



american
academy of
advertising

Newsletter

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

Enjoy Summer!



President's Column

The Summer Solstice

The summer solstice is taking on new meaning this year in Michigan as temperatures reach well into the upper 90s and lower 100s. Just the other day the temperature reached 103 in Alpena, Michigan for the hottest temperature in the U. S., including the desert of Arizona. For those of us in academia the summer solstice has other meanings. It can be a time of intellectual renewal as we get that annual chance to read, write, research, travel, and catch up on all those well-intentioned things we promised ourselves we would do but which somehow gave way to the pressures of the academic year.

The summer solstice also is a time to start planning for the AAA's Spring Conference. You should have received the calls for papers, special topic session proposals, research fellowship competition proposals, nominations for the outstanding contribution to research in advertising award, and dissertation fellowship competition proposals. Hopefully you are planning to submit a paper or proposal of some kind to the AAA this fall. If this little nudge is making you sweat, visualize the beauty of the Pacific Northwest and Vancouver, B. C. in April.

The key people to keep in-mind as you prepare for our 1996 conference are: 1) **Gary Wilcox** who will be in charge of the research paper review process, 2) **Mary Ann Stutts** who will be pulling together the special topics sessions, 3) **Bill Becker** who will be organizing the research and dissertation fellowship competitions as well as entertaining the outstanding contribution to research nominations, 4) **Ivan Preston** who will be co-chairing the conference program, and 5) **Bob King** who will be doing his annual service as co-chair of the conference and Executive Secretary.

Have a nice and productive summer!

Bruce G. Vanden Bergh

Promotional Products wants Student Entries

Hyatt Hotel Corporation will co-sponsor with Promotional Products Association International the 1995 National Collegiate Competition in Promotional Products & Target Marketing.

The competition is designed to introduce students to communicating and influencing targeted audiences having homogeneous consumption and purchasing needs. The winner of the 1994 competition was a team from California State University—Los Angeles.

Entry kits may be obtained from **Rick Ebel**, Promotional Products Association International, 3124 Skyway Circle North, Irving, TX 75038. The deadline for entries is November 27, 1995.

A Note from the Editor

Please note that my new E-mail address for all future "wires" is:
tsmith@whale.st.usm.edu

Tommy Smith

Committee Seeks Nominations & Proposals

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 curriculum vitae, and copies of the nominee's most im-

portant works. Six (6) copies of the above should be sent to: **Boris W. Becker**, College of Business, Oregon State University, Bexell Hall 200, Corvallis, OR 97331-2603. All materials must be received by November 1, 1995.

The AAA Research Committee announces its call for proposals for the Academy's 1996 Research Fellowship Competition. Awards ranging between \$1,000 and \$3,000 are available to the best proposals which emerge from a double-blind review by the Research Committee. Proposals should include the following material: 1) complete title page, with researcher's name, affiliation and address; 2) maximum of ten pages describing significance and contribution of the research, methods, timetable for completion, and detailed budget; 3) curriculum vitae of researcher(s). Deadline for receipt of complete package of materials is November 1, 1995. Send six (6) copies of the proposal (only one copy of cv) to: **Boris W. Becker**, College of Business, Oregon State University, Bexell Hall 200, Corvallis, OR 97331-2603.

For more detailed information, you should refer to the flyers sent out by **Bob King**, or contact **Bill Becker** by phone at 503-737-6162 or by E-mail at: becker@bus.orst.edu.

Research, the Journal of Public Policy and Marketing, and the Marketing Science Institute, announce a call for papers for the sixth annual Marketing and Public Policy Conference. Hosted by Villanova University, it will be held May 17-18, 1996 at the Key Bridge Marriott, which is located across the Potomac River from Washington, D. C.

Authors are encouraged to submit empirical research papers, as well as integrative review papers, legal evaluations or comparative analyses of case law or regulation, or conceptual analyses of public policy issues. Content areas might include, but are not limited to: antitrust, environmental protection, ethics, privacy, product quality, international regulations, marketing channels/exchange governance, consumer satisfaction or complaint behavior, consumer protection, consumer education, risk communication, and societal marketing.

