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WKU Journalism & Broadcasting

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From the Director  Jo-Ann Huff Albers

Continued from page 1

Brittany, who arrived just before classes started.
• Our receipt of a $12,000 grant from the Association of Schools of Journalism and Mass Communication is making it possible for us to bring four editorial staff members of the St. Petersburg Times to campus for a week each this school year. We are using some funds from our Hearst Foundation Visiting Professionals Endowment to also bring in the advertising and circulation directors of the newspaper and a broadcasting staff member from the Poynter Institute for Media Studies which owns the newspaper. Times and dates will be provided in a later issue of Link.

I hope everyone will take advantage of the good opportunities that this school year will afford and that you will be patient until we can get the office operation back up to full speed again.

NewsCapade is the traveling exhibition of the Newsuem, the interactive museum of news. Watch the Newsuem's award-winning film "What's News?" Put yourself in the shoes of a newspaper editor selecting front-page stories, a photojournalist covering breaking news, or a news-person handling tough ethical situations in the newsroom, newspaper front pages. Relive the headlines of 20th-century news stories and see an exhibit about the power of the First Amendment.

NewsCapade, Nashville, November.

School of Journalism & Broadcasting
Western Kentucky University
304 Gordon Wilson Hall
Bowling Green, Kentucky 42101

And Behold, It Became the
School of Journalism & Broadcasting

The new School of Journalism and Broadcasting is up and running! Most of the news to report is good, but the office staff has been buried in preparing more than 300 new records for broadcasting and mass communication majors and in restaffing the office.

Note the new nameplate for Link that acknowledges our new identity. I want to issue a special welcome to the new readers from broadcasting and mass communication.

Sherry Compton, the new office assistant, started work on August 30. She is completing the last six hours of her studies for a degree in English with a mass communication minor.

August 31 was Suzie Hardin's official last day as office associate and administrative assistant to me. We are interviewing candidates for her position and have hired her as a consultant to continue working until her replacement arrives, plus two weeks. We shouldn't skip a beat in the process, but our tempo for accomplishment may slow a bit. There is no way to really replace Suzie Hardin, who is calling herself "Suzie temp" these days, but I hope everyone will give her successor best wishes and a chance to succeed as an individual.

News items that may interest you:
• We have 851 majors and 20 faculty members now, 21 counting Dr. Dale Wicklander who teaches core courses for the broadcasting and mass communication majors but chose to stay in the Department of Communication for the time being.
• Design work continues on the new building. Construction should start next summer, and occupancy is still scheduled for November 2001.
• Suzie Post, a freelance photojournalist, will be teaching PJ classes this year, and the search for a replacement for Dave LaBelle will be reopened.
• Dr. James Wesolowski has entered the optional retirement program, and we will conduct a search this year to replace him with a full-time faculty member.
• Cliff Shaluta, advertising associate professor, and his wife, Cynthia, are the proud parents of

Continued on page 4
Accolades

Scheri E. Smith, a print journalism major, was the recipient of one of three internships funded by Southern Newspaper Publishers Association this summer. The internships are designed to promote opportunities for African-American, Hispanic, Native American and Asian American students.

In its fourth year, this program, together with SNPA's minority scholarship program, has helped Southern newspapers attract talented minority students to jobs in the newspaper industry.

Smith, who wants to work as a print reporter at a metro daily after she graduates in May 2000, spent nine weeks this summer at Florida Today in Melbourne. During that time, she worked as a general assignment metro reporter, reported directly to an assistant metro editor and was assigned to high-profile issues.

Scheri has held two internships with Kentucky newspapers. In 1997, she interned at the Henderson Gleaner and in 1998 she did an internship at the Louisville Courier-Journal and has worked for The College Heights Herald since 1996.

According to SNPA, Ron Jenkins, editor of The Gleaner, spoke highly of the 10 weeks that Smith spent as a reporting intern in Henderson. He said she "greatly exceeded our expectations after coming to us an 18-year-old fresh from her first year of college. In that short time, she produced cover page, front page and special edition stories, along with the beans and potatoes' stuff that the desk tossed her way."

Jenkins called Smith a "can't miss" young journalist. "If you're looking for a bright, eager, hard-working young talent, you've found her in the person of Scheri Smith," Jenkins said.

Print majors Pleas Carter of Alafont and Sharyn Magarian of London, Ky., spent a month in London studying British media. They were among 13 students in a class taught by Linda Lunson, an assistant professor in the School, called "SCOOP! An Exploration of British Print and Photjournalism."

The students visited a dozen media outlets, including BBC-TV headquarters and the South Wales Evening Post. One highlight was a meeting with photojournalist Hest Fais, a two-time winner of the Pulitzer Prize for photography, who is now photo editor for the Associated Press in Europe.

Other field trips included the BBC Experience, Museum of the Moving Image, Cambridge Evening Post, Fleet Street, the British Library Newspaper Library, the Daily Mirror, and Teller magazine.

As part of their class work, the students each chose a British publication to profile. Carter wrote about Nature magazine, and Magarian visited the offices of Empire, a new British magazine about movies. Students performed their own reporting for their final project.

Magarian interviewed people in the Portobello Market area who played a small role in the film, 'Notting Hill.' She even found the bookmark that served as the model for the shop owned by the character played by Hugh Grant in the movie. Other students' reports included a photo essay of Speaker's Corner at Hyde Park to a profile of a street juggler to a feature story on taxi drivers. Carter, however, may have done the best job of combining business with pleasure. She wrote about London pubs.

The class was part of the London Summer Program sponsored by the Cooperative Center for Study Abroad.

Where Are They Now? Graduate News

Where Are They Now? Graduate News

Kimberly Mavis Brach ('96 PR)
Remember me...well, I was a great position - although I'm acning to go back to graduate school...any insight into UCSD's Comm Dept or SEDU's Journalism Dept?

Beth Bailey ('99 PR)
I am living in Louisue now and working for the Arthritis Foundation as the special event coordinator. I really like my job but I miss being in college and at Western. The real world is quite an adjustment.

I am going to apply to the MPA program at UofL.

This is Christy Wilson ('98 PR). I just wanted to drop a line and say that many American journalists view the British press as tabloids filled with gossip and fluff. The British press is just a different style of writing.

In the US there is only one, possibly two daily newspapers serving the area. Newspapers have to be unbiased to reach as many readers as possible. If they directed their news coverage as it is done in the UK many people would feel that they were not being represented in the media. In the UK with ten different newspapers to choose from a person can select the newspaper to read that is closest to their own opinions. If a person wants to hear the other side of a story they have the choice of buying the newspaper that covers it.

The editors of UK newspapers knows exactly what type of person reads their paper. People in government really don't care what the young working man reads The Sun. Narrowly defining the target audience allows the editors and reporters to direct stories of interest to their specific audience.

American journalists may consider those stories to be gossip but to the readers of The Sun its what they want to read about, and with a circulation of around 4 million people they must be doing something right.

Where Are They Now? Graduate News

Plea's reflections on the Brits

There are two views that journalists can take when they report the news. The American view is to report the story as unbiased and accurate as possible, allowing the reader to form their own opinion of the story. The British view is to report the story accurately but to shape the publics opinion of the story.

To American journalists who have been trained that opinions belong on the editorial page this comes as quite a shock. It could be

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