



Newsletter

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

UNIVERSITY OF OKLAHOMA IS ONCE AGAIN AAF'S COLLEGE CHAPTER OF THE YEAR

For the second consecutive year the University of Oklahoma has been honored as the recipient of the American Advertising Federation's Robert C. Blackmore College Chapter of the Year Award.

The honor was presented at the 1995 AAF National Advertising Conference, held June 1-3 at the Hyatt Regency in Tampa, FL. The award is named for Robert C. Blackmore, former AAF chairman and executive vice president of NBC Television and includes a \$1000 cash award to the winning school's AAF college chapter.

This year, Blackmore also donated \$500 of his own money to the chapter because of their relief efforts following the bombing of the federal building in

Oklahoma City. The chapter then donated the money to Oklahoma Gov. Frank Keating's Oklahoma City Relief Fund.

The AAF College Chapter Achievement Competition recognizes outstanding accomplishments of AAF's 200 college chapters in four categories: membership/programs, publications, public service, and career development. The College Chapter of the Year Award is given to the AAF college chapter that has documented the best overall performance during the past year in those competition categories.

Oklahoma, under the tutelage of faculty adviser Roy Kelsey, took first place in the Publications category and second place in Career Development.

Call for Papers

The 15th Annual Advertising and Consumer Psychology Meeting is scheduled for May 17-18, 1996 in Detroit (Bloomfield Hills, MI). The deadline for papers, long and short abstracts is February 26, 1996.

The theme for this year's meeting is Interactive Media and Advertising. We are looking for papers about how advertising relates to the Internet and Worldwide Web, interactive television, on-line newspapers, and any of the other forms of mediated communication in which there is two-way flow of information.

Interactive advertising can and will be delivered via a variety of carriers. Presently, the cheapest and most extensive carriers are the Internet and the Worldwide Web. Already, on-line you can buy a computer, shop for lingerie, send flowers, research current mutual funds, and broker unused manufacturing capacity. A variety of both telecommunication companies (e.g., America On-Line, Prodigy, CompuServe) and media companies, including newspapers, are charging customers for entry and connection time to the Net and the Web. It is estimated that on-line activity is growing at a rate of 10 to 15 percent a month and there are already more than **cont. on Page 3**

Visiting Professor Program

Summer Program for Advertising/Marketing Professors

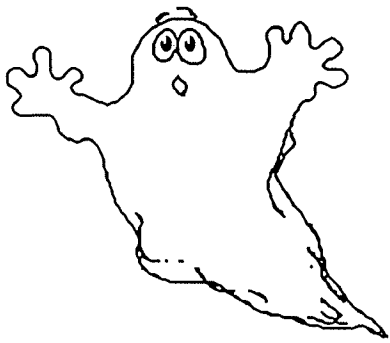
Professors of advertising and marketing at U.S. colleges and universities can participate in the day-to-day activities and work on specific projects for up to three weeks at an advertising agency or media company. This firsthand look at the marketing process and the development of advertising strategies and executions — benefits professors' teaching and research. They also gain greater self-confidence

and enthusiasm as well as fresh ideas and insights. The program usually takes place in the summer, with exact timing flexible.

Completed applications are due by December 15, 1995.

For further information contact:

The Advertising Educational Foundation
666 Third Avenue
New York, NY 10017
(212) 986-8060



Have A Happy Halloween

1995

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President's Column

A Meeting of Presidents

I had the opportunity this summer to meet with the Presidents of the Association for Education in Journalism and Mass Communication (AEJMC), Broadcast Education Association (BEA), International Communication Association (ICA), and Speech Communication Association (SCA) at a special meeting at AEJMC's annual conference held in Washington D.C. It was an interesting meeting. Before we started to discuss how our organizations might cooperate with each other, Jim Gaudino of SCA asked us to define the field of communication. This stumped everybody at the meeting. It was decided that with the help of AEJMC's staff we would canvass all programs in the country and list all disciplines and subject areas that are taught under the communication umbrella.

Concern and frustration was expressed over the tendency for publication such as The Chronicle of Higher Education and U.S. News & World report to ignore our discipline in many of their reports. I tell you this because I sense a similar frustration among advertising educators. I have heard (on a fairly consistent basis) that many of you feel that the AAA and advertising education in general are invisible to the profession not to mention other publics. The Adforum has carried quite a few messages just in the last week that appeared to be expressing this concern. I respond that I feel the time might be right for us to reach out to other organizations in advertising as well as in the broader fields of communication and marketing. However, the Executive Committee has to get a feeling that this is the direction most of you want us to head in before we can make such overtures. I know some would like us to remain a purely academic organization in our specialty and not get involved with other associations. Adforum might be a good place for us to have this discussion. Let Ivan know how you feel about our relative anonymity. See you on Adforum.

