

1986

UA68/13/1 Journalism Accreditation Self-Study Report Part VII

WKU Journalism

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WESTERN KENTUCKY UNIVERSITY

BOWLING GREEN, KENTUCKY 42101

Department of Journalism

JOURNALISM ACCREDITATION

SELF-STUDY REPORT

to the

ACCREDITING COUNCIL

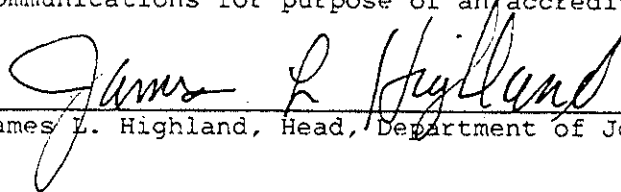
ON


EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS

Western Kentucky University
Department of Journalism
Wilson Hall 304
Bowling Green, KY 42101

1985-86 Evaluation Visit

We hereby submit the following report as required by the
Accrediting Council on Education in Journalism and Mass
Communications for purpose of an accreditation evaluation.


James L. Highland, Head, Department of Journalism


Ward Hellstrom, Dean, Potter College of Arts, Humanities
and Social Sciences

GENERAL INFORMATION

1. Check regional organization by which the institution is now accredited.

Southern Association of Colleges and Secondary Schools

2. What is the institution's type of control? Check more than one if necessary.

Private institution

3. What are the type and length of terms?

Semester of 16 weeks.

4. How many full-time students are enrolled in the institution?

12,000+

5. Has the journalism/communications unit been evaluated previously by the Accrediting Council on Education in Journalism and Mass Communications? What was the date of last evaluation?

Yes 1979

6. When was the unit first accredited? (year) 1979

7. Check levels of work offered in journalism/communications:

Four-year program leading to Bachelor's degree.

8. List each professional journalism or mass communications sequence or specialty offered and give the name of the professor in charge. Place an asterisk after sequence or sequences now accredited.

<u>Name of Sequence or Specialty</u>	<u>Professor in Charge</u>
*News-editorial	James D. Ausenbaugh
*Photojournalism	Michael L. Morse
Advertising	Carolyn Stringer
Public Relations	Robert Blann

4. List administrative duties, current research assignments, or other duties performed as part of regular work load.

As advertising sequence coordinator:

Spring, 1984. Completed a study of the advertising course requirements and consulted with Donald Hileman, Dean of the College of Communications, University of Tennessee, on the status of the advertising program for ACEJMC accreditation.

Evaluated and increased library resources in preparation for accrediting visit.

Fall, 1984. Revised the advertising course requirements according to suggestions made by the consultant. Proposed one new course, restructured several others, and modified requirements for courses required outside the journalism department.

Also:

- Scheduled advertising classes; prepared advertising budgets, etc.
- Supervised the graphic lab, camera room and student lab assistants.
- Ordered supplies and equipment and kept equipment maintained.
- Advised 55+ students during the spring and 66+ during the fall semester.
- Worked with incoming students at OAR sessions during the regular terms and in the summer.
- Planned use of space for the advertising program in the move to Gordon Wilson Hall.
- Contacted advertising practitioners to serve on the departmental advisory committee for ACEJMC accreditation.
- Worked with the Office of Cooperative and Experiential Education on placing students in internships through the Commonwealth Work Study Program.
- Coordinated the annual advertising seminar on campus.
- Served as adviser to the student chapter of the American Advertising Federation.
- Served as adviser to the student newsletter, Adventure.

- 4A. List consulting in which you have engaged in last six years.

1. Sorenson Industries, Glasgow. Advised on the organization of an in-house agency for the industry and helped define positions needed.
2. GMC Corporation, Glasgow. Designed logo and letterhead for the industry.
3. Holiday Hams, Inc., Bowling Green. Designed and wrote direct mail brochures and sales promotion folders; advised on in-store displays.
4. Norman, Alexander and Pardue Associates, Bowling Green. Consulted on definition of target markets and effective means of reaching prospects.
5. The Bandy Corporation, Bowling Green, a manufacturer of health-care products used in hospitals and nursing homes. Developed the creative strategy for an extensive direct mail and sales promotion campaign.
6. Arlo Richardson and Fran Schultz, owners of a new retail store in the Greenwood Mall, Bowling Green. Worked with the owners in setting up an advertising budget and creative/media plans for opening of the store.
7. Ramsey-Knight Corporation, Henderson, Ky. Advised on the planning of a newspaper campaign and sales promotion materials for use for cities in the southeastern U.S. (Company sells Precision Transmission franchises).

8. Bowling Green Downtown Merchants Association. Advised the group on the merits and costs of a custom-produced jingle that would be used to promote the downtown area through broadcast media.
9. Union Underwear, Bowling Green. Assisted in the selection of a name for a new line of men's fashion underwear in the BVD division of the company.
10. Department of Communication and Theatre, WKU. Created advertising and publicity materials for theater production, The Shadow Box.
11. Gifford-Hill Metal Building Systems, Louisville. Evaluation of creative strategy in positioning and creating a brand name for a new line of metal roofing tiles to be imported from Sweden.
12. American Society for Testing and Materials. Developed point-of-purchase sales promotion materials to convey the Society's ratings of all national brands of vacuum cleaners in the U.S.
13. Kentucky Library Association Bulletin. Advised on the establishment of sizes for advertisements and a rate structure for the periodical.
14. Broadman Press, Nashville. Evaluated two Broadman Books, The Christian Communicator's Handbook and How to Communicate with Single Adults. Developed a detailed prospectus for a book dealing with religious publicity and advertising.
15. Warner Cable Communications, Columbus, Ohio. Advised in the planning of an advertising campaign and wrote newspaper ads as part of Warner's attempt to obtain the Bowling Green/Warren County cable television franchise.

Individual Teacher's Record - 2

Name Carolyn F. Stringer

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty
Western Kentucky University	8	1976	Instructor	-

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
Hines Assoc. Corp., Bowling Green, Ky.	Advertising/Public Rel.		1976
Western Kentucky University	Graduate Asst., Mass Communications Dept.	1971	1974
Broadman Films, Nashville, Tenn.	Sales Promotion Special.	1966	1967
Broadman Films, Nashville, Tenn.	Advertising Copywriter	1963	1966
DeSoto County News, Hernando, Miss.	Advertising Manager		1962
Harvey's Dept. Stores, Nashville, Tenn.	Assistant to Ad Manager	1961	1962

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)
Hines Associates Corp., Bowling Green	Advertising/Public Rel.	1976	1977
Western Kentucky University	Instructor	1974	1976
Broadman Press (and other accounts) Nashville and Bowling Green	Free-lance advertising, writing, editing.	1967	1970

9. List books published. Give title, date and where published. --

10. List principal articles, monographs, or research reports published in last six years. --

11. List memberships held in professional societies.

- American Advertising Federation
- ACEJMC
- Business/Professional Advertising Association

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).
See attached sheet

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

National Academic Committee of the American Advertising Federation, 1983-85.

Chairman, AAF Academic subcommittee for Alpha Delta Sigma, the national honorary society, 1983-84.

Member of the AAF Academic subcommittee on scoring of the National Student Advertising Competition, 1984-85.

Advertising Silver Medal Award, American Advertising Federation, 1981.
Presented at AAF National Convention, Washington, D.C.

