1990

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WKU Advertising Club

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**WKU Declared Nation's Best**

The 1988-89 American Advertising Federation's award for National Chapter of the Year, was presented to Western Kentucky University.

This is the greatest accomplishment ever for the WKU student chapter. The climb to the top started at the beginning of the year with one goal for the club; to be the best in the nation. On March 1, university's entries for Chapter Achievement were sent to the AAF headquarters.

The categories chapters could enter were: Membership and Programs, Career Development, Public Service, Publications, and Chapter of the Year which was awarded on the basis of overall excellence in the first four categories. Western took Chapter of the Year by receiving this rating.

"It was tough and everyone gave 110% on every project in the end it paid off," said Jeff Pendleton, Treasurer of the club. "We knew we had the quality in our students and program to be the best," he added.

The officers for the club were Brian Knopp, President; Lisa Bland, 1st Vice-President; Greg Herschel, 2nd Vice-President; Jeff Pendleton, Treasurer; Thom Coleman, Recording Secretary; and Brigitte Sparks, Corresponding Secretary. The advisors for the club were Carolyn Stringer, Sequence Coordinator; Gil Stengel, Professor in Residence; and Ted Kidd, Assistant Professor.

**Welcome Home Alumni**

by Lisa White

This fall the advertising program at Western had its first reunion in 11 years. The activities coincided with Western's Homecoming.

Approximately 50 of the 200 alumni were present for the festivities which included a reception at Carolyn Stringer's home. There was also a tailgating party Saturday afternoon on the DUC South Lawn.

It was an excellent opportunity for the alumni and students to meet and discuss past and present advertising success stories. It was also a great time for alumni to catch up on the advertising club's recent achievements.

Everyone seemed to enjoy the turnout, and we're all looking forward to the next advertising reunion. For more information regarding an alum, or the next reunion, please contact Carolyn Stringer at 313 Gordon Wilson, Bowling Green, KY 42101 or phone (502) 745-5838. We're all eager to learn what you've been doing since graduation!

Lisa White and Robert Pfingston greet alumni at Homecoming '89.
The President's Message:

Since our first reunion in the fall, Western's Advertising Sequence has had more contact with its graduates than ever before. At the reunion, we were able to meet many of our graduates, and they were pleased to see faculty and students. It was a huge success. Everyone enjoyed getting together and we hope everyone will be able to attend next year's event.

We have been able to reach our goal of forming a lasting bond between alumni and students and bridging the gap between college and the professional world.

Alumni are helping by way of monetary contributions such as the Phonathon and the $250 we received to help the campaigns class. The graduates are also helping with professional advice and helping students to get jobs and internships. The students are contributing by keeping the alums informed about everything happening at Western.

Our full service agency, ImageWest, is in its second year and more successful than ever. Both membership and business has increased. The agency is such an important part of the club that its growth is one of our top priorities.

Keeping these goals in mind, we are striving to remain the best advertising club in the nation.

Sincerely,

Jeffery S. Pendleton, President
W.K.U. Student Chapter of the American Advertising Federation

Credit Where Credit's Due...

by Elizabeth Brockhoff

Western Kentucky University offers four scholarships to students in the field of advertising.

An additional scholarship is given by AAF Fifth District to a student studying advertising from Kentucky, Ohio, or West Virginia. The students chosen for these scholarships must be engaged in the study of advertising and must be deserving of the recognition, honor and financial assistance.

Jeff Pendleton, a junior from Sunfish, Ky., received the Kerrie Faye Stewart Memorial Scholarship Award. This award is given to a student with high academic performance, inclined towards professional growth, good citizenship, and other characteristics of Kerrie Stewart's life.

Keith Myers, a senior from Bardstown, Ky., received the Carl C. (Pat) Jordan Scholarship. This award is for demonstrated creativity in any area of advertising.

Lisa White, a senior from Henderson, Ky., was awarded the Carolyn Barnes Stringer Scholarship in advertising.

Keith Bland, a graduate from Allenville, Ky., received the John B. and Clarence M. Gaines Scholarship Award. Criteria for this scholarship include motivation and expected professional growth. Keith has recently graduated and has accepted a position with Landmark Community Newspapers in Shelbyville, Ky.

