



American  
Academy of  
Advertising

# Newsletter

An Official Publication of the American Academy of Advertising - September 1998

## *Message From the President*

Your Executive Committee meets 9/25 - 9/27 in Albuquerque, the site of next year's conference, to review our committees' progress and to continue planning for the Academy's future. Streamlining the number of committees over the past few years has enabled us to focus less on paperwork and more on planning during these meetings.

Our Accreditation Representatives have been asked to identify the key accreditation issues facing both journalism/communications (ACEJMC) and business (AACSB) schools, so we may better understand potential future issues, discuss them, and take our organizational position on them. And we've asked our combined Distinguished Service, Billy Ross, and Sandy Awards Committee to review the criteria and unique differences among our current awards to encourage additional future nominations.

The Finance Committee has been working closely with our Treasurer to streamline our accounting and auditing procedures to ensure future officers remain aware of both outstanding financial obligations (e.g., research grants partially awarded)

and specific funds established to honor Academy members based on the accumulating interest on their original gifts. And our Industry Relations Committee continues to grow the number of faculty and student internships available, as well as building upon linkages with our International Advertising Education Committee's proposal for yet another pre-conference was approved, and a full day's program will be devoted to their non-refereed paper presentations. And the Membership Committee is evaluating the benefit of another First Timers' Breakfast, and surveying past-but-not-current Academy members in an effort to identify additional programs to contribute to our brand loyalty. This effort parallels their prospecting for new members by potentially rekindling an interest.

Not only has our Publications Committee selected us a new Journal of Advertising editor and coordinated the voting on this year's outstanding Journal article, but it has also worked long hours to review our Academy website and Newsletter policies and procedures. And the work of our Research Committee continues to grow as additional research grants



are made available to members in the competitive review of proposals, and as the number of research projects they monitor through project completion increases.

So, you can see our work focuses on the future of the Academy growing its member benefits, and relies on the goodwill of our dedicated volunteers. There remains plenty to be accomplished, so please let me know if you'd like to help in any way.

*Dick Beltrami,  
1998 AAA President*

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**WELCOME BACK!  
HAVE A GREAT YEAR!**

## Positions Available

### *University of Georgia*

The Department of Advertising and Public Relations at the University of Georgia is seeking candidates for a tenure-track assistant professor position beginning in Fall 1999. The position requires that candidates be qualified to teach graphic communications. Familiarity with graphics software programs such as PageMaker, Photoshop, Illustrator, and Quark is required. Qualified candidates also should be able to teach other undergraduate advertising courses e.g., advertising message strategy, advertising decision making, advertising campaigns) or public relations (e.g., PR communications, PR administration, PR campaigns) as well as graduate courses in public relations or advertising.

Candidates should have demonstrated potential for or an established record of scholarly research and be able to serve on graduate student committees and direct theses and dissertations. Professional experience in public relations or advertising desirable. Candidates must possess a Ph.D. or be near completion. Salary is competitive based on qualifications and experience.

Applications must be received by November 15, 1998, to receive consideration. Submit application letter, vita, copies of personal and/or student work that illustrates graphic communication experience or ability, and names of three references to: Dr. Glen Nowak, Chair, Search Committee, Dept. of Advertising and Public Relations, Grady College of Journalism and Mass Comm., University of Georgia, Athens, GA

30602. The University of Georgia is an equal opportunity/affirmative action institution and especially seeks applications from minority and women candidates.

### *University of Alabama*

The Advertising and Public Relations Dept., College of Communication at the University of Alabama is seeking an assistant professor for the 1999-2000 academic year. Qualified candidates should be able to teach undergraduate courses in public relations, graduate courses in advertising/public relations integrated program, as well as undergraduate and graduate mass communication courses. Earned doctorate preferred; will consider ABD. Applicants must demonstrate high potential to establish scholarly research program. Tenure track position begins August 16, 1999. Send application, resume, and three references to Public Relations Search Committee, Box 870172, Tuscaloosa, AL 35487-0172. Candidate selection begins November 17, 1998. Female and minority applications especially invited. The University of Alabama is AA/EOE. Visit our departmental page at <http://www.apr.ua.edu/>.

### *Bradley University*

Bradley University is seeking a tenure track assistant professor of advertising for spring or fall 1999. Responsibilities include teaching a variety of advertising courses and helping to develop new and innovative approaches to the rapidly changing communication industry.

Applicants should have professional experience in advertising/marketing communications. Ph.D. or ABD with early definite completion date required. Teaching is given the

highest priority, but all faculty are expected to advise students, conduct scholarly research or creative activities and perform service. Reduced course load for active research or creative production.