VITA

Name

Carolyn F. Stringer

Departmental Address

Department of Journalism
Wilson Hall 313

Degrees

B.A., University of Southern Mississippi, 1961

M.A., Western Kentucky University, 1974

Professional Positions

Coordinator of Advertising Degree Program and Associate Professor, Western Kentucky University.

Assistant Professor, 1979-1984.

Instructor, Western Kentucky University, 1976-1979.

Advertising Adviser to College Heights Herald, WKU, 1978-79.

Account Executive, Hines Associates Public Relations, Bowling Green, 1976.

Graduate Assistant, Western Kentucky University, 1972-1974.

Sales Promotion Specialist, Broadman Films, Baptist Sunday School Board, Nashville, 1966-67.

Advertising Copywriter, Broadman Press, Baptist Sunday School Board, Nashville, 1963-1966.

Advertising Manager, DeSoto County News, Hernando, Mississippi, 1962-63.

Assistant to Advertising Manager, Harvey's Department Stores, Nashville, 1961-62.

Publications/Exhibitions/Performances

Presentations:

- Second Place Award, National Student Advertising Competition, 1984.
- Third Place Award, NSAC, Columbus, Ohio, 1983.
- First Place Award, NSAC, Fifth District, Columbus, Ohio, 1981.
- National Finalists, NSAC, Washington, D.C., 1981.
- Presentation of Winning NSAC Campaign to Doe-Anderson Agency, Louisville, 1981.
- Second Place Award, NSAC, Fifth District, Columbus, Ohio, 1981.

Video tapes:

- Marketing/Advertising Campaign for Coors Beer, teaching aid, 1981.
- Marketing/Advertising Campaign for Maxwell House, 1983.

Workshop/Seminars

- Small Business Seminar, Columbia, Ky., Fall, 1984.
- Small Business Development Center seminar, "Women in Business," Chamber of Commerce, Bowling Green, Fall, 1983.
- Small Business Seminar, Columbia, Ky., Fall, 1983.
- Urban Journalism Minority Workshop sponsored by Dow Jones Newspaper Fund, WKU, Summer, 1983 and 1984.
- Advertising seminar, "Advertising Creativity," WKU, Fall, 1983.
- Advertising seminar, "Lesser Known Forms of Advertising," WKU, 1982.
- Advertising seminar, "Challenges of the Eighties," WKU, 1981.
- Kentucky Press Association Advertising Seminar, 1980.
- Kentucky Press Association Advertising Seminar, 1979.
- Western Kentucky Press Association Workshop, 1980.
- Kentucky Intercollegiate Press Association Workshop, 1979.
- Bowling Green Board of Realtors Advertising Workshop, 1980.
- National Student Advertising Competition Workshop, Cincinnati, Ohio, 1982.
- Press Day, WKU, annually.
- DECCA High School Career Conference, WKU, annually.

Publications

- Church Audiovisual Education Guide, Broadman Press, 1968.
- Bowling Green, Kentucky, Bowling Green Chamber of Commerce, 1977.
- Bowling Green, Kentucky, Bowling Green Chamber of Commerce, 1979.

Newsletter format/design/editing

- The American Eagle, American National Bank, Bowling Green.
- Bowling Green Today, City of Bowling Green.
- Crane Talk, FMC Corporation.
- Greenview Hospital Newsletter.

Articles/Reviews/etc.

AAF Communicator, Publisher's Weekly, Christianity Today, The Church Musician, Baptist Program, Church Recreation Magazine, Christian Bookseller.

Awards

Advertising Silver Medal Award, American Advertising Federation, 1981, AAF National Convention, Washington, D.C. Presented "in recognition of outstanding contributions to advertising and in furthering the industry's standards, creative excellence and responsibility in areas of social concern."

National Committees

- National Academic Committee, American Advertising Federation, 1983-84. Chairman, sub-committee governing the AAF national honorary society, ADS, 1983-84.
- Member, sub-committee governing scoring of NSAC, 1984-85.

Regional and State Committees

Representative to 5th District American Advertising Federation from
Bowling Green Advertising Federation.

Professional Associations

Business/Professional Advertising Association
American Advertising Federation
Adviser to student chapter of American Advertising Federation
Director, Bowling Green Advertising Federation
Association for Education in Journalism and Mass Communications
Women's National Book Association
Mississippi Press Association

Consultations

Sorenson Industries, Glasgow
GMC Corporation, Glasgow
Holiday Hams, Inc., Bowling Green
Norman, Alexander and Pardue Associates, Bowling Green
The Bandy Corporation
Small Business Development Center
Arlo Richardson
Warner Cable Communications
American Society for Testing and Materials
Holder-Kennedy Public Relations
Warren County Board of Education
Kentucky Library Association Bulletin
Gifford-Hill Metal Building Systems, Louisville
Numerous retail businesses; complete list available.

Grants

Grant from Cooperative and Experiential Education to organize an
internship program for advertising, 1980.
Grant from Cooperative and Experiential Education to further develop
advertising internship program, 1984-85.

Public Service

United Givers Fund, community campaign
The Kentucky Museum, audience analysis and promotional campaign
Cerebral Palsy Telethon, promotional materials
Bowling Green Advertising Federation - organized and chartered in 1979
Shakertown at South Union - promotional campaign
Bowling Green-Warren County Chamber of Commerce, membership promotional
blitz.
Barren River Youth Symphony - promotion to organize group
Barren River Comprehensive Care Center - promotional materials
Kentucky Women's Intercollegiate Basketball Conference - campaign
for state tournament, advertising and program preparation
Bowling Green Band Festival, promotional materials for fall band
festival, vice-president in charge of fund-raising, 1983-85
Communications Coordinator, St. James Methodist Church

University Committees

Departmental representative, United Givers Fund, continuing.

Probation Committee, 1979-81.

Fine Arts Festival Committee, 1979-81.

Potter College Sabbatical Committee, 1984-85.

Individual Teacher's Record

An Individual Teacher's Record should be included for each teacher employed full time by the institution. Arrange alphabetically.

Name Terry J. Vander Heyden Date of birth 8/19/50

1. Give date and rank of first appointment to the faculty. August 1981, instructor

2. Give dates of subsequent promotions.

3. List names of courses you taught during each term of the year preceding the accreditation visit.

- 1981-2 Print design and typography J343
- 1982-3 Print design and typography
- 1983-4 Print design and typography, basic reporting, J202
- 1984-5 Print design and typography, basic reporting, J202

4. List administrative duties, current research assignments, or other duties performed as part of regular work load. Potter Curriculum committee, Academic Probation Committee, Potter College Teacher Excellence Committee

4A. List consulting in which you have engaged in last six years.

Design consultant, Warner Press, Inc., Anderson, Ind.

(see attachment)

5. Provide education information at college level.

Institution(s) attended	Time spent in residence		Major	Degrees Earned	Dates by year of attendance
	Years	Months			
Ball State Univ.	4		Journalism ed.	BS	1968-72
U. of Notre Dame	2		Comm. Arts	MA	1973-75
Vanderbilt U.	still	attending	Education	EdD	

Individual Teacher's Record-2

Name Terry J. Vander Heyden

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty
Northeast Missouri State U.	4	1976	Instructor Adviser	1980

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
Michigan City News Dispatch Michigan City, IN	Reporter	1971	1971
Pulaski County Journal Winimac, IN	Ad manager/proof reader	1972	1972
Graphco Reproductions, Chicago	Graphic designer	1980	1981

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)
HUB Publications Bowling Green	Phototypesetter	1982	1982

9. List books published. Give title, date and where published.

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.

