



American  
academy of  
advertising

# Newsletter

An Official Publication of the American Academy of Advertising - March 1995

## See You In Norfolk

### President's Column

I hope many of you are planning to join us in Norfolk for our annual conference at the Marriott-Waterside between March 24th and 27th. I would like to entice you to consider coming into town a day or two early to attend the IMC Preconference tri-sponsored by the Southern Marketing Association, *Journal of Business Research*, and AAA on March 23rd and 24th. Stan Madden has been working double duty. First as program co-chair for this event with William Bearden, and as competitive papers chair for the AAA conference. Also, don't forget the International Advertising Preconference all day on March 24th. These are just appetizers to the main conference that will start with our traditional opening reception at 6 p.m. on March 24th.

The program for the AAA Conference is jammed packed with something for everyone. The Special Topics Sessions include a session with leaders from the AAAA and AAF on Saturday afternoon, and another session on AEJMC accreditation with the Executive Director of that organization on Monday morning, March 27th. You'll also find sessions on post modernism, four giants of our industry (Caples, Burnett, Gossage and Brower), ritualistic consumption, radio advertising, regulation, archiving advertising history, the interface between academia and application, interactive media, and gender and advertising imagery.

The competitive paper sessions also offer a wide variety of research topics, methods, and orientations. There are sessions on minority portrayals, interactive media, European advertising, cognitive and affective responses, sex in advertising, public service advertising, consumer perceptions, media modeling, Asian advertising, attitudes toward advertising, public policy, and non-traditional media.

For those who think this is much too serious, we've added our traditional awards luncheon on Sunday, dinner on Saturday evening, a Sunday luncheon, and a dinner-time excursion to Colonial Williamsburg on Sunday evening. There will also be book exhibits and a coffee break sponsored by Promotional Products Association International.

And this doesn't include committee meetings, plus all of your colleagues and friends, and the waterfront in Norfolk. So, plan to join us in the Virginia Tidewater area during the Springtime. You'll know that you're in Colonial Virginia the moment you walk through the front door of the Marriott-Waterside. Hope to see you there!

**Bruce G. Vander Bergh**

### Cummings Center to Help Preserve Advertising's Past

Professor James Haefner, Director of the Cummings Center of Advertising Studies, and Dean Kim Rotzoll of the College of Communication at the University of Illinois have agreed to begin to establish a computerized national information service that lists primary sources for the study of advertising history.

The Cummings Center is located at the University of Illinois at Urbana-Champaign. It was founded in 1992 through a gift from Bart Cummings, then chairman emeritus of Saatchi and Saatchi, one of the largest advertising companies in the world. Mr. Cummings died in 1994. The Cummings Center is dedicated to the scholarly study of advertising. As Bart Cummings said, "Advertising is the spark plug of the American economy, it's time it gets the attention it deserves."

With regard to the new information service, Dean Rotzoll explained, "The Cummings Center is a basic research organization. What could be more basic than main- (cont'd on page 2)

**1995  
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(cont'd from page 1)

taining information about available resources on advertising history?"

At the request of the steering committee of the newly formed Council on Advertising History, Professor Haefner investigated the feasibility of setting up a computerized database that contains comprehensive information on the repositories around the United

States that hold advertising collections. He quickly determined that a significant need exists for such a service and that the Cummings Center is uniquely equipped to provide it.

"As it is now," said Professor Haefner, "people who are doing research on advertising history, whether it's for a book or a television documentary or a museum exhibit, must rely on a small, informal network of advertising academies, librarians, and archivists to answer questions and guide them to the best resources. There is so much demand for this kind of information that answering these questions has become very difficult to do efficiently. If people can eventually call the Cummings Center or search its database via the Internet, they will have much better access to these materials and the information will be disseminated much more quickly and reliably."

Professor Haefner estimated that the system would be on-line and available for public and scholarly use by 1996.

John Fleckner, representing the Council on Advertising History and the Smithsonian Institution, responded. "We are delighted that the Cummings Center has agreed to take on this project. This service will prove invaluable to the continued effort to preserve and manage historical resources on advertising." The Council on Advertising History is a group that represents advertisers, advertising agencies, universities, museums, libraries, industry media, and trade groups. The council was formed in 1993

in response to the growing need to ensure that materials documenting the history of commercial culture in America are not destroyed. The Council has initiated a nationwide effort to enlist the cooperation of private industry and public institutions in preserving advertising's past.

For further information, contact Linda Scott at the Cummings Center.

**AAA Offers  
Dissertation  
Research Award**

The Research Committee of the American Academy of Advertising announces the Doctoral Dissertation Competition to promote doctoral research in advertising. Each year a total of \$3,000 is available to support the research of one or two doctoral candidates. Proposals are not to exceed 10 pages in length. Awards, based on a competitive review of proposals, may range from \$1,000 to \$2,000.

The deadline for receipt of proposals is 15 August 1995, with the winners notified by 1 December. More information may be obtained from: Boris W. Becker, College of Business, Oregon State University, Bexell Hall 200, Corvallis, OR 97331-2603. Fax: (503) 737-4890. Internet: Becker@bus.orst.edu. A more detailed announcement will be sent to AAA members sometime this spring.

