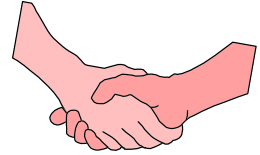


President's Column: Involvement is Key to AAA Survival



Darrel Muehling
AAA 2000 President

The one constant that I have observed in my experiences with the AAA over the years is the willingness of its members to say "yes" when called upon to serve. We all know that the AAA is a volunteer organization, but sometimes it doesn't hurt to be reminded that the Academy's livelihood depends upon the unselfish and dedicated efforts of lots of folks.

By the time this newsletter reaches you, you should have already received a copy of the 2000 conference proceedings and the 2000/2001 AAA

Welcome Back!!

*Hope you have a
great semester.*



Membership Directory. When you have a moment, I would encourage you to peruse the pages of these documents and note the number of individuals who have volunteered their time this past year to serve the Academy in various capacities – as a reviewer, discussion leader, committee member, committee chair, editor (journal, newsletter, proceedings, directory), officer, and/or webmaster. Without the involvement of so many individuals, the AAA would be hard pressed to achieve its goal of contributing to the development of advertising education.

In addition to several "Calls for Papers" and other announcements, the most recent AAA mailing you received from Bob King included a request from President-Elect Russ Laczniaik, asking for volunteers to serve on AAA committees, as well as a call for "Journal of Advertising business manager" from Publications Committee Chair, Marla Stafford. If you haven't already done so, consider this your formal invitation to get involved with the Academy. As our Academy continues to grow and evolve, I also encourage everyone to offer suggestions of new offices, committees, or directives you believe will help further the AAA cause.

Speaking of volunteers, no one epitomizes the volunteer spirit of our

organization better than does Executive Secretary, Bob King. As noted in previous newsletter columns, awards presentations, and other venues, Bob serves the Academy in a multitude of ways – often without the Academy's true appreciation of the number of hours spent to perform these tasks. At the most recent meeting of the AAA Executive Committee – held in Newport, RI this past spring – Bob informed us of his intentions to step down as Executive Secretary – most likely after the 2002 spring conference. Since he accepted the position in 1987, the Academy's membership has increased significantly, as have the responsibilities and duties of the office – including member services, financial & business services, and conference management services. Thank to Bob's willingness to "stay on a little longer,"

continued on page 7...

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Guest Column:

Opposites Attract! Literary Theory and Empiricism

By Barbara B. Stern, Rutgers University



As a closet empiricist, I'd like to propose that literary theory be linked up with empirical methodology to actualize the potential of eclecticism, often and rightly praised in our field. Far from being an advocate of "weird science," I urge reconsideration of interdisciplinarity in the spirit of 'from each according to its ability to each according to its needs.' To begin, let's reconsider the position of literary theory in relation to the "interpretive turn." Starting with the obvious, literary theory is classified as a humanities domain in the tripartite division of knowledge into the sciences, the social sciences, and the humanities.

Perhaps because literary theory entered advertising and consumer research at about the same time as interpretivism (or qualitative research, or postmodernism), it was drawn into the internecine battle between the latter and positivism (or quantitative research, or modernism). However, literary theory is not part of the "interpretive" challenge as it has taken shape in our field, where oppositional ideas from within the social sciences have clashed. And literary borrowings are most emphatically neither a threat to positivism nor a nullification of the scientific method. Admittedly, literary criticism is subjective and qualitative, for interpretations of text are made by the researcher alone, who substantiates his/her truth claims with evidence culled from precedents. These claims are then evaluated by means of intradisciplinary criteria, not by means of social science experiments designed to assess

reliability, validity, generalizability, and so forth.

That is, literary theory — or at least the textual analysis that I use — focuses on the stimulus side of the equation, with the object of analysis an advertising text treated as a created work. The justification is that the long suit of classical and modernist theory is the formalist analytical methodology developed to enable painstaking attention to the stimulus. The only claim is that the use of literary criticism sharpens focus on the stimulus, but, as they say, this is only half a thought.

The other half is the response, which means that we must exit the humanities and enter social science, itself indebted to natural and physical science for methodology. Let me emphasize again that traversing knowledge domains is wonderful for intellectual growth, but not a trip that makes one a native. It is essential to be respectful of each domain's expertise if one plans on producing worthwhile research. After all, if I were to begin doing experiments and performing statistical analyses, would you take this seriously?

