

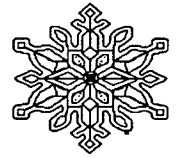


Newsletter

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



Seasons Greetings



President's Column

What You Get for Your \$35

From time-to-time, someone pipes up and says, "Hey, what do I get for my \$35 AAA membership fee?" I am usually surprised when this happens because the AAA membership fee is among the lowest in all of academe. The Journal of Advertising itself accounts for three-quarters of your \$35. You also receive the Proceedings of the annual conference, a quarterly newsletter, membership directory, and our new web page at: <http://www.utexas.edu/coc/adv/AAA/>

The AAA puts on a four-day conference every spring that features research presentations by members, special topics sessions on educational and professional issues, social events, and an opportunity to share ideas with colleagues from around the world. The conference is very affordable by today's standards. The AAA changes cities each year and has been able to select very nice meeting settings and still keep conference expenses under control.

The AAA has grant and awards programs totaling more than \$10,000 a year to support the research and professional development of its members. The Academy supports two representatives to the Accrediting Council on Education in Journalism and Mass Communications to protect its interests in that very large and influential organization.

The AAA has been very successful in obtaining industry fellowships to subsidize the attendance of AAA members at industry workshops and conferences. The Academy jointly sponsors the annual Student Newspaper Advertising Competition with the Newspaper Association of America.

The AAA is organized to encourage member participation in the running of the organization. There are over ten standing and ad hoc committees that really make the Academy run.

Preconferences, the Journal, distinguished service awards, the AAA/NAA competition, research fellowships and awards, ACEJMC accreditation, industry relations, annual conferences, fellow awards, officer elections, Proceedings publication, the AAA Newsletter, and more all require that AAA members participate in our organization. The AAA has a history of voluntarism from the Executive Secretary on down the line.

I'm not counting. But the AAA appears to me to be as good a return on an investment in one's career as I have seen. And, we are always looking for new ways to return more benefits to you.

Bruce G. Vanden Bergh
Michigan State University
AAA President, 1995

Call for Papers

With the continuing growth of service businesses comes the need to understand how to communicate effectively with the advertising audience. Therefore, a special issue of the Journal of Advertising dedicated to the advertising of services should provide an outlet for critically needed research.

The primary goal of this special issue is to enhance

the current body of literature on services advertising through thought-provoking articles. Encouraged is the exploration of issues pertaining to the advertising of empirical articles addressing both professional and non-professional (rental) services are welcomed. The Journal of Advertising should be consulted for manuscript guidelines.

Topics acceptable for this special issue include, but are not limited to, the following: 1) content analysis of existing services advertisements; 2) message strategies for retail and professional services, 3) media implications for retail and professional services, 4) audience characteristics that might affect the impact of retail and professional services advertising, 5) ethical issues related to the advertising of professional services, 6) development of scales designed primarily for use in services advertising, 7) emotional appeals in the use of services advertising, 8) comparative examinations of services vs. goods advertising, 9) impact of advertising on service patronage, and 10) advertising and internal marketing.

The deadline for submission of papers is June 1, 1996. Papers may be submitted to any of the co-editors at the following addresses:

Professor Stephen J. Grove,
Clemson University,
College of Business and Public
Affairs, 243 Sarrine Hall,
Clemson, SC 29634-1325,
Phone: (803) 656-5287,
FAX: (803) 656-0138,
E-Mail:

GROVES@CLEMSON.EDU
Professor Gregory M.
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Phone: (817) 565-4419,
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STAFFORD@COBAF.UNT.EDU

Sage Offers New Book on Writing Proposals

Sage Publications is pleased to be publishing Proposal Savvy by Elise K. Parsigian—\$39.95 hardback, \$17.95 paperback due in February 1996.

This book is geared toward professionals in mass communication, (including those in advertising, news, and public relations). Describing and guiding the reader through the creative problem solving process needed to produce proposals for print, broadcast, or advertising projects, this volume will be an essential part of any proposal writer's library.

To place an order, please call Sage in Thousand Oaks, CA at (805)-499-9774.

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

1995

AAA Officers

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Elsie Hebert Honored by AEJMC Ad Division for Distinguished Service

Elsie S. Hebert, professor of advertising at Louisiana State University's Manship School of Mass Communication recently received the national 1995 AEJMC Advertising Division Distinguished Service Award at the Association for Education in Journalism and Mass Communication National Conference in Washington, D.C.

The award honors a member of the AEJMC Advertising Division for long-standing national service to advertising education. "Elsie is a role model for all advertising educators," said Professor **Suzette Heiman** (University of Missouri), head of the AEJMC Advertising Division. "She has worked tirelessly to improve advertising education and much progress in this field can be traced to her efforts."

