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PRSSA hosts regional conference

by: Jarle Herman Lae

The Kelly Thompson Chapter of the PRSSA at Western Kentucky University hosted the 1997 Bluegrass Regional Conference at the Bowling Green University Plaza & Convention Center, April 11-13.

Seventy students from nine universities and six states attended the biggest PRSSA regional conference in the United States.

After losing the bid for the 1997 national conference in Nashville, Tenn., the chapter sent a proposal to host a regional conference. Following approval from the national PRSSA committee, and after four months of devoted and vigorous preparations, the conference was launched on Friday, April 11.

The conference motto, "Explore the Paths of Public Relations," was not a coincidental choice. Public relations involve much more than just public speaking, and PRSSA wanted to present students the various paths to a professional career in public relations.

The first day of the event was marked by hotel and conference registration. Officer

Roundtable Meetings were followed by the official opening and "A Taste of Southern Hospitality," which consisted of lemonade and desserts.

Students and faculty members were able to network at the social mixers. An important part of the conference was the meeting of fellow students from other universities to share views and experiences.

All the sessions were held on Saturday.

Larry Smith, Senior Partner, Institute For Crisis Management, Louisville, Ky., and former secretary for Dan Quayle, covered Crisis Management.

Heather Hauer, Muscular Dystrophy in Nashville, Tenn., spoke about nonprofit.

Jeff Polson, Public Relations Manager, Alliant Health System, Louisville, Ky., spoke about health care.

Ronald Roberts, Dye, Van Mol & Lawrence, Nashville, Tenn., covered agency operations.

Augustine Ihator, Associate Professor, Western Kentucky University, talked about public relations from an international aspect.

Saturday night was devoted

to live music and dancing. "Cigar Store Indians," an Atlanta-based band, played their hearts out in front of an energetic and dazzled crowd of dancing students.

The students said farewell on Sunday after breakfast. Several students took the opportunity to talk about portfolio and resumes with faculty members from Western.

Hosting this regional conference has boosted the Kelly Thompson PRSSA Chapter at Western Kentucky University with self-confidence. The chapter missed the opportunity to host the national conference, but was able to host a very successful regional conference. Holding such an outstanding conference has definitely put the Kelly Thompson Chapter and Western on the map for some time.

The Link serves the Department of Journalism, faculty and administrators. Suggestions and materials will be accepted from anyone in the department.
Carl Janson, editor
Seth Alexander, assist. editor
Dr. Augustine Ihator, adviser

Dr. Lumsden receives grant to do research

Professor Linda Lumsden participated in a seminar on Ethical Decision-Making April 13-18 at the Poynter Institute for Media Studies in St. Petersburg, Fla. Dr. Lumsden received an academic fellowship from Poynter that paid for her tuition, room and transportation.

She also received a \$4,000 junior faculty grant to begin research on her biography of Inez Milholland, an important figure in the suffrage movement in the 1910's. She will visit library archives this summer at Smith College, Vassar College, the Adirondack Center Museum in Elizabethtown, N.Y. and the Schlesinger Library on Women's History at Radcliffe College.

New Journalism Scholarship available

A scholarship fund that will benefit Journalism Department students from Eastern Kentucky is being established by a department faculty member who hails from that area.

Dr. Corban Goble, associate professor, said he started the fund to encourage more students from that area to come to Western. Some of the department's scholarship funds are designated for students from specific areas, but none for the area that is east of Interstate 75. Goble said he had had quite a few students from Eastern Kentucky, adding that they have always been strongly motivated to attend Western's

program.

The scholarships will be awarded as soon as sufficient funds accumulate. In the next few months, invitation letters will go out to Dr. Goble's former students soliciting contributions for the endowment fund at Western's College Heights Foundation.

The recipients could be from any of the 48 Kentucky counties that are east of or bisected by I-75.

Dr. Goble grew up in Berea, graduated from the college there and was editor of the Berea Citizen weekly. He joined Western's teaching staff in 1985. He retired last year.

Print Design Students win National Competition

Western students competed in the First Annual Student Competition sponsored by the Yellow Pages Publishers Association.

There were 128 entries from nationwide, with three cash prizes: \$3,000-\$2,000-\$1,000.

