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Sigma Delta Chi

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New prof

Jack Corn says he wants to 'make waves' at WKU

By Megan Thomas

Western's newest faculty member in the Department of Journalism intends to "make waves," Jack Corn, instructor of journalism, said he will use his 28 years of experience as a professional photographer to teach Western students facts they need to know in the "real world."

Corn worked for the Nashville Tennessean for 28 years and two years ago he was promoted to chief photographer. On assignment, Corn also works for Time magazine, U.S. News and World Report, and American Illustrated, a publication sent to Russia.

As an instructor in basic photography, Corn said he wants to teach students the responsibilities of a journalist.

"It's important for students to think of themselves as a journalist and photographer if they're going to work for a newspaper," he said.

Corn said, "Journalists have a responsibility to delve into problems in their community, to ask questions, to make people see what they ordinarily wouldn't see."

"I want to teach students about the thin line between sympathy and empathy," he said. "A responsible journalist feels empathy for people, not only people in high positions but for the little people."

Corn said the public must be shown all aspects of their community and the camera can be used as a weapon to show the darker side of society.

"A photographer has a commitment to point out the wrongs of society. As a photographer, I don't make changes but I act as a catalyst for change. If you let the public know what is wrong, they will decide if things need to be changed. I've found that 90 per cent of the time, the public will make the right decision."

Instructing students in photography isn't new to Corn. He taught at Nashville Tech part-time and taught photojournalism here last semester.

"I like to teach, It's fun and it gives you a chance to scout real talent. But more importantly I can teach students the things

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Sponsored by SPJ-SDX

Media experts provide advice for job seekers

Western Kentucky University hosted a one-day internship-employment seminar March 2 for students in journalism, photojournalism, advertising, public relations and broadcasting.

Western's Chapter of the Society of Professional Journalists—Sigma Delta Chi (SPJ-SDX) sponsored the seminar in cooperation with the Department of Journalism. The seminar featured individual presentations and panel discussions by professionals from a variety of fields.

Prof. James L. Highland, SPJ-SDX campus chapter adviser, said what the organization was trying to do was present a program to make students a little more familiar with the procedure for getting a job.

In addition, Highland said, "We wanted to bring our students in contact with media professionals and hopefully develop a lasting relationship that would be of major benefit to Western and its students seeking summer internships and permanent jobs upon graduation."

Each person selected as a speaker or panelist was invited because he or she was an expert in some field of media employment or was a person in a hiring position in a media organization, Highland said.

Speakers for the program included:

- Mrs. Barbara Ashdown, director of resource development and placement

for Bowling Green Business College, Inc., discussed the preparation of a resume and cover letter.

-Glen Bastin, news director for WHAS radio in Louisville, and Bill Walters, general manager of WEL radio in Elizabethtown, discussed employment opportunities in radio.

-Mike Kettering, news director for WSM television in Nashville, Tenn., talked about employment opportunities in

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Editorialists highlight SDX December dinner

In April

Herald will host KIPA spring convention

Department of Local Government Commissioner Ralph Ed Graves said those responsible for writing editorials for the mass media "should have the decency to understand what they are writing about."

Graves, also the publisher of two Western Kentucky newspapers, was one of three persons who participated in a panel discussion during a dinner meeting of The Society of Professional Journalists Sigma Delta Chi.

Other panelists were Sandra Early, editorial director for WHAS-TV in Louisville and Hugh Haynie, editorial cartoonist for the Louisville Courier-Journal.

In his presentation, Graves said he was "as biased as anyone else when it comes to party affiliation."

But if those who write editorials for newspapers, radio and television stations are to be fair, they "need to understand" what they are writing about "beyond their own biases."

Graves called Louisville newspaper publisher Barry Bingham Jr. a man "with many axes to grind" and he added Bingham "grinds them well."

Graves cited as an example of fairness two editorials he wrote in one of his papers. The first supported a candidate with a master's degree for a position on the local school board over a candidate who was a sports personality with an eighth grade education.

The candidate with the lesser education won the election, worked hard and did an excellent job, Graves said. As a result, he said he wrote a second editorial praising the man for his efforts.

The commissioner said there is not and should not be objectivity in editorials which are designed to influence.

At the same time he attacked the concept of news stories labeled analysis or interpretation which are nothing more than the writer's opinion.

Graves said, "Newspapers are going to that (analysis and interpretative stories) more and more. I think they ought to be labeled more clearly. I think they mislead the public."

In her presentation, Miss Early called television a "naked medium" and said television editorials are good because they give viewers an opportunity to "listen" and to "interact."

"Viewers call up and threaten your life," she said. "It is hard to be brave when your face is up there."

Miss Early said one of the problems with television editorials is length. Those at her station are limited to 60 seconds.