Professor Hebert was presented a plaque which cited her "distinguished service and outstanding contributions to advertising education." The award was made by longtime colleague Professor **Keith F. Johnson** of Texas Tech University who traced Professor Hebert's service to the Division and to advertising education. He noted "we have always known that when you needed help, advice, or whatever, all you had to do was pick up the phone and call on 'Mama' Bear. She's always been there for all of us." The Division responded to the

award by giving Professor Hebert a sustained standing ovation.

Professor Hebert holds a BAJ and MAJ from Louisiana State University and a Ph.D. from the University of Texas (Austin). She began teaching at Nicholls State University, Thibodaux, LA, and moved to the LSU English Department in 1964. In 1966 she joined the School of Journalism to teach advertising and advise the campus newspaper, The Reveille, and then created and headed the nationally recognized LSU Advertising/Public Relations Sequence. Professor Hebert is scheduled to retire from LSU next Spring after 30-plus years of service.

In 1994 she was named Distinguished Advertising Educator of the Year by the American Advertising Federation, the largest advertising trade association in the U.S. She was also named 1989 Educator of the Year by the Association of National Classified Advertising Managers and 1988 Educator of the Year by the AAF Seventh District. She served as Chair of the AAF National Academic Division and two terms as head of the AEJMC Advertising Division. In Summer 1995 she was a visiting professor at Hawaii Pacific University.

"Based on her continuous, unbroken record of service to the Ad Division, it was never a contest," said Professor **Michael Maynard** (Temple University), chair of the AEJMC Ad Division's Awards Committee. Professor **Maynard** noted it was a unanimous (by acclamation) decision by the Awards and Recognitions Committee, the

past Committee Chair, and both the Advertising Division Chair and Vice Chair.

Doctoral Dissertation Winners Named

A record number of eight proposals were received by **Bill Becker**, chairman of the AAA Research Committee. Each proposal was evaluated by at least two members of the Committee. The overall quality of the proposals was very high, but the reviewers were able to identify three particularly meritorious efforts. The winners with their major professors are:

Jill Schmid, "The Impact of Minority Models on Advertising Effectiveness." University of Washington (**Lawrence Bowen**, Committee Chairman)

Kartik Pashupati, "The Immediate and Delayed Effects of Attitude toward the Ad on Attitude toward the Brand: The Moderating Role of Repetition." Michigan State University (**Bruce Vanden Bergh**, Committee Chairman)

Barbara J. Philips, "Consumer Interpretation of Complex Advertising Images and the Impact of Verbal Anchoring on Ad Effectiveness." University of Texas (**Patricia Stout**, Committee Chairwoman)

The AAA Research Committee salutes all those who entered this year's AAA Doctoral Dissertation Proposal Competition and wish them well in their careers.

Advertising Research Foundation Now on Web

The ARF is proud to announce its latest means of communications with its members and with industry professionals worldwide, the ARF World Wide Web site.

Our site is hosted on the Advertising Media Internet Center (AMIC), an online resource for the advertising media industry. You can access the ARF site from AMIC's main menu at:

<http://www.arf.amic.com>

All that's required to use AMIC is an AMIC membership. It's free, and it takes less than one minute to sign up. If you are already a member of AMIC you can just use your AMIC member name and password. Once you've signed up, just go the AMIC main menu and choose the ARF from the list of options.

The ARF hopes that you enjoy their latest effort to enhance the work they do. Please E-mail the ARF with any questions or comments at:

arf@amic.com

For further information, please contact The Advertising Research Foundation at 641 Lexington Avenue, New York, New York 10022. Also, you may phone or FAX the ARF.

Phone: (212)-751-5656.
FAX: 212 319-5265.

University of Southern Mississippi Has New Graduate Advertising Sequence

Professor Robert T. van Aller, dean of the Graduate School, and Professor Robert G. Wiggins, director of the School of Communication at the University of Southern Mississippi, jointly announce a new graduate advertising sequence for both master's and doctoral students beginning this fall. According to Dean van Aller, "The concentration of graduate coursework in advertising provides our students with both applied and theoretical advertising methods." Professor Wiggins adds, "The new courses, along with the existing courses, will provide our graduate students, especially the doctoral students, with a comprehensive program in the field."

The sequence, in development for several years by former director of the advertising program Professor Don Avery (who is now at Eastern Connecticut State), and current director Professor Tommy Smith, prepares graduate students for academe as well as industry. Masters students have the option of completing a scholarly thesis or serving an internship while doctoral students must write and defend a dissertation.

Students now have three core courses plus a topical seminar which may be re-

peated for credit twice. The core course titles with their respective codes and numbers are as follows: MC (Mass Communications) 770, Advertising Theory, MC 771, Advertising and the Consumer, and MC 772, Advertising Research. The revolving topical seminar format course, MC 773 (Seminar in Advertising), changes from semester-to-semester depending on the interests of the professors who are instructing the particular sessions. Some of the possible topics include: the History of Advertising, Advertising and the International Consumer, and Advertising Law.

