

## *President's Column:* **An Array of Awards...Go After One**



*Hope you have enjoyed your summer! I wish you a happy and productive fall term.*

I thought I would take this opportunity to describe to you some of the wonderful benefits you receive as an AAA member. Indeed, as an officer of the Academy, I have been struck by the large number of benefits AAA membership offers.

The one I wish to discuss is of tremendous direct impact to our members—a rich array of awards. Please let me highlight them to you. At the outset I urge you to go after one or more of these if you have not already done so.

As with all Academy operations, committees are at the heart of our

successful organization. As to the granting of awards, two committees are vital: 1) the Distinguished Service. Billy Ross, and Sandy Awards Committee and 2) the Research Committee. Bruce Vanden Bergh, Michigan State, heads the former and Ray Taylor, Villanova, chairs the latter.

As the committee's name implies, Bruce Vanden Bergh oversees three major awards. The Distinguished Service Award is outlined in our By Laws, Article II, 2a-f. This award is given by the Academy to individuals who have rendered truly distinguished service to the Academy and/or to advertising education. One need not be a member of the Academy to be considered for this award. In the history of the Academy, only eleven individuals have received it; thereby, the Committee has honored the award's intent as to be given infrequently and only for truly distinguished service. Our most recent recipient is Milt Gossett who received the award during our 1999 conference in Albuquerque. Any member of the Academy may nominate a candidate for this award by forwarding it to Bruce or any other member of the Committee.

Second, the Billy Ross Award is new to the Academy thanks to the generous gift by Billy and Avis Ross. This award is granted in recognition of proposed or completed research or projects that



are focused on the advancement of advertising education. The primary purpose is to encourage or reward specific work that advances the field of advertising education, and is accompanied by a cash prize. Applications are due to Bruce by January 1, 2000, as we look forward to potentially the first Ross Award winner being identified in April, 2000.

Third, the Awards Committee also administers the "Sandy." The Charles H. Sandage Award for Teaching Excellence is in recognition of outstanding contributions to advertising teaching. No more than one Sandy is awarded during a given year, and it is selectively decided as based on

*continued on page 6*

### WHAT'S INSIDE

Guest Columnist	p. 2
Call for Papers	p. 3
People News	p. 4
Send Your News	p. 4
Positions Available	p. 5
Reminders	p. 7
AAA Officers	p. 8

*Guest Column:***How to Have More Discussion  
at Conferences***By Herb Rotfeld, Auburn University*

At conferences I attended this Spring, it was clear that discussion was way down at many sessions. Part of it was time — as some presenters ran long or as discussants filled whatever time that was left for the session — but other times it was a matter of organization of the conference or the session itself.

The American Academy of Advertising sessions had just chairs who serve as discussion leaders (thankfully, no discussants), but many of them held all questions, comments or discussion until after all three papers were presented. This was a good idea when the presentations all had common themes or ideas, but most sessions had such a weak relationship that the session title was clearly straining to find a label. And, as might be expected, people would be entering and leaving during the entire period — they would come to hear only one paper, then leave. By the time the discussion period started, few in the room had heard all three papers and so the ability of anyone to ask questions was limited. And, even if the audience stayed, one paper

tended to generate almost all the comments and discussion, overshadowing the other two, with some people returning only for the discussion on the paper of their particular interest.

Of course, if accepted papers are eclectic in nature, the conference chair has a hard time to plan collections of three “non-competing” groups of papers. Session chairs can’t control an audience — some people moved about to hear the programmed talks by friends, students or their former teachers regardless of whether the other papers had any relationship to what drew the wandering audience for the first, middle or last speakers, something the conference planners could never predict or plan.

If the audience or even the speakers did not see the three papers as related, the real discussion problem was holding all comments to the end. In a 90-minute session, if the speakers each would be held to 15-20 minutes, with the rest of the half hour for questions, each paper would have some discussion.



If the first paper generates some debate, the audience might consider it worth staying for the second paper to see what develops. And if the audience wanders from room to room, each paper would have the authors receiving comments and feedback.