Our faculty have developed strong ties to Peoria's thriving community. An innovative, integrated program is being developed to take advantage of the Global Communication's Center in which the department is housed and was completed in 1997. Persons with experience or an interest in international media and communication are especially encouraged to apply. Bradley and the Department of Communication are developing international opportunities for students and faculty. We are also seeking faculty with an expressed commitment to principles of cultural diversity.

Peoria is a metropolitan area of 350,000 located within a three-hour drive of Chicago and St. Louis.

Applications will be accepted until position is filled. Send letter of application, current vita, evidence of teaching excellence if available and names, addresses and telephone numbers of three references to Dr. Sharon Murphy, Dept. of Communication, Bradley University, Peoria, IL 61625. See our website at [www.bradley.edu](http://www.bradley.edu).

Bradley University is an Affirmative Action/Equal Opportunity Employer.

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.

**Call for Papers: Society for Consumer Psychology, Boston, Aug. 20-24, 1999**

Our goals are (a) to offer as many inter-divisional sessions as possible and (b) to stimulate interest in consumer psychology topics that have received little attention at previous conferences. We are particularly interested in the applied uses of consumer psychology.

As always, SCP invites papers and special session proposals on topics related to consumer psychology. Papers, special sessions, panels, or workshop proposals that involve the interaction between practitioner, government, and academic audiences are especially encouraged. To generate maximum attendance at the sessions, we encourage session proposals on topics that will appeal to registrants from other divisions, including Social Psychology, Psychology of Women, Deviant Psychology, and others. In addition, given the APA President's focus on the issue of cancer, we welcome proposals that are concerned with health and public policy issues.

To attract first-time participants for Division 23, we also encourage presentations on topics relevant to the value of consumer psychology for various applied disciplines, such as public opinion polling and advertising. These guidelines are not intended to discourage quality submissions of other topics in the field of consumer psychology. We are prepared to assist Division 23 members who seek participants from clinical and other APA divisions.

Papers may be submitted and reviewed as summaries of 500-1,000 words in length, along with a 100-

word abstract. Session proposals should include a 300-word summary of the overall session accompanied by a 300-word summary from each speaker. Symposia may be one-hour or two-hour sessions. Please submit five copies of all materials.

**AAA Research Grant for Promotional Products**

The Promotional Products Association International is pleased to announce the availability of grants for research into topics of interest regarding the promotional products industry. Applicants for these grants should submit their proposal (dealing with a promotional product related topic) through the regular AAA Research Fellowship Competition. Please see the June 1998 AAA Newsletter for full details of the competition. Suggested topics for applicants for a PPA sponsored grant include:

- \* Linkages between the use of promotional products and attitudinal (and behavioral) change.
- \* Compare and contrast the relative impact of promotional products on specific respondent groups (e.g., children, businesspeople, consumers).
- \* Develop and compare alternative methods of assessing promotional effectiveness using marketplace metrics.
- \* Studies of the effectiveness of promotional products, including the impact of promotional products on public awareness campaigns, fund raising campaigns, safety programs, survey response rates, or employee morale.

Submissions are due December 2, 1998. Send to Tina M. Lowrey, Rider University, 2083 Lawrenceville Rd., Lawrenceville, NJ 08648, Phone: 609/895-5468, FAX: 609/896-5304, e-mail: lowrey@genius.rider.edu.

\* Studies assessing the relative effectiveness of different promotional products, and especially those products at the same price level.

\* Assessments of the extent to which consumers retain and utilize promotional products they have received.

\* Studies of the average number of promotional products in American households or of the average number of exposures to promotional products among various groups.

\* The types of promotions used and their relative impact in specific industry contexts.

\* The percentage of promotional products in the home that have contributed to repeat business (by product type).

\* Developing methods for integrating promotional products marketing into classroom curricula.

For further information, contact Charles R. Taylor, AAA Research Committee Chair, College of Commerce and Finance, Department of Marketing, Villanova University, Villanova, PA 19085-1678. E-Mail: ctaylor@cf\_faculty.vill.edu

People News.....

The Faculty of Management at Rutgers, The State University of New Jersey, is pleased to announce that **Barbara B. Stern** has been promoted to Professor II and has been appointed acting chairperson of the Marketing Department. In addition, **L.J. Shrum** has been promoted to associate professor with tenure.

Professor **Michael Maynard's** student, Nicole Santucci, won second place in the 1998 Yellow Pages Creative Competition. Nicole won \$2000, and Temple University's Journalism Department got a matching \$2000 grant. The National Competition required students to design three yellow pages ad, a talking ad (audio cassette produced) and a creative brief for La Casa Maria, a fictitious Mexican Restaurant in San Diego, California. The Yellow Pages Promotions office reports that there were 167 entries.

