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WKU Advertising Club

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adventure

western kentucky university's advertising newsletter

winter 1985-86
It's An Honor!

Kerrie Stewart Award

by Greg Havens

One of the most recent awards on the Western campus is the Kerrie Stewart Scholarship. It was established through the College Heights Foundation, and took effect during the 1985-86 school year.

Julie Kuehn, a junior advertising major, was chosen as the very first recipient of the award. Guidelines for eligibility included academic performance, potential professional growth, and other commendable characteristics that marked the life of Kerrie Faye Stewart. Julie Kuehn not only shares Kerrie's middle name of Faye, she also shares several of her admirable qualities. In addition to her studies, Julie holds the office of vice-president of both the Advertising and the Marketing Clubs. Julie has also worked for the College Heights Herald, and is active in other campus activities.

Daily News Scholarship

by Quintin L. Fawbush

The Daily News Publishing Co. has donated a $1,000 scholarship to the Department of Journalism to be presented to an outstanding advertising student each year.

The John B. and Clarence M. Gaines Scholarship, is named on behalf of the founders of the Daily News, the late John B. Gaines and the late Clarence M. Gaines, father of Daily News Publisher John B. Gaines and Daily News Editor J. Ray Gaines.

The first scholarship will be awarded this semester to a student chosen by a faculty scholarship committee, headed by advertising sequence coordinator Mrs. Carolyn Stringer.

The student will receive $500 and the remaining money will be put in an interest bearing account so the scholarship will be fully vested over a period of years.

James L. Highland, acting journalism department head, says newspapers traditionally give scholarships to the news-editorial sequence in journalism, but this is the first one awarded by a newspaper to the advertising program at Western.

"It is a nice scholarship," he said. "It gives a reason for a student to keep his grades up. Five hundred dollars is a good deal of money."

Echoing Mr. Highland's words is advertising major Dennis Acree, a junior from Louisville. "It (the award) creates a sense of competitiveness among the ad majors and competition, as we all know, is the name of the game in the advertising world."

ON THE COVER

Fall class prepares campaign for local historic site.
See page 4.

Marina Knowles was the 1985 recipient of the award.

Outstanding New Member

Stephanie Schilling

by Debra Duckett

Stephanie Schilling, a sophomore advertising major and Ad Club secretary, was named outstanding new ad club member last year. She was somewhat surprised that the award was given to a freshman, but Stephanie was no ordinary freshman.

Very few freshmen know exactly what they want to major in when they come to college. Stephanie came to Western because she had heard that we have "one of the best advertising programs in the nation."

Stephanie attended Waltonville High School in Illinois, and with the aid of aptitude tests and her high school counselor, she became interested in advertising. The counselor put her in touch with a local businessperson engaged in advertising work. From then on Stephanie knew what she wanted to do.

Stephanie plans to stay active in Ad Club throughout her college career. She would also like to work on the College Heights Herald to gain some practical experience.
Internships: Can be a rewarding experience

by Lee Anne Toye

Call it work, or call it play, Lisa LeCompte enjoyed her job this past summer at the Kentucky State Fair in Louisville. An advertising major, Lisa interned in the media office at the Kentucky State Fair Board. From May through August, she encountered a variety of responsibilities including writing for the monthly newsletter, writing press releases, arranging pre-fair promotions and placings ads in state media.

In each monthly issue of Center Stage newsletter, Lisa wrote articles about specific events at the fair. She coordinated a press conference one week before the fair's opening, sent invitations to members of the press and issued press credentials. Lisa also helped organize a hot air balloon race held during the fair. She saw something from the beginning, going through it, and seeing the outcome," she said.

...during pre-fair promotions, Lisa's main project was the Kid Convention. Booths geared toward children were set up at the fair. The booths contained stage acts, puppet shows and educational material for parents and children.

Lisa's internship reinforced her decision to study advertising. She felt that she benefited from the experience. "It was good seeing something from the beginning, going through it, and seeing the outcome," she said.

Jody Secondino

by Penny Kephart

Advertising and agriculture have something in common when it comes to Jody Secondino. Jody, an advertising major with an agriculture minor, transferred from Blackhawk East Junior College, Kewanee, Illinois, in 1983 to pursue her advertising career at Western.

