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Newsletter

An Official Publication of the American Academy of Advertising - March 1996

The Vancouver Convention Awaits You

President's Column

I hope you've made your plans to attend the 1996 conference in Vancouver. It looks like a good one for both academic enrichment and your interaction with colleagues and the Pacific Northwest. We'll work a bit and play a bit and I know I'll be sorry when it's over.

Our presenters have supplied a rich mix of papers and special topics. New technology is prominently featured in sessions on "academic web pages" and "cyberspace advertising," and in several papers as well. Social dimensions are covered in papers and topics on the cigarette issue, ads by lawyers and candidates, and ethics. Our teaching role is highlighted in several meetings, and a session examines AAA's relationship to AEJMC's accreditation procedures. International advertising is featured, too, especially if you attend the preconference program on Friday, March 29, which ends just before the opening reception of the main meeting.

Between conference sessions you can attend the book exhibits and coffee breaks, with one of the latter sponsored by Promotional Products Association International. Don't forget eating and touring: your registration includes luncheons on Friday and Saturday and dinners on Saturday and Sunday, the latter the Vancouver Harbor dinner cruise.

Remember too, as Bob King cautioned in your registration packet, that Canada will not hesitate to forego the pleasure of your presence if you lack its required identification. **All the airlines demand a photo ID these days, but for Canada your driver's license is not enough. You need your passport or your certificate of birth, baptism, or voter registration.** Bob also advised us about handling money and about getting our GST tax back after returning home. I recommend you review his letter dated December 28, accompanying your registration materials, that covered those matters in detail.

Awards and recognitions will be featured at the Saturday lunch, with results to be announced from the membership vote still in progress for election of new officers and for Fellow of the Academy. I can report now that **John Leckenby** is the selection of the Research Committee as winner of the Outstanding Contribution to Research award.

Something new to look for in the sessions is the role of discussion leaders, replacing the past discussants. Their assignment is to open up discussion to everyone rather than giving their own critiques. I hope you will let me know how this works and what you think of the results. The other Executive Committee members and I would also like to hear from you about any other aspects of the conference or other operation of the Academy. If you have any comments prior to the conference you could let us know in advance of the all day meeting we will have in Vancouver on Friday, March 29.

I hope you will attend the business meeting open to all members that follows lunch on Sunday. To make more sense of the Academy's operation you could consult in advance the 1995-96 Directory of Members for its listing of committees and their missions, the section on Benefits of Academy Membership, and the Constitution and Bylaws. Some committee chairs and members have been changed by my appointments for 1996 (see elsewhere in this issue).

I'm looking forward to seeing you all!

Ivan L. Preston, University of Wisconsin

Calls for Papers

The Association for Consumer Research announces a call for papers for its 1996 Conference to be held October 10-13, 1996, at the Loewes Ventana Canyon Resort in Tucson, Arizona. Submissions must be received no later than Friday, March 22, 1996. Acceptance decisions will be made by

1996

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July 15, 1996. Three types of submissions are considered:

Competitive and Working Papers. The competitive paper track provides a traditional forum for presenting and publishing work. The working paper track offers a forum for papers reporting research in its early stages and unpublished papers that the authors do not wish to publish in the Proceedings. Working paper sessions will be organized as poster sessions. Submissions should present completed, unpublished research. Four copies should be submitted. Fax and E-mail submissions will not be accepted. Papers must not exceed 20 double-spaced pages in total length. Send papers to Dr. Debbie MacInnis, USC, Marketing Department, Los Angeles, CA 90089-1421; Phone: 213-740-5039; Fax: 213-740-7828; E-mail: macinnis@mizar.usc.edu

Special Topic Proposals. Special topic sessions provide an opportunity to address emerging topics or a mainstream topic in a novel way. The entire proposal, including the cover sheet and abstracts, must not exceed eight single-spaced pages in length. Eleven copies should be submitted to: Dr. Merrie Brucks, Marketing Department; 320

McClelland Hall; University of Arizona, Tucson, AZ 85721; Phone: 602-621-3368; Fax: 602-621-7483; E-mail: mbrucks@bpa.arizona.edu

A detailed version of the Call for Papers can be obtained through the ACR list server. To subscribe, send an E-mail message to the following: listserv@list.serv.arizona.edu Type the following message: subscribe ACR96 your full name. Your full name means your first and last name (not your E-mail address or an E-mail "signature").

