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War ethics debated

It only took Tennessean editor Frank Sutherland five minutes to ignite heated debate about war issues between journalism students last Thursday night.

Would you run a picture of a bloody, decapitated man on the front page? Would you broadcast that American ground troops were planning to invade Iraq four hours before the attack? Would you pay Saddam Hussein to let your television crew remain on the air during the war? These questions along with government censorship as it relates to the war provided for an hour of discussion between Sutherland and about 40 students.

Sutherland said these issues are some of the topics that face newspapers in war time. He said making decisions like these are tough and sometimes there are no right answers.

Sutherland said his newspaper has tried to bring the war home. Instead of using a lot of wire copy, the Tennessean localizes stories and puts emphasis on how the war relates to its readers.

The Tennessean has formed a war committee which helps look for local angles. There is also a 24-hour war wire editor.

When the war began the Tennessean published an extra - the first since World War II, Sutherland said.

The public views the media as pro-war, he said, and there's no way around it except to talk to readers.

"It's a-damned-if-you-do, damned-if-you-don't situation," he said.

Sutherland also presented the department with a $6,000 check for a scholarship to be established in his honor. The first award will be given to an upperclassman for the 1991-92 academic year.

Meadows gets first internship

Congratulations to Cristal Meadows, who has secured a summer internship with the Evansville Courier.

She will work in the advertising sales department.

Cristal is a senior from Paducah and she works on the Herald advertising production staff.

This is her first internship. Good Luck, Cristal, we know you'll do an excellent job!

Bill of Rights ads earn students award

Two Western students have won an award for an advertising campaign in the prestigious "Louie" Award competition sponsored by the Advertising Club of Louisville.

Louisville senior John Payne and Brownsville senior Jeff Pendleton captured the award for a newspaper campaign composed of three ads that created awareness of the Bill of Rights and other amendments to the Constitution.

Payne and Pendleton originally had prepared the ads for a competition sponsored by the American Academy of Advertising, the International Newspaper and Marketing Executives and the Commission on the Bicentennial of the United States Constitution where they won first place regional awards. They also decided to enter the ads in the Louisville competition.

Traditionally a professional competition, this is the first year the "Louie" Awards have been open to students. The Advertising Club of Louisville is a professional chapter of the American Advertising Federation. Each year it sponsors the "Louie" competition for Louisville-area advertisers and their agencies.

The awards will be presented March 6 at a ceremony at the Kentucky Center for the Arts in Louisville. Payne's and Pendleton's entries then will go to Akron, Ohio, to be entered in the ADDY competition with entries from Kentucky, Ohio and West Virginia.

Students dominate contest

Public services advertising campaigns created by Western students have taken all three top awards for the third consecutive year in regional judging by the American Academy of Advertising and the International Newspaper Advertising and Marketing Executives. Western students have placed first for four consecutive years.

Directed to adults and teenagers, the newspaper campaigns were designed to create awareness of the Bill of Rights and to urge people to become informed about their rights as United States citizens. The advertisements will be distributed to newspapers nationwide for use as public service messages.

First place winners were Louisville senior John Payne and Brownsville sophomore Jeff Pendleton.

Second place honors went to Milwaukee senior Valerie Bryant and White House senior Jennifer Kan. Third place went to Clinton, Iowa, senior Denise Couvillion and Bowling Green senior Kelly Weaver.

Margaret Blaylock, a junior from Gallatin, Tenn., and David Harned, a Bowling Green senior, received honorable mention along with students from Michigan State University and the University of Tennessee.

The competition was co-sponsored by AAA, INAME, and the Commission on the Bicentennial of the U.S. Constitution.

Hang in there! Only 18 days till Spring Break!