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Department receives good news

By Jo-Ann Huff Albers
Department Head

We’re off and running for another year.
Sequence meetings will be held during the second week of classes. Be sure to attend yours.
—Advertising: 7 p.m. Wednesday, Sept. 1, Garrett Conference Center, Room 100.
—Photojournalism: 7:30 p.m. Monday, Aug. 30, Garrett Conference Center, Room 100.
—Print journalism: 7 p.m. Tuesday, Aug. 31, Garrett Conference Center, Room 100.
—Public relations: 7 p.m. Wednesday Sept. 1, Garrett Conference Center, Room 100.

We have a new teacher, James Kenney in photojournalism, and a new adjunct teacher, Al Jolly in public relations. Two new courses are being offered: JOUR 353, Public Relations Theory, taught by John Barnum, and an experimental class in the New Advertisers being taught by Cliff Shaluta.

Really good news for the department is that we will be given use of additional space in Garrett Conference Center and can address some of our needs. The Journalism Resources Center, evicted from the library in the spring of 1992, will be reopened in the space now occupied by Jim Highland in Gordon Wilson Hall. We will have two photo studios, instead of one. All photo faculty offices should be located on the second floor of Garrett Conference Center. Wilma King’s office will also be relocated to Garrett Conference Center. We will gain storage space in Gordon Wilson Hall and hope to add a conference/seminar room in Garrett Conference Center.

We hope we’ll be in the new space by January. It’s located on the ground floor of Garrett Conference Center and was previously occupied by the Credit Union.

The second good news item is that the university purchased $67,000 worth of equipment over the summer. The electronic darkroom for photo probably will be set up where the current photo studio is and Kenney’s office will move to the current photo computer room.

Remember that if you have any problems you should bring them to the department office in Gordon Wilson Hall.

We cannot help you with them if we don’t know about them.

Six photojournalism students recognized at national convention

Winning photographs by six Western students were among those displayed at a convention for journalism educators in August at Kansas City, Mo.
Entries from 429 students were judged in the 48th annual College Photographer of the Year contest.
Western winners were Cheryl Meyer, Rick Loomis, Fran Gardler, Marc Piscotty, Patrick Witty and Deirdre Bitel, who was a first-place winner in the portrait category.
About 1,500 journalism instructors and administrators from across the country and abroad attended the conference.
Western representatives were Jo-Ann Huff Albers, John Barnum and Corban Goble.

PRSSA: An ideal career starting

The Kelly Thompson tradition still lives on here at Western and you can be a part of that legacy.
The Kelly Thompson Chapter of the Public Relations Student Society of America will hold its first meeting Wednesday, Sept. 8, in Room 349 of the Downing University Center from 7-8 p.m.
PRSSA is more than just meetings. It’s a pre-professional organization with the needs of the student put first. A membership in PRSSA provides endless amounts of opportunities in networking contacts, professional experience and portfolio material.
Open the doors to opportunities you can’t find in the classroom. Come and see what one of the most respected chapters in the nation is going to be doing this year.
Let PRSSA become the starting block to your career.
For more information, contact Dora Epley, PRSSA PR director at 745-5840.
The ‘New Advertising’ has arrived

Advertising students are taking part in a new special-topics seminar this fall.

The class is a comprehensive discussion of Integrated Marketing Communications (IMC). This is the blending of traditional advertising, sales promotion, public relations and database technology to achieve the communication goals of the business.

Cliff Shaluta, assistant professor of advertising, is teaching the new class. “IMC is the result of decreasing corporate ad budgets and increasing advertising accountability,” Shaluta said. “Companies today want to do more with less. Developing a strong creative message and communicating that message through multiple sources is cost effective and efficient. This is a major trend of the 90s and beyond.”

Ad students find work

Advertising interns not listed in the April issue of the Link include:
—Amy Burke, The Mahoney Hassell Group (Boston)
—Meredith Hayes, The Beam Group (Louisville)
—Shane Hall, Barren River Area Development District (Bowling Green)
—Renee Kinslow, Edmonton News Herald
—Brad Schlagenhauf, Nat’s Outdoor Sports (Bowling Green)
—Gretchen Ploch, Sheehy, Knopf and Shaver (Louisville)
—Marty Schapmire, Greenwood Mall (Bowling Green)
—Nicole Zirnheld, Bowling Green/Warren County Tourism Commission.
—Mary Long, Operation Pride (Bowling Green)
—Leslie Runner, Camping World (Bowling Green)

SPJ, five others win national awards

Five journalism students recently won Associated Collegiate Press and College Media Association national awards:
—Jim Hannah: Third place, business/economic writing
—John Martin: Second place, business/economic writing
—Martin Hoffman: Third place, editorial cartoon
—Jim DeWeese: First place, promotional ad
—Chris Poynter and SPJ: National Director’s Award for freedom of information and Society of Professional Journalists.

Herald, Talisman accepting applications

The Herald and Talisman are looking for help in all different positions.
If you are interested in working for the Herald, call 745-2655 or stop by 122 Garrett Conference Center and see Herald Editor Chris Poynter.

The Herald is looking for news, sports and feature writers, copy editors and advertising staff.

The Talisman also has a variety of positions open. If you are interested, contact Epha Good, editor, at 745-6283.

No experience is necessary for starting out on either publication.

Just bring your ambition and willingness to learn from the one of best college newspapers and yearbooks in the country.

Several universities, such as Northwestern and the University of Colorado, have created graduate programs based on IMC.

The class may eventually become a regular offering in the department.

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Fall open hours for the Journalism Department’s computer labs

Gordon Wilson Hall, Room 311:
Monday: 2:30-10 p.m.
Tuesday: 2:30-5 p.m.
Wednesday: 2:30-10 p.m.
Thursday: 2:30-10 p.m.
Friday: 4-8 p.m.
Saturday: noon-8 p.m.
Sunday: 6-10 p.m.

Garrett Conference Center, Room 104:
Monday: noon-3 p.m.
Tuesday: noon-3 p.m.
Wednesday: noon-3 p.m.
Thursday: noon-7 p.m.

Note: The labs will be closed Saturday-Monday of Labor Day weekend, Sept. 4-6.