Photographer wins national honor

Lewis Gardner, chief Talisman photographer, was home in Lexington nursing a broken leg when he learned he had won the Society of Professional Journalists, Sigma Delta Chi, Mark of Excellence award for feature photography.

"I was quite surprised," Gardner said in a telephone interview a few days after he was notified of the award. "I thought it was a letter asking for money. I had forgotten I had won the regional contest."

A junior photojournalism major, Gardner won the contest with a picture taken in March 1977 of several of Western's women's basketball team members jumping off the bench in celebration of a victory over the University of Kentucky in a state basketball tournament. It appeared in the College Heights Herald March 8, 1977, with two other Gardner pictures in a full-page coverage of the tournament.

The photograph won the regional contest earlier this year, qualifying it for national competition. Members of four professional chapters—Southeast Tennessee, Cardinal States, Dallas and Rochester, N.Y.—judged the national entries. Twelve regions competed and 140 regional finalists vied in the 13 categories.

The competition was for college journalism work produced between Feb. 1, 1977, and Feb. 1, 1978.

The Mark of Excellence winners will receive their awards during the SPJ—SDX national convention in Birmingham, Ala., Nov. 15-18.

Gardner said the picture was taken as he kneeled on the sidelines, the final seconds of the game ticking away. He shot three frames of the team members standing by the bench before shooting the award-winning picture when time expired.

"I had been watching for that final expression," Gardner recalled.

It has a big title and the prestige it carries is even greater.

It's called the "Distinguished Adviser Award for newspaper advising in a four-year school," and Bob Adams, journalism associate professor and College Heights Herald adviser, received it this year.

The award, given by the National Council of College Press Advisers, will be presented to Adams Oct. 27 at a banquet during the national convention in Houston.

The Associated Collegiate Press will also meet in Houston then and will present the Herald with its 13th consecutive All-American Award. The Herald received a four-star rating by the ACP from a possible five-star rating.

"I was really quite surprised and happy, of course," Adams said after he received notification of the award Oct. 18.

Continued on page 8.
City editor stresses business

By LINDA JONES and TINA PROW

Journalism students should try to learn about business before they leave college and embark on a career, David Hawpe, Louisville Times city editor, said.

Hawpe spoke to about 50 students at the university center Sept. 21 in a program sponsored by Western's chapter to the Society of Professional Journalists, Sigma Delta Chi.

He told the group about his first months as the Times' city editor and what he would like to see new reporters interested in.

"We in the news ought to make some changes," Hawpe said. He quoted leading economists who feel that newspapers have a basic apathy toward business and industry and that newspapers either "ignore it (business) or regulate it to a secondary position."

"The business of America is business. We in the news should be better at bringing business news to the reader," he said.

Hawpe, who said he had no business background, advised the journalism students to take a few business courses. The ability to understand a balance sheet is a good asset for any reporter, he said.

Since he was appointed city editor, Hawpe said he has learned a lot about new reporters, especially what they don't like.

According to Hawpe, new reporters do not like to write birth announcements and statistical matters; they do not like the police beat, or, as he termed it, "the journalist's version of hell;" they do not like writing about court resolutions; and they cringe when faced with church news.

He also said beginning reporters shy away from labor, business and school board stories. (The school board, according to Hawpe, is such an important beat he said he wouldn't trust it to a new reporter anyway.)

Among the types of stories the new reporters want to write are investigative and feature stories, Hawpe said.

"Everybody wants to be a Bernstein, but investigative reporting is pure drudgery," he told the group.

He described the Times' best investigative reporters as men who spend hours talking on the telephone, making notes on index cards, and laboriously analyzing their notes, records and index cards for patterns.

He said one heartbreak of investigative reporting is when the Times' biggest competing newspaper—the (Louisville) Courier-Journal—breaks a story just before it's printed in his paper.

Beginning reporters also ask Hawpe to let them write lengthy feature stories so they can "get into" the subject, Hawpe said.

He said he had little patience with these journalists, who write "tricky, stylistic stories that reach an elite audience."