Splitting papers within their own sessions is not needed when there exists a common thread perceived by speakers and audience alike, or when authors of two or three papers at the same session possess basic perspectives in conflict with each other such that a fierce set of verbal assaults might ensue. (Many conferences often have at least one session like that.) But every author would like to have comments and discussion and it could be a tad frustrating to lose such feedback due to lack of time or audience or when a third paper overwhelms the other two. ■

*Would you like to be a Guest  
Columnist? See page 4 for details.*



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:**

**Marketing and Public Policy Conference 2000  
“New Millennium, New Horizons”**

**Washington, DC**

The Marketing and Public Policy Conference 2000 (MPPC 2000) will be held in Washington, DC at the Metro Center Marriott, approximately two blocks from the White House, from June 1 to June 4, 2000.

We welcome submissions from all scholars and practitioners who have an interest in marketing & public policy issues. We encourage submissions from individuals using a wide variety of methods, trained in different academic fields and drawing upon diverse experiences. Theoretical advancements in domains of interest to public policy makers (e.g., modeling, consumer psychology, economics, law) are also encouraged.

Many topics are appropriate and welcome at this conference, including:

- Marketing and Public Policy Issues
- Marketing and Society Issues
- Legal and Regulatory Topics
- Marketing Ethics and Corporate Responsibility
- Macromarketing (e.g., marketing history, economic development, quality of life)
- International Consumer Policy
- Consumer Economics/Consumer Interest
- Social Marketing
- Not-for-Profit Marketing
- Minority Issues
- Government Affairs

Creative and novel special session proposals are needed. Session chairs are encouraged to take advantage of the Washington, DC location and include representatives from trade and consumer associations, U. S. federal

agencies (e.g., FTC, FDA, EPA, CDC, CPSC, SEC), politicians and/or their staff, practitioners, government officials, attorneys, judges and other individuals with relevant expertise who work in the DC area.

Special sessions featuring individuals with differing perspectives on the same issue, case studies involving current policy issues, challenges and issues arising from regulating the INTERNET, global policy organizations (e.g., WTO, UN, EU) and global issues are of interest.

For more information about the conference and details on submissions, please visit: <http://www.ama.org/conf/pubpol/call.asp>. ■



**5<sup>th</sup> Association for Consumer Research Sponsored Conference  
on Gender, Marketing, and Consumer Behavior**

The conference will be held on June 22-24, 2000 in Chicago, Illinois at the Swissôtel (Downtown Chicago). The conference co-chairs are Jonathan Schroeder, University of Rhode Island and Cele Otnes, Rutgers University.

**Conference Focus**

Our goals are to further debate, stimulate new research, and contribute to theory and practice on critical issues of gender, marketing, & consumer behavior. Innovative perspectives, methods, and topics are encouraged. Suggested subject areas include, but are not limited to:

- Gender and Identity
- Gender and Consumer Lifestyles
- Gender and Consumption Rituals
- Social/Ethical Consumption Issues
- Gender and Consumer Cognition
- Gender and Individual Differences
- Sexuality, Gender, & Consumption
- International/Cross-cultural Issues
- Gender and Distribution/Retailing
- Gender and New Product Development
- Gender and Marketing Strategy
- Gender and Marketing Communications
- Gender Theory
- Feminist Issues

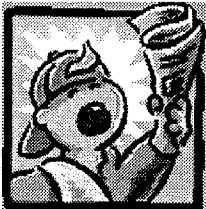


**Guidelines**

Papers should not exceed 20 pages, 10-12 point font, double spaced, including tables and references. Special session proposals should be 2-3 pages in length, accompanied by abstracts from each prospective participant. Papers submitted should not have been published previously or pending with journals or other conferences. Papers should conform to *Journal of Consumer Research* or *Journal of Marketing* style.

*Continued on page 6*

People News.....