2 articles--CSPAA Bulletin; book reviews: Trends, CMA Review

11. List memberships held in professional societies.

College Media Advisers, Inc./ Columbia Scholastic Press Assoc. Advisers
Society of Professional Journalists, Sigma Delta Chi

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

Numerous committee chairmanships, College Media Advisers, Inc.

Speaker, Kentucky High School Press Assoc. State Meeting, Lexington
Co-Chairman, national convention of College Media Advisers, Inc./
Associated Collegiate Press, Louisville
Speaker, CMA/ACP convention
Magazine judge, Associated Collegiate Press
Speaker, Associated Collegiate Press West Coast Convention, Anaheim
Instructor, WKU high school publications workshop (1982-84)
Director, high school yearbook workshop, University of Iowa
Instructor, ACP high school workshop, Univ. of Minnesota
Book reviewer for Wm. C. Brown Co. Publishers

Individual Teacher's Record

An Individual Teacher's Record should be included for each teacher employed full time by the institution. Arrange alphabetically.

Name David B. Whitaker Date of birth 6/18/22

1. Give date and rank of first appointment to the faculty. July 1970-Associate Professor
2. Give dates of subsequent promotions. May 1978 - Professor
3. List names of courses you taught during each term of the year preceding the accreditation visit.

<u>Fall Semester</u>	<u>Spring Semester</u>
Press Law & Ethics-J301	Press Law & Ethics - J301

4. List administrative duties, current research assignments, or other duties performed as part of regular work load.
 Director, Office of University Publications (not a part of Department of Journalism)
- 4A. List consulting in which you have engaged in last six years.
 None

5. Provide education information at college level.

Institution(s) attended	Time spent in residence		Major	Degrees Earned	Dates by year of attendance
	Years	Months			
Western Ky. Univ.	2				1941-43
Millsaps College		4			1943
Miami University		4			1944
Western Ky. Univ.	1		Eng., Econ-Socio.	B.A. 1948	1946-47
Western Ky. Univ.	1		Eng.; Education	M.A. 1949	1949
Univ. of Louisville		4	Law		1965

Individual Teacher's Record - 2

Name David B. Whitaker

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty
Western Kentucky University	15	1970	Professor	-

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
Daily Kentuckian, Bowling Green, KY	Editor-in-chief	1948	1949
Park City Daily News, Bowling Green	City Editor	1949- 1953	1951 - 1953
Courier-Journal, Louisville, KY	Sports Writer; Sports Slot Man;	1953	1965
Louisville Times, Louisville, KY	Copy Desk Chief (News)	1965	1970

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)
Ky. Intercollegiate Athletic Conf.	Director, Public Relations	1954	1956
Ohio Valley Conference	Director, Public relations	1956	1961
University of Louisville	Special Writer	1961	1963
Ky. Southern College, Louisville	Adjunct Professor	1965	1966
Jefferson Comm. College, Louisville	Adjunct Professor	1967	1969

9. List books published. Give title, date and where published. History of Beargrass Christian Church, Louisville, Ky., Gateway Press, 1967.

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.

none worthy of mention in last two years.

11. List memberships held in professional societies. Association for Education in Journalism, The Society of Professional Journalists, Sigma Delta Chi, Kentucky Press Assn., Western Kentucky Press Association, International Newspaper Promotion Association, American Mensa Limited, Suburban Newspapers Association.

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held). Distinguished Business Adviser's Award, NCCPA, 1973; College Heights Herald Award, 1973; SDX Award, WKU Chapter, 1973; President, Ky. Council for Education in Journalism, 1973-1975; District Director and Member of Executive Committee, NCCPA, 1973-1975; Presidential Citation, NCCPA, 1975; Phi Eta Sigma Outstanding University Professor Award, 1979.

Individual Teacher's Record

An Individual Teacher's Record should be included for each teacher employed full time by the institution. Arrange alphabetically.

Name Harry L. Allen Date of birth Nov. 2, 1944

1. Give date and rank of first appointment to the faculty.
August 1978 - Instructor
2. Give dates of subsequent promotions.
August 1982 - Assistant Professor
3. List names of courses you taught during each term of the year preceding the accreditation visit.
Fall '84 - Basic reporting (3 sections), Editorial and Feature writing (1 section).
Spring '85 - Basic reporting (2 sections), Editorial and Feature writing (1 section).
4. List administrative duties, current research assignments, or other duties performed as part of regular work load. News-editorial sequence head, chairman department curriculum committee, departmental adviser for "underprepared" students. Proposed and coordinated development of "Business Analysis for Journalists" course to be offered by College
- 4A. List consulting in which you have engaged in last six years. (continued on back)
None

5. Provide education information at college level.

Institution(s) attended	Time spent in residence		Major	Degrees Earned	Dates by year of attendance
	Years	Months			
University of Florida	1	6	Journalism	M.A. Journalism	77-78
University of Florida	5	6	Journalism	B.S. Journalism	62-76 (intermittent)

4. (continued) of Business Administration. Developing special section of basic reporting to be offered for Community Health majors.

Individual Teacher's Record - 2

Name Harry L. Allen

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty
Western Kentucky University	7	1978	Asst. Prof.	

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
New Zealand Press Association Rotorua, N.Z. <u>Daily Post</u>	reporting, editing.	1974	1977
	reporting	1972	1974

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)
Louisville <u>Courier-Journal</u> Bowling Green <u>Daily News</u>	editing news	May 84	Aug 84
	outdoors writer	June 83	May 84

9. List books published. Give title, date and where published.

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.
(see back)

11. List memberships held in professional societies. National Conference of Editorial Writers, Kentucky Press Association, Kappa Tau Alpha (journalism honorary society).

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

10. "Methods of literary masters rub off on features class," Journalism Educator, Spring 1983.

The scores of articles I wrote for the Daily News, and my work for the Courier-Journal (see item #8), were "closely associated with the content of the courses I taught," and constituted significant professional development.

Harry Leigh Allen
1512 Circle Drive
Bowling Green, KY
42101

Home: 502-781-4757
Office: 502-745-5841

EDUCATION

Master of Arts in Journalism and Communications, University of Florida,
1981.

Bachelor of Science in Journalism, University of Florida, 1976.

PROFESSIONAL

Assistant Professor/Instructor of Journalism, Western Kentucky University,
August 1978 to present. Teach or have taught basic reporting, editorial
and feature writing, communications survey course. News-editorial sequence head.

Copy editor, Louisville Courier-Journal, May 1984-August 1984.

Outdoor writer, Bowling Green Daily News, June 1983-May 1984.

Graduate teaching assistant, University of Florida, September 1977 to
August 1978.

Editor/reporter New Zealand Press Association, Wellington, New Zealand,
November 1974 to February 1977. Was slotman on national news desk,
responsible for editing and distributing all national news to N.Z. member
papers and for outgoing Reuters wire. Covered 1975 and 1976 N.Z.
Parliamentary sessions as legislative reporter.