## AAA Research Fellowship Winners

Fifteen proposals were submitted to the 1995 Research Fellowship competition, over double the number last year. Each was reviewed by two or three members of the (1994) Research Committee. Those proposals which passed the first cut were evaluated by a funding subcommittee of the (1995) Research Committee to determine whether funding was appropriate and, if so, the amount of support the AAA would provide. Winners were recognized, and will receive the first half of their award at the Norfolk Academy Conference in March.

The four winners are:

- **Cathy Cole** (University of Iowa) - Awarded \$2,500 "Quantitative and Qualitative Differences in Older and Younger Consumers' Recall of Radio Advertising"
- **Kevin L. Keenan** (University of Maryland) - Awarded \$1,500 "Television News Coverage of Advertising Topics"
- **Terry Nevett** (Central Michigan University) - Awarded \$2,000 "An Investigation of the Socio-Cultural Impact of Ethnic and Gender Specific Advertising Stereotypes Used in Outdoor Advertising Signs in a Third World Rural Environment (Nigeria's Plateau Region)"
- **Tom Stafford** (Cameron University) - Awarded \$1,100 "Priming to Pique: The Advantages of Atypical Advertisements for Stereotyped Product Categories."

## AAA Outstanding Contribution to Advertising Research Award

For the first time, the Research Committee recognized the accomplishments of two Academy members by honoring both **Thomas E. Barry** (Southern Methodist University) and **James H. Leigh** (Texas A&M) with the "Outstanding Contribution to Advertising Research" award.

Barry was recognized for his work on advertising to children, comparative advertising and the hierarchy of effects. Leigh was recognized for his research on memory and information processing, together with his valuable service as co-founder and co-editor of the *Journal of Current Issues and research in Advertising*.

## Cal State Students Win Promotional Products Competition

Four California State University-Los Angeles marketing majors won top honors in the 1994 National Collegiate Competition in Promotional Products and Target Marketing.

The competition was sponsored by Promotional Products Association International (PPA), Irving, TX and the JC Penney Company, Plano, TX.

Tying into the Los Angeles Marathon, the winning "Run to JC Penney" campaign was planned by **Harvey Bringas**, **Eric Rocha**, **Monica Victoria** and **Erickson Yee**. They and

their faculty advisor, Dr. William A. Cohen of the School of Business Administration, were honored January 30 at PPA's Winter Promotional Products Show in Dallas. Among the awards was a \$2,500 cash prize to the school's marketing department.

Teams from Temple University and Loyola University of New Orleans placed second and third, respectively, in the National Finals. Ninety teams from 25 colleges were entered.

Judging the National Finals was a panel of Dallas-Ft. Worth

area promotional products marketing counselors and the credit marketing staff of JC Penney.

The purpose of the competition is to help students explore the potential of advertising specialties, premiums, incentives and other targeted media to reach and motivate audiences. The task for the advertising and marketing majors in the 1994 competition was to capture information on non-credit card shoppers so JC Penney could develop a database and promote to this audience.

## Advertising Graduations, Enrollment Continues Decline While Public Relations Upswing Continues

The 1994-1995 academic year saw advertising education in colleges and universities continue a two-year nationwide student decline, while students pursuing public relations at American colleges continued to increase in numbers, according to information from ***Where Shall I Go to Study Advertising and Public Relations?***

The research is compiled by Dr. Billy I. Ross, Louisiana State University, and Dr. Keith F. Johnson, Texas Tech University. Ross and Johnson surveyed schools of mass communication, journalism and business at colleges and universities across the United States and Puerto Rico and found 116 schools offering advertising programs, 138 public relations programs, and 34 schools offering a combined ad/PR program in 191 colleges and universities.

Advertising graduation rates declined 15.5 percent nationwide to 5,300 degrees (5,060 undergraduate degrees, 225 master degrees and 15 doctorates). This marks the second year in a row in which fewer students were graduating in the field.

Public relations programs, however, graduated 2.3 percent more students than the preceding year, granting 4,608 undergraduate degrees, 344 masters and 8 doctorates.

The same trend was paralleled in student enroll-

ment figures as well. Advertising undergraduate enrollments declined almost six percent, to 15,037, and graduate enrollment declined by 62 students to 620 (a total of 15,657 students enrolled in advertising courses). Public relations enrollment increased 3.6 percent, reaching 14,336 students (13,663 undergraduates, 663 masters and 40 doctorates).

Ross and Johnson speculate these figures may reflect several schools collapsing advertising and PR into a single program. Such economy moves are also in the decline of advertising programs (down to 357 from 368) and PR programs (down to 395 from 403), and the growth of combined programs from 75 to 121.

Michigan State leads the advertising programs, graduating 205 bachelors, 34 masters and 6 doctorates last year. They also lead the nation in total enrolled advertising students. University of Texas/Austin has the most masters (60) and doctorate (13) students. While Michigan State has the highest overall enrollment (686), Texas/Austin and Missouri have the most full-time faculty (12).

