Summer 1987

UA68/13/5 AdVenture

WKU Advertising Club

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AD Club wins 3 National Awards

An advertising campaign designed to increase public awareness and use of Bowling Green’s historic, city-owned Hobson House has captured a first place national award for Western Kentucky University.

Devised by advanced advertising students at Western, the plan seeks to dramatically increase public knowledge of the ante-bellum mansion and was cited by the American Advertising Federation as the best public service advertising created by American advertising students in 1985-86.

It was one of two first place and one second place awards taken by Western advertising students in the American Advertising Federation’s annual student chapter achievement competition. No other university captured more than one award.

Western students competed against student advertising club chapters on 145 other university and college campuses.

Western students also claimed a first place national award in the program development of the competition and a second place finish in career development competition. The student contest duplicates annual professional competition sponsored by the AAF to publicly recognize the best efforts of AAF chapters across the United States.

Michigan State University placed first in the career development category of the student chapter achievement competition, and the University of Georgia took first in membership development.

Awards were presented June 14 during the AAF’s annual convention in Chicago. Students accepting the awards for Western were Lisa LeCompte, Shelbyville, Ky.; Julie Kuehn, Kalamazoo, Mich., and Stephanie Schilling, Scheller, Ill.

Carolyn Stringer was adviser to the students in the public service competition, and Tedd Kidd was their adviser in programs competition.

Lisa LeCompte shows Bowling Green Mayor Charles Hardcastle WKU’s first place award for AD Club’s Hobson House campaign while Kenneth Webb, Chairman of the Hobson House Commission, and Peggy Bush, Director of Hobson House, look on.

Invasion of the YUMPA’S

Ad Grads Move On

by Stephanie Schilling

Yes, there is life after Western, and ten advertising majors prove it. They have scattered across the country with jobs in a variety of areas. Agency action has captured a few, while newspaper neurosis has affected others. One graduate couldn’t get enough of higher education and has gone on to art school. And here are the YUMPA’s (Young Upwardly Mobile Advertising Professionals) of 1986:

Vickie Brougher—commercial art school, Atlanta, Ga.

Lawrence Kimbrough—advertising copywriter, The Baptist Sunday School Board, Nashville, Tn.
Marina Knowles—advertising copywriter, WBKO-TV Bowling Green, Ky.
Lisa LeCompte—Tourism Marketing Specialist, Fair and Exposition Center, Louisville, Ky.
Laura Moss—graphic artist, Hospital Corporation of America, Nashville, Tn.
Laura Thomas—advertising representative, Butte County Banner, Morgantown, Ky.
Amy Washburn—copywriter, Snyder’s Department Store, Louisville, Ky.
Dorothy Williams—assistant account executive, Carden and Cherry Advertising Agency, Nashville, Tn.
Speakers! Speakers!

They keep us in touch with the profession.

The WKU Ad Club had several dynamic, informative speakers at the regular meetings during the fall 1986 semester. We offer our sincere appreciation to them for informing us about sales, business etiquette, communication, television promotion, and other advertising-related topics. Without their cooperation, the Ad Club would have been unable to offer advertising students the opportunity to meet and talk to professionals from the "real world" of advertising. Some of the speakers who gave presentations include Gail Amato, Evan Rudolph, Barbara Johnson, and Bill Crawford.

Gail Amato

In September, Gail Amato, a sales representative for Gary Force Honda, spoke on the subject of "Car Sales—a Different Approach for Men and Women?" One of the first female salespersons in Bowling Green, Amato spoke of the difficulties she encountered as a woman. She spoke of experiences she had during her first years at Gary Force when customers would ask to see a salesman when she offered to help them. Also she felt there were differences between selling a car to a woman and selling a car to a man because often a woman will not make a buying decision until her husband, father, or other male looks at the car. She reported that both men and women buyers try to become as informed as possible about the car they wish to purchase—usually by reading Consumer Reports. Finally, Amato stated she would not be nearly as effective at her job if she did not feel confident about the product she was selling.

Rudolph and Johnson

On October 6, an Ad Club meeting was held at Mariah's Restaurant. Speakers for the meeting were Dr. Evan Rudolph and Mrs. Barbara Johnson. Rudolph and Mrs. Johnson speak nationwide on the subjects of interpersonal communication, management training, and executive communication. They also gave instructions on business writing and offer career counseling. Currently, they have three instructional video tapes on the market.

At the special meeting, Dr. Rudolph spoke on the subject of "Presenting Yourself," and Mrs. Johnson spoke on "Business Etiquette: How it Affects Your Career."

In Dr. Rudolph's presentation, he emphasized the importance of making contacts. He told Ad Club members to get to know their department head, the dean of their college, and the president of the University. In addition, he stressed taking advantage of every opportunity available to introduce yourself to people already in the advertising field. Johnson, in discussing business etiquette, spoke about what not to do in a business situation. For example, you should not ask co-workers personal questions or participate in office gossip, she said.

