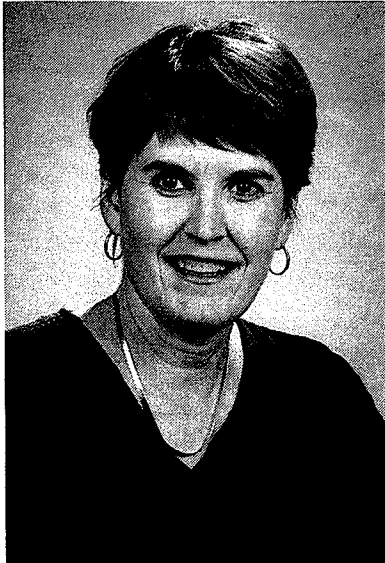


"Meet Me in St. Louis"

A Message from the New President: Mary Ann Stutts



As the words of the song say, "Meet Me In St. Louis." The 1997 AAA Conference will take place at the Marriott Pavilion Downtown, St. Louis, April 4-7. In addition to academic sessions and interaction with colleagues, attendees can sample the history and cuisine of St. Louis---"Gateway to the West" as hard as that may be for some of us to realize. Participants will find an exciting international advertising pre-conference session on Friday, April 4th, which focuses on worldwide media, including use of the World Wide Web by international advertisers.

AAA members will certainly be able to find a special topic or competitive paper session that appeals to them. Topics run the gamut, including traditional and non-traditional media, creativity, agencies, minorities, the

advertising message, special products such as tobacco, alcohol, and health, teaching, publishing, and of course, the Web, technology, and IMC. There will also be book exhibits and a coffee break sponsored by the Promotional Products Association, International---the organization that surprises AAA members with neat gifts.

No academic conference would be complete without fun, since academics are often accused (unjustly I might add) of being boring. So, join friends and colleagues at the opening reception Friday from 6:00 to 7:30. There will be plenty to eat at dinner on Saturday night, the awards luncheon on Sunday and a great riverboat experience on the "Becky Thatcher" Sunday night. I've even heard rumors of possible riverboat gambling for those of you who feel lucky.

As your president for the next year, I encourage each of you to let AAA officers, committee chairs, or me know anything that is on your mind that you feel can make AAA a better or stronger organization. We are here to serve you, the membership. I direct your attention to two articles elsewhere in this newsletter that list the 1997 committee structure and the results of the bylaw changes voted on by the AAA membership recently.

Finally, since I do not believe a president can accomplish an inordinate number of goals during his/her one year term, I will take this opportunity to state three primary goals I hope to accomplish during the upcoming year: 1) to update and expand the AAA website, with guidance from the Publications Committee, 2) to strengthen and expand AAA relationships with industry associations and organizations, primarily through the Industry Relations Committee and the Industry Fellowships Committee, and 3) to strengthen AAA relations with students, especially graduate students, because they represent an important source of new members for our organization.

I am looking forward to meeting many of you for the first time in St. Louis and interacting with you through e-mail, the newsletter and the website.

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And the Survey Says.....Americans Like Advertising

A national survey of more than 1000 adults, conducted recently by the Cummings Center for Advertising Studies at the University of Illinois, provides insights into consumer's confidence in and liking of advertising. Directing the project were Sharon Shavitt, Jim Haefner, and Ph.D. student Pamela Lowrey. Among other findings, the survey revealed that more Americans say they like (44%) than dislike (25%) advertising. However, they have reservations about trusting it, with 52% reporting they don't believe ads generally can be trusted. Respondents were queried along a number of dimensions regarding their attitudes toward advertising in

general. Small additional samples were asked about their attitudes toward specific forms of advertising (including TV, radio, catalog, and internet advertising), providing

comparative data. For more information about the Cummings Center survey and its results, contact Sally Dolk at sadolk@uiuc.edu; (217) 333-1602.

PR and Advertising Enrollment Reported

For the first time in five years of tracking, the number of public relations students (15,352) has outnumbered advertising students (14,607), according to the 1997 national directory, "*Where shall I go to study advertising and public relations?*" compiled by Billy I. Ross, Louisiana State University, and Keith F. Johnson, Texas Tech University. The number of public relations degrees granted (4,944) was also greater than advertising degrees (4,470).

