Money to fund speakers, computers

Interest on $200,000 to bring in professionals

Most people in the department know we received a $200,000 grant from the William Randolph Hearst Foundation. Some might not be aware that there were only five grants awarded this year — out of 97 eligible schools. In addition, Jo-Ann Huff Albers, department head, had to justify to Hearst why Western should get the grant instead of Northwestern.

In 1990 and 1991 Hearst gave five $200,000 grants, which were not publicized. Then Albers was invited to apply for a grant by Tom Eastham, vice president and West Coast director of the foundation. However, the foundation decided sit on it for a while.

In late 1993, things got more serious again, Albers said, and the foundation asked for more information and for her to justify why Hearst should give the money to us and not to Northwestern, which had been around longer.

Albers explained to them how much we had done and how much more we could do if we had the money.

She was apparently very convincing, as she received the good news on Friday, Sept. 23, that we had been selected.

The $200,000 will be put into the Western Kentucky University Foundation and invested. The department will use the interest from the money.

The money will be used to bring in professionals to speak on campus. Albers said. They could come in for a class or for a week or for a month.

She has written to department heads and program directors to suggest journalists to come to Western who have expertise in a particular field.

A faculty committee will recommend the method of selecting the professionals to be invited to Western.

“We still have not received the first check,” Albers said. “They will send $100,000 in the next

See Hearst on last page

Celebrate Homecoming '94

Western's Homecoming football game with Southern Illinois will take place on Saturday, Oct. 22, at 5 p.m.

There are many activities surrounding the game, some of which are:

✦ Saturday, Oct. 22, College Heights Herald Annual Brunch, 11 a.m., Garrett Conference Center Ballroom, call 2653 for reservations.

✦ Munch and Meet Advertising Alumni, on Saturday at 1 p.m. Gordon Wilson, Room 314, call 4143 for more information.

✦ Department of Journalism Reunion, on Saturday, 2 p.m. to 4:30 p.m., Journalism tent-festival area.

✦ Sunday, Oct. 23, video flag football game between alumni and current students (time and place to be announced).

So come out and support the Hilltoppers and visit with returning graduates from the department.

Bob Adams has postponed any chance of rain and the Toppers won last week, so a good time should be had by all.

Dialing for dollars

Over $5,500 has been pledged by alumni of the Department of Journalism as of Oct. 13 and there are two more nights of calling left to do.

A few weeks ago five students from each field of study were asked to volunteer their time to call alumni and ask them to support our department, said Jo-Ann Huff Albers, head of journalism.

The last calling nights will be on Oct. 18 and 20.

The phon-a-thon used to be a university appeal, but now each department can request alumni to designate that their donation go to the department they graduated from.

All the money received by the journalism department will be used toward the $2,200 monthly lease on the computers in the labs.

Additional sources will have to be found to completely fund the total yearly costs of leasing the computers, Albers said.

There is no guarantee that everyone who pledges will send in their check. However, Donald Smith, coordinator of the annual fund, said that journalism alumni tend to follow through better than other departments.

1994 Talisman has arrived!

Pick up your 1994 copy of the Talisman, “Against the Odds,” in the Student Publication Office in Garrett Conference Center.
"Batter up"
Anderson to step up to the plate for advertising

When Matt Anderson accepted an internship last summer at the Marlin Co. in Springfield, Mo., he hoped to learn a lot about the agency business. He never dreamed he'd be playing softball with advertising professionals from around the world.

Anderson will travel to San Jose, Calif., with other members of the Marlin Co. agency team to play in the five-day tourney sponsored by Advertising Age magazine. The series draws ad agency teams from U.S. markets and from as far away as London and Sydney, Australia.

This is the second year the Marlin Co. has made it to the games.

Anderson, a senior advertising major from Springfield, played softball with the Marlin Co. agency last summer during his internship there. Evidently his softball was a good as his advertising skills, because the agency asked if he'd like to go to San Jose.

"I jumped at the chance," he said. "Just think, being able to meet and play with some of the top people in the advertising business."

Anderson plans to do extensive networking at the tourney. He's prepared business cards that just happen to closely resemble baseball cards, and he plans to talk to as many ad professionals as possible.

