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The Year in Words

DEPARTMENT: What can we say? It's another great year

By Jo Ann Albers
Department head

School years seem to pass quicker every year. Seems like it was just yesterday when I wrote a greetings piece for The Link.

We've had another banner year, finishing first in photojournalism and second in advertising in national competitions. Our PRSSA chapter was judged best in the region and swept awards presented at the regional meeting. The Ad Club won first place in the nation in the American Advertising Federation's public service competition. The protest of entry fee costs for the Mark of Excellence competition of the Society of Professional Journalists kept down the number of print awards, but as usual our students took the lion's share of awards in the Kentucky Intercollegiate Press Association. Our alumni also fared well in competitions.

Dave LaBelle's departure is sad news, but we're confident that we'll find another able photojournalist to join us in the fall.

Year end thoughts and wishes are these:

- Graduating seniors: Hail and farewell. We wish you luck in everything you attempt. Be sure we have a current address for you at all times. Be sure to leave copies of your resume for your department file and sequence faculty members. Think hard about being generous when you're called in the Phonathon next fall. You've had the benefit of computer equipment on which we'll be paying for another three years. We need

See Department, back page

Goodbye to a great photographer and man

The tears that flowed down student's and faculty's faces Saturday night during a slide show honoring Dave LaBelle showed how much the photo professor means to Western's journalism department.

LaBelle is leaving the department and going to Georgia to preach and continue work on his book about life and death.

LaBelle has been here for seven years and has taught many students not only how to shoot but how to be a better person.

LaBelle has a list of awards and honors he's captured during his career as a photographer including two Pulitzer Prize nominations for feature photos.

More importantly than awards, he has meant a lot of things to a lot of people here — it was evident as LaBelle, too, cried after the slide show.

Goodbye Mr. LaBelle. We'll miss you.

PUBLICATIONS: Big awards and big money problems

By Bob Adams
Director Student Publications

It's been the best of times and the worst of times.

To perpetuate the journalist's stereotype, let's look at the worst of times first.

It started while I was on vacation in Florida. Jo Ann Thompson called and told me the Herald and Talisman accounts were frozen and were likely to be closed. Of course, everybody told us not to worry, that it would be all right.

Well, it hasn't been.

From the Talisman retreat in September to the Publications Banquet at the end of April, hardly a week (and sometimes a day) has passed when there haven't been significant problems that required getting special permission to do the most routine things.

When it became obvious that the new financial controls were interfering with the day-to-day operations of the Herald, we renewed efforts to research a plan to solve the problem. In November, with the blessing of the Student Publications Committee, we offered a plan to President Meredith that would establish the Herald as an independent, non-profit corporation. The proposal was based on the operation of the Kentucky Kernel.

Time ran out on getting the plan to the Board of Regents in January, but a proposal to relieve the control factor on the Herald is due to be considered at the May 3-4 board meeting. The details of that plan have not been worked out.

See Publications, back page
An advertising campaign designed to increase awareness of the benefits of healthy lifestyles among students has captured a first place national award for Western.

Devised by ImageWest, Western’s student-run advertising agency, the plan seeks to dramatically increase knowledge or drug prevention, and was cited by the American Advertising Federation as the best public service advertising created by American advertising students in 1992-93.

The Western advertising campaign was produced as part of a media impact program funded by a federal grant from the fund for the Improvement of Post-Secondary Education. The grant is being administered by the Western Student Health Service.

Michelle Baggett, a Bowling Green senior, wrote the media plan, and she and Howard Shoaf, a Louisville junior, coordinated the campaign. Newspaper ads for the campaign were created by seniors Tom Peterson of Louisville and Casey Gunnip of Syracuse, N.Y. Seniors Brian Kelley of Lexington and Beth Pyle of Mount Vernon, Ill., created a poster series that will be distributed to universities nationwide for use on their campuses.

Western competed against student advertising club chapters on 212 other university and college campuses to win the public service award.

Western also claimed a second place award in the 5th District competition of the AAF’s World Series of Advertising. The campaign was produced for the Saturn Corporation of Spring Hill, Tenn. In this competition, Western was first among universities from Ohio, West Virginia and Kentucky for the past three consecutive years, and has placed in the top three schools each year since first entering the competition in 1981.

Five seniors student successfully competed for slots on the Saturn presentation team to represent Western in Dayton. They are: Nikki Owen of Elizabethtown, Michelle Baggett of Bowling Green, Tom Peterson of Louisville, David Dotson of Nashville and Sandra Karr of Owensboro.

Western also won one of two advertising scholarships awarded by professional advertising federations in the 5th District AAF. Chad Day, a junior from Elizabethtown, was the recipient.

Otto wins ‘Louie’ award from Louisville Ad Club

James Otto, a December advertising graduate, has won a silver "Louie" award in the annual ADDY competition sponsored by the Advertising Club of Louisville. The awards were presented at an awards ceremony in Louisville in March.

Hensley named outstanding public relations professional

The annual PRSSA banquet was April 14 and the following awards were presented. University Relations Director Fred Hensley received the Outstanding PR Professional award. Robert Blunn, associate professor, was recognized with the Outstanding University Service award. The outstanding Alumnus award was presented to Jeff Polson, a 1991 graduate. Outstanding new PRSSA member was Rob Blackford and Outstanding PRSSA member was Eric Davis.

