2009

UA68/13/5 School of Journalism & Broadcasting - Student Organizations

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Biographical/Historical Note: In the fall of 1976 the WKU Board of Regents approved the reorganization that separated journalism from mass communications. The new Department of Journalism offered majors in advertising, journalism, photojournalism and public relations. The reorganization marked a shift in curriculum from the theoretical communications foundation to a professional program that could gain national accreditation. (Journalism Self-Study, 1998)

In 1999 the department merged with the broadcasting and mass communication programs to become the School of Journalism & Broadcasting consisting of six programs of study: advertising, broadcasting and mass communication, photojournalism, print journalism and public relations. (School of Journalism & Broadcasting website: http://www.wku.edu/pcal/sjb)

Description: Records created by School of Journalism student organizations. These include the Advertising Club, PRSSA, ImageWest, etc.

Dates: 1976-present

Subject Analytics:
- AdClub
- Albers, Jo-Ann
- Alpha Delta Sigma
- Awards
- College Heights Herald
- ImageWest
- InSync
- Kappa Tau Alpha
- National Association of Black Journalists
- National Press Photographers Association
- Photojournalism
Accession Information: These records were transferred to the University Archives upon its creation.

Access Restrictions: None

Copyright Notice:

Preferred Citation: UA68/13 School of Journalism & Broadcasting, Series 5 Student Organizations, WKU Archives, Kentucky Library & Museum, Bowling Green, Kentucky, USA.

# Finding Aid Report

**Date:** 12/16/2010

## UA68.13.5

### Records

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### Collection

- **Title:** UA68 Potter College of Arts & Letters 13. School of Journalism & Broadcasting 5. Student Organizations
- **Scope & Content:** Records created by School of Journalism student organizations. These include the Advertising Club, PRSSA, ImageWest, etc.

### Container List

<table>
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<td>Advertising Club</td>
<td>1980-1985</td>
<td>Newsletter - AdVenture</td>
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- Description
  - AdClub
  - Alpha Delta Sigma
  - Anderson, Mary
  - Beggs, Robert
  - Blair, Kathy
  - Broche, Hank
  - Brymer, Robert
  - Buchanan, Todd
  - Carter, David
  - Cashon, Rush
  - Chambers, Edward
  - Cinque, Pam
  - College Heights Herald
  - Collins, Cam
  - Coors Campaign
  - Costin, Curtis
  - Curtis, Phillip
  - Draper, Mike
  - Duncan, Terri
  - Elam, Tammy
  - Elvers, Dan
  - Embry, Kevin
  - Engel, Todd
  - Epley, Sondra
  - Evans, Joan
  - Gauld, John
  - Gilliam, Ken
  - Gilliam, Mike
  - Gordon Wilson Hall (WKU)
  - Greene, Diann
  - Hardin, Suzie
  - Hess, Mark
  - Hill, Theresa
  - Hofsass, Susan
  - Holley, Bill
  - Houchins, Jamie
  - Humphries, Ellen
  - Internships
  - Jones, David
  - Jordan, Pat
  - Justice, Tim
  - Keeling, Lisa
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<td>AdClub</td>
<td>Albers, Jo-Ann</td>
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<td>Barger, Tom</td>
<td>Beam, Bill</td>
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<td>Bernard, Steve</td>
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<td>Brown, Mark</td>
<td>Bush, Peggy</td>
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<td>Carey, Pam</td>
<td>College Heights Herald</td>
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<td>Crawford, Bill</td>
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<td>DuBose, Rick</td>
<td>Duckett, Debbie</td>
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<td>Duffey, Kevin</td>
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<td>Giles, Jay</td>
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Box 1

Description

Alpha Delta Sigma
American Airlines Campaign
Brennan, Mark
Burger King Campaign
Carey, Pam
Cecil, Emily
Chevrolet Cavalier Campaign
CLIO Award
Coors' Campaign
Eric-Ericson & Associates
ImageWest (WKU)
Internships
Kachellek, Beth
Kellogg's Product Alpha Campaign
Kidd, Ted
Louie Award
Nestle Campaign

