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WKU Advertising Club

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ADVENTURE

An Advertising Newsletter

Vol. 1 / No. 2 / Summer 1980

WESTERN KENTUCKY UNIVERSITY

WKU Places Second in AAF Competition

Western Kentucky University advertising students captured second place in American Advertising Federation competition that drew entries from 13 universities in three states.

Kentucky, Ohio and West Virginia schools sent student advertising teams to the judging in April in Columbus, Ohio.

Western students prepared a complete campaign for Nabisco snack foods, including research, marketing, creative, media and sales promotion plans.

Western advertising students working on the campaign were divided into four groups: research-marketing; creative, media and sales promotion. The campaign presentation was presented in Columbus by a team composed of the chairperson of each group. Senior students preparing the campaign were:

Research-Marketing—chaired by John Steven Barrick, Nashville, Tenn., with Linda K. Murray, Lewisport; Bill Ellis, Lebanon, N.J.; and Darrell Jones, Chattanooga.

Media—chaired by Steve Likness of Pierre, S.D., with Maurice Swain, Louisville; Brenda Stroud, Nashville, Tenn.; Brent Price, Bowling Green; and Craig Sensel, Fort Wright.

Creative—chaired by Tristan Pierce, Battletown, with Margaret Truman, Bowling Green; Kelly Shay, Niagara Falls, Canada; Laura Whalen, Greensboro, N.C.; and Tim Griffin, Bowling Green.

Sales Promotion—chaired by Hope McConaughy, with Jim Kirk, Ft. Wright and Rhonda Whitaker, Frankfort.

The campaign proposal included advertising layout and art prepared by Margaret Truman and an original jingle composed by Harold Yankey

of Jeffersonton. The commercial was produced by Laura Whalen and Tim Griffin.

Slides for the presentation were prepared by Robin Reeves, a Bowling Green sophomore, who also served as projectionist during the presentation.

Students participating in the competition were members of the Western Advertising Club, a student

chapter of the American Advertising Federation. The student chapter is located in the AAF 5th district where more universities compete than in any district competition in the nation.

Winners in the district contests advance to the national competition, held each year as part of the national American Advertising Federation convention.



Wooldridge Receives Recognition

Ken Gilliam, sales manager of Harold Kitchens Datsun, Bowling Green, presents a certificate to Lee Ann Wooldridge, an Honorable Mention recipient in the national Datsun Student Advertising Contest. The Louisville senior competed against more than 350 students nationwide.

Western Ad Students Prepare All M

"We did it!" was the last entry on the traffic schedule for the Nabisco campaign. But for Western advertising students, it meant more than the completion of their entry in the American Advertising Federation competition.

The students literally did do everything connected with the project, from conducting a consumer survey to developing and mounting their own slides.

Work on the project was divided into two main parts: (1) a 50-page plans book outlining the Western agency's recommendations for marketing, media, creative and sales promotion activities, and (2) a 30-minute presentation summarizing those plans for a panel of judges in Columbus, Ohio.

Work began in January when the agency studied Nabisco snack foods, and found they needed to conduct consumer and dealer research before formulating their marketing strategy.

Questionnaires for both groups were assembled. Students personally surveyed grocery and supermarket managers in the Bowling Green area to gather information. For the consumer survey, a bank of telephones in Cravens Graduate Center was used. Working in teams of six to eight students, more than 200 telephone interviews were completed in two days, just before one of the heaviest snowfalls of the season.

The students matched their creative and sales promotion plans with the media chosen to promote the snack food line. Comprehensive layouts were prepared for the print ads, and an original jingle was written for the radio and TV commercials. With media and sales promotion cost estimates finalized, all the material was organized into a formal, written plans book. Students worked in shifts typing the 50 pages of plans. On March 27, 10 copies of the plans books were mailed to judges in various cities.

Now it was time to summarize the campaign into an effective presentation for the 5th District Competition in Columbus, Ohio.

A presentation team made up of four speakers and a projectionist was picked. The students wrote and



HOPE MacCONAUGHA, Bowling Green senior, finishes a paste-up of statistical information to be photographed and used as a slide in the presentation.

edited their script, and made a list of slides needed. Artwork for the print ads, TV storyboard and package design were prepared. Meanwhile, students went to the television studios to produce an audio tape for the radio and TV commercials. A small musical group, composed entirely of students, was assembled and the jingle was produced after much practice.

ADVENTURE is written and edited by students of advertising in the Department of Journalism at Western Kentucky University.

Publications committee:

Tom McGinnis

Jack Vandercook

Linda Murray

At the same time, color slides were being produced for the presentation. While two students set type for the slides, two prepared paste-ups, and others gathered props and made arrangements with campus models. The student photographer then shot, developed and printed the slides.

With script and slides ready, it was practice, practice, practice. Using other advertising students and faculty as an audience, the presentation team staged a sneak preview on April 14, just three days before their presentation in Columbus. The preview showing pointed up several rough spots in the presentation, so the script was edited and the team practiced again. The script was finalized on Wednesday night, April 16. The next day, the team presented their plans to a panel of judges in Columbus. Out of 13 universities competing, Western's team was scheduled last at 5:30 p.m.

The judges and spectators entered the room, and the Western team began. Forty-five minutes later, "we did it" signaled completion. Western students had placed second among the 13 schools from Ohio, West Virginia and Kentucky.

Western Hosts KPA Ad Seminar

The Advertising Division of the Kentucky Press Association held its second ad seminar at Western Kentucky University on April 3.

