

Fall 1994

UA68/13/4 AdViews

WKU Journalism

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



Part of the [Advertising and Promotion Management Commons](#), [Organizational Communication Commons](#), and the [Public Relations and Advertising Commons](#)

Recommended Citation

WKU Journalism, "UA68/13/4 AdViews" (1994). *WKU Archives Records*. Paper 3360.
http://digitalcommons.wku.edu/dlsc_ua_records/3360

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.

In This Issue:

- Graduate Profile of David Wagoner
- Ad Student Selected for National YPPA Seminar
- Ad Student "Plays Ball"
- Students On The Move

In The Next Issue:

- Advertising as a Career
- New Product For National Student Ad Competition

Comments:

AdViews 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:

*Carolyn Stringer
Sequence Coordinator
502-745-4143*



WESTERN
KENTUCKY
UNIVERSITY

Department of Journalism

Western Kentucky University
1 Big Red Way
Bowling Green, KY 42101-3576



WESTERN
KENTUCKY
UNIVERSITY

ADVIEWS

NEWS FROM THE ADVERTISING SEQUENCE

Profile

FALL 94

Graduate Makes Dough in the Ad Business!

by Cliff Shaluta

While David Wagoner was a student at WKU, there was no way for him to know that **pizza** would someday play a big role in his career.

David's college years were typical of many other ad students. He spent time wondering about his future and what part of the advertising business he would work in. David was the trade media manager during the 1991 American Advertising Federation's National Student Advertising Competition for American Airlines. David helped to develop promotions to encourage international business flyers to fly the airline. That year, WKU won regional

competitions and placed in the top 10 in the nation. David says of that experience, *"the campaigns class really brought together all of my advertising and marketing classes..I could finally see how they all fit together."*

From Western, David relocated to Orlando to work with Walt Disney World as a Guest Relations Host at Epcot Center. Over the next two years, David had varied responsibilities including VIP tours and broadcast production. David considers the time he spent at Disney *"paying his dues"* and a great opportunity to fine-tune his career goals.

That time obviously paid off, as David is now an Account Coordinator with Halbleib/Beggs Advertising in Louisville. His primary responsibility is to plan and execute sales promotions for Papa John's Pizza. This includes a variety of work including creative conception and media strategy development. With over 500 stores in 20 states, the account keeps David busy. He feels that his *"education, contacts with other students and faculty, and having specific goals"* have contributed to his success in advertising. *"I can only say that Western helped make it all happen for me,"* he concluded.

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

Ad Student Selected for National YPPA Seminar

Dawn Ballard, a senior advertising major from Bardstown, was one of 16 students chosen nationwide to attend the 1994 Yellow Pages Convention and Student Seminar in Nashville, TN.

Dawn and other students from across the country enjoyed an all-expense-paid, four-day program designed to acquaint them with the

Yellow Pages advertising medium.

A faculty of top industry leaders told the students how the Yellow Pages developed, how they are sold, why they are effective and other pertinent information.

The student seminar is sponsored by the Yellow Pages Publishers Association and Southwestern Bell Yellow Pages.

Matt Anderson to Play in Advertising Age's Softball World Series

When Matt Anderson accepted an internship last summer at the Marlin Co. in Springfield, Mo., he hoped to learn a lot about the agency business. He never dreamed he'd be playing softball with advertising professionals from around the world.

Matt will travel to San Jose, Calif. with other members of the Marlin Co. agency team on October 12th to play in the five-day tourney sponsored by Advertising Age magazine. The series draws ad agency teams from U.S. markets and from as far away as London and Sidney, Australia. This is the second year the Marlin Co. has made it to the games.

Matt, a senior advertising major from Springfield, played softball with the Marlin Co. agency last summer during his internship there. Evidently his softball was as good as his advertising skills, because the agency asked if he'd like to go to San Jose. "I jumped at the chance," he said. "Just think, being able to meet and play with some of the top people in the advertising business."

Matt plans to do extensive networking at the tourney. He's prepared business cards that just happen to closely resemble baseball cards, and he plans to talk to as many ad professionals as possible.

A former member of the WKU soccer team, Matt is president of the Western Advertising Club, a student chapter of the American Advertising Federation.

Ad Students Are On The Move...

Fall, 1994 Advertising Intern List

- Tiffany Sandifer, TKR Productions
- Nicole Zirnheld, Capitol Arts Center/WKU Athletic Dept.
- Donna Tindle, Service One Credit Union
- Karen Darlingher, Bowling Green/Warren County Tourism Commission
- Kristy Fudge, DESA International
- Robert Basham, Fox TV 40
- Michelle Cottrell, Great American Air Affair
- Steve Chandler, the Baker Agency
- Michelle Mason, Bowling Green/Warren County Tourism Commission
- Michael Murphy, TV Fox 40
- Meredith Hays, Domino's Pizza
- Gary Bessling, Southern School Media

News of Advertising Graduates

- John Payne, class of '92, is an art director for the Richards Group, an advertising agency in Dallas, Tx.
- Leslie Chapell, '94, is an assistant account executive with Sheehy and Associates advertising agency in Louisville.
- Amy Fezel, '94, is an account representative for WHAS radio in Louisville.
- Mark Nichols, '94, is an account executive with Halbleib/Beggs, Inc. in Louisville.
- Karen Wantland, '93 is an account executive with the SchardeinAtchinson advertising agency in Louisville.
- Bill Tichenor, '94, is an assistant marketing director for the Holley Corporation in Bowling Green.
- Tom Peterson, '94, is working for Deckel & Money Penny, Inc., trade show exhibit specialists in Louisville.
- Edward Kenny, '88, is an account representative for Deckel & Money Penny.