General assignment reporter, Rotorua, N.Z. Daily Post, June 1972 to
November 1974. Beats included local government, science, health, and forest
industry. Did features and occasional desk work.

Freelance - have sold articles to Florida Sportsman magazine, to the
Louisville Courier-Journal, and to the United States Information Agency.
Academic publication: "Methods of literary masters rub off on features
class," Journalism Educator, Spring 1983.

OTHER WORK

Communications Technician U.S. Navy 1965-1968. Served in Morocco, in the
Mediterranean Sea, and at Homestead AFB, Florida.

Survey technician, U.S.D.A. Forest Service, George Washington National Forest,
Virginia, summers 1963 and 1964.

PERSONAL

Born Leesburg, Florida, November 2, 1944. Married with two children.
Interests: writing, reading, photography, travel, camping, fishing.

Harry L. Allen

Teaching-

- Fall '84. Taught 3 sections of basic reporting, 1 of editorial and feature writing. Initiated development of new course, "Business analysis for journalists," to be taught by College of Business. Initiated development of special section of basic reporting to be offered for Community Health majors. Adviser KTA. Chairman Departmental Curriculum Committee.
- Spring '85 - Taught 2 sections of basic reporting, 1 of editorial and feature writing. Continued to be involved in development of news courses initiated in Fall '84. Adviser KTA. Chairman Department Curriculum Committee.

Research - None.

Public Service

- Fall '84. Departmental representative, College Awareness Day, Oct. 20, 1984. Departmental representative at American Society of Newspaper Editors Conference on Minority hiring/internships, Memphis, Nov. 16-17.
- Spring '85-Department representative ASNE Education Committee meeting on attracting best students to news-editorial careers, Nashville, Jan 18-19.

Individual Teacher's Record - 2

Name Sara-Lois Kerrick Bachert

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
Daily News, Bowling Green, KY	Features Editor	1982	present
The News-Enterprise, Elizabethtown, KY	Reporter/Copy Editor	1979	1980

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)

9. List books published. Give title, date and where published.

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.

11. List memberships held in professional societies.

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

SARA-LOIS KERRICK

home address 719 Shawnee Ave., Apt. 1, Bowling Green, Ky. 42101.
(502) 782-0675.

education Received bachelor's degree in August 1979 from Western
Kentucky University. Major--journalism; minor--English.
Grade-point average: 3.2

work experience Women's editor, Daily News, Bowling Green, Ky. May
1982 to present.

Secretary, Fowler, Measle & Bell law firm, Lexington,
Ky. August 1981 to May 1982.

Secretary/bookkeeper, Martin, Ockerman & Brabant law
firm, Lexington, Ky. April 1980 to May 1981.

Reporter/copy editor, The News-Enterprise, Elizabethtown,
Ky. August 1979 to April 1980.

school experience Editor, Talisman (college yearbook), 1978-79.
Assistant managing editor, College Heights Herald
(college newspaper), spring 1978.
Chief reporter, College Heights Herald, fall 1977.
Reporter, College Heights Herald, 1976-77.

internships The News-Enterprise, summer 1977.
Elizabethtown Examiner, summer 1976.

honors Dean's list, Western Kentucky University, 1976-77.
Third place in feature writing, Kentucky Intercollegiate
Press Association, 1977-78.
1979 Talisman received five-star All-American award
from Associated Collegiate Press.
Tested out of freshman year of college.

references Gerald Lush, general manager, Kentucky Standard, 110 W.
Stephen Foster Ave., Bardstown, Ky. 40004. (502) 348-9003.

Judy Wildman, The Associated Press, 525 W. Broadway,
Louisville, Ky. 40202. 800-292-3560.

Roger Loewen, 512 Grand Vista, Louisville, Ky. 40243.
(502) 245-2212.

David Whitaker, journalism department head, Western
Kentucky University, Bowling Green, Ky. 42101. (502)
745-2654.

RICHARD ASHFORD DUBOSE, JR.
1105 Lois Lane
Bowling Green, Ky. 42101
Phone: Home (502) 781-1191
Office (502) 781-1313

EXPERIENCE:

9/81 - Present LOCAL SALES MANAGER - WBKO-TV, Bowling Green, Ky.

Personally sell advertising to local and regional accounts and supervise staff of four salesmen. Station has had best sales year ever during my tenure.

12/80 - 8/81 OWNER/MANAGER - WKVE RADIO, Cave City, Ky.

During the time I managed WKVE, the station experienced its best sales year ever.

2/75 - 11/80 GENERAL MANAGER - WLBJ-AM/FM RADIO, Bowling Green, Ky.

Supervised total operation of broadcast stations, managing a staff of 20 and personally selling one-half of stations' business. I doubled stations' billings while general manager.

6/74 - 1/75 SALES MANAGER - WLBJ-AM/FM RADIO, Bowling Green, Ky.

Personally sold advertising to local and regional accounts and supervised stations' sales efforts.

6/68 - 6/74 ANNOUNCER, NEWS & PROGRAM DIRECTOR - WLBJ-AM/FM

During this period, I experienced everything there is to do at a broadcast station.

EDUCATION:

WESTERN KENTUCKY UNIVERSITY, Bowling Green, Ky.

Graduated 1972 G.P.A. 3.4
Major - Government Minor - Sociology

HONORS: Charter member of Pi Sigma Alpha honorary political science fraternity.
Nominated for "Who's Who in American Colleges and Universities." Received graduate fellowship in Office of Public Affairs and Public Relations at Western Kentucky University.

...continued from 1st page

CIVIC ACTIVITIES
AND HONORS:

Vice-President of Bowling Green-Warren County
Jaycees
Board of Directors of Bowling Green-Warren
County Arts Commission
President of Big Brothers-Big Sisters Board
of Directors
Clerk of Vestry, Christ Episcopal Church
Vice-President of Salvation Army Board
Chairman of United Cerebral Palsy Telethons
Chairman of Western Kentucky University
Broadcast Advisory Committee
Mutual Broadcasting System Affiliates Advisory
Council
President of Bowling Green Evening Civitan Club
United Way Board of Directors
Rotary Club member
Warren County's Outstanding Young Man-
Awarded by Jaycees in 1978
Outstanding Warren County Citizen-
Awarded by Civitan Club in 1980
Outstanding Citizen Award-
Awarded by Elk's Club in 1980
Outstanding Young Man of America-
Awarded by Jaycees in 1980
Top Membership Salesman for Bowling Green-
Warren County Chamber of Commerce in 1982
Hosted Western Kentucky University Sports
Telethon in 1981
Hosted United Cerebral Palsy Telethons in
1980, 1981 and 1983
Play-by-Play for Western Kentucky University
basketball on Storer Cable
Public address announcer for Western Kentucky
University home football and basketball
games.

PERSONAL:

Date of Birth: 12/31/49
Health: Excellent
Married, two children

Individual Teacher's Record - 2

Name William N. Hance

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty
Western Ky. Univ.	part-time	1983		

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
Nashville Banner	city editor	Jan, 1969	present

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)

9. List books published. Give title, date and where published.

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.

11. List memberships held in professional societies.

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

RESUME

3716 Cedarwood Drive Nashville, TN 37216 William N. Hance
(615) 226-2835
(615) 259-8222

Educational Background Academic. Bachelor of Arts degree, Major --English, May 1980, Western Kentucky University.