Covering the government and political circuit is another goal of reporters when they join the Times' staff, Hawpe said.

He said although many people think of that beat as glamorous, "hobnobbing with celebrities" does not lessen the demanding pace of reporting for a daily paper.

Hawpe also joked about thinking his new job as city editor would not carry as much pressure as the one he had left—assistant state editor for the Courier-Journal.

A month after assuming his position, he said he discovered how hectic the job could be. Almost simultaneously Hawpe was faced with a firemen's strike, a missing mayor, a city hall scandal and the alderman, city police and the FBI investigating "each other and just about everyone else," he said.

CBS newsman talks on courts, press rights

CBS news correspondent Bruce Hall said Oct. 13 that journalists should stand up for their rights and the rights of the people when dealing with the American judicial system.

Hall was the principal speaker for a joint meeting of the Kentucky-Tennessee Radio-Television News Directors Association held on the Western Kentucky University campus.

The meeting was sponsored by the WKU chapter of the Society of Professional Journalists, Sigma Delta Chi; the departments of journalism and communications and theater; and the Student Broadcasters Association.

"Talking about the press and the courts, Hall said the press "must vigorously pursue our rights as we see them."

As a result, he said there will be confrontations between the media and the courts, and it's "going to be very hard on the image of the press in the meantime."

When the courts hand down arbitrary rules for trial coverage, the press must ask why and fight to open the courts, Hall said.

He referred specifically to rules in some federal courts prohibiting cameras from the courtroom steps and similar restrictions.

Hall cited the case of a New York Times reporter, Myron Farber, who has been jailed for refusing to identify his source of information in a murder case.

Farber was jailed for contempt of court, and his newspaper was fined $5,000 a day until the information is turned over to the New York court system.

Farber is free pending an appeal to the U.S. Supreme Court.

"This is the first of many cases that we are going to see," Hall said. "You (journalists) had better know your rights and be ready to stand up for them."

Hall did not rule out negotiation, bargaining and compromise in an effort to

—Continued on page 8—
Internships: 37 students gain summer experience

Western students traveled as far as Florida, Texas and New York last summer to work for newspapers, wire services, public relations departments and park systems.

Thirty-seven journalism students participated in various summer internship programs, including those offered by 17 Kentucky newspapers, the Associated Press wire service and nine out-of-state companies.

News writing jobs were held by 19 of these students, 11 students found work in public relations, six worked as photographers and one participated in an advertising internship program.

Many of the summer interns said while they concentrated on one aspect of journalism, such as writing, they were often asked by their editors to help in other areas including layout and editing.

Two students—Bryan Armstrong, a Bowling Green senior, and Don White, a Hopkinsville senior—received internships from the Newspaper Fund.

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| NEWS INTERNS | | | | |
| Bryan Armstrong | Tampa (Fla.) Times | | | |
| Jo Nell Bennett | Shelbyville Sentinel-News | | | |
| Mark Cantwell | Vincennes Sun-Commercial | | | |
| David Crumpler | Louisville Times | | | |
| Edna Duggins | Grayson County News-Gazette | | | |
| Tom Eben | Associated Press, Louisville | | | |
| Elise Frederick | Todd County Standard | | | |
| Debbie Gibson | Edmonson County News | | | |
| Jane Goodin | Lebanon Enterprise | | | |
| Catherine Hancock | Russellville News-Democrat/Logan Leader | | | |
| Connie Holman | Jackson (Tenn.) Sun | | | |
| Alan Judd | Greensburg Record-Herald | | | |
| Roger Malone | Grayson County News-Gazette | | | |
| Tom McCord | Associated Press, Nashville, Tenn. | | | |
| Brent Mershon | Campbellsville News-Journal | | | |
| Jenny Searcy | Grayson County News-Gazette | | | |
| David Whitaker | Park City Daily News | | | |
| Don White* | Austin (Texas) American-Statesman | | | |
| Monte Young | *Newspaper Fund Interns | | | |

**PUBLIC RELATIONS INTERNS**

Debbie Anderson | Bowling Green Parks and Recreation Dept. | | | |

**PHOTOGRAPHY INTERNS**

Brent Mershon | Campbellsville News-Journal | | | |

**ADVERTISING INTERNS**

Miles Steenbergen | Tell City (Ind.) News | | | |
The assignment may have been tough, but it was realistic, involved planning and, for some, was almost a "religious conversion."

