

President's Column: The Year In Review

As I sat down to write my last column as AAA President, I returned to re-read my first column written in March 1997. In that column I listed three goals that I wanted to accomplish during my term as president: (1) to update and expand the AAA website, (2) to strengthen AAA relationships with industry associations and organizations, and (3) to strengthen AAA relations with graduate students. I am happy to say that each goal has either been accomplished or is the process of being accomplished.

Thanks to responsive officers, committee chairs, and especially the AAA Webmaster, Jef Richards, all but one category (Proceedings) on the website is updated through 1997. Currently, 1980-1995 Proceedings abstracts are on the website and we are in the process of obtaining 1996 and 1997 abstracts for posting to the website. In addition you will notice that important "calls" (e.g. conference, research grants, doctoral dissertation competition, and fellowships) are posted to the website. The Executive Committee and the Publications Committee are open to any suggestions you have

for additional postings to the AAA Website.

Another area that I'm proud of (yes, marketing professors do appreciate "creativity!") is the changes that Marla Stafford made to the AAA Newsletter this past year by adding photos and color. Thanks Marla.

At our September meeting in Lexington, the Executive Committee voted to combine the Industry Relations and Industry Fellowships Committees. The new committee is indeed a strong one (see committee structure elsewhere in Newsletter), so look forward to exciting new activities from this committee starting in January. For example, AAA plans to develop a working relationship with @d:tech to encourage more active participation by graduate students in the AAA and in industry sponsored seminars, conferences, and competitions. @d:tech is a conference and exhibition which focuses on technology's influence on advertising, communications, publishing, marketing, and interactive entertainment and commerce.

Finally, the St. Louis conference saw the largest conference attendance ever, not only from regular members but also by graduate students. The Membership Committee is planning a "new members" breakfast during the Lexington conference to welcome new members. We hope that many

of these new members will be graduate students because they represent an influx of growth and diversity in AAA membership.

As I close this column, I would like to thank the officers and committee chairs that have made my job as president easy and enjoyable. I could not have asked for a more competent, dedicated, and easy-going group of people to work with.

I encourage each of you to become actively involved in AAA. I can promise that you will enjoy the people, the conference, and all the benefits that come with the \$35 membership fee. Lexington and the Marriott Griffin Gate Resort are beautiful. You will feel like you've "stepped back in time," especially if you make plans to eat at the Mansion. See you in Lexington!

Mary Ann Stutts

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Positions Available

University of Florida

Dept. of Advertising; tenure-track position beginning August 1998; Asst. Professor. Significant professional advertising experience required. Master's degree required. Ability to teach creative courses (copywriting, art direction, production, new media technology); potential to teach one or more of the following: campaigns, strategy, direct response or related courses. Send letter of application, resume, and references to Dr. Debbie Treise, Chair, Search Committee, Department of Advertising, University of Florida, P.O. Box 118400, Gainesville, FL 32611-8400. Applications must be received by midnight, January 27, 1998; FAX: 352-846-8015, E-mail: dtreise@jou.ufl.edu). For E-mail and FAX applications original documents must be received within 5 days after the deadline.

Oklahoma State University

Tenure track assistant professor in School of Journalism and Broadcasting. Primary teaching emphasis in advertising principles, campaigns and research. Qualifications: Minimum of 10 years full-time professional experience in media sales, agency and creative positions. Teaching requirements include principles, copy and layout, media sales, media placement, campaigns, graphics and research. Master's required; Ph.D. and university teaching experiences helpful. Starting date: Aug. 16, 1998.

Send letter, vita, transcripts and names, addresses and telephone numbers of three references to Thomas R. Hartley, Chair, Advertising Search Committee,

School of Journalism and Broadcasting, 206 Paul Miller Building, Oklahoma State University, Stillwater, OK 74078-4053. Full consideration will be given to applications received by Nov. 24, 1997; however, all applications will be given consideration until the position is filled.

University of Alabama

The Dept. of Advertising and PR at the University of Alabama in Tuscaloosa has three openings:

Chair: Candidates must possess a distinguished record in research and teaching, a strong commitment to academic excellence, an earned doctorate, and the rank of Associate or Full Professor.

Reminder: Call for Pre-Conference Proposals

The American Academy of Advertising encourages those interested in developing proposals for a pre-conference (all day) program for the 1999 conference to submit the proposal no later than March 1, 1998. Acceptance of the pre-conferences is competitive and is typically limited to one or two a year. Please direct proposals to President-elect Carole Macklin, (Mail Location #145 - Marketing; University of Cincinnati; Cincinnati, OH 45221 or fax 513 556 4891) for review by the Executive Committee meeting during the 1998 conference. The 1999 conference will be held in Albuquerque, NM.

