

1-31-2000

UA68/13/4 Link, Vol. 3, No. 1

WKU Journalism & Broadcasting

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_records



Part of the [Broadcast and Video Studies Commons](#), [Journalism Studies Commons](#), [Mass Communication Commons](#), and the [Public Relations and Advertising Commons](#)

Recommended Citation

WKU Journalism & Broadcasting, "UA68/13/4 Link, Vol. 3, No. 1" (2000). *WKU Archives Records*. Paper 3354.
http://digitalcommons.wku.edu/dlsc_ua_records/3354

This Newsletter is brought to you for free and open access by TopSCHOLAR[®]. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR[®]. For more information, please contact topscholar@wku.edu.

Volume 3 • Number 1

January 31, 2000

Link

*News for and about
Western Kentucky University's*

**SCHOOL OF JOURNALISM
AND BROADCASTING**



Y2K ...

and beyond

James Highland

Print Journalism *faculty focused on 2000*

Jason Riley, a young reporter for the Bowling Green Daily News, told Basic Reporting students last week that journalism is still an exciting place to be, and while he expects newspapers to be around for a long time yet, there is little question but they will both change.

Like most of us in print journalism, Riley sees journalism as moving in the direction of being a multi-directional medium, combining words, documentary photography, streaming video and audio.

That doesn't mean that readers will no longer have a newspaper delivered to their homes, but it does mean newspapers will be more involved in web pages and the Internet. For that reason, journalism teachers have already started to make use of available technology.

For several semesters, Dr. Paula Quinn has been using the Internet in each of her classes, and for the first time this semester Professor Jim Highland will have his students do a major public affairs reporting project involving a combination of media. In finished form, the projects will be transferred to CD for reproduction on the web.

Having said all of that, print journalism instructors will still have to focus on the basics of good journalism, solid grammar, punctuation and spelling, as well as excellent reporting and story telling.

To that end, the print sequence

will have as its guest this semester a copy editor-in-residence who will share his talents and experience with print students in the classroom and College Heights Herald staff members during production.

Professor Harry Allen is coordinating that visit, and students will hear more about it as the semester progresses.

The Kentucky Intercollegiate Press Association is also coming to Western in February, and print journalism students will have a the chance to sharpen their investigative reporting skills during a day-long Computer Assisted Reporting (CAR) seminar taught by two Lexington Herald Leader staff members.

In the meantime, print students spent an evening with Richard Stevens, editor of the Clarksville (Tenn.) Leaf Chronicle, and Leaf Chronicle reporter Jill Cecil who talked about the tornado that wiped out their newspaper and a good portion of their community.

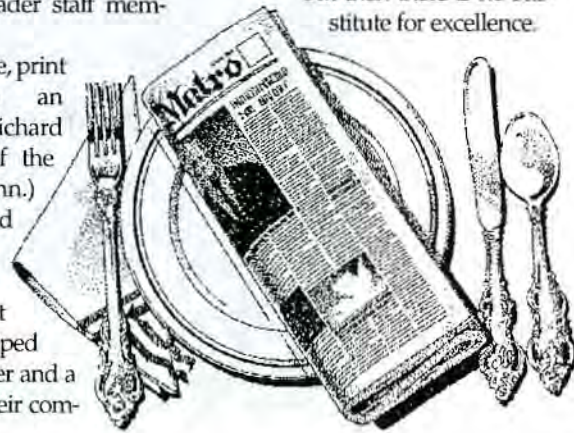
The topic was all about covering trauma, and as Stevens explained,

he certainly experienced it first hand. It was his first day on the job as editor of the newspaper.

In the meantime print journalism students will continue to be at the forefront of national William Randolph Hearst and the Society of Professional Journalists (SPJ) writing and photography competitions. Herald writers have already taken home a substantial amount of Hearst competition money and are looking forward to earning some more.

SPJ members, Herald staffers and others will be on the road again this semester, giving journalism seminars in Owensboro and Tennessee, and planning is already underway for the annual Western Minority Journalism Workshop and the annual SPJ Kentucky High School Journalism Mark of Excellence competition.

It's going to be a busy semester, but then there is no substitute for excellence.



