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WKU Journalism

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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:

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Ad Graduate Mixes Auto Racing and Advertising

by Carolyn Stringer

Ads in Hot Rod magazine. Trade shows in Chicago and Las Vegas. Promotions for the Daytona 500. "I'm having a good time," says 1994 WKU advertising graduate Bill Tichenor as he talks about his job.

Bill became advertising and public relations coordinator for Holley Performance Products when he finished Western last spring. Holley manufactures carburetors, fuel injection systems and other components for cars and trucks.

The company operates an in-house advertising agency, and Bill works as the assistant to the advertising manager. The agency regularly runs ads in approximately 30 magazines that deal with cars and racing. Bill displays Holley products at trade shows and conducts promotions at auto races across the country. Since joining the company in May, 1994, he has traveled to Las Vegas, Chicago, Dallas, Indianapolis and Sonoma, Calif.

He recently supervised the use of Holley products in the TV show, "The Shade Tree Mechanic." Bill also performs some PR duties. He writes press releases and coordinates a variety of promotions, including some for drag racing and NASCAR races. When Holley moved its corporate headquarters to Bowling Green in the spring of 1994, Bill helped coordinate a special $300,000 open house celebration for the company.

He got experience in coordinating events while at Western. As a member of the Sales Promotion/PR team working on WKU's entry in the 1994 National Student Advertising Competition...
Campaign for Kodak, Bill helped produce a 40-page campaign plans book and a 20-minute audio-visual presentation. The complete campaign was presented to Kodak at district competition in Cincinnati, where Western students placed first, then at national finals in Houston where Western garnered sixth place.

"The campaign turned out to be excellent," Bill said. "When I went for my job interview I put the campaign plans book in my portfolio, showed it and explained my part in the campaign. My portfolio was very important in getting my first job, because I was competing against people with more full-time job experience. But my employer knew what I could do, because he could see actual samples of work I had done. I saved everything I did at Western."

Bill entered WKU as a computer science major, but decided that he wanted a job that would provide more interaction with people. After becoming interested in advertising through a friend who was an ad major, Bill decided to check out the Western program. He contacted the American Advertising Federation in Washington, D.C. where he was told that Western had an excellent program, and had won the district NSAC many times.

For students just entering the advertising program, Bill had this advice: "Keep a portfolio. Try to do a good job on everything you undertake, and you'll be rewarded. The teachers will help you. But always remember the big picture of what advertising's all about...you're out there to sell product."