slovenia, and the United States. Its primary purpose is to advance advertising education within the newly emerging democracies of Eastern Europe and to foster closer relationships between professional advertising associations and academic communities within these countries.

Chrysler Corporation is MESAC's 1994-95 client, and they have prepared a special pan-European case assignment for the competition. Participants include undergraduate students from schools in Austria, Bulgaria, Croatia, Czech Republic, Hungary, and Slovenia. The MESAC competition is patterned after the American Advertising Federation's National Student Advertising Competition. The winning MESAC school is expected to give its presentation at the American Advertising Federation's National Conference in the United States as students from the University of Zagreb did this past spring.

President's Column (cont'd from page 1)

More research awards. Boris (Bill) Becker spearheaded the hard-working Research Committee's efforts to decide upon three new research grants, a dissertation award, and the naming of Roland Rust for Outstanding Contribution to Research. In addition, Esther Thorson and Billy Ross were named new Fellows of the Academy.

A new editor for the Journal of Advertising. The Publications Committee, ably led by Barbara Stern, went through a lengthy process to select Les Carlson as our new Journal editor, assuming the position in March 1995 and following in the noteworthy footsteps of George Zinkhan.

Higher profile at AEJMC. Thanks to Don Schultz's active role in the AEJMC council, the Academy is once again making itself heard as the authoritative voice on advertising within mass communication programs. The ongoing work by the Accreditation Committee is helping raise these issues among the Academy membership.

I could go on and on. In short, we have had a busy and active year, and my thanks go out to everyone who contributed, in whatever way, to the success and progress of the Academy. I wish all the incoming officers and all the members all the best for a great 1995! Happy Holidays!

-Helen Katz

Sage

(cont'd from page 1)

or more. Many authors retain an agent to represent them. The production process may again be lengthy. Editors generally discourage footnotes. You may be asked to delete anything that would restrict the audience, (3) A commercial textbook publisher is most interested in a substantial hard

cover volume that can be sold in large quantities at a high price for use in general courses such as Consumer Behavior or Advertising Management. By contrast, most Sage books are paperbacks of modest length (150-300 pages) that, once submitted, may be produced in as little as six months and directed to a variety of niche audiences.

For a book to be of interest to Sage, it must meet two criteria: (1) It must be good work based on sound scholarship and preferably break new ground, and (2) It must have a reasonable prospect of selling several thousand copies over its 3 to 5 year life span.

Sage relies on outside scholars to review manuscripts to insure that the first criterion is met and relies on the business judgment of its Publications Committee to assess potential revenue. (Sage is a privately held for-profit corporation.)

The successful Sage book will draw its audience from one or more of the following sources: (1) as a supplemental reading in an upper division undergraduate or graduate course, or one of the several books assigned to a seminar, (2) the book might be used as a tutorial by graduate students or for continuing education by professionals and scholars, (3) the book may be used for self-improvement by practitioners and as a part of Executive Education courses, or (4) the book may be purchased by libraries.

Overall, Sage offers timely turnaround and a book that will be priced at a level that maximizes its appeal. If you believe you have a book idea that you believe several thousand readers might appreciate or enjoy, contact Sage today.

Write to: Marquita Flemming (Editor), Sage Publications, 2455 Teller Road, Thousand Oaks, CA, 91320; or Edward F. McQuarrie (Consulting Editor), Department of Marketing, Santa Clara University, Santa Clara, CA 95053.

AAA Members Receive Industry Fellowships

The AAA Industry Fellowships Committee selected nine faculty to attend six different conferences during the fall and winter terms. The faculty selected and the conferences they attended or will be attending are as follows: **John Holmes**, Skidmore College, and **Beth Barnes**, Penn State University, both for ADWEEK'S Interactive Marketing Conference; **Elizabeth Tucker**, University of Texas at Austin, and **Keith Adler**, Michigan State University, both for ADWEEK'S Agency ReEngineering; **Louisa Ha**, Bowling Green University, Direct Marketing University Association; **Robert Pennington**, University of Texas at Arlington, and **Edwin Tang**, The Chinese University of Hong Kong, both for Promotional Products Association; and **Glenn Nowak**, University of Georgia, **Fred Beard**, University of Oklahoma, and **Louisa Ha**, Bowling Green University, all for ADVERTISING AGE Integrated Marketing.

The AAA Industry Fellowships Committee thanks Jonah Gitlitz of the Direct Marketing Association, Rick Ebel of the Promotional Products Association, Andrew Jaffe of ADWEEK, and Carol Rizzardi of ADVERTISING AGE for providing these fellowships.

In spring 1995, AAA faculty will be chosen to attend the Retail Advertising Conference, Advertising Research Conference, American Association of Advertising Agencies Conference, and the National Informal Marketing Association Conferences.

