

Summer 1994

UA68/13/4 AdViews

WKU Journalism

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Comments:

Advviews is a regular publication of the Advertising Sequence at WKU. Our goal is to inform high school teachers, students, and other interested parties about the challenges and rewards of a career in advertising. Questions or comments about the advertising program or this publication should be directed to:

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KENTUCKY
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ADVIEWS

NEWS FROM THE ADVERTISING SEQUENCE

Profile

SUMMER 94

Banking makes sense for this Ad graduate.

by **Matt Anderson**

"Choose your career wisely because nothing is more important than being happy in your job," says Karen Harper. For Karen, a 1990 Western graduate, the choice was difficult until a friend told her about a degree in advertising. She explains, "After reading up on the major and talking with professors, I found advertising involved my main interests of writing, art and interacting with people."

Karen's decision to come to Western was quite easy. Both of her parents attended Western and when she visited she instantly fell in love with the

campus. As she explains, "Western in the fall is so beautiful, and it also didn't hurt that the Journalism Department is one of the best in the nation."

Making her way through college, Karen was engaged in many activities outside the classroom. She worked for ImageWest, Western's own student-run advertising agency, and was voted vice president of Ad Club. Karen also spent a lot of time in her sorority, Kappa Delta, and with University Center Board, a student organization that promotes concerts and other campus events. Between her junior and senior years, she completed an internship at a Louisville agency. During her last semester at Western, Karen successfully competed for a slot on the WKU advertising presentation team that won first place in the 5th District segment of the National Student Advertising Competition. The team proposed a new magazine for the Hearst Corporation, then devised an advertising campaign to promote the magazine. Karen and her team presented the campaign to Hearst officials and their advertising agency in St. Louis, and scored in the top ten schools in the nation.

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NON-PROFIT
ORGANIZATION
U.S. POSTAGE
BULK RATE
PERMIT 398
BOWLING GREEN,
KY 42101

WKU Ad Students Dominate Regionals

On a Sunday a few weeks ago, five advertising seniors and two faculty made their way to Cincinnati to compete in the 5th District National Student Advertising Competition. The event is conducted by the American Advertising Federation and brings together schools across the region to compete in a case project. The team presented their campaign before a panel of judges from major ad agencies and the Kodak Company, this year's sponsor of the event. After the results were in, WKU won 1st place. The regional competition allows students to demonstrate what they have learned in the classroom. Western has placed 1st in the competition four out of the past five years.

Ad Students Are On The Move...

Chad Day, a senior advertising student from Elizabethtown, attended the Direct Marketing Collegiate Institute Feb. 5-9 in Denver, Colo. Chad successfully competed against marketing and advertising students across the nation to garner a slot in the four-day seminar.

Sponsored by the Direct Marketing Educational Foundation, the Collegiate Institute is an intensive, professional seminar in direct marketing basics for college seniors. Each year, leading direct marketers present an overview of direct marketing and cover specifics such as media (mail, print, telephone, broadcast, catalogs); lists and database marketing; testing; direct marketing creative and applications (*business-to-business, package*

goods, non-profit, circulation or retail).

Students are chosen for the seminar on the basis of their level of interest in advertising and marketing, extra-curricular activities and employment, recommendations from faculty, academic standing and writing ability. Chad is the first advertising student from Western to be chosen for the seminar.

Summer also means internships. Almost 30 students have finalized their plans for summer internships. They will be working in jobs ranging from California to Missouri to Kentucky. Names and locations will be included in the fall issue of *ADViews*.

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After graduating from Western, Karen worked as an account coordinator and representative for Eclipse Creative 3 in Louisville, where she had interned. She is now the advertising manager at Great Financial Federal in Louisville. She is responsible for making the ads, balancing the budget and working with public relations and research in marketing campaigns.

She says that she is grateful

to Western and the ad program because they prepared her very well for the "real world." However, she added, "there are some things you can't learn; you just have to experience them."

She advises college-bound advertising majors to "be prepared to work hard, but also enjoy college and all of its opportunities."

AdClub's Spring Seminar Makes A Big Impression!

"Would you like fries with that?" WKU's Ad Club stressed the value of attending their annual job fair when they posed this question on posters throughout the campus to promote their 1994 Spring Job Seminar. The seminar featured eight speakers who worked for a variety of advertising firms including agencies, businesses and media.

Four speakers talked on the topic, "How to get your first job in advertising." All were recent graduates who were employed in their first jobs. They included Karen Wantland, account executive for Schardein/Atchison & Associates agency in Louisville; Casey Gunnip, marketing assistant for Houchens Industries, Bowling Green; Melanie Wade, media buyer for Sheehy & Associates, Louisville; James Otto, production artist for Buntin agency in Nashville and Michelle Baggett, media buyer for Ericson Communications in Nashville.

The other four speakers, who were in their second or third jobs, spoke on the topic, "Moving on up." They gave students pointers on how to advance in their careers whether it meant being promoted within their company or moving to another firm. The speakers included Beth Blandford, sales assistant for Power Graphics in Louisville; Karen Harper, advertising manager for Great Financial Federal in Louisville; Daryl Knauer, creative director for Brewer, Jones and Feldman agency in Cincinnati and Jamie Sizemore, advertising manager for the Elizabethtown News-Enterprise in Elizabethtown.