Broadcasting & Mass Communication *A New Millennium Brings New Capabilities*

Broadcasting is dead. Long live broadcasting! The debate seems never ending. As the broadcasting

program trembles on the edge of the millennium, it is perhaps time to seal this deal. If we look in Webster's, "to spread (information, gossip etc.) widely" breaks what I see as an albatross of coincidence. The label "broadcasting" was applied to a fledgling industry that was 100 percent "over the air" in nature. Radio and television matured technically and began to use different distribution avenues (cablecasting, web-casting). The term broadcasting remained married to one technology, although its root meaning dictated that it embraces all. If we continue to use "casting" to indicate the electronic dissemination of information, then "broadcasting" seems the natural umbrella

under which all the distribution technologies may huddle. That is the challenge to Western's Broadcasting Program, to see beyond the myopic definition, and address point to point communication. Even the term "broad" may not

be all encompassing enough. The combination of digital technology and widespread broadband access to the internet will give new meaning to the idea of "mass communication." Digital is breaking the strangle hold of the money men on creativity, and the internet is a forest of octopi no government can effectively regulate. Content creation will move from the controlling hands of the few in business and

When you look at the AOL/Time Warner merger (acquisition, whatever!) I believe you see the future. Some people regard it as the new (AOL) devouring the old. Maybe not. AOL, while undeniably vigorous, was increasingly beset on all sides by adversity. It had grown strong (like cable) simply as a technology. To avoid the plateau of saturation, it needed that all important commodity content. So AOL provides the interactively and Time Warner supplies the programming. Bingo! Interactive entertainment. The couch potato's days are numbered.

So as we move to the new century, get WWHR audio streaming on the web, fuse all manners of media together on the Avid, and burn student sample reels onto DVD, we must remember this-the technology will change, but the song remains the same.

Although the point of view of many of our courses will remain the same-a communicator effectively telling a story-our curriculum must also reflect the change that will occur in the audience. The story can

no longer be two dimensional, the power that digital affords the audience requires that it be four. (Digital=depth+random access)

commodity content. So AOL provides the interactively and Time Warner supplies the programming. Bingo! Interactive entertainment. The couch potato's days are numbered.

So as we move to the new century, get WWHR audio streaming on the web, fuse all manners of media together on the Avid, and burn student sample reels onto DVD, we must remember this-the technology will change, but the song remains the same.

Although the point of view of many of our courses will remain the same-a communicator effectively telling a story-our curriculum must also reflect the change that will occur in the audience. The story can



Carolyn Stringer

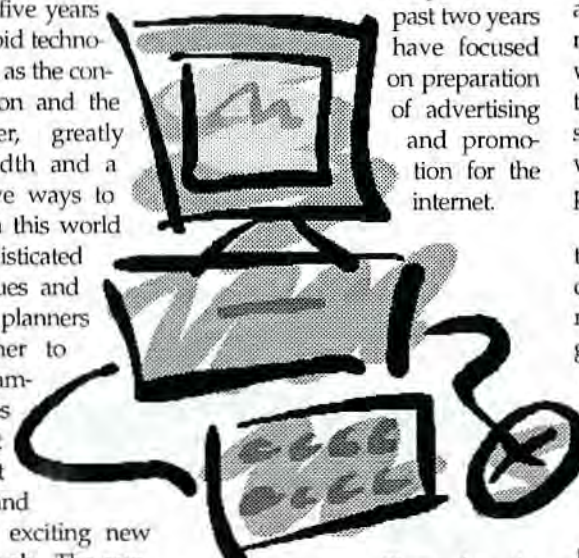
Advertising in a new century

Advertising on the internet is only five years old and already it has transformed every facet of the advertising business and every person involved in the advertising process. For the account executive, the media planner or the creative director, nothing is the same.

During the next five years we will see more rapid technological changes such as the convergence of television and the personal computer, greatly increased band width and a wealth of innovative ways to use new media. In this world filled with new, sophisticated advertising techniques and media, advertising planners must work together to develop and place campaigns with images and messages that will be effective not only in print, TV and radio, but also in exciting new media such as the web. The campaigns must be coordinated online and offline to build both brand image and sales over the long term.

The WKU advertising program already has begun meeting the challenge of this new collaborative effort that will be required of advertising practitioners. Aware of the need for an integrated advertising communications approach, the program developed courses that focus on advertising planning and the new opportunities on the web. The

courses are Account Planning (JOUR 346) and Advertising in a Digital World (JOUR 481). In addition, many seminars and work-



shops in the past two years have focused on preparation of advertising and promotion for the internet.