Robert Pfingston, a senior from Sturgis, Ky., was awarded the AAF 5th District Scholarship Award.
Stringer Elected AAF Chair

by Robert Whatley

The chairperson of the advertising sequence in the journalism department here at Western, Carolyn Stringer, was elected Chairman of the American Advertising Federation Academic Division on June 11, 1989. She succeeded John Murphy of University of Texas at Austin.

Stringer was elected by the student advisors of AAF, and will oversee all AAF college chapter activities. Responsibilities included chairing the annual AAF Academic Committee meeting in Breckinridge, Colo., last August and will include the upcoming 1990 National Student Advertising Competition.

Her election was announced at the annual AAF College Chapter Business meeting. Formerly the Vice-Chairman, she now guides operations during its seventeenth year.

The award-winning National Student Advertising Competition (NSAC) teams have been managed by Stringer since 1980, and she has been on WKU faculty since 1976. For her contributions to the advertising industry, she received the AAF Silver Medal. These contributions include 11 years as a newspaper advertising manager, copywriter, sales promotion specialist and agency account executive.

Western, being her alma mater, has not gone without noticing her achievements. Stringer was nominated for the Distinguished Contribution to the University for Excellence in Public Service Award and Excellence Through Productive Teaching Award for her dedication to WKU students.

Fond Farewell And Warm Welcome

by Deni Donelson

Shaluta has taken over these responsibilities with enthusiasm and experience of his own. The Marshall University graduate has already made a name for himself in the advertising realm. He worked for a radio and a television station while obtaining his Master's degree in marketing communications, then taught part-time at Florida State. His work with Sunshine - Jr. Stores for the past five years gave him many of the skills he now teaches here at Western. He began Sunshine - Jr.'s in-house agency, Sun Advertising, and created a department for convenience stores and supermarkets after starting in ad layouts. Shaluta's responsibilities at Western include teaching Research and Campaigns classes as an assistant professor. However, he does more than just relay textbook material. He feels that one cannot learn advertising in the classroom alone, so he tries to apply his experience in the field of advertising to supplement the text material.

In the future, Shaluta hopes to grow with the advertising sequence and maintain high quality teaching. He will also continue writing a convenience store advice column for a monthly publication and maintain various speaking engagements.

Copy and Layout Sweeps Region

by Deni Donelson

Public service advertising, created by students from professor Carolyn Stringer's Copy and Layout class, has taken all three top awards for the second consecutive year in regional judging by the American Academy of Advertising and the International Newspapers Advertising and Marketing Executives.

The ads, directed toward teenagers, their parents and peers, were designed to create awareness as to the scope of teen suicide in America and to also provide them with helpful information. The national winning advertisements will be distributed to newspapers nationwide for use as public service messages.

First place winners regionally were seniors Kim Kafoglis, Bowling Green; Wesley Martin, Louisville and Amy Sweeney, Columbus, Ind. Second place honors went to seniors Robert Whatley, Louisville, and Michael Vanover, Alexandria, Va. Seniors Karen Dykstra, Nashville, and Karen Fryrear, Crestwood, Ky. won third place.

Students Suffer "Mac Attack"

by Karen Coots

Advertising majors at Western are now entering the computer age. Western's Journalism department has agreed to purchase two Macintosh computers to place in the Graphics Lab in Gordon Wilson Hall. These computers will be available for all advertising majors.

The computers are going to be in the Graphics Lab because it is easily accessible for students to use at their convenience. Lab assistants will be on hand to offer any assistance to students who aren't familiar with the Macintosh computers.

Students will be able to use the computers for anything from class work to student competitions.

The student-run agency, Image-West, will also benefit greatly from having the computers in the lab, because they will be able to create ads more efficiently for their clients.
AD CLUB YEAR
IN PICTURES
Photographs By:
Valerie Bryant
Lisa White
Campaigns Says, "Go Home, Hearst!"
by Susan Vitelli

This year's sponsor of the National Student Advertising Competition is the Hearst Corporation. The problem: participants must create, produce, and market a new consumer magazine. Hearst publications include Esquire, Cosmopolitan, Redbook, and Good Housekeeping.

