

Fall 1991

## UA68/13/5 PR Perspectives

Kelly Thompson Chapter, Public Relations Student Society of America

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# PR Perspectives

 WESTERN KENTUCKY UNIVERSITY

Kelly Thompson Chapter, PRSSA

Fall, 1991

## Barnum Selected As New Chapter Adviser

by Denise Page

John Barnum began as adviser of the Kelly Thompson Chapter and Public Relations Sequence Coordinator in August.

Mr. Barnum brings with him 20 years of public relations experience. This includes positions with the United States Army and The University of Texas at Austin.

In the Army, he worked as a Public Affairs Officer in the

Pentagon and in Heidelberg, Germany. While assigned to Heidelberg, his actual territory ranged from Iceland to South Africa, excluding parts of the Middle East. While working in Heidelberg, Barnum was concerned with the PR impact of on the Intermediate Range Nuclear Force



Mr. John Barnum

(INF), environmental issues concerning the Army, and NATO approaches to PR.

Barnum was also concerned with the internal audience of soldiers and their families and keeping them informed about terrorist problems. Another item he worked on was the internal communication concerned with Chernobal and radioactive contamination.

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## Broadening Perspectives In PR: Phoenix, 1991 National Conference

Over 104 colleges and universities were represented in Arizona for the 1991 National Conference held November 2-6 at the Omni Hotel in downtown Phoenix.

The theme for the conference was "New Horizons: Broadening Perspectives In Public Relations." Hosted by Brigham Young University, many sessions focused on topics that might help public relations students entering the field after graduation. A

variety of other sessions were held.

A different twist to some sessions offered "Q&A With PRSA." Ten leading PR Professionals and PRSA members spoke to students in small group discussions. Only 35 participants were admitted to each session. Edward L. Bernays, the pioneer of modern public relations, hosted one of the sessions.

Chapter vice president, Stephanie Alexander represented

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# Ball State University, Site Of District Caucus

What do you get when 40 PRSSA Officers from 16 universities in Kentucky, Indiana and Michigan get together for a weekend? The PRSSA East Central District Caucus!

Ball State University in Muncie, Ind. was the site of the 1991 East Central District Caucus. It was held for all officers. The purpose was to promote unity between all chapters in the district.

Stephen Beringer, National Liaison from BSU planned the caucus along with Jennifer Gold, East Central District Director. Nina Kissinger, president and Stephanie Alexander, vice president represented WKU.

Friday night an "ice breaker" reception and social hour was held for everyone to get to know each other. Saturday the meetings began. Gold discussed East Central

District information and asked what people were most interested in as topics for an open forum discussion.

Mr. David Shank, President of Shank Public Relations in Indianapolis, discussed what professionals look for in potential employees.

Shank also stressed the importance of getting members of PRSSA chapters involved and letting them know how beneficial it is to them in gaining skills and knowledge in the field of public relations. He noted that working with your professional and chapter advisors as well as your faculty will greatly benefit the chapter.

Topics discussed during the open forum included tips on running an effective meeting, fundraising



District Caucus was not all work. Nina Kissinger, president, poses with Ball State Chapter president Allan Fowler and other BSU members during a break.

ideas, the public relations outreach (P.R.O.) program, and student agencies.

District Conference will be coming up in early April. The host school, location and date will be announced in mid-December.

There will be a different twist to the 1992 Conference. It will be held jointly with colleges and universities from the Ohio Valley District. It will be something you don't want to miss!•

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## Barnum continued

During his three years at the Pentagon, Barnum was responsible for planning public relations campaigns for new equipment. Including the successful venture of M1 Abrams battle tank, which fought in Operation Desert Storm, and the Bradley fighting vehicle.

Barnum also did various public relations jobs for internal and external audiences and edited a professional journal.

Still a full-time graduate student at the University of Texas, Barnum is working on his dissertation for his Ph.D. In Graduate school, he specialized in communications theories, research design and statistics, and communication—including interpersonal, international, and organizational.

Barnum, who is married and has four children, relocated to Western Kentucky University

because he was looking for a program that emphasized undergraduate education as well as research.

His goals as the Kelly Thompson Chapter adviser include the chapter winning every PRSSA award, the students taking home as many scholarships possible, and graduates obtaining an entry-level position and learning the skills to keep that position and move up. •

## A Letter From The President. . .

by Nina Kissinger

"PRSSA: Your Bridge to the Future" is the PRSSA theme for 1991-92. The Kelly Thompson Chapter is taking this theme to heart and utilizing all that the organization has to offer in shortening that bridge.

