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With finals are around the corner it's time for the Journalism Department's 1998/99 Report Card

We're devoting the wrap-up issue for this school year to assessing our progress and, yes, even our few pitfalls, to see what we can do better or differently next year.

And in this special issue, we certainly want to give the due credit for our successes over the years to Suzie Hardin, who will be retiring after this semester.

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Matt Zavala Wins AAA "Internship in New York"
Matt Zavala, a Lexington junior, has garnered an internship at Grey Advertising, New York. Matt was among more than 600 advertising students across the country who applied for the internship which is sponsored by the American Association of Advertising as part of its Minority Internship Program.

In accepting this internship, Matt turned down offers from USA Today, Arlington, Virginia; and J. Walter Thompson in San Francisco.

Grey Advertising agency is the largest agency in the U.S. with an annual income of more than $1 billion.

Other advertising internships placed this far include:
- Kathryn Kelly Robson, BG/WC Tourism Commission
- Melissa Howard, One Agency, Lexington
- Melissa Holzbappel, Center City Corp., Evansville
- Patrick Denny, Camping World, Bowling Green
- Paige Haarlow, Beam Group, Louisville
- Erica Hampton, Courier Journal (Mkt Development), Louisville
- Janet Thompson, Nashville KATS, Nashville
- Chris Covington, Doe Anderson, Louisville
- John Teabull, Easter Seals Corp., Office, Nautilus
- Jaclyn Noon, Creative Alliance, Louisville
- Leannah Jones, WKYU, Bowling Green

Heard Writing Competition
Matt Batchelder, a junior, finished first nationally in the William Randolph Hearst Journalism Awards writing competition in the spot news category.

As such, he will receive a $2,000 scholarship, and the department will receive an equivalent amount.

He also will be flown to San Francisco at Hearst expense to participate in the national writing championship competition May 22-25.

The second, third and fourth winners of the writing competition were selected based upon the number of points compiled by students in earlier competition rounds.

First place: College Heights Herald, editor John Stapper finished second in the Spot News Reporting category and won $1,500.

Second place: Chris Hutschi finished sixth in feature writing and won $500 and Fred Lucas finished sixth in editorial writing and won $500.

Western's photojournalism program has won the national championship for photojournalism in the 1998 competition year and as such won $10,000.

Its individual category winners also will be competing in May for the individual photojournalism championship.

This has been two weeks of major awards for the Department of Journalism, the College Heights Herald, and broadcast news and public affairs students.

Chad Stevens and Carrier Pratt, first place.
Rick Schell, second place.
Ramo Malouf, third place.

Feature Photography
Lacy Jordan, first place.
Kevin Lucas, second place.

Photography: Spot News Photography
Nick Fedyk, first place.
Carrie Pratt, second place.

Jahn Beihak, third place.
General News Photography
Carrie Pratt, first place.

Chad Stevens, first place.
Rick Schell, second place.
Ramo Malouf, third place.

Student Newspaper Advertising
The Herald won its sixth national Pacemaker Award from Associated Collegiate Press and the Newspaper Association of America Foundation.

Jerry Brewer received honorable mention in the Student Newspaper Advertising competition, and Jason Clark, second, received honorable mention in the Spot News Reporting competition.

In Best of College Division, The Herald won first, second, third and fourth place in Sports Photography, Sports Writing and Sports Reporting.

Features: Print Journalism
Denny Johnson, first place.
Kevin Lucas, second place.
Miki Ohrsted, third place.

General Column Writing: Shannon Back, first place.
Sports Column Writing: Jerry Brewer, first place.

Spot News Reporting: Matt Batchelder, first place.

Special Projects: Shannon Back, first place.

Feature Writing: Shannon Back, first place.

Radio Feature Report: Kim Olson, first place.

Photojournalism: Matt Batchelder, first place.


8th Annual Student Newspaper Advertising

The Pulitzer Prize-winning newspaper won first place in the Sweepstakes Award and received the American Society of News Editors 1998-99 Achievement Award.

The Sweepstakes Award was based on three points for first, two for second and one for third.

Western accumulated 81 points, while second place had 77 points and third had 75 points.

Individual winners by category include:

Print Journalism
- Editorial Writing: Fred Lucas, first place.
- Feature Writing: Shannon Back, first place.
- Sports Column Writing: Jerry Brewer, first place.

Spot News Reporting: Matt Batchelder, first place.

Special Projects: Shannon Back, first place.

Feature Writing: Shannon Back, first place.

Radio Feature Report: Kim Olson, first place.

Photojournalism: Matt Batchelder, first place.

Dear Suzie,

I can't tell you how much I appreciate all the time and energy you put into helping me schedule classes, do degree programs, and decide on minors. You never said you were too busy to help or complained because I had no idea what I was doing or saying. You showed me kindness beyond belief. Thank you for always caring! Take care, Suzie! The journalism department will never be the same! Thank you for everything,

Todd Sorell

Suzie,

Thank you for everything you've done for me and everyone else. The office will definitely be different and you will be missed by all.