She said that because of the amount of time that can be devoted to an editorial there are some subjects—like court reorganization—that are too difficult for television.

It is important that television editors "talk about what is really important to you as a viewer," state and local issues as opposed to national and international issues, she said.

As an editorial cartoonist, Haynie objected to Graves' suggestion that Courier-Journal publisher Bingham exercised a heavy hand on editorial content.

He said he frequently produces cartoons with which his publisher disagrees and added that those in the editorial writing section of the paper are often divided on controversial issues.

Haynie said that as a cartoonist what he tries to do is "take a thought—a basic subject—depict opinion and draw a box around it."

At the same time, he said, in oversimplification "there is strength and a helluva weakness. One picture in 60 seconds won't do it. Unlike cartoonists, editorial writers are not boxed in."

Haynie added that editorialists "dwell in a negative medium" and for that reason it is difficult, if not impossible, to "draw a cartoon that says something nice about someone."

Talking it up

WHAS editorial director Sandra Early discusses TV editorials at the SDX Christmas banquet at Ramada Inn. Left to right are Hugh Haynie, Ralph Ed Graves, Debbie Gibson, Miss Early and Pat Hohman.

The Kentucky Intercollegiate Press Association will be the guest of the College Heights Herald during the association's spring convention at Western April 15-16.

Between 125 and 150 persons from college newspapers across the state are expected to attend.

Friday sessions will be in Downing University Center. A banquet Friday evening and a business and awards luncheon Saturday will be at the Red Carpet Inn.

John Seigenthaler, publisher of the Nashville Tennessean, will speak at the banquet, which begins at 6:30 p.m.

Individual and newspaper awards, judged by the Chicago Tribune, will be presented at the 11 a.m. awards luncheon.
Debbie Gibson, who served as president of Western's SPJ-SDX chapter last semester, is working as a state government intern this semester for the Kentucky Educational Television network.

Miss Gibson was one of 15 students statewide selected for the Kentucky government administrative internship program.

While most of the interns are working with state agencies in Frankfort, Miss Gibson is serving as a staff writer and photographer for KET's magazine in Lexington.

Two nights a week, she meets with other interns in Frankfort for seminars on state government and agencies, and for her class work and magazine assignments, she is receiving 18 hours college credit in government.

Miss Gibson described the internship as "the perfect match" for her double major in photojournalism and government.

This is the second internship she has received while a student at Western. Last summer she was a news and photojournalism intern with the Park City Daily News in Bowling Green.

Miss Gibson has also served as photographer for the Talisman, the university's yearbook.

The government administrative internship program is open to all college students in their junior or senior years. The minimum grade point average required is 2.6, and the deadline for the summer-fall internship is March 25.

Debbie Gibson
named to serve
as state intern

David Goodman
By Jan Hepp

"The bottom line is this: basic reporting has not changed and will never change," said Bill Goodman, assistant news director for station WTVF in Nashville, Tenn.

Goodman, a Western graduate, spoke to students and instructors at a Society of Professional Journalists-Sigma Delta Chi (SPJ-SDX) meeting at Downing University Center.

He said that electronic news gathering (ENG) systems have done a great deal to broaden the broadcast industry.

"We have the ability to broadcast live, which means we can cover the late-breaking story," Goodman said.

Although installing an ENG system is expensive, Goodman pointed out that the tape used is cheaper than that used in standard systems.

Goodman showed a videotape of the workings of the ENG system at WTVF, Channel 5. The tape pointed out some of the problems the station experienced when the equipment was new and the immediate advantages of such a system.

The ENG system has not changed basic reporting, Goodman said. "We still have to go out and get the news and give it to the folks each night. It takes hard work, enthusiasm and energy."

Goodman, who has worked at WTVF for seven years, said leaving the classroom and entering the newsroom is "a shock."

He reminisced about his days as a mass communications student at Western and praised the laboratory facilities now available. "You've really got a lot to be proud of here."

Goodman advised students to get experience at a small station because "you get to do it all."

"Since Watergate, journalism is the 'in' subject and the job market is flooded," Goodman said.

He added that Channel 5 and other stations in the mid-sized market, are looking for people with experience.

"We don't hire anybody without a minimum of two years' experience. It sounds cruel, but we are not a teaching organization.

An average starting salary for someone with at least two years experience is between $12,000 and $15,000," Goodman said.

Goodman described the competition between WTVF and WSM-TV in Nashville as "phenomenal."

"I hope we weren't as childish as WAVE and WHAS are now in their promos," Goodman said, referring to two Louisville stations who are installing ENG systems.

Goodman admitted that news on Nashville television is "sensational" but added "there are degrees of that."

The ENG system did not affect WTVF's ratings during the first year it was installed, Goodman said. He noted that WTVF did "very well" during the last rating period.

