



american  
academy of  
advertising

# Newsletter

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

## Recent Academy Conference in Vancouver Successful

The Vancouver conference went off with no major glitches that I learned of, and I received several enthusiastic comments about it being one of the best ever. The attendance of 186 delegates was third highest on record, almost second, and it happened in one of the most out-of-the-way locations we've ever used. Of course it was one of the most attractive, too, as will be especially attested to by those who saw the city lights from the water on our Sunday excursion. **Bob King** has come up with some great choices for those events, but that one will be hard to beat.

Our 1995 membership was a record 683, and 1996 could go even higher, having topped 625 so far. Registrations keep arriving in **Bob's** office throughout the year, and members might enhance the process by encouraging faculty and students to join. You could find the application form at the back of our membership directory, copy it, and distribute it to colleagues.

For the registration fee of \$35 (\$17.50 for students), members annually receive the Journal of Advertising, the membership directory, conference proceedings, quarterly newsletter, and forms for voting for officers and award winners, submitting papers and special topics proposals, applying for committee memberships, and registering for the annual conference. For example, the call for papers and special topics will soon be distributed for the 1997 conference in St. Louis, April 4-7, at the Marriott Pavilion near the Arch and in foul ball range of Busch Stadium.

In some cases, new members can receive past publications. For example, **Bob** reports there is still a good supply of proceedings available from past conferences back to 1979. They are \$20 per copy, \$16 if prepaid.

I'd be interested in hearing any opinions you have about the use of discussion leaders rather than discussants, a change I supported after hearing various complaints about discussants. In several meetings at Vancouver I found considerable discussion by speakers and audience, which seemed gratifying. I also heard; however, that some discussion leaders simply let speakers go longer than they otherwise would have, resulting in no more participation than before. If this procedure is used again, which I favor, we might urge leaders more specifically to assure plenty of time for a diversity of audience comment.

You might also want to respond to **Les Carlson's** comments in the most recent JA about a low number of submissions. The recent increase in membership could help reverse that trend, but there must be other factors affecting it, some of which might not be so easily cured. Your insights will be welcome.

Your observations about these and other aspects of our operation might be made to officers directly, or also on email through the Adforum outlet. Remember, too, that this newsletter now goes on the AAA web page: [www.utexas.edu/ftp/coc/adv/AAA/](http://www.utexas.edu/ftp/coc/adv/AAA/)

Finally, I'm pleased to hear that our immediate past president, **Bruce Vanden Bergh**, will be honored as Advertising Educator of the Year at the annual meeting of the American Advertising Federation in June at San Diego. **Bruce** and Jo-Ann were also the last persons I know of to make it home from Vancouver. They, and Robbie and I, stayed an extra day, but our plane left too late to make all connections at Minneapolis. The Prestons fortunately found an evening flight to Madison, but **Bruce** and Jo-Ann got stuck with a hotel room until they could fly out the next day. And with that, the 1996 meeting officially ended.

IVAN L. PRESTON

**NEW AAA NEWSLETTER EDITOR CHOSEN**

Dr. Marla Stafford, Assistant Professor of Marketing at the University of North Texas has been selected to succeed Dr. Tommy Smith of the University of Southern Mississippi as AAA Newsletter editor beginning June 1, 1996, according to Dr. Darrel Muehling, AAA Publications Chairman.

**AAA Research Fellowship Winners Announced**

Eleven proposals were submitted to the 1996 Research Fellowship Competition. Dr. Boris Becker of Oregon State University, 1995 Chair of the AAA Research Committee, coordinated the first stage of the double-blind review process. Each proposal was reviewed by two members of the 1995 Research Committee. Proposals which passed the first stage of review were evaluated by a funding subcommittee of the 1996 Research Committee to determine whether funding was appropriate and, if so, the amount of support that AAA would provide. Dr. Tom Stafford of Cameron University, a previous AAA Research Fellowship winner, chaired the funding subcommittee. Winners were recognized, and received the first half of their award at the Vancouver meeting.

