Winter 1996

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, Mass Communication Commons, and the Public Relations and Advertising Commons

Recommended Citation

http://digitalcommons.wku.edu/dlsc_ua_records/3371

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 Steve Chandler
- AdClub Trip to Buntin
- AdClub Sponsors Interactive Symposium
- News on Ad Grads

In The Next Issue:
- Campaigns Project
- News From Western's AdClub

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

Persistence Pays Off For WKU Ad Grad

by Carolyn Stringer

Steve Chandler, a 1995 WKU advertising graduate, works as an account coordinator at The Buntin Group in Nashville. He offers this advice to students majoring in advertising:

1. Get an internship.
2. Timing is everything. You don’t know when an agency is hiring. Start sending out resumes as soon as possible—three or four months before graduation is a good idea.
3. BE PERSISTENT...but not annoying. "I was told that is why I got my interview at Buntin," Steve said.
4. Get an internship. Steve says that internships should be mandatory for anyone who is serious about pursuing a job at an agency. "My internships taught me the communications skills, both verbal and written, that I needed to get my job. Being able to communicate well on paper is the only way you'll get a chance to interview. Once you have the interview you have to communicate well in person."

Steve wanted experience working on large accounts, so he started his job search by making lists of Louisville and Nashville agencies that had those kinds of clients. He called each agency and got the name of the person in account management to whom he would direct his letter. According to Steve, "not personalizing a letter should be illegal."

continued on page two
**AdViews**

**AdClub Sponsors Interactive Symposium**

*Edited from a report by Tynna Roe*

Former Western student Bert Blevins conducted an interactive symposium on Tuesday, Oct. 24.

Blevins, who works for the Cincinnati-based agency Harte-Hanks, spoke about the changing role of advertising and marketing with the increasing popularity of the Internet and the World Wide Web.

One of the sessions focused on the World Wide Web & Authoring Multimedia. Blevins discussed the different tools used to create presentations on CD ROMs or on Internet sites.

Some of the principle products used in authoring multimedia are Authorware, Adobe Photoshop, Director, Simply 3D and Visual Basic. Blevins recommended Authorware and Director for beginners.

Software was just one of the many topics Blevins discussed. He spoke briefly about interactive training with CD ROM's and homepage integration which allows companies to provide a CD ROM to consumers to use as a connection tool to reach the company's Internet site.

With technology advancing every second, students should try to prepare themselves to work with the most up-to-date systems. Blevins stated that students should try to gain a current understanding of digital technology and how things are changing. By doing this, they will be able to adapt their skills to meet the demands of a changing workplace.

**AdClub Visits Buntin**

Western's AdClub recently sponsored a field trip to The Buntin Group in Nashville, TN. The Buntin Group is a full-service advertising agency and design studio with yearly billings in excess of 50 million dollars.

Buntin's clients include Duck Head, The Kroger Co., and Columbia Healthcare Network.

Ms. Terri Dautreuil, Creative Services Manager for Buntin, organized presentations at the agency. Representatives from Account Service, Media, Public Relations and Design discussed the agency business generally and the specific responsibilities of their particular area.

Ms. Dautreuil said that the key to getting in an ad agency starts with an effective cover letter and resume. She looks for individuals with outside-the-classroom experience. This includes internships or related jobs. The biggest attribute that she looks for, however, is a positive attitude toward life and the advertising business.

**Persistance Pays Off...**

*continued from page one*

After several weeks of follow-up and many phone calls later, he arranged an interview at the Buntin Group where he was hired.

As account coordinator he assists with the management of the agency accounts including client billing, writing strategy, developing client marketing plans, creative direction, client presentation and marketing research. A complete understanding of all aspects of agency work is very important.

Steve says, "Western's advertising program did an excellent job of preparing me for the real working world, especially at an advertising agency. Classes that focused on writing strategy, using research references and media knowledge are areas that I use everyday."

"When I talk to other people who are new at the agency, I can see the advantage that my educational background has over theirs."

Steve chose Western Kentucky University because it was close to home. He decided on advertising as a major because he "enjoyed the thought of working in an atmosphere that was different and challenging everyday, but also very fun." He added that he likes to communicate with people and that he enjoys business.

---

**News of Advertising Graduates**

- Nicole Zirnheld, 1995, is working for Action Enterprises, an in-house agency in Louisville.
- Chelsea Klatt, 1995, is an account representative for The Font Shop in Nashville.
- Donna Tindle, 1995, is working for Southern Research Services in Louisville.
- Tom Peterson, 1993, is an account executive for Deckel and Moneypenny in Louisville.
- Michelle Baggett, 1993, is working for 615 Music Productions in Nashville.
- Dawn Ballard, 1995, is an account representative for the travel magazine, Let's Tour America that is headquartered in Bardstown.