

12-2-1991

UA19/17/5/22 On-Campus Halftime Program

WKU Athletic Media Relations

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

 Part of the [Broadcast and Video Studies Commons](#), [Higher Education Administration Commons](#), [Journalism Studies Commons](#), [Marketing Commons](#), [Mass Communication Commons](#), [Organizational Communication Commons](#), and the [Public Relations and Advertising Commons](#)

Recommended Citation

WKU Athletic Media Relations, "UA19/17/5/22 On-Campus Halftime Program" (1991). *WKU Archives Records*. Paper 3962. http://digitalcommons.wku.edu/dlsc_ua_records/3962

This Other 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.



Western Kentucky University
UA19/17 Athletic Media Relations
Series 5 Film/Video/Audio File
Item 22 On-Campus Halftime Program

Contact information:

WKU Archives
Department of Library Special Collections
1906 College Heights Blvd.#11092
Bowling Green, KY 42101-1092
Phone: 270-745-4793
Email: archives@wku.edu
Home page: <http://www.wku.edu/library/archive/>
© 2015 WKU Archives, Western Kentucky University. All rights reserved.

Biographical/Historical Note: Film, video, dvds and audiotapes created by and about the Athletics Department or used in athletic programs.

Description: On-Campus Halftime Program featuring Debby Cherwak recreation director interviewed by Todd Gibbs.

Dates: December 2, 1991

Formats: 1 audiotape, 1 wav file, 1 mp3 file

Subject Analytics:

Audio recording
Interviews
Preston Health & Activities Center (WKU)
Publicity
Western Kentucky University

Accession Information: These records were transferred to the WKU Archives from the President's Office in accordance with the records retention schedule.

Access Restrictions: none

Preferred Citation: UA19/17/5/22 On-Campus Halftime Program Transcript, WKU Archives, Bowling Green, Kentucky, USA.

Processing Information: Transcription by Suellyn Lathrop, 2015.

Oral History Recording List

UA19.17.5.22 ~ Audiocassette

07/07/2015

Media ID	Side	Start time	Subject
Tape 1	1	00:00:00	<i>Todd Gibbs:</i> <i>This is Western Kentucky University our Hilltopper halftime program. 3, 2, 1.</i>
Tape 1	1	00:00:08	<i>TG: Welcome to our On-Campus Halftime Program from Western Kentucky University, I'm Todd Gibbs. The Raymond B. Preston Health & Activities Center is set to open in summer of 1992 and a group of marketing students at Western have taken on the facility as a class project. Recreation Director Debbie Cherwak explains the students are to promote the new facility.</i> <i>Debbie Cherwak: Well the group is called the American Marketing Association and the project is the new Health & Activities Center. And basically what they're going to do is use the knowledge and experience they've gained through their education here and help us find out what the best way is to let everybody on this campus know about this new facility previous to its opening date.</i>
Tape 1	1	00:00:51	<i>TG: Cherwak says the goal is simple: try to inform the students at Western what the facility has to offer.</i> <i>DC: Well they're trying to find out if people really know what the building offers. They see something out there that is big and massive that's taken away some parking spaces, that's added a lot of dirt and some other you know barriers are up. But they wanted to make sure that the people on this campus know that the health and the value that goes behind the building and what's actually in this building that they really can't see right now. So they want to take away any bad feelings or misconceptions that people might have and get them all excited about it, get them all fired up and let them know what's in the future for Western Kentucky University.</i>
Tape 1	1	00:01:30	<i>TG: Even though the project will not be completed until July work on promoting the new center has already started.</i> <i>DC: Well right now they are dealing with the campus and their feelings and the community, I mean the campus community. They've already run a survey in the Herald and got a good response back from that. They were mailed here to the office and we've turned those over. They are helping us design a logo that will be with the new building and every time you see this logo on brochures, maybe the staff shirts whatever, it'll be something that you know identifies directly with the new facility. They are helping us with brochures and handbooks. They want to make videotapes and let people know what's going on. So they're just full of a lot of exciting ideas. And the best part of the whole thing is, is that they're doing something that's helping them in their major and their field giving them hands on experience and at the same time they are able to leave something behind at Western.</i>
Tape 1	1	00:02:21	<i>TG: The 8.5 million dollar facility will have many advantages. There will be nine racquet ball courts, volleyball courts, six courts within the center used for tennis, volleyball and basketball and a 25 yard by 25 meter pool that will provide students and faculty with everything from water aerobics in the four foot area to scuba diving in the sixteen foot area. And that's our On-Campus Halftime Program from Western Kentucky University, I'm Todd Gibbs.</i>