Bill Crawford

On October 20, William D. Crawford, Promotion and Community Special Projects Manager for WLEX-18, Lexington, spoke on the subject of "The Role of the Promotion Department in WLEX-18's Advertising." Crawford showed a video tape of a monthly program WLEX presents called "Kentucky Life." Each month a different county in the WLEX viewing area is saluted. The program usually discusses industrial and educational aspects of the county being filmed. Interviews with local people are also quite common. The purpose of "Kentucky Life" is to promote WLEX and to offer a service to its viewers, Mr. Crawford said. Crawford is president of the Lexington Advertising Club, a professional chapter of the AAF.
Julie Kuehn, president of the WKU Advertising Club, received the 1986 John B. and Clarence M. Gaines Scholarship for a student in advertising. The award was presented to Miss Kuehn by Pipes Gaines at Mariah's Restaurant on Oct. 9, 1986.

The criteria for the award are academic standing, professional growth, and advertising-related activities. Miss Kuehn has been a member of the Ad Club since she came to Western and has also served as vice president of the Marketing Club.

In addition to these activities, Miss Kuehn completed a summer internship last year with an advertising agency in her hometown, Kalamazoo, Mich.

There's Nothing Like the Real Thing

Internships, 1986:

by Stephanie Schilling

Western advertising majors were out in force in 1986 representing the university in the "real world" of work. Internships are an optional elective for ad majors, but the interns agree that there is no substitute for actual work experience, and they're glad they participated. From malls to marketing departments, agencies to newspaper ad staffs, the interns covered five states with their knowledge and came back with experience they could bring to class. And here is the '86 lineup:


Anita Norman—WBKO-TV, Bowling Green, Ky.
Leslie O'Shoney—Todd County Standard, Elkhorn, Ky.
Jennifer Strange—The Kentucky Standard, Bardstown, Ky.
Matt Sternstein—Container World, Bowling Green, Ky.
Carole Taylor—Castner Knott Advertising Department, Nashville, Tn.
Leann Toye—Kinko's Copies, Bowling Green, Ky.
Lisa Vittatow—Greenwood Mall Marketing Department, Bowling Green, Ky.

Ann Armour—WIEM/WKMO Radio, Elizabethtown, Ky.
Leanne Banna—The Evansville Courier, Evansville, In.

Pamela Harris—The Cockriel Corporation, Bowling Green, Ky.
Greg Havens—The Country Peddler, Bowling Green, Ky.
Debbie Heintz—Camping World Marketing Dept., Bowling Green, Ky.
Mike Hughes—Newspaper Printing Corporation, Nashville, Tn.
Marina Knowles—Greenwood Mall, Bowling Green, Ky.

Kay Boyd—The Louisville Convention Bureau, Louisville, Ky.
Gina Bryant—Bowling Green/Warren County Tourism Commission, Bowling Green, Ky.
Quinton Fawbush—Bowling Green/Warren County Tourism Commission, Bowling Green, Ky.
Jamie Houchins, 1985 advertising graduate, has been named general manager of two Baltimore suburban weekly newspapers owned by Landmark Communications. She will be responsible for editorial, advertising and general office departments. Before her promotion, Jamie was supervisor of advertising sales for The Gazette, another Landmark paper, in Galax, Va.

Ms. Houchins has also held positions such as: department manager, Snyder's Department Store, Bowling Green; display sales person, Park City Daily News, Bowling Green; intern in production, layout and typesetting, DeBord and Owen, Bowling Green; and advertising sales person, College Heights Herald, WKU.

Cathy Young, a 1981 advertising graduate, has been named to the MBA presentation team at the University of Tennessee. Members of the team will present a complete marketing program for a client in a nation-wide competition among graduate schools of business.

Anne (Pope) Pickens, advertising, 1985, is now working for the Madisonville Messenger in Madisonville, Ky. She previously worked as a copywriter for a radio station in Madisonville.

Susan (Hofsass) Sneed has accepted a position with Taylor Graphics in Greencastle, Ind. She was advertising manager of the Franklin (Ky.) Favorite. Susan is a 1985 advertising graduate.

Advertising students will be selling ads for the Freshman Record again this semester, marking the activity's third year as a major fundraising event. The earnings will finance Ad Club activities during the 1987-88 school year. The major project for next year will be entry in the National Student Advertising Competition.

The Freshman Record is a mini-yearbook for incoming freshmen. Produced by the Office of Student Activities and Organizations, the book contains photos of freshmen entering Western during the fall semester.

The cover design and editorial pages are prepared by an advertising student. Photos depict student life at Western and show the many opportunities to participate in campus activities. Ads from local merchants and campus organizations/offices are found in the back of the book. The Ad Club is paid a commission for selling the ads.

