



american
academy of
advertising

Newsletter

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

Message from The President

The usual summer slowdown occurs for AAA after the annual convention, but I can report a few activities. Tommy Smith has finished his editorship of the Newsletter, and Marla Stafford settles in with this issue. Keith Johnson's editorial efforts have resulted in the mailing of the membership directory yet another time. Jef Richards has updated the web page at www.utexas.edu/ftp/coc/adv/AAA/. And the Journal of Advertising rolls on under editor Les Carlson and business manager Carolyn Tripp. As always, your officers appreciate the willingness of members to do these many jobs that keep us functioning.

The date of the midyear meeting of AAA's Executive Committee is September 21 at the 1997 convention site, St. Louis. Things up for discussion include our ongoing support of the Accrediting Council on Education in Journalism and Mass Communications. Last year we purchased a second membership, so our representatives at ACEJMC's twice-yearly meetings now include Elsie Hebert along with Don Schultz. Their presence is valuable because, among other reasons, some journalism and mass communication units have a greater proportion of students in advertising than they do of faculty and other resources in advertising. The cost of keeping Don and Elsie on hand to

comment on such issues amounts to a substantial portion of AAA's annual budget, which the Executive Committee feels is well spent but also watches closely. The payoff comes when ACEJMC's policies can be influenced to favor or at least avoid disfavoring advertising, and when accrediting teams include an advertising representative from academe or industry who can comment on the support a school gives to our field.

Your Executive Committee later in the year will be recommending some bylaw changes to the membership. We will ask you to approve a "hold harmless" clause that protects us from legal liability for actions against AAA. There have never been any lawsuits in the Academy's history but anything's possible, and we have been remiss in not providing this protection.

It's a standard concept that prevents charges against an organization from being turned into charges against the individuals making up its leadership, which means the Executive Committee plus anyone else acting on AAA's behalf such as editors and others who make decisions for our publications, plus all committee heads or other committee decision-makers. Since those involved include those holding such positions in the past as well as currently, it really covers a substantial portion of us all.

The clause would not indemnify any persons whose behavior shows "gross negligence or criminal intent," so it would protect only behavior that was well intended even though having an effect an outside party might think was damaging. There is no way, of course, to indemnify the Academy itself against such charges, but we have liability insurance to cover the annual conference and are considering whether to get insurance to cover all other activities.

We will also ask the membership to approve a change in our method of voting on amendments so that a definitive vote may be taken at an annual meeting if the membership has already been asked to vote by mail ballot and if the required 20 percent has not done so. We may also ask the membership to vote on an amendment that would place the JA editor on the Publications Committee. Under the current system we have kept the editor and committee independent of each other, which makes sense in some ways, yet the committee in recent times has felt that it badly needs the editor's input on many issues.

Members' comments on any of these matters will be welcomed by me or other Executive Committee members.

IVAN PRESTON

From the New Editor

Welcome to the fall semester. With the start of the new academic year, I have assumed the editorship of the Academy newsletter. I view this as a critical role in the organization, as the newsletter is the key communication vehicle among Academy members. It is your newsletter, and therefore, I welcome your suggestions, ideas and thoughts.

As news and information becomes available, please submit items to be as soon as possible. Although items that reach me by the deadline should appear in the next issue, the earlier that I have the news, the more efficient the process becomes. Please send newsletter items on programs, people, calendar dates, working paper titles, etc. along with any suggestions to me via E-mail, fax, or snail mail. Preference is given to IBM-formatted disks and e-mail. Please communicate with me in one of the following ways:

Professor Marla Royne Stafford, Department of Marketing, College of Business, P.O. Box 13677, University of North Texas, Denton, Texas 76203-6677. Fax: 817-565-3837. Phone: 817-565-4419.
E-Mail: STAFFORD@COBAF.UNT.EDU

Newsletter Deadlines

<u>Issue</u>	<u>Deadline</u>
December 1996	November 5, 1996
March 1997	February 5, 1997
June 1997	May 5, 1997
September 1997	August 5, 1997

**1996
AAA Officers**

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**Summer Program Available for Marketing
and Advertising Professors**

Applications will be available October 1 for the Advertising Educational Foundation's 1997 Visiting Professor Program (VPP).

