National award won by student

A Western journalism student and reporter for WBKO-TV, Bowling Green, has won the Society of Professional Journalists, Sigma Delta Chi Mark of Excellence award for television reporting.

Al Tompkins, a Bowling Green senior, was recognized for an August 1978 story on Marla Pitchford, a former Western student who was charged with performing an abortion on herself.

The part of the Warren Circuit Court trial coverage Tompkins submitted as his Mark of Excellence entry focused on the final day of the trial and included an interview with Miss Pitchford following her acquittal.

Miss Pitchford's trial attracted nationwide attention because it reportedly was the first time a woman had been tried on such a charge.

Tompkins's television story won the regional contest earlier this year, qualifying for nationwide competition. The contest was for college journalism work produced between Feb. 1, 1978 and Feb. 1, 1979.

Tompkins and other Mark of Excellence winners were to be recognized during the SPJ-SDX national convention Nov. 14-17 in New York City.

Nearly a dozen students from Western, and chapter adviser Professor Jim Highland, were to attend the convention.

Gary Jones, Bowling Green graduate student, was elected chapter delegate. Bob Skipper, Mt. Washington sophomore, was chosen alternate.

Highland and chapter president Roger Malone, who also is the District C student representative to the SPJ-SDX national board of directors, were to serve on panels of the campus chapter workshop as part of the convention program.

Margaret Shirley, a Columbia sophomore, was to be Western's candidate for the seat on the national board of directors being vacated by Malone.

Other students attending the convention include: Lisa Beaty, Albany sophomore; Linda Dono, Nashville, Tenn., freshman;

Tom McCord, Richmond senior; Tom Ebben, Lexington senior; Cheryl Scott, Columbia junior; Robert Carter, Glasgow sophomore; and Charlotte Welch, Tompkinsville freshman.

Dead Ringer

To enliven a lecture on Ring Lardner in his American Press History course, instructor William McKeen imitates the novelist-sportswriter. McKeen also lectures at least once a semester as H.L. Mencken, complete with green and orange suspenders.

Herald honors three former staffers

An unprecedented three College Heights Herald awards were presented to former Western students during the 28th annual Herald breakfast Oct. 27.

Sports writer Tom Patterson, educator Vernon Stone and photographer George Wedding were recognized "for outstanding contributions in journalism."

"There were three awards presented this year, which is unusual," Herald adviser Bob Adams said. "But two of the people hadn't been here in a long time."

Stone, who was Herald editor in 1949-50 and 1950-51, pursued a career in broadcasting. After working for WHAS radio in Louisville, he taught for a period at the University of Georgia and now heads the journalism school at Southern Illinois University in Carbondale.

Patterson was Herald sports editor in 1969-70 and 1970-71.

Continued to Page 8—
Honest advice
C-J reporter tells journalists to be compassionate

Courier-Journal reporter Bill Powell urged young journalists to be honest, hardworking and enthusiastic about their work in a speech Sept. 13.

The speech was sponsored by Western's chapter of the Society of Professional Journalists, Sigma Delta Chi.

Powell, The Courier-Journal's Western Kentucky correspondent, said the big problem for journalists is that many people don't read newspapers anymore and that those who do don't believe what they read.

The basic principle in journalism is to "be as honest as possible with yourself and the people you write for," he said.

"Every story should be done the best you can do it," Powell said. "There are good newspapermen who are lazy, but they never amount to much. If you don't have enthusiasm for a story, I don't have any use for you."

The phrase "unavailable for comment" is "one of the most cowardly ways out" of trying to contact a source, Powell said.

"A lot of people say it and don't mean it."

Powell said a journalist must have compassion. He described cynicism as a "hateful, despicable word. People hide behind it to be smart."

At the same time, a journalist should have the ability "not to be conned," he said. Powell said he gets letters daily from prisoners in the penitentiary in Eddyville, Ky. "So far, I've found one man who said he was guilty," he said.

Powell said a Courier-Journal story in September about a Warren County deputy sheriff who allegedly won an organ-playing contest was "one of the worst jobs of handling a story I have ever seen."

The contest later proved to be a hoax. "I would not have believed this man's story from the beginning" without confirming the information with other sources, Powell said.

Powell told his student listeners: "I wish you the best of luck and I hope you'll be famous, but I doubt if you will be."

—Lisa Beaty

---

PR student to be national candidate

A Western public relations student has been chosen chapter candidate for national vice chair of the Public Relations Student Society of America.

