

## President's Column: Message from Ivan Preston

This is my last column and this month ends my term as AAA President. The work is winding down because your 1997 President, Mary Ann Stutts, is now handling the major planning for the next annual meeting, just as I did in late 1996. The constitutional term matches the calendar year, but the President's major effort actually runs from about October to October. My last big duty was to conduct the midyear meeting of the Executive Committee at St. Louis in September and afterward report our actions to all of those who run AAA's committees and other activities. There will be duties to perform in my year as Past President, but they are relatively light. As someone who has made a career of evading opportunities for administrative work, I had some real

**Have a Happy Holiday Season and a Safe and Healthy New Year!**



doubts about taking this job. And my concerns were borne out to some extent by the lack of time I've had in the past year to keep up my research and publication, not to mention coping with new materials for the classroom at a time when relevant information and technology are exploding. As a result, my pipeline is uncharacteristically empty at the moment.

Despite all that, I have thoroughly enjoyed the job. For one thing, there are so many fine people in our organization, and I heartily second the observation by Bob King at our 1996 awards lunch that the incidence of those you might not enjoy working with is very low in AAA. And there is great satisfaction in working on behalf of activities that clearly seem to contribute to our field as a strong component of communication and marketing education.

Consequently, I hope more of you will offer to help in such ways as volunteering for committee service. We have had a good level of such action, but it could always be better. In particular, I would like to encourage more senior members to participate. Our newest members have been good at getting involved, and they are essential to assure a strong organization in the future. However, we could also use a stronger participation by more senior faculty who can bring a greater level of experience to the mix.



Presidents don't necessarily fade away after their terms; for example, we honored two of our former leaders at the 1996 meeting for their continuing contributions. I hope I continue in that vein. Despite the possibility of retirement in the near future, I look forward to seeing you at our conventions for a long time to come.

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## University News

### *Boston U Announces Name Change*

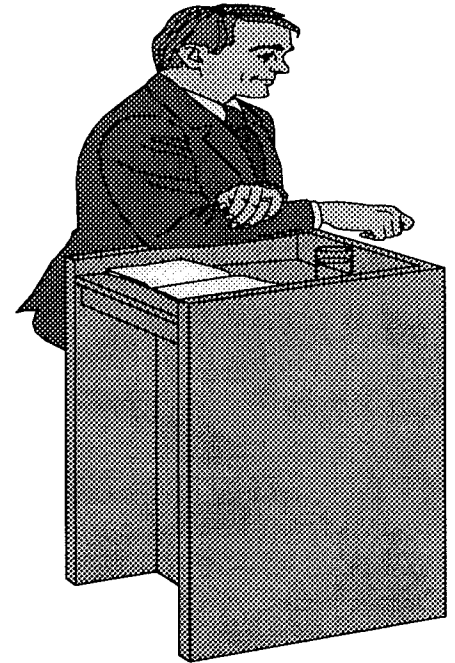
The Boston University College of Communication, School of Mass Communication and Public Relations, has announced that they will be changing the name to the Department of Mass Communication, Advertising and Public Relations to give greater recognition to the extensive advertising curriculum they offer at both the undergraduate and graduate levels.

The school operates Ad-Lab, a student-run advertising agency, which serves non-profit clients in the Greater Boston area. Further, the school emphasizes computer technologies in advertising, such as developing complex web sites and marketing strategies, using the Internet for gathering information, and producing CD ROMs and other video material that is coming into increasing use in the profession. For information on the advertising program, contact Prof. Tobe Berkovitz at [tobetv@acs.bu.edu](mailto:tobetv@acs.bu.edu).

### *Bradley U Receives \$10 Million Gift*

Retired Chairman and CEO of the *Peoria Journal Star*, Henry P. Slane, recently announced an unrestricted personal gift of \$10 million to Bradley University. The gift is the largest ever made to the university by an individual, and will be used, in part, to support Bradley's College of Communications and Fine Arts which will bear the Slane name. The formal name change to the Henry Pindell Slane College of Communications and Fine Arts becomes effective immediately. In addition, a portion of the donation will be used to endow the Henry Pindell Slane Communications Technology Fund, to establish an academic chair in honor of Mr. Pindell, and to endow scholarships for needy students.

