The Year in Words

Strike up another good year for the department

By Jo-Ann Albers
Department Head

It has been another good year for the WKU Department of Journalism.

We passed the first two rounds of consideration of our reaccreditation. We started operation of three computer labs with no financial help from the university. We started the student mentor program that matches junior and senior majors with new freshman and transfer students to provide some special counsel to newcomers. Volunteers for 1992-93 are wanted; please volunteer.

Of the department, the accreditation site visit team had this to say: "The strengths of this program are the professional qualifications of the faculty and their commitment to educating students to be excellent advertising, news editorial, photojournalism and public relations practitioners...The department is a visible member of the university community...The students are appreciative of the faculty and the program, and many say they gave up opportunities to go elsewhere because of the reputation of Western. The atmosphere in the department is nurturing and supportive, and faculty are frequently in laboratories after classes helping students with course-related projects. The department has achieved substantial national recognition by winning national competitions in all areas."

The site visit team recommended reaccreditation. The

Student Publications:
A season for changes

By Bob Adams
Director of Student Publications

Change has been the operative word in Student Publications during the past year.

The College Heights Herald got its first major facelift (some say it was reconstructive surgery) with the beginning of the fall semester. Editor Tanya Bricking worked during the summer with Mac consultant Mike Goheen to redesign the Herald. With suggestions from MacHeen protege Jerry Busser and the fall staff, Tanya found that the new Macs and the news design didn't eliminate work. It just shifted into the a.m. hours.

The new look got good reviews from readers, and the judges at the ACP/CMA convention in Denver awarded the Herald the Best of Show Award.

That capped off a trip that included Jo Ann Thompson being honored as the Distinguished Business Adviser, Chris Poore placing second in the LA Times Story of the Year competition, the Herald receiving a Regional Pacemaker Award, the Talisman being cited for use of photography in the 1990 Talisman and the book's fifth place award in the Best of Show.

At the Homecoming Brunch, Mary Ann Wood Thompson, adviser at the Quadrangle at Jefferson Community College, and Tom Caudill, AMElNews at the Lexington Herald-Leader, received Herald awards for Outstanding contributions to Journalism.

SPJ named best chapter in the region

Western's Society of Professional Journalists went to the region five convention this weekend looking for a good time but came back with more than memories.

Western's SPJ was named the best chapter in region five, the Herald captured second place as the best student newspaper, and several individuals won awards.

Western won the Fiver Award, which is awarded to the best SPJ chapter in the region. Among other things, Western's SPJ has started the first ever chapter in the former Soviet Union.

First-place winners at the convention were James Brooks, editorial page; Patrick Richardson, editorial cartooning; Brian Bohannon, feature photo.

Second-place winners were Andy Lyons, spot news photo; Andy Lyons, sports photo, and Jamie Lawson, sports writing.

The Herald captured second for best non-daily student paper.

Third-place winners were Andy Lyons, feature photo, and Laura Howard, non-fiction article.
From the front
Accrediting Committee voted on April 4 to recommend reaccreditation. The Accrediting Council meets May 1-2 in Chicago and will make the final decision.

On a bad note, we’ve had to notify the Accreditation Council that the Journalism Resource Center is being evicted from the library on May 1 and we are seeking a new site for it.

The fall semester saw the retirement of Jim Ausenbaugh. His successor, Harry Allen, started in January.

Student achievements again were exceptional and included:
- First place in the Hearst Foundation’s overall PJ competition for the third consecutive year. Marc Piscotty and David Stephenson are in the top 10 and eligible for the next round of competition for placement.
- Craig Fritz won the feature competition of the Photgrapher of the Year, beating our professionals;
- Chris Poore, first place, Hearst feature writing.
- Doug Tatum, 15th place, Hearst sports writing.
- Western took 22 percent of the awards in the College Photographer of the Year Competition. Rick Loomis placed third as CPOY.
- Advertising students, district winner for the third consecutive year, in the American Advertising Federation competition.
- Ad students won first for the fifth consecutive year in the regional competition of the American Academy of Advertising and International Newspaper Advertising and Marketing Executive Awards.
- Silver Addy winners of the Louisville Ad Club were Cindy Davenport, logo design; Lori Sims, Holly Cherry, Tracy Troutman and Michele Houston, campaigns category.

Faculty members were busy keeping track of 632 majors and four minors. Mike Morse served as president of NPPA and I was vice president of the Association of Schools of Journalism and Mass Communication.

We weathered the 1991-92 budget cuts with no reduction in operating expenses. We expect to be strapped for funds in the coming year and have no expectation of additional lab hours.

Hope the job hunt is successful for those graduating. Be sure to let us know where you land and give us your mailing address.

Herald, Talisman editors await approval

The selection of upcoming Herald and Talisman editors has been partly completed but final approval awaits the full vote of the Student Publications Committee.

Recommended as Herald editor for the fall is Christine Taylor, a senior from Independence. The nominee for the 1993 Talisman editor is Cara Anna, a sophomore from Hendersonville, Tenn.

The recommendations come from the subcommittee on personnel development. Because a quorum of the full committee was not present Friday, confirmation of the appointments is scheduled to take place later this week.

After the editors are chosen, the section editors will be named followed by the reporters.

From the front
The university thawed its hiring freeze in November so we could fill the vacant bookkeeper/secretary position in the office and so we could continue to exist. Vonda Davis started in December.

In the meantime, Talisman editor Cheryl Edwards began the year with a three-day retreat at Park Mammoth for the yearbook staff. Later in the fall, we learned that Delmar, represented by former Talisman editor Margo Grace, would be printing the 1992 Talisman.

The Talisman has opted to send the ’92 book to the printer on disks, thus eliminating the fun parts of the yearbook — paste up, pull up and straighten up.