Susan Crook, a Louisville junior, was nominated at an Oct. 20 caucus of PRSSA's East Central district at Western.

Elections will be at PRSSA's national convention Nov. 10-14 in St. Louis.

The East Central district is the nation's largest PRSSA district.

Grand Valley and the University of Detroit were announced as hosts for the district's spring conference which was scheduled for April 11.

In other PRSSA news:

—Susan Taylor, a Bowling Green senior, has been named first recipient of a $1000 public relations scholarship.

The award was presented this summer to Taylor, who is 1979-80 president of Western's PRSSA chapter.

Dr. Kelly Thompson, former president of Western, announced establishment of the scholarship at the chapter's spring banquet April 28.

The award was named in honor of Thompson's wife, Sarah.

Two years ago, Western's PRSSA chapter was renamed the Kelly Thompson chapter.

Before serving as Western's third president, Thompson was the school's first public relations director.

As chapter president, Taylor said "the most visible thing" PRSSA is doing this fall involves a campaign for the University Center Board, a newly created entertainment, planning organization.

"The idea behind Center Board was to get some student input," Taylor said. "They (Center Board advisers Ron Beck and Tim Nemeth) turned over the creative part to us, to do the advertising, the posters."

At this state, it's more promotion," she said.

"Next semester we're hoping to get into more of an active campaign for Center Board," Taylor said.

"We get paid $500 a semester. Plus the experience. You're really at a disadvantage if you come out of school with no portfolio material."

—In addition to Taylor, other 1979-80 chapter officers include John Lane, a Wilmington, Ohio junior, as vice president; Gay Ballance, a Bethpage, Tenn. senior, secretary; Susan Crook, treasurer; and Charley Smith, Atlanta senior, national liaison.
Fall 1979 marks a return to teaching for one of the two newest members of Western's journalism faculty and a beginning in the classroom for the other.

After a two-year stint with a South Carolina college as yearbook adviser and public information writer, new Talisman adviser Bob Baker is teaching, for the first time, print design and school publications courses.

Meantime, Pat Jordan is back in front of students more than a quarter century after leaving Eastern New Mexico University, where he taught fine and commercial art.

"I got out of the teaching profession with the idea that I would always get back into it," said Jordan, who teaches advertising.

Jordan left New Mexico in 1951 to study advertising art at the American Academy of Art in Chicago. That led, in turn, to a job with Zimmer-McClaskey-Lewis advertising agency a year and a half later.

"With the passing of the years, I became more commercial-oriented," he said.

Through the agency, Jordan spent nearly a decade working with General Electric Corp.'s Major Appliance division, where he worked in consumer promotion and advertising layout.

"And here again, my interests started shifting and changing," he recalled. "I decided I could do a better job selling my work out to a client than the account executives were doing."

Still with Zimmer-McClaskey-Lewis, he moved to Brown & Williamson Tobacco Co., where he was a senior vice-president and management supervisor.

"Brown & Williamson is one of the most sophisticated marketers in these United States," Jordan said.

"But I always had the idea that somewhere along the line, that sometime I was going to return to teaching."

Baker entered the University of South Carolina at Columbia in the fall of 1972 with an interest in politics.

"I went to South Carolina with the idea of getting my degree in political science and going on to law school," Baker said.

However the Watergate scandal helped turn Baker toward journalism.

"What happened to Nixon and finding out how deep the dirt was, it looked as if there was no way to succeed in politics without getting your feet muddy."

Impressed with the work of Washington Post reporters Bob Woodward and Carl Bernstein, Baker changed his major to journalism the summer after his sophomore year.

Baker graduated from South Carolina in 1976, after serving as editor-in-chief of the student newspaper, the Gamecock, and

—Continued to Page 8—

Bob Baker (right) is Talisman adviser and teaches print design. Pat Jordan (below) teaches advertising after working for a Louisville agency.

—Bob Skipper
—Kim Kolarik
Death and life:
Photographer traces, and feels, a family story

By STEVE CARPENTER

It was not a photo assignment easily forgotten.

Last year, George Wedding, a former Western student, went to his editors at the Palm Beach (Fla.) Post and asked to follow the story of an 8-year-old girl dying of cancer.

After meeting Marguerita Beltran and her family, Wedding said, he knew there was more to the story than just spending an afternoon with them.

The story developed into an account of the family's reactions, emotionally and financially, to the girl's slow death.