Work Experience January 1969 to Present: Nashville Banner, Nashville, Tennessee.

Job Description: Presently city editor of The Nashville Banner, overseeing a staff of approximately 80 reporters and employees. Formerly, entertainment columnist, covered the Nashville Country Music Industry and wrote movie reviews. For four years was Metro Police reporter for the Banner and began on the newspaper's state news desk. While covering the entertainment industry, I was a correspondent for People magazine and NEWSDAY, Long Island's main newspaper.

Prior to 1969: Employee at Spot Cash Store, Bowling Green, Ky. Sales Clerk. (part-time during college and full-time)

Personal Information Marital Status: Married
Children: 1 (daughter)

References Mr. Joe Boggs, Department of English, WKU
John Davis, Sr., Owner, Spot Cash Store, B.G., KY
Jack Gunter, Vice President/General Manager, Nashville Banner, Nashville, Tennessee
Irby Simpkins, Jr., Publisher, Nashville Banner, Nashville, Tennessee
Police Chief Joe Casey, Chief of Police, Metro Police Department, Nashville, Tennessee

Other reference available upon request.

Individual Teacher's Record

An Individual Teacher's Record should be included for each teacher employed full time by the institution. Arrange alphabetically.

Name Fred Hensley Date of birth 8/28/49

1. Give date and rank of first appointment to the faculty. Instructor of Journalism, August, 1980
2. Give dates of subsequent promotions. N/A
3. List names of courses you taught during each term of the year preceding the accreditation visit.

Fundamentals of Public Relations

4. List administrative duties, current research assignments, or other duties performed as part of regular work load.

Director of Public Information

- 4A. List consulting in which you have engaged in last six years.

5. Provide education information at college level.

Institution(s) attended	Time spent in residence		Major	Degrees Earned	Dates by year of attendance
	Years	Months			
Ashland Community Co. Morehead State U.	2 2		Radio-TV	A.A.A. B.A.	1968-70 1970-72
Morehead State U.	1		Higher Ed.	M.H.E.	1972-73
U. of Mississippi			Higher Ed.	--	1978&'79

Individual Teacher's Record - 2

Name Fred Hensley

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty
Morehead State University	0	1972	Instructor	1977
Delta State University	0	1977	Instructor	1980
Western Kentucky University	0	1980	Instructor	1980

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
Morehead State University	Public Information	1972	1977
Delta State University	Public Information	1977	1980
Western Kentucky University	Public Information	1980	1985

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)
N/A			

9. List books published. Give title, date and where published.

N/A

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.

N/A

11. List memberships held in professional societies.

Council for Advancement and Support of Education

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

N/A

Resume of
Fred W. Hensley

ADDRESS:	(Residence)	(Business)
	1302 Willow Lane Bowling Green, KY 42101	Office of Public Information Bowling Green, KY 42101
TELEPHONE:	AC 502/781-0795	AC 502-745-4295

PERSONAL DATA

DATE OF BIRTH: August 28, 1949 at Huntington, W. Va.
HEIGHT: 5' 11"
WEIGHT: 170
HEALTH: Excellent
MARITAL STATUS: Married, wife - Mary Jane
Two children: Andrew Reed, 3-20-76
Anne-Walker, 4-20-83

SUMMARY

Four years as a radio reporter and on-air announcer, eighteen months as radio-television specialist in educational public relations, three years as sports information director and nine years as chief public relations officer at Morehead State University, Delta State University and Western Kentucky University. Total of 13 years experience in educational public relations.

ADMINISTRATIVE EXPERIENCE

Director of Public Information and Instructor of Journalism, Western Kentucky University, Bowling Green, KY.

Responsibilities include:

- *Administration of WKU's public information program and relating the University policies and programs to the media.
- *Coordinator, counselor, and advisor for the public relations aspects of all activities of the university as well as the direct supervision of certain specific activities such as press relations, radio and television service, publications and photography.
- *Instituting and directing total public relations program.
- *Serving as University press representative with local, regional, state and national media.
- *Directing media relations with broadcast and print media.
- *Origination of feature materials to broadcast and print media.
- 1980 - *Planning/coordinating TV news clip service and radio feature service.
- *Writing, editing and production of public and sports information publications.
- *Planning and directing campus news conferences and special events.
- *Planning and implementing budgetary responsibilities for public and sports information, publications, photographic and other public relations programs.
- *Planning and coordination of various special events.
- *Office representative on various campus and civic committees.
- *Serving as resource person for offices of alumni affairs and development.
- *Coordination and purchasing of University advertising.
- *Resource person for various university agencies regarding external affairs.
- *Preparation of special publications to increase awareness of WKU's programs and policies.
- *Supervision of publications, public and sports information staffs.
- *Editor, Western Alumnus.
- *Chairman, Big Red Utilization Committee (athletic mascot).
- *Chairman, Athletic Promotions Committee.
- *Member, Special Events Committee.
- *Member, Development Coordination Committee.
- *Member, Development Coordination Committee.
- *Other duties as assigned by the Vice President for Student Affairs and the President.

Director of Public Information and Instructor of Journalism, Delta State University,
Cleveland, MS

Responsibilities included:

- *Administration of DSU's public information program and relating the University's policies and programs to the media.
- *Instituting and directing total public relations program.
- *Serving as University press representative with local, regional, state and national media.
- *University representative in public relations activities with State College Board and civic organizations.
- *Coordinator, DWU Cable Television Network (15 outlets, 100,000+ homes).
- *Executive Producer, DSU Television Productions.
- *Directing media relations with broadcast and print media.
- *Origination of feature materials to broadcast and print media.
- 1977- *Planning/coordinating TV news clip service and radio feature service.
- *Producing of slide/tape presentations for institutional advancement and public relations.
- *Writing, editing and production of special publications.
- *Supervising preparation of public and sports information publications.
- *Planning and directing campus news conferences and special events.
- *Planning and implementing budgetary responsibilities for public and sports information programs.
- *Maintaining library and historical files for public information operation.
- *Supervision of public and sports information staffs.
- *Other duties as assigned by Executive Assistant to the President and the President.
- *Faculty advisor, Miss Delta, student newspaper.
- *Member, Editorial Board, Delta Scene magazine.
- *Member, Student Publications Committee.

Director of News Services and Instructor in Radio-Television, Morehead State University, Morehead, KY

Responsibilities included:

- *Administering MSU's public and sports information programs.
- *Directing radio-television public relations campaign, including TV film clip service and production of weekly audio and video features.
- *Organizing and editing University promotional film messages and slide presentations.
- 1976-1977 *Writing, editing and supervising all sports and public information publications.
- *Directing athletic promotion.
- *Management of Bald Eagle Network (athletic network).
- *Play-by-play announcer, Bald Eagle Network.
- *Other duties as assigned by Director of Public Affairs and the President.

Sports Information Director and Instructor in Radio-Television, Morehead State University, Morehead, KY

Responsibilities included:

- *Directing athletic publicity for 12 men's and women's sports.
- *Planning and instituting radio-television publicity campaign for all public information activities.
- *Creating sports publications.
- 1973-1976 *Supervising promotional and feature materials for radio-television distribution.
- *Play-by-play announcer, Bald Eagle Network.
- *Management of Bald Eagle Network.

