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Sigma Delta Chi

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ACEJ accrediters to visit Western

"We're deliberately going out and making it tough on ourselves."

That's what David B. Whitaker, journalism department head, said while sitting behind his desk in the office of university publications. In front of him was a one-inch stack of papers, letters and forms, all dealing with the department's quest for accreditation by the American Council on Education for Journalism.

If the council approves Western's invitation, next spring the department will be visited by four journalists and educators. These people will be examining facilities, course offerings, budget, faculty load, achievements of graduates, contributions of professional societies such as SDX and countless other items.

Following their visit, they will recommend whether the department's news-editorial and photojournalism sequences should receive six-year accreditation.

Only about one-fourth of the nearly 300 schools offering journalism degree programs are accredited, Whitaker said. "It's like a Good Housekeeping Seal of Approval."

In addition to enhancing the program's prestige, Whitaker said accreditation enables students to enter some journalism competitions, such as one sponsored by the William Randolph Hearst Foundation.

This spring, the department, working through various committees, prepared a pre-visit report which will be sent in September to the council.

About a dozen students each served on student advisory committees for news-editorial and photojournalism. Their reports, along with faculty reports, will be included in the final pre-visit report.

Jim Highland, SDX adviser and associate journalism professor, supervises the news-editorial major. Mike Morse, assistant journalism professor, is director of photojournalism.

Dr. Warron K. Agee, former dean of the school of journalism at the University of Georgia, visited Western as a consultant May 4-5.

Agee met with department members, the student evaluation committees, Dean Robert Mounce of Potter College of

Awards highlight meeting

At 6 a.m. April 28, the Bel Air Hilton Hotel in St. Louis was quiet and peaceful, but that state would soon change.

At the same hour about 330 miles away, seven SPJ-SDX chapter members were waiting at the university center for adviser Jim Highland. Their three-day trip to the Region 5-Region 7 Joint Conference in the "Gateway to the West" would begin when Highland drove up in a rented burgundy-red van.

The members who went on what developed into a "wild and crazy" weekend were Gary Jones, a Bowling Green sophomore; Nancy Salato, a Columbia freshman; Elise Frederick, a Trenton freshman; Gaylord Shaw describes how he developed his award winning series on dam safety for the Los Angeles Times during a "How I Did It" session at the joint conference in St. Louis. Also seated at the head table are Rich Adams, WTOP-TV, Washington, D.C., who was honored for editorializing on television, and Roger Malone, moderator of the session and chapter vice president-elect.

Roger Malone, a Louisville sophomore; Nancy Salato, a Columbia freshman; Elise Frederick, a Trenton freshman; Tom Beshear, a Dawson Springs freshman, and Dave Boyer, a Campbellsburg freshman.

The 6½-hour trip passed, mile marker-by-mile marker.

Continued on page 5

Continued on page 6
Ad Club announces award winners

Western's Ad Club announced departmental and club awards, officers for the coming year and the nomination of five seniors to Alpha Delta Sigma national advertising honorary society May 1 at the club's first awards ceremony.

The five seniors selected for membership in the honor society are Rosemary Defore, an advertising major from Nashville; Jerry Dowell, a Franklin commercial art major; Jan Gross, an advertising major from Evansville, Ind.; Patrick Hohman, a Louisville journalism major; and Kathy Woodford, an advertising major from Paris.

Jan Gross was named the outstanding advertising graduate by the journalism department. The award is based on scholarship and professional growth.

Miles Steenbergen, a junior advertising major from Scottsville, was named the club's outstanding member. The award was for the student who has made the most significant contribution to club activities.

The Filibert award for the outstanding new club member was given to Daryl Knauer, a Fort Thomas junior majoring in advertising.

Two Western advertising students received certificates for their entries in the annual Datsun student advertising competition.

An ad prepared by Robert Harris, an Owensboro senior, and Joani Stucki, a McAllen, Texas, senior, was judged the best ad submitted from Western, and was among the top 40 students' ads entered nationwide.

Their entry in the competition featured a facsimile of a page from the College Heights Herald with the headline, "Datsun Meets Student Demands."

Officers for the 1978-79 school year were introduced at the ceremony. They are Steenbergen, president; Terri Evans, an Atlanta senior, vice president in charge of club activities; Knauer, vice president in charge of the campus advertising agency; Chris Sheridan, Louisville sophomore, secretary; Vickie Leathers, Louisville sophomore, treasurer.