Proposals must include the title, overview, content and structure of the session, chair and participants, rationale of the session, and expected size of the audience. Please include a justification on behalf of an

Assistant professor of advertising, tenure track. Teach undergraduate classes in advertising and graduate courses in advertising/PR integrated program. Earned doctorate preferred; will consider ABD.

Assistant professor of PR, tenure track. Teach undergraduate courses in public relations and graduate courses in advertising/PR integrated program. Earned doctorate preferred; will consider ABD.

Send letter, vita, and names and phone numbers of three references to Advertising and Public Relations Search Committee, Box 870172, Tuscaloosa, AL 35487-0172. Please be sure to specify position for which you are applying. All positions begin Aug. 16, 1998.

extended treatment of the topic versus that of a competitive paper or special topics session. Also include a statement specifying that all presenters agree to register for the conference.

It should be noted that a surcharge may be levied in order to cover additional costs (such as for AV equipment; the 1998 surcharge was \$35 per attendee).

The chair of a pre-conference may submit up to a two-page summary of the presentations. The summary will be published in the proceedings on pages designated by the NR (non-refereed) prefix.

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.

AAA 1998 Committees, Officers Announced

Richard Beltramini, incoming AAA president, announced the following committees and officers for 1998:

Executive Committee: Richard F. Beltramini (president), Wayne State University; Carole Macklin (president elect), University of Cincinnati; Darrel D. Muehling (vice-president), Washington State University; Russell N. Laczniak (treasurer), Iowa State University; Mary A. Shaver (secretary), University of North Carolina; Mary Ann Stutts (immediate past president), SW Texas State; Robert L. King (executive secretary), University of Richmond.

Distinguished Service, Billy Ross, & Sandy Awards Committee: Tony McGann (chair), University of Wyoming; S. Watson Dunn, Winter Park, FL; Arnold Barban, Northport, AL.

Industry Relations Committee: Chris Wright-Isak (chair), Young and Rubicam; Mary Ellen Wooley, American Advertising Federation; Alan Fried, Columbia, SC; Barry Foskit, Drake University; Jack Crowley, Milwaukee, WI; Michael Donatello, Newspaper Association of America; Paula Alex, Advertising Educational Foundation; Roger Lavery, VCU Adcenter.

Finance Committee: Joe Pisani (chair), University of Florida; Michelle Nelson, Pacific University; Carolyn Tripp, Western Illinois University; Marla Stafford, University of North Texas; Keith Johnson, Texas Tech University; Charles (Stan) Madden, Baylor University; George Franke, University of Alabama.

International Education Committee: Kak Yoon (chair), Washington State University; Dennis Martin, Brigham Young University; Pat Rose, Florida International University; Jung Sook Lee, Lafayette, LA; Gordon Miracle, Michigan State University; Elsie Hebert, Baton Rouge, LA; Sung-Joon Yoon, Kyonggi University; Robert Pennington, University of Texas-Arlington; Kevin Keenan, University of Maryland; Michael McBride, SW Texas State.

Membership Committee: Jim Leigh (chair), Texas A&M University; Carolyn Stringer, Western Kentucky University; Herb Rotfeld, Auburn University; Ludmilla Wells, University of Miami; Mark Secrist, University of Idaho.

Mission Committee: Becky Holman (chair), Falls Church, VA; Ivan Preston, University of Wisconsin; Mary Ann Stutts, SW Texas State University; Bruce Vanden Bergh, Michigan State University; Helen Katz, DDB Needham Worldwide; Pat Stout, University of Texas-Austin; Donald Jugenheimer, Southern Illinois University; Kim Rotzoll, University of Illinois; John Leckenby, University of Texas-Austin; Arnold Barban, Northport, AL.

Publications Committee: Wei-Na Lee (chair), University of Texas-Austin; Russ Laczniak, Iowa State University; Boris (Bill) Becker, Oregon State University; L.J. Shrum, Rutgers University; Chris Wright-Isak, Young and Rubicam; Pat Stout, University of Texas-Austin; Katherine Frith, Nanyang Technological University; Richard

Kolbe, Kent State University; Joe Phelps, University of Alabama.

Research Committee: Charles Taylor (chair), Villanova University; Karen King, University of Georgia; Ingrid Martin, Economics Institute; Michael Hyman, New Mexico State University; Debbie Treise, University of Florida; Kevin Keenan, The American University in Cairo; Tim Meyer, University of Wisconsin; Boris (Bill) Becker, Oregon State University; Jan LeBlanc Wicks, University of Arkansas; Tom Stafford, Texas Woman's University; Eitan Dehtiar, Richmond Hill, Ontario; Chung-Chuan Yang, National Institute of Technology at Kaohsiung; Subir Sengupta, State College, PA; Mukash Bhargava, Oakland University; Jim Karrh, Ithaca College; Robert Meeds, Kansas State University.