Assistant in Public Information for Radio-Television, Morehead State University, Morehead, KY

Responsibilities included:

- *Coordination of radio-television publicity programs.
- 1972-1973 *Production of audio and video features for distribution to electronic media.
- *Play-by-play announcer, Bald Eagle Network.

WMKY Radio, Morehead State University, Morehead, KY

Student staff position included:

- 1970-1972 *Sports reporter.
*Play-by-play announcer, Bald Eagle Network.

WIRO Radio, Ironton, Ohio

Responsibilities included:

- 1968-1970 *News and sports reporter.
*Air personality.

TEACHING EXPERIENCE

Instructor of Journalism, Western Kentucky University

Instructional responsibilities include:

- *Fundamentals of Public Relations.

Instructor of Journalism, Delta State University

Instructional responsibilities included:

- *Introduction to Newswriting.
*Newspaper workshop.

Instructor in Radio-Television, Morehead State University

Instructional responsibilities included:

- *Introduction of Radio-Television.
*Broadcast Performance.
*Sportscasting.
*Sportswriting.
*Internships in Sports Information.

EDUCATIONAL EXPERIENCE

- 1973 M.H.E., Morehead State University
Master of Higher Education (Area - Administration)
- 1972 A.B., Morehead State University
Bachelor of Arts (Major - Radio-Television,
Minor - Journalism)
- 1970 A.A.A., University of Kentucky, Ashland Community College
Transferred hours to Morehead State
- 1968 Career Academy, Division of Broadcasting
Washington, D.C.
- 1967 Ceredo-Kenova High School
Kenova, W. Va.

PROFESSIONAL AFFILIATIONS

- Phi Delta Kappa
American Association for Higher Education (AAHE)
Council for the Advancement and Support of Education (CASE)
Education Writers Association
College Public Relations Association of Mississippi (former)
College Sports Information Directors of America (former)
Council for the Advancement and Support of Education (CASE-K)

LISTINGS

- Who's Who in the South and Southwest (1978)
Outstanding Young Men of America (1978)
Personalities of the South (1978)
Personalities of America (1978)

PROFESSIONAL PARTICIPATION

President, CASE-K, 1985-86.

Board of Directors, Council for the Advancement and Support of Education (CASE-K) 1984-85.

Program Participant, Media Day, Morehead State University, Morehead, Ky., 1982. "Public Relations and Higher Education".

Program Participant, State Board of Trustees, Institutions of Higher Learning, State of Mississippi, Jackson, MS, 1979. "1979 Legislative Conference on Higher Education". Recorder/Reporter for panel discussions.

Program Participant, College Sports Information Directors of America, Annual Workshop, Los Angeles, Calif., 1977. Topic: "Administration of Radio Networks".

Panel Moderator, Kentucky College Public Relations Association, Spring Meeting, Louisville, Ky., 1975. Topic: "The SID and Women's Athletics".

Program Participant, College Sports Information Directors of America, Annual Workshop, St. Paul, Minn., 1974. Topic: "Establishing the Radio Tradeout Agreement in the Ohio Valley Conference".

Program Participant, Kentucky College Public Relations Association, Fall Meeting, Bowling Green, Ky., 1974. Topic: "The SID and the Electronic Media".

Program Participant, American College Public Relations Association, Southeastern District Meeting, Louisville, Ky., 1973. Topic: "The Role of Students in the Public Information Program".

Board of Directors, College Public Relations Association of Mississippi, 1979-80.

Publicity Chairman, Phi Delta Kappa, Mississippi Delta Chapter, 1978-79.

Press Director, Kentucky State High School Baseball Tournament, 1974, 1975, 1976, 1977.

Secretary, Ohio Valley Conference Sports Information Directors Association, 1975, 1976, 1977.

Steering Committee, Kentucky College Public Relations Association, 1975.

HONORS & AWARDS

Award, College Public Relations Association of Mississippi, 1979, Second Place, Public Relations Innovation, "Telling the Delta State Story."

Award, College Public Relations Association of Mississippi, 1979, Third Place, Slide Presentation, "DSU - Still the One".

Citation for Excellence, College Sports Information Directors of America, 1976. Award: "Second in the Nation", tennis brochure.

Commissioned, "Kentucky Colonel" by Gov. Louis B. Nunn, 1971.

Recipient, Scholarship in Radio-Television, Morehead State University, 1970.

CIVIC INVOLVEMENT

Chairman, Public Relations Committee, First Baptist Church, Bowling Green, Ky., 1985.

Television Producer, First Baptist Church, Bowling Green, Ky., 1985.

Member, Organizing Committee, Girls State High School Basketball Tournament, Bowling Green, Ky., 1985.

Member, Public Relations Committee, First Baptist Church, Bowling Green, Ky., 1984.

President, Couples III Class, First Baptist Church, Bowling Green, Ky., 1984.

Member, Public Relations Committee, Bowling Green-Warren County Chamber of Commerce, Bowling Green, Ky., 1982-83.

Publicity Chairman, American Cancer Society, Bolivar County Crusade, 1979.

Publicity Director, United Givers Fund, Cleveland, Miss., 1977.

Member, Public Relations Committee, First Baptist Church, Cleveland, Miss.

Sunday School Teacher, First Baptist Church, Cleveland, Miss.

Television Producer, First Baptist Church, Cleveland, Miss.

Member, First Baptist Church, Cleveland, Miss.

Faculty Advisor, Sigma Nu Fraternity, Morehead State University, 1974-1977.

Individual Teacher's Record

An Individual Teacher's Record should be included for each teacher employed full time by the institution. Arrange alphabetically.

Name Cheryl Holland Date of birth 9-25-58

1. Give date and rank of first appointment to the faculty. (full-time) 8/84 Instructor
2. Give dates of subsequent promotions.
3. List names of courses you taught during each term of the year preceding the accreditation visit.
 Fall 1984 & Spring 1985
 3-Basic Reporting 202
 1-Press History 401
4. List administrative duties, current research assignments, or other duties performed as part of regular work load. Coordinated moving of Journalism Resources Center, assisted with Sigma Delta Chi.
- 4A. List consulting in which you have engaged in last six years.
 none

5. Provide education information at college level.

Institution(s) attended	Time spent in residence		Major	Degrees Earned	Dates by year of attendance
	Years	Months			
Lindsey Wilson College			English	A.A.	8-76/5-78
Western Ky. Univ.			Public Relations	A.B.	8-78/5-80
Western Ky. Univ.			Organization Comm	M.A.	8-80/12-81

Individual Teacher's Record - 2

Name Cheryl A. Holland

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty
Western Ky. Univ.	1	1984	Instructor	

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
Warren Rural Electric	Public Relations, employee relations, advertising, magazine writing, press releases, oral presentations.	1/82	7/84

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)
Western Ky. Univ.	Teaching speech communications courses	8/80	5/84

9. List books published. Give title, date and where published.
none

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.

11. List memberships held in professional societies.

International Association of Business Communications (IABC) Sigma Delta Chi

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

Serve on public relations committee for Chamber of Commerce

CHERYL HOLLAND

Objective: To obtain a grant for the Gannett Teaching Workshop.

Education: Completed Master of Arts in Organizational Communication in May 1982, at Western Kentucky University.
G.P.A.: 4.0 on a 4.0 scale.

Completed Bachelor of Arts with an area of concentration in English and a major in public relations in December 1980, at Western Kentucky University.
G.P.A.: 3.86 on a 4.0 scale.

