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Western XXI splits department, gives emphasis to print and photo

The much-anticipated Western XXI document was released last week and it recommends that emphasis be placed on print journalism and photojournalism. The reports also recommend taking away resources from PR and advertising to give to print and photo.

The report placed print and photo in the primary maintenance category, placed advertising in the secondary maintenance category and ranked PR as tertiary.

Jo-Ann Albers, department head, said that splitting up the department worries her. It also worries some PR students.

About 20 PRSSA members attended the public forum Monday and asked the Western XXI steering committee to consider placing PR in a higher category.

Students held up more than two dozen awards PRSSA has won while professor Robert Blann described accomplishments by the PR sequence.

Albers protested the recommendations at the Tuesday forum.

Albers told steering committee members that the department has a national reputation because all its programs are excellent. If any aspect of the department is diminished the whole program will suffer, she said.

The Board of Regents is expected to review the final document Tuesday and approve or reject it.

The steering committee met Wednesday to consider changes in the document. PR students hope their sequence will be given a better category.

Read the next Link for a more detailed look at Western XXI and how it will affect you.

PRSSA to get 'taste of real world'

PRSSA members will travel to Louisville Oct. 17 to tag along with PR professionals from their area of interest during the annual Professional/Amateur Day, hosted by the Bluegrass Chapter of PRSA.

Professional/Amateur day was organized by the late Steven L. Hunt, former Kelly Thompson Chapter president. A scholarship will be given in his honor on the basis of leadership, scholarship and character.

The purpose of the Pro-Am Day is to give serious public relations students a glimpse of professional careers and for professionals to meet future colleagues entering the work force.

Cliff Whalin, an executive director for Boy Scouts of America, and an alumnus of WKU, is chairman of the event.

Don't forget to stop by the journalism tent on the south lawn of DUC and chat with journalism alumni before the game Saturday.

Student accomplishments abound

Louisville advertising senior Karen Fryrear is one of 16 students chosen nationwide to attend the Yellow Pages Student Seminar at the University of Missouri on Oct. 11. Karen competed with marketing, advertising, and communications students from 75 universities to win the four-day, all-expense-paid trip.

At Missouri, she and three other students will compete in a case study to showcase their work at the Yellow Pages Publishers Association in Palm Springs, Calif.

Amy Deputy is the recipient of an Eastman Kodak Company scholarship for photojournalism students.

The scholarship is valued at $2,000 and will be applied to next year's fees. Congratulations, Amy.

Register to vote

The deadline for registering to vote for the Nov. 6 election is Tuesday, Oct. 9. Journalism students and staff can complete the process by seeing Carin Goble in Garrett 120 by 2 p.m. Tuesday. Voting machines will list various races, plus questions regarding constitutional amendments and urban county government.

Senior print major and College Heights Herald editor Darla Carter has been selected to participate in the Ethics for College Journalists workshop Nov. 24-27 in St. Petersburg, Fla.

Darla is one of 16 students nationwide to participate in the program which examines decision-making processes in ethical matters.
Ad majors intern for experience

The advertising department had 11 interns. Here's a list of them. Let us know if we missed you.

Brigitte Sparks, LA Times, Los Angeles, Ca.; Sean Ward, DD&B Needham, Denver, Co.; Sara Adams, Evansville Courier Company, Evansville, Ind.; Molly Lowry, Bowling Green Tourism; Trevor Collins, Ky. Department of Travel Development, Frankfort; Karen Fryrear, Eclipse Creative, Louisville; Sharon Dennis, Courier-Journal; Rhonda Whitt, Creative Expressions, Inc., Paducah; Amy Taylor, Hart and Company Advertising, Nashville; David Wagoner, Hardin County Independent, Elizabethtown; and John Payne, WBKO-TV, Bowling Green.

Graduate gets 'star' position

Tom Yunt, a 1977 WKU graduate, has accepted a position as retail advertising manager of the Indianapolis Star and Indianapolis News in Indianapolis, Ind.

The Star has a circulation of 244,000 weekdays and 408,000 on Sundays. The News is an evening publication with a circulation of 111,000.

Yunt was most recently advertising director of the Telegraph Herald in Dubuque, Iowa. He has held advertising management positions at the Reno Gazette Journal, Reno, Nevada; The Journal and the Courier, Lafayette, Ind.; and The Nashville Banner and The Tennessean. Mr. Yunt started his position Oct. 1.