"It's a great way to get beginning sales experience," said Stephanie Schilling, Ad Club Vice President, who coordinated the effort last year. Schilling and Emily Cecil will be managing the enterprise this spring. Prospective sales people will be interviewed and given a sales orientation, and if hired, they will be given a list of accounts.

Preparation of the Freshman Record also helped the Ad Club win a national award last year for its programs and other activities. "Of course, we'd like to continue that," Schilling added.
Royal Roast

Ad Club Party Produces Odd Awards

by Steve Deckel

The atmosphere was subdued and overwhelmingly green at the Ad Club Christmas Party held in the Garden Room of Patrick's Restaurant on December 3.

The highlight of the party was the awards banquet/roast. Mr. Tedd Kidd edged out Ms. Carolyn Stringer for top marks, sharing a total of three awards to Ms. Stringer's two.

Mr. Kidd received the Ted Koppel Award for "inquiring minds". The award's namesake is the inquisitive host of ABC television's Nightline.

Ms. Stringer received the Hell-on-Wheels Award for steering the campaigns class through the Chevy Cavalier competition. She also was given a course pass for an 8 a.m. section of Voice and Diction 247.

Mrs. Kidd was named "Nutrition-jist of the Year" for her diligently-packed veggie bags she prepared after an Ad Club picnic.

Lynn Baker was the winner of the Ad Club's ALL SEASONS SWEEPSTAKES. Among the many prizes Ms. Baker received are two Domino's Pizzas, two free movie passes, and one 30 minute tanning session.

Other winners were:
Mark Brennan: Member-on-the-Run Award (for cycling to meetings).
K.K. Cheah: Tongue-Twister Award.
Stephanie Schilling: Annual Spelling Bee Champ (for mispelling Mr. Kidd's name).
Victor Giancola: Kodak Still-Life Award (for photographing a dinner arrangement).
Tod Smith: received a calendar for the scheduling difficulties he encountered in arranging the Christmas party at Patrick's.
Ted Kidd: received a sweatband with a thermometer (so he can run in any weather).

Julie Kuehn: received a one-way ticket to Chicago and hairspray to survive the Windy City.

A Heralding Experience

By Brian Knopp

If you're looking for on-the-job experience or a creative outlet for your advertising talents, the College Heights Herald is a good place to start.

Recognized as one of the best semi-weekly college newspapers in the nation, the College Heights Herald offers undergraduate students at Western the opportunity to apply their skills in advertising sales, design, and layout.

Although no sales experience is necessary to apply for the job, the prospective applicant must be a full-time student with 30 or more credit hours and have at least a 2.5 grade point average. Layout skills are helpful, but not mandatory.

JoAnn Thompson, the newspaper's advertising advisor, maintains that the Herald is a good place for students to enhance their advertising skills while developing their much-valued portfolios. The staff members gain the practical experience that they need to begin their advertising careers, she adds.

If you are interested in on-the-job experience, call or drop by the Publications office, 109 Garrett Conference Center, phone 745-6285.

Fashion-of-the-Year Award goes to the Ad Club for designing sweatshirts. The fronts of the shirts read "I'm an Advertising Addict," while the backs feature the Ad Club logo.
The WKU Advertising Club "popped the cork" on creativity at the annual fall seminar on Thursday, November 13. Though frigid weather hit Bowling Green that morning, the hearty advertising majors trekked up the Hill to Garrett Conference Center where the seminar was held.

The morning began with coffee and danishes which gave students a chance to meet the speakers before the sessions. The first session featured Gary Tyler and Larry Magnes, a creative team for McCann-Erickson in Louisville. Their creativity "bubbled over" to the students as they presented the 1987 campaign for the state of Kentucky promoting tourism. Creativity in consumer advertising was the focus of their presentation.

After a quick coffee break, more students came in from the cold to a standing-room-only session on creativity in business-to-business advertising. Donald Doninger, president of Doninger & Doninger Advertising Agency in Louisville, presented slides of his agency's creative work in industrial advertising. A question and answer period followed each session.

Of course, each speaker was thrilled to take back to Louisville a coveted Big Red Mug, while the students were content to take to class with them a little more insight into creativity in advertising.
WKU in "Final Four" 5th District NSAC
by Emily Cecil

Western's AD Club placed in the final four of the Fifth District in the National Student Advertising Competition held at the Seelbach Hotel in Louisville on April 3.

Sixteen other universities from Kentucky, Ohio, and West Virginia competed on the Chevrolet Cavalier Campaign. The results are: first, University of Ohio; second, Kent State; third, WKU; fourth, Bowling Green University of Ohio.

Congratulations should go to the presentation team—Quintin Fawbush for Research, Debbie Heintz for Media, Paul Emmick for Creative, Paul Davis for the Evaluation, and Penny Kephart, Projectionist—for their excellent performance before the judges.

Cavalier Campaigns Class 1986-87

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