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Speaker to supply bird's-eye view on advertising

The advertising program and the Ad Club will host a seminar from 7:30 to 9 p.m. on Wednesday in Garrett Center, Room 100.

The seminar, "Birds of a Feather Flock Together," will be presented by Jim Kothe, president of Kothe Howard Marketing Communications in Charlotte, N.C. His presentation is part of the Hearst Visiting Professionals Program.

"Birds of a Feather" will offer a view of the ad agency/client relationship. Kothe will review the variety of "birds" on both the client and agency sides of the business.

While intending to be humorous, Kothe will provide some practical tips on communicating more effectively.

"The seminar centers around the relationships between ad agencies and their clients, but anyone in sales or marketing could benefit from this information," said assistant advertising professor Cliff Shaluta.

Kothe's presentation is free and open to everyone interested. For more information, contact advertising sequence coordinator Carolyn Stringer at 745-4143.

Western 10th in writing competition

Western moved into the top 10 in the writing portion of the 35th annual William Randolph Hearst Foundation's Journalism Awards Program.

Cara Anna placed ninth in sports writing to put Western in 10th place overall. There were 65 students from 39 universities and colleges that entered the sports writing competition.

Shampoo contest.

Jergen's chose the top 20 campaigns to compete for the national title. Now that the group has qualified, it will begin implementing its campaign.

The deadline for submitting the campaign is April 14. Jergen's will choose the winning campaign on May 8. The winners will then go to Cincinnati to present their campaign to Jergen's and its ad agency.

House speaker to give views on higher education

The Journalism Department and the Society of Professional Journalists are sponsoring a speech to be made by Kentucky Speaker of the House Jody Richards on Thursday in Gerald Auditorium in Garrett Center at 7 p.m.

Richards will speak about his higher education views and goals for schools in Kentucky.

Richards' visit is part of the Hearst Visiting Professionals Program. For more information, contact Jim Highland at 745-4143.

Department ready for remodeling

The state has given Western the go-ahead to start seeking local bidding for the Journalism Department's remodeling project.

Department Head Jo-Ann Albers said she expects that construction will start by Spring Break and be finished by the end of the semester.

Among the changes to be made during the project are:

- Moving the photo studio into space formerly occupied by part of the Credit Union in the lower level in Garrett Center. A folding wall will be set up so two shoots can be made at once.

PRSSA qualifies for Jergen's finals

Matt Logsdon, Lynette Guthrie, Rebecca Flynn, Gina Goff, Cheri Glass and Gretchen Fella have qualified for the finals in the Jergen's Body Shampoo contest.

- March 8 — Guest speaker, Jim Kothe, president of Kothe Howard Marketing Communications in Charlotte, N.C.
- March 9 — Guest speaker, Jody Richards, speaker of the Kentucky House of Representatives.
- March 10-12 — Society of Professionals regional convention in Indianapolis.
**SPJ preparing for regionals**

The Society of Professional Journalists is making plans to attend its regional convention on March 10-12 in Indianapolis. The convention is not limited to members and anyone interested in attending should contact adviser Jim Highland at 745-4143.

A van will be leaving for the convention at 11:30 on Friday. Highlights are to include a writer's workshop and the SPJ Mark of Excellence Awards banquet.

Topics of sessions will include magazine and newspaper feature writing, freelance writing, copy editing and on-line technology.

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**Students should get prepared for registration**

Fall schedule bulletins will be available March 20 and journalism course passes will be given out starting March 22.

Students should make appointments with their advisers as soon as possible.

If advisers haven’t posted sign-up sheets, Department Head Jo-Ann Albers suggested that students ask their advisers for them.

**More summer internships**

- Brian Spears will be a writing intern at E Magazine, an environmental publication in Westport, Conn.
- Rob Weber will be a writing intern at the News-Enterprise in Elizabethtown.
- Jon Grant will do graphics work at the Evansville (Ind.) Courier.
- Karin Lowe will be writing for the Central Kentucky News-Journal in Campbellsville.
- Stefanie Boyar will be a photo intern at the Muskegon (Mich.) Chronicle.
- Kevin Kelly will do sports writing at the Birmingham Post-Herald in Alabama.
- Scott Panella will be a photo intern at the Appleton Post-Crescent in Wisconsin.

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**Did you get a job or an internship? Have you won any journalism awards?**

To submit information for The Link, contact editor Dennis Varney at 745-6011 or adviser Corban Goble at 745-5841.

The deadline for the next issue is March 23.