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AD STUDENTS WIN AT W.K.U.: WILL NOW ENTER AT REGIONAL LEVEL

Western advertising student entries for the AAA/INAME Student Newspaper Advertising Competition have been chosen. The 6 entries will be sent to the Atlanta Constitution on Dec. 7 for regional judging. Three winners will be chosen at the regional level. They will be entered in the finals in January.

Each student entering the competition created a newspaper campaign designed to help parents communicate with their children more effectively and to find ways to educate them on the dangers of drug use. Each entry contained three newspaper ads built around a central theme with a statement of the creative concept and strategy.

The client was the Media-Advertising Partnership for a Drug-Free America.

The ads were created in Carolyn Stringer's Copy and Layout class. Judges for the W.K.U. competition were Gil Stengle, Ted Kidd, and Terry VanderHeyden.

Students whose entries won are:
- Anjean Matheney, Tammy Oberhausen, Tim Taylor, Scott Duncan, Leslie O'Shoney, Debbie Rogers, Patty Adams, Debbie Kirsch, Cheryl Smith and Kenny Munday.
- The students worked in creative teams of two.

NOTE FOR DECEMBER:
The Link will not be published during finals week.
Good luck to ALL journalism majors with your finals. Have a great Holiday Season.

PRSSA HAS FIRST INDUCTION CEREMONY

The Kelly Thompson Chapter of the Public Relations Student Society of America held its first formal induction since its founding in 1975.

Twenty-three students were inducted, including three seniors who plan to graduate in December. They were Susan Tingle, Mark Gibson, and Harold Fowler.

Others to be inducted were:
- Joe Burnette, Barbra Clemons, Karen Fleming, Chuck Hartlage, Karen Hensley, Andrea Hill, Trevor Crouch, Tina Howard, Charles Hubbard, Raschelle Johnson, Karen Lee, Janet Moorefield, Melanie Lock, Jason Miller, Erin Parker, Greg Raymer, Lauren Scott, Pam Shook, Chris Smith, Bridgett Watson, and Darryl Weart.

Congratulations to all new members!

Also, don't forget. PRSSA pins are on sale for $4. To buy one, see any PRSSA officer.

ADVERTISING GRADUATE ADVANCES TO REGIONAL COMPETITION

Lisa LeCompte, a 1986 advertising graduate, last week was chosen as the Shelby County Business and Professional Women's Young Career Woman. She now advances to regional competition in the spring.

Lisa is marketing research coordinator for the Kentucky Fair and Exposition Center in Louisville.

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PROFESSOR AND JOURNALISM SENIOR
CREATE BROCHURE

John Hart, senior in journalism, and Paula Quinn, professor of journalism, have just completed a brochure for the American Cave Conservation Association (ACCA), now headquartered in Horse Cave, Kentucky.

The tri-fold publication is targeted at non-members who are interested in conservation, but are not necessarily cavers. The purpose is to attract new members nationwide. Some 10,000 copies will be sent to conservation, cave, and geology-oriented organizations across the country.

Professor Quinn wrote the copy and John edited and was responsible for design and layout of the brochure.

GRADUATE con't from page 1

For the Young Career Woman Competition, Lisa gave a speech on learning from those who have mastered the art of negotiating in the workplace.