FOR AAA MEMBERSHIP INFORMATION CONTACT ROBERT L. KING, AAA EXEC. SECRETARY, SCHOOL OF BUSINESS, UNIVERSITY OF RICHMOND, RICHMOND, VA 23173, PHONE: (804) 289-8902.

People News

Avery Abernethy has been promoted to Associate Professor (with tenure) in the Department of Marketing and Transportation at Auburn University.

Dana L. Alden of the University of Hawaii has been granted tenure and promoted to Associate Professor of Marketing in the College of Business Administration at the University of Hawaii in Honolulu.

Denise DeLorme is the winner of this year's AAA Doctoral Dissertation Competition. Her work is being conducted at the University of Georgia, under the direction of Len Reid. The AAA Research Committee awarded DeLorme \$1,200 to support her dissertation, entitled "Brands in Films: Moviegoers' Experiences and Interpretations."

Alan Fried of the University of South Carolina was one of four leaders of a workshop for advertising practitioners in Bucharest, Romania. The workshop, funded through a grant to the University by the United States Information Agency and the Office of Citizen Exchange, brought together 13 Romanian advertising professionals. Workshops were held at the University of Bucharest and U. S. Cultural Center in Bucharest.

Katherine Frith has been appointed Professor in Charge of Advertising at Pennsylvania State University. The appointment begins January 1, 1995.

Kineta Hung will be joining the marketing faculty at The Chinese University of Hong Kong in January 1995.

Hairong Li has joined the faculty of the School of Journalism at the University of Missouri-Columbia. He completed his dissertation on TV home shopping at Michigan State University.

Jim Marra of Temple University has been appointed Associate Chair and Director of Special projects for the Department of Journalism. Marra was promoted to full professor in June.

John Murphy was awarded a professorship by the Board of Regents of the University of Texas at Austin, effective September 1, 1994. Professor Murphy was appointed to the Joe C. Thomas Centennial Professorship in Advertising. (Thomas was the founder of the Dallas-based Southland Corporation which owns the worldwide 7-Eleven store chain.)

Steve Phelps, Assistant Professor in the School of Journalism at Southern Illinois University-Carbondale, was named the Outstanding Faculty Advisor for 1993-94 for his work with the student-run advertising agency, Saluki Advertising. His selection was from among advisors working with over 400 registered student organizations.

Debra Ringold has joined the faculty of the Atkinson Graduate School of Management at Willamette University. Her new address is: AGSM, Willamette University, 900 State Street, Salem, OR, 97301-3922; Phone: (503) 375-5443.

Kim Rotzoll, University of Illinois, has been elected to a three-year term as a member of the National Advertising Review Board beginning January 1, 1995. Rotzoll also serves as a board member on the American Advertising Foundation and was recently an invited panelist in a Shell Oil workshop on corporate images and the future.

Nancy Stephens, Arizona State University, is spending part of her sabbatical year teaching in the Paris, France MBA program of the University of Hartford.

Patricia Stout and Roland Rust were co-winners of the Best Article Award in the 1993 *Journal of*

Advertising for their article, "Emotional Feelings and Evaluative Dimensions of Advertising: Are They Related?"

Elizabeth M. Tucker, Mass Media Ph.D. from Michigan State University, joined the faculty at the University of Texas at Austin as Assistant Professor last August.

Bruce G. Vanden Bergh, Michigan State University, received one of three inaugural Donald G. Hileman Outstanding Alumni Awards from the University of Tennessee's College of Communications at the college's 25th annual celebration banquet held on September 30, 1994.

Brian Wansink of Dartmouth is a Visiting Professor of Research this fall at the Frije Universiteit and at the Tinbergen Institute in Amsterdam. In January, 1995 Wansink will be Visiting Associate Professor at the Wharton School at the University of Pennsylvania.

Sylvia Scott Whitlow, University of Kentucky, headed a forum on current trends and issues in advertising ethics at Loyola University/New Orleans. Her remarks touched on a range of topics including the impact of new media on the redefining of creative tactics, the blitzing of newly democratic countries with western-style advertising, and innovations in reaching children with Whittle's former Channel One as an example.

Assistantships Available

According to **Joe Oliver**, Stephen F. Austin State University, Department of Communication, seeks applications for graduate assistantships for students interested in pursuing a Master of Arts in Communication. Contact Dr. Oliver, Graduate Program Advisor, at the Department of Communication, Stephen F. Austin State University, P. O. Box 13048, SFA Station, Nacogdoches, TX 75962-3048, Phone (409) 468-4001.