A former member of the WKU soccer team, Anderson is president of the Western Advertising Club, a student chapter of the American Advertising Federation. ♦

CLUBS
Send in your news for the next issue of The Link.

Whatever happen to....?

Here's an update on recent graduates from the advertising area:

**James Otto** ('92) is now an art director at Lamb, Andrews agency in Nashville. He was previously an assistant art director at Buntin agency.

**Gretchen Ploch** ('94) is an assistant account executive at Sheehy and Associates in Louisville, where she had interned while at Western.

**David Waggner** ('91) is an account executive at Hallibeggs agency in Louisville.

**Melanie Wade** ('93) is an assistant media buyer at Sheehy and Associates, Louisville.

**Cassie Halloran** ('93) is an account representative at the Courier-Journal, Louisville.

**Michelle Baggett** ('93) is a media buyer at Ericsson Communications, Nashville.

**Casey Gunnp** ('93) is an assistant marketing director for Houchens Industries, Bowling Green.

***

We have an update on two print journalists graduates:

**Chris Poynter** ('94), previous College Heights Herald editor, is now the education writer at the Jackson (Tenn.) Sun.

**David Bunnell** ('94) is the special projects director at the Pennsylvania Pro-Life Federation in Scranton, Pa.

As always, if anyone has any "newsy-news" on any of our graduates, please pass it along to Linda Morris (782-6186).

Internship opportunity

The Evansville Courier will hire seven advertising interns for the summer of 1995. Resumes are due in December. Interested students should contact Carolyn Stringer for more information. ♦

Seriously injured photographer moved to Louisville rehab

Photographer **Joey Carwile**, 24, was transferred to the Frazier Rehabilitation Center in Louisville last Friday.

**John** and **Cheryl Martin** visited Joey in Owensboro before he was transferred. John said Joey was still unconscious from the injuries he received on Sept. 15 after being thrown from a pickup truck driven by his brother.

"He is breathing on his own," John said.

Joey was visiting his family in Breckinridge County when the accident occurred.

The Martins are checking into setting up a fund to help Joey's family with expenses and they hope to have something in place by Homecoming. ♦
Now is the time to plan for 1995 summer internships

All journalists who plan to intern next summer and who are interested in print, photo or graphic/design need to be prepared for interviews and application deadlines.

The sign-up sheet for Gannett interviews Oct. 18-19 is posted on Mr. Allen’s office door, GCC 119. Bob Gabordi, managing editor at The Marietta (Ohio) Times will be conducting the interviews.

There will be a reception on Tuesday, Oct. 18, in Garrett, Room 100, from 5:30 p.m. to 7 p.m. Gabordi will talk about News 2000 (a company-wide effort to improve newspapers by focusing on the changing needs of readers).

The Cincinnati Enquirer will be interviewing here Nov. 10-11 and a sign-up sheet will be posted on Bob Adams’ door, GCC 121.

Watch for announcements about interviews with the Courier-Journal.

Harry Allen has prepared the following schedule of some of the internships available around the country:

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Talisman Xposure uncovers staff

The 1994-95 staff for the Talisman is as follows:
- Amethel Parel-Sewell, Editor
- Rachel Griffith, managing editor
- Craig Fritz, layout & design director
- Andy Frazier, art director
- Karen Vaiciulis, photo editor
- Diane Bradford, assistant photo editor
- John McLemore, assistant art director
- Kim Thomas, features editor
- Mark Brown, literary editor
- Sarah Brobst, assistant literary editor
- Tom Hearn, marketing director
- James Gunnoe, copy editor, features writer
- Amanda Davis, features writer
- Christa Ritchie, features writer
- Dana Hinkebein, features writer

There is a position unfilled. Anyone interested in applying for the sports editor position, please come by the Talisman office at 115 Garrett Center and pick up an application or call Amethel Parel-Sewell at 745-6281.

The first of the three-issue magazine should be out the week before finals. Amethel said.

Hearst

From the front

Week and a half. After the first of the year, they will send another $100,000."

The competition was tough and the other four schools that won a grant are: University of Colorado, University of Kansas, Ohio University and Howard University in D.C.

The money couldn’t have come at a better time. Until this year, Albers said the department had $900 a year for this type of project and that was being cut.

“We have been assured by the foundation that we should get about four percent interest,” Albers said. “So this is coming at the right time.”