"The Ad Club has made a lot of progress in the past year," Charles Price, retiring president, said. "We've increased our membership from eight people in 1977-78 to 36 this year."

Western will enter the American Advertising Federation's national student competition next year. When Western enters in district AAF competition next year, it will be competing with other students from Kentucky, Ohio, and West Virginia for the district title.

PRSSA honors eight members

Western's student chapter of the Public Relations Student Society of America honored eight people April 30 at the chapter's third annual awards banquet for contributions to the public relations field.

About 90 students, parents, alumni, faculty members and public relations professionals attended the banquet, at which awards were presented to individuals and groups for contributions to public relations in Kentucky.

Jack Guthrie, president of the Jack Guthrie and Associates public relations firm of Louisville, was honored for his work as executive director of the Kentucky Derby Festival.

Guthrie promoted and organized the week-long Derby festival, which, in 1977, was more successful financially than in any year of its operation.

Harold Huffman, executive vice president of the Bowling Green-Warren County Chamber of Commerce, Inc., was honored for his work in the economic growth of Bowling Green and Warren County.

The Free Enterprise Fair Steering Committee was given the university's public service award. The award was accepted by Rick Womack, co-chairman of the committee.

Dawn Kemp, a senior from Hendersonville, Tenn., was named the year's outstanding PRSSA member and also was given the university's PRSSA Outstanding Senior Graduate Award.

Jimmy Williams, an Auburn senior, and John Lane, a freshman from Wilmington, Ohio, were honored for their enthusiasm and involvement in chapter activities.

Recipients of the Robert Cochran scholarships were Joan Provost, chapter president, and Debbie Anderson, chapter secretary.

The chapter has been named the national Outstanding Chapter in Community Service for a Bowling Green-Warren County United Givers Fund Campaign and recently received the Outstanding Chapter Award for Chapter Development.

Dan Pelino, a Rochester, New York, junior, served last year's national editor and is presently the national president in charge of next year's national conference in New Orleans.
Banquet: Pulitzer winner, others honored for achievements

Richard Whitt, Frankfort bureau chief for the Courier-Journal in Louisville, has been recognized as Kentucky’s outstanding newspaper journalist of 1978.

Whitt received the award during Western Kentucky University’s chapter of The Society of Professional Journalists, Sigma Delta Chi’s fourth annual awards banquet.

Whitt was recognized for his coverage of the Beverly Hills Supper Club fire at Southgate, Ky., where 164 persons were killed. The same series of stories earned him a Pulitzer Prize for local newspaper reporting.

He was one of four professional journalists and broadcasters recognized during the banquet, which highlighted the chapter’s professional journalism program.

Al Smith, publisher of five small Kentucky newspapers and former president of the Kentucky Press Association, was recognized for outstanding contributions to broadcast journalism.

Smith received his award for his Kentucky Profiles television program on the Kentucky Educational Television network.

The chapter’s distinguished service awards for outstanding contributions to newspaper and broadcast journalism went to Robert Carter of Hopkinsville and Al Temple of Bowling Green, respectively.

Carter is the current president of KPA and president and general manager of the Kentucky New Era in Hopkinsville. Temple is the former president of the Kentucky Broadcasters Association and former general manager of radio station WKCT in Bowling Green.

For the statewide awards, the Western chapter accepted nominations and samples of nominees’ work from professional newspeople in Kentucky.

Also at the banquet, five chapter members were honored for their journalism accomplishments. Roger Malone, a Louisville sophomore, was given a leadership and guidance award. Other students honored were Debbie Gibson, Bowling Green, outstanding journalism senior; Tom Ebben, Lexington, outstanding journalism junior; Alan Judd, Greensburg, outstanding journalism sophomore; and Nancy Salato, Columbia, outstanding journalism freshman.

Alf Goodykoontz, national SPJ-SDX president and managing editor of the Richmond Times-Dispatch, was the speaker for the banquet.

Assessing SPJ-SDX’s national awards program, Goodykoontz said, “Some of our critics say that we give too many awards.

“I would counter that we do not,” he said. “Awards are important to American journalism for several reasons.”

First, awards demonstrate that not all good journalism in this country is performed by the national media such as The New York Times, The Washington Post, The Los Angeles Times and the three national television networks, he said.

Goodykoontz cited the work of reporters for the Jackson, Miss., Clarion-Ledger who won a national SPJ-SDX award for general reporting for a series of stories they did on a “disturbing pattern of police injustice” in their community.