Papers which are under review or have been accepted elsewhere can be considered for presentation.

All submissions must be received no later than November 1, 1995. For manuscript and special session guidelines and/or conference information, contact the conference co-chairs: **Ray Taylor** or **Ron Hill**, Department of Marketing, College of Commerce and Finance, Villanova University, Villanova, PA 19085-1678, Phone: 610-519-4351, Fax: 610-519-7864, Bitnet: RONHILL@VILLVM Internet: RHILL@UCIS.VILL.EDU

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Call for Papers

The Marketing and Society Special Interest Group of the American Marketing Association, in conjunction with the Association for Consumer

News from Publishers

CrossRoads Books, Notre Dame, IN 46556 has just published Ice Cube Sex by **Jack Haberstroh**. The book is for sale through the publisher for \$17.95, plus \$2.95 for shipping and handling. The book is a treatment of the subject of subliminal advertising: its presumed existence, its legality, and its effectiveness. "It's a no-holds-barred rebuke of Wilson Bryan Key and all his nonsense" according to **Haberstroh**.

Jack Haberstroh has also published The Pro Challenge. The book is available by writing the author at: P. O. Box 983, Richmond, VA 23208-0983, and sending along \$17.95. The workbook contains 170 PR writing assignments from many of the world's top PR pros. Most are owners of their own firms, CEOs, and even founders of the PR agencies that bear their names. "It's perfect for PR writing classes" according to **Haberstroh**. For more information, write or call: 804-828-2660.

The Book of Gossage, an update of the University of Illinois Press' Is There Any Hope for Advertising?, is now available. The book features a new introduction by Jeff Goodby, and an updated preface by **Kim Rotzoll**. Included are contributions from Stan Freberg, Jay Levinson (Guerrilla Marketing), Warren Hinckle (Ramparts), and former Gossage

associates Alice Lowe, Robert Freeman, and Jerry Mander. Also, there is material from John Steinbeck, Jessica Mitford, and Tom Wolfe. The book also features additional work by Howard Gossage, some of which was provided by **Dennis Altman** who now teaches at the University of Kentucky.

A new internship book is in development. Media Intern. How to Get the Job that Gets You the Job in Advertising, Broadcasting, Journalism, and Public Relations is being prepared by Gerald A. Carroll at the University of Iowa. Any helpful materials or information from your internship program will be appreciated. You can E-mail him at the following address: gerald-carroll@uiowa.edu

Law and Advertising. Current Legal Issues for Advertisers, Agencies and Attorneys by Dean Keith Fueroghne is now available. An advance version of this book is being used by **Gordon Miracle** at Michigan State University.

Maxine Paetro is working on an update of her classic How to Put Your Book Together and Get a Job in Advertising. The version, published by **Bruce Bendinger's** The Copy Workshop in Chicago, will be available Spring 1996. Any comments from instructors will be helpful and appreciated. Paetro is also currently working on projects for Jim Patterson, President of JWT/USA.

The Advertising Institute of

Korea is translating The Copy Workshop Workbook into Korean.

Sara Van Cleef has joined the staff of The Copy Workshop. Van Cleef is a graduate of the University of Wisconsin (BA English), and was a buyer and department manager for Stuart Brent Books in Chicago.

Loyola Wins

Loyola University of New Orleans has won the 1995 American Advertising Federation National Student Advertising Competition. Loyola's campaign for Chrysler Corporation's Dodge Neon, captured first place among the 15 finalist teams in the day-long competition. The University of Idaho took second place, followed by the University of South Carolina in third and the University of Texas in fourth.

The sponsor for next year will be the American Red Cross. This will be the first time that a not-for-profit organization has sponsored the competition. For more information on the NSAC call **Mary Ellen Woolley**, Vice-President for Educational Services at 202-898-0089.

Maddox Named

Lynda Maddox, an Associate Professor of Marketing at George Washington University in Washington, D. C., has been elected chair of the American Advertising Federation's Academic Division for the 1995-96 academic year.

Hugh Daubeck, from Purdue University, Calumet, was elected vice-chair.