For his work, Wedding received the National Press Photographers' Association-Nikon World Understanding award.

"I guess my main thought was how was I going to handle myself with this one particular family. Because it's not easy to just walk into a stranger's house, where you know someone is dying... and have those people accept you readily, as anything but a journalist, as anything but an outsider—an intruder," Wedding said, 26, said.

But the family's reaction was positive. "The family welcomed us (he and the reporter covering the story) with open arms. The reason being—and it would later play a large part in their decision to have myself and the reporter be with them when the little girl died—that simply this family very much needed a shoulder to cry on: someone to lean on."

Wedding was present when Marguerita died at home on Jan. 5, 1979. Since the doctors couldn't help her, the family wanted Marguerita to be home, Wedding said.

* Wedding was called about 5 p.m. Jan. 4, when Marguerita's condition was declining. Wedding stayed with the family until Marguerita died at 11 a.m. the next day. Wedding said that during the time they spent waiting, he tried to prepare himself for her death.

"I sat there for... 16, 17 hours thinking about it (her death); thinking about which breath was going to be her last breath."

"She was lying in the bed and breathing very heavily—very raspy sort of way. You heard every breath she took, and you just kept waiting for that breathing to stop," he said, his voice faltering.

"I guess I tried to be a journalist first, only because I was there as a journalist and a friend to the family. But I wanted to make sure that I completed the job I came to do, and the best way to do that, I felt, was for me to maintain a high degree of professionalism. That's not to say while you're being a professional, you still can't be a compassionate human being. You can still do that."

"(It was important) for me not to get too emotional at that moment because I was afraid that if I did break down and get emotional that while I was worrying about that, or while I was crying or something like that, I might—without thinking—stick a camera in someone's face at the wrong moment..."

"And there were definitely moments when I chose not to shoot pictures during that death scene because I felt at this particular moment, if I shot a picture, it might bother someone, so I didn't," Wedding said.

Wedding said that despite his friendship with the family, he was still intruding into something personal.

The Marguerita assignment affected his life and he said it might allow other people to accept death more easily.

"Now that I look back after having done this story and having faced it through that family, I think that whenever the time comes that I have to face it, or face it within my family, that it might be a little easier for me to come through it all. I looked at the family and the year with them and saw through all the pain and suffering, how strong they remained."

A few people criticized the story because they said they didn't want to see death while eating breakfast, he said. But the most important thing journalism can give is knowledge, Wedding said.

"And no one ever has been hurt in the long run if they have knowledge. The more you learn in life, the better off you are. It may hurt in the short term... but after you get over that initial pain and suffering, the knowledge will eventually be proven good for you," Wedding said.

The Connersville, Ind., native said he is still close to Marguerita's family, even though he moved to California last June to work on the San Jose Mercury-News. Marguerita's family now lives in Georgia.

During the time Wedding was working on the Marguerita story, he married Karen McNally, also a former Western student.

Mrs. Wedding described the Marguerita assignment: "George would come home sometimes after visiting the family, and I tried to get him to talk to me about it. And he wouldn't talk about it.

"I know now because it was too painful for him to talk about..."
Beth, chief photographer, photo editor, sports writer, managing editor.

"Being a perfectionist . . . to me that's the key to my success. If I go out and make a picture that communicates, it's because I worked to spend a little bit of extra time trying to make a better picture, and then I went back to the darkroom and spent a little bit of extra time printing it. "It's just a way of life for me. I just can't function unless I feel I got the very best out of a situation."

Marguerita Beltran (above) undergoes radiation treatment for a malignant tumor attacking her brain and spine. Below, her mother and a minister comfort her sister, Carol, a few minutes after Marguerita's death.
Clairfield, Tenn., is nothing more than a long narrow Appalachian valley where people are desperately poor but enormously proud of their history and their culture.

The pitted roads leading into the area wind through the hills and near the homes of the approximately 500 people who live in the hollows of the valley.

Life in Clairfield took on a new dimension the latter part of September when the community entertained 21 student and professional photographers who participated in a "Mountain People Workshop" sponsored by Western's journalism department.

Photojournalist-in-Residence Jack Corn, who coordinated the workshop, said the idea behind the trip was for the photographers "to paint a portrait of the valley."

Corn said students and professionals were assigned to cover various aspects of community life in order to draw a composite of life in the valley.