Last semester Jody worked as an intern for the American Chiana Association and Journal in Platte City, Missouri. It is a monthly publication totally committed to the Chiana breed of cattle. Beef from this breed contains 70% less cholesterol than from other breeds of cattle. The Chiana are registered with pedigrees dating back many generations. Jody has been raising cattle since her childhood, and the Chiana breed is no stranger to her.

As an intern Jody worked in every aspect of the magazine. She wrote stories, took photographs, did layout, and worked as a salesperson in the advertising department.

She also traveled to Denver, Sioux City, South Dakota and Des Moines, Iowa to cover the cattle shows for the magazine. She announced, checked for tattoos, and organized the different classes for the shows.

Jody's experience in raising cattle and her work in advertising has given her a positive direction to what she will do with her career. She plans to start work for a breed publication in the near future.

"My internship was great because it is the business and the people I have known all my life," she added.
The campaigns class this fall decided to do a public service campaign featuring the Hobson House. This is a historic house located on the end of Main Street in Bowling Green. Rather than doing a consumer oriented product, the class chose a public service campaign to familiarize the Bowling Green residents of the house and its many historical features.

The class began with researching the history of the house and finding the problems associated with low attendance. Surveys were developed and asked to random respondents in the Bowling Green area. With this information, the class divided into four groups to form an advertising campaign to create
interest and awareness in the house. This hardworking group of 12 students, with the advice of Mrs. Carolyn Stringer, took the role of an advertising agency. They presented a complete campaign to Bowling Green community leaders. The campaign consisted of: research, promotional ideas, media estimates with cost efficiencies, creative ads and commercials.

Members of the agency: Bill Anderson, Tom Barger, Kevin Duffey, Jamie Hyatt, Lawrence Kimbrough, Lisa LeCompte, Laura Moss, Jody Secondino, Laura Thomas, Amy Washburn, Dorothy Williams and Mary Willoughby.

Laura Moss and Mrs. Stringer review the telephone survey questionnaire.
Internships prove to be helpful

by Carole Taylor

A question often asked by graduates after being turned down by prospective employers is, "How can I obtain the experience necessary to get that wanted job in advertising?"

One way of receiving on-the-job training prior to graduation is through an internship. That is one of the reasons why Jim Lunsford, a 1986 Western Kentucky advertising graduate, is now employed by Atlanta Skylark, one of the nation's few elite travel clubs, located in suburban Atlanta.

Lunsford worked as an intern for Wilkinson's Advertising Agency in Bowling Green the summer of 1984. He remained with the agency part-time throughout his last school year.

"It's extremely important to have had an internship behind you when you're out there trying to get your first job," Lunsford said.

Lunsford can now be found sifting through magazines, slides, and photos of faraway places. His recent focus is on Barbados and Hong Kong. The Atlanta Skylark Travel Club is one of only six travel clubs like it in the United States. There are approximately 12,000 members, each paying a $175.00 membership fee and $55.00 yearly dues. This enables them to travel strictly first class to areas around the world. "These members' budgets are limitless, so we can get them the best of everything," Lunsford said.

Each month the club sends out a 32-page brochure describing interesting places that the club members may want to visit. It is Lunsford's job to make these places look as appealing as possible. In one year the monthly newsletter will have covered about 40 to 50 different places all around the world.

Lunsford is responsible for the marketing research done on its members, the design and layout of the monthly newsletter and occasionally the designing of promotional materials.

He considered himself fortunate to have landed a starting job within his career field. Though he had initially hoped to be working for a corporation or advertising agency, he feels his job choice with Atlanta Skylark was a wise one. "I'm glad I didn't get into an agency," Lunsford said. He feels agencies and large corporations are too set in their ways, not leaving room for change. "Plus," he added, "my father works for Delta Airlines and my mother for Hilton, so travel is something that is really familiar to me."

An expression of our thanks

by Tom Kandul

Jim Weber, sales promotion director for Union Underwear, received the Aide to Advertising Education Award at the Advertising Club's spring luncheon.

Weber has contributed many hours from his busy schedule, advising students on special projects, serving as a guest speaker and serving as a member of the professional advisory committee for the advertising program.

Weber was nominated for the award by the Western Kentucky student chapter of the American Advertising Federation. Recipients of the award must be nominated by a student chapter of AAF to be considered and this was the first time the Western student chapter had submitted a nomination.

Weber, an Indiana University graduate, was sales promotion director for Campbell Soup Co. before obtaining his position with Union Underwear in Bowling Green.