WTVF employs a broadcast consultant "mainly for audience analysis," Goodman said. "The consultants recommend that we make our product attractive and understandable because, if we don't, the audience will turn us off."

Broadcasters should be able to communicate with the people at home. Goodman said he was not an advocate of "happy talk" on a news program but he is an advocate of making the product attractive.

"We don't have enough time to present the news," Goodman said. "As the ratings go up, more commercials are sold and we get even less time."

Goodman said he thinks the idea of an hour long newscast is wonderful but proposed 45 minutes of local news and 45 minutes of network news as a solution to the time problem.

Goodman said that the definition of news changes almost every day because news is not only what occurs each day but how it affects the community.

Goodman gave an example in a story about David Brinkley in which Brinkley said he would like to add "who cares" to the five W's of reporting. "We have tried to start using that philosophy in our newsroom," Goodman said.
Judy Wildman doesn't fit old mold

Picture if you will the image of a tough cigar-smoking editor screaming at his charges about deadlines. Now tear the picture up.

Judy Wildman doesn't fit the mold of an editor. But despite her quiet, soft-spoken appearance, she is getting the job done.

Since the senior journalism and French major from Powhatan, Va., assumed the top position on the Herald in January, things have been running smoothly. And that is in spite of the size to which the staff has grown.

"The reason for the high number of editorial positions this semester is to distribute the work more evenly over the enlarged staff and to give students experience in more facets of newspaper work," Wildman said. "The system has worked well so far."

The new editor doesn't have any sweeping changes in mind. "The idea is to work together to put out good issues of the Herald, to try to represent the student views and to learn from the process," she said.

And for her own plans Wildman said, "If I could find a way to combine my two major studies in one job, that would be ideal. If not, my study of the French language will always help me indirectly in my writing and editing."

$500 given for journalism scholarships

The College Heights Foundation at Western Kentucky University has received an award in the amount of $500 from the Donald W. Reynolds Foundation of Fort Smith, Ark.

The award is being given to the university to provide added support to the scholarship program in journalism which has been established by the College Heights Foundation.

John McDougal, general manager of The Glasgow Daily Times, on behalf of Donrey Media, made the presentation March 3 to Western Kentucky University's President Dero G. Downing.

Present for the award also were Carroll Knicey, publisher of The Glasgow Daily Times and a member of the Board of Regents at Western, Miss Georgia Bates, executive secretary-treasurer and member of the board of the College Heights Foundation, and David B. Whitaker, head of the department of journalism and director of university publications.

The College Heights Foundation at Western is a non-profit student aid agency which serves to provide the means to deserving students enrolled in the University to receive financial assistance.

Profs, students to attend regional SDX convention

Prof. James L. Highland and 11 journalism students will represent Western Kentucky University at the regional convention of The Society of Professional Journalists—Sigma Delta Chi April 1-2 in Chicago, Ill.

Students who will attend the convention, focusing on the relationship between the press and the courts, include Pat Hohman, Neil Budde, Kathy Whitson, Edna Duggins, Tom Beasley, Jim Grove, Greg Kuhl, Jo Neill Bennett, Mary Pace, Jill McSweeney and Terry Jones.

The highlight of the convention will be the presentation of awards to student journalists in a variety of writing fields. Western's journalism students have more than 50 entries in the competition.

Highland said that while Western always does well in the newspaper writing and photojournalism sections of the competition, this is the first year students have entered the magazine and broadcast news divisions.

"Based on past performance, we could do quite well in magazine and broadcast news too," Highland said.
He swaps Coke cup for microphone

By Robin Meredith

Greg Stotelmyer has come a long way from the days when he used a Coke cup and his imagination to "call" a basketball game in Winchester, Ind. Stotelmyer, a junior mass communications major and a newscaster for WBGN radio, does the play-by-play for local high school and Western's junior varsity basketball games.

Stotelmyer recalled he was five or six years old when his parents took him to his first basketball game.

"I used to keep score and sort of mutter under my breath to myself during the game," Stotelmyer said. "When I was older, a friend and I would go to the top of the bleachers and use empty Coke cups to announce the game."

Stotelmyer said he convinced his parents to buy a tape recorder so he could tape his broadcasts of television games.

After moving to Connersville, Ind., while in the seventh grade, Stotelmyer played basketball two years. During his junior year, he began to "call" basketball games for cable TV.

A faculty member at Connersville High encouraged Stotelmyer to attend Western.

"One of my teachers was a graduate of Western's mass communications department and he told me how good it was, so I decided to come here when I graduated from Connersville," Stotelmyer said.

He worked for the campus radio station, WKYU, and became news director before joining WBGN as a reporter last summer.

