Fall 1991

UA68/13/5 PR Perspectives

Kelly Thompson Chapter, Public Relations Student Society of America

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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 the Intermediate Range Nuclear Force (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.

See Barnum page 2

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 See Nationals on page 3
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 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!

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.

Professional-Amateur Day Offers Students Perspective Of Real Life

by Krista Shartzer

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 Wilterson, 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 Shartzer, 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 Shartz 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," Shartz added.

Calendar of Events

Spring 1992

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<td>February 26</td>
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<td>April 3</td>
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<td>Awards Banquet</td>
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<td>April 22</td>
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**Don't Forget**

District Conference will be held in early April. Times and Dates to be announced.

PR Perspectives

307 Gordon Wilson Hall
Western Kentucky University
Bowling Green, KY 42101