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Link

News for and about
Western Kentucky University's

SCHOOL OF JOURNALISM AND BROADCASTING

Student Profiles

*Help us recognize the accomplishments,
hard work and talent of our students.
Send names or stories to Allison Coffey
at coffeam@wku.edu.*

In The Spotlight

*Matt Zavala, an Elizabeth-
town senior, was select-
ed as one of the nation's
25 Most Promising Minority Adver-
tising Students.*

Zavala traveled to New York on Feb. 24-25 as part of the program sponsored by the American Advertising Federation. The event ended with an awards luncheon at the Waldorf-Astoria Hotel.

The outstanding multicultural

advertising students met with recruiters and executives from leading advertising agencies, advertisers and media companies as part of an effort to increase diversity in the industry.

Zavala, president of the WKU Advertising Club, spent last summer at a New York ad agency as part of the American Association of Advertising Agencies internship program.

More than 70 percent of the Most Promising Minority Students selected in 1997, 1998 and 1999 are working in the advertising industry.

"There's a lot of good opportunities for him," said Carolyn Stringer, advertising program coordinator for the School of Journalism and Broadcasting.

Student Profiles

Jamie Powell

Jamie Powell, a senior from Louisville, Ky. currently holds an internship with Intermodal Transportation Authority (ITA), the organization responsible for bringing the highly anticipated transpark to Bowling Green.

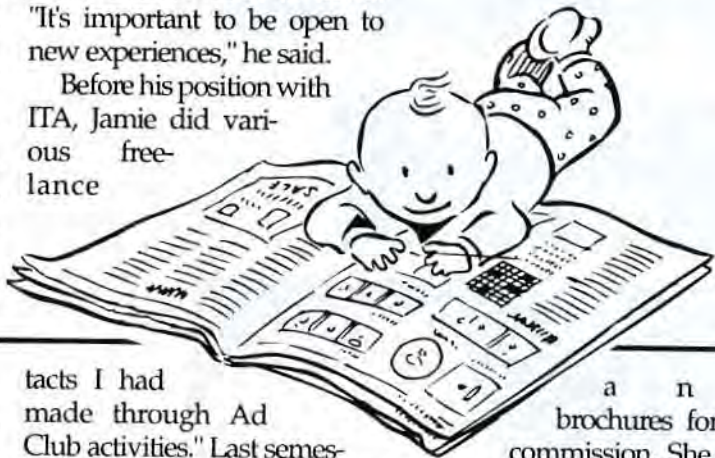
"There's never a dull day," Jamie said. "I wear many different hats at work. I have a lot of responsibilities." Some of Jamie's responsibilities include writing press releases,

creating and designing advertisements, and buying Ad Space for his advertisements.

Often his duties fall under 'Public Relations' work, but Jamie doesn't seem to mind. "It's important to be open to new experiences," he said.

Before his position with ITA, Jamie did various freelance

work for individuals and businesses in the community. He hopes to work for an advertising agency after graduation designing webpages.



Kathy Robson

Kathy Robson, a senior from Bowling Green, Ky. is the current Vice President of the WKU Ad Club. Last summer she held an internship with the Bowling Green/Warren County Tourism Commission. Kathy said the experience she has gained through both avenues has been invaluable.

"The Ad Club has been a great way to network," Kathy said. "I actually got a job a Doe Anderson because of the con-

tacts I had made through Ad Club activities." Last semester, members of the Ad Club toured major agencies in Louisville and participated in a 'shadow day' with the Ad Club of Louisville. Other activities included bringing in professional speakers for Western ad students.

While working for the Tourism Commission, Kathy was responsible for creating and designing advertisements

and brochures for the commission. She was also in charge of writing press releases.

After graduating this May, Kathy already has a job lined up with Doe Anderson in Louisville. She will be working as an Assistant Account Executive.

"It's exactly what I want to do," Kathy said. "I'm lucky to have got the job right out of school."



Inquiring minds want to know.

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

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Advertising seniors paced for the National Student Advertising Competition in Cleveland

They will compete against teams from Kentucky, Ohio and West Virginia on April 14 and 15



Advertising seniors representing Western on the presentation team for the National Student Advertising Competition are Dawn Rogers, Matt Zavala, Josh Foster, Erica Hampton and Paige Harlow.

In first-round judging at Western on March 18, five teams competed as advertising agencies for a chance to represent WKU in Cleveland.