JOIN, or DIE.

Facsimile from Pennsylvania Gazette, 1754, of the famed cartoon for unity.
From the President:

PRSSA Activities Update
October 1990

Get the most out of your membership, get involved! You’ve heard me as well as the other officers and faculty screaming this at you all semester. Now is your time to do something about it. The semester is going by quickly, and there is no better time to find out what PRSSA can do for you.

You’ve already heard of all the opportunities available through PRSSA. Now is the time to take advantage of those opportunities. There are many new faces in PRSSA and they have created an excitement and motivation I haven’t seen in a while. This year could be the best in PRSSA history, if we all come together to make things happen.

PRSSA is a pre-professional student organization. It is designed for you, the student. If you ever have any suggestion or complaints, or just don’t feel like you are getting everything you want out of PRSSA, please do not hesitate to come to one of the officers and say so. We are here to serve you, the members.

The purpose of this short newsletter is to inform you of opportunities, activities and advantages PRSSA has to offer you in the month to come. Please read thoroughly and let us know if you have any other suggestions or concerns.

Attention All PR Majors

The Western XXI public forum will be held Monday, Oct. 1 from 3 to 5 p.m. in Garrett Conference Center, room 103, to discuss the ranking of University departments.

As you know, the PR department has been ranked in the Tertiary category, which means the department will receive the lowest consistency and fewest attributes by the University. It is possible that the PR program could be completely phased out in the next 10 years.

Western Kentucky University is one of six universities in the nation that offers a B.A. degree in Public Relations. Our department is one of the top in the nation, but one of the lowest in our own University.

Alumni, professionals and students will attend the forum in mass. There will be a briefing in Gordon Wilson, room 307 (PR lab) Monday, at 2:30 p.m. preceding the forum.

All students are encouraged to attend.
For more information contact Beth Struck, 745-3851.

The Sky’s the Limit

Students from all across the U.S. will travel to New York City for the 1990 PRSSA National Conference Nov. 3-7 at the Penta Hotel.

"The Sky’s the Limit" is the theme for the event, where students will get the chance to rub elbows with top professionals in the field.

The agenda is packed with events, including conferences on student firms and leadership, career choices, getting that first job, and much, much more. A Taste of New York Dance Party, a semi formal dance and a night on the town, should bring excitement in the evenings.

National Awards will be given to outstanding chapters in the nation and students will have the chance to show off their chapter pride.

The deadline for registration is Oct. 12. For information contact Beth Struck, 745-3851.
Committees

Our chapter Publication Committee, PR Perspectives, is already hard at work. They have come up with many story ideas and should come out with a strong issue around the middle of November. If you are interested in writing for Perspectives, please contact Cherry Stewart, 745-3930.

The Fundraising Committee is also working hard to supply our chapter with the funds we need to have a successful year. Raffle tickets are being sold for $1. Prizes include a dinner for two at Mariah’s, a $20 gift certificate from Nars Outdoor Sports, a $10 gift certificate from Domino’s and a free tape from Tracks Record Bar. Please come by the PR lab to pick up your raffle tickets, and sell, sell, sell.

The Seminar committee is in the process of planning a professional development seminar for November. This is a big job and a lot of work. If you would like to help make this year’s seminar a success, please contact Meredith Parsons, 782-6276.

The Banquet and Agency Committees still need lots of help. Both of these committees are exciting and challenging, and offer a great deal of experience. If you would like to be a part of the Banquet committee, contact Nina Kissinger, 745-3300. Contact Karl Miller, 745-4549 for information about the Agency.

Dates to Remember

Monday, Oct. 1 -- Western XXI Public Forum
-- Story deadline for Exchange.
Wednesday, Oct. 3 -- Officer meeting 5:30
PR lab
Friday, Oct. 5 -- Room assignment forms (for those needing roommates) for the National Conference must be received at headquarters
Wednesday, Oct. 10 -- Fourth Chapter Meeting, 5:30 p.m. GCC room 205
Friday, Oct. 12 -- Registration forms for National Conference must be received at headquarters
-- New York Penta Hotel deadline for room reservations
Wednesday, Oct. 17 -- Professional/Amateur Day
Wednesday, Oct. 24 -- Officer Meeting
November 3 - 7 -- PRSSA National Conference

Students Network with the Pros

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