The students were all enrolled in Corn's photojournalism class, but the professional photographers came from various

Students document mountain town

newspapers throughout the United States and Canada.

The students and professionals set up shop in the Clairfield Community Center, where many of them slept, Corn said.

They brought with them all the equipment necessary to construct and operate a professional darkroom.

He said each student and professional was given a specific assignment. One was assigned to a woman who ran a day care center. Another photographed a coal miner at work and in his home. Another was assigned to the "town story-teller."

While many of the photographers stayed in the community center, others moved into the homes of area residents, Corn said.

One of the photographers did a picture story on a family whose members are interested in "preserving the culture of Appalachia. They all live in log cabins in one of the hollows," Corn said.

Corn was just one of the photojournalists who critiqued the work of the students and professionals. He was joined by:

- Mike Morse, chairman of Western's photojournalism major and former chief photographer for the Daily News in Bowling Green.
- Frank Johnston of the Washington Post, White House Press Photographer of the Year the past two years and the first photographer on the scene at the mass suicide of the Rev. Jim Jones and his followers in Jonestown, Guyana.
- Arthur Goldsmith, editorial director of Popular Photography magazine and a writer in the field of photojournalism education.
- Tom Hardin, director of photography for The Courier-Journal and Louisville Times.

For the students and professionals, their days began at 5 a.m. when they went into the field. They took pictures throughout the day and came in just in time for dinner in the evening.

Corn said the faculty spent all afternoon examining film and proof sheets as they became available.

Following dinner, it was classroom time for the students and professional photographers, as Corn, Morse, Johnston, Goldsmith and Hardin analyzed and criticized the work of the day.

The first full day, a Friday, "there were some tears" during the critique session, Corn said, but the photographers were back in the field the next day at 6 a.m.

"All the professionals in the workshop said it was the toughest assignment they had ever had in their lives," Corn said. "These are people who have worked for newspapers for six, eight, ten years."

The three outside professionals brought in as instructors for the course saw the workshop assignment as realistic and a chance for the students to function as professionals in an unusual and difficult environment.

The photographs taken will be exhibited later this year at a school in Clairfield, and Corn said he is planning other major showings.

A slide show is being prepared for The Courier-Journal's college photojournalism day this spring in Louisville, and Corn hopes to have a showing in the spring on the Western campus.
Graduates

Some who leave continue classwork

Just 48 hours after marching in Western's spring commencement this year, Don White was back in school.

The former College Heights Herald sports editor flew to Columbia, Mo. where he began work this summer on a master's degree in journalism.

A year earlier, Betsy Ashcraft graduated with a B.A. in government and journalism from Western. Now she's in the middle of a three-year program at Harvard Law School.

Not all Western journalism graduates begin reporting careers immediately after leaving Bowling Green. Some, like White, want to teach. Others like Ashcraft, want to try different fields.

White, from Hopkinsville, spent two weeks at Missouri in 1978 in training as a Newspaper Fund copyediting intern.

"I had talked to a couple of professors there and they advised me to come by," White said.

So when a job with a Tennessee newspaper didn't come through this spring, he decided to enter graduate school.

"In hindsight, it was probably one of the best things I'd done in years," he said.

Ashcraft, from Brandenburg, finished her program at Western in three years, during which she worked for the Herald as a reporter and copyeditor.

"I was graduated from college when I was only 20 years old," she said. With such a head start, I thought going to law school would be interesting.

"I think you can do so much with a law degree," she said.

White said he decided on graduate school because of his interest in teaching.

"I think it's imperative to get a graduate degree, certainly if you want to be a professor," he said.

"I'll have a master's when I'm 23, so I'll have plenty of time to think about a Ph.D later." In addition to his course work this summer, White became a teaching assistant. He and the other TAs teach editing labs and some, including White, work on the student newspaper, The Columbia Missourian.

The journalism school at Missouri cooperates with the paper, which, he said, is a private enterprise. He works about 20 hours a week, including one night in the slot on the copydesk.

In addition, White wrote a computer manual for use by students learning how to operate seven new video display terminals.

"I think Missouri has a very practical program, much like Western's," White said.

Ashcraft said she went to the Columbia Missourian, the journalism school at Columbia, Mo. where she began teaching assistant. He and the other TAs teach editing labs and some, including White, work on the student newspaper, just to keep my hand in.

Before White finishes his program next spring, he may participate in a graduate reporting program which could send him anywhere from Hong Kong to Washington.