The Journal of Business Research announces a call for papers for a special issue on the Finance and Marketing Interface, with a submission deadline of December 19, 1996.

The purpose of the special issue is to show that many business decision makers tend to congregate within the relative safety of "functional silos," segregated by vocabulary, discipline, and training. Thus, marketing managers may have little knowledge of, or contact with, their counterparts in finance (and vice versa). The same sort of isolation and separation exists in colleges of business. Marketers see themselves as representing the customer

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perspective. Conversely, financial personnel see themselves as representing the point of view experienced by owner or lenders. As scholars, researchers in marketing and finance make very different assumptions about how the world works. Therefore, the two groups often create models to explain very different criterion variables. Despite these barriers, marketing and financial personnel must work together to achieve common corporate objective.

Papers submitted must not have been published, accepted for publication, or be under consideration for publication elsewhere. Five copies of the manuscript should be submitted. All manuscript material should be typed double-spaced on 8 1/2" x 11" bond paper (preferably using Times Roman 12 point font). Manuscripts should be a maximum of 20 pages, including all text, tables, figures, references, and appendices. A full page abstract should be provided which includes a detailed discussion of the findings. For additional guidelines, please see the "Information for Authors" from a recent issue of JBR.

Authors may submit manuscripts at any time prior to the submission

deadline. The review process should be completed within 90 days of the submission deadline.

The editors of the special issues are **Dr. George M. Zinkhan** and **Dr. James A. Verbrugge** of the Terry College at the University of Georgia. Manuscripts and communications should be directed to: **Dr. George M. Zinkhan** or **Dr. James Verbrugge**, Special Issue Editors, Terry College of Business, University of Georgia, 148 Brooks Hall, Athens, GA 30602-6258; Phone: 706-542-2123; Fax: 706-542-3738; E-mail: Gzinkhan@uga.cc.uga.edu

Free Services Offered

Institutions with faculty openings in advertising programs can be listed free of charge with the American Academy of Advertising's WWW Site Placement Service (<http://www.utexas.edu/coc/adv/AAA>).

Institutions should send job announcements in ASCII (text only) form to **Dr. Jef Richards** at the University of Texas (jef@mail.utexas.edu). In addition, if you'd like to interview or recruit during the upcoming AAA convention, March 29-April 1 in Vancouver BC, contact **Bob King** about conference registration

information: **Dr. Robert King**, AAA Executive Secretary, Robins School of Business, University of Richmond, Richmond, VA 23173; Phone: 804-289-8902; Fax: 804-289-8878.

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 August 15, with the winners notified by December 1. More information may be obtained from: **Dr. Jan LeBlanc Wicks**, Journalism Department, 116 Kimpel Hall, University of Arkansas, Fayetteville, AR 72701-0116; Phone: 501-575-6304; Fax: 501-575-4314; E-mail: jwicks@comp.uark.edu
A more detailed announcement will be sent to AAA members sometime this spring.

Leckenby Wins Outstanding Contribution to Research Award

Dr. John Leckenby, the Everett D. Collier Centennial Chair in Communication at the University of Texas, has been awarded the Academy's "Outstanding Contribution to Advertising Research" Award for 1996 according to Dr. Jan LeBlanc Wicks. Dr. Leckenby was recognized for his scholarly work in media research and modeling, as well as for developing exposure estimation models that have become widely used both in teaching and advertising practice. In nominating him for the award, one scholar wrote: "John is one of the truly outstanding media researchers of the last 15 years, and his work has had an extensive impact on the field."

Dr. Leckenby was also noted for his supervision and mentoring of doctoral students, many of whom continue to actively conduct and publish research in advertising. Another scholar nominating him wrote: "One of the most important elements of John's lifelong contribution to advertising research, in

my opinion, is the way that he has cultivated his research interests in his students, especially at the doctoral level. Working with many different people through the years, John seems to have an uncanny ability to inspire them to do great things....He should be recognized as much for the many excellent advertising educators and researchers that he has trained as for the work that he himself has done."

Book About Ad/PR Programs Now Available

Advertising and public relations degrees awarded in the United States remained somewhat static during the last year, slowing previous trends of growth in PR and declines in advertising, according to researchers from Louisiana State and Texas Tech Universities.

