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UA68/13/5 PR Perspectives

Kelly Thompson Chapter, Public Relations Student Society of America

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Public Relations Perspectives

A Publication of the Kelly Thompson Chapter of PRSSA

WKU Welcomes Dr. Augustine Ihator

by Mike Swift

Over the course of the semester, I will be interviewing different professors in the Public Relations sequence to help the Journalism underclassmen become more familiar with their administration.

It is no secret that there is a new name and face gracing Gordon Wilson hall. Yes, the journalism department has had the privilege of welcoming the newest member of its team, Dr. Augustine Ihator.

Dr. Ihator is a native of Nigeria. He received both his B.A. in Journalism and M.A. in Speech Communications at Texas Southern University in Houston. He obtained his doctorate in Mass Communications at Howard University of Washington D.C.

Before coming to Western,

Dr. Ihator did public relations work for the World Bank and the U.S. Army Headquarters. He also taught at Lane College and Jackson State Community College, both in Jackson, TN.

When asked how he enjoys being a part of the journalism department at Western he replied, "I like to be a part of a winning team. As everybody knows, Western Kentucky University Department of Journalism is one of the best in the country."

When also asked how he would rate the public relations sequence, Ihator said, "EXCELLENT...I'll give it an A+!"

Let's all join in and welcome Dr. Ihator to Western and show him that we ARE the best journalism department in the country.

PRSSA President Speaks

Welcome back to another exciting year with PRSSA. I hope y'all had a great summer, and that you recharged your batteries for this upcoming year. We have a lot of ideas and things that we are working on. Everything is for you! As many of you know, the journalism department requires a portfolio from all students who want to graduate. Joining PRSSA gives you a golden opportunity to start filling your portfolio. We offer our service to organizations both on and off campus. In addition to this, we also have meetings every other Wednesday. The next meeting will be Sept. 18. We have people working in the PR field coming in to speak to us, we are going to have workshops, and we are also planning to have a seminar. In November a lot of us

Opportunities Abound With Creative Exchange

Another semester is well under way and there are several ways for you to get involved with PRSSA. One way to get involved is through Creative Exchange, our student-run public relations agency. At Creative Exchange, projects from organizations and clients are done by students, who volunteer their time to get valuable experience. All earnings from these projects go directly to the Kelly Thompson Chapter of PRSSA and help pay for our activities.

Creative Exchange is an excellent way for PRSSA members to get experience and produce quality work for their portfolio. Many of our assignments are in the form of newsletters, press releases, resumes and business cards. Since you work on a volunteer basis, you can come whenever you have time.

If anyone is interested in working with Creative Exchange on a future project contact Gina Myers at 783-8756.

Upcoming Events

The 1996 National PRSSA Conference is coming up soon. The deadline for registering is September 25. Registration costs \$150 and is due by October 9. The cost of a hotel for three people is approximately \$100 for three nights and is also due September 25. For further information contact Emily Baker at 745-3135 or at the bi-weekly PRSSA meetings.

Program Directors Corner

I'm Kristi Manning and I am the program director for PRSSA. I'm a senior public relations major with minors in marketing and communication. This is my last semester at WKU. After graduating in December, I will be getting married and moving to Louisville - where I hope to have a wonderful job waiting!

This summer, I had a wonderful internship experience. I worked for Guthrie/Mayes Public Relations in Louisville. Guthrie/Mayes is the largest independent public relations agency in Louisville. I was exposed to many different avenues of public relations. I worked with UPS, Toyota, Sprint, CARITAS Healthcare system, TKR of Greater Louisville and many other great organizations. I had the chance to get some "hands-on" experience in event planning, media relations, client relations and research.

I have some really exciting things planned for this semester in

PRSSA. We will be doing a series of practical workshops on agency projects, web-page design, event planning and government campaigning. We will also hear some interesting speakers on topics like Healthcare public relations and travel and tourism. Our goal is to transfer classroom learning into "real life" application in the field of public relations.