The winning agency overall was a group composed of Dawn Rogers, Josh Foster, Jennifer Hall, Hayley Sprouse, Jason Miles, Matt Zavala and Ashley McAlpin.

Best IMC plan honors went to an agency headed by Janet Thompson. Best research went to Lena Lindsey's agency. Best marketing plan and best media plan was won by Kathy Robson's agency, and Cory Glass's agency won honors for best sales promotion idea.

Judges for the first competition included Bowling Green professionals Tim Earnhart, president of The Liberty Group; Sean Ward, president of Digital Design; Dr. Paula Quinn, journalism associate professor and Tiffany Denton, who recently worked for the Valdosta Times in Valdosta, Ga.

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PROFESSIONAL

Advice

As part of the Hearst Visiting Professionals series, the WKU Advertising Program hosted a visit by Wayne

Johnson, a Chicago marketing consultant and former vice president at Leo Burnett, Chicago. Johnson, who represented Creative Circus portfolio school in Atlanta, conducted a workshop on the portfolio development process Feb. 23.

Wayne Johnson has been in the advertising business for more than 21 years. Spending the majority of those years at the Leo Burnett Company in Chicago, he has been a media buyer and planner, an assistant account executive, an art director and art supervisor working on a national client roster that included Heinz Ketchup, Wilson Sporting Goods, Hewlett-Packard, McDonald's, Procter & Gamble and Pillsbury.

In his last position at Leo

The Circus comes to town

Burnett, as Vice President, Manager of Creative Recruitment and Development, Wayne was responsible for identifying and recruiting the top entry-level creative talent from around the country. On average, he reviewed more than 1,000 copywriting, art direction and graphic design portfolios a year. He frequently visited colleges, universities and portfolio schools, conducted workshops and seminars on portfolio development and interviewed students for potential scholarship grants from the Leo Burnett Creative Endowment Fund.

After leaving Leo Burnett, Wayne took his passion for wearing different hats on the road. As a freelance designer, web anima-

tor, art director, furniture maker and marketing consultant, he continues to work for a variety of local and national clients from his

office in Chicago.

Wayne is now working with The Creative Circus to increase awareness of the caliber of talent and resources available at the school. In his role as "goodwill ambassador" a.k.a. outside recruiter, Wayne visits schools around the country promoting the work being done at the Circus while offering insights into the advertising business on both the educational and corporate side.

His very loose and free-form style, coupled with his enthusiasm for advertising and visual communication, usually guarantees an energetic as well as informative and entertaining experience for the schools and students he visits.

In 1941, when television was first authorized by the FTC, few could foresee the medium growing into a \$44 million dollar industry. The incredible growth of television was due, in large part, to paid advertising. Today, advertisers have been given the same opportunity they were almost 60 years ago. Once again, with the invention of the Internet, advertisers are now pushing this new medium to grow (as they did television) in efforts to reach as many consumers as possible with their message.

'Advertising, Web Design & Promotion' is a new class being taught this semester through the School of Journalism and Broadcasting, which addresses the massive explosion of the Internet in recent years and the impact of this explosion on advertising.

In the last five years the Internet has grown to an estimated 59 million users. As more people begin to shop on-line, the need to be distinctive will grow in importance. Students will be

taught the importance of online strategy, positioning, design, and site management as being fundamental to success in this new medium.

After doing extensive research on the Internet, web design and site management, students in this class will then use the information they gathered to design their own websites.

This class is just one of six classes recently approved by School of J&B Faculty to be introduced into the advertising sequence. Approval by Potter College and the university are still necessary before these classes can be implemented into the curriculum.

Currently, 'Advertising, Web Design & Promotion' is categorized as a '481 sequence-special topics' class and is designed primarily for ad students as a restricted elective.



Advertising, Web design & Promotion

If you'd like to learn more about this class, check out its webpage at www.wku.edu/~shulucp.

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W.K.U. **Congratulations!**

Four Western students have recently been inducted into the Alpha Delta Sigma Honorary Society.

After carefully reviewing all student nominations, the American Advertising Federation (AAF) has welcomed advertising majors, Janet Thompson, Matt Zavala, April Singer and Kathy Robson into their honorary society.

Western professors submitted a variety of students to AAF for review and after an evaluation of academic performance, involvement with the WKU Ad Club, and professional experience, these four students were accepted into the society. Keep up the good work!

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