Professors of advertising and marketing at U.S. institutions participate in day-to-day activities and work on specific projects for up to three weeks at advertising agencies, advertiser and media companies. 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. Junior and senior faculty from both research and teaching institutions have benefited. The program usually takes place in the summer, with exact timing flexible.

Completed applications are due by December 6, 1996.

For further information contact: Rena Spangler, The Advertising Educational Foundation, 220 East 42nd Street, Suite 3300, New York, NY 10017 #212/986-8060, E-Mail, rs@aef.com.



For AAA membership information, contact Dr. Robert L. King, AAA Executive Secretary, School of Business, University of Richmond, Richmond, VA 23173. Phone: 804-289-8902

PEOPLE NEWS

Dr. Tina M. Lowrey of Rider University has been promoted to Associate Professor with tenure. Dr. Lowrey will be on a research leave during the fall 1996 semester.

Dr. Gordon C. Bruner II and **Dr. Paul J. Hensel** will have Vol. II of their Marketing Scales Handbook published and available from AMA. This volume, like Vol. I, describes in detail psychometric scales used in marketing-related scholarly research. Vol. I covered the 1980s, whereas Vol. II covers the early 1990s.

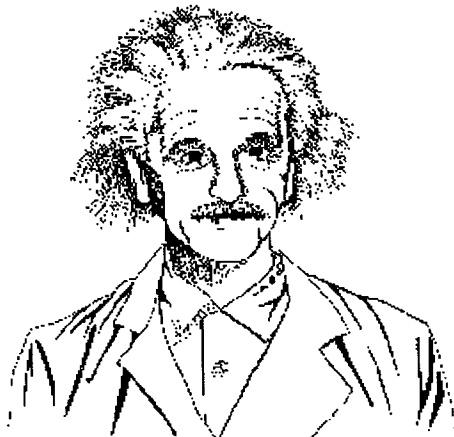
UGA News

The Grady College of Journalism and Communications at the University of Georgia announced the following two appointments:

Dr. Len Reid was appointed Associate Dean for Research and Graduate Studies.

Dr. Dean Krugman was appointed head of the Department of Advertising & Public Relations.

More People News on Page 6



News from the University of Alabama

The Department of Advertising and Public Relations will begin a search for a new chair to assume responsibilities in Fall 1997. **Arnold Barban** will complete a five-year term as chair to return to teaching and writing.

Regina Lewis, Assistant Professor, received a \$4,000 grant from the UA Research Grants Committee for her project, "Defining the Relationship Between Direct Response Advertisement Involvement and Decision-Making Style." In summer 1996 she participated in the Advertising Educational Foundation's Visiting Professor Program by working at Saatchi & Saatchi Advertising in New York with the General Mills and Kid Connection core groups.

Lori McKinnon, Assistant Professor, received a \$4,000 grant from the UA Research Grants Committee to study channel and commentary effects in the 1996 Presidential Debates. Lori published an article in Journalism and Mass Communications Quarterly (Spring 1996) on the content of 1992 newspaper political adwatches. She has forthcoming articles on political adwatches in Political Communication, Harvard International Journal of Press/Politics, and Journal of Broadcasting and Electronic Media.

Joe Phelps, Assistant Professor, participated in the first Yellow Pages Educators' Seminar in Denver (August 1996). He has two articles in press: "Exploring Decision Making Approaches and Responsibility for Developing Marketing Communication Strategy" for Journal of Business Research, and "Entering the Quagmire: Examining the Meaning of Integrated Marketing Communication" for the Journal of Marketing Communications.

William Gonzenbach, Associate Professor, has been named Associate and Managing Editor of the International Journal of Public Opinion Research. He published "The Environment: TV News, Real-World Cues and Public Opinion Over Time" in a special environmental issues edition of Mass Comm Review (his co-author is **Joe Bob Hester**, a doctoral student at Alabama and advertising instructor at Southwest Texas State University).

