


11-14-1994

## UA68/13/4 The Link, Vol. 5, No. 6

WKU Journalism

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### Recommended Citation

WKU Journalism, "UA68/13/4 The Link, Vol. 5, No. 6" (1994). *WKU Archives Records*. Paper 3323.  
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# The Link

Vol. 5 No. 6

Western Kentucky University Department of Journalism

Nov. 14, 1994

## Advertising students take tours, hear speakers, compete

• **Cliff Shaluta** and senior students **Meredith Hayes**, **Donna Ballard**, **Donna Tindle** and **John Brock** conducted the advertising segment of the Waggoner High School Workshop in Louisville on Oct. 14, then joined Western graduates who work in Louisville for lunch.

• The Advertising Club sponsored an agency tour to Ericson Communications in Nashville in October. Approximately 20 students and Cliff Shaluta visited the research, creative, media and public relations departments of the agency. Agency personnel from each department made presentations to the students. The tour was arranged by **Michelle Baggett**, a '93 Western advertising graduate who is a media buyer at Ericson.

• Advertising professional advisory committee members, Daryl Knauer and Linda Thomas, spoke to classes on Nov. 21. Knauer gave students a very realistic view of creative work and agency/client relations in a small agency. Thomas related her agency's activities in the retail sector. Thomas is vice president and media director for Sheehy and Associates in Louisville and Knauer is creative director for Brewer, Jones and Feldman agency in Cincinnati.

• Visiting alum **Miles Steenbergen**, a graphic designer for Home Depot, Atlanta, spoke to a print design class and to a copy and layout class.

• **Advertising people are competitive!** Several students in the retail advertising class are entering a competition sponsored by the Promotional Products Association. The client is J.C.

See Ad Briefs next page



About 20 people from the College Heights Herald staff and the Student Publications Office went to New Orleans Nov. 3-6 for the 1994 National College Media Convention.

The Herald was one of 20 non-daily papers in the running to win the prestigious Pacemaker award, unfortunately, the award was given to another Kentucky university somewhat east of Western.

But there were some winners in various categories:

- **Chris Poynter**, first place, Best Business and Economic Reporting (this was the only award that came with money — \$300 to Chris).
- **Stacy Curtis**, second place, Best Editorial Cartoon.
- Best of Collegiate Design 2, Front Pages for Newspapers, Herald, third place, designed by **Chris Poynter**.
- Photo Pages/Spreads, Herald, second place, designer: **Tracey Steele**, photos by **Marc Piscotty** and **Dave Smith**.
- Photo Pages/Spreads, Herald,

See New Orleans next page

NPPA Meeting

Wed., Nov. 16

8 p.m.

GCC, Room 103

Special Guest:

Freeman Ramsey, photographer with The Tennessean.

He will address minority issues.

## Freedom Forum president visits

*Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.*

The Journalism department was honored recently by the appearance of the president and chief executive officer of The Freedom Forum.

On Nov. 4, Charles Overby spoke in two of **Harry Allen's** classes, had lunch with President Thomas Meredith and met with students and faculty.

During one of Allen's classes, Overby offered \$10 to anyone who could name all five freedoms listed in the First Amendment of the U. S. Constitution. He has never had to pay out the money — until he came to Western.

**Jason Koski**, a photojournalism major from Christiansburg, Va., won the money for coming up with the correct answer.

**Jo-Ann Albers**, department head, had been actively trying to get Overby to come to Western for four years. Since the Freedom Forum is now headquartered in Nashville, Overby was available to come for a short visit.

The Freedom Forum is the largest information-oriented foundation in the country, with assets of more than \$650 million.

Albers said the Forum has to give away 5 percent of its fund each year in order to remain non-profit. It has never given Western any money, she said, but Overby speaks highly of our program.

"He has repeatedly listed Western among the best journalism schools in the country," Albers said. ♦

# 1995 internships abound

There are many summer internships available all over the country for students in various fields of study.

Here are just a few noted from bulletins posted around the department:

- Chillicothe Gazette, circulation 16,000; expect to start in June. Call or write for more information: Tim Johnson, Photo Editor, Chillicothe Gazette, 50 West Main, Chillicothe, Ohio 45601, (614) 773-2111, ext. 65.