The study measured 297 advertising, public relations and joint advertising/

public relations programs at 199 colleges in the United States and Puerto Rico, and was funded, in part, by the American Academy of Advertising, American Association of Advertising Agencies, Direct Marketing Association, Newspaper Association of America Foundation, Promotional Products Association International, Louisiana State University, and Texas Tech University.

The 33rd annual directory is available for \$5 from Advertising Education Publications, P.O. Box 4164, Lubbock, TX 79409.

International Advertising

Association Offers Internship Program

As members of the U.S. Chapter of the International Advertising Association Undergraduate Student Internship Program, Gordon Miracle, Michigan State University, and Ludmilla Wells, University of Miami, have volunteered to work with Daryl Rand, VP Internships, to identify and encourage students to participate in the 1997 program.

As part of its ongoing mission to "take the lead in state of the art professional development through education and training for marketing communications industry of tomorrow," the International Advertising Association (IAA) again offers its Undergraduate Summer

Internship Program in 1997. More than 100 corporations have been enlisted to participate in program.

For student applications or more information, please contact Gordon Miracle at miracle@pilot.msu.edu, Fax: (517) 432-2589, or Ludmilla G. Wells at lgwells@shadow.net, Fax: (305)284-3648. Please indicate how you would like to receive the information: fax, e-mail or regular mail.

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.

1997

AAA Officers

PRESIDENT

Mary Ann Stutts
SW Texas State University

PRESIDENT-ELECT

Richard F. Beltramini
Wayne State University

VICE PRESIDENT

Carole Macklin
University of Cincinnati

SECRETARY

Nora J. Rifon
Michigan State University

TREASURER

Ronald J. Faber
University of Minnesota

PAST PRESIDENT

Ivan L. Preston
University of Wisconsin

EXECUTIVE SECRETARY

Robert L. King
University of Richmond

AAA Membership Amends Bylaws and Constitution

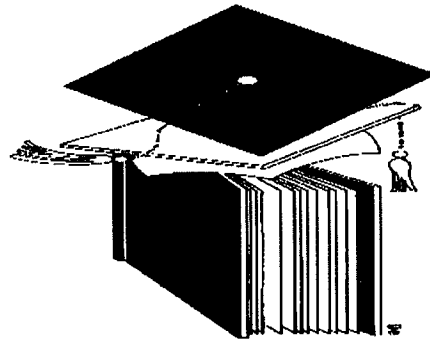
In a recent vote, AAA members overwhelmingly voted to amend the Constitution and add a new article to the Bylaws. If the required mail ballots from 20 percent of the members have not been received by the time of the annual convention, Article IX of the Constitution has been amended to allow members attending the business meeting to vote on any proposed Constitution or Bylaw change. Their votes would be added to the count of any previously received mail ballots. Should the required minimum percentage of members return their mail ballots, no vote would occur at the annual business meeting.

A new "hold harmless" provision, Article V, has been added to the Bylaws. AAA officers and others indicated will be protected as individuals against monetary liability suits brought against them because of their organizational roles. Since the hold harmless clause covers both former and current officer positions, it affects a large portion of AAA members.

AAA Announces New Website

AAA Webmaster Jef Richards has announced the new AAA web address:

<http://advertising.utexas.edu/AAA/>



Dissertation Award Announced

James Coyle, a Ph.D. student at the University of Missouri-Columbia, is the recipient of a \$1500 AAA Doctoral Dissertation Award for his proposal, "The Effects of Progressive Levels of Vividness and Interactivity on Attitude-Behavior Consistency in On-Line Advertising." The chairperson of his dissertation committee is Dr. Esther Thorson, and his committee members are Professors Glenn Leshner, Keith Sanders and Alan Strathman.

Four proposals were submitted to the AAA Doctoral Dissertation Competition. Each was reviewed by at least two members of the Research Committee. Those proposals which passed the first round of review were evaluated in a second round of reviews to determine whether funding was appropriate and, if so, the amount of support the AAA would provide.

The AAA and Research Committee would like to thank all of the graduate students who wrote proposals for the competition. We wish you the best of luck with your dissertations and future careers.

AAA Offers 1997 Dissertation Award

The Research Committee of the American Academy of Advertising announces the 1997 Doctoral Dissertation Competition to promote doctoral research in advertising. 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 Aug. 15, 1997, with winners notified by Dec. 1, 1997. More information may be obtained from Dr. Jan LeBlanc Wicks, Journalism Dept., 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 detailed announcement will be sent to AAA members this spring.