The school year was off to a great start when it was announced this summer that the chapter had received \$350 for honorable mention in the Schick Tracer campaign sponsored by Burson-Marsteller and Warner-Lambert Company. Unfortunately, a national PRSSA competition will not be sponsored this year. However, the chapter plans to use the extra time to devote to the Bateman Case Study Competition. This year's case deals with a healthcare issue.

Preparations are underway for the public relations seminar set for February. The seminar will provide an opportunity for students and professionals alike to gain valuable insight into different areas of PR. Look for details coming soon.

The chapter is also pleased to announce the reestablishment of the PR agency, Kentucky Consultants. Eric Davis, program director, has formed a committee to lead this effort and hopes that it will be running in full force by Fall 1992.

Many thanks to all the chapter officers and members who have worked hard to achieve the goals for PRSSA this semester. The spring should prove equally successful. •

## Nationals continued

Western and the Kelly Thompson Chapter. During the Annual Presidents Luncheon, Western was recognized for winning Honorable Mention in the Schick Tracer Campaign.

Keynote speaker at the Opening Ceremony Luncheon, Rosalee A. Roberts, APR, and PRSA president-elect, discussed what the future holds for the public relations profession and how students entering the field fit into the mold.

Although there were many sessions to attend, Alexander did manage to do a little shopping at the Arizona Center and take a short trip to Tempe and ASU campus. •

## Professional-Amateur Day Offers Students Perspective Of Real Life

by Krista Shartzter

Pro-Am Day was held Oct. 29. The sponsor chapter said that it was one of the best attended in the event's history.

Pro-Am Day is an annual event sponsored by the Bluegrass Chapter of PRSA that invites public relations students from Western Kentucky University and University of Louisville to spend the day with PR professionals. This allows them to find out what it is like in the "real world" of public relations.

Fifteen people from the Kelly Thompson Chapter of PRSSA at WKU attended the event, and most of them had good reports of their day. Kerry Wilker-

son, a senior from Glasgow, Ky. said, "I felt that Pro-Am Day was a definite plus. I discovered that PR professionals lead very hectic lives."

The day included the PRSA luncheon at Pride Elementary School. The guest speaker was Donald W. Igwerson, Ed.D who spoke on the Kentucky Education Reform Act.

The luncheon was highlighted by the presentation of the Steve L. Hunt Memorial Scholarship. A \$500 scholarship was awarded to a WKU student and a U of L student. Eric Davis, Kelly Thompson Chapter Program Director, was this year's recipient. •

1991-92

### Kelly Thompson Chapter PRSSA Officers

Nina Kissinger, President

Stephanie Alexander, Vice  
President

Krista Shartzter, Secretary

Allison Howland, Treasurer

Susan Reid, PR Director

Eric Davis, Director of  
Programming/Special Events

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# Members Learn About Real World

by Kerry Wilkerson

The PRSA workshop "Putting the Pieces Together" united public relations students with practitioners in a setting where everyone could benefit from seminars on a variety of topics. The workshop was held September 17 by the PRSA Bluegrass Chapter.

"We learned things that should be known to everyone in the business world. It wasn't just examples of good and bad public relations which is what we get all the time," chapter secretary Krista Shartzter said.

Also attending were chapter vice-president Stephanie Alexander and Kerry Wilkerson.

Surprisingly, the workshop was not exclusively about PR.

Students also learned about etiquette in the corporate world and dealing with stress. Other topics included dealing with the media, internal communications, and community relations.

"I learned a lot about community relations during a panel discussion which included individuals from three different types of companies," Alexander said.

Many professionals attended the workshop. This gave students a good opportunity to meet and network with them.

"It was a good chance to hear different professionals' views on what is most important in practicing public relations successfully," Shartzter added. •

## Perspectives Staff

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Each semester, PR Perspectives informs students, alumni, and professionals of Kelly Thompson Chapter PRSA activities. Anyone wishing to contribute, come to 307 Gordon Wilson Hall

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## Calendar of Events

### Spring 1992

January 22	First Meeting
February 14	Bateman Case
	Study Forms Due
February 26	Seminar
March 11	Work Session
April 3	Bateman Case
	Study Outline Due
April 15	Awards Banquet
April 22	Last Meeting

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**\*\*Don't Forget\*\***

District Conference will be held  
in early April.

Times and Dates to be announced.

## PR Perspectives

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