The new graduate sequence, with faculty members Professor Tommy Smith and Professor Johan Yssel, is a compliment to the existing undergraduate advertising program within the Department of Journalism at Southern Mississippi. Chair of the Department of Journalism, Professor Art Kaul states, "The newly-developed graduate level advertising sequence complements the strong undergraduate program we have offered for the past decade. Graduate students now have the opportunity to develop potent advertising and public relations concentrations that will prepare them for academic and professional career tracks."

For more information, contact Professor Tommy Smith at Box 5121, Hattiesburg, MS 39406-5121, Phone: (601)-266-5436, FAX: (601)-266-4263, or E-mail: tsmith@whale.st.usm.edu

American Academy of Advertising Newsletter

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DEADLINE: MARCH 1, 1996

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

William K. Darley, Associate Professor of Marketing at the University of Toledo, spent three weeks with McCann-Erickson as part of the 1995 Advertising Educational Foundation's Visiting Professor Program. At McCann-Erickson, Professor Darley got a first hand look at the advertising process and the development of advertising strategies, as well as executions.

Don Jugenheimer is moving to Southern Illinois University at Carbondale, where he will be director of the School of Journalism beginning January 1996.

William Biglow, associate professor and coordinator of the integrated communications master's program at Florida International University made a presentation on political advertising to the Pike's Peak Ad Federation at the Antlers Hotel in Colorado Springs on November 28th. Professor Biglow also served on the panel of judges for the annual APPY Awards of the Yellow Pages Publishers Association. Judging took place this past August at the YPPA national headquarters in Troy, Michigan.

Ivan Preston will have a revised second edition published in 1996 of The Great American Blow-Up, originally from 1975. The new edition will have many new examples of puffery, and will describe legal steps now underway that are aimed at restricting puffery's legal immunity.

Professor Preston's 1994 book, The Tangled Web They Weave, expanded his analysis of deceptive advertising to several categories beyond puffery that are legal although potentially deceptive. Both books are published by the University of Wisconsin Press, Madison, 53706.

Edd Applegate, associate professor in the Department of Journalism at Middle Tennessee State University in Murfreesboro, presented the paper, Assessing Advertising Education, at the Speech Communication Association's annual convention at San Antonio in November. The paper will be included in the book, Assessing Media Education, which will be edited by William G. Christ of Trinity University.

Lance Kinney, Department of Communication, Florida State University, and **Stephen R. McDaniel**, Department of Kinesiology, University of Maryland at College Park, announce that they have had the second of their sports sponsorship papers, Strategic Implications of Attitude-toward-the-ad in Leveraging Event Sponsorships, accepted for publication by the Journal of Sports Management. The paper will appear in a 1996 issue.

John H. Holmes, professor of marketing at Skidmore College, Saratoga Springs, New York is the new director of Professional Development of the International Advertising Association (IAA). His position is effective immediately.

Excellence in Advertising Award Presented

Gordon Miracle, professor of advertising at Michigan State, has been named the first recipient of the S. Watson Dunn Excellence in Advertising Award given by the Department of Advertising at the University of Illinois.

Professor Miracle accepted the award for his "significant contributions to the study of international advertising" at a special event held last October at the University of Illinois. He also delivered the inaugural S. Watson Dunn Excellence in Advertising Award Address, "International Advertising: A Look Back, a Look Forward."

"I would like to thank Professor S. Watson Dunn for his generosity in establishing the Excellence in Advertising Award," Professor Miracle said. "I am greatly honored to be the first recipient."

Professor Miracle is author, co-author or editor of nine books, including Cultures in Advertising, Advertising in Cultures (1990), and of some 90 other publications.

Professor Miracle was elected a fellow of the Academy in 1990, and he has received more than two dozen postdoctoral fellowships, research awards and grants. He is also a member and officer of numerous professional and scholarly organizations.

Professor Miracle was selected as winner of the Dunn award by a committee. Funds for the award were provided by Professor Dunn.

Position available

Bradley University Department of Communication invites applications for a tenure-track assistant/associate tenure-track professor to teach print journalism courses, including new technologies starting August 19, 1996. Please note that a proven research record and prior teaching experience are required for the associate level. Applicants should also have qualifications to teach in other areas in an integrated communication department, relevant professional experience, an earned doctorate, and evidence of quality teaching and research potential. Interest or experience in international communication is desirable. We are seeking a

faculty member with an expressed commitment to principles of cultural diversity. Review of applications will begin immediately and will continue until the position is filled. Send letter of application, current vita and names, addresses and telephone numbers of at least three references (others may be called) to Dr. Paul Gullifor, Chair, Journalism Search Committee, Department of Communication, Bradley University, Peoria, Illinois 61625. Bradley University is a private selective university enrolling 5,000 students in undergraduate programs. Bradley University is an Equal Opportunity/Affirmative Action Employer. Members of ethnic minorities and women are encouraged to apply and identify their status.



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