That's how Jack Corn, a photojournalism instructor at Western Kentucky University, described an assignment undertaken by his photojournalism class to photograph, under deadline pressures, Land Between the Lakes, a wilderness and recreation area operated by the Tennessee Valley Authority.

This unusual concept for a class assignment began several months ago with an invitation from LBL to develop a communication consortium at the park.

Corn said 16 students were given press kits before they left for the recreation complex. They were told to photograph and print a picture story showing LBL's four facets—history, recreation, conservation and education.

The students were accompanied by Corn and two other Western photojournalism instructors, Mike Morse and David Sutherland, each of whom provided continuous criticism of each student's progress as the weekend progressed.

For an extra dimension of reality, Corn added to the instructional staff three nationally known photojournalists:

-Sandra Eisert, Washington Post picture editor and former White House photographer under President Gerald Ford.

-Cheryl Magazine, picture editor of the Courier-Journal in Louisville.

-Dan Loftin, in addition to being a photographer for the (Nashville) Tennessean, is an artist and designer.

LBL, located at Golden Pond, Ky., is a recreational and wilderness area spanning portions of Kentucky and Tennessee.

Corn said because of LBL's size, one of the students' biggest problems was logistics, "just getting around." Yet, they still had to come up with four to seven photographs for a picture story illustrating the park's facets.

Though the students were given a press kit telling them about the area and the instructors answered the students' questions, they were not given a "shooting script."

Many of the students "wondered aimlessly around, hoping they would run into something," Corn said, and "that was their weakness."

But at the same time, he said, they learned "to think and to research and to never get caught like that again."

The students worked Friday and Saturday shooting pictures and their film was due at 6 p.m. each day. If they missed the deadline, the film was not processed, Corn said.

Proof sheets were made, projected on a wall and critiqued each night by the faculty members and the working professionals.

"We looked at every frame they shot, not just what they wanted us to see," Corn said.

On Sunday, the instructors and professionals helped the students draw the layouts for their stories.

The students had to learn to plan, Corn said. "Most told me they were required for the first time to sit down and think."

There was a great deal of one-on-one instruction, he said. "Sandm (Eisert), Cheryl (Magazine) and Dan (Loftin) all looked at each student photographer's pictures and talked with them."

When they returned to Western, the students began putting together a slide show which may be used by LBL officials for promotion.

The pictures will be shown along with pictures by students from Indiana, Kentucky and Missouri in competition at the Courier-Journal this spring.

In addition, the pictures shot by each student will be exhibited at LBL's visitors' center.
National SDX convention draws student interest

Nancy Salato, a sophomore journalism major from Columbia, Ky., will be the Western Kentucky University chapter's delegate to the national convention of the Society of Professional Journalists, Sigma Delta Chi, in Birmingham, Ala.

Miss Salato, along with fourteen other students and SPJ-SDX chapter adviser Jim Highland, is scheduled to participate in the four-day program.

David Whitaker, a Bowling Green sophomore, will be the chapter's alternate delegate, and Roger Malone, a Louisville junior, is the chapter's candidate for student representative to the national board of directors.

Other students who will attend the convention include Gary Jones, a Bowling Green senior; Tom Eblen, a Lexington senior and chapter president; Tom Beshear, a Dawson Springs sophomore; Doug Beard, a Columbia junior; Robert Carter, a Glasgow freshman.

Bob Skipper, a Mount Washington freshman; Margaret Shirley, a Columbia freshman; Cheryl Scott, a Columbia junior; Catherine Hancock, a Russellville sophomore; Karen Gary, a Glasgow freshman; and Ann Scott, a Vine Grove junior.