**T. Bettina Cornwell** of the University of Memphis has been promoted to Full Professor effective September 1, 1998. She will also be on sabbatical at the University of Otago from July 1998-July 1999 and can be reached at the following address: Department of Marketing, Division of Commerce, University of Otago, PO Box 56, Dunedin, New Zealand, International Phone: (64) (3) 479-8163, Fax: (64) (3) 479-8172. Internet: <http://marketing.otago.ac.nz:800/Marketing/default.htm>.

University of Wisconsin-Oshkosh journalism professor **F. William Biglow** has been named the Stephen H. Coltrin Communications

Professor of the Year by the International Radio and Television Society (IRTS) Foundation. Biglow received the award at the annual Foundation Awards Luncheon in New York. The award included \$1500, plus airfare and hotel accommodations to the luncheon.

Biglow won the award based on his proposal to incorporate educational programming methods in his class on media organization and management.

**Charles R. (Ray) Taylor**, Villanova University, has been promoted to associate professor of marketing with tenure.

**AAA Announces Creation of S. Watson Dunn Memorial Award**

Due to a generous gift from the family of S. Watson Dunn, the American Academy of Advertising is pleased to announce the creation of the Dunn Memorial Award for graduate student research on international advertising.

The first award is scheduled to be presented at the 1999 American Academy of Advertising meeting in Albuquerque. Details of how graduate students can apply for the award will be posted on the Academy's Website in the upcoming months.

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**Newsletter Information**

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Your news \_\_\_\_\_

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Your name \_\_\_\_\_ Phone or E-mail \_\_\_\_\_

Send newsletter items to:  
Dr. Marla Royne Stafford, Editor  
P.O. Box 311396  
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Phone: 940-565-4419  
E-mail: [stafford@cobaf.unt.edu](mailto:stafford@cobaf.unt.edu)  
**For longer items, please use e-mail or send an IBM-formatted disk.**

**Deadlines**

| <u>Issue</u>   | <u>Deadline</u>  |
|----------------|------------------|
| December 1998  | November 5, 1998 |
| March 1999     | April 5, 1999    |
| June 1999      | May 5, 1999      |
| September 1999 | August 5, 1999   |

## CALL FOR NOMINATIONS, EDITOR, American Academy of Advertising Newsletter

The term of the present editor of the American Academy of Advertising newsletter will expire in June 1999, and the search for a new editor has been undertaken by the Publications Committee of the American Academy of Advertising.

The AAA Newsletter is an official publication of the American Academy of Advertising that is disseminated to the entire AAA membership. It is a vital link to the entire Academy membership. Membership in the Academy exceeds 600, and many members view the newsletter as the key communication vehicle for information and activities of the organization.

The newsletter editor is responsible for assembling all editorial items, creating the newsletter on computer, ensuring the quality of the publication and assuming responsibility for printing and mailing. More specifically, the tasks are as follows:

- \*Collect and organize newsletter submissions
- \*Write newsletter items, as needed
- \*Work with the AAA Executive Committee and AAA Committee Chairs to obtain pertinent AAA information
- \*Lay out newsletter on computer
- \*Proof newsletter
- \*Arrange for and oversee printing of the newsletter
- \*Work with AAA Executive Secretary to coordinate newsletter expenses
- \*Affix mailing labels to newsletter
- \*Arrange for first class mailing of newsletter

Some level of support from the Editor's institution is expected. More information and a copy of the job description for Editor can be requested from Wei-Na Lee, (512) 471-8149 or at [weina@mail.utexas.edu](mailto:weina@mail.utexas.edu).

**NOMINATIONS FOR EDITOR MUST BE RECEIVED BY December 15, 1998.**

The AAA Newsletter editor plays a key role in collecting, generating, and disseminating information about ongoing activities of the AAA to members. All readers are urged to submit 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 at Austin  
Department of Advertising  
CMA 7. 142  
Austin, TX 78712-1092

Please include the following information in the nomination packet:

- 1) A statement regarding your interest in the editorship including why you believe you are appropriate for the position. Please attach a copy of your vitae and include any pertinent information regarding prior editing and/or publishing experience.
- 2) A letter from your Chair or Dean indicating what support your school will provide while you hold this position.

# 1998 American Academy of Advertising Officers

**President**

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Wayne State University*

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*Les Carlson  
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**Accreditation Representatives**

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Don Schultz, Northwestern University*



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