**Craig Andrews,**  
Marquette

University, is the current Editor of the *Journal of Public Policy & Marketing* through June 2001. He recently was the recipient of the Charles H. Kellstadt Chair in Marketing. ■

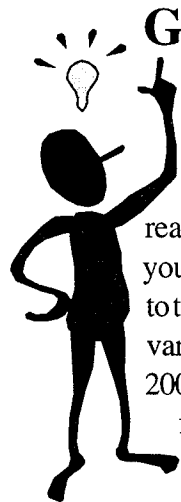
The Department of Advertising and Public Relations at The University of Alabama has hired **Bruce Berger, Ph.D.** as an associate professor and **Karla Gower, Ph.D.** as an assistant professor. Berger, who recently completed his doctorate at the University of Kentucky, was formerly the corporate vice president for corporate affairs at Whirlpool Corporation and president of the Whirlpool Foundation. Gower, who recently completed her doctorate at the University of North Carolina at Chapel Hill, also holds a law degree from the University of Western Ontario and has worked in marketing communications in higher education and health care. ■

**Brenda Wrigley, Ph.D.** is joining the faculty of Michigan State University as an Assistant Professor in the Department of Advertising. ■

**David Ogilvy**, advertising legend and founder of the worldwide advertising agency died at his home in Touffou, France on July 21, 1999. He was 88 years old. ■

## Free Advertising Cases!!

Kara Chan, Wendy Wong and S.F. Chan of Hong Kong Baptist University developed a CD-ROM on 'Hong Kong Advertising Cases' on four Hong Kong corporations. We have limited free copies to distribute to University libraries. Please send library contact person and address to [karachan@hkbu.edu.hk](mailto:karachan@hkbu.edu.hk). ■

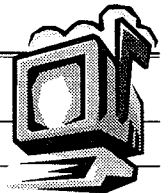


## Guest Columnist: New Feature

Feedback has been positive toward the addition of a Guest Columnist. The purpose of this column is to share information, ideas, and experiences that would be relevant to a broad range of readers within the membership. If you have a short article in mind that you think AAA members would find interesting, please send an email to the newsletter editor ([laferlec@pilot.msu.edu](mailto:laferlec@pilot.msu.edu)). The space available varies from issue to issue, but typically the column should be between 200 to 600 words. The topic possibilities are endless ranging anywhere from teaching tips or sabbatical experiences to concerns in academia.

The deadline for the next newsletter is November 5, 1999. ■

## Newsletter Information



Share your news \_\_\_\_\_  
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\_\_\_\_\_

Your name \_\_\_\_\_

Phone or E-mail \_\_\_\_\_

Send newsletter items to:  
Dr. Carrie La Ferle, Editor  
Michigan State University  
Department of Advertising  
E. Lansing, MI 48824-1212  
Fax: 517-432-2589

Phone: 517-353-6378

E-mail: [laferlec@pilot.msu.edu](mailto:laferlec@pilot.msu.edu)

**For longer items, please use e-mail or send an IBM-formatted disk.**

### Deadlines

<u>Issue</u>	<u>Deadline</u>
June 1999	May 5, 1999
September 1999	August 5, 1999
December 1999	November 5, 1999
March 2000	February 5, 2000

***Positions Available:***

**University of Oklahoma**

The School of Journalism and Mass Communication at the University of Oklahoma in Norman is seeking an assistant or associate professor (tenure track) to join our Advertising sequence.

The primary emphasis of the person hired would be Research and Media courses. Secondary teaching areas could focus on contemporary issues and problems, integrated marketing communications, direct marketing/direct response advertising, and new media technologies. The person hired must be computer literate, qualified to advise graduate students and to supervise theses, and possess evidence of teaching ability and scholarly research potential.

Doctorate required (ABDs complete by year 2000 considered) plus advertising and university teaching experience and would serve in the school's "Concept and Theory Track." Our dual-track system (the other track is "Practice") provides different goals in the area of research and/or creative achievement but similar goals in teaching and service.

Salary, teaching responsibilities and support for research and creative activities are very competitive.