Noted newsman Allen Neuharth, Bob Schieffer and Jack Landau are among the speakers scheduled for the program, which will focus on the theme "Future Directions of American Journalism," being prepared by SPJ-SDX national President A. Goodykoontz and members of the host Alabama chapter.

Neuharth, president and chief executive officer of the Gannett Co., Inc., one of the largest newspaper chains in the country, will speak at the Nov. 16 dinner on the future of newspaper journalism.

What's ahead for broadcast journalism will be discussed by Schieffer, CBS News White House correspondent, at noon on Nov. 17.

Landau, director of the Reporters Committee for Freedom of the Press, will discuss press freedom issues on a panel that will also include Scott Aiken, business and finance
director.

By NANCY JANE SALATO

Donna Buckles, the 1977 Talisman editor, is back in Western's journalism department—but no longer as a student.

She is an assistant adviser to the yearbook staff and doing graduate work in folk studies.

Miss Buckles said she was anxious to work with the Talisman again, since Roger Loewen, the yearbook adviser, is "teaching me a lot about the technical end of dealing with a yearbook.

"It'll be a nice job. If the Talisman keeps on being as good as it is now, it will be a challenge to see what I can do with it," she said.

The Talisman has won the Trendsetter award from the Associated Collegiate Press the past four years. The award, which was first given in 1973, is presented to outstanding yearbooks. Only one other college has won the award.

"To me the Talisman has personality," Miss Buckles said. "Each year it has gotten better. If it didn't improve I'd be very disappointed."

She said she is not trying to put too much of her influence on the production of the 1979 Talisman. "I'm kind of paranoid about that."

She has given the staff story ideas, but will limit most of her work to what she considers her strongest point—design.

Miss Buckles began working on the Talisman in the fall of her sophomore year as an index editor and feature writer. The next year she was student life editor and then editor.

She graduated in 1977 with a double major in journalism and history and a minor in folk studies. She began working for the Leitchfield Gazette, and later started as a reporter and photographer for the Glasgow Daily Times.

She said she came back to Western only after she learned she could work a compromise between her job in Glasgow and working at Western.

The main difference between writing for college publications and being "out in the world" is that college-level writers usually try harder, Miss Buckles found. She said she has learned that small-town newspaper reporters don't always try as hard.

Miss Buckles is apprehensive about the future of college yearbooks.

"I worry sometimes how long a yearbook will last," she said. "There may come a time that because of enormous printing costs, it may not seem important enough to put forth the money.

"I hope the time will never come. Students need a yearbook."

Former editor returns to aid Talisman

Wild and crazy

Jim Highland, SPJ-SDX chapter adviser, is initiated into the "Wild and Crazy Guys' Honor Society" by chapter member Gary Jones during a recent picnic for students interested in Sigma Delta Chi. Highland was given a picture allegedly autographed by the Crazy Guys' Society founder, comedian Steve Martin, and a "swinging Czechoslovakian brothers' hat to commemorate the occasion.

Photo by Mark Lyons

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At the top:

Graduates begin careers as editors of weeklies

By CONNIE HOLMAN

May graduates Cheryl Sharp and Bill Wolfe stepped into the real world of journalism and started their careers at the top. They became the first editors of two weekly newspapers.

Wolfe went to Madison, Ky, to edit the News-Scene while Miss Sharp returned to her home county in Tennessee to edit the Independent Press in Gallatin.

With several months behind them, the two recently talked about challenges they have faced and the long hours they have invested in getting the publications to the press.

Miss Sharp’s newspaper had strong competition from an established tri-weekly, the Sumner County News-Gallatin Examiner, when it began. Now, the Independent Press is distributed free to about 11,800 homes in Westmoreland, Portland, White House and Gallatin.

“Our main goal so far has been to stay in business,” the red-haired Sharp said on a recent Saturday afternoon after covering a Special Olympics for a feature page.

