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The Link

Vol. 4 No. 7

Department of Journalism newsletter

December 6, 1993

PRSSA 'catches the magic'

By Nicole Vaughn

After four days in Orlando at the Public Relations Student Society of America's National Conference, Western students agreed the opportunity to network with students and professionals from across the country was a major benefit of the trip.

Don't be fooled though, the sunny location was continuously cited as the highlight.

Four students and two professors enjoyed, "Catching the Magic," this year's theme at the Walt

Disney World Hilton Hotel. Seminars and lectures were conducted by professionals from various fields of public relations such as non-profit, government, hospital care and sports marketing.

PRSSA President Heather Hauer said meeting other chapter presidents helped give her new ideas to try at Western. She also said she was more interested in the lobbying aspects of public relations after attending the conference.

Public relations Professor John Barnum said the various attractions

such as Universal Studios and Epcot Center added great interest to the conference, although a good balance between business and fun was maintained.

Public Relations Society of America, which was having its convention across the street during the same days, rented out the studios and gave members "the run of the place," Barnum said.

Hauer and Amy Warren said they begged for tickets from PRSA members for one and a half hours before succeeding. Both agreed it was well worth the effort.

Warren said during the conferences she found a public speaking session to be very informative.

Public relations Professor Robert Blann said he has attended the conference for 20 years.

"I not only enjoy the level of speakers, but the opportunity to have dialogue with professionals," Blann said. "It's easy to get tunnel vision in the classroom. Conferences help to broaden your perspectives."

Other PRSSA members that attended were Kevin Lloyd and Marianne Reinskou.

Ad students competing

Ten Western students are entering the 1993-94 Student Advertising Competition sponsored by the American Academy of Advertising and the Newspaper Association of America Foundation. This year's topic is

"Celebrating Diversity."

The objective of the campaign is to help raise awareness of the problems of discrimination and prejudice against people of other racial and ethnic groups caused by fear, ignorance and other related attitudes, and to provide positive solutions to these problems.

Western advertising

students submitting entries include: Christie Fiss, Amy Feazel, Mei See Lau, Lisa Meyer, Amy Kilburn, Chad Day, Mary Long, Sharon Pierson, Lori Flood and Christy Melloan.

The students will submit their work on Dec. 15 for regional judging.

National winners will be announced in January. Winning entries will be distributed to newspapers for use as public service advertising.

Western students have won the regional competition every year since 1987.

Photographers visit Atlanta

Several members of Western's photojournalism program went to Atlanta last weekend for the annual National Press Photographers Association

photo auction.

The auction is a chance to raise money for the program by selling prints donated by professional photographers across the country.

'Diligent, loving' Jones dies at 47

Terry Jones, a journalism instructor at Western since 1989, died from a heart attack Saturday afternoon in his home.

Jones, 47, taught Basic Reporting and Issues in Mass Communications and was in charge of the journalism department's computer labs.

He brought his enthusiasm to Western in the spring of 1989 when he volunteered to teach for free.

"We asked him if he would be interested in teaching a class and he said he would do it for nothing," Journalism Department Head Jo-Ann Albers. "He was a hard worker and had a genuine love for his students."

Jones earned a journalism degree from

Western in 1978. He also has master's degrees in science education and communications and a bachelor's in biology, all from Western.

Before coming to Western he taught at Hardin County High School and in the Owensboro high schools.

"Because of his background, he was one of the most prepared people to teach at the college level," Albers said.

He is survived by his wife Scottie, daughter Amy Williams of Scottsville and two grandchildren.

Visitation will be today, Monday, from 4:30 p.m. to 9 p.m. at Hardy and Sons Funeral Home on Louisville Rd. The funeral will be 11 a.m. Wednesday at Strode Funeral Home, Tompkinsville.