The one-day seminar was conducted by Morley Piper, director of the New England Advertising Bureau. His theme was "Positive Impressions."

Coordinators of the seminar were Steve Austin, ad director of the Henderson *Gleaner*, and Mrs. Carolyn Stringer, coordinator of the advertising degree program at Western.

A contest, held in conjunction with the seminar, was judged by Carl Jordan, assistant professor and Bob Baker, instructor, in the Department of Journalism.

Advertising representatives from daily and weekly newspapers in Western Kentucky attended the seminar.

Materials for AAF Entry



BRENT PRICE, a Bowling Green senior, chooses slides for use in the competition audio-visual presentation.

Ad Club Votes

Special Awards

to Two Members

Jack Vandercook and Theresa Hill have been voted outstanding Advertising Club members for 1979-80.

Recognized at the club's annual spring banquet, the two were presented plaques for their contributions to the organization.

Hill, a Scottsville senior, was voted most outstanding club member for her efforts over the past two years. She served as vice president during fall semester, and was elected president for spring semester, 1980.

During her tenure as a club member, she has been active in fund-raising and in procuring professional speakers for the group. Under her leadership, funds were raised to help finance the club's entry in the AAF competition, including the trip to Columbus, Ohio.

In addition to ad club activities, Hill worked on the campus newspaper as an advertising salesperson and as graphics lab assistant in the Department of Journalism. She was awarded a scholarship from the American Business Women's Association her senior year. She graduated spring semester with a major in advertising and a minor in industrial technology.

Vandercook was voted most outstanding new club member, an honor reserved for students who have joined the group within the past academic year. A senior from Hendersonville, Tenn., he served as vice president of the club during spring semester, and was elected to the same post for fall, 1980.

Vandercook, who is majoring in advertising, will also serve as ad manager of the College Heights Herald during the fall. He has worked as an ad salesperson for the newspaper.

Engel Chosen Club President

The Western Kentucky Advertising Club elected four new officers to serve during the 1980 fall semester. Chosen at the club's last meeting were: Todd Engel, president; Jack Vandercook, 1st vice president; Tom McGinnis, 2nd vice president and Amelia Ortale, secretary.

Engel, a senior from Hendersonville, Tenn., is majoring in advertising with a minor in business administration. He served as 2nd vice president during the spring semester and worked on the advertising staff of the campus newspaper last fall.

"We're looking forward to fall," he said, "we'll have plenty of work ahead. We're planning on expanding our professional speakers program and of course we'll be gearing up for the student competition next year."

Vandercook, who also served as 1st vice president during spring semester, is a senior from Hendersonville, Tenn., majoring in advertising. He will be dividing his

time between ad club activities and his work as advertising manager of the campus newspaper during the fall.

Vandercook echoed Engel's enthusiasm for fall. "We've got a lot of activities planned," he said, "enjoyable projects—and we need all the advertising students in the club who want to participate."

Tom McGinnis, a junior advertising major from Bowling Green, begins his second year of membership in the club as 2nd vice president. He will head the *Adventure* staff in the writing and preparation of the newsletter. Students interested in working on the newsletter should contact McGinnis.

Amelia Ortale, a senior from Nashville, Tenn., is secretary-treasurer for fall. Majoring in advertising, she transferred to Western last year from Memphis State. She works on the advertising staff of the campus newspaper.

Making It: Where Ad Grads Are Now

We've heard from several advertising graduates recently. Here's the latest:

David Turner, class of '80, is an advertising representative for radio station WHKC in Henderson.

Karen Sullivan, class of '80, is an advertising copywriter for Stewart's Department Stores in Louisville.

Phyllis Nunn, class of '80, is an advertising copywriter for radio station WENC in Richmond, Va.

Lisa Farris, class of '80, is working in the production department of the *Daily News*, Bowling Green.

Charles Price, class of '79, is an advertising representative for radio station WDNS, Bowling Green.

Terri Evans, class of '79, is assistant promotion director for the Atlanta Chiefs, a professional soccer team in Atlanta.

Miles Steenbergen, class of '79, is an advertising representative for Suburban Newspapers of Nashville, Tenn.

Tim Rutherford, class of '79, is advertising manager of the Franklin Favorite.



Thomas A. Yunt

Tom Yunt, class of '78, has been promoted to supervisor of zone advertising for the Nashville Tennessean and Nashville Banner in Nashville, Tenn.

Jerry Dowell, class of '78, is art director for WBKO television, Bowling Green.

Rosemary Defiore, class of '78, is an advertising representative for Suburban Newspapers in Nashville, Tenn.

Arch Curran, class of '79, is an advertising representative for the Record in Louisville.

Rick Noffsinger, class of '77, has been named publisher of the Herald-Tribune in Batesville, Ind. He previously was publisher of the Princeton, W. Va., Times.

Linda Skaggs, class of '79, is a production assistant in the educational television studios at Western while completing a masters degree in mass communications.

Kathy Woodford, class of '78, is an advertising representative for WLBJ-FM in Bowling Green.

Robert Harris, class of '79, has been promoted to sales manager for Naegele Outdoor Advertising Co. of Owensboro.

Dale Whitfield, class of '77, is an information writer at Opryland U.S.A. in Nashville, Tenn.

Cheryl (Castleberry) Mattingly, class of '78, is an advertising representative for the Henderson Gleaner.

John Grizzell, class of '78, is an account executive with Bernard Hodes Advertising, Inc., Chicago.

Pat Hohman, class of '78, is handling free-lance accounts in Louisville.

 **THE
ADVERTISING
CLUB**
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