Bruce Vanden Bergh

Advertising Research Video

The Advertising Educational Foundation has released its newest video about advertising research, Good-Bye Guesswork: How Research Guides Today's Advertisers. This 27 minute documentary shows the research used to solve three specific advertising/marketing situations. Participants are real clients and their respective ad agencies: FCB/Leber Katz Partners, Ogilvy & Mather and McCann-Erickson Worldwide, captured as they work through problems, find solutions, and respond to challenges.

The video is available for free-loan to colleges and universities through Modern Communication, 1-800-243-6877, or for purchase from the AEF for \$13.50.

AAA/NAA Student Newspaper Advertising Competition

The purpose of the competition is to encourage students enrolled in advertising or advertising-related courses, and their instructors, to create newspaper advertising campaigns on important social issues. The ad campaigns are designed to help solve problems faced by our society—in areas such as the environment, drug abuse, illiteracy, teen pregnancy, and violence.

Any student enrolled in advertising or advertising-related courses may enter as long as the sponsoring faculty member is an active member of either the American Academy of Advertising or an educator member of the Newspaper Association of America.

Entrants should submit a

newspaper advertising campaign designed to fulfill the requirements as set forth in the information packet which will be provided to each qualified faculty sponsor who returns the enclosed Entry Form.

All entries will be judged first at the regional level. Regional judges will be selected by the AAA/NAA Foundation. Three winners (first, second and third place) will be selected from each of 10 regions. All regional winners' entries will be sent to the national competition. National judges will be selected from members of nationally recognized organizations.

Regional Winners (30) will receive certificates indicating the level at which their entries placed. Their names will be

listed in national press releases and their ads will be placed into national distribution.

National Winners (3) receive cash prizes, travel and national distribution of their winning entries. First place, \$500; Second, \$250; and Third \$150, with matching awards to departments of sponsoring faculty members.

Expense paid trips are awarded to national winning students and faculty sponsors to attend NAA's Marketing Conference. Winners are honored during the conference program.

If you are interested in participating in this year's competition just fill out and return the enclosed Entry Form on or before Oct. 15, 1995.

Advertising and Consumer Psychology Call For Papers

Cont. from Page 1

25 A variety of advertisers are paying telecommunications companies \$20,000 to \$50,000 a month for an advertising and marketing presence on the Internet.

This is fertile ground for advertising and consumer research. How can advertising best be designed to take advantage of the interactive environment? How can the effectiveness of interactive advertising be assessed? How does advertising fit into the rest of the media plan? What does this mean for

strategic consumer targeting? And probably most importantly, how can academics and practitioners link up to make sure the research is accomplished?

Given how fast the field of interactive advertising is changing, this year's meeting will accept a variety of submission formats: complete papers, 5-page abstracts, and one page abstracts. We would like to see some theoretical work, some case studies, and some data. We hope to include a significant segment of creative work.

As before, the papers resulting from the conference will be published in hard copy as part of the Advertising and Consumer Psychology series.

Please send papers or abstracts to any one of the co-chairs: Esther Thorson, Center for Graduate Studies in Journalism, 112 Walter Williams, University of Missouri, Columbia, MO 65211, Fax 314-884-5302, Phone 314-882-4852, Internet jouret@mizzoul.missouri.edu; David Schumann, University of Tennessee, 310 Stokley Management Center, Knoxville, TN 37996-0530, FAX 615-974-1932, Phone 615-974-1642, Internet palO2498@utkvml; Charlie Stannard, DMB&B, 1725 N. Woodward, P.O. Box 811, Bloomfield Hills, MI 48303, Phone 810-988-8684, Fax 810-988-8734; Internet cstannar@DMBB.com.

POSITIONS AVAILABLE

Penn State University, School of Communications, is seeking Advertising/Public Relations faculty. Applicants are invited for a tenure-track position beginning August 1996. 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.

The College offers five undergraduate programs: Advertising/Public Relations, Telecommunications, Film and Video, Journalism, and Media Studies. The ability to teach courses in our other programs is a plus. Total enrollment is 1,800. 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. Screening will begin Sept. 30, 1995.