The College includes the Dept. of Communication which offers majors in advertising, journalism, public relations, radio/TV and speech.



### *VCU Ad Center Opens Doors to First Students*

More than 50 students comprised the first class of Virginia Commonwealth University's new graduate program this fall. The two-year master's degree in VCU's School of Mass Communication is considered to be the first in the country to bring together business and creatively oriented students. The development of interdisciplinary portfolios will be fostered by an agency experience that combines copywriting, art direction and account management.

Director of the Center is Diane Cook-Tench, a 20-year industry veteran. She is joined by other ad professionals who have moved into academia: Jerry Torcia, Roger Lavery, Tim Chumley and Charlie Kouns.

### 1996 AAA Officers

#### **PRESIDENT**

Ivan L. Preston  
University of Wisconsin

#### **PRESIDENT-ELECT**

Mary Ann Stuffs  
SW Texas State University

#### **VICE PRESIDENT**

Gary B. Wilcox  
University of Texas

#### **SECRETARY**

Debbie Treise  
University of Florida

#### **TREASURER**

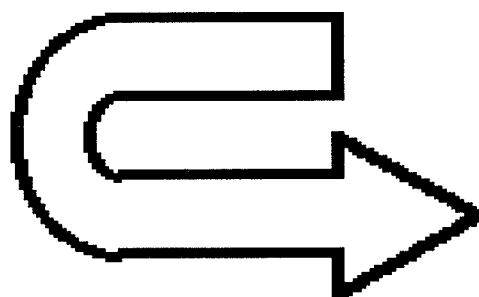
Ronald J. Faber  
University of Minnesota

#### **PAST PRESIDENT**

Bruce G. Vanden Bergh  
Michigan State University

#### **EXECUTIVE SECRETARY**

Robert L. King  
University of Richmond



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 .....

**Cele Otnes**, of the Department of Advertising at the University of Illinois at Urbana-Champaign, has been named book review editor for the *Journal of Advertising*. If anyone has read a recent book in advertising that he or she would like to review, please contact Cele at 217-337-1706 or c-otnes@uiuc.edu.

**Herb Rotfeld** is the 1996-97 academic year editor of *Marketing Educator*, an American Marketing Association quarterly publication of news and opinions. Also, starting last July, Dr. Rotfeld has a monthly column in *Marketing News* on "misplaced marketing," with the definition essay appearing in the July 15 issue.

**Katherine Frith**, Associate Professor of Advertising at Penn State University will be a Visiting Senior Fellow in the Department of Communications Studies, Nanyang Technological University, Singapore for the Spring 1997 semester. Frith has just finished editing a book entitled: *Advertising in Asia -- Communication, Culture and Consumption*. The book will be available from Iowa State University Press in October, 1996. It covers the social, cultural, legal and political aspects of advertising in eleven Asian countries.

**Louisa Ha**, Assistant Professor, the H. H. Herbert School of Journalism and Mass Communication at the University of Oklahoma, created a web site dedicated to international advertising. The site, "International Advertising Resource Center," contains a rich collection of research

literature and links on international advertising. The web site address is <http://www.ou.edu/class/jmc3333/>.

**Mary Ann Stutts**, professor of marketing at Southwest Texas State University, received the School of Business Outstanding Teacher Award for 1996. The award is given at the beginning of each academic year and is based on the votes of graduating seniors in the capstone business policy courses. Students are asked to vote for the professor that has contributed the most to their learning during their college career.

**Gordon Miracle** conducted a 26-hour seminar for 12 Ph.D. students on "Cross-Cultural Research Methods for Marketing Communication" at Lulea University, Sweden, August 12-20, 1996.

**Edd Applegate**, Associate Professor of Journalism at Middle Tennessee State University, is the author of a recently published scholarly book on journalism, *Print and Broadcast Journalism, A Critical Examination*, published in August by Greenwood Publishing Group.