Completed an Associate of Arts with an emphasis in English in May 1978, at Lindsey Wilson Junior College, Columbia, Ky.
G.P.A.: 4.0 on a 4.0 scale.

Work Experiences: Journalism Instructor at Western Kentucky University. Duties include teaching three sections of basic reporting - a foundation class for journalistic writing skills, and one section of press history - a senior level research course. August 1984 - August 1985.

Communicator/Educator at Warren Rural Electric. Warren RECC is a consumer-owned electric utility. Responsibilities included: writing news releases, public service announcements and features for area print and electronic media; coordinating, videotaping and producing original programs for local public access cable channel; writing, designing, laying out and printing (in house) a quarterly employee magazine, numerous consumer information brochures, newsletters and various Co-op publications; designing and teaching energy education programs for kindergarten through high school, and planning and participation in employee training programs. January 1982 - July 1984.

Part time faculty at Western Kentucky University. Taught business and professional speech in Western's extended campus program at night while working at the utility. Spring 1984.

Graduate teaching assistant at Western Kentucky University. Taught two classes per semester of business and professional speech or fundamentals of speech. August 1980 - December 1981.

Work experiences, cont. Public Information Intern at Western Kentucky University. Responsibilities included: writing news releases and features for area newspapers and Western's alumni magazine; writing and designing brochures; taking photos, and planning promotional events. Also wrote a paper describing and analyzing Western's public relations program and made proposals for developing it. May 1980 - August 1980.

Related Activities and Honors:

Appointed to Bowling Green/Warren County Chamber of Commerce Public Relations Committee.

Serve as co-faculty adviser to Western's Sigma Delta Chi chapter.

Maintain memberships in Sigma Delta Chi and the International Association of Business Communicators.

Awarded continuing education units upon completion of a media relations course for utility communicators.

Write free-lance articles for the "Rural Kentuckian," publication with the largest circulation of any magazine in Kentucky.

Chosen to be the first graduate student intern in Western's Personnel Services. Started, designed, wrote and edited Western's first employee newsletter, "The Personnel File."

Named to National Dean's List and President's Scholar.

Served on Western's newspaper staff, "The Herald," and free-lanced for the yearbook, "The Talisman."

Selected for membership in Sigma Tau Delta, English honor society, and Phi Theta Kappa, academic and leadership honor society.

Personal:

Born 9/25/58. Married. Address: 784 Covington Avenue, Bowling Green, Ky. Home phone: (502) 842-6022. Work phone: (502) 745-5834.

Individual Teacher's Record

An Individual Teacher's Record should be included for each teacher employed full time by the institution. Arrange alphabetically.

Name Mark Lyons Date of birth 3-23-57

1. Give date and rank of first appointment to the faculty. (full-time) 8-16-84 Asst. Prof.
2. Give dates of subsequent promotions.
3. List names of courses you taught during each term of the year preceding the accreditation visit.
 Fall, 1984: 4-Basic Photography Classes
 Spring, 1985: 4-Basic Photography Classes
4. List administrative duties, current research assignments, or other duties performed as part of regular work load. Advising students on the College Heights Herald photo staff
 Repairing equipment.
- 4A. List consulting in which you have engaged in last six years.
5. Provide education information at college level.

Institution(s) attended	Time spent in residence		Major	Degrees Earned	Dates by year of attendance
	Years	Months			
Western Ky. Univ.	4	9	Photojournalism	B.A.	8/75-5/80
Western Ky. Univ.	2	0	Counseling	M.P.S.	1/80-12/81

Individual Teacher's Record - 2

Name Mark Lyons

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty
Western Ky. Univ.	part-time	1982	instructor	1982
Milsaps College (adult education)	part-time	1983		1984
Western Ky, Univ.	1	1984	asst. prof.	1985

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
The Courier-Journal/Lou., Ky	photo intern	5/78	8/78
Kansas City Star	photo intern	5/79	8/79
Jackson, MS Clarion-Ledger	Staff Photojournalism	8/82	8/84

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)
College Heights Herald Western Ky. Univ.	Staff Photojournalism	4/76	5/79
WKU Counseling Center	Grad. asst. couns.	8/80	8/82

9. List books published. Give title, date and where published.

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.

11. List memberships held in professional societies.

National Press Photographers Association

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

Numerous Mississippi press assc. awards. OVER-----

Spring 1983; member of the Pulitzer prize winning staff at the Clarion-Ledger in Jackson, MS. The prize was for coverage of education reform in Mississippi. I had several photos in the coverage that was entered for the award.

November 1984; awarded a special citation along with two other writers (we were a reporting team) by the National Mental Health Association for a series of articles and photos on the Mississippi mental health system.

December 1985; 3rd place in the Portrait/personality category of the Atlanta seminar on Photojournalism photo contest.

Several regional awards in the NPPA monthly clip contest.

Mark Lyons

Goals: As a photojournalist I strive to provide a fresh approach to a story and to convey the emotion to the reader which I felt while making a photograph. I see myself as a perpetual student. I believe if I ever stop learning, I will have ceased being creative.

Work

Experience: Staff Photographer at the Clarion-Ledger and Jackson Daily News in Jackson, Mississippi since August 1982.

Summer intern at each of the following: The Louisville Courier-Journal, 1978; The Kansas City Star, 1979; and TVA's Land Between the Lakes Public Information Department.

One semester teaching basic photography at WKU and four semesters as a graduate assistant counselor at WKU Counseling Center.

Education: A.B. Photojournalism, May 1980; Masters Public Service, May 1982, from Western Kentucky University.

References:

Jack Corn
Photojournalist in Residence
Room 127
Downing University Center
Western Kentucky University
Bowling Green, KY 42101 (502) 745-2653

Tom Hardin
Director of Photography
The Courier-Journal and Louisville Times
525 West Broadway
Louisville, KY 40202 (502) 582-4604

Dr. Stanley Brumfield
Director of WKU Counseling Center
Room 408
College of Education Building
Western Kentucky University
Bowling Green, KY 42101 (502) 745-3159

Scott MacLay
Director of Photography
The Clarion-Ledger
311 E. Pearl Street
Jackson, MS 39205 (601) 961-7337

Permanent
Address:

Mark Lyons
5255 Manhattan Road
#C-1
Jackson, MS 39206 (601) 981-1218

Work
Address:

311 E. Pearl Street
Jackson, MS 39205 (601) 961-7292

Individual Teacher's Record - 2

Name P.C. Morgan

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty
WKU	1	7/84	Assoc.	-----
Virginia Commonwealth Univ. Missouri	3	9/81	Assoc. Prof.	1984
	5	9/76	Asst. Prof.	1981

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
See VITA			

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)
N/A			

9. List books published. Give title, date and where published.

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.

11. List memberships held in professional societies.

PR Society of America; Int'l Assn Business Communications; Int'l PR Assn.; SDX

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

Chapter officer--PRSA/IABC in New Orleans, San Francisco and St. Louis

PAUL C. MORGAN, APR
1353 Chestnut Street
Bowling Green, KY 42101

Office: (502) 745-4143
Home: (502) 842-7064

Aug. 1984-Present: Associate Professor, Public Relations, Western Kentucky University, Bowling Green, KY. Responsible for introductory courses in the major, as well as teaching two sections of basic mass communications to freshmen/sophomores. In addition, serving as PRSSA chapter faculty advisor and completing re-structuring of PR Sequence courses in preparation for accrediting team visit in 1985. PRSSA Chapter awarded first place in Community Service category at national PRSA/PRSSA Conference in Denver in October 1984.