Caryl Cooper, Assistant Professor, received a \$6,000 research grant from UA to expand her dissertation ("To Preserve and Serve: African-Americans on the Home Front, 1941-1945"). She defended her dissertation at the University of Missouri/Columbia in Spring 1996. Caryl has a paper, co-authored with **Virginia Whitehouse**, that will be published in Media Management Review. Her paper, "Commercial Speech: Gaining Equality For the First Amendment's Stepchild," was published in Mass Communication: An Introduction (Vision Press, 1996). She will serve as academic advisor for the 1996-97 academic year for UA's Capstone Association of Black Journalists, the university's chapter of the National Association of Black Journalists.

Calls for Papers

Marketing and Public Policy Conference, Boston, May 16-17, 1997

The Marketing and Society Special Interest Group of the American Marketing Association, in conjunction with the Journal of Public Policy and Marketing and the Marketing Science Institute, announce a call for papers for the seventh annual Marketing and Public Policy Conference. Hosted by the University of Massachusetts-Amherst, the conference will be held May 16-17 at the Boston Park Plaza, which is located near the Public Gardens in Boston, MA.

Authors are encouraged to submit empirical papers, legal evaluations or comparative analyses of case law or regulation, or conceptual analyses of public policy issues.

Besides the topics of traditional interest for participants, in this year's conference, we encourage submissions in the area of environmental issues. Such submissions must draw upon relevant literature and draw upon the inherent connections between marketing, the environment, and public policy. The conference also seeks special topic session proposals from a variety of disciplines that represent new and emerging topics and perspectives.

Competitive Papers

Authors should submit five copies of the paper. The first page should be the cover sheet. The second page

should be the title and begin the body of the paper.

Papers should follow the current AMA manuscript guidelines. Authors should indicate whether the paper is being submitted for 1) JPP&M review and conference presentation, or 2) for conference presentation only. A proceedings volume consisting of paper abstracts or completed papers not accepted elsewhere will be distributed at the conference.

Best Student Paper

To encourage competitive submissions from emerging scholars, a "Best Student Paper"

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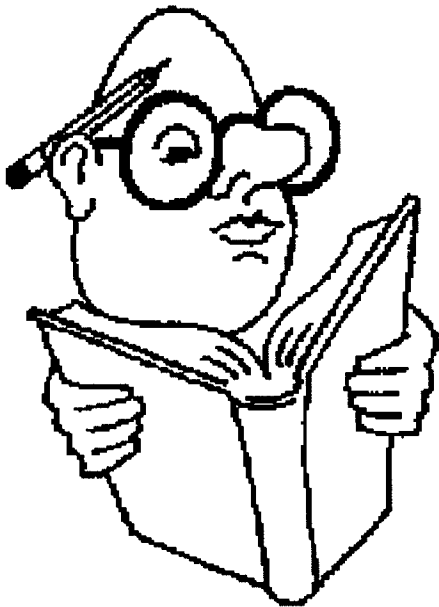
Warnings and Disclosures

Journal of Public Policy & Marketing, Spring 1998

The *Journal of Public Policy & Marketing* invites authors to submit papers on **Warnings and Disclosures** for publication in its Spring 1998 issue. Authors are encouraged to examine existing and proposed warnings and disclosures of risk information as applied to public policy. This may include an examination of the failure to warn consumers. Interdisciplinary theory (e.g., across consumer behavior, health and social psychology, legal, and economic fields) is strongly encouraged and all papers must explore public policy dimensions. Authors may submit empirical or conceptual work. Some possible topics for this special issue include, but are not limited to:

- Consumer interpretation and comprehension of warnings and disclosure statements (e.g., for auto sales and leasing information; life cycle analyses, seals, and environmental claim qualifiers; tar and nicotine ratings; "Made in the USA" claims; OTC drug advertising and labeling);
- Effectiveness of graphic warnings and "tombstone" advertising/packaging (e.g., proposed in the regulation of tobacco promotion regarding minors);

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Public Policy Conference

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award will be presented. To be eligible, a paper must have a student as the lead author. A desire to enter this competition should be indicated in the cover letter.