Cast Your Ballots!

Be sure to cast your vote for 1998 AAA Officers by March 15. You should have received a ballot in mid-February. The candidates and officer positions are:

President

Carole Macklin
Stan Madden

Vice President

Beth E. Barnes
Darrel Muehling

Secretary

Marilyn Roberts
Mary Alice Shaver

Treasurer

Russ Laczniak
Debbie Treise

Be sure to send your ballots to Ivan Preston no later than March 15.

Stern Wins Outstanding Contribution to Research Award

Dr. Barbara B. Stern, Professor of Marketing at Rutgers, The State University of New Jersey-Newark Campus, has been awarded the American Academy of Advertising's "Outstanding Contribution to Advertising Research" Award for 1997. Dr. Stern was recognized for her integration of literary and feminist perspectives into advertising. In nominating her for the award, several scholars noted that she has opened up areas of research not previously pursued in advertising studies. She has produced

an original body of scholarly work that challenges scholars to think in new and creative ways about the way we view and study advertising.

Dr. Stern has a B.A. from Cornell University, an MBA in marketing from Fordham University, and a Ph.D. in English from the City University of New York. She has

published articles in the Journal of Marketing, Journal of Advertising, Journal of Consumer Research, Journal of Current Issues and Research in Advertising, and other publications. Dr. Stern also serves on several editorial review boards including the Journal of Consumer Research and the Journal of Advertising.

Call For Papers:

Multicultural Marketing Conference

All advertising researchers are cordially invited to participate in the September 1998 Multicultural Marketing Conference which will take place in Montreal. It is jointly sponsored by the Academy of Marketing Science and Concordia University. The aim of this truly international conference is to bring together marketing academicians and practitioners in order to explore the complexities of and solutions to multicultural issues in marketing theory and practice. At least one track will be devoted to multicultural advertising and communications issues.

For more information, or to submit papers, contact: Dr. Michel Laroche, Marketing Department, Concordia University, 1455, de Maisonneuve West, Montreal, Quebec H3G 1M8 Canada.

News From the International Advertising Education Committee

Louisa Ha, a member of the International Advertising Education Committee, has been asked by the Beijing Broadcast Institute to be the Editor-in-Chief of the U.S. Editorial Review Board of an Advertising and Marketing Masterworks Translation Series. The series will be published in Chinese by Beijing Broadcast Institute Press. BBI has the largest advertising program in China and initiated this project. They have a designated team to translate selected works on advertising and marketing such as Schultz et al's IMC book. This is the most comprehensive translation effort that China has ever made on advertising; they are anticipating about 25 titles. The honorary Editor-in-Chief in China is the Minister of the State Administration for Industry and Commerce.

BBI has invited the International Advertising Education committee to join the U.S. editorial review board. Our function will be to recommend which books on advertising and marketing will be of the greatest reference value to Chinese advertising professionals, scholars and students. Members of the committee will serve both as individuals and members of IAE/AAA. This gives IAE/AAA a very legitimate presence in the international community.

Newsletter Information

Send newsletter items to:
 Dr. Marla Royne Stafford, Editor
 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.

<u>Deadlines</u>	
<u>Issue</u>	<u>Deadline</u>
June 1997	May 5, 1997
September 1997	August 5, 1997
December 1997	November 5, 1997
March 1998	February 5, 1998



**A Friendly Reminder:
Pre-register for St.
Louis Conference**

Remember: If you pre-register, you help yourself and the Academy. Why? If you pre-register, then:

- 1) You save time checking in at the conference, since your packets will already have been prepared;
- 2) You are assured of a professionally made name badge rather than the hand-made version at the conference;
- 3) You are helping to set the "guaranteed" count for meal functions;
- 4) We are assured adequate space and food aboard the Becky Thatcher dinner cruise;
- 5) You will save a few dollars on the late registration fee.

See you in St. Louis!



1997 AAA Committees Announced

Distinguished Service Committee: Chair: Tony McGann, University of Wyoming; Watson Dunn, Chevy Chase, MD; James Leigh, Texas A&M University; Gordon E. White, Champaign, IL; Keith Johnson, Lubbock, TX.