Students from Jour 343 earned 25% of the total awards in the creative competition. Elizabeth Dawn Johnston and Chris Covington won 1st place, and two other student teams were awarded honorable mentions: the Kristen Hatchett, Joe Moore, Chris Houchens team, and the Renee Roush, Mark Everett team.

Wilma King-Jones will receive a \$3,000 check for Western's Journalism Department.

The assignment was to design a Yellow Pages advertising campaign (four ads-max 650 points) for Katten, Muchin & Zavis law firm in Chicago.

A panel of TPPA appointed industry and academic experts along with a client representative judged the entries.

Some advertising internships for summer include:

Whitney Jarrett	Creative Alliance, Louisville
Jennifer Hall	The Buntin Group, Nashville
Dawn Williams	Heritage Foundation, Louisville
Kevin Finley	Evansville Courier
Tiffany Pogue	Louisville Courier-Journal
Sonja Schumacher	Bowling Green/Warren County Tourism Commission
Kristen Hatchett	Horse Cave Theater
Will Watts	Tom Jackson & Associates, Nashville

News from the Ad sequence

Scot Cottingham, who will graduate in May, has accepted a job as assistant creative development manager at Bigelow and Eigel in Atlanta where he will work on the CocaCola account. Erica Arvin has accepted a sales representative position with the Statesman Journal in Salem, Oregon.

Cliff Shaluta and Carolyn Stringer plan to travel to Louisville on May 7 for an alumni luncheon of Louisville-area graduates. The affair is being organized by ad graduates Karen Wantland, media buyer for McCevitt, Henle, Koetter and Sharp, and Karen Fryrear Harper, marketing director for Great Financial Bank.

Whitney Jarrett, a Bowling Green senior, competed against students from Ohio, West Virginia and Kentucky to win a 5th District American Advertising Federation scholarship in April.

The advertising sequence nominated

Harrodsburg senior *Kristie Young* for the Kentucky Society for Public Relations scholarship which she received. She will be recognized at a luncheon next month.

Seniors *Angela Maier, Kristie Young, Scot Cottingham, Erica Arvin and Kaylyn Ashley* have been inducted into Alpha Delta Sigma national honor society.

WKU ad students placed fourth in the 5th District AAF competition on April 14 in Akron, Ohio. Members of the presentation team were *Heather Roberts, Angela Maier, Brian Flanary, Erica Arvin and Jim Owen*.

WKU advertising scholarship recipients for 1997-98 are: *Kristie Young* for the John B. and Clarence M. Gaines scholarship, *Whitney Jarrett* for the Pat Jordan Scholarship and *Tiffany Pogue* for the Kerrie Fay Stewart Memorial Scholarship.

Congratulations to the May 1997 Graduates

Public Relations

Birchell, Marta Sue
Bradshaw, John Roland
Butterworth, Leigh Ann
Clark, Angela R
Clifford, Dennis James
Colon, Carol
Craig, Ryan Martin
Finley, Diane Kathleen
Haynes, Dave Michael
Hook, Amity Tennille
Janson, Carl Anders
Leonard, Pamela Gayle
Myers, Gina Catherine
Payne, Nikcole Danielle
Propes, Travis Ryan
Shain, Kimberly Dawn
Stodghill, Brandy Louise
Swift, Timothy Michael
Waner, Kimberly Michelle

Photo Journalism

Boyar, Stefanie Lee
Chandler, William Lewis
Dieker, Regina Anglea
Fortier, Michel Joseph IV
Gardner, Thomas Arlington
Hammer, Robbie Lyle
Stanford, Christopher John

Advertising

Arvin, Erica L
Ashley, Kaylyn Joy
Bewley, Kathy Diane
Cobb, Timothy Dwayne
Collins, Trevor Allen
Conner, Kevin B
Cottingham, Scot N
Flanary, Lorrin Brian
Howard, Angela R

Justice, Shawn R
Lack, Davida Nicole
Loehr, Jason P
Maier, Angela R
Mills, Jennifer Lina
Newkirk, Michael John
Prusz, Andrew M.
Riley, Jason P.
Staples, Beth Ann
Watson, Samuel Scott
Watts, William C

Print Journalism

Brim, Risa Katara
Brown, Karen D
Dunn, Rita G
Lega, Stephen Sylvester
Miller, Kristen Leigh
Ritchie, Christa M
Uchibori, Tateki