Nominating/Academy Fellows Committee: Mary Ann Stutts (chair), Southwest Texas State University; Ivan Preston, University of Wisconsin; Bruce Vanden Bergh, Michigan State University.

Program Committee: Richard F. Beltramini (chair), Wayne State University; Carole Macklin, University of Cincinnati; Darrel D. Muehling, Washington State University.

Accreditation Representatives: Elsie Hebert, Baton Rouge, LA; Don Schultz, Northwestern University;

Webmaster: Jef Richards, University of Texas-Austin.

Newsletter Editor: Marla Stafford, University of North Texas.

People News.....

Herbert Rotfeld was the 1997 Distinguished Visitor at the School of Business at Swinburne University in Melbourne, Australia, where he worked on joint research projects, and provided lectures, informal talks and presentations. After returning from Australia and Swinburne University, Prof. Rotfeld was off to Seattle, Washington, as an invited panelist at a special conference presented by the Federal Trade Commission and the Washington State Attorney General in cooperation with the Seattle Advertising Federation, the Washington State Association of Broadcasters and the Washington Newspaper Publishers Association.

Michael Hyman has been promoted to professor of marketing at New Mexico State University, effective Fall 1997. Prof. Hyman has also joined Robin Peterson as co-editor of the Journal of Business and Entrepreneurship.

Michael McBride, Southwest Texas State University, received a grant to study Bulgarian advertising and mass media. He interviewed numerous executives and journalists in May. This was his fourth trip to Bulgaria since he was a Fulbright Scholar there during 1994-95.

Laura Milner, University of Alaska-Fairbanks, was promoted to full professor of marketing. She also received a two-year grant from the U.S. Department of Education for \$174,122 for "Export Enhancement through International Visitation to Alaska-Focus on Native Community and Small Business Tourism Development."

Roland Rust, Madison S. Wigginton Professor of Management at the Owen Graduate School of Management, Vanderbilt University, was recently named a Fellow of the American Statistical Association. He was honored for his "significant statistical contributions in marketing, advertising, quality management, and psychometrics, and for service to the profession." He was given his award at the Joint Statistical Meetings in Anaheim, California, in August. Dr. Rust is a past winner of the AAA Outstanding Contribution to Advertising Research Award and is the first advertising scholar ever to be named an ASA fellow.

Terry Nevett, Central Michigan University, spent the 1996-97 academic year as Visiting Fulbright

Professor at Kenyatta University, Nairobi, Kenya. In addition to teaching Marketing Communications and Global Marketing, he acted as advisor to the university's newly formed ad club, which won the Africa and Middle East regional title in the International Advertising Association's Interad world student advertising competition.

Bill Becker, Oregon State University, was quoted in the November issue of Hispanic Business. The magazine interviewed Bill for his expertise in the area of professional services advertising.

More People News on Page 6

Newsletter Information

Your news _____

Your name _____ Phone or E-mail _____

Send newsletter items to:
 Dr. Marla Royne Stafford, Editor
 P.O. Box 311396
 Department of Marketing
 College of Business Administration
 University of North Texas
 Denton, TX 76203
 Fax: 940-565-3837
 Phone: 940-565-4419
 E-mail: stafford@cobaf.unt.edu
**For longer items, please use e-mail
 or send an IBM-formatted disk.**

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

Call For Nominations: Editor, Journal of Advertising

The term of the present Editor of the Journal of Advertising will expire in December, 1998, and the search for a new editor has been undertaken by the Publications Committee of the American Academy of Advertising.

The Editor's duties include:

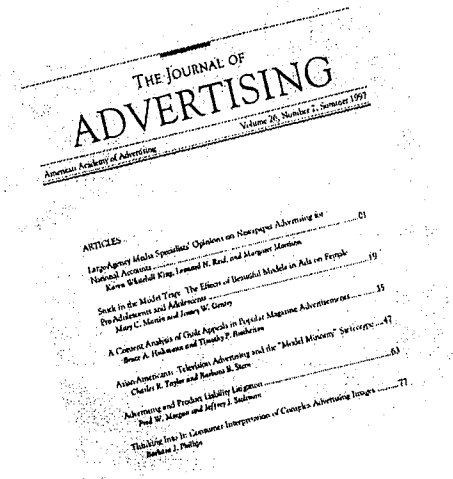
- Administering and overseeing the entire operation of the Journal
- Selecting reviewers and assigning manuscripts
- Making publication decisions
- Preparing the Journal for publication and distribution
- Choosing and supervising the activities of the Advertising Manager, Business Manager, and the Book Review Editor
- Annually proposing an operating budget and reporting variances to the Publications Committee
- Selecting and maintaining the Editorial Review Board
- Selecting the publisher for the JA