“We offer the advertisers complete coverage and we compete with the other Gallatin paper,” she said. “Competition helps everybody do a better job, and it keeps them and us on our toes.”

“We can’t scoop them on news though, so we go with more of a feature angle on this paper,” she said. The Independent Press also features photo stories, business, cooking and children’s columns along with society news and sports.

Miss Sharp and another reporter cover the county courthouse, the county clerk’s office, city hall, the hospital and police and sheriff’s departments as well as the school board.

“That first issue was like having a baby,” Miss Sharp said, laughing. “I was about to go crazy while they printed it. And we had left a mistake on the front page by repeating an entire paragraph. It had to be framed with the mistake on it.”

Miss Sharp said she has learned much about laying out a paper and writing editorials. “I’d never written one before so I’m trying not to get too controversial quite yet,” she said.

“I don’t want to stay here forever, but I don’t know when I’ll leave.”

Wolfe also said he is sure he won’t stay in Madisonville, but for now the weekly paper is challenge enough for the former Herald managing editor.

The paper was distributed free for two months, but now costs $4 a year, Wolfe said.

“They were a lot easier to give away than to sell,” he said during a telephone conversation.

“But the reaction has been really good. People think the other paper (the Madison Messenger) needs competition. But they haven’t been subscribing in masses. It’s a lot easier to say ‘I like it,’ than to pay $4 for it.”

The Messenger is a daily paper so the News-Scene focuses on features and in-depth stories because the spot news is most often scooped by the competition.

Like Miss Sharp, Wolfe is trying to cover the other small towns in Hopkins County with his paper.

“I take a lot of pride in it and think it’s a good newspaper,” he said. “It’s run professionally, but I’m not too objective, of course.

“I’m glad I took this job, but I’m not sure I want to stay with it forever. I’ve had to learn quickly. It’s a sink or swim kind of thing.

“But we started from scratch and quickly built something from nothing. But there’s always room to improve.”
Ad students promote Shakertown

By TERRI EVANS

Advertising students at Western Kentucky University produced a promotional campaign for Shakertown at South Union, Ky., during the 1978 spring semester which helped boost the attendance at the Shaker festival by 96 percent.

"We reached a total of (more than) 3,000 people attending the 10-day festival," Joe Covington, president of the Shakertown organization, said.

"The attendance at the museum was at an all-time high also," he added.

Shakertown is a non-profit organization devoted to the restoration of the buildings which once housed a thriving Shaker colony in Logan County.

Students in Carolyn Stringer's senior-level class, Problems in Advertising, began the project in January and worked toward a May 14 deadline when the Shaker museum opened.

Jan Gross, then an Evansville, Ind., senior, and Terri Evans, then an Atlanta, Ga., junior, presented the campaign proposal to the Shakertown Board of Directors on March 8.

The proposal was accepted and the class began preparing the advertising and publicity materials.

Miss Evans and Miles Steenbergen, then a Scottsville junior, coordinated the campaign. Teams were formed to prepare various promotional materials, and the campaign focused on a 50-mile radius of South Union, with the exception of some national magazines.

The campaign included news releases and feature stories which were submitted in local and regional newspapers, magazines and business newsletters. Radio and television promotions were also created.

The campaign was divided into three phases of intensive promotion—the May opening of the museum, a special emphasis on the Shakerfestival in July and, in September, the weekend openings of the museum.

The overall campaign theme was "Shakertown at South Union: More than just a memory," which conveyed the idea that Shakertown is something worthy of attention today.

Miss Evans said, "Working on the campaign was a very good experience for us all. This is one of the most practical things I've ever done in class. I think we learned a lot."

PRSSA chapter plans national conference

By DEBBIE ANDERSON

The Kelly Thompson chapter of the Public Relations Student Society of America is coordinating the society's 1978 national conference, scheduled for New Orleans, La.

The third annual PRSSA National Conference will be held Nov. 12-16 in conjunction with the Public Relations Society of America.