So far the Talisman staff has met all of its deadlines, so we’re expecting the book to be back on campus this fall in record time.

Spring Herald Editor Doug Tatum has met many of his goals — except getting the paper finished earlier. In fact, he finally scheduled an editor’s meeting for Thursday night at Reno’s because he doesn’t think the paper will be finished before their regular Monday and Wednesday closing hours.

Individual honors not cited earlier include fall Herald photo editor David Stephenson and photog Rick Loomis winning the Hearst photo competition, Poore qualifying for the national writing competition by winning the year’s first monthly contest, former Herald editor Darla Cater being named the Outstanding Print Journalism grad, and publication marketing director Amy Taylor being selected as the Outstanding Advertising graduate. Amy also is a member of the advertising team that will compete for national honors in Portland, Oregon.

Western was the host for the Kentucky Intercolligate Press Association, and reports from across the state indicated that the convention was quite successful.

The Herald fared well in the annual contest, as usual, but the Kentucky Kernel gave us a bit of a scare.

Changes for the 1993 Talisman will be significant because the university probably will cut its financial support in half. That will require some creative leadership and innovative money-raising activities.

Time changes, and so will Student Publications.
PRSSA caps successful year with banquet

PRSSA wishes to congratulate the new officers for the 1992-93 school year. They are president, Eric Davis; vice president, Heather Hauer; PR director, Sally Krauss; secretary, Rebecca Flynn; treasurer, Karen Gibson; program director, Catherine Bartling.

Congrats also goes to the Kelly Thompson PRSSA chapter for winning an honorable mention for chapter development. Eric Davis received a citation for District Director at the District conference in Detroit, Mich. The reps at the conference were Sally Krauss, Eric Davis, Nina Kissingin, Stephanie Alexander, Greg Putman, Deven Carigan and Bobby Johnson.

Banquet coordinator Denise Page and her staff did a wonderful job planning the spring banquet PRSSA held at Mariah's. Susanne Wright, PR manager for the Kentucky Derby Museum, was the keynote speaker. Special awards given during the banquet were Distinguished Alumni, Cliff Whalin, Boy Scouts of America; Outstanding PR Professional, Alan Palmer, Greenview Hospital; Outstanding University Service, Paul Cook; Most Valuable Member, Nina M. Kissinger; Outstanding New Member, Heath Hauser.

Those awarded scholarships were Sarah Thompson Scholarship, Eric Davis; Robert G. Cochran Scholarship, Denise Page; PRSSA Bluegrass Alumni Scholarship, Heather Hauer.

Members of Public Relations Department are looking forward to a great summer.

Those who have grabbed internships for the summer are: Denise Page, Genesco in Nashville; Eric Davis, Van Mol and Lawrence in Nashville; Matt Williams, Capitol Arts Center.

Journalism students take university honors

Journalism Department students received a variety of recognitions, scholarships and awards in the annual WKU Student Awards Presentation held April 12.

Named as outstanding seniors in the department were Darla Carter, Louisville (now working in Jackson, Tenn.), print journalism; Krista Shartzer, Glasgow, public relations; David Stephenson, Berea, photojournalism; and Amy Taylor, Murfreesboro, Tenn., advertising.

Also recognized were Eric Davis, Portland, Tenn., Sarah Thompson (PR) scholarship; Heather Hauer, Scottsburg, Ind., PRSSA Scholarship; Jennifer Johnson, Lexington, Kappa Tau Alpha Outstanding Senior in Journalism Award, and Thomas G. Jones (English) Scholarship; and Denise Page, Elizabethtown, Robert G. Cochran (PR) Scholarship.

Congratulations to these outstanding journalism students.

Ad team takes top honors for third year

An advertising team from Western won the 5th District title in the national Student Advertising Competition in Toledo, Ohio, on April 9.

Western students have won the contest for three consecutive years and for four of the past five years. The team will advance to the national finals in Portland, Ore., on June 13.

Students on the team are seniors Lori Sims of Ft. Mitchell, Matt Greenwell of Covington, Amy Taylor of Murfreesboro, Tenn., and Darla Roof and Tracy Troutman of Paducah.

Faculty advisers are Carolyn Stringer, Cliff Shaluta and G. Stengel.

The students prepared a 1992-93 advertising campaign for VISA U.S.A. and competed against teams from 11 universities in Ohio, West Virginia and Kentucky.

Congratulations to this team. Thanks for putting WKU in the limelight.
The World of Internships

Those word lovers

Tanya Brickling and Susan Wessling, The Courier journal; Nikita Stewart, Lexington Herald-Leader; Kenneth Schott, Myrtle Beach (S.C.) Sun News; Jerry Busser, Owensboro Messenger-Inquirer; John Martin, The Gleaner, Henderson; Lee Koger, News-Enterprise, Elizabethtown; Meagan Hoff, Southern Living magazine; Doug Tatum, Cincinnati Enquirer; and Cara Anna, News-Examiner, Gallatin, Tenn.; Dana Fife, University Relations.

Senior Dwain Harris is taking a full-time job with the Anderson News, Lawrenceburg. Chris Poore is taking a full-time job with the Lexington Herald-Leader.

Them ad folks

Melissa Kenner, NBC Advertising and Promotions department; Amy Taylor, W. B. Doner Agency, Baltimore; Sheryl Brewer, Eclipse Creative, Louisville; Margaret Blaylock, WBKO-TV; Melanie Wade, the Baker Agency, Bowling Green; Steve Miller, The Green River Republican.


Graduating seniors who have secured jobs are Jeff Pendleton, sales representative for Landmark Communication in Ft. Knox; Tracy Troutman, catalog coordinator, Camping World, and Cassie Holloran, The Courier-Journal.

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Congratulations, Graduates!

No more ramen-noodle-eating days or term-paper-doing nights....