Advertising Club

1988-1991

Newsletter - AdYear

Subjects
Computers
Homecomings
Awards
PADEN, Larry
PFINGSTON, Robert
SCHILLING, Stephanie
Scholarships
SHALUTA, Cliff
STRINGER, Carolyn
WHITE, Lisa

Box 1  4  National Association of Black Journalists, Inc.  1985  Constitution

Box 1  5  Kappa Tau Alpha  1981-1997  Kappa Tau Alpha

Description
Correspondence
Albers, Jo-Ann
Allen, Harry
Carter, Willie
Downing, Dero
Hardin, Suzanne
McKeen, William
Quinn, Paula
Ross, Billy
Stewart, Guy
Taft, William

Department of Journalism. Petition for Membership, Kappa Tau Alpha, nd.
Kappa Tau Alpha. Newsletter, Fall 1997.

Box 1  6  WKU Student Chapter of National Press Photographer Association 1989-1990; 1993  InSync

Description
Incomplete run of InSync, a publication created by the student chapter of NPPA regarding photojournalism alumni. The University Archives has three issues: Fall 1989, Spring 1990 and Summer 1993. If you have additional issues to donate, please contact the University Archivist at 745-4793.

See also:
College Heights Herald
1989 April 6, p. 2; April 11, p. 3

Adams, Jeanie
Cutaro, Andrew
Deputy, Amy
Dunham, John
Garcia, Joe
Gay, Jerry
Gensheimer, Jim
Greenwell, Randy
Gut, Josef
Hallmark, Jason
Kenney, James
Kodak donation
LaBelle, Dave
Longmire, Patti
Loomis, Rick
Miller, Scott
Morse, Mike
Mountain People's Workshop
Perry, Rex
Pinneo, Joanna
Powell, Larry
Smith, Dave
### ImageWest

**Description**

ImageWest was founded in 2004 and is a student-run advertising and public relations agency. Records include emails sent from ImageWest to the faculty-all listserv, promotional brochures, press releases and e-journals.

**E-Journal Imagewest International, Vol. 2, No. 2.**

Additional information regarding ImageWest can be found in the following:

- [College Heights Herald](http://www.wkuherald.com/)
- Park City Daily News

### Kelly Thompson Chapter, PRSSA

**Description**

Incomplete run of records created by and about the Kelly Thompson Chapter, PRSSA. Included are award banquet programs, press releases and national newsletters.

For additional information see:

**Park City Daily News**

- "Registration is Today for Seminar," April 7, 1989.
- "Three to be Honored at PRSSA Banquet," April 13, 1993.
- "Western Kentucky University's Public Relations Student Society," May 13, 1990.

### Newsletter - PR Perspectives

**Description**

Incomplete run of PR Perspectives, newsletter published in Spring and Fall by the student chapter of PRSSA. University Archives has the following issues: Spring 1985, Spring/Summer 1986, Fall/Winter 1986, Spring/Summer 1988, Winter 1990, Fall 1991-Spring 1994 and September 1996. If you have additional issues to donate, please contact the University Archivist at 745-4793.
Burnette, Joe
Cantera, Ron
Carmak, Jody
Cassell, Mike
Clark, Elizabeth
Collins, Brian
Creative Exchange
Crow-Highbaugh, Marla
Crume, Gene
Cunningham, Roger
Daniels, Chris
Davis, Eric
Denham, Karen
Denk, Thomas
Douglas, Michele
Dunn, Barbara
Filer, Debbie
Gibbs, Angela
Gore, Tommy
Hagerman, Bart
Hartlage, Chuck
Howard, Tina
Hunt, Steven
Ihator, Augustine
Internships
Johnson, Martha
Johnston, Dennis
Jones, Debbie
Jones, Paige
Jones, Terry
Kentucky Consultants
Kirsch, Karen
Loizzo, Patti
Long, Richard
Maddox, Greg
Manning, Kristi
Martin, Greg
Massey, Jane
Meredith, Thomas
Miller, Jason
Morgan, Paul
Morris, Rebecca
NutraSweet Campaign
Page, Denise
Parks, Gordon
Payne, Lynne
Pelino, Daniel
Polson, Jeff
Rogers, Jeff
Ross, Dreama
Scholarships
Schoon, Pamela
Shook, Pamela
Special Olympics
Stockton, Susan
Thiry, Paul
Thomley, Mike
Thompson, Kelly
VanderHayden, Terry
Vick, Scott
White, Anna
Incomplete run of The Fourth Estate, Sigma Delta Chi publication. University Archives holdings begin with Vol. 2, No. 2 and is missing Vol. 7, No. 1, Vol. 8, No. 2, Vol. 9, No. 2 and Vol. 10, No. 2. If you have issues to donate, please contact the University Archivist at 745-4793.