Jan.-Aug. 1984: Joined my wife, an employee of Burson-Marsteller Public Relations, in San Juan, Puerto Rico where she was completing an assignment with that firm. I used those eight months to complete a textbook and worked part-time as an English language communicator for the governor of Puerto Rico.

1981-Dec. 1983: Coordinator, Public Relations Studies, Virginia Commonwealth University, Richmond, VA. Award-winning program included PRSSA chapter being named the Outstanding Chapter in America among 115 college and university chapters and my being named Outstanding Faculty Advisor in the Eastern U.S. I carried on an active consulting practice while in Richmond. Projects included work for Richmond Airport Authority, Virginia Parks and Recreation Association, Richmond Eye and Ear Hospital and the Virginia Division of Tourism.

1976-1981: Coordinator, Public Relations Studies, University of Missouri School of Journalism, Columbia, MO. Award-winning program included three national PRSSA first-place finishes in the areas of Chapter Development, University Service and Community Service. I was named one of two National PRSSA Faculty Advisors during three of my five years at Missouri.

1974-1976: Employed by Bank of America, San Francisco World Headquarters, as Senior Public Relations Officer. Work largely involved media relations activity and corporate/financial writing. Extensive involvement in quarterly and annual report preparation.

1973-1974: Employed by Kaiser Aluminum & Chemical Corporation, Oakland, CA as Public Relations Representative. Full responsibility for Kaiser's Agricultural Chemicals and Highway Products Divisions. Backed up Financial PR Manager in his absence and on special projects.

1972-1973: Completed requirements for Master of Journalism degree, Louisiana State University, Baton Rouge, LA. University Scholar (4.0 GPA). Thesis subject: Environmental Communications in the Domestic Oil Industry (supported by grants from Exxon U.S.A. and Shell Oil Company).

1969-1972: Employed by Carl Byoir & Associates, New York public relations counselors, as Account Representative, Honeywell Informations Systems, Boston, MA. Work involved media relations, news release and feature writing, employee communications writing assignments and advertising agency liaison activity.

1965-1969: Employed by Shell Oil Company, New Orleans and New York as Public Relations Representative and Advertising Liaison Officer. This, my first corporate communications position, began with the editing of a publication for 8,500 Shell employees in the Southeast and ended with an assignment as Advertising Liaison Officer for the company's "Wonderful World of Golf" television series in New York.

1963-1965: Served as Post Information Officer, U.S. Army, Fort Benjamin Harrison, IN and Fort Stewart, GA. Responsible for weekly tabloid newspaper, daily radio news broadcast and monthly half hour television show.

1962-1963: Employed as General Assignment Reporter, The Nashville Tennessean.

1959-1962: Employed (part-time as undergraduate and full-time upon graduation) as Sports and General Assignment Reporter. the Hattiesburg American, Hattiesburg, MS.

1958-1961: Completed requirements for B.S. degree (Journalism/Business) at the University of Southern Mississippi, Hattiesburg, MS. Full athletic scholarship (football/baseball).

Individual Teacher's Record - 2

Name Ted M. Wilson

6. Provide information regarding teaching experience at college level.

Institution(s)	Number of years full time teaching	Year appointed to faculty	Rank	Year left faculty

7. List full time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Full time service	
		From (year)	To (year)
Buford-Lewis Company, Nashville, Tenn.	Layout, designer, photo-typesetter	1976	1977
Buford-Lewis Company (Nashville, Tenn.)	Art Director	1977	1978
WKU (Public Information)	Staff Assistant	1978	1980
WKU (Public Information)	Art Director	1980	present

8. List part time professional experience chronologically and give beginning and ending dates of employment.

Name and address of organization (s)	Nature of work	Part time service	
		From (year)	To (year)

9. List books published. Give title, date and where published.

10. List principal books, articles, monographs and research reports, with dates, that are (a) closely associated with content of courses taught during preceding year and (b) considered a contribution to knowledge in the improvement of professional practice or to better understanding of communication.

11. List memberships held in professional societies.

Council for Advancement and Support of Education
University and College Designers Association

12. List principal post-college distinctions (honorary degrees, fellowships, awards, offices held).

Resume

Ted Wilson

~~Route 19, Box 78, Shelton Drive~~ 709 Shelton Avenue
Bowling Green, Kentucky 42101
(502) 842-8319

- Birth Date · May 11, 1952
- Birth Place · Albuquerque, New Mexico
- Family · Wife, Mary Lynn (Reutz)
Son, Brooks Andrew (age 7) 5
- High School · Acadiana High School, Lafayette, Louisiana
- College · Louisiana Tech University, Ruston, Louisiana
- Degree · Bachelor of Fine Arts (major in graphic design), May 1975
- Work Experience · Grace United Methodist Church, youth director, March 1974 - May 1975, Ruston, Louisiana
- East End United Methodist Church, young adults coordinator, June 1975 - September 1975, Nashville, Tennessee
- Red Lobster Restaurant, server, September 1975 - January 1976, Nashville, Tennessee
- Art Experience · Buford Lewis Company, layout artist and phototypesetter, January 1976 - August 1977, Nashville, Tennessee
- Buford Lewis Company, art director, August 1977 - September 1978, Nashville, Tennessee
- Western Kentucky University, Office of Public Affairs and Public Relations, staff assistant, September 1978 - August 1980, Bowling Green, Kentucky
- Western Kentucky University, Office of Public Information, art director, August 1980 to present, Bowling Green, Kentucky
- Professional Awards · Printing Industry Association of the South, Best of Category Award, 1978
- Editors Workshop's International EDDI Awards, third place, newsletters, 1982
- Professional Affiliations · Council for the Advancement and Support of Education
- University and College Designers Association
- Religious Affiliation · Christ United Methodist Church, lay leader, Bowling Green, Kentucky

Table 8 Institutional Salary Range

Indicate the range of salaries paid annually at present to full-time faculty members throughout the institution. Report salaries as nine month equivalents.

Rank	Salary Range		
	Maximum	Median	Minimum
Professors (191)	52,092	32,339	24,312
Associate Professors (155)	37,500	26,673	20,736
Assistant Professors (115)	35,052	22,866	17,520
Instructors (39)	24,000	18,566	14,004

Table 9 Journalism/Communications Salary Range

Indicate the range of salaries paid annually to ranked faculty within the journalism/communications unit. Show the salary ranges by rank, gender, and race.

	Number	Actual Salary Range			Number on Nine Month Appointment
		High	Median Average	Low	
Administrators *	1				0
Professors	2	39,396	34,950	30,504	0
Associate Professors	6	29,436	25,853	21,816	3
Assistant Professors	3	25,000	21,655	18,725	3
Instructors	2	18,408	17,000	17,704	2

Part II Section 8

Internships

1. Provide excerpts from catalogs which describe the policies of the unit on internships for credit for students in the unit.
2. Attach copies of questionnaires and other instruments used to monitor the student work done during the internship experience.
3. Describe the methods used to supervise, evaluate and grade the internship experience.