**Tom Duncan and Sandy Moriarty** presented IMC seminars and workshops this past summer for BBDO-Europe that took them to Dusseldorf, Bonn, Berlin, Oslo, Brussels, Amsterdam, Budapest, Prague, Istanbul and London. Tom Duncan also spoke in June to 2,000 professionals and academics on IMC at the biannual International

Advertising Association World Congress of Advertising held this year in Seoul, Korea.



**IN MEMORIUM**

It is with deep regret that the AAA announced the death earlier this year of Willard (Tommy) Thompson, who was AAA President in 1980. He died of heart failure on Feb. 5 in St. Paul.

Tommy was former head of the advertising sequence in Minnesota's School of Journalism, and also held a variety of administrative positions at the University. He also advised the student chapter of the AAF. He served 23 years at Minnesota and retired in 1984.

# CALLS FOR PAPERS.....

## *Marketing Educator*

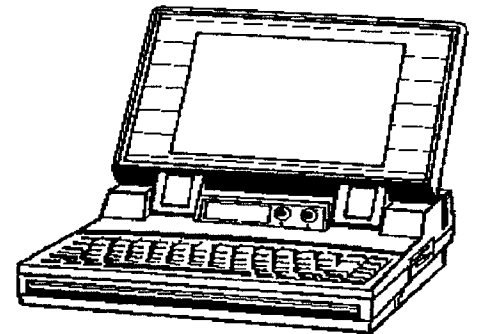
The Marketing Educator is seeking essays and discussions that education members of the AMA might be interested in reading. Topics include: new ways of teaching material; funding sources; philosophical discussions of how the area relates to other marketing subjects; and research ideas, new developments or findings that are short of what would be published as a journal article. The important concern is readability and interest for a wide range of marketing educators. No footnotes or endnotes, though a (rare) in-body reference is acceptable. Look to Marketing News for guidance on writing style, not Journal of Marketing. Essays run 750-1000 words, though we run some slightly longer pieces in the past if they were reports of research (though not in the form of a journal article).

All submissions must provide the author's school e-mail address and phone number. The e-mail address will be included with the article when published to encourage reader responses.

Final manuscripts must be submitted in electronic form, on disk or via e-mail. If you save your writing in DOS form and make it part of an e-mail message, it can be extracted and reformatted. If by mail, the submission must come on a 3½" disk, readable by WordPerfect DOS/windows programs.

For more information on any additional technical requirements, or to discuss your essay idea to see if it fits our current needs, contact Terri Feldman Barr, Department of

Business Administration, Thomas More College, 333 Thomas More Parkway, Crestview Hills, KY 41017, BarrT@thomasmore.edu or Herb Rotfeld, Dept. of Marketing & Transportation, 201 Business Building, Auburn University, AL 36849-5246, (334) 844-2459, or (334) 826-8535. E-mail: Rotfeld@Business.Auburn.EDU



## *2nd International Research Seminar on Marketing Communications and Consumer Behavior, La Londe Les Maures (French Riviera), June 3-6, 1997*

Scholars and practitioners working in marketing communications and consumer behavior are invited to submit papers for program consideration. Topics of interest include advertising, IMC, personal selling, point-of-purchase, public relations, sponsorship/event communications, brand equity, assessing impact, using single-source data, marketing communications in retailing, attitude formation and change, learning, retrieval, consumer informational processing, marketing-buying on the Internet, relationship marketing. The seminar series is held annually with the first International Research Seminar organized in 1974. Original papers in English or in French are invited. Manuscripts should not exceed 20 pages, double-spaced. Please reserve the first page for the title, name of authors, and complete addresses, including e-mail. Ten papers of the seminar will be included in a special issue of the *Journal of Business Research* published in 1998. Send four copies to Prof. Alain Strazzieri, IAE, Clos Guiot, 1350 Puyricard, France (fax: 33-42-28-0800) by January 15, 1997. Seminar program chairs are Alain Strazzieri, W. Fred van Raaij, Arch G. Woodside. For inquiries in the U.S., please e-mail Arch Woodside at awoodside@office.sob.tulane.edu

## **Newsletter Information**

Send newsletter items to:  
 Dr. Marla Royne Stafford  
 Department of Marketing  
 College of Business Administration  
 University of North Texas  
 P.O. Box 13677  
 Denton, TX 76203  
 Fax: 817-565-3837  
 Phone: 817-565-4419  
 E-mail: stafford@cobaf.unt.edu  
 Strong preference is given to E-mail and IBM-formatted disks.