Finance Committee: Chair: Mary Alice Shaver, University of North Carolina; George R. Franke, University of Alabama; Joanne M. Klebba, Portland State University; Edd Applegate, Middle Tennessee State University; Peter Noble, Dallas, TX.

Industry Fellowships Committee: Chair: Beth E. Barnes, Syracuse University; Carolyn Stringer, Western Kentucky University; James Gould, Pace University; Kuen-Hee Ju-Pak, California State University at Fullerton; Alan R. Fried, University of South Carolina.

Industry Relations Committee: Chair: Barry M. Foskit, Drake University; John H. Crowley, Marquette University; James A. Karrh, University of Florida; Isabella Cunningham, University of Texas/Austin; Kartik Pashupati, University of West Florida; Mary Ellen Woolley, American Advertising Federation; Charles Patti, University of Hartford; Mike Donatello, Newspaper Association of America; Arthur J. Kover, Fordham Business School; Tom Jordan, San Jose State University; Bruce Stern, Portland State University.

International Advertising Education Committee: Chair: Patricia B. Rose, Florida International University; Marilyn Roberts, University of Florida; Mark Secrist, University of Idaho; Betty Parker, Western Michigan University; David Slayden, Southern Methodist University; Jyotika Ramaprasad, Southern Illinois University; John Holmes, Skidmore College; Louisa Ha, University of Oklahoma; Kak Yoon, Washington State University; Michael McBride, Southwest Texas State University; Robert Pennington, University of Texas/Arlington.

Membership Committee: Chair: Joyce M. Wolburg, Marquette University; Bonnie L. Drewniany, University of South Carolina; James V. Pokrywczynski, Marquette University; Eric Haley, University of Tennessee; Wayne W. Melanson, Texas Tech University.

Publications Committee: Chair: Russell N. Laczniak, Iowa State University; Wei-Na Lee, University of Texas/Austin; Tina M. Lowery, Rider University; Carole Macklin, University of Cincinnati; Christine Wright-Isak, Young and Rubican; Pat Stout, University of Texas/Austin; Katherine Frith, Pennsylvania State University; Richard Kolbe, Kent State University; Joe Phelps, University of Alabama.

Research Committee: Chair: Jan LeBlanc Wicks, University of Arkansas/Fayetteville; E. Lincoln James, Washington State University; Ludmilla G. Wells, University of Miami; Tom Stafford, Cameron University; Len Reid, University of Georgia; Tommy Smith, University of Southern Mississippi; Boris W. Becker, Oregon State University; Cathy Cole, University of Iowa; Kristine D. Frankenberger, Western Oregon State College; Peggy J. Kreshel, University of Georgia; Charles R. Taylor, Villanova University.

1998/99 Fulbright Awards Available

Opportunities for lecturing or advanced research in over 135 countries are available to academic faculty and professionals outside academe. U.S. citizenship and the Ph.D. or comparable professional qualifications are required. Foreign language skills are needed for some countries, but most lecturing assignments are in English.

The deadline for lecturing or research grants for 1998/99 is Aug. 1, 1997. Other deadlines are in place for special programs. The deadline for the distinguished Fulbright chairs in Western Europe and Canada is May 1; the deadline for Fulbright seminars for international education and academic administrators is Nov. 1.



Contact the USIA Fulbright Senior Scholar Program, Council for International Exchange of Scholars, 3007 Tilden Street, NW, Suite 5M, Box GNEWS, Washington, DC 20008-3009. Phone: 202-686-7877. Web Page: <http://www.cies.org> E-mail: cies1@ciesnet.cies.org (requests for mailing of application materials only).

Position Available

Bradley University has two advertising positions available. Both positions include teaching a variety of courses and developing new approaches to the rapidly changing communication industry. **Minimum Qualifications:** ABD and significant professional experience. **Preferred Qualifications:** Ph.D. & teaching experience. **Rank:** Assist. Professor. **Starting Date:** Spring or Fall 1997. Send letter of application, resume/curriculum vita, names, addresses, telephone numbers of at least three references to Dr. Barbara DeSanto, Chair, Search Committee, Dept. of Communication, Bradley University, Peoria, IL 61625. Review of applications will begin immediately and will continue until positions are filled.



**University of North Texas
Department of Marketing
College of Business Administration
P.O. Box 13677
Denton, Texas 76203**