Not likely, and just as well. I have to harp on the necessity of elegant scholarship if interdisciplinary efforts are to be successful. Most of the attempts in literary criticism to do "reader response" experiments dwindle into amateur social science,

and, similarly, the "three-book experts" in our own discipline should be read with caution.

I was once called an "old formalist," and objected only to the "old" part. My message is that borrowing from the strengths of disparate disciplines is the way to combine forces, so that we can maximize the capacity to test advertising responses by linking literary theory with the empirical process.

The idea is hardly original, for it simply repeats Calder and Tybout's proposal (1987) thirteen years later: "There is no reason that the conceptualizations of interpretive knowledge cannot be submitted to sophisticated falsificationist methodology; they may, in fact, be a good source of scientifically testable hypotheses" (p. 139). Like Calder and Tybout, I think that theory derived from the "arts" part of "arts and sciences" can lead to better hypothesis generation, at which point empiricism ought to take over.

In this way, we can move forward from the time when the humanities first began "to sneak into consumer research" (Holbrook 1987, p. 130). Only by recognizing different disciplinary strengths and weaknesses can we derive sophisticated and theoretically grounded hypotheses and then put them through a rigorous testing process likely to yield findings that are not only innovative but also useful. ■

For AAA membership information, contact Dr. Robert L. King, AAA Executive Secretary, School of Business, University of Richmond, Richmond, VA 23173. Contact: 804-289-8902 or rking@richmond.edu.

Call For Papers:**Journal of Services Marketing
Special Issue: Promotion of Services**

This special issue of the *Journal of Services Marketing* invites submissions on the *Promotion of Services*. All aspects of the promotional mix and their use in the marketing of services are appropriate topics for this issue.

The goal of this special issue is to enrich the current body of literature on the promotion of services. Although industry specific research is welcome, research that explores topics of interest across industries is of particular interest.

Papers must be theoretically sound but provide a strong bridge between theory and practice. The journal's audience is comprised of both academics and practitioners. Therefore, all submissions must include a section on managerial implications.

Submissions are due no later than 28 February 2001. For further details about the editorial objectives and notes for contributors please visit the *Journal of Services Marketing* website at

<http://www.mcb.co.uk/jsm.htm>. Five copies should be sent to the special issue editor. Also contact the special issue editor if you are interested in being a reviewer for the issue.

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**Online Consumer Psychology: Understanding and Influencing
Consumer Behavior in the Virtual World**

Seattle, Washington - May 17-19, 2001



The 20th annual Advertising and Consumer Psychology Conference will be held May 17-19, 2001, at the West Coast Grand Hotel in Seattle, Washington. The conference is sponsored by the Society for Consumer Psychology and will feature participation and co-sponsorship by Internet practitioners. The goal of this conference is to bring together academic and practitioner experts from a variety of disciplines to discuss

theoretical, empirical, and methodological issues that address understanding, influencing, and predicting consumer behavior in online environments.

Submissions must be received by **January 15, 2001**. Please send as word processing document attachments to one of the co-chairs: Karen Machleit (karen.machleit@uc.edu), Curtis P. Haugtvedt

(haugtvedt.1@osu.edu) or Richard Yalch (ryalch@u.washington.edu).

For more information about the conference, submission requirements and The Society for Consumer Psychology, please see our website at: <http://www.consumerpsych.org>.

Interested participants are also encouraged to contact any or all of the conference co-chairs for guidance. ■

**Advancing Marketing Communications Education
in a "Glocal" Marketing Environment**

9th IAA World Education Conference

Miami, Florida - October 12-15, 2000



The Conference is co-hosted by the University of Florida, Florida International University, and IAA Florida Chapter. The 3-day program combines a strong professional component along with sessions devoted to advancing the level of marketing communications education worldwide.