In public relations, the University of Florida graduated the most bachelors (139) and the University of South Florida the most masters (30). Florida also granted the most degrees overall (153). California State/Fullerton has the most enrolled public relations undergraduate students

(562) and masters students (58).

The largest joint program in the nation is Boston University, with 233 bachelor degrees granted, and 109 masters (342 overall). They also lead the nation in total number of ad/PR students (342) and number of full-time faculty (10).

***Where Shall I Go to Study Advertising and Public Relations?*** is used by high school counselors and students interested in an advertising or public relations college education. The 1995 edition reports on the number of advertising and public relations graduates, student enrollment, faculty, university, and program entrance requirements, tuition, fees, room and board costs, and who to contact at each school. Copies of the 1995 edition may be obtained by sending \$5.00 to Advertising Education Publications, P.O. Box 4164, Lubbock, TX 79409-4164.

### AAF in Bulgaria

The American University in Bulgaria is home of the first student chapter of the American Advertising Federation in Central and Eastern Europe. Dr. Michael McBride, Fulbright Scholar from Southwest Texas State University, is club advisor. The chapter also supports a competition team in the pilot Mid-European Student Ad Competition.

# American Academy of Advertising Newsletter

Please send information to:  
Dr. Tommy V. Smith, Director  
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Box 5121  
Hattiesburg, Mississippi 39406-5121  
(601) 266-5436  
FAX: (601) 266-4263  
Internet: tommy\_smith@bull.cc.usm.edu

**DEADLINE: JUNE 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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**COMMENTS:**

## People News

**Carloyn Costley, Karen Fernandez, and Ashish Sinha** will be joining the University of Waikato in Hamilton, New Zealand around June/July 1995. These three researchers will be join senior lecturer Scott Koslow, who joined the University of Waikato in June 1994.

**Ron Kaatz**, Northwestern University, judged the Richard L. Lysaker annual competition for excellence in the development of new techniques to measure media audiences and evaluate media in January. The Advertising Research Foundation established the award to honor Lysaker for his many contributions in the field.

The Public Relations Committee welcomes **Carole Macklin** as the new chairperson, taking office as of January 1, 1995. The new members are: Russ Laczniak, Wei-Na Lee, and Christine Wright-Isak, who will serve from 1995-1999.

**Michael L. Maynard** was selected by the AAA Industry Fellowship Committee for a fellowship to attend the Advertising Research Foundation Conference in New York City, March 20-22, 1995. Maynard was also awarded a \$2,200 grant from Temple University's Center for East Asian Study to conduct research in Tokyo on gender imaging addressed in magazine advertising directed to Japanese young men and women.

**Michael McBride**, Fulbright Lecturer at the American University in Bulgaria, on leave from SW Texas State University, presented a paper entitled "Forming Linkages in the New Media: The Advertising Industry Perspective" during the Journalism Education in Central and Eastern Europe session on the Fifth Annual Conference of the Alliance of Universities for Democracy in November in Prague, Czech Republic.

**Marieke de Mooij** has developed an Instructor's Manual to accompany her text book "Advertising Worldwide," which is increasingly used for international marketing and advertising courses. The instructor's manual (100 pages) provides answers to the questions in the textbook, additional current information, and answers to IAA exams. Available from Prentice Hall.

**Ivan L. Preston**, University of Wisconsin-Madison, has been named the Journal Communications/Warren G. Heyse Bascom Professor. Preston is the first person to hold the professorship, which has been made possible by gifts from Journal Communications and Heyse, an alumni of the School who retired as Journal Communications president in 1991. Journal Communications publishes the Milwaukee Journal and the Milwaukee Sentinel and operates a variety of other media outlets. Preston has been a faculty member at Wisconsin since 1968, and is head of the School's advertising sequence.

## Positions Available

### Interviewing at Norfolk Convention

Schools with positions available and candidates interested in open positions who wish to interview at the convention in Norfolk should forward information to Dr. Jim Pokrywczyński by March 22nd.

Positions available announcements should include position, university, department, nature of position, representative at the convention, and a way the representative can be reached at the convention.

Applicants seeking a position should forward a resume and a way to be contacted at the convention.

Send information to:  
Dr. Jim Pokrywczyński  
Marquette University  
Johnston Hall  
1131 W. Wisconsin Ave.  
Milwaukee, WI 53233

No phone or e-mail applications will be accepted.

## See You In



## Norfolk

# 1995 AAA Committee Chairs

## Research

Boris W. Becker  
Oregon State University

## Industry Relations

Jack Crowley  
Marquette University

## Accreditation

Wayne W. Melanson  
Texas Tech University

## Placement and Faculty Development

Jim Pokrywczynski  
Marquette University

## Industry Fellowship

Beth Barnes  
Pennsylvania State University

## AAA/NAA Relations

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Middle Tennessee State University

## Membership

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**Good  
Luck  
in '95!!**

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