An advertising student has successfully competed against other students nationwide to win a Vance Stickell Internship award for Western for the fourth consecutive year.

Chad Day, an Elizabethtown junior, will intern during the summer at Rockwell International World headquarters in Seal Beach, California. He will help develop advertising strategies and community relations plans for the company which markets its products internationally.

The internship is named in honor of the former advertising director of the Los Angeles Times. The Vance Stickell intern competition is sponsored by the American Advertising Federation. Students competed this year for five internships at companies, agencies and media organizations across the country.

Western is the only school to win a slot every year since the Stickell program’s beginning in

Want to work for the Herald? Get your application in by the end of the week.
Annual internship Roll Call

Print...from Connecticut to Texas

John Martin, Montgomery (Ala.) Advertiser; Chris Poynter, Waterbury (Conn.) Republican-American; Stephanie Stivers, Campbellsville Central Kentucky News Journal; Anya Armes, Paducah Sun; Tom Batters, Memphis Commercial Appeal; Cara Anna, Lexington Herald-Leader;
Nikita Stewart, Courier-Journal; Craig Allen, Ft. Knox ROTC publications; Brandi Lewis, Franklin (Tenn.) Review Appeal; Ellona Shelton, The Glasgow Times; Becky James, Jacksonville (Texas) Daily Press; Julie Grundy, Elizabethtown News Enterprise; Jim Hannah, Shelbyville News Sentinel; Jill Nevels, Cincinnati Enquirer; Dennis Varney, News Express (Pikeville); Greg Wells, Athens (Texas) Daily Review.

Ad...from California to Indiana

Chad Day, Rockwell International Corporation, Seal Beach, Calif.; Tom Peterson, Porter International, Louisville; Laura Riemenschneider, Culver & Associates, Omaha;
Michael Arvin, the Lexington Herald-Leader;
Gretchen Ploch, Western University Relations; Leslie Chappell, Indoor Expressions, Bowling Green; Chelsea Klatt, Dan Klatt Design, Franklin, Tenn.; Bill Tinchener, Bowling Green/Warren County Tourism Commission;
Tracy Keplinger, the ClassAd Channel 38, Elizabethtown; Alan Cooper, Butler County Banner, Morgantown; Sherrie Schrecker, Owensboro Chamber of Commerce; Amy Kilburn, Lexington Herald-Leader;
Michael Rohrer, Hickman County Gazette, Clinton, Ky.;
Beth Pyle, WDNS, Bowling Green; Amy Feazel, Rally's of Bowling Green and Evansville.

Photo...from Maine to Utah

Eric Parsons, Indianapolis News; Francis Gardner, Patuxent Publishing (Columbia, Maryland); Kathryn Scott, Portland Oregonian;
Joe Howell, Knoxville News-Sentinel; Robin Buckson, Wichita Eagle-Bacon;
Jonathan Adams, Muskegon (Mich.) Chronicle; Joe Stefanichik, Buffalo News;
Rick Loomis, Syracuse Newspapers; John Simpson, Richmond (Va.) Times Dispatch;
Jason Koski, Ithaca (N. Y.) Journal; Mark Piscotty, Albuquerque Tribune; Veronica Crane, Caplin Volano National Monument;
Jana Menefee, South Bend (Ind.) Tribune; Sally Eaton, Southwest Journal (Louisville);
Eric McCandless, Beaver County Times; Teak Phillips, Owensboro Messenger-Inquirer;
Deidre Eitel, Standard Examiner (Ogden, Utah);
Livvy Sandys, Bloomington (Ind.) Herald-Times; Russ Elsevier, The Springfield (Ore.) News;

PR...from Tennessee to Ohio

Rebecca Flynn, Dye, Van Mol and Lawrence, Nashville; Sally Krauss, Sports Information, Miami University, Oxford, Ohio, and Mandy Heltsley, Tennessee Commission on Film, Entertainment and Music, Nashville.

Congratulations, graduates!

Goodbye term papers, ramen noodles, late night studying...hello money, work, work, work.
you. We’ve enjoyed having you here and are looking forward to all the achievements ahead of you. Call any time you have a question.

To those of you who haven’t preregistered for the fall...do it without delay. You have a much better chance now than in August of getting the classes you want at the time you want. Preregistration closes Wednesday, April 28. New freshman and transfer students will have the opportunity to register before those of you who don’t take care of it by Wednesday.

New Herald editor awaits approval of full committee

Chris Poynter, a senior from Paris, has been selected by the Student Publications personnel committee to become editor of the Herald for fall 1993.

He awaits full approval from the full Student Publications Committee.

The Committee will approve or deny the recommendation sometime this week.

Once the editor is approved, he will hire the managing editor and the two will hire the staff.

The staff should be named by Thursday of finals week.

The Link wishes you a successful and productive summer internship.

Remember journalism professors are here if you need to talk. Call the department at 745-4143

Congratulations to outstanding senior award winners:

print — Tanya Bricking • photo — Marc Piscotty • PR — Eric Davis • Ad — Karen Wantland