### Deadlines

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

## Call for Papers: *Social Marketing Conference*

The 3rd annual Innovations in Social Marketing Conference (formerly Conference on Social Marketing) will be held from Sunday, May 18 to Monday, May 19 at the Boston Park Plaza Hotel in Boston, MA. The theme of this year's conference is cutting edge issues in social marketing research and practice. As such, the conference will bring together the world's leading social marketing authorities from the field and academe who will share ideas, theories, methods and findings.

The conference is jointly sponsored by The Centers for Disease Control and Prevention; The Canadian Department of Health; The Academy for Educational Development; Porter/Novelli; DKT International; and the Irving and Irene Bard Professorship at Penn State University.

Conference co-chairs are Dana L. Alden, University of Hawaii; Susan D. Kirby, The Centers for Disease Control & Prevention; and Edward Maibach, Porter/Novelli. Steering Committee Members are Alan Andreasen, Georgetown University; Martin Fishbein, University of Illinois-Urbana-Champaign and The Centers for Disease Control & Prevention and Marvin E. Goldberg, Penn State University; Susan E. Middlestadt, the Academy for Educational Development; Mike Rothschild, University of Wisconsin; and William Smith, the Academy for Educational Development.

Special session proposals and individual competitive session presentations are welcome. Proposals for special sessions must

include abstracts for each participant. Potential topics include: 1) empirical tests of social marketing strategies in producing behavior change; 2) conceptual models for integrating the social marketing process with other social program planning models such as health education/promotion, & media advocacy; 3) empirical testing of alternative approaches to increasing use of social marketing strategy by private, nonprofit and govt. organizations; 4) analysis of social marketing research methods in low resource environments; 5) conceptual assessment of future directions for social marketing: domestic, international, public and private; 6) data-driven comparisons of alternative models for adapting social marketing mix strategy to cultural differences.

Submissions should consist of a 3-5 page abstract. All abstracts will be blind reviewed by one academic and one practitioner. Abstracts will be published in a special proceedings following the conference. Two William Novelli Awards of \$750 each will be provided to the author(s) of abstracts designated as the "Outstanding Contribution to Social Marketing Theory" & "Outstanding Contribution to Social Marketing Practice."

Deadline for submission is Friday, Feb. 28, 1997. Send abstracts to Prof. Dana L. Alden, Chair, Department of Marketing, University of Hawaii / 2404 Maile Way / Honolulu, HI 96822, Phone: (808) 956-8565. Fax: (808) 956-9886; [alden@busadm.cba.hawaii.edu](mailto:alden@busadm.cba.hawaii.edu)

## AAF Hall of Achievement Inducts Ad Leaders

Seven young professionals have been inducted into the American Advertising Federation's Advertising Hall of Achievement for 1996. Established in 1993, the Hall of Achievement has become the top honor for advertising professionals age 40 and under. The 1996 inductees were awarded Tiffany Crystal Stars at a ceremony Nov. 12 at the Plaza Hotel in New York.

This year's inductees include Scott Bedbury, 39, a graduate of the University of Oregon School of Journalism, and currently senior VP of marketing for Starbucks Coffee, Inc; David Carey, 35, a graduate of UCLA, and currently publisher of *Conde Nast House & Garden Magazine*; Tony Dieste, 31, a graduate of Southwest Texas State

University and former student of Mary Ann Stutts and Michael McBride, and currently president of Dieste & Partners; James L. Harrington, 35, a graduate of Fordham University, and currently a senior partner and director of client service development with Bozell Worldwide; Timothy Mapes, 31, a graduate of the University of Georgia Grady School of Journalism and Mass Communication and former student of Ron Lane, and currently director of advertising and promotion at Delta Air Lines; Linda Srere, 40, executive vice president and group managing director at Young & Rubicam; and David Verklin, 40, a graduate of the University of Virginia, and currently executive vice president and managing director at Hal Riney & Partners.

