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Herald wins Pacemaker

The College Heights Herald was recognized as one of the top college newspapers in the country Nov. 7, when it received a national Pacemaker Award from Associated Collegiate Press and the Newspaper Association of America Foundation.

The award, the twice weekly student newspaper’s sixth since 1981, was presented at the National College Media Convention in Kansas City, Mo.

The national Pacemaker Awards are considered the college equivalent of Pulitzer Prizes for commercial newspapers.

The Herald earlier had been selected as one of 41 Pacemaker finalists from almost 200 schools that entered the competition. Twenty of the finalists were non-daily papers and 10 national Pacemaker Awards were presented in that category. The other newspaper Pacemaker categories are community college papers and dailies.

The final judging was done by the Kansas City Star.

Lori Becker Hayes, a December 1997 graduate who is a reporter at the Lexington Herald-Leader, was the fall 1997 Herald editor, and Kristina Goetz, who will graduate next month, was the spring 1998 editor. Goetz was in Kansas City to accept the award.

“This award recognizes what Herald staff members have known all along; that we can compete with college newspapers across the United States,” Goetz said. “It’s all about the Herald family and what we can do when we all come together.”

The Herald last won a National Pacemaker Award in 1992. Previously, the paper won in 1981, 1982, 1984 and 1988. It has been a finalist six times in the past eight years and 13 times in the past 17 years.

Herald Adviser Bob Adams said winning a national Pacemaker is a tribute to the students who work hard to produce a quality paper for its readers. “It’s a credit to everyone who has helped the Herald establish a tradition of excellence,” he said.

Also honored at the convention was Jerry Brewer, a junior from Paducah, who was named honorable mention in the national Reporter of the Year competition sponsored by ACP and Tribune Media Services.

Three Herald photographers were cited for their work in the Picture of the Year competition. Jason Clark placed second in sports, Nicholas Fedyk was second in news and Jason Behnken was third in features.

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Ihator presents paper on corporate pr influence

Dr. Augustine Ihator, associate professor of public relations, will be presenting his recent research work during the Second Annual Meeting of the American Association of Behavioral & Social Sciences (AABSS) taking place in Las Vegas February 2-4, 1999. The title of the paper is, "Emerging Symbiotic Relationship Between Ecclesiastical and Corporate Public Relations Practices."

The study explains how the ethos of capitalism, popular culture and pragmatism are substantially impacting the structure and culture of religion. Historically, the church has been insular and cynical in adopting corporate communication techniques in its spiritual functions. Corporate practice was seen as not compatible with orthodox theology. There was a bifurcation between the secular and the sacred. Both were viewed to be mutually exclusive.

Dr. Ihator points out that due to the diminishing influence of religion in a scientific age and declining church membership, some church leaders are motivated to apply modern corporate public relations techniques, through which ecclesiastical instruction is culturally contextualized to minimize cognitive dissonance and make religion relevant to the lives of the target audience.

"Some church services are becoming more interactive and user-friendly -- a culture imported from the corporate world," Dr. Ihator said.

Herald (con’t from page 1)

The Best of Collegiate Design 6 also was recognized at the convention. Sponsored by College Media Advisers and College Media Review, the competition recognizes excellence in newspaper, magazine, yearbook and online publications.

In the Photojournalism category for all publications, the Herald won first, second and third places, representing work by Carrie Pratt, Lori Becker Hayes, Kurt Fattic, Clinton Lewis and Jason Clark.

Dan Hieb was the designer of the Herald’s fourth-place entry in feature pages. In photo pages, the Herald placed second and third.

Seventeen students, plus student publications bookkeeper Sherry West, business manager Jo Ann Thompson and Bob Adams, represented Western at the convention which attracted almost 2,500 student journalists and advisors from across the country.

Information on PR internships can be picked up in GW 307.

Happy Thanksgiving from the Journalism Department!