The findings come from research by Dr. Billy I. Ross, distinguished professor, Manship School of Mass Communication, Louisiana State University, and Dr. Keith F. Johnson, School of Mass Communication, Texas Tech University.

The data collected is a result of the 32nd annual survey of advertising and public relations programs at universities and colleges in the U.S. and Puerto Rico.

For copies of the 1996 WHERE SHALL I GO TO STUDY ADVERTISING AND PUBLIC RELATIONS? contact: Advertising Education Publications, P.O. Box 4164, Lubbock, TX 79409-4164 (voice/Fax [806] 798-0616 / [806] 795-6257) or E-mail VYKFJ@TTACS.TTU.EDU. Individual copies are \$5.00 each; bulk rates are available.

A Word of Thanks

As chair of the AAA's Publications Committee, I want to thank Dr. Jef Richards, Department of Advertising, University of Texas -Austin, for his efforts in establishing and maintaining the Academy's first home page at the following: (<http://www.utexas.edu/coc/adv/AAA/>). As a result of Jef's efforts, individuals who are "surfing the net" will now have a new way of learning more about the American Academy of Advertising and/or keeping abreast of AAA events. It's obvious that Jef spent considerable time and effort establishing our presence on the information super-highway. Join me in thanking him.

Dr. Darrel D. Muehling
Chair,
Publications Committee

American Academy of Advertising Newsletter

Please send information to:
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DEADLINE: MAY 15, 1996

PROGRAM NEWS:

PEOPLE NEWS:

CALENDAR NEWS:

WORKING PAPER TITLES, WITH ADDRESS FOR OBTAINING THE PAPERS:

THANKS FOR YOUR HELP. 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

1996 AAA Committee Chairs and Members Named

Ivan Preston is happy to announce the following appointments:

AAA/NAA

Chair: Mary Alice Shaver
Members: Edd Applegate,
Alan R. Fried, Martha
Matthews

ACCREDITATION

Chair: Wayne Melanson
Members: Frank Biblow,
Larry Bowen, William Click,
Elsie Hebert, Kevin Keenan,
Carol Pardun, Don Schultz
(AAA Rep.), Sylvia Whitlow

DISTINGUISHED SERVICE

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Members: James Leigh,
Charles Madden, Bruce
Stern, Gordon White

FINANCE

Chair: George Franke
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Nora Rifon

INDUSTRY

FELLOWSHIPS

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Members: James Gould, Jerry
Hudson, Carolyn Stringer,
Linda Tompkins, Elizabeth
Tucker

INDUSTRY RELATIONS

Chair: Barry Foskit
Members: Bruce Bendinger,
John Crowley, Lawrence
Deckinger, Michael
Donatello, Olan Farnall,
Louisa Ha, Suzette Heiman,
Peter Noble, Trina Segó,
Bruce Stern

INTERNATIONAL

Chair: Marilyn Roberts
Members: Edoardo Brioschi,
William Fudge, Richard Gist,
Kathryn Hashimoto-Fenich,
Jung-Sook Lee, Scott Liu,
Michael McBride, Gordon
Miracle, Yorgo Pasadeos,
Charles Patti, Robert
Pennington, Patricia Rose,
Sarah Wise

PLACEMENT AND FACULTY DEVELOPMENT

Chair: Jim Pokrywczynski
Members: Bonnie Drewniany,
Tom Jordan

MEMBERSHIP

Chair: Joyce Wolberg
Members: Gill Welsch, Dimoji
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Yang, Eric Haley

NOMINATING

Chair: Bruce Vanden Bergh
Members: Helen Katz, Rebecca
Holman

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King
Member: Mary Ann Stutts

PUBLICATIONS

Chair: Darrel Muehling
Members: Richard Beltramini,
Ron Faber, Russell Laczniak,
Wei-Na Lee, Tina Lowrey,
Carole Macklin, Cele Otnes,
Christine Wright-Isak

RESEARCH

Chair: Jan LeBlanc Wicks
Members: Boris Becker, Mareia
Hoy, Lincoln James, Baohua
Jin, Karen King, Peggy
Kreschel, Shay Sayre, David
Shani, L. J. Shrum, Michael
Maynard, Anne Owen, Herb
Rotfeld, Thomas Stafford,
Ludmilla Wells

FIU Hosts Australian Ad Students

Fourteen students from the University of Canberra, all the way from down under in Australia, just completed a 4-week International Advertising Seminar at Florida International University's (FIU) north campus according to Dr. Pat Rose

The students, accompanied by their professors, Dr. John Penhallurick and Dr. Luis Mancuso, enjoyed a well integrated tour. First, they visited the international headquarters of Blockbuster Video and Time Warner Cable. Then, they toured Walt Disney World, Hard Rock Cafe, Universal Studios, and CNN. In addition to meeting with executives from these organizations, the students also visited "Talk Back Live."