Bradley University, Department of Communication invites applications for a tenure-track assistant professor in advertising starting in the fall of 1996. Responsibilities include teaching courses in advertising and developing new and innovative approaches to the rapidly changing communication industry. Applicants should have a Master's degree, PhD preferred, and evidence of quality teaching and research/creative production potential. Send letter of application, current vita and names,

addresses and telephone numbers of at least three references to Dr. Betty Parker, Chair, Advertising Search Committee, Dept. of Communication, Bradley University, Peoria, Illinois 61625. Review of applications will begin September 1, 1995 and continue until position is filled. AA/EOE.

The University of Nebraska at Lincoln, The college of Journalism & Mass Communication seeks a person with a minimum master's degree, extensive professional experience and excellent teaching skills, to teach public relations. A candidate with a PhD, an established publishing record and strong potential for scholarship is preferred. The salary for this position is highly competitive. Review of applications will begin November 1, 1995 and will continue until a suitable candidate is found. Send your current vita and names of three references to: Ed Johnson, College of Journalism and Mass Communications, University of Nebraska - Lincoln, Lincoln, NE 68588-0130

University of Tennessee, Knoxville. Department of Advertising seeks a faculty member to teach courses in two or more of the following areas: principles, research, media, creative, management, campaigns, or social issues. PhD in communications or related field with evidence or promise of research productivity, professional advertising experience, and teaching experience preferred. Interested applicants should send letter of application, vita, and supporting data to: Dr. Ronald E. Taylor, Search Committee Chairman, Department of Advertising, 476 Communications Bldg., University of Tennessee, Knoxville, TN 37996-0343. Review of applications will begin October 2, 1995.

Bradley University, Department of Communication invites applications for a tenure-track assistant profes-

sor in public relations in the fall of 1996. Responsibilities include teaching courses in public relations and developing new and innovative approaches to the rapidly changing communication industry. Applicants should have a Master's degree, PhD preferred, and evidence of quality teaching and research/creative production potential. Send letter of application, current vita and names, addresses and telephone numbers of at least three references to Dr. Teresa Holder, Chair, Advertising Search Committee, Dept. of Communication, Bradley University, Peoria, Illinois 61625. Review of applications will begin September 1, 1995 and continue until position is filled. AA/EOE.

The University of Alabama. College of Communication seeks applications for the position of dean. Person should be able to lead the diverse interests of the college; a decision maker who can build consensus and implement programs in the University's continuing commitment to high quality scholarship and teaching.

To apply, send a curriculum vitae and three references to Prof. Ray Carroll, Telecommunication & Film, Box 870152, The University of Alabama, Tuscaloosa, AL 35487-0152. Applications will be reviewed starting October 2, 1995 for the position to be filled by January 1, 1996 or as soon as possible thereafter.

Sorry the newsletter is late. The publisher, **Tommy V. Smith** has been out of commission with a bad back. The AAA would like to wish him a fast recovery.

Special thanks to **Tom Robinson** for publishing this month's newsletter.

American Academy of Advertising Newsletter

Please send information to:
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Hattiesburg, Mississippi 39406-5121
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Fax: 601-266-4263
Internet: tsmith@whale.st.usm.edu

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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Please send information to:
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Fax: 601-266-4263
Internet: tsmith@whale.st.usm.edu

COMMENTS:

People News

Richard F. Beltramini has joined Wayne State University as Professor and Chair of the Department of Marketing

Glen T. Cameron, associate professor in the Henry W. Grady College of Journalism and Mass Communication, has been named director of research for the college's James M. Cox Jr. Institute for Newspaper Management Studies.

The institute supports education that uniquely prepares students and professionals for management positions and provides funding for applied research that addresses contemporary issues confronting the newspaper industry. Cameron will help researchers who receive Cox Institute funding focus their studies to best meet the needs of the newspaper industry.

Barbara De Santo, APR, will join the public relations faculty in the School of Mass Communications, Texas Tech University effective the fall semester 1995.

John De Santo, will join the public relations faculty in the School of Mass Communications, Texas Tech University effective the fall semester 1995.

Conrad C. Fink, professor at the Henry W. Grady College of Journalism and Mass Communication, has been named the first holder of the William S. Morris Chair of Newspaper Strategy and Management.

The purpose of the Morris chair is to enrich the college's teaching, research and service program in newspaper management and strategy; design and supervise teaching, research or service projects; counsel students in professional matters; assist student efforts to gain practical experience outside the classroom, and serve as

a link between the college and the newspaper industry

Louisa Ha, Department of Marketing, Bowling Green State University, won the Special Mention of Honor on Media and presented the highlights of the paper during the ARF annual conference in New York. A shortened version of this paper will be published in the Journal of Advertising.