Special Topics Sessions

Ten copies of the proposal for a special topic session should be submitted. Proposals must include 1) a cover sheet as described below, 2) a list of the proposed speakers, and 3) a statement that each speaker has agreed to participate if the proposal is accepted. Proposals must also include the title of the presentation to be made by each speaker and a 150-250 word abstract of each. The special session abstracts or completed papers relating to the special session will be published in the conference proceedings.

Both competitive and special session papers submitted as part of a special session should not have appeared in print prior to the conference. Papers that are under review or that have been accepted for publication elsewhere and will appear after the conference may be submitted for publication.

Submission Requirements

All submissions must include a cover sheet which includes the following information: name, affiliation, address, phone and fax number of all participants; title of paper or session; contact person. It should also include 1) designation of the type of submission (i.e., conference only, conference and JPP&M review, special session); 2) topic area codes; and 3) any disclosure

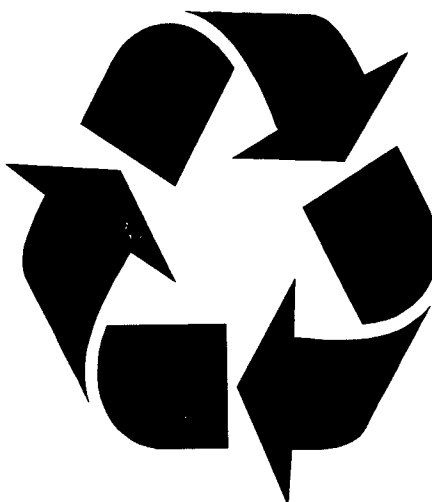
statement about the paper being under review or accepted for publication at other outlets.

Each submission should be accompanied by a 3"x 5" stamped, self-addressed postcard containing the title of the paper or special topic session proposal and the names of its authors or participants. This card will be returned to indicate that the submission has been received.

Papers or proposals should also be accompanied by a self-addressed, stamped 8.5"x11" envelope for return of reviews and acceptance decisions.

Deadline. All submissions must be received no later than November 1, 1996. Papers or proposals should be sent to conference chairs:

Easwar Iyer
George Milne
Department of Marketing
School of Management
University of Massachusetts
Amherst, MA 01003-4930
Phone (413) 545-5667
Fax (413) 545-3858
Email: Eiyer@mktg.umass.edu
Milne@mktg.umass.edu



Warnings and Disclosures

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- Readability of warnings and disclosure statements (e.g., in advertising and packaging; owner's manuals; and informed consent forms);
- Marketplace effects and consumer interpretations of "report cards" (e.g., in health care);
- New channels and methods of providing risk information (e.g., IMC);
- Standardized formats (e.g., Nutrition Facts Panels) applied to disclosures for other product categories (e.g., OTC drugs; prospectus information on investments);
- Legal aspects of the failure to warn consumers;
- The study of warning and disclosure type, strength, format, source, and risk/benefit tradeoffs (e.g., for health claims and direct-to-consumer prescription drug information, especially for potentially vulnerable groups, such as the elderly);
- Effectiveness of warnings and disclosures for childrens' Web sites on the Internet.

Five (5) copies of the manuscript should be submitted by **JUNE 1, 1997** to:

Craig Andrews, Department of Marketing, Marquette University, 606 N. 13th Street, Milwaukee, WI 53233, Tel: (414) 288-7181; Fax: (414) 288-7638

More People News

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Hall Duncan, International Services Director, International Center for Humor and Health, presented his workshop, "Off Our Rockers," for senior citizens, and also was a speaker at the Plenary Session on Humor and Health at the International Society for Humor Studies World Conference, Sydney, Australia, July 7-12, 1996.

Wayne Hilinski has joined the faculty of Penn State as Assistant Professor of Advertising.

Dr. Terence Nevett, Central Michigan University, is the recipient of a Fulbright teaching and research award for the 1996-97 academic year, and will be Visiting Professor at Kenyatta University, Nairobi, Kenya. He spent Fall 1995 in Tokyo as Guest Professor at Chuo University.

Michael L. Maynard, Assistant Professor, Temple University, presented "The Power of Foreign Images: Intercultural Signs in Japanese Television Advertising" at the Conference on Multiculturalism, Cultural Diversity, and Global Communication, July 11-14, at the Rochester Institute of Technology. Professor Maynard's paper was selected as outstanding conference paper.