Student competition gives insight into the "Real world of Advertising"

by Patricia Madison

Sitting in her office, dressed in a pastel dress, Caren Goddard talks about her experience in Cincinnati, Ohio during the National Advertising Student Competition last spring.

Western Kentucky students in the advertising campaigns class placed second in the competition against 13 other universities within their district. "We all cried when we found out that we only placed second. We knew we had a great campaign," said Caren. Their district consisted of schools in Ohio, Kentucky and West Virginia.

The objective of the competition was the planning of a complete advertising campaign for Burger King. Western's campaign theme was "Burger King Knows What a Burger Oughta Be."

"It was a great learning experience because I learned how an advertising agency works," said Caren. The class was divided into different departments: research, creative, media and sales promotion. Each group worked separately, but all parts were necessary to complete the campaign.

"I worked in the sales promotion department," said Caren. "We planned point-of-sale items to be used inside the store."

Working in such groups not only taught Caren the way in which an advertising agency runs, but about people in general. "During the semester, while we were getting ready for the competition, I learned a lot about dealing with people," Caren said. "I was surprised to see how attitudes can change. I also learned that each department depends on each person to get the job done."
Scholastics

by Julie F. Kuehn

It's here! It's New and Improved! It is the revised advertising major. It's packed with a more concentrated curriculum.

In the spring of 1984, Dr. Donald G. Hileman, Dean of the College of Communication at the University of Tennessee, came as a consultant to Western's advertising program. He evaluated the program and made recommendations. After that, the Department of Journalism did its own study. Based on its findings and Dr. Hileman's recommendations, the department tailored the program. The program was then approved by the appropriate committees at Western last spring.

A new class, Research in Advertising (JOUR 342), has been added to the required classes. With the addition of the research class, it was necessary to also add a required class in statistics. Ad majors may choose from three courses: ECON 206, SOC 300, or MATH 203.

Some existing classes have been modified to incorporate broader content or to specialize. Print Advertising (JOUR 345) has been changed to Copywriting and Layout. Problems class has also been dubbed Campaigns (JOUR 481). Special sections of Print Design (JOUR 343) and Basic Reporting (JOUR 302) have been set up for ad majors and designated 343A and 202A.

Other classes have been moved or dropped altogether. Press Law and Ethics (JOUR 301) and Broadcast Advertising (JOUR 347) have been transferred to restricted electives. Broadcast Advertising will incorporate a unit on production along with its emphasis on copywriting. American Press History (JOUR 401) was deleted from the list of restricted electives.

The new requirements make the curriculum more comprehensive and are designed to give a broader base for a career in advertising. This program goes into effect fall semester 1985. Anyone who enters the program this fall or later will fulfill these new requirements:

**Statistics:**

Students who major in advertising must complete a course in statistics. Students may choose:

- ECON 206 (Prerequisites Math 116 and Econ 202 or 203)
- or
- SOC 300 (Prerequisites Soc 100 or instructor's consent)
- or
- MATH 203 (Prerequisites Math 118 or permission)

**Required Journalism/Advertising/Marketing Courses (24 hours):**

- JOU 201 Journalism and Society
- JOU 202 Basic Reporting
- MKT 320 Basic Marketing
- *JOU 341 Principles of Advertising
- JOU 342 Research in Advertising
- JOU 345 Copywriting and Layout
- JOU 349 Advertising Media
- JOU 481A Campaigns

*Prerequisite for all advertising courses.

**Restricted Electives**—Choose 12 hours in consultation with adviser:

- JOU 231 Basic Photography
- JOU 331 Intermediate Photography
- JOU 301 Press Law and Ethics
- JOU 343 Print Design
- JOU 344 Retail Advertising
- JOU 347 Broadcast Advertising
- JOU 351 Fundamentals of Public Relations
- JOU 491A Internship

**TOTAL 36 hours**

Gordon Wilson Hall
Advertisers Creed:
Early to bed, early to rise,
Work like the devil and ADVERTISE!

Editor:
Dorothy Williams

Writers:
Tommy Bray
Debra Duckett
Quintin Fawbush
Greg Havens
Tom Kandul
Penny Kephart
Julie Kuehn
Patricia Madison
Carole Taylor
Lee Anne Toye

Photographers:
Dorothy Williams
Debra Duckett

Layout:
Greg Havens
Dorothy Williams

Advisers:
Mr. Ted Kidd
Mrs. Carolyn Stringer