Jaclyn Noon

The journalism department will not be the same without Suzie. The neatest thing about her is that there is no one in the journalism department, ad, PR, print, photo, whatever that didn't know her name. I hope someday that people that I don't know know my name. Just like Suzie.

Suzie,

It has been a pleasure getting to know you over the past three years. If it were not for you, I would not have gotten registered for classes! You are always on top of things and you seem to be the one who knows what's going on all the time. I hope you have enjoyed your time here on the hill, but more still, I hope you enjoy your retirement. Thank you for all your time and attention to all our needs. You are greatly appreciated!

Best wishes,

Melanie Slaughter

Suzie,

I just want to say thank you for all your help the past two years. Without all your assistance I probably wouldn't have made it to graduation. Thanks for everything! Enjoy your retirement.

Holly Billingsley

Suzie,

I cannot count how many times you came to my rescue and everyone else's for that matter. Anyone I needed help on getting a schedule together or wondering if I could pass a certain course with a "D", you were there to help. You are loyal, dedicated, energetic and caring! I want to say thanks a million, and you have made my last five years here seem a whole lot easier. You will be missed by all.

Love, Alex Yarbrough

Suzie is one of the most special people in my life. She always gives practical advice and she always knows how to get a person out of a jam. If they will just listen.

Suzie has been a wonderful advisor to hundreds of students. A student can walk into the office crying hysterically, Suzie takes one look at the degree program, makes a few phone calls, and saves that student's life. Not only is she a great advisor, but also a great boss. Anyone who has worked directly with her can attest to that. I was a student assistant in the journalism office for the first three years of my college career. That was the most fun I have had so far in a work environment. True, it was a lot of hard work, everyone knows just how much Suzie does for the students and the faculty. I guess I'm lucky because she is married to my uncle so I will still get to see her and be around her from time to time, so I will not be suffering as great a loss as most everyone else. Suzie is one of the most loving and compassionate people I have met so far. I hope there are more people like her in the world, but from what I have seen so far there needs to be a lot more. We will all miss her and we love her very much.

Karen Hardin

The news is out you're going to retire.

You have decided it's time to pack up and yearn for a new desire.

Whatever you do, I'm sure your new life will be grand.

However, without your presence life will be bland.

The department will not be the same.

Life will be a little more mundane.

Your patience and skills have guided us through.

From all the students in the department, we truly owe you.

Jim White
The following article was written for the issue of the England Press Bulletin, a school newspaper.

"Why do we write so many stories for our school paper?"

The following advice is from a professional journalist who has served on the editorial board of major newspapers and magazines.

**Bad Story Ideas**

By Monty

"Why do we write so many stories for our school paper?"

The following advice is from a professional journalist who has served on the editorial board of major newspapers and magazines.

**Advice**

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"Why do we write so many stories for our school paper?"

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**Cut Through Jargon**

That brings up the third problem with writing for sources: the language. All reporters want to be in with the in crowd of news sources they work with. That’s why court reporters often write in the language of attorneys and judges, education reporters write about “school-based initiatives,” cop reporters write that a suspect “fell on foot” instead of simply “ran.”

When the language is obtuse, sources love the story. It makes them look and sound smarter than the reader.

That’s no way to treat your mom.

The reporter who writes for sources writes not to offend. The praise from sources can be heady, thrilling. When a prominent politician claps his arm around your shoulder and tells you, “Great story,” you’ll enjoy the moment, even though you know you shouldn’t.

To avoid for-the-source stories, get out of the newsroom. When the beaming mayor says the downtown project “will be good for everyone,” the reporter should be on the street, seeking out opinions from a wide range of people.

Editors should be rooting out stories written for the source, but the truth is, such stories are easy on an editor. A for-the-source story is usually so harmless, the editor hardly notices it. Everything looks fine, no problems, no controversy, no rough edges.

Any story that makes the source look perfect should set off the newsroom skepticism alarm. Sources speak in words that serve their own interests. They buff their ideas until they shine like diamonds. The best reporters see through the buffing. The best reporters know their work is grit and gravel, and they’re suspicious of stories that come out pat and polished.

**Don’t trust sources. Trust your mother.**

The Last Word: I continue to see the expression “deja vu” used carelessly.

“Deja vu” is a psychological term referring to the illusion of having previously gone through something that is actually happening for the first time. Technically then, if you walk into a restaurant in Paris and it feels as if you’ve done it before, but it’s your first visit to Paris, that’s deja vu.

Writers often use it incorrectly to mean mere nostalgia: “Returning to his old high school gave Crittenden feelings of deja vu.”