Keeping in touch with Generation X, Copy Workshop author, **Bruce Bendinger** makes a brief appearance on KFMDM's newest album. He does an advertising voice-over on a track titled INANE.

Roland Rust of Vanderbilt University (along with co-authors **Anthony Zahorik** and **Timothy Keiningham**) was awarded the Alpha Kappa Psi Foundation Award from the Journal of Marketing for the 1995 article, "Return on Quality (ROQ): Making Service Quality Financially Accountable." The award, which carries a cash prize, is given for the article with the greatest impact on the practice of marketing, and was presented at the AMA Summer Educators Conference in San Diego.

Kak Yoon of Washington State University conducted a successful week-long seminar for IAPP participants in June. Speakers included **John Paul Jones**, **Don Schultz**, **Bruce Bendinger**, and **Bill Arens**.

Position Opening

The Texas Tech University School of Mass Communications seeks applications for tenure track, assistant professor positions in advertising/PR for Fall 1997. Doctorate required in mass communications or related field (ABD considered); professional experience in mass communication field strongly preferred. Mac computer skills are also preferred.

Applications will be accepted until the positions are filled. Send resume and three letters of reference to: AD/PR Committee, School of Communications, Box 43082, Texas Tech University, Lubbock, TX 79409-3082; Fax 806-742-1085.



New Journal Launched

The Advertising Division of AEJMC launched the Journal of Advertising Education, with Volume 1, Issue 1 released in July.

The journal is dedicated to the publication of research and commentary on instruction, curriculum, and leadership in advertising education.

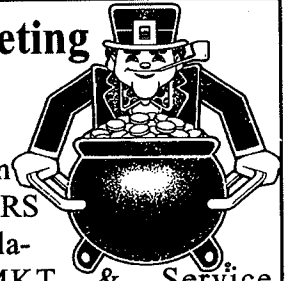
The journal contains full articles as well as Teaching Tips. Both are peer reviewed. Other departments include invited commentary, book & software reviews, and a question-and-answer column. Academy members are encouraged to submit manuscripts for review.

Members of the AEJMC Ad Division receive a copy as part of their dues. Individual copies are available at \$8.00 each (payable to Ad. Div./AEJMC, in American funds only). Copies may be obtained from Keith F. Johnson, Editor, JAE, School of Mass Communications, Campus Box 43082, Texas Tech University, Lubbock, TX 79409-3082; Phone: 806-742-3392; FAX 806-742-1085; VYKFJ@TTACS.TTU.EDU. Copies may be ordered via e-mail (VYKFJ@TTACS.TTU.EDU).

New and Evolving Paradigms: The Emerging Future of Marketing

Three AMA Special Conferences, June 12-15, 1997

Dublin, Ireland



Three special conferences will be held simultaneously at the Burlington Hotel in Dublin, Ireland, June 12-15, 1997.

Author Guidelines

1. Submit manuscripts or special session proposals directly to the identified conference leader, track chair or manuscript coordinator, as specified in the conference sections.
2. Four copies of each manuscript or session proposal should be submitted on or before November 18, 1996.
3. Manuscripts should follow the Journal of Marketing style guidelines and should not have been published or submitted in the same or similar form elsewhere.
4. Manuscripts should not exceed 20 pages, double-spaced.
5. Upon acceptance, each paper will be given the opportunity to be published in the Proceedings. Additionally, at least one author must register for the meeting and be available for presentation.

Services Marketing Conference

Both empirical and non-empirical papers are welcome. Proposals for special sessions also are welcome.