Pamela Homer was granted tenure and promoted to full professor in the Department of Marketing, California State University, Long Beach.

Jerry C. Hudson, professor, School of Mass Communication, Texas Tech University, was one of four recipients of the President's Academic Achievement Awards for his accomplishments in teaching, research and service. He is the first mass communications faculty member at Texas Tech to be named for this prestigious university award.

Keith F. Johnson has been named editor of the upcoming Journal of Advertising Education, to be published by the advertising division of AEJMC. A call for papers, reviewers, etc. will be published soon. The new journal's design and features were unveiled by Johnson at the AEJMC National Conference in Washington D.C. in August.

Michael L. Maynard was awarded a \$2,200 grant from Temple University's Center of East Asian Study to conduct research in Tokyo, Japan on "Gender Imaging: Addressivity in Magazine Advertising Directed to Japanese Young Men and Women." This is his second consecutive support grant from Temple's C.E.A.S.

Maynard was invited to participate in the Direct Marketing Educational Foundation's summer seminar for authors and researchers in New York City on June 15-16,

1995. He was also awarded and Industry Advertising Research Foundation Fellowship to attend the ARF Conference in New York City, March 20-22, 1995.

Wayne Melanson will join the advertising faculty in the School of Mass Communication, Texas Tech University effective the fall semester 1995

Robert D. Reich has been appointed to the position of Assistant Professor at Mary Balgwin College. Dr. Reich completed his dissertation on emotional images in television commercials at Temple University, Philadelphia, PA.

John R. Rossiter, of the Australian Graduate School of Management, will be the Unilever-Erasmus Visiting Professor of Marketing, from August 1995 until June 1996, at the Rotterdam School of Management. This position is sponsored jointly by Unilever Plc. and Erasmus University. In addition to research and teaching, John will be giving academic and industry seminars, and will welcome expert visitors particularly in the area of advertising. During this period, John can be reached at RSM's Department of Marketing on telephone 10-408-2851 or 10-408-1924, fax 10-212-0544, or email JRossiter@fac.fbk.eur.nl .

Bruce Stern has been named editor of the Journal of Marketing Education. Authors are encouraged to send faculty and pedagogical-related manuscripts to him at Portland State University, School of Business Administration, 630 SW Mill, Portland, OR 97201.

Johan Yssel has joined the Department of Advertising at The University of Southern Mississippi effective the fall semester 1995.



BOOKS

The 3rd Edition of **Media Flight Plan** by **Dennis Martin** and **Dale Coons** was released this fall by Deer Creek Publishing, Provo, UT. A workbook/software combination, MFP III provides students with a tool for developing national and spot multimedia plans in three new "Power Levels." Now completely revised, the new 3rd edition includes new case studies, improved exercises, and more powerful software. Available for both IBM and Macintosh platforms, MFP III is designed to accompany all popular media planning textbooks. For a free copy, call the publisher, Gayle Martin, at (801) 225-0702.

Advertising Campaign Strategy: A Guide to Marketing Communication Plans by **Donald E. Parente**, Middle Tennessee State

University, **Arnold M. Barban**, University of Alabama, **Bruce G. Vanden Bergh**, Michigan State University, and **James L. Marra**, Temple University will be available October 1995.

This text outlines a comprehensive, detailed, start-to-finish campaign guide. Taking the students from research, to presentation and creativity, to the media the text provides multisided approach that not only teaches students the strategies for creating future campaigns, but also allow for more creativity.

Joseph P. Vaccaro, Associate Professor of Marketing at Suffolk University in Boston, MA had his latest text book, **Managing Sales Professionals: The Reality of Profitability** published by the Haworth Press, Inc. This book is designed for today's sales managers as they make decisions and solve problems. The book provides

readers with specific details and illustrations on how to plan, organize, staff, operate, and evaluate a sales force.

The Journal of Marketing Communication is a new journal which provides comprehensive coverage of all the important issues in the field of marketing. The Journal will publish research papers concerning every aspect of marketing communications and promotion management. A vibrant forum for discussing emergent issues such as *relationship marketing* and *integrated marketing communication*, together with *behavioral foundations of marketing* and *promotion management* will be provided.

The Journal's editor is **Philip J. Kitchen**, Keele University, and associate editors **Don E. Schultz**, Northwestern University, **W. Fred van Raajj**, Erasmus University, and **David Corkindale**, The University of South Australia



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