Though she hopes to someday get into politics, Ashcraft said she isn't sure what she'll do after she finishes her degree.

Would she ever teach? "Eventually, perhaps; I can't see it right now, cause there are so many things I want to do.

"I guess I just want to try my wings."

Graduate honored by AP

Tom Beesley, class of '78 and news director of WDBL radio in Springfield, Tenn., won the Associated Press class C market award for Continuing News in Tennessee.

The award was presented this summer during an Associated Press broadcasters' meeting in Gatlinburg, Tenn.

Beesley won the award for his coverage of a controversy focusing on the Eastern Darkfire Tobacco Growers Association. The controversy involved tobacco growers in Tennessee and Kentucky.

Beesley is a broadcast news and public affairs graduate under the old mass communications program.

Press Day

Instructing a photography class during High School Press Day Oct. 5, Mark Lyons, a senior photojournalism major from Louisville, tells a photographer she should be ready for anything. About 150 students attended the workshop.


New teachers adjusting

—Continued from Page 3—

later, the campus yearbook, the Garnet and Black.

“When I graduated from South Carolina, I had a couple of offers to work on papers in the Carolinas. But I turned them down because it’s kind of hard to support a wife on a reporter’s salary,” Baker said.

So he joined Francis Marion College in Florence, S.C., as assistant director of information services where he advised the yearbook and designed school publications, including brochures, handbooks and the catalog.

Although there was no journalism program at Francis Marion, which is primarily a commuter school, Baker said he decided there that he wanted to teach.

Finishing his master’s degree at South Carolina this spring, Baker joined Western’s faculty this summer, where he became adviser to a yearbook that has won the highest collegiate award in the nation for excellence—the Trendsetter.

The five consecutive Trendsetters the Talisman has won came during the years of Baker’s predecessor, Roger Loewen.

Loewen left the journalism faculty this spring to pursue another love: boating.

“Usually when somebody leaves, he leaves it where everybody’s graduated, nobody’s familiar with the setup,” Baker said.

“But Loewen, fortunately, left a staff of people who are experienced and who know what constitutes a good, quality yearbook,” he said.

Eventually, Baker said, the Talisman will change, though only gradually, since the book’s format is so obviously successful.

For Jordan, who was teaching art full-time 28 years ago, the changes have come slowly too.

“I still enjoy and appreciate fine art very much ... but I no longer have any overpowering desire to create it myself,” he said.

He said the move back to the classroom took some thought: “Yes, I was apprehensive, but I felt that in spite of the gap, that actually working in the field as many years as I had, that somewhere along the line, some of the knowledge has rubbed off on me.”

Herald honors 3 journalists

—Continued from Page 1—

After working for the then-combined sports staffs of The Courier-Journal and The Louisville Times, Patterson moved to Mississippi.

He is now executive sports editor of the Clarion-Ledger and the Jackson Daily News, the Mississippi capital’s morning and afternoon dailies.

Patterson’s sports staff, which now includes five former Herald sports editors, has won several awards in state competition.

Patterson has been recognized for feature stories and column writing.

Wedding served in a variety of positions at the Herald. Formerly with the Palm Beach (Fla.) Post, he moved in June to the San Jose (Calif.) Mercury-News.

He recently won the National Press Photographers’ Association-Nikon World Understanding Award. (See story, Page 4.)

Adams said the Herald awards, presented during Homecoming weekend, were the 14th, 15th and 16th to be presented since the award was established in 1966.

The 13th Herald award was presented to Adams at the annual Publications Banquet last May at Barren River Lodge. University Publications Director David B. Whitemaker made the surprise presentation.

“I thought he’d gone bananas on one of his introductions,” Adams said.

Campus SPJ-SDX elects ’79-80 officers

Western’s chapter of the Society of Professional Journalists, Sigma Delta Chi has elected officers for the 1979-80 school year.

Roger Malone, a Louisville senior, was elected chapter president. Malone has worked as a summer intern with the Jackson (Tenn.) Sun and the Grayson County News-Gazette.

Columbia junior Nancy Salato was chosen chapter vice president. Salato has worked as a reporting intern at the Tennessee Valley Authority’s Land Between the Lakes, near Cadiz, Ky.

Mt. Washington sophomore Bob Skipper was elected treasurer. Skipper has been a photography intern at Land Between the Lakes.

Ann Scott, a Ferncliff senior, was chosen secretary. She worked this summer with WLKY-TV, Louisville.