The five winners, with level of funding, were:

Dr. Mukesh Bhargaga and Dr. John Kim, Oakland University, Measuring and Explaining the Efficiency of Advertising Response: An Exploratory Study, awarded \$1500.

Dr. Ronald Faber and Dr. Dhavan Shah, University of Minnesota, Advertising Censorship and the Third Person Effect, awarded \$1500.

Dr. Michael L. Maynard, Temple University, Culture Advertising: American Voice in Magazine Advertisements Directed to Japanese Youths, awarded \$1500.

Dr. Dennis Sandler, Pace University and Dr. David Shani, Kean College, Special Event Sponsorship: Developing a Structural Equation Model, awarded \$2000.

Dr. Jan LeBlanc Wicks, University of Arkansas, Developing a Model of Television Infomercial Clearance, awarded \$1500.

**CALL FOR 1997 CONFERENCE PAPERS AND PROPOSALS FOR SPECIAL TOPICS SESSIONS**

You are invited to submit competitive papers and special topic session proposals for the 1997 AAA Conference to be held in St. Louis, Missouri, April 4-7. All submissions must be post-marked no later than OCTOBER 7, 1996.

RESEARCH PAPERS, relevant to any aspect of advertising, will be blind reviewed and must conform to the manuscript guidelines of the Journal of Advertising. The first and following page should include the name(s) and address of the author(s), along with the title, abstract and a list of the topic(s) addressed in the paper. Authors gaining acceptance must publish either the

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**1996 AAA Officers**

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University of Richmond

## CALL

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paper or a one-page abstract in the conference PROCEEDINGS. Send competitive papers to: **Dr. Carole Macklin**, University of Cincinnati, Dept. of Marketing, Mail Loc #145, Cincinnati, OH 45221, phone: 513-556-7104, fax: 513-556-4891, or e-mail:

macklimc@ucbeh.san.uc.edu  
SPECIAL TOPICS SESSIONS

cover an entire 90 minute period and are designed to offer dialogue on topics of importance to advertising education and practice that do not fit comfortably into competitive papers. Sessions that cover practitioner issues, creative topics or pedagogical matters that are not suitable as papers are encouraged. Please provide a clear rationale for the session, along with the names and specific roles of all participants. Send special topics proposals to: **Dr. Richard F. Beltramini**, Chair, Dept. of Marketing, Wayne State University, 300 Prentis Bldg., Detroit, MI 48202, phone: 313-577-4525, fax: 313-577-5486, or e-mail:

rbeltr@cms.cc.wayne.edu

For both competitive papers and special topics proposals submit FOUR copies of the paper/proposal. Include a self-addressed stamped card that will be returned upon receipt. Also, include a 3" x 5" card, listing the paper/proposal title, name and address of author(s) or session chair(s) and address and phone number of the contact person. Address questions

about facilities or other conference matters to: **Dr. Mary Ann Stutts**, AAA President 1997, Dept. of Management/Marketing, Southwest Texas State University, 601 University Drive, San Marcos, TX 78666, phone: 512-245-3190, fax: 512-245-3089, or e-mail: mso4@business.swt.edu

## AWARD RECIPIENTS ANNOUNCED

Recipients of the 1995 Journal of Advertising "Best Article" and "Outstanding Reviewer" awards were announced at the AAA meeting recently held in Vancouver, B. C. according to **Dr. Darrel Muehling** of Washington State University. The best article award went to **Dr. Dean Krugman** and **Dr. Glen Cameron** of the University of Georgia, and **Dr. Candace M. White** of the University of Tennessee for their article, "Visual Attention to Programming and Commercials: the Use of In-home Observations." **Dr. Richard Kolbe** of Kent University and **Dr. Linda Scott** of the University of Illinois were named outstanding reviewers for 1995.

## UGA Ranked

The four graduate programs in the University of Georgia College of Journalism and Mass Communication are now ranked in the top 20 of the nation's best graduate schools according to the U.S. News and World Report magazine's annual survey published in March.