Plans for the 2000-2001 school year will focus on the enhancement of the advertising program's creative course offerings. In the fall of 2000, a new faculty person whose expertise is advertising design will be hired. This new hire will allow the advertising program to offer more opportunities for specialization within the creative area. Additional skills courses such as web design and portfolio preparation are planned.

The advertising program will continue to prepare students for positions in account management, media planning and media sales, and will provide more opportunities for targeted restricted electives so the program can be better tailored to each student's specific career plan.

Since advertising is a professional program, internships will be more important than ever. Students will need to gain experience outside the classroom to help develop their skills and to become acquainted with the new demands of the workplace.

In the new century we will see the emergence of many exciting changes in techniques and in media. The WKU advertising program will evolve to adapt to the changes as it continues to meet the needs of students and their employers.

LinkStaff

Jo-Ann Huff Albers
School of J&B Director

Allison Coffey, *Link 2000 Editor*
Wilma King-Jones, *Faculty Adviser*

Program Coordinators:
John Barnum, *PR*
Carolyn Stringer, *Advertising & Mass Communication*
Jim Highland, *Print*
Mike Morse, *Photojournalism*

John Barnum

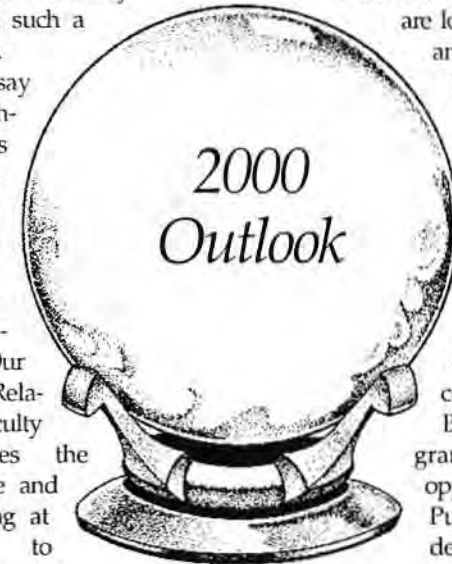
Public Relations

With the designation as "Program of Distinction" and getting a new building, our Public Relations faculty feels the time is right for reviewing our curriculum. Some of the areas under consideration include: a new degree/emphasis in sales communication, advanced production for new media - CD/Web, coordination with Advertising for an emphasis in Account Management, and increased emphasis in Broadcasting within existing Public Relations courses.

Over the years Public Relations programs graduate a number of students interested in sales. Students use the public relations degree, usually with a Marketing minor/second major, because public relations education provides them with the persuasive communication skills necessary in all areas of sales. Our faculty has determined that Western offers a nice mix of existing courses to create a sales communication program. This program would include significant classes from both the Gordon Ford College of Business and the School

of Journalism and Broadcasting. Efforts are underway to create such a program.

To say that technology is changing our lives is an understatement. Our Public Relations faculty recognizes the challenge and is looking at ways to increase the training on new media and new media production. Our concern is also to not add training at the expense of communication content. A second challenge is adding instruction within the constraints of our accred-



iting standards.

A significant number of Public Relations students want to go into agency work where entry jobs generally start with account management. The same applies for Advertising majors. Both the Public Relations and Advertising faculty are looking into creating an emphasis of study in account management for both majors.

Lastly, our Public Relations faculty is looking at ways to better integrate more broadcasting into existing courses. Western's Broadcasting programs offer excellent opportunities for our Public Relations students. We are working on methods to accomplish the integration.

If any LINK readers have comments on these proposals or suggestions on other areas of concern, please contact any of the Public Relations faculty.

DESK
TOP
NEWS



Inquiring minds want to know.

Get the Link via e-mail. Visit the school's website at wku.edu/journalism for details.

Y2K

So we survived the millennium. The question now is, "what do I do with all this canned food, bottled water, and batteries?" The Big-Bad Y2K Bug wasn't so scary after all. Even the man who termed the phrase "Y2K" in 1995 is now out of work. And so for the most part the transition from the 20th to the 21st century was a smooth one. However, there were a few problems which created some very interesting (to say the least) situations.