Official Dedication of the Cummings Center for Advertising Studies Occurs

The Cummings Center for Advertising Studies had its official dedication last April 21, 1995, at the Levis Faculty Center on the campus of the University of Illinois at Urbana-Champaign. Dignitaries attending included Mrs. Margaret Cummings, Cummings Center Director **James E. Haefner** and Dean **Kim B. Rotzoll** of the University of Illinois in the College of Communications.

The Cummings Center for Advertising Studies at the University of Illinois at Urbana-Champaign was established in 1992 to be an active research organization that links education and industry in vital new ways. Approved by the University of Illinois Board of Trustees and with initial funding from the late Barton A. Cummins, former Chairman Emeritus of Saatchi and Saatchi, the Cummings Center is dedicated to fulfilling Cummings' vision of a dynamic site of intellectual investigation where the brightest advertising researchers and practitioners come together with scholars from a wide range of disciplines to explore issues of critical importance to advertising. Further, the Center understands the power of advertising in a world of ubiquitous communication, and is committed to promot-

ing the wise and responsible use of the tools of persuasive communication.

The Cummings Center's first major project is in the area of travel and tourism. With a \$150,000 grant from the Illinois Bureau of Tourism, the Cummings Center is conducting a series of research projects on how advertising, public relations, direct marketing, and sales promotion can be better used to attract tourists to Illinois. These projects are under the direction of Daniel R. Fesenmaier, Professor of Leisure Studies at the University of Illinois and the Director of Research for the Cummings Center. Professor Fesenmaier may be reached at 217-333-4410.

James Haefner said that the Center is in the process of defining its areas of primary concentration. In addition to tourism and related informational issues, the Center is focusing on emerging communications technologies and how the advertising industry and other persuasive communicators will position themselves in the new communications structures. As part of this project, the Center is developing an annual survey of advertising professionals that will be used to forecast trends and assess on a continuing basis the impact of such new technologies as interactive media, the World Wide Web, and the Internet on advertising and related industries and fields.

Another recently announced Cummings Center project concentrates on preserving advertising history. In response to a growing need for sharing information about libraries and museums hous-

ing special collections relating to advertising history, the Cummings Center is developing a database that will list the holdings of major archives at the University of Illinois, Duke University, the Smithsonian Institute and other schools, libraries, museums and other institutions around the country. The database will be accessible initially by written or telephone request and soon after, over the Internet and through a World Wide Web Home Page. In addition, preliminary investigations are underway for the second phase of this major project—the digitizing of advertising archives and the creation of a state-of-the-art on-line library of these archives.

Working with the Council of Advertising History, the Cummings Center at the U. of I. is committed to preserving advertising's primary source material wherever it exists — at archives, libraries, museums, advertising agencies, etc. The Cummings Center then wants to ensure that all such material is easily accessible to advertising scholars, students, professionals, and other interested parties.

Other activities planned for the Cummings Center, which is located on the campus of the University of Illinois at Urbana-Champaign, include a series of on-going seminars that will focus on practical, theo-



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DEADLINE: SEPTEMBER 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 OF THE BACK OF THIS SHEET. ALSO, PLEASE TYPE OR PRINT LEGIBLY. REMEMBER TO SEND YOUR ADDRESS CHANGES TO ROBERT L. KING, SCHOOL OF BUSINESS, UNIVERSITY OF RICHMOND, RICHMOND, VA 23173

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COMMENTS:

People News

David Eppright was promoted to Associate Professor in the Department of Marketing, University of West Florida.

Jim Avery will join the faculty at The Pennsylvania State University effective with the fall semester 1995. Avery is the author of Advertising Campaign Planning and has been Associate Professor of Advertising at the University of Alaska.

Michael McBride, Fulbright Lecturer at the American University in Bulgaria, on leave from SW Texas State University, San Marcos, presented an invited lecture at the Johannes Gutenberg Universitat, Mainz, Germany, in May 1995. The subject was: "Marketing Communications in the Year 2000 and Beyond."