Conference Program in Brief
Speakers and session chairs will include prominent marketing communications professionals and leading educators from IAA's global advertising education network. The first day's program will feature presentations by industry leaders. Sessions on the following two days will

focus on issues relating to marketing communications education. Social events will provide additional opportunities for dialogue and active participation. For more information visit the IAA website at www.iaaglobal.org or contact John H. Holmes, IAA Director, Professional Development at holmes@iaaglobal.org. ■

For Your Information:



South Carolina University professor **Jerry Jewler** has been named the Distinguished Advertising

Educator for 2000 by the American Advertising Federation (AAF). The award--now in its 13th year--is presented to an educator who demonstrates excellence in teaching, scholarly research, writing, and student advisement. ■

Elnora Stuart, Professor of Marketing at Winthrop University, Rock Hill, SC, will be on leave through August 2002 while teaching in the Integrated Marketing Communication area of the Journalism/Mass Communication Department at American University in Cairo. ■

AdForum is an email discussion group on advertising issues. If you would like to join this listserv send an email message to: <http://listserv@unc.edu> with the following command as the only message text: subscribe adforum <firstname><lastname>. ■

Michigan State University Welcomes Professor **Mary Alice Shaver** as the new Chair of the Department of Advertising.

IMPORTANT

Special Topics Proposals for the AAA 2001 Conference should now be sent to Dr. Mary Alice Shaver at Michigan State University, Department of Advertising, E. Lansing, MI 48824. ■

**And the Winner Is...
The University of Alabama AdTeam**



The University of Alabama AdTeam won the American Advertising Federation National Student Advertising Competition held in Las Vegas on June 21. The coach of the team was **Tonya Nelson**, who in her first year as a member of the Advertising and Public Relations faculty led the team to a national title.

The UA Team beat out a field of 150 college teams with its campaign, "You Want More," for this year's client, the New York Times. Runners up were Indiana University, the University of California at Los Angeles, and in fourth place the University of Texas, Austin. ■



Teaching on Location in Europe



Birgit Wassmuth, Ph.D., professor and chair of the advertising program at Drake University in Des Moines, recently returned from teaching an International Advertising course on location in Germany and France as part of a Summer Studies Seminar offered at Drake's School of Journalism and Mass Communication. It was the first course of its kind taught at an American university and was attended by 14 students, 13 from Drake and one from Colorado State University. **David R. Thompson**, Ph.D., assistant professor of Media Technologies in the Communication Arts program at Loras College in Dubuque, Iowa, served as co-faculty.

The group stayed in Tuebingen, Germany, and Strasbourg, France, and followed a tight schedule with daily visits to advertising agencies and advertisers as well as a translation agency that specializes in tri-lingual advertising copy.

Wassmuth's international advertising course, taught on location in Europe, is now being promoted nationally to encourage students from other educational institutions to participate in this invaluable learning experience. For more information about next year's trip, please contact birgit.wassmuth@drake.edu. ■

Newsletter Information



Send newsletter items to:

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Michigan State University
Department of Advertising
E. Lansing, MI 48824-1212

Fax: 517-432-2589
Phone: 517-353-6378
E-mail: laferlec@msu.edu

For longer items, please use email or send an IBM-formatted disk.

Deadlines

<u>Issue</u>	<u>Deadline</u>
June 2001	May 5, 2001
September 2001	August 5, 2001
December 2000	November 5, 2000
March 2001	February 5, 2001



Tech Tips

Successful Tips for Computer Presentations

by Cliff Shaluta, Western Kentucky University



Tech Tips

It's that time again. The beginning of the school year is always full of optimism and energy. What a great time to look at your presentation style. In this edition of Tech Tips, we'll explore some common mistakes in using presentation software. Next time, we'll discuss ways to customize templates and free sources for content to add some spark to your presentations.

If you are thinking about using presentation software (or you're a pro), you probably know that there are several packages that will do the job. Lotus Freelance, Harvard Graphics and Corel Draw are just a few. But, the dominant presentation software package is, by far, Microsoft PowerPoint. PowerPoint offers tools for creating "physical products," such as 35mm slides, overhead transparencies and screen displays which are used with projection equipment. PowerPoint can easily output handouts, outlines and speaker's notes. PowerPoint also provides "content tools," such as the outline view which shows the presentation in an outline form, a slide sorter view which shows thumbnail views of the presentation and a notes pages view which allows editing of content.