Awards breed excellence, he said. “For those of us honored at mid-career, it’s a new spur, a new challenge to go out and do some things.

In addition, he said, awards help all journalists do better work, offer a method of assessment and evaluation and build traditions which have the extra dividend of public recognition.

Goodykoontz said that no matter how well journalists do their job, it always can be done better.
Camera issue discussed by panel

By DAWN KEMP

"It's time to let the sketch artists rest and put our courts on television," said Alan Palmer, news director of WBKO-TV in Bowling Green, Ky.

Palmer was part of a "Cameras in the Courtroom" panel discussion Thursday, April 13 at the Downing University Center.

The panel was comprised of Palmer, Warren Circuit Judge William Allender, Tom Hardin, director of photography for the Courier-Journal and Louisville Times and Mike Owsley, immediate past president of the Bowling Green Bar Association.

Palmer began the discussion showing favorism for cameras in the courtroom. "The public envisions trials as the Perry Mason type they see on TV. It would be useful to show them how trials really are," Palmer said.

"The American Bar Association (ABA) fears the courtroom will be erupted and a fair trial may be hard to obtain," Palmer said.

Judge Allender said he could foresee permitting cameras in the courtroom here. "I have no bias about it," he said. "I can see how TV coverage of the court could be educational. "People believe there has to be action through all of the trial," Allender said. "They don't understand that rules are violated on TV trials. I'm very enthusiastic about the educational use."

According to Judge Allender there has to be a balance between the constitutional guarantee of freedom of the press and the guarantee of a fair trial.

"It's been demonstrated, especially in pretrial publicity of sensational crimes, that this requires a good deal of caution," he said.

If this balance is not obtained it could result in

Continued on page 6
Preliminary visit complete

Continued from page 1

Arts and Humanities, Vice President for Academic Affairs James Davis, and President Dero Downing.

Agee’s report was scheduled to be received by these three men this summer, summarizing the program’s strengths and weaknesses.

His report “recalls a certain amount of autonomy” in the program, according to Highland. It stresses “improvements in faculty loads and improvements in facilities,” he said.

Highland said he hoped Agee’s recommendations would be put into effect in time for the spring visit by the council committee.

If Agee’s suggestions are followed, Highland said, it “could put us in a pattern for accreditation.”

Highland said if both the news-editorial and photojournalism sequences are accredited, the entire department would be considered accredited.

The Board of Regents April 29 approved an advertising major in the journalism department, which had been sought for more than two years.

Before the proposal for the major takes effect, it must be approved by the state Council on Higher Education.

“All this will be doing is formalizing what already exists,” David B. Whitaker, journalism department head, said. “We already have this identical program. The only difference is students now graduate with a major in mass communications.”

If the council approves the proposal, Western will be the first state university to offer an advertising major, according to Whitaker.

“Right now, our program is more developed than any other in the state,” Whitaker said. He also said Western offers more advertising courses than any other Kentucky university.

Carolyn Stringer, advertising degree chairman, said the job market for advertising majors is wide open.

“Students who major in advertising can get jobs with advertising agencies, the media, business, industries, manufacturers and retailers. Working in retail is good experience. It’s a good place to stay.”

There are now 80 advertising majors at Western, with 10 seniors graduating this spring.

Five journalism students were honored April 19 at the eighth annual university awards banquet.

Recipients of the Robert G. Cochran award were Debbie Anderson, a Bowling Green senior, and Joan M. Provost, an Evansville, Ind., senior.

The Carroll F. Knicely Journalism Award was given to Donald Lawson White, a Hopkinsville junior.

The Outstanding Senior in Photojournalism award was given to James Bassett Burton, a Madisonville senior.

Receiving the award for the Outstanding Graduating Senior in Advertising was Janice Marie Gross, an Evansville senior.

Alfina Rose Mami, a graduate from Swedesboro, New Jersey, received the Outstanding Journalism Senior Award.

About 135 students were honored at the banquet.

1978 SDX officers elected

Tom Eblen, Lexington junior, has been elected president of the Western Kentucky University chapter of The Society of Professional Journalists—Sigma Delta Chi.

Eblen will lead the 68-member student journalism society for the 1978-79 academic year.

Roger Malone, Louisville sophomore, was elected vice president, and Tom Beshear, Dawson Springs freshman, will serve as chapter treasurer.