Co-directors for the conference are Debbie Anderson, a Bowling Green senior, and Joan Provost, an Evansville senior, and Dan Pelino, a Fairport, N.Y., senior, is chairing the event.

The conference will open Sunday, Nov. 12, with the introduction of candidates for national office. The election will be Wednesday, Nov. 15. Each district will then meet, followed by a get-acquainted party.

The seminars will begin the following day. Speakers for the week include:

- Frank Faraone, General Motors public relations manager, Washington, D.C.
- Jim Haynes, senior vice president and director of public relations for Kress, Chapman, BUA and Norsworthy, Inc., Dallas, Texas.
- Timothy Conner, vice president and creative director for Burson-Marsteller, Chicago, Ill.
- Steve Rafe, Dynamic Innovations, Ltd., president, New York, N.Y.
- Kirk Stewart, Burson-Marsteller account executive, Chicago, Ill.
- Joan O'Connor, arts, public relations and marketing consultant, Los Angeles, Calif.

Students may also attend the professional society's seminars.

An employment seminar, followed by the annual PRSSA Awards Luncheon is scheduled for Wednesday. For the past two years, the Kelly Thompson chapter has returned home with two national awards—the Community Service Award in 1976 and the Chapter Development Award in 1977.

The primary goal of this year's conference is to introduce PRSSA members to areas in public relations they may not have encountered through school or past conferences, Miss Anderson said.

"This year's conference features public relations concepts geared for the '80s," Pelino said.
Cooperation sanctioned  
—Continued from page 2—

gather and report news.  
He said in particularly controversial cases reporters and judges can "come to a meeting of the minds," and reporters can perform their jobs effectively.

In addition, Hall predicted that because people from the regional bureaus have assumed a number of leadership positions in the network, there will be a number of changes in network news.  
"You will be seeing much less coverage out of Washington (D.C.) and more out of the regions," he said.

Adams calls award 'special'  
—Continued from page 1—

"The thing that makes it special to me is I know a lot of former Herald people, and some who still work here, wrote letters that might have influenced the awards committee," Adams said.

Two other journalism instructors have, in the past, received distinguished adviser awards from the council—David B. Whitaker, department head, for business advising and Roger Loewen, Talisman adviser, for yearbook advising.  
"It's a nice thing to have because it represents a lot of good people who have worked on the newspaper and made it what it is," Adams said.

New darkrooms built for possible accreditation

Anticipating the Feb. 15 arrival of an accreditation team, the university is expanding the journalism department's instructional darkrooms.

Work on the new darkrooms, which will be located across from the Talisman and Herald offices on the first floor of the university center, will begin in October.

The department now shares instructional darkrooms with Folklore and Intercultural Studies Center in the Academic Complex.

The move is essential for the possible accreditation of the photojournalism program, according to David B. Whitaker, journalism department head.

An accreditation team from the American Council on Education for Journalism will spend two days at Western reviewing the courses required in the news-editorial and photojournalism sequences and Western's journalism facilities.

After the team examines faculty load, facilities, course offerings, budget and other matters, they will report to the council.

Whitaker said the team could recommend full accreditation for six years, provisional accreditation or no accreditation at all.

Accreditation allows students to enter some journalism competitions, such as one sponsored by the William Randolph Hearst Foundation, in addition to enhancing the program's prestige.

15 students to attend convention

—Continued from page 5—

editor of the Cincinnati Enquirer and SPJ-SDX national freedom of information committee chairman, and Dave Lieberth, WHLO (Akron, Ohio) news director and SPJ-SDX Regional 4 director.

A Nov. 16 panel on the outlook of sports coverage will feature Alabama football coach Paul "Bear" Bryant and Hubert Mizell, St. Petersburg Times sports editor.

The future of journalism organizations will be discussed on Nov. 17 by representatives of the American Society of Newspaper Editors, Associated Press Managing Editors, Association for Education in Journalism, Radio-Television News Directors Association, SPJ-SDX and Women in Communications, Inc.

Most of the convention activities will take place in the Birmingham Civic Center.