- One Kansas City woman who was fearful her money wouldn't make it through Y2K withdrew all her money from the bank and stored it at home in a safe along with stocks and bonds worth thousands of dollars. What she wasn't counting on was thieves.

Four men used a two-wheeled dolly to take her 5-foot-tall vault from her home. The safe was found abandoned in a field.

Luckily, the men were unable to pull the vault very far and it was recovered in a nearby field.

- Because of all the hype surrounding Y2K and airports and airplanes when the runway lights went out at an airport in Lake Charles, La., questions started right away. Emergency plans were considered. It was assumed to be a Y2K problem and investigators went into action. It turned out that a taxi

knocked down a nearby power pole causing the outage.

- Courthouse computers in Italy mixed up prisoner dates by 100 years.
- How about the guy in Germany who logged onto this home banking computer account to find he had about \$5 million extra dollars in his account. Not a bad problem for anyone, however, his account was also dated December 30, 1899.

- The little bug did make its way into some unusual places in an odd way: by changing the date on some websites. The popular Nintendo Pokeman site posted the date January 2, 3900.

- Korea University issued graduation certificates dated January 13, 1900.

- A little girl born just after midnight on January 1 was listed as Julia Amalia Christi-age 100.

Photojournalism Going Digital

*An Interview with
Michael Morse*

In the professional world of photojournalism there are several things affecting the direction of classes within the photo sequence. One major factor is the arrival of imaging technology. Digital cameras and film processing machines have replaced darkrooms. Years ago darkrooms were very common and evident in the workplace. Now, shooting film and scanning it directly into computers is the common practice. Beginning around 10 years ago and increasing dramatically in recent years, digital cameras and film processing machines have become a very influential part of our workplace. Dark-

rooms are a thing of the past. These two changes in picture development, have provoked a much quicker means of visual reporting for photojournalists.

In response to these new evolutions in film processing, the photo sequence has created courses or made alterations to current curriculum to address these changes. The majority of upper level work is now done on computers. The course Electronic Technologies for Photojournalism was created with the intent to teach all students entering the photo department the basics of computers and various software.

While digital cameras are still too expensive for most students as well as the university, their importance is still introduced in the classroom through lecture.

Another major factor affecting photojournalism is the explosion in recent years of the internet. Advanced Picture Editing is a course created to meet the specific needs of editing visual material.

While it is true that technology is rapidly evolving, the focus on content has and will remain the most important lesson to be taught. No matter the method — whether the photos are shot and turned into prints or immediately digitized — good content matters most.

Y2K ACCOLADES

Jason Whitely

"I'm glad Y2K is finally over. I was at MasterCard on New Year's Eve for the date change ... perhaps I shall say for the major nonevent, fortunately. The credit card company is based in St. Louis," writes Jason Whitely.

"A few days later on January 6, 2000 I broke a national story. It was the first time for something like that. I don't know if you heard about those credit card swipe machines that had some soft-

ware problems. The glitch was billing some customers double and triple. The problem was dozens of retailers and businesses did not update that software to be Y2K compliant. CBS Evening News did a story the next night, AP moved the story on its national wire several hours later, and KMOV in St. Louis had it first. It was a neat feeling to do that."



*Whitely is the School of J&B's 1999
Broadcast Journalist of the Year*

Terry Likes

Terry Likes, assistant professor in broadcasting, won two first place awards (radio news and radio documentary) in the BEA competition.

BEA announced the winners in the BEA2000 Faculty Juried Production Competition. Productions underwent blind review by a jury of faculty as well as professional peers.

Submissions were judged on professionalism, the use of aesthetic and/or creative elements, sense of structure and timing, production values and technical merit.

The WKU School of Journalism and Broadcasting is using funds from its Hearst Foundation Visiting Professionals Endowment to cover expenses for visitors from the St. Petersburg Times to ensure that students in all majors have a week-long visit by a professional practitioner in their area of study.



• **February 28, 2000**

Greg Joyce, copy editor

Elizabeth Buckberry Joyce, copy editor/page designer

• **March 27, 2000**

Tommie A. McLeod, circulation director

• **April 2000**

Richard Reeves, advertising director

Sonya Doctorian, an assistant managing editor/photography.

LINK

School of Journalism & Broadcasting

*Western Kentucky University
304 Gordon Wilson Hall
Bowling Green, KY 42101*