Accreditation
Ad Club
Adams, Bob
Allen, Harry
Allender, William
Armstrong, Bryan
Atkins, George
Baker, Bob
Barnes, Clive
Bates, Georgia
Beesley, Tom
Bruce, Fina
Buckles, Donna
Caudill, Tom
Clairfield (TN)
College Heights Herald
Corn, Jack
Crook, Susan
Denton, Steve
Dickey, Debbie
Downing, Dero
Dozier, Rush
Early, Sandra
Ehlen, Tom
Egan, Sherry
Eisert, Sandra
England, Tim
Evans, Terri
Farber, Myron
Fuller, Keith
Gardner, Lewis
Gibbons, Roland
Gibson, Debbie
Goodman, Bill
Goodykoontz, Alf
Hall, Bruce
Harlin, Tom
Hawpe, David
Heldman, James
Henry, Cassandra
Hepp, Jan
Hiesterman, Georgia
Highland, James
Hooks, Benjamin
Internships
Jones, Gary
Jones, Terry
Jordan, Pat
Knicely, Carroll
Kuralt, Charles
Loewen, Roger
McDougal, John
McKeen, Bill
Malone, Roger
Meredith, Alice
Minton, Don
Morse, Mike
Mosley, Ken

Subjects
Elections--United States
Gifts
Awards
Darkrooms
Incomplete run of The Fourth Estate, Sigma Delta Chi publication. University Archives holdings begin with Vol. 2, No. 2 and is missing Vol. 7, No. 1, Vol. 8, No. 2, Vol. 9, No. 2 and Vol. 10, No. 2. If you have issues to donate, please contact the University Archivist at 745-4793.
Incomplete run of The Contact Sheet, Student Publications Alumni Association. University Archives holds: Vol. 4, No. 2

Description

Student Publications Alumni Association

Vol. 4, No. 2

1989-2006

Newsletter - The Contact Sheet

Subjects

Journalism

Construction

Ground breaking ceremonies
Adams, Helen
Adams, Robert
Alexander, Kern
Ausenbaugh, James
Battles, Jim
Blanding, Melanie
Brim, Risa
Broekema, Tim
Brown, Beverly
Budde, Neil
Burch, Barbara
Burnham, Maria
Casagrande, Michael
Clark, Ryan
Clark, Ashlee
Clark, Chuck
Clark, Katie
Clarke, Cathy
College Heights Herald
Craig, Ryan
Cross, Al
Davis, Vonda
Duff, Janet
Ehlen, Tom
Fish, Tim
Frank, David
Gensheimer, Jim
George, Thomas
Hall, John
Hale, Robert
Harris, Dwain
Homecoming
Hopkins, Shawntaye
Hoover, Janet
Hoppes, Lynn
Hughes, Brad
Hughes, Lisa
Jerrell, Ron
Judd, Alan
Kenney, James
Knicley, Carroll
Labelle, Dave
Linsmier, Edward
Lovett, Greg
Lucas, John
Luster, Bill
McCord, Tom
Meece, Ray
Meredith, Thomas
Mitchell, Heather
Morse, Michael
Morton, Jamie
Newton, Jonathan
Pinkston, Janet
Piscotty, Marc
Poore, Chris
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<th>OS Box 24</th>
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<td>Subjects</td>
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