## **Reporting, editing, graphics, photography**

- Five 12-week internships will be awarded at the Dayton Daily News, \$375/week. Send cover letter and resume. Reporters and copy editors send no more than 10 clips. Photographers send 10 diverse slides. Graphics applicants send 12 work samples to: Gillian Gaynair, Internship Director, Dayton Daily News, 45 S. Ludlow Street, Dayton, Ohio 45402. Deadline is Dec. 30. NOTE: This paper is owned by Cox Enterprise, same as Atlanta Journal and Constitution.

## **Reporting, editing, photography**

- San Jose Mercury News: send a resume detailing your experience and academic background and references; samples of your work and a letter telling about yourself, the work you've done, what you want to accomplish and

## **Ad Briefs**

### **From the front**

Penny.

- Students in the advertising copy and layout class are entering the AAA/NAA newspaper competition. The subject is "Youth Violence."

- Advertising media students are preparing semester projects for Chrysler's Dodge Neon. Much of their research will be used in the senior campaigns' class next semester when Western enters the National Student Advertising Competition. ♦

why you want to work at the Mercury News (a Knight-Ridder paper). Reporters and copy editors send information to: Patricia Camp Thompson, Assistant Managing Editor/Development, San Jose Mercury News, 750 Ridder Park Drive, San Jose, CA. 95190. Photographers send information to: Cary Reyes, Graphics Editor. Deadline is Dec. 1.

## **Reporting, editing, photography, graphics**

- The Modesto Bee; 10-12 weeks; base pay is \$350/week. Send a cover letter, a resume (with the names and phone numbers of at least three professional references) and five work samples to: Sanders LaMont, Executive Editor, The Modesto Bee, P. O. Box 3928, Modesto, CA. 95352. Deadline is Dec. 31.

## **Graphics, photography**

- USA TODAY, 12 weeks. Send letter (include permanent and school addresses, daytime telephone number and dates preferred to work), resume, copies of your work (published and non-published accepted) to: Richard Curtis, Managing Editor/Graphics & Photo, USA TODAY, 1000 Wilson Blvd., Arlington, VA. 22229. Deadline; applications accepted year-round.

*Editor's note: Interested students should check the bulletins for more information.* ♦

## **New Orleans**

### **From the front**

fifth place, designer: **Tracey Steele**, photos by **Andy Cutraro**.

- Sports Spreads for yearbooks, Talisman, first place, 1993. Editor: **Cara Anna**.

"It was a good trip," said **Bob Adams**, Student Publications Director. While it's an honor to be nominated for the Pacemaker, Adams said he wished they had won it, especially for Chris Poynter and Stephanie Stivers, Herald editors last year. ♦

## *Whatever happened to...?*

Here's the latest news about advertising graduates:

**Amy Kilburn**, '94, is a sales representative for the Charlotte Observer in Charlotte, N. C.

**Nikki Owen**, '93, is working in the display classified department at the Courier-Journal in Louisville.

**Bill Tichenor**, '94, is advertising and public relations coordinator for the Holley Corp. at its divisional headquarters in Bowling Green.

**Gretchen Ploch**, '94, is an assistant account executive for Sheehy and Associates in Louisville.

**Marty Schapmire** is a sales representative for a Louisville-based company specializing in industrial and institutional laundry facilities.

**Jennifer Marshall**, '94, is a consultant for Bath & Bodyworks in Charlotte, N.C. ♦

## **Fabulous Funnies**

An English teacher asked a little boy in class to use the word "fascinate" in a sentence.

The boy said, "I have ten buttons on my pants, but I can only *fasten eight*." ♦

## **The Link**

The Link is published every two weeks and contains information about events, lectures, awards, meetings and people in the Department of Journalism. It is distributed to over 600 journalism students, faculty and administrators.

The deadline schedule for submitting news items is posted in the journalism office and The Herald office.

Send your news items, comments, compliments and complaints to:

**Linda S. Morris**, Editor, c/o The College Heights Herald, 122 Garrett Conference Center or call 2655 (Herald) or 782-6186 (home).

**Corban Goble**, advisor ♦