AAA Membership Survey

The Membership Committee has conducted a few telephone interviews with members and is in the process of evaluating ideas generated from those calls regarding events that might be incorporated into future conferences. Would you please take a moment to give us your opinion on the following suggestions? Also, please write in any other ideas you have.

1. The AAA is currently considering offering a breakfast to recognize new members and to give them an opportunity to meet each other as well as existing members. The cost per person will depend on some unknown factors, but the best estimate at this time is approximately \$10. Please indicate how interested you would be in attending this event on the Saturday or Sunday morning of the conference.

Very Uninterested 1	Somewhat Uninterested 2	Neutral 3	Somewhat Interested 4	Very Interested 5
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2. If we can offset some additional costs and keep the fee at about \$7.50, how interested would you be in attending the breakfast?

Very Uninterested 1	Somewhat Uninterested 2	Neutral 3	Somewhat Interested 4	Very Interested 5
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3. Would you prefer this to be an optional event that you select upon registration, or should it be included as an extra meal for the entire conference with the fee built in to everyone's conference fee?

Optional event selected at registration                       Included in everyone's conference fee

4. Some members have expressed interest in a pre-conference seminar that would focus on teaching approaches for various advertising courses and would offer syllabi. This would serve part of the function of the now-terminated Freedom Forum seminar for advertising educators. How interested are you in this type of event if the cost is approximately \$25?

Very Uninterested 1	Somewhat Uninterested 2	Neutral 3	Somewhat Interested 4	Very Interested 5
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5. What else could the AAA provide to better serve your needs as a member? \_\_\_\_\_

In an unrelated task, we are trying to build a spreadsheet that would allow us to easily sort members by their university or industry position. Would you please help us by providing the following information? This information will be separated from the breakfast/event survey.

Are you a graduate student?  Yes  No  
 Are you a faculty member?  Yes  No  
 If yes, what is your faculty rank?  
 Full Professor  Associate Professor  Assistant Professor  Adjunct Professor  
 What college/university are you affiliated with? \_\_\_\_\_  
 Are you employed by the industry?  Yes  No  
 If yes, what organization are you employed by? \_\_\_\_\_  
 Other employment \_\_\_\_\_  
 Your name \_\_\_\_\_

Thanks very much for your time. Please mail this by December 20 to the address below.

Dr. Joyce Wolburg  
 P.O. Box 1881  
 Marquette University  
 Milwaukee, WI 53201-1881

## Positions Available

### *Baruch College*

Baruch College of The City University of New York invites applicants for a tenure-track position at the Assistant or Associate Professor level in the Marketing Dept. for Fall or Spring 1997. We seek a person with strong research potential and effective teaching in advertising, international marketing, or data base (high tech) marketing. Candidates must have a Ph.D. or DBA in Marketing or Advertising. ABDs near completion will be considered at the Instructor level. Individuals wishing to be considered should send a vita and student teaching evaluations to Prof. Kaz Takada, Dept. of Marketing, School of Business, Baruch College/The City University of New York, 17 Lexington Avenue, Box E-0821, New York, New York, 10010. Applications will be considered until December 31, 1996.

### *Florida State University*

The Florida State University Department of Communication seeks applicants for an Assistant Professor, Adv/PR/Marketing Communication. Candidates must be prepared to teach from among the following: Principles of Advertising, Creative Strategy, Media Planning, Intro. to PR, Public Relations Techniques, & Desktop Publishing. Will also direct the AAF National Student Advertising Competition. Graduate courses include Media Market Research, Media Consumer Behavior and seminars in areas of specialization.

Ph.D. in Advertising, PR, Mktg. Communication or related field required prior to Fall 1997. Professional experience in

advertising, PR or mktg. comm. is desirable. Submit a letter of interest, current vita, and transcripts to Faculty Search Committee, Dept. of Communication, 356 Diffenbaugh Bldg, Tallahassee, FL 32306-2064. Applications will be accepted until Jan. 31, 1997.