The research for the problem has been a major factor in determining the type of magazine that the campaigns class will produce. "One of the fastest growing markets is the home office segment," said Sonya Burton, research director. This segment includes people with businesses in their homes, those who work for a corporation from their homes (telecommuters), and people who have a full-time job, but also run a separate business at home.

The new magazine will provide valuable information and tips for these success-oriented individuals. "We don't want to look like another Better Homes & Gardens," replied Gil Stengel, advisor for the campaigns class. "We want it to fill an important niche that no magazine has ever filled." It will be a big, colorful monthly filled with new money-saving ideas, equipment updates and new venture suggestions.

What makes this project so different from years past, is that the students are creating the product, as well as coming up with ideas for promotion. Another major difference is that the campaigns class must also produce a business plan with such information as personnel, projected sales and costs, and market share and sales. "The business plan is definitely providing us with a major challenge," said James Richie, project coordinator for the business plan.

As part of the creation of the magazine, the creative department is producing a 12-page prototype complete with articles and photographs. "We are currently working on the cover design and table of contents page," said Sean Ward, art director. According to Karen Dykstra, creative director, "the cover will give people the idea that this is a serious business publication."

Competition for this magazine includes Home Office Computing, Entrepreneur, Inc., and Venture. The magazine is being targeted as an upscale publication which will include editorial information pertaining to the success, management, and flow of an in-home office.

Regional competition will be held on April 26-27 in Cincinnati, Ohio. If the team wins, they will compete at nationals in St. Louis, Missouri.

Last year's campaign finished second in the fifth district competition with Kellogg's Brand "Alpha".

Everyone is working to their potential to take this year's campaign and Hearst all the way to the bank with the best new magazine in the nation.

Breathing Life Into LifeSkills
by Lisa White

The client for the fall campaigns was LifeSkills, Inc., formerly Barren River Mental Health Services. LifeSkills has 30 facilities in Kentucky, offering complete mental health and related services.

The class, who named themselves Gordon Wilson & Associates, faced several problems. The first problem faced was the negative public image of the mental health industry. In addition, LifeSkills suffered low recognition due to their recent name change.

GW&A began primary research by conducting a telephone survey supplemented by the secondary research which included gathering information on the mental health industry.

GW&A created a campaign which included radio, newspaper, television, and billboards. The slogan for the campaign was "LifeSkills... helping you with the toughest job of all... life." The media was supported with a sales promotion program including a golf tournament and banquet, displays in the mall, banner displays throughout the town, and a direct mail campaign.

GW&A presented their campaign to LifeSkills, Inc. on December 10. The presentation was well accepted by LifeSkills and parts of the campaign may be used in future marketing plans.

Western "Crunches" Competition
by Deni Donelson

The Winkin, Blinkin, & Nodd Agency of Western Kentucky University proved to be a cut above the rest at the 1989 National Student Advertising Competition (NSAC) Districts. The competition took place last April in Charleston, West Virginia.

The challenge was to create a campaign for the Kellogg's cereal with the code name "Alpha." The strategies were to create a name for the cereal, design its packaging, and create a marketing plan, all without the benefit of being exposed to the product itself.

The agency's countless hours paid off with award-winning results. Winkin, Blinkin & Nodd's "Whole Wheat Crunch" was positioned as a nutritional cereal to those 25 and older.

The "Whole Wheat Crunch" campaign won awards in the areas of strategy, execution and creative. They received trophies for Highest Score in Creative Strategy and Execution, Professional Quality and Presentation, and Media Strategy/Plan. Falling only four points shy of first place, Winkin, Blinkin & Nodd received second place overall for the Fifth District in the AAF.
Image Boosts Business

by Karen Fryrear

ImageWest's "Image" is looking better than ever.

ImageWest Advertising Agency, the student-run agency on campus, is growing at an amazing rate. In its second year of operation, membership increased 44%, and sales profits escalated 74%.