I hope that you will join us at the PRSSA National Conference in St. Louis. We are already making plans to make the most out of this conference. It will be filled with fantastic seminars and great social events.

This will be a fantastic semester. You will get the opportunity to meet public relations professionals and find out how you can make a lasting impression with interviewers and PR professionals. Please join us at our next meeting and find out how you can prepare yourself for a future in public relations.

Gordon Parks Visits WKU

Gordon Parks is a true Renaissance Man. A musician, a filmmaker, a photographer, an artist, and a writer, Parks will be in Bowling Green for three days. Parks was a fashion photographer for Vogue magazine and spent 20 years as a photojournalist for Life magazine. His more popular works include The Learning Tree, his first Hollywood film which he wrote and directed; he also directed the hit 70s movies Shaft and Shaft's Big Score. Parks will be available for an interview on Monday, September 16 from 4-5

p.m. Later that evening at the University Plaza Motel beginning at 7 p.m. Parks will be the guest at a humanities dinner. Then on Tuesday, September 17 he will be making two public addresses, the first from 10:30 till 11:30 a.m. and the other from 1 till 2 p.m. Both presentations will be at 103 Garrett Conference Center. Finally he will be at a book signing at Barnes & Noble on Wednesday, September 18.

If there are any questions please feel free to contact either John Barnum at 745-5834 or the

Calendar

September 18 - 6:30 pm GCC 100

Pizza Social
Bring your portfolios and any questions for the PRSSA officers.

October 9 - 6:30 pm GCC 100

Agency Night
Come see what's going on with Creative Exchange.

October 23 - TBA

Everything for this meeting is still being planned but Kristi promises it will be BIG.

November 6 - 6:30 pm GCC 100

Normal Business Meeting
Be there to receive information concerning the rest of the semester.

President's Message Continued

plan to attend the national conference in St. Louis. This is a four-day seminar for PR-students all over the nation. Does all this look interesting?

It costs \$45.00 to be a member for a year, and \$40.00 for one semester.

Joining PRSSA is a great opportunity to get a flying start to your career. If you have any questions, ideas, suggestions, etc., don't hesitate to stop by the PR-Lab, which is located in 307 Gordon Wilson, or call me at 745-5840.

Hope to see y'all,
Carl A. Janson,
President

Journalism Department at
745-4143.

Internships and Jobs

It is hard to believe another summer has come and gone and its once again time to hit the books. I just finished up my second internship in the corporate communication department at Kentucky Utilities Company (KU) in Lexington. At KU, I learned hands-on how public relations works in the corporate setting. I encourage everyone to do an internship before you graduate. By interning, you will learn things college textbooks simply can't teach you.

As vice president of PRSSA this year, I will keep you informed of internships available to you. It is never too early to start thinking about next summer so watch the bulletin board in Gordon Wilson Hall for internship opportunities. Feel free to ask me about internships. I am looking forward to an exciting semester. I hope you make PRSSA part of your semester.

Emily Baker,
Vice President

Well, this is the first edition of the PR Perspectives for this school year. For those of you who don't know me, my name is Kerry Jones and this is my first time being in charge of a newsletter. If anybody has any ideas on how to make my job easier, please feel free to tell me. I do know one thing that would make my job a lot easier, more stories.

Editors Note

This is your newsletter. I can only print what I receive. And, as I'm sure you've noticed, when I don't get enough stories, I start writing.

I would like to take an opportunity to thank those people who have helped me with this.

Expect great changes with this layout as each issue comes out. I promise I will get better at this in time. Until then, bear with me, and keep those stories coming in.

Words From Our Treasurer

Hi, my name is Christy Wilson and I am the secretary / treasurer of PRSSA. I am responsible for collecting dues and providing the officers with information discussed at the meetings. I strongly suggest that every public relations major join PRSSA because it has so much to offer.

Membership dues are \$45 a year and \$40 a semester. Give the dues to me or another officer by October 1.

Perspectives

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