## U. of I. Ad Dept Receives Minority Scholarship

The College of Communications at the University of Illinois is the recipient of the **Cardiss Collins Scholarship for Diversity in Advertising** from the American Advertising Foundation, an affiliate of the American Advertising Federation (AAF). The four-year scholarship will be awarded to a minority student pursuing a major in advertising at Illinois. **Dr. Kim Rotzoll**, Dean of the College of Communications, accepted the endowment on behalf of the Department of Advertising at the American Advertising Foundation's gala honoring those African American advertising agencies and practitioners who have been in the vanguard of multicultural advertising. The ceremony was held in Chicago at the Hilton Tower last February.

Have a BANG  
this Summer!



## Call for Papers

The Society for Consumer Psychology (SCP) will be holding its Fourth Annual Winter Academic Conference in St. Petersburg, Florida, at the Tradewinds Hotel on February 13 through 15, 1997. The co-chairs for the conference are: **Dr. Connie Pechmann**, University of California, Irvine, and **Dr. Ratti Ratneshwar**, University of Connecticut.

The SCP conference will be held immediately before the AMA Winter Educators' Conference, and will kick off with a social hour on Thursday, February 13. On Friday, February 14, and Saturday, February 15, from 9 a.m. - 5 p.m., there will be a series of CONCURRENT SESSIONS, comprised of a mixture of special sessions, competitive papers sessions, and invited talks. The conference includes a luncheon and a final reception with AMA, both scheduled for Saturday.

Proposals for papers should include ONE COPY of a 1,500-word summary (e-mail OK) and one copy of a 100-word abstract. Proposals for special topics symposia and panel discussions should include a summary of the proposed agenda, a list of participants, and a one-page summary of each participant's contribution. Submissions should be sent by Friday, August 30, 1996 to:

**Dr. Connie Pechmann**, Graduate School of Management, University of California, Irvine, Irvine, CA 92717-3125, phone: 714-

824-4058, e-mail: cpechman@uci.edu

Please e-mail ideas for invited talks to Ratti at: ratti@sbaserv.sba.uconn.edu And, if you would like to review for the conference, please e-mail your name, address, and phone number to either **Connie** or **Ratti**.

Presenters at the conference will be able to publish either entire papers or an abstract in a soft-cover PROCEEDINGS volume that will be distributed free-of-charge to all conference attendees.

DON'T MISS THIS OPPORTUNITY TO VISIT ST. PETERSBURG, FLORIDA NEXT WINTER. St. Petersburg (1990 population = 240,000), right on the Gulf of Mexico, was settled in the mid 1800s. It is a very popular resort, averaging 360 days of sunshine a year. WE HOPE TO SEE YOU THERE!

## Announcements From AAA Research Committee

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 important works. Six (6) copies of all of the above should be sent to: **Dr. Jan LeBlanc Wicks**, Journalism Department, 116 Kimpel Hall, University of Arkansas,

Fayetteville, AR 72701-0116. All materials must be received by November 1 1996.

The AAA Research Committee announces its call for proposals for the Academy's 1997 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 1 November 1996. Send six (6) copies of the proposal (only one copy of cv) to: **Dr. Jan LeBlanc Wicks**, Journalism Department, 116 Kimpel Hall, University of Arkansas, Fayetteville, AR 72701-0116.

For more detailed information, please refer to the flyers sent out by **Dr. Bob King**, or contact **Jan** by phone at 501-575-6304 or by e-mail at: jwicks@comp.uark.edu.