William K. Darley and **Robert E. Smith** have co-authored "Gender Differences in Information Processing Strategies: An Empirical Test of the Selectivity Model in Advertising Response," in the Journal of Advertising.

All of the following is from the University of Alabama

Arnold Barban, chair of APR, judged the ADDY awards of the Houston Advertising Federation in January, and was an outside evaluator of the School of Journalism and Mass Communication at the

University of Colorado/Boulder.

The department hosted **Don Dixon**, Chairman and Creative Director of Lifestyles Marketing Group/New York, on February 14 and 15. Dixon has extensive experience related to promotional and marketing events associated with the Olympics. His visit was sponsored by the Advertising Educational Foundation of New York.

John Eighmey and **Karen Cartee**, of the Advertising and Public Relations department, along with others in the College, are conducting a communication policy project for the government of Aruba. The project concerns the organization, management, programming, and operation of Tele Aruba, the broadcast television station of the island.

Bruce Roche has retired from the Advertising and Public Relations faculty after 22 years at the University of Alabama. He is known throughout the professional advertising community as an outstanding educator. He continues to serve the department informally since his retirement as liaison with various professional groups. He coordinated the department's 12th Annual Meeting of the Alabama Advertising clubs in January. At that meeting, **John Eighmey** of APR was the featured speaker.

Ashley Drago, advertising graduate, finished a summer internship at Young & Rubicam (advertising agency)

in Moscow, Russia. She now teaches English to grade school children in Moscow.

Lori McKinnon will join the faculty in August 1995 as Assistant Professor of Public Relations. Lori is a doctoral student in Communication at the University of Oklahoma.

The APR department completed a most successful search for a new Assistant Professor of Advertising. **Regina Lewis** will join APR faculty in August 1995. She presently is completing her doctoral work at the University of North Carolina. She was awarded a campus-wide dissertation grant for Spring 1995 at UNC. She also will travel to Ekaterinburg, Russia, March 5 through March 15 as part of a UNC project funded by the International University Media Fund. The purpose of the Russia visit is to help advertising faculty members at Ural State University modernize their curriculum. Regina has her M.B.A. from Columbia University.

Stephen R. McDaniel and **Lance Kinney**, doctoral candidates at Florida State University, announce the forthcoming publication of their research paper, "Ambush Marketing Revisited: An Experimental Study of Perceived Sponsorship Effects of Brand Awareness, Attitude toward the Ad and Purchase Intention," in an upcoming edition of the Journal of Promotion Management. This research on official and ambush sponsors of the 1994 Winter Olympic Games was conducted last spring.

Cummings Center

(cont'd from page 4)

retical, and critical issues. Currently in the planning stages are executive development seminars for Pacific Rim advertising executives, seminars on critical tourism, and seminars related to persuasive communication and the new information technologies, as well as an on-going series of discussions among advertising professionals and advertising students.

The Center also plans to release a series of Cummings White Papers on issues of importance to persuasive communicators.

For further information about the Cummings Center, please contact **James Haefner** at 217-333-1603.

Weir Honored

Walter Weir, a successful retired advertising executive who began a second career as an advertising educator after working for 44 years with a number of firms including N. W. Ayer and Lord & Thomas, was awarded the American Advertising Federation's 1995 Distinguished Advertising Educator Award at a luncheon during the 1995 AAF National Advertising Conference this month in Tampa.

Weir was selected from a national group of nominees by the 39-member AAF Academic Committee, comprised of advertising educators and practitioners. The Distinguished Advertising Educator Award was developed in 1987 to recognize educators who have advanced the knowledge,

professional performance and standard of practice within the advertising industry, and who have given outstanding service to students of advertising.

McBride helps Ad Team in Bulgaria

The American University in Bulgaria won 3rd place in the pilot Mid-European Student Advertising Competition (MESAC) in April, 1995, in Portoroz, Solvenia. Of 13 university teams representing several Central and Eastern European nations, 1st and 2nd went to Budapest, Hungary universities. Client Chrysler International expressed particular interest in the AUBG plans book. **Michael H. McBride**, Fulbright Lecturer on leave from SW Texas State University, advised the team.



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