Support from the Editor's institution is required. The job description for

AAA Dissertation Competition Winner Announced

Kim Bartel Sheehan, a doctoral student at the University of Tennessee-Knoxville, is the recipient of a 1998 AAA Doctoral Dissertation Award for \$500. Her proposal is entitled "The Antecedents and Effects of Privacy Concerns Among On-Line Consumers." The chairperson of her dissertation committee is Dr. Mariea Grubbs Hoy, and her committee members are Drs. Ronald Taylor, Niranjana Raman and Pratibha Dabholkar.

Four proposals were submitted to the 1998 AAA Doctoral Dissertation



Editor, Business Manager, and Editorial Assistant should be obtained from Russell N. Laczniak, (515) 294-9692.

The selection of the Editor is an extremely important decision, not only for the Journal, but also for advertising research and education. All readers are urged to send in nominations. Qualified individuals are urged to nominate themselves if they are interested in the position. Nominations should be submitted to: Wei-Na Lee, University of Texas

Competition. Each was reviewed by at least three members of the Research Committee. Those proposals which passed the first round of review were evaluated in a second round of review 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 entering the competition. We wish you the best of luck with your dissertations and future careers.

- Austin, Department of Advertising, CMA 7.142, Austin, TX 78712-1092. Nominations for the editor must be received by January 31, 1998.

Call for Papers: International Advertising Association Conference

Submission Guidelines: Please submit four (4) typed, double-spaced copies of your paper to: IAA World Secretariat, 521 Fifth Avenue, Suite 1807, New York NY 10175 USA.

The paper may not exceed a maximum of 20 pages, including appendices, references, figures, and tables. No abstracts will be accepted.

Submission deadline is May 15 1998. Each submission should include a cover letter, self-addressed postcard to acknowledge receipt, and a 3 x 5 inch index card with the paper's title, author's name, address, telephone, fax, and e-mail address.

Papers will be reviewed by a blind evaluation process. The author's name should appear only on the title page.

Submission of the paper for review indicates that it or a similar version has not been previously published, accepted for publication, or under consideration for publication elsewhere, and that the paper will not be submitted elsewhere until notified it will not be used for the conference.

At least one author per accepted paper must register for and present the paper during the Conference.

International Internship Program Available for Summer 98

Objective: To provide state-of-the-art training for promising talent in the international marketing communication industry

Eligibility: University undergraduate or graduate student status, or recent degree recipient, from any country

This internship program will: 1) incorporate an in-depth marketing communication experience and educational seminars; 2) provide for mentoring; 3) offer work experience in all sectors of the marketing communication industry (advertisers, agencies, media and related services), at locations in the United States and numerous other countries, depending on availability; 4) allow credit toward degree requirements or a certification of completion; and 5) enable students and young professionals to gain a competitive edge in the job market and their careers.

Timing: Internship assignments will range from four to eight weeks, and may lead to full-time employment.

Remuneration: Depending on local laws, customs, company policies and university policies, financial compensation (including wages and certain local expenses) and/or university credit will be arranged.

Interested students and faculty members should request additional information and an application form from IAA Internship Program, Summer, '98, Tina Dong, Internship Coordinator, IAA, 521 5th Ave. Suite 1807, New York, NY 10175, e-mail: tdong@worldnet.att.net Applications should arrive at the

above address by February 1, 1998. Earlier applications will be processed as they are received. Later applications will be processed if there are still openings. Applicant strengths

Nominations Open for the Sandy Award

The American Academy of Advertising is happy to announce the call for nominations for the Charles H. Sandage Award for Teaching Excellence, affectionately known as "The Sandy."

The award is in recognition of outstanding contributions to advertising teaching. The award is accompanied by a plaque commemorating the event and is presented at the annual conference of the Academy.

Nominations for the award should be sent to the Chair of the Awards Committee no later than Jan. 1 of the year in which the award is to be given. This committee will evaluate the nominations and decide if an award should be given. No more than one Sandy will be awarded in a given year, and there is no obligation to award a Sandy in any year.