"Word-of-mouth has probably been the biggest contributor to the growth of the agency's business," explains agency director Sean Ward. "Bowling Green businesses either heard of ImageWest or saw some of our work, and decided to give us a call. We've heard nothing but positive feedback from our clients."

The list of clients is just as impressive as the agency's growth rate. Alpine Lodge, a bed and breakfast operation, is using a brochure the agency produced last spring, and has recently called to request that additional brochures be printed. ImageWest designed the 1989 Bowling Green Children's Classic sweatshirts that were given to the participants of that race. The logo created for WOVO FM was also a success.

ImageWest's most outstanding clients currently are K-Mart and the Electric/Mechanical Engineering and Technology (EMET) department here at Western. Last fall, two 15-foot Christmas banners were designed, painted and hung at the K-Mart on 31-W by-pass in Bowling Green. The professionally produced banners were highly praised by the K-Mart staff. EMET has approached ImageWest with the sales promotion objective to increase student enrollment in the department. The first half of this project was completed last fall. It included parking a 1990 ZR-1 from the Corvette plant on the south lawn of Downing University Center. A table was set up with information for those interested. At last count, EMET has 15 new prospects through the agency's promotional efforts, although last enrollment figures for the department totalled eight.

At present, the agency is working on the second half of EMET's project. Posters or a TV commercial are being presented as ideas. While the agency scouts for new clients, they look forward to another successful year of work and experience.
Career Development
by Brigitte Sparks

The Ad Club's 1989 Agency Support Services Seminar was an information-packed success. The seminar provided more information about agency support services. Support services work for agencies that do not have complete in-house departments.

Some of these services include printing, research, media, photography, and illustration. The seminar familiarized students with the services available so that they would be able to make more informed decisions on how to use them in the future.

The seminar was held in Downing University Center on February 22, 1989.

Ad Club Trips to Cincinnati
by Karen Fryrear

Cincinnati may be famous for its zoo, the Reds, and the Bengals, but it will be remembered by 13 Ad Club members for two of its local businesses. On November 16 and 17, the members took a field trip to Cincinnati and toured Hennigan Printers and Post-Production Services (PPS).

Hennigan Printers prides itself in high-quality printing. The students observed numerous printing techniques and were given posters, compliments of Hennigans, at the end of the tour.

It began at eight-thirty a.m. with coffee and donuts and ended at one o'clock with a presentation by Bob Farnsworth. Farnsworth entertained the group with catchy melodies that he created. His work portfolio includes Pepsi, McDonald's, Dodge Jeep Eagle, Kellogg's, and Dollywood.

Another speaker, Herb Roth, represented the sales promotion department of the Zellerbach Paper Company in Nashville. Roth works in the Sample Department for a division of Mead Paper. He makes recommendations on paper and printing to advertising agencies and graphic arts studios.

Other speakers included Tom Berens, a photographer from Nashville, and Wallace Nicoll, an agency owner from Nicoll Fellicia Advertising in Hendersonville, Tenn.

Record Ads
by Karen Fryrear

Several Ad Club members gained some valuable advertising sales experience last spring when they sold ad space in Western's Freshman Record. The Record is sponsored by the Interfraternity Council and Panhellenic Association, and resembles a yearbook containing Western's incoming freshmen.

Ad Club sold space to local retailers including Godfather's Pizza, Kinko's and Citizen's National Bank.

This spring, ImageWest will take over the Freshman Record project. Salespeople have already been assigned clients and are ready to surpass last year's sales goal.

Many Thanks to Alumni

Every year, the costs of producing a winning campaign for the National Student Advertising Competition have increased. So this year, the Ad Club decided to write advertising alumni for help.

"So far, we've received $250 from alumni to help out with this year's campaign," said Robert Pfingston, treasurer.

The following have generously contributed:

- Mark Brennan
- Penny Kephart
- Daryl Knauer
- Craig Miller
- Bobbie Ramsey
- Laura Ricke
- Paula Rutherford
- Stephanie Schilling
- Jennifer Strange
- Linda Thomas

The Ad Club thanks these alumni for their support.

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