

Spring 1997

UA68/13/4 AdViews

WKU Journalism

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Comments:

AdViews is a regular publication of the Advertising Program 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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WESTERN
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ADVIEWS

NEWS FROM THE ADVERTISING PROGRAM

Special Report

SPRING 97

Ad Program enters Cyberspace

by **Cliff Shaluta**

The odds are good that you are one of the 35 million or more web-surfers in the U.S.

The growth of the internet is getting big attention from advertisers. A night of television viewing will prove the point. Look at the number of companies mentioning their internet site in the ad. In fact, many ad agencies are reorganizing to take advantage of web technology and provide new services to clients.

The growth of the internet also means tremendous opportunity for those ready for the challenge.



Over the past year, Western's journalism department and the advertising program have upgraded computer equipment to include a state-of-the-art computer lab with 20

Macintosh 8500's connected to the internet. Students are able to use the computers in-class and during lab hours.

The use of the internet is being incorporated into most of the advertising classes. For example, earlier this semester, research students used internet search tools to find information on the mountain bike industry for a class project. This Fall, senior ad students will be taking *advertising account planning (JOU 346)*. The class will discuss how ad agencies manage their accounts for maximum consumer impact and profitability. One section will allow students an opportunity to plan a web site for a particular client. Students will use

continued



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flow charts to explain how users will travel through the site. This type of advance planning insures that the site will support the overall position or image that the advertiser wants to project.

In addition to class assignments, ad students have taken advantage of special internet seminars and workshops. In a recent workshop by senior Jason Loehr, 18 participants learned about HTML, basics of web page design, and new technology, like java script and shockwave. On the last night of the four-night workshop, students could upload their work to a special section in the advertising home page.

You can visit the advertising home page at: <http://wkuweb1.wku.edu/Dept/Academic/AHSS/Journalism/advert/ad.html> to learn more about the program, get AdClub news or just to hangout. See you on the net!

AdClub Visits Buntin Group

Western's AdClub visited the Buntin Group in Nashville on March 5. The students heard presentations from various Buntin employees about the advertising industry and their jobs. Art Director Mike Weed discussed the importance of a portfolio in getting a creative position at an ad agency. Mike called the portfolio a "box of ideas" and he recommended that students have six or seven finished ads and a dozen or so rough executions of ads. "It's all about your ideas," he said.

Ms. Terri Dautreuil, creative services manager at Buntin, organized the morning. Twenty students made the trip.

Kristie Young Wins ADDY Award

Kristie Young, a Harrodsburg senior, has won an ADDY award for advertising creativity in the annual "Louie" competition sponsored by the Louisville professional chapter of the American Advertising Federation. The award was presented to Kristie on Feb. 28 at the Kentucky Center for the Performing Arts in Louisville.

Kristie's entry in the competition was a print campaign for Bread & Bagels Restaurant that she prepared in Carolyn Stringer's copy and layout class during the fall semester. The campaign included designs for a new menu, three newspaper ads and an outdoor board.

With majors in advertising and public relations, Kristie has completed internships at WDNS radio and in the marketing department for the regional Domino's franchise. She is an officer in the Advertising Club, president of the WKU Baptist Student Union and a member of Alpha Delta Sigma, the national honorary society for advertising students.

Other students whose ads were chosen for entry in the "Louie's" were Kathy Bewley, Brian Adams and Dawn Williams. Team entries were submitted by Jason Loehr and Michael Newkirk, Jason Seaton and Brian Flanary and Heather Roberts and Jennifer Harlan. The entries were chosen from 16 small business campaigns that the Copy and Layout classes prepared during the fall semester.

Beth Kachellek Visits Western

Beth Kachellek, advertising director for Southwestern Bell Telephone in St. Louis, visited Western on March 7. She made a presentation on strategic advertising planning to Carolyn Stringer's advertising principles class. Beth also helped select the student team that presented WKU's campaign entry in the 1997 National Student Advertising Competition. A WKU advertising graduate, Beth was a member of the 1988 Western presentation team that placed third in the nation for a campaign for the Nestle Company of Vevay, Switzerland.

Before joining Southwestern Bell, Beth was an account executive for D'Arcy, Masius Benton & Bowles in St. Louis where she managed the Blockbuster Video account. Prior to that she worked as an account executive for Eric Ericson Communications in Nash-

ville and managed the Opryland account. She began her career at Ericson as a media buyer after graduation from Western in 1988. While at Western, Beth was an accomplished musician and she still performs. She recently tried out for the Metropolitan Opera.

Advertising Senior Recognized in Advertising Age Magazine

Anthony (T. J.) Pffingston was recognized in the Feb. 17 issue of Advertising Age Magazine in the Honor Roll of 75 students from the American Advertising Federation's Most Promising Minority Advertising Students in the nation.

T. J., an Ownesboro senior majoring in advertising, is employed as a graphic designer at Camping World headquarters in Bowling Green.