Applications will be reviewed beginning August 16, 1999, and will be accepted until the position is filled. The successful candidate will begin in January 2000. Applicants must provide (1) a letter of application providing specifics regarding their teaching and professional experience and describing how they

would expect to publish or engage in research or other creative activity as a faculty member; (2) a curriculum vitae; and (3) three letters of reference. All materials should be sent to:

Director, School of Journalism and Mass Communication, The University of Oklahoma, 860 Van Vleet Oval, Room 101, Norman, OK 73019-0270. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer. Women and minorities are especially encouraged to apply. OU has a policy of being responsive to the needs of dual-career couples. ■

**Marquette University**

Marquette University seeks an assistant professor in the department of advertising and public relations in the College of Communication. Responsibilities include teaching undergraduate and graduate courses in at least two of the following areas: 1) ad copywriting 2) design 3) media planning 4) campaigns. We want someone to also help develop courses that integrate new media technologies into the curriculum. Ph.D. or ABD. ABDs will have one calendar year to complete their Ph.D. Professional experience desirable. Salary competitive. Equal opportunity employer. Beginning date Aug. 16, 2000 or Jan. 1 if candidate available. Closing date Oct. 15 or until suitable candidate is found. Applications should be sent to: Search Committee, Dept. of Advertising and Public Relations, College of Communication, Marquette University, Box 1881, Milwaukee, WI 53201-1881. ■

**Michigan State University**

The Department of Advertising at Michigan State University invites applications and nominations for the position of Chairperson of the Department of Advertising. We are seeking a leader with an established background in advertising or public relations to direct and enhance one of the nation's premier advertising and public relations programs. The new chair will provide collaborative leadership in teaching and research; forge cooperative partnerships with alumni and professional constituencies; actively pursue fundraising opportunities; and advance the department's interests within the college and university environment. In addition, the chairperson will oversee faculty and staff, manage the department's budget, and develop new outreach programs. Candidates should have credentials suitable for appointment to the rank of full professor. Salary is competitive and commensurate with experience and qualifications. The year-round appointment will begin in the fall of 2000.

Applicants should submit a letter of interest, a curriculum vita or resume, and the names of three references. The deadline for submission is Nov. 1, 1999, but the search will continue until the position is filled. Send applications to: Professor Bonnie B. Reece, Chair of Search Committee, Room 309 Communication Arts Building, Michigan State University, East Lansing, MI 48824-1212 USA. Tel: 517-353-9317; Fax: 517-432-2589; E-mail: reece@msu.edu. Web address: adv.msu.edu. MSU is an Affirmative Action/Equal Opportunity Institution. ■

**President's Column...continued from page 1**

evidence of lifetime teaching excellence. January 1<sup>st</sup> is the deadline for nominations.

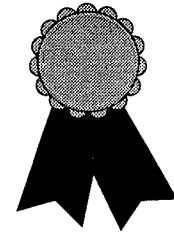
The second committee who is very busy with awards activities is the Research Committee chaired by Ray Taylor. In fact, Ray and his committee members always seem to have a ball up in the air. By the middle of August, the committee receives proposals for the Doctoral Dissertation Competition. These awards range from \$1000 to \$2000 and are placed through an extremely tough competitive review. If a particular student dissertation proposal is related to international advertising, it is then eligible for yet another award, the Dunn Grant. The S. Watson Dunn family gave our Academy a generous gift that makes possible the special recognition of student work tackling international issues.

In November, Ray and his committee members consider other major awards. First, they review nominations for the Outstanding Contribution to Research on Advertising. This award is given only for an exemplary contribution to research conducted over the recipient's

lifetime (over twenty years or more). This special award always receives attentive consideration by the committee and is designed to be presented selectively.

During this same period, the Research Committee also considers proposals for the Research Fellowship Competition that promotes the continued scholarship of professors and advertising professionals who have completed their education and are doing research in advertising. These awards range from \$1,000 to \$3,000. Winners receive half of the award at the time of selection and the other half of the award when the project is submitted to the Journal of Advertising for review. If one of the proposals submitted to the Research Fellowship Competition relates directly to promotional products, then it is also eligible for consideration of yet another award, the PPA Grant. The Promotional Products Association has generously encouraged research related to these topics.

If I have not confused you by now, please let me give it one more try! Two other AAA Committees also evaluate



applications for other awards. First, the Nominating Committee (Dick Beltramini, Chair) recommends candidates for Academy Fellows. This procedure is outlined in our By Laws, Article II, 1a-d., and requires a substantial contribution to the accomplishment of objectives stated in our AAA Constitution. This prestigious award has been made only 28 times in our history, and the designation requires a vote by the membership. Second, the Publications Committee, chaired by Joe Phelps, handles the Journal of Advertising's Best Article Award. Reviewers are asked for nominations for this award, and Editorial Review Board members vote on those articles receiving the highest number of nominations. This coveted award is announced during our annual spring meeting.