Nancy Salato, Columbia freshman, will serve as secretary and edit the departmental newsletter, The Fourth Estate.
Continued from page 1

with a series of old and new jokes, lunch and gas stops and sleep.

After checking into the hotel, giving the receptionist the false impression that they were “normal” SDX members, the seven took a walking tour of downtown St. Louis.

Later, a capsule-like tram took the group to the top of the nation’s tallest monument—the 630-foot Gateway Arch. Tours of St. Louis’ media offices followed.

As the sky darkened, the delegation from Western boarded a bus bound for the “Huck Finn,” a Mississippi river boat. A 2½-hour cruise on the boat was scheduled for 8:30 p.m.

Jones and Malone were given the crayfish award for placing first in an on-board amateur talent show. They won the crayfish, which they soon named “Buster,” for being “two wild and crazy guys” (a Steve Martin comedy routine) and walking across the stage like the two “swinging Czechoslovakian brothers.”

Saturday morning at the regional meeting, five Western students and forty members were honored with regional Mark of Excellence Awards.

Bill Wolfe, a Kevil senior, placed second in editorial writing; Richard Hallicks, a Paducah senior, was awarded second place in the depth-reporting category; Bill McKeen, from Bloomington, Ind., placed second in the non-fiction magazine writing category; Lewis Gardner, a Lexington junior, was given the first place certificate for feature photography; and Mark Lyons, a Louisville junior, placed second in the same category.

“How I Did It,” sessions by the winners of the Sigma Delta Chi Distinguished Service Awards were next on the agenda. The 17 award winners were chosen from more than 1,200 entries.

Malone, the vice president-elect of Western’s SDX chapter, served as moderator for one session.

The session featured Gaylord Shaw of the Los Angeles Times, who won the Washington correspondence category with a series on the unsafe condition of many of the nation’s dams; Robert Toth, also of the L.A. Times, whose series on the lack of human rights in the U.S.S.R. earned him the award for foreign correspondence; and Rich Adams, editorial director for WTOP-TV in Washington, D.C., received the honor for editorializing on television.

After the sessions concluded, there was a formal dinner in the Mayan Room of the Bel Air Hilton. The climax of the dinner was a multi-media presentation of the Mark of Excellence Awards entries.

With background music and narration, slides and films of the award winners were shown as the plaques were given out.

Panel debates camera question

Continued from page 4

prejudice to a defendant, the judge said. “This would result in a new trial. We like to avoid this.”

“We would like to avoid all trials if possible,” Owseley added.

One thing that bothers the judge is the chance of commercials during the broadcast of the trial. “What about the effect of commercials during trial?” asked Judge Allender. “You have a witness on stand and you cut to a commercial for some deodorant or something.”

Palmer said he seriously doubted that commercials would be shown during a trial.

The judge concluded that cameras in the courtroom would have to be a “pooled” agreement between the judiciary, media and the ABA. All four panelists agreed on this point.

According to Hardin, there are a few states (about six) that allow camera coverage of trials. Florida has been involved in a one-year mandated test that will end June 30, 1978. One trial there that has caused much interest has been the Zemorra trial.

In that trial a youngster claimed that the viewing of a violent Kojak television show caused him to commit a murder. “The judge in this case was very positive after the trial toward the media coverage,” Hardin said.

There are a few rules that are necessary for the coverage of a trial by the media. “Photographers cannot adjust the light in the room. They have a specific, designated area to stay in, and they may only use specific types of cameras,” said Hardin.

“I can notice a camera click pretty far away,” said Hardin.

“I really didn’t notice what was going on with people taking pictures tonight, and they’ve been standing in chairs and moving all around.”

“If a lawyer is any damn good, all he cares about is winning,” said Owseley. “If cameras are going to help me, I’m for them. If they’re not going to help me then I’m against them.”

“If I’m representing a defendant that is illiterate or not well-groomed, the cameras won’t help,” Owseley said.

“What I think you’re gonna find happens is that TV won’t devote substantial time because the people won’t watch,” said Owseley. “Trials are boring as hell. They’re boring to watch and boring to participate in. I’ve sat there and watched jurors fall asleep during testimonies.”

Hardin agreed and said that they are in the process of trying to televise meetings of the House of Representatives. “I’m afraid they’ll catch one of them asleep,” he said.

The panelists agreed there would have to be some restrictions placed on the media coverage of trials, but they could foresee camera coverage in the future.

“We’re definitely moving in the direction to open courts,” said Hardin.