**Jan LeBlanc Wicks**

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

# American Academy of Advertising Newsletter

Please send information to:  
Dr. Marla Stafford  
Marketing Department  
University of North Texas  
Denton, Texas 76203  
Phone: 817-565-4419  
Fax: 817-565-3837  
email: stafford@cobaf.unt.edu

DEADLINE: August 15, 1996

## PROGRAM NEWS:

## PEOPLE NEWS:

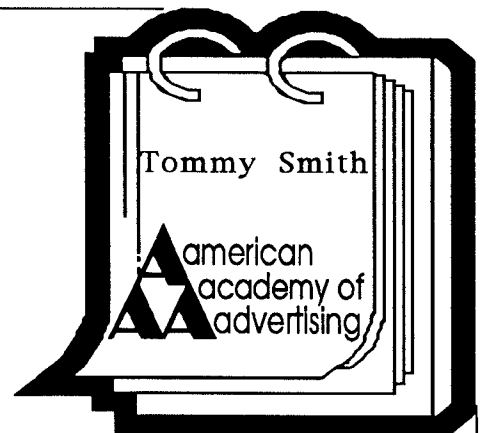
## CALENDAR NEWS:

## 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

# American Academy of Advertising Newsletter

## A "Note" from Your "Current" Editor



This is the last edition of the newsletter that I will be editing. Starting with the September issue of the newsletter, **Marla Stafford** of the University of North Texas will be your new editor. I wish her much luck with future editions.

Before I go; however, I would like to thank some people for helping me put "your" newsletter together. I write "your" because I have always tried to publish whatever (with a minimal amount of "editing") members have sent to me from calls for papers to people news and positions available.

First, thanks to all of you (especially **Helen, Bruce, and Ivan**) for supplying me with material within deadline for the editions. I never had to search or beg for material (especially from the presidents). Please keep up the good work and keep **Marla** supplied with information. Don't let her fax machine not hum, her e-mailbox not beep (or chime or quack), or her snail-mail box go empty.

Second, thanks to **Bob King** for supplying those Avery mailing labels (that made my job much easier because I didn't need to lick approximately 750 name labels every three months during my tenure as editor).

Third, thanks to **Art Kaul**, chair of the Department of Journalism, and **Gene Wiggins**, Director of the School of Communication here at USM. When I pitched the idea of bringing the newsletter here for publication, both responded positively. Art and Gene agreed to donate all the postage and printing costs for the newsletter to the Academy free-of-charge because they knew that it would be a great way to spread our school's name around the world. The time Art and Gene said, would have to be my contribution. While I'm on the time aspect, let me encourage others in the Academy to become involved like I have. Participating in Academy activities is a great way to meet others and to help better advertising education and research.

Fourth, thanks **Tom Robinson, Rick Duet, Dennis Hinde, and Tony DeMars**. All are currently Ph.D. candidates here at USM who helped me with the newsletter from time-to-time. Their help was invaluable. I wish them all luck at their new positions (**Tom's** going to Ball State, **Rick** is now at Nicholls State, **Dennis** is going to South Dakota State, and **Tony's** back home in Texas at Sam Houston).

Fifth, thanks to **Elna Hardy**, our department secretary for helping me keep up with the postage. She keeps many of us (like myself) here stay in-line.

Sixth, thanks to **Copy Cats Printing** here in Hattiesburg. They always turned the jobs around in a few days without complaint.

Seventh, and finally, thanks to **Wayne Hardy and Steve Coleman** for carrying those heavy boxes of newsletters to the campus post office. I don't think that I could have made the trek four times a year with my ailing back.

In closing, editing the newsletter has been fun. **Barbara, Carole, and Darrel** have always been supportive. I encourage others in the Academy to try it in the future. To borrow a line of copy from an old Alka-Seltzer commercial, "Try it, You'll like it."

## People News

**Dr. Debbie Treise**, Assistant Professor, Department of Advertising at the University of Florida, has received a joint appointment with NASA's Marshall Space Flight Center in Huntsville, Alabama for the calendar year of 1996.

Debbie will be on 70% re-release time from Florida for the year and will work at Marshall full-time in the summer. Her official title is "senior researcher in the area of space science communication processes." Debbie will be continuing her research that she began at Marshall last summer under the NASA Summer Faculty Fellowship Program.

