4-23-1998

UA68/13/4 The Link, Vol. 9, No. 4

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/3353

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.
Naming of chapter revealed

By Christoph Miller

This year is the 20th anniversary of the Kelly Thompson chapter of the PRSSA, but this year is also NOT the 20th anniversary of the Kelly Thompson chapter of the PRSSA. Confused? Just keep reading.

The first Public Relations class was taught at Western in Fall '72. In 1973 both the Advertising Club and PRSSA were founded on WKU by Dr. Bob Blunn, today a semi-retired professor. Unlike today, members were hard to come by in those early years. For Western's PRSSA to keep its charter, they had to have ten members and each one had to pay $10. Every year one would never pay, so the other nine would pay his membership dues to keep the chapter going.

After a few years, the chapter decided that they needed a name. The search began. For someone who had been distinctive and positive in the public relations field. Someone who had achieved his goals and was a leader in the community. Someone who was both respected and had the strength to handle the incredible responsibility of having an organization named in honor of him. Research began. Studies were conducted. Phone calls were made.

The search was not limited to Western's campus, or to Bowling Green, or even to Kentucky. The chapter wanted the best man or woman, regardless of where they lived.

One name continued to come up. He had a background in public relations. He was one of two men to become presidents of major universities through the route of University Relations. He was still very active in a university. He was not only in Kentucky, but in Bowling Green, and was even at Western - Kelly Thompson.

London is the classroom

London will be the setting for a special course Professor Linda Lumsden will teach in summer 1999.

Dr. Lumsden has received word that her proposal for a course on British Media has been approved by the Cooperative Center for Study Abroad (CCSA), a consortium of 24 universities that organizes college classes around the world.

The course will be taught as part of the five-week London Summer program. Designated as JOUR 401, it will be worth three credits. It has no prerequisites.

The course is designed to give students a first-hand look at London's varied mass media. Field trips will include newspapers, advertising and public relations agencies, Tatler magazine, the BBC, the Museum of the Moving Image, Pinewood Film Studio, the British Museum, Parliament, the British Library, and a newspaper chain in South Wales.

Speakers will include photographers, reporters, editors, and PR and ad professionals. Optional weekend trips to Edinburgh and Paris will be available.

"The trip is a chance for students to savor the sights and sounds, flavors and aromas of one of the world's great crossroads of intercultural communication," Lumsden said. "It's a fantastic opportunity."

She will hold an informational "tea time" on April 23 at 5 p.m. in Room 100 of Garrett Conference Center. James Baker of the History Department, the campus CCSA representative who has frequently participated in the London Summer program, will also speak. Lumsden also will screen a video about the London Summer program. Tea and cookies will be served.

For more information, contact Lumsden at 745-5841 or at linda.lumsden@wku.edu.

The Link serves the Department of Journalism's students, faculty and administrators. Suggestions and materials will be accepted from anyone in the department.

Seth Alexander, co-editor
Sarah Ramsey, co-editor
Dr. Augustine Ihator, advisor
Naming

continued from page 1
Thompson worked for many years at Western. For a great while in University Relations, and as the program grew he initiated the position of the University’s first P.R. director. In the early 1960’s, Thompson became the third president of Western, a position he held until 1969, at which time he stepped down to become president of the Hilltopper Foundation.

In 1978, Western’s PRSSA chapter held a large banquet in Downing University Center to celebrate the naming of the Kelly Thompson chapter. Over 120 people attended to thank Thompson for his contributions to the university and the community, and at this banquet Thompson announced the creation of the Sara Thompson Scholarship, named after his wife.

Throughout the years, the Kelly Thompson chapter of PRSSA has continued to grow in both membership and distinction. There were years when the membership reached above 60, and through the past 20 years the chapter has held several national offices, including two national chairmen, one national vice-chair, one national editor and eight district directors. Numerous awards have been received, including Outstanding East Central District Chapter in 1985, 1989, 1990 and 1993, and Outstanding Student Firm in 1995-96.

Today, along with a strong chapter of PRSSA, there is a fully operational public relations agency run exclusively by the students. This is the only such agency in Bowling Green and some of the clients included Fruit of the Loom, Western’s Cultural Enhancement Committee, Stover Company and the National Corvette Museum.

With a new building and new technology for the journalism department being planned, the next 20 years of the Kelly Thompson chapter of PRSSA look strong and promising. The membership will grow and evolve, and best of all, none of the members have to pay the other’s dues.

Kappa Tau Alpha top scholar announced

Karen Denise Grigsby was honored at the Kappa Tau Alpha induction ceremony Tuesday afternoon. Grigsby, a print journalism major and copy desk chief at the College Heights Herald, has been active in student organizations. She is graduating with the highest grade point average among students in the four sequences. She will receive the KTA Top Scholar Award at the University-wide Awards Ceremony on April 19, 1998.

Inductees for the 1997-98 school year included Holly Cecil, Mikki Olmsted, Stephanie Siria, and Cara VanWinkle.

Hallmark Campaign Presentation

Heather Millstead - Research/Marketing Strategy
Chris Houchens - Creative Director
Jeremy Clemens - Media Guru
Kevin Finley - Promotions & PR
Whitney Jarrett - Presentation Supervisor

2:15 p.m.
Thursday, April 23, 1998
Garrett, Rm. 100

STUDY IN LONDON

Come ask questions, see a video, pick up a brochure and enjoy some tea and cookies.

Thursday, April 23
5 p.m. Garrett, Rm. 100

Call 745-5841
for more information