"WBGN's program director, Tim England, called me and offered the 5-9 a.m. shift, and I took it," Stotelmyer recalled. He also does a 3:55 p.m. newscast.

Associated Press (AP) President Keith Fuller said what all the nation today is the responsibility of the American press, and he called upon editors to "dust off" their editorial voices and put them to work.

Fuller, who also serves as AP's general manager, spoke to members of the Kentucky Press Association (KPA) during the organizations' 108th winter convention in Louisville.

Fuller told KPA members they must be willing to upset the equilibrium and stand up for what they believe is "right."

"The results will be astounding," he said. "In this effort you will weld readers to you that you haven't had before."

Fuller said that in 1946 Americans could go anywhere in the world with relative safety, but since that time, "our world—yours and mine—has been shrinking."

Today, three quarters of the earth's surface is no longer free to Americans, he said, and this is sad in a way because it has had a major impact on the American people.

"Football games are more difficult to call than basketball games," Stotelmyer said, "but the commercial experience of working with Bud was good for me."

The ideal situation 10 years from now, Stotelmyer said, would be "to be totally into sports, either radio or TV, doing either the play-by-play for a college team or being sports director for a station with a good sports program."

"If I stay here (at WBGN), then I'll have two solid years of experience behind me when I graduate. I will also have built up good contacts that can help me when I get out," he added.

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Today, three quarters of the earth's surface is no longer free to Americans, he said, and this is sad in a way because it has had a major impact on the American people.

"When I was a boy, I had almost childish faith in things American. Now a lot of us are apprehensive and confused," he said.

Fuller said there are no simplistic answers or Madison Avenue phrases to explain what has happened to the nation.

People have "exercised in self-flagellation and doubt to the point of almost being hysterical," he said, "and the past decade can be characterized as one of public relations double talk."

Fuller said the nation has gotten to the point where religion is no longer relevant, and patriotism is a thing of scorn.

He called upon editors to use their editorial voices to regenerate a "feeling of old" and to "get back to the basics."

Fuller's speech highlighted the three-day KPA convention. Western was represented at the meeting by Profs. Jim Aisenbaugh and James L. Highland and three students, Neil Budde, Greg Kuhl and Tom Ebel.
Corn adding his experience

Continued from page 1

they need to know," said Corn. He tries to teach students about the pressures of working for a newspaper.

"Students here aren't aware of the great amount of pressure. When I worked for the Tennessean, it would be a rare morning if I didn't get two or three calls before breakfast. A professional works seven days a week, 24 hours a day." Corn said he is trying to teach his students to be competent.

"You would never hear a professional say he couldn't get the assignment. If you can't get the exact assignment, bring in something."

One method Corn uses in his basic photography class to teach competence is a contest each week. Students line up their work in front of the class and the students judge the best photograph.

"I have them judge each other's work because they need to learn that photographs communicate ideas," he said. "People see photographs and if they aren't communicating, then you've wasted your time."

"At first people didn't like the idea, but they accept it later. You learn about your work by comparing it to others. You can see what is wrong with yours and what is right."

Corn said he still enters contests for the same reason. "I don't need to prove to anyone that I'm a good photographer. But I want to keep competitive and contemporary. I want to keep getting my message across."

While teaching full-time this semester, Corn also is enrolled in six hours of class work.

"That's one reason I wanted to teach. I wanted to come back to school myself. I believe a person should constantly renew himself, to take an introspective look. And I'm finding that being a student helps me to be a better teacher."

Corn said he chose to teach at Western because he thought Western had a commitment to excellence.

"Western has a commitment to get a good photojournalism program going," he said, "since they were willing to accept me on my experience and reputation, I was willing to accept them."

PRSSA completes plans for spring caucus at WKU

Plans for the Public Relations Student Society of America (PRSSA) East Central District Spring Caucus have been finalized.

The caucus, to be hosted by the Western chapter of PRSSA, will be held April 1 and 2. Over 100 public relations students from Indiana, Ohio, and Michigan are expected to attend.

During the two-day event, students will attend a banquet, conduct district business, and attend seminars featuring different aspects of public relations. Included in these seminars will be special two-hour television workshops conducted by Fred McCoy.

Brian Collins, Western's PRSSA chapter president, said all plans have been finalized and that the students have had few problems making arrangements.

"Everything has been running very smoothly. We did run into a problem when we had to reschedule the facilities. But Lon Slaughter and Dee Gibson were very helpful in rearranging the schedule. In fact the University has been great in helping us to conduct this caucus," he said.

This is the Western chapter's first experience in planning and organizing an event of this scale. Caucus chairman Michael Thomas said the experience has been a valuable one.

"We're doing things for this caucus that professional people do all the time. We're having to use the things taught in the public relations curriculum here instead of waiting until we become professionals. I can't think of a better experience for students," said Thomas.