Positions available

Bradley University Department of Communication invites applications for a tenure-track assistant professor in advertising/creative starting in the fall of 1995. Responsibilities include developing and teaching courses in advertising, including creative strategy, copywriting, layout and design and others. Work with students in innovative problem solving and creation of portfolios. Ability to teach in other areas in an integrated communication department highly valued. Applicants should have relevant professional experience, an earned doctorate, evidence of quality teaching and research/creative production potential. ABDs with early, definite completion dates will be considered. Interest and/or experience in international communication is desirable. Send letter of application, current vita and names, addresses and telephone numbers of at least three references to Dr. Ron Koperski, Department of Communication, Bradley University, Peoria, Illinois 61625. Review of applications will begin December 1, 1994 and continue until position is filled. AA/EOE.

The College of Communication at the **University of Alabama** is accepting applications for the position of dean. The applicant should be a decision-maker of high integrity who is able to lead the diverse interests of the College, one who can build consensus and implement programs in the University's commitment to high-quality scholarship and teaching and to cultural and ethnic diversity among faculty, staff, and students. To apply, send curriculum vitae and three references to: Professor Jim Stovall, Department of Journalism, The University of Alabama,

Box 870172, Tuscaloosa, AL, 35487-0172. The University of Alabama is an equal opportunity, affirmative action employer.

The Advertising and Public Relations Department, College of Communication, at the **University of Alabama** seeks one assistant professor for the 1995-96 academic year. Qualified candidates should be able to teach undergraduate courses in public relations and graduate courses in advertising/public relations integrated program, as well as undergraduate and graduate mass communication theory and research courses. Earned doctorate preferred; ABD considered. Applicants must demonstrate high potential to establish scholarly research program. Candidate selection begins January 15, 1995; tenure track position begins August 16, 1995. Send application, resume, and three references to: Public Relations Search Committee, Box 870172, Tuscaloosa, AL, 35487-0172. Female and minority applicants especially invited. The University of Alabama is AA/EOE.

Applications are being sought for a tenure track position in the Department of Advertising, College of Journalism and Mass Communications, at the **University of Nebraska-Lincoln** for the 1995-96 academic year. UNL's Department of Advertising has a large, established program with a strong professional commitment and national reputation and 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. Excellent teaching skills, a publishing record or strong potential for scholarship, and a demonstrated ability to work with diverse faculty are required. A Ph.D. supported by teaching and professional experience are strongly preferred. Candidates with a master's degree and outstand-

ing professional experience will be considered. Send your current vitae and the names of three references to: Charles Pinzon, Search Committee Chair, College of Journalism and Mass Communications, University of Nebraska-Lincoln, Lincoln, NE, 68588-0130. Review of applications is underway and continues until a suitable candidate is found.

The Department of Journalism at the **University of Southern Mississippi** seeks a faculty member to begin August, 1995 who will teach a wide array of courses in the undergraduate Advertising Program and contribute to the graduate Communication programs in the School of Communication. Applicants for the Tenure-Track, Assistant Professor position should hold the Ph.D., possess appropriate professional experience, and demonstrate potential for successful research, teaching, and service. The AEJMC-accredited Department of Journalism has approximately 200 majors, with some 80 students majoring in Advertising. The School of Communication offers master's and doctoral degrees in Communication with emphasis in Mass Communication. USM is a comprehensive university with more than 12,000 students located in Hattiesburg, a city of 45,000 residents located 110 miles north of New Orleans and 75 miles from the Gulf Coast. Hattiesburg has been rated as one the nation's top "microcommunities" for its quality of life. To apply, send letter, vita, and list of references to: Dr. Arthur J. Kaul, Chair, Journalism Search Committee, Department of Journalism, University of Southern Mississippi, Box 5121, Hattiesburg, MS, 39406-5121. Screening of applicants begins January 4, 1995. AA/EOE/ADAI.

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American Academy of Advertising Newsletter

Please send information to:
Dr. Tommy V. Smith, Director
Advertising Program
University of Southern Mississippi
Box 5121
Hattiesburg, Mississippi 39406-5121
(601) 266-5436
FAX: (601) 266-4263
Internet: tommy_smith@bull.cc.usm.edu

DEADLINE: MARCH 1, 1995

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

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Hattiesburg, Mississippi 39406-5121
(601) 266-5436
FAX: (601) 266-4263
Internet: tommy_smith@bull.cc.usm.edu

COMMENTS:

Positions available

(cont'd from page 4)

Virginia Commonwealth University seeks applications for a tenure track, assistant professor, advertising teaching position to begin August 15, 1995, to teach both introductory and advanced courses in advertising. Minimum qualifications include a master's degree or equivalent professional experience. A detailed position description and list of qualifications is available upon request. Screening of applicants begins January 17, 1995 and continues until a successful candidate is selected. Send a letter of interest, current resume, and the names and telephone numbers of three references to: James R. Looney, Associate Professor, School of Mass Communications, P. O. Box 842034, Virginia Commonwealth University, Richmond, VA, 23284.