Using PowerPoint is like using any other tool. It's not so much what the tool does, it's how you use the tool to accomplish your objectives. That seems to be the key problem with many PowerPoint presentations. They fall flat in execution. Here are several common mistakes in PowerPoint presentations.

Common Mistakes in Powerpoint Presentations

Overuse of prepackaged templates.

Templates are a good thing, but many PowerPoint presentations look alike. Not enough originality.

Overuse of "whiz-bang" effects.

When used for selective impact, Quicktime movies and sound effects are powerful. Make sure that these effects reinforce your point, not overshadow it.

Too many word slides.

Many presentations are really just scripts projected on a screen. With so many visuals available to enhance content, why not incorporate them into the presentation? It's important to establish key points first and then build visuals around those ideas.

Not enough build-up slides.

Rather than having one overly complex slide, break the core idea into several key points. Use build-up slides to highlight the core point and make it more memorable.

Talking as the slide appears.

When presenters talk as the slide appears, the audience has a hard time concentrating. This is particularly true with more complex slides. Use a blank slide to build interest as you make your point, then transition into the key slide

and let the audience digest it. A simple generic slide with a presentation title or logo will do the trick. These can also work well at the beginning or end of presentations to allow a bit of ad-lib.

I'm sure you can think of other common mistakes with computer presentations. So, why not e-mail me at cliff.shaluta@wku.edu with your mistakes or tips? I'll include them in part two on this topic. Also, don't forget that this column as well as past Tech Tips columns are found on the website at: <http://www.wku.edu/~shalucp/techtips.html>. You'll also find additional links on this topic at the site.

Resources:

More than you probably want to know about Visual Presentations: <http://www.stanford.edu/~kunie/visual/effective.html>

A terrific discussion on using PowerPoint in the classroom: <http://horizon.unc.edu/TS/featured/1997-08.asp>

A comprehensive PowerPoint on-line tutorial: <http://www.calstatela.edu/centers/cetl/fitsc/tutorial/CreatingEffectivePowerPointPresentations/>

Creating an effective PowerPoint presentation: <http://www.iso.gmu.edu/~montecin/powerpoint.html>

Some thoughts on PowerPoint presentations: <http://squarewheels.com/Articles2/powerpoint.html> ■

*AAA Call For.....***AAA's 2001 Asia-Pacific Conference****May 29 - June 1, 2001**

Planning for AAA's boldest-ever conference adventure—the Asia-Pacific Conference scheduled for May 29–June 1, 2001 just outside Tokyo—is “on schedule” and the response from Academy members in the U.S. and Asia is strong. Marilyn Roberts (University of Florida) is receiving proposals for papers and panels, and she is lining up guest speakers from Asian advertising and marketing circles, assuring us of a strong professional program. And Bob King is handling conference logistics, promising a first class hotel, excellent meeting facilities, and a taste of Japanese culture at a remarkably low cost—for AAA members located east of the Mississippi only a few hundred dollars more than attending a meeting on the U.S. west coast!

Deadlines to keep in mind:

Sept. 26—last date for Marilyn Roberts to receive proposals for papers and panels for review, and for identifying “volunteers” to participate in the review process.

Nov. 15—last day for Bob King to receive completed “Conference Application Forms” and deposits from attendees (note: at the conference site it will not be possible to accommodate persons who are not preregistered); if you have lost your copy of the application form please contact Bob for another copy. Even though the technical “deadline” for applying and making a deposit for conference registration is November 15, nearly 25% of the available space had been reserved by late-July by

members located in the U.S., Japan, Taiwan and Korea.

Feb. 15—last day for receipt by Bob King of unpaid balances of conference registration fees.

But quick responses are needed from AAA members who wish to attend. Bob will try to negotiate for any needed additional hotel space, but there is no assurance that it will be available later in 2000. So send in your registration form and deposit now, and assure your inclusion in this fantastic professional and social adventure. And make it a “family affair”: spouses and other family members are welcome to attend, and they will also qualify for the conference's low fees and air fares. ■

AAA Research Grant for Promotional Products

The American Academy of Advertising is pleased to announce its Promotional Products Research Grant Competition funded by the Promotional Products Association International. The competition exists to promote research in the promotional products area. A total of \$2,500 is available to fund research proposals. Awards will be based on a competitive review of proposals. Winners must grant the Journal of Advertising right of first refusal on any papers resulting from the research grant. Recipients receive half of the award at the time of selection and half of the award when the Chair of the AAA Research Committee is notified that the manuscript has been submitted to the Journal of Advertising.