Any member of the Academy may nominate an individual for a Sandy, but Past Presidents of the Academy are not eligible until five years have passed since they have served on the Executive Committee. The nomination letter should provide evidence of lifetime teaching excellence. Examples of such excellence might include (but are not limited to) the following: Performance of students as advertising (or business) professionals; performance of students as advertising (or other)

and interests will be evaluated and matched with company needs. Finalist candidates will be interviewed by telephone prior to placement.

teachers; case study development and publication; textbook publication; letters from past students (not sufficient in and of themselves); letters from colleagues (not sufficient in and of themselves); innovative course development; innovative ex-classroom teaching development.

Nominations should be sent to: Anthony F. McGann, Department of Marketing, University of Wyoming, Box 3275, University Station, Laramie, WY 82071, phone: (307)766-6108, fax: (307)766-3488, email: MAGOO@UWYO.EDU

More People News

Elise K. Parsigian's book, Proposal Savvy: Creating Successful Proposals for Media Projects (Sage, 1996), has received the renaissance Award of Excellence from the International Association of Business Communicators (IABC). Dr. Parsigian is also the author of Mass Media Writing.



Elise K. Parsigian

Call for Nominations for Officers and Fellow of the Academy

The Nominating Committee of AAA invites members to submit names in nomination for the 1999 Executive Committee, including President-Elect (will succeed to Presidency for 2000), Vice President, Secretary, and Treasurer (two year term; nominations solicited in 1998), and also for Fellow of the Academy (see criteria for selection of a Fellow below). Election of officers will be held in February 1998.

Submit your nominations to Mary Ann Stutts, AAA President, Southwest Texas State University, Department of Management and Marketing, San Marcos, Texas 78666, or fax to 512-245-3089. Please attach a statement of qualifications. Deadline for receipt of nominations: December 15, 1997.

Criteria for Nominations for Fellow of the Academy

AAA Bylaws state that a Fellow must be a member and must meet the following criteria: The basic requirement for eligibility to be designated a Fellow shall be evidence of a substantial contribution to the accomplishment of the objectives stated in Article II of the Constitution (see below), normally evidenced by one or more of the following accomplishments:

- 1) The candidate shall have been principally responsible for a major piece of productive scholarship or achievement in the field of advertising education.
- 2) Principal responsibility for a major development of advertising practice that has a broad general significance in advertising

- 3) Publication of a significant contribution to advertising education in a recognized journal, or in book form.
- 4) Participation in the development of some instructional procedure or training program which has involved both a teacher and a practitioner of advertising.
- 5) Recognition as a leader who has contributed to the improvement advertising education.

Article II of the AAA Constitution states: The general objectives of the Academy shall be:

- a) To provide an organization through which all persons interested in advertising education may coordinate their efforts to advance academic and professional goals in advertising.
- b) To assume leadership, especially in academic circles for an objective and realistic appraisal of the functions and responsibilities of advertising.
- c) To strive for increased recognition by both educators and industry

professionals of the value of and need for professional education programs for advertising.

d) To stimulate research in advertising, especially research about professional educational programs for advertising.

e) To develop closer liaison with academic disciplines with which advertising is concerned, not only in such primary fields as business administration, communications, journalism, and public relations, but also in the behavioral sciences, humanities, and other liberal arts areas.

f) To encourage closer cooperation among teachers of advertising for the department and better use of teaching materials and methods, for the expansion of recruiting programs, and for sponsorship of scholarships and internships, in order to attract and to develop talent for the field of advertising.

g) To develop a closer liaison with the many organizations associated with the advertising industry.

President-elect _____

Vice-president _____

Secretary _____

Fellow _____

Submit your nominations to Mary Ann Stutts, AAA President, Southwest Texas State University, Department of Management and Marketing, San Marcos, Texas 78666, or fax to 512-245-3089. Please attach a statement of qualifications. Deadline for receipt of nominations: December 15, 1997.

1997 American Academy of Advertising Officers

President

Mary Ann Stutts
Southwest Texas State University

Executive Secretary

Robert L. King
University of Richmond

Chair, Industry Relations

Barry M. Foskit
Drake University

President-Elect

Richard F. Beltramini
Wayne State University

Editor, Journal of Advertising

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Chair, International Education

Patricia B. Rose
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Carole Macklin
University of Cincinnati

Editor, AAA Newsletter

Marla Royne Stafford
University of North Texas

Chair, Nominations

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Chair, Publications

Russell N. Laczniak
Iowa State University

Treasurer

Ronald J. Faber
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Chair, Finance

Mary Alice Shaver
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Chair, Research

Jan LeBlanc Wicks
University of Arkansas-Fayetteville

Past President

Ivan L. Preston
University of Wisconsin

Chair, Industry Fellowships

Beth E. Barnes
Syracuse University

Co-Chairs, Program

Mary Ann Stutts, SW Texas State
Robert L. King, University of Richmond



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