### *University of Alabama*

The Dept. of Advertising & PR at the University of Alabama is seeking a Chair for the 1997-98 academic year. Qualified candidates must possess a distinguished record in research and teaching, a strong commitment to academic excellence, an earned doctorate, and the rank of Senior Associate or Full Professor. Send application, vita, and names & phone numbers of three references to Joseph Phelps, Ph.D., Chair of Search Committee, Dept. of Advertising & Public Relations, Box 870172, Tuscaloosa, AL 35487-0172. Selection process begins January 10, 1997.

### *University of Illinois*

The University of Illinois at Urbana-Champaign Department of Advertising has a full-time Assistant Professor position to teach research and/or marketing management. Ph.D. required. Letter of application, vita, and 3 letters of recommendation should be sent to Jim Haefner, Department of Advertising, University of Illinois, 810 South Wright Street, Urbana, IL 61801, (217) 333-1603.

### *Penn State*

The College of Communications is seeking candidates for tenure-track faculty positions in Advertising/PR,

Film/Video, Journalism, Media Studies, and Telecomm. All ranks available. Send a letter describing qualifications, resume and 3-5 complete references to Search Committee, College of Communications, Penn State, 201 Carnegie Bldg., Box AAA, University Park, PA, 16803. Screening will begin Dec. 15, 1996.

### *University of Missouri*

The Missouri School of Journalism is seeking a tenure-track assistant or associate professor in the advertising department for January or August 1997. Ph.D. or strong professional experience at national/international level required. Must be able to demonstrate publication potential. Applications will be considered beginning November 1, 1996, and will continue until position is filled. Send letter of application and resume to Prof. Henry B. Hager, Advertising Search Committee Chair, University of Missouri-Columbia, School of Journalism, 210 Walter Williams, Columbia, MO 65211.

### *University of Texas*

The University of Texas-Austin, Dept. of Advertising seeks applicants for a tenure-track assistant professor position for Fall 1997. Ph.D. and excellence in creative scholarship/research and teaching required. The department offers degrees at all levels. Applications will be accepted until January 15, 1997. Send vita and supporting materials to: Dr. Gary B. Wilcox, Chair, Dept. of Advertising, CMA 7.142, University of Texas at Austin, Austin, TX 78712-1092.



## More Positions Available -----

### *University of Minnesota*

The School of Journalism and Mass Communication of the University of Minnesota invites nominations and applications for the position of Professor and Director. Candidates must have had a minimum of three years administrative, decision making experience in an academic institution or in the professional communication industry. An earned doctorate is preferred but not essential. The person will have the opportunity to teach and conduct scholarly activity.

Applicants have a postmark deadline of Jan. 15, 1997, for submitting a complete resume and three letters of reference to: Prof. Robert L. Scott, Acting Dir., School of Journalism &

Mass Communication, University of Minnesota, 111 Murphy Hall, 206 Church St. SE, Minneapolis, MN 55455-0418, 612-625-0020, Fax: 612-626-8251.

### *Oklahoma State University*

The School of Journalism and Broadcasting at Oklahoma State University is seeking an advertising professional with teaching experience and a master's degree, preferably a doctorate, beginning in August 1997. The qualified candidate should be versatile enough to teach courses in our public relations sequence as well as beginning and advanced advertising.

Skills in multi-media and the ability to teach in other media areas, including our graduate program in mass communications, are a strong plus. Strong working relationships with professional organizations and student ad club are necessary. Salary is highly competitive.

Submit vita, transcripts and three references to Dr. Maureen J. Nemecek, Chair, Personnel Committee, School of Journalism and Broadcasting, 206 Paul Miller Bldg., Oklahoma State University, Stillwater, OK 74078-4053. (405) 744-8282. e-mail: osusjb@okway.okstate.edu Applications due Dec. 15, 1996, or until filled.



University of North Texas  
Department of Marketing  
College of Business Administration  
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Denton, Texas 76203