Recipients have three years to submit their manuscript to the Journal of Advertising from the time of the award to receive the second half of their funds. For example, winners of the 2001 Competition must complete their research, submit the manuscript to JA, and notify the Chair of the AAA's research committee by April 15, 2004.

Six copies of the proposal must reach the Chair of the Research Committee by **December 15, 2000**. (Please note that this is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) Winners will be notified by early April. The awards will be announced at the AAA Conference and communicated

to the membership through the AAA Newsletter. The complete announcement is at www.auburn.edu/~abernav and materials should be mailed to: Dr. Avery M. Abernethy, Chair, AAAs Research Committee 201 Lowder Business Building, Dept. of Marketing, College of Business, Auburn University, AL 36849-5246. email: Avery@business.auburn.edu ■

REMINDER

Don't forget to submit AAA proposals for the **Research Fellowships** and the **Outstanding Contribution to Advertising Research**, both due November 1, 2000. Details can be found at: www.auburn.edu/~abernav.

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



we have time to discuss how the transition should occur, as well as consider the possible reorganization/restructuring of this office to best serve the needs of the Academy. As we begin to make plans to replace someone who is irreplaceable, I welcome your input on this matter (my email address is darrel@wsu.edu). The next meeting

of the Executive Committee is scheduled for September 23, 2000 in Salt Lake City. The Executive Secretary position will most likely top our list of agenda items. I'll try to keep you updated as developments occur.

For many AAA members, September marks the renewal of activities

associated with college life—teaching, research, service, and perhaps, attendance at football games and other collegiate sporting events. My hope for all Academy members is that the personal and professional goals you have set for yourself are realized this fall and that the season is a happy and productive time for you. ■

Call For Business Manager - The Journal of Advertising



The Journal of Advertising is seeking applicants for the position of business manager, effective January 2001. The business manager is responsible for the financial activities of the Journal. These duties include handling of incoming revenues, payment of expenses, and

coordination with the accounting firm-of-record.

For more information on the position, please contact: Marla Stafford, Chair AAA Publications Committee, Department of Marketing, College of

Business Administration, PO Box 311396, University of North Texas, Denton, TX 76203. 940-565-4419 (Office), 940-565-3837 (Fax), or email: stafford@cobaf.unt.edu. ■

University of Alabama

The Department of Advertising and Public Relations at the University of Alabama is seeking an assistant professor in advertising. Qualified candidates should be able to teach undergraduate courses in advertising and mass communication and graduate courses in our combined advertising/public relations program. In addition to quality teaching, applicants must demonstrate high potential to establish a scholarly research program. An earned doctorate is preferred but we will consider candidates that are ABD.

Send application, vitae, and the names of three references to Advertising Search Committee, Box 870172, University of Alabama, Tuscaloosa, AL 35487-0172. Applications accepted until position fills, but review process begins November 1, 2000. Female and

Positions Available



minority applications are especially invited. The University of Alabama is AA/EOE. ■

University of Illinois at Urbana-Champaign

The University of Illinois at Urbana-Champaign Department of Advertising is searching to fill two full-time faculty positions, starting August, 2001. Levels for both positions are open, and both junior and senior candidates are encouraged to apply. Qualified applicants will have completed a Ph.D. by the time they begin.

We seek to hire an individual who is committed to research in consumer behavior and/or commercial

communication. Salary is competitive; research support and environment are excellent. The successful applicant will be expected to teach in the department's undergraduate advertising sequence as well as at the graduate level.

Letter of application, vita, and three letters of recommendation should be sent to Search Committee, Department of Advertising, University of Illinois, 810 S. Wright Street, Urbana, IL 61801, (217) 333-1603. In order to ensure full consideration, applications should be received by October 15, 2000. Women and minority candidates are strongly encouraged to apply. The University of Illinois is an AA/EOE. ■

Visit the American Academy of Advertising website for a variety of information at:
<http://advertising.utexas.edu/AAA>

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