11-15-1993

UA68/13/4 The Link, Vol. 4, No. 6

WKU Journalism

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_records

Part of the Journalism Studies Commons, Mass Communication Commons, and the Public Relations and Advertising Commons

Recommended Citation

http://digitalcommons.wku.edu/dlsc_ua_records/3310

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.
Ad students ready for challenge

Western's advertising students are gearing up for the 1994 Student Advertising Competition. The annual NSAC features schools from around the nation as they develop a national campaign for this year's client, Eastman Kodak. Previous clients for the NSAC have included American Airlines, Nestle's and many more.

On the regional level, Western competes with schools from Ohio, West Virginia, Virginia and Kentucky. Western has won the regional competition three of the past four years, qualifying for a spot in the national competition. Western has also been a national finalist five times.

Kodak has issued the challenge for students to develop a national campaign designed to reach college students while promoting the Kodak brand name. Students will focus on three Kodak products: Gold Films, Kodak Cameo 35-millimeter cameras and Kodak Fun Savers—the single-use disposable cameras.

In developing the Kodak campaign, Western will utilize the concepts and methods of integrated marketing communications (IMC). IMC is a fairly new concept that emphasizes a consistent and unified message throughout all advertising mediums. IMC also stresses the idea of working with other marketing fields such as public relations, sales promotion and direct marketing.

Overall, approximately 40 advertising students will be working on the Kodak campaign. They will work in different divisions, ranging from research to creative, that will each be represented by one presenter at the regional/national competition. This year's competition will be held in Cincinnati on April 25.

PRSSA: Students spend day 'shadowing'

PRSSA's Fall Pro-Am Day was held Nov. 10 in conjunction with the Bluegrass chapter of PRSSA in Louisville. Nineteen people from the Kelly Thompson chapter attended.

Pro-Am Day is an annual event sponsored by the Bluegrass chapter that invites public relations students from Western and the University of Louisville to spend the day "shadowing" a PR professional. Pro-Am Day gives members the chance to network with professionals at their assigned locations and also with other professionals during the luncheon.

"The day was filled with insightful information that will become more important as we exit college and enter the real world," said Claudine Bacon, who shadowed a professional at South Central Bell.

The luncheon was held at the University Club. The guest speaker was Robert J. Howard, press officer from the Center for Disease Control, Atlanta. Howard discussed how to communicate complex medical information to the media and public.

The announcement of the Steve L. Hunt Memorial Scholarship was also announced.

Heather Hauer, president of the Kelly Thompson Chapter, was the recipient of this $500 scholarship.

Photographers win exhibition awards

Western had several winners in last weekend's Trans Financial Bank Open Photography Exhibition.

Our award winners were:

Best of Show— Larry Powell, "Kissing the Hurt."

Trans Financial Bank purchase award— Larry Powell, "Kissing the Hurt."

Kentucky Heritage Award— Craig Fritz, "Bill on Smoke Break."

Other category winners were:

People, color—Rick Loomis, "Waiting," first place; Craig Fritz, "Bill on Smoke Break," third place.


People, black and white— Darrin Phegley, "Coralitos Eyes," first place; Larry Powell, "Sisters," second place; Leah Hogsten, "Inner City," third place.


Honorable mentions— Larry Powell, "Along the Ho Chi Minh Trail"; Patrick Witty, "Rubberband" and Darrin Phegley, "Future Hand of Honduras."
Former Perot aide gives advice

BY TOM BARNAS

James Squires, former editor of the Chicago Tribune and media adviser to Ross Perot, spoke to journalism students Thursday night.

Squires, who wrote "Read All About It: The Corporate Takeover of America's Newspapers," warned students of how journalism has changed in the last 20 years.

He said the biggest change he has seen is the new role that television is playing in journalism.

"Television was born as an entertainment medium with minimal news," he said. "Now it has become the biggest source of political information we know."

Squires said because of the growing popularity of television news and more newspapers being owned by corporations, the industry has become too profit driven.

He criticized corporations and television news programs for neglecting hard news coverage and settling for something that just looks good.

"Instead of accurately describing what they see, television programs are more concerned about holding you long enough to sell you an image and entertain you," he said.

Newspapers have to compete in the marketplace for attention, he said. Other newspapers used to be their only competition, but now they are competing with television every day.

As a result, he said, the hard news coverage found in the Watergate era is becoming extinct.

Squires also talked about Perot, saying he never intended to win his independent campaign for president in 1992.

"Perot just wanted to make people more aware of the issues," Squires said. "He knew his chances of winning the White House weren't that good."

— James Squires
former Ross Perot adviser

"Perot just wanted to make people more aware of the issues. He knew his chances of winning the White House weren't that good."

After his presentation and a short reception at the Faculty House, Squires appeared on "Nightline" from WBKO's studios.

He was asked to talk about Perot's showing in the NAFTA debate with Vice President Al Gore Sunday night.

Squires admitted that Gore probably fared better than Perot in the debate, but he did say neither person changed anybody's views about NAFTA.

He told "Nightline" host Ted Koppel that Perot doesn't take the time to make himself a pleasant television figure.

He just gets out there and tells his views on the issues, he said.

Squires said this is probably one of Perot's biggest weaknesses in an age where television appearance has become so important.

Gannett to host reception

All journalism department majors are invited to attend a Gannett Reception at 7 p.m. Tuesday, Nov. 16, in the Herald offices.

Bob Gabordi, editor of the Marietta (Ohio) Times, will speak about Gannett's News 2000 program.

Refreshments will be available.

The Public Relations Student Society of America will present Mary Ellen Price, account executive from Dye, Van Mol and Lawrence in Nashville. Price will be in DUC, Room 349 from 7-8 p.m on Wednesday, Nov. 17.

Do you want to start a rewarding career?

Come join one of our award-winning publications. The Herald and Talisman are accepting applications for the spring semester.

If you like to write or take pictures or just want to start out somewhere, stop by Garrett Conference Center and let us know.