So.....hope this information prompts you to nominate someone (including yourself) for one of these many awards. Each nomination receives careful attention. Go for it! ■

*Carole Macklin*

**Gender, Marketing, & Consumer Behavior...continued from page 3**

Completed papers should be received by January 10, 2000. Final notification of papers and sessions will be completed in March. If accepted, authors must commit to appropriate revisions within six weeks. All accepted papers will be published in a conference proceedings.

Please send four copies of papers or special session proposals to:

Jonathan Schroeder, Co-Chair  
Gender, Marketing, and Consumer  
Behavior Conference  
College of Business Administration  
University of Rhode Island



7 Lippitt Road  
Kingston, RI USA 02881  
Phone (401) 874-4368 FAX (401)  
874-4312 Email:  
Jonathan@uriacc.uri.edu ■

**Reminders:**

## The Society for Consumer Psychology

The Society for Consumer Psychology (SCP) represents the interests of behavioral scientists in the fields of psychology, marketing, advertising, communication, consumer behavior, and other related areas.

Each year the Society sponsors a national conference program immediately preceding the Winter American Marketing Association (AMA) conference (February), a

Psychology and Advertising conference in conjunction with advertising agencies or companies (May), and a national conference program in conjunction with the annual meeting of the American Psychological Association (APA) (August).

SCP Publications include the Journal of Consumer Psychology, the SCP Newsletter: The Communicator, an Advertising and Consumer Psychology

Book Series, and conference Proceedings.

For membership information please see contact: Dr. Karen Machleit, Secretary/Treasurer SCP, P.O. Box 210145, University of Cincinnati, Cincinnati, OH 45221-0145.

E-mail: [karen.machleit@uc.edu](mailto:karen.machleit@uc.edu);  
Fax: 513-556-4891 or visit our web site at:

<http://www.consumerpsych.org>. ■

## AAA 2000 Annual Conference - Newport, Rhode Island April 14 - 17, 2000

The AAA 2000 conference to be held in Newport, Rhode Island, will consist of competitive paper sessions, special topics sessions, and one or more pre-conference sessions. This announcement serves as a reminder to submit papers to be considered for the competitive paper and special topics sessions.

### Competitive Papers

You are invited to submit competitive papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2000 American Academy of Advertising Conference, and for publication in the Proceedings. All submissions are subject to blind review, and only completed papers (no proposals) will be considered. Papers must conform to the style and guidelines of the *Journal of Advertising*. Visit the AAA web site for specific details.

### Send Competitive Papers to:

Professor Mary Alice Shaver, University of North Carolina, School of Journalism & Mass Communication, CB 3365 Howell Hall, Chapel Hill, NC 27599-3365, (919-962-6421), email: [mas@email.unc.edu](mailto:mas@email.unc.edu).

### Special Topic Sessions

You are invited to submit proposals for special topics sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed to offer information and dialogue on topics of importance to advertising education and/or practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) that do not fit comfortably into the competitive paper format. Visit our web site for content guidelines. Special Topics Proposals should be sent to: Professor Russell Lacznik, Department of Marketing, Iowa State University, Ames, IA 50011, (515-294-9692), email: [laczniak@iastate.edu](mailto:laczniak@iastate.edu).

### Submission Requirements and Deadlines

All competitive paper and special topics proposals must be physically received no later than Monday, October 4, 1999, by either Professor Shaver (competitive papers) or Professor Lacznik (special topics proposals).

### Conference Questions

Questions about the 2000 AAA conference should be directed to: Professor Darrel Muehling, Department of Marketing, Washington State University, Pullman, WA 99164-4730 (509-335-7302), email: [darrel@wsu.edu](mailto:darrel@wsu.edu). ■

Visit the American Academy of Advertising web site for complete conference information, guidelines, and much more at:  
<http://advertising.utexas.edu/aaa>

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