**Dr. Edd Applegate** of Middle Tennessee State University presented "Consumption Motivation: A Cross-Cultural Analysis of American and Asian Consumers" at the Midwest Marketing Association's Annual Meeting in March at Chicago. Also, Edd presented "Advertising" at the Broadcast Education Association's Annual Convention in April at Las Vegas.

**Dr. Michael Solomon** has been selected as a Fulbright Scholar and will spend Fall 1996 in Portugal at the Technical University of Lisbon. The Fulbright Commission and the Luso-American Development Foundation awarded Mike its FLAD Chair as Distinguished Lecturer in Marketing, and in this capacity he will teach an M.B.A.-level course on International Consumer Behavior as part of the program's efforts to modern-

ize Portuguese business management. He will also be continuing his research program on media depictions of product symbolism and lifestyles, and he would appreciate hearing from European colleagues with related interests. Please continue to address correspondence to Mike at: 308 Spidle Hall, School of Human Sciences, Auburn University, AL 36849, phone: 334-844-1316, fax: 334-821-1364, or by e-mail: msolomon@humsci.auburn.edu

**Dr. George Franke** and **Bruce Huhmann** (student) of the University of Alabama have computerized the abstracts from the 1980-1985 AAA Conference Proceedings. **Dr. Jef Richards** of the University of Texas is in the process of posting the abstracts on the World Wide Web home page he created for the Academy. For completeness in advertising literature searches, look for the abstracts later this summer at: <http://www.utexas.edu/coc/adv/AAA> Also, the following preprints are available from George:

**Dr. Avery Abernethy** and **Dr. George Franke** (1996), "The Information Content of Advertising: A Meta-Analysis," Journal of Advertising (in press).

**Young Sook Moon** and **Dr. George Franke** (1996), "The Changing Information Content of Advertising: A Longitudinal Analysis of Korean Magazine Ads," Advances in International Marketing, 129-144 (in press).

**Siew Meng Leong**, **Sam Oularis**, and **Dr. George Franke** (1996), "Estimating the Long-Term Effects of Advertising on Sales: A Co-integration Perspective," Journal of Marketing Communications, 2, 1-12 (in press).

For copies, contact **George** at the Department of Management and Marketing, 105 Alston Hall, University of Alabama, Tuscaloosa, Alabama 35487-0225, or e-mail him at: [GFRANKE@ALSTON.CBA.UA.EDU](mailto:GFRANKE@ALSTON.CBA.UA.EDU)

## Call for Papers

Since the dawn of marketing as a discipline, scholars and practitioners, alike, have been concerned about the nature of persuasion. It is essential to the success of many marketing and promotional efforts, yet it is not as well understood as we might like.

Psychology & Marketing invites the submission of research manuscripts for a special issue that explores the various aspects of "Persuasion in Marketing." Theoretical perspectives to be taken might include Social Cognition, Compliance Theory, Judgment and Decision Making, Attitude Change and Communication Theory.

Topics of interest can include the influences and effects of promotional mix elements as well as consumer reactions to, and involvement in, persuasive efforts; after all, persuasion is an information exchange that can involve more than one party to a communication. Both for-profit and not-for-profit

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**Call**

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marketing applications are of interest.

Please direct inquiries and manuscript submissions for this special issue of Psychology & Marketing to: Dr. Thomas F. Stafford, Special Issue Editor, Psychology and Marketing, Post Office Box 12771, Denton, Texas 76203.

Phone inquiries or e-mail messages will be received at 817-591-8272, or [psychnmktg@aol.com](mailto:psychnmktg@aol.com)

Submission deadline for manuscripts is November 15, 1996, and five copies of the manuscript should be provided along with a name and address for correspondence. All papers/manuscripts will be submitted to blind review.

# Have a Great Summer!



Remember,  
Send All  
Future  
Submissions

to:

**Dr. Marla Stafford,  
Marketing Department  
University of  
North Texas  
Denton, Texas 76203  
Phone: 817-565-4419  
Fax: 817-565-3837  
e-mail:  
[stafford@cobaf.unt.edu](mailto:stafford@cobaf.unt.edu)**



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