After the students returned to FIU, they interacted with South Florida's professional community by attending a Direct Marketing Conference and participating in a series of lectures on international advertising. The lectures, delivered by both FIU and Australian professors, covered a wide range of topics, globalization of advertising to urban communication.

People News

Dr. Dennis J. Ganahl has accepted a position as Assistant Professor at Drake University in Des Moines, Iowa. He is teaching courses in advertising at the undergraduate level and directs the the graduate program in Integrated Corporate Communications. His E-mail address is: Dennis_Ganahl@acad.drake.edu and his phone number is 515-271-2622.

Professor Jim Avery will be returning to the University of Alaska in May. Jim's E-mail address will be: (ANJRA2@ACAD2.Alaska.Edu) effective May 15.

Dr. Alan D. Fletcher has been elected Advertising Area Head at LSU. Alan was elected and took office last spring.

Dr. Steve McDaniel successfully completed his Ph.D. at Florida State University's Department of Communication and is now the Director of the Graduate Program in Sports Management at the University of Maryland College Park.

Dr. Roland Rust, Madison S. Wigginton Professor of Management at Vanderbilt University, was recently awarded the Best Article Award for 1993 from the

Journal of Retailing, for the article, "Customer Satisfaction, Customer Retention, and Market Share," written with Dr. Anthony Zahorik. The Best Article, selected by a vote of the Editorial Board, is one "judged to have contributed most significantly to the development of retailing theory and/or practice."

Dr. Wayne Hilinski is Freedom Forum Distinguished Visiting Professor of Advertising at The University of Florida for the Spring semester.

Dr. Michael L. Maynard was awarded a Temple University summer research fellowship to conduct a study on how different cultures are represented in Japanese advertising. The project focuses on how the advertising text culturally identifies with the reader, and how this process reveals an understanding of cultural self and "other" in contemporary Japan.



Visit Vancouver by the Sea!

Position available

The School of Mass Communications Ad Center at Virginia Commonwealth University invites applications for a position in the graduate advertising program, at the level of instructor or assistant professor. This 12 month appointment begins July 1, 1996. Prior university teaching experience preferred.

Candidates must: hold a bachelor's degree, have outstanding, professional advertising computer design experience (5 years minimum), and have solid knowledge of computer technology and web site design work.

Evaluation of applications will begin January 22, 1996. Applicants should send a letter of application, a detailed resume, and 10 non-returnable copies of self-produced advertising work to: Dr. Robert Simpson, Assistant to the Director Ad Center, School of Mass Communications, P.O. Box 842034, Virginia Commonwealth University, Richmond, VA 23284-2034.

Virginia Commonwealth University is an equal opportunity/affirmative action institution.

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

Position available

Oklahoma State University is searching for a forward-thinking, internationally minded director who can lead the School of Journalism and Broadcasting to prominence among competitive Big Twelve media programs. The new director will enthusiastically support faculty development, research, and scholarship and be able creatively to program the means to do so. The new director will provide effective leadership and advocacy for the School within the university, with our students and alumni, and with the Oklahoma media.

The ACEJMC accredited School is part of a public, comprehensive research, land-grant university enrolling about 20,000 students. The School awards the B.A., B.S., and M.S. degrees. The director is the principal administrator responsible for 15 faculty, 400 undergraduates in four pre-professional sequences—advertising, broadcast news, news-editorial, and public relations. There are currently 48 graduate students in mass communications.

Review of applications begins March 1, 1996. Position begins August 15, 1996. Send letter of interest, curriculum vitae and names, addresses and tele-

phone numbers of four references to Dr. Charles Edgley, Chair, Search Committee, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078-4053. Women, minorities, and persons with disabilities are encouraged to apply.



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