Michigan State University, Department of Advertising announces an opening for an Asst. Professor to participate in BA, MA and Ph.D. programs. Position begins August 1995 or January 1996. Applicants must have completed their Ph.D. Professional experience desired. Teach advertising with specialized interests in one or more areas of media planning, research methods and/or integrated communication management, with research and service duties. Minorities 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.

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, Ph.D. (ABD) with some professional experience or master's degree with five or more years of significant professional experience. Productivity in research and publication expected. Screening of applicants began September 30, but will continue until position has been filled. Send a letter describing qualifications, resume and the names, addresses and phone numbers of 3-5 references to: Chair, Advertising/Public Relations Search Committee, School of Communications, Penn State University, 201 Carnegie Building, Box AAA, University Park, PA 16802.

Cal State University, Fullerton, Communications Department has an opening for Advertising, with an emphasis in technology. Contact Shay Dayre at (714) 773-3686.

Indiana University, School of Journalism, seeks applications for a tenure-track position at the assistant professor rank to teach advertising and other courses in the undergraduate and graduate curriculum. Ph.D. preferred; relevant professional experience required. Applicants should have strong research skills and aspirations. To apply, send a letter discussing teaching and research or creative accomplishments and plans, a current vita, and three letters of recommendation. If available, send copies of publications and evidence of teaching effectiveness. Review of applications begins December 9 and continues until the position is filled. Send application to: Professor Bonnie Brownlee, School of Journalism, Indiana University, Bloomington, IN, 47405.

University of Kansas, School of Journalism seeks applications for a tenure-track appointment as assistant professor in advertising, beginning August 17, 1995, with possibility

of appointment, January 1, 1995. Duties include teaching undergraduate and graduate students in media strategy and other advertising courses and performing academic advising. Required qualifications include an earned doctorate in advertising/journalism or business, three years full-time professional advertising or marketing experience in the U.S., and evidence of ability to teach effectively in a professional program. Send letter of application, vita/resume, and names, addresses, and phone numbers of three references to: Mary J. Wallace, School of Journalism, University of Kansas, 200 Stauffer-Flint Hall, Lawrence, KS, 66045-2350.

Marquette University, Department of Advertising and Public Relations seeks candidates for a tenure-track, Assistant Professor position in advertising. A commitment to build an excellent record in teaching, research, publication, and service is expected. Ph.D. preferred. Teaching and professional experience desirable. Application deadline is December 30, 1994. Send a letter and CV to: Professor John H. Corwley, Chair, ADPR Department, Marquette University, Milwaukee, WI, 53233.

Drake University School of Journalism and Mass Communication seeks applications for a position in advertising for the 1995-96 academic year to work with students at the graduate and undergraduate level. Minimum requirements are an advanced degree and teaching and professional experience; Ph.D. preferred. Position dependent on final budget approval. Send cover letter, curriculum vita and list of three references to: Professor Henry Milam, Search Committee Chair, School of Journalism and Mass Communication, Drake University, Des Moines, IA, 50311-4505.
(cont'd on page 8)

Positions available

(cont'd from page 7)

San Jose State University, School of Journalism and Mass Communications has a probationary (tenure track) opening in advertising. Doctorate with professional advertising experience preferred, or master's with substantial professional achievement. Also required: awareness of and sensitivity to the educational goals of a multi-cultural population. Ability to teach in public relations, mass communications, or graduate level courses is desirable. Submit letter of application, detailed resume, and three letters of reference to: Kenneth W. Blase, Director, School of Journalism and Mass Communications, San Jose State University, One Washington Square, San Jose, CA, 95192-0055.

University of Tennessee-Knoxville, College of Communications

seeks an Assistant or Associate Professor to teach courses in two or more of the following areas: principles, research, media, creative, management, campaigns, or social issues. Ph.D. in Communications or related field required. Evidence or promise of research productivity, professional advertising experience, and university teaching desirable. Send a letter of application, vita, and supporting data to: Dr. Mariea Hoy, Search Committee Chair, Department of Advertising, 476 Communications Building, University of Tennessee, Knoxville, Tennessee, 37996-0343.

Texas Tech University, School of Mass Communications seeks an Assistant Professor to teach both undergraduate and graduate advertising courses. Ph.D. or ABD considered. Position is tenure-track. Applications from women and minorities are especially encouraged. Send letter of application, vita,

and supporting data to: Dr. Keith Johnson, Advertising Search Committee Chair, School of Mass Communications, P. O. Box 43082, Texas Tech University, Lubbock, Texas 79409-3082.

Reyer dies

Dr. Karl Dustin Reyer died September 24, 1994, at the age of 95. He was professor emeritus of marketing and management and was a Louisiana State University faculty member from 1937 until 1965. Even after retiring from LSU, Reyer continued to put his skills to use, teaching at six more universities and colleges between 1964 and 1971. He was an honored member of numerous professional organizations, some of which he helped to found. Reyer was made an honorary member of the American Academy of Advertising in 1975.



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