Papers from the U.S. should be submitted to Conference Co-Chair Leonard L. Berry, Prof. of Marketing, JCPenney Chair of Retailing Studies, Department of Marketing, 222 Wehner Building, Texas A&M University, College Station, TX 77843-4112, TEL: (409)

845-0804, FAX: (409) 845-5230.
E-mail: berryle@tamu.edu

Papers from all other countries should be submitted to Conference Co-Chair Hans Kasper, Prof. of Marketing, Faculty of Economics, Univ. of Limburg, Tongersestraat 53, PO Box 616, 6200 MD Maastricht, The Netherlands, TEL: 31-43-883839. E-mail: h.kasper@mw.rulimburg.nl

Special Sessions

Special session proposals from the U.S. should be submitted to Christopher Lovelock, Lovelock Associates, PO Box 1174, Eastham, MA 02642, TEL: (508) 240-7888, FAX: (508) 240-7889
E-mail: ch@lovelock.com

All other special session proposals should go to William J. Glynn, Director, Centre for Quality & Services Management, Graduate School of Business, University College Dublin, Blackrock, County Dublin, Ireland, TEL: 353-1-706-8959, FAX: 353-1-706-8993,
E-mail: glynn93@blackrock.ucd.ie

Relationship Marketing Conference

Conference Co-Chairs

Professor Jagdish N. Sheth, Charles Kellstadt Professor of Marketing, Goizueta Business School, Center for Relationship Marketing, 1602 Mizell Drive, Atlanta, GA 30322-2710, TEL: (404) 727-3551, FAX: (404) 727-3552.

Prof. Christian Gronroos, CERS Center for Relationship MKT & Service Management, Swedish School of Economics Finland, Helsinki 00101, FINLAND, TEL: 3580-4030-3295, FAX: 3580-4030-3287.

All papers and special session proposals should be submitted to: Prof. Lou E. Pelton, Manuscript Coordinator, Dept. of Marketing, University of North Texas, Box 13677, Avenue A at Chestnut, Denton, TX 76203-6677, TEL: (817) 565-3124, FAX: (817) 565-3837.

E-mail: pelton@cobaf.unt.edu

Marketing Communications Conference

This conference is divided into three tracks: "Media Measurement," "Creative Communications," and "IMC."

Media Measurement

Send all submissions for this track to one of the co-chairs:

Prof. Tony McGann, University of Wyoming, Management and Marketing Dept. Business Admin., Box 3275, University Station, Laramie, WY 82071, TEL: (307) 766-6108, FAX: (307) 766-3488.
E-mail: magoo@uwyo.edu

Professor David Stewart, Department of Marketing, School of Business Administration, University of Southern California, Los Angeles, CA 90089-1421,

Three Conferences in Dublin

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TEL:(213) 740-5037, FAX:(213) 740-7828
E-mail: dstewart@sba.usc.edu

Creative Communication Strategies

Send all papers for this track to the track chairs:

Prof. Barbara Stern, Rutgers, The State University of New Jersey, Department of Marketing, Faculty of Management, 180 University Avenue, Newark, NJ 07102-1895, TEL: (201) 648-5011, FAX: (212) 535-2610.

E-mail:
b.stern@gsmack.rutgers.edu

Professor Stephen Brown, Department of Banking & Commerce, University of Ulster, Coleraine, Northern Ireland, TEL:

44-1265-44141, FAX: 44-1265-32419.

E-mail: sfx.brown@ulst.ac.uk

Integrated Marketing Communications

Send papers for this track to: Prof. Don Schultz, Northwestern University, Medill School of Journalism, 1813 Hinman Avenue, Evanston, IL 60208, TEL: (847) 491-2059, FAX: (847) 491-5925. E-Mail: dschultz@nwu.edu

Manuscripts or special session proposals in Marketing Communications (except for the Creative Communications Strategies track) from outside the U.S. can be submitted to Prof. Ron Tuninga, Associate Dean, Open University of

the Netherlands, Valkenburgerweg 167, 6419 AT Heerlen, The Netherlands, TEL: 31 45 762404, E-Mail: tun@ouh.nl

Other Marketing Communications Papers: Authors may "go beyond" the overall conference theme and submit papers and proposals which are quite traditional in their approach to advertising and promotion. If authors are uncertain about which of the tracks may be the most appropriate for their submission, they can submit to: Professor George Zinkhan, University of Georgia, 148 Brooks Hall, Marketing Department, Athens, GA 30602-6258, TEL: (706) 542-2123, FAX: (706) 542-3738.

E-mail: gzinkhan@uga.cc.uga.edu



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