Expanding Our Global View

Branding The United Way

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May 1999 PR graduate, Charlotte Gray Reed, talks about her interesting and challenging work with one of the world’s largest service organizations. Since graduating from Western in May, I was lucky to land a job at United Way of the Bluegrass in Lexington, KY. Here our organization addresses local health and human service needs for an eight county area. This local Bluegrass chapter is one of many in the system that create United Way of America.

Through a vast network of volunteers and community service agencies, United Ways throughout America help meet the health and human-care needs of millions of people every day. The United way system includes approximately 1,400 community-based United Way organizations. Each is independent, separately incorporated and governed by local volunteers.

While working at United Way of the Bluegrass (UWBG) I have had the fabulous opportunity to work with its marketing leader, Terri Johnson. Our biggest question is how do United Way organizations grow and become market leaders?

Since the first penny came out of a Denver pocket for a combined fund-raising campaign in 1987, the United way system has been building better communities. But change is inevitable, and we have

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The end of the first full semester of the renovated Link is at hand. We have taken a weary publication, added some spice and propelled it into a new era.

The Link staff was able to convince Western almonds Charlotte Reed and Tammy Roed to submit pieces regarding their experiences in the global information market. We illustrated works by students Jerry Brewer, Pian Carter, Chris Hutchins, and Kathy Kelly concerning their own entries as "Alums of Communication into the 'Real World.'" We've published intriguing professional advice articles including reprinting "The Well-Written Resume" from Columbia, S.C. newspaper The State and Steve Oetting's "College Media Should Train the Communicator," published in the Volume 19 of the Proceedings of the Twenty-First Annual Communications Research Symposium, College of Communications, The University of Tennessee, Knoxville. Thirty authors work were accepted, either as individuals or as team of researchers. "The interaction with other national and international researchers and the global approach make the symposium very informative, stimulating, and rewarding for college/university faculty and graduate students," said Dr. Iltator.

The study points out that the perceived intentionality and goal of communication, unequal social status between corporation and individuals, and the prima facie self-interest nature of corporate communication minimizes the atmosphere that optimizes corporate communication. The study also discusses the public's perception of corporate ethics in a competitive market environment. "The debate has traditionally focused on profits and principles, self-interest and society interest," said Dr. Iltator.

The study points out that in a decontrolled market economy which sometimes is buttressed by democratic political processes predicated on checks and balances, creative tension is expected.

"Honest message based on mutual interest will go a long way in enhancing communication," Dr. Iltator said.

The recently presented paper titled, "The Evolution and Challenges of News Services in the Developing World: The Case of the Pan African News Agency," has been published in the Volume 19 of the Proceedings of the Twenty-First Annual Communications Research Symposium, College of Communications, The University of Tennessee, Knoxville. Thirty authors work were accepted, either as individuals or as team of researchers. "The interaction with other national and international researchers and the global approach make the symposium very informative, stimulating, and rewarding for college/university faculty and graduate students," said Dr. Iltator.

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More
1999 Practitioner Awards

Broadcast Journalist
Jason Whitely

An alumnus of Western Kentucky University and winner of three Emmy Awards, TV reporter Jason Whitely is a friend of Western Kentucky University with his frequent visits to talk with students and critique their audition tapes. He went to KMOC Channel 4 in St. Louis in January 1998 from WKRN Channel 2 in Nashville, where he worked for eight years in various positions including photographer, assignment desk editor and reporter. He has won a total of five Emmy Awards, an Edward R. Murrow Award, a Missouri Broadcaster Award, Illinois and Tennessee Associated Press awards and several National Press Photographers Association awards. He is or has been a member of the Radio and Television News Directors Association, Society of Professional Journalists, NPPA and Investigative Reporters and Editors.

Broadcast
Mary Jeffries

Assistant news director of 84WHAS radio in Louisville, Mary Jeffries started work in radio in Louisville, Mary Jeffries started work in radio in Elizabethown, KY, and moved to WHAS as part-time general assignment reporter in 1983. In addition to moving into management of station over the years team, the Western Kentucky University graduate worked his way up to high-profile afternoon drive news slot along with Terry Meiners. She has won three Peabody Awards, including one this year for program she produced on schizophrenia. She won the Associated Press Award for Enterprise Reporting for "Her Brother's Keeper: A Portrait of Sister Kathleen."

Print Journalist
Fred Paxton

Most recent recipient of the Kentucky Press Association's Lewis Owings Community Service Award, Fred Paxton is committed to small-town America and Paducah, heart of Paxton Media Group. He sits on several boards that promote business development, education and the performing arts in his community. With several acquisitions in 1998 and 1999 his third-generation, family-owned business now owns 26 daily newspapers in the South and Midwest and is employer of 1,800 people. In May 2000 he will turn over the company presidency to his middle son, David, chief financial officer of Paxton Media. Fred Paxton started his career as associate editor, sports writer and reporter for the Paducah Sun-Democrat. He became managing director of the family-owned WPSD-TV in 1961, president of WPSD and publisher of the Sun-Democrat in 1972 and president of the parent corporation, then Paducah Newspaper Inc., in 1974. His oldest son Jim is editor of The Paducah Sun; youngest son Richard runs the TV station.
Alexander Promoted at McNeely, Pigott & Fox
Seth Alexander has been promoted to Associate Account Executive at McNeely, Pigott & Fox Public Relations.

"Seth has a very good work ethic and has proven himself as an asset to this firm," said MP&F partner Dave Cooley. "We look forward to his continued growth as he assumes more responsibility."

Alexander previously served as a Staff Associate. Alexander is a 1998 graduate of Western Kentucky University having earned a Bachelor of Arts degree in public relations with a minor in marketing.

During his senior year, Alexander served as president of the Kelly Thompson Chapter of Public Relations Student Society of America.

McNeely, Pigott & Fox are a full-service public relations firm specializing in media relations, research and strategic planning. It is the Tennessee affiliate of Manning, Selvage & Lee, one of the world's largest public relations firms.

Hats Off to the School's December Graduates

William Jon Becker  
Seth Alexander  
Melissa Perrod Coundiff  
Jami Dodson  
Shanta Lamont Hart  
Robert William Heaton  
Melissa Sue Kellerman  
Jacin Michelle Noon  
Patrick P. Seymour  
Joshua Thomas Cole  
Chris Hamilton  
Nelson S. Kepley  
Benjamin Shawn Paynter  
Brian Bennett  
Jessica Bund  
Christina Dawn Charles  
Joy L. Cunningham  
Amanda Jo Curtis

Heather Dages  
Jennifer Froel  
Brandi Goodwin  
Jeremy Clay Justice  
Britney J. Kitchel  
Keely Jean Koch  
Chris T. Miller  
Kari Rae Marrison  
David J. Ripham  
Rick Stewart  
Julie Ann Copas Wheeler  
Jim White  
Voon Chih Yap

Branding
The United Way
Continued from page 1
found ourselves in direct competition with other non-profits. The United Way movement is in danger of being lost in the crowd, financially and otherwise. How do we differentiate ourselves?

Relationships: Building relationships is our "hook." Meaning, we depend so much as a volunteer-based organization on the relationships we establish. We get the "hook" by identifying our customers, to speak. United Way is much different than dealing with product/service consumers in that we have three very different customers. One is our donors who give the money, services, and goods for us to operate. Second are our volunteers who donate their time to distributing funds, serving on boards, and working in the different agencies. And of course our last customer is over 800,000 beneficiaries who used our agencies and services. All three groups are independent and UWBG must identify and fulfill their wants and needs to keep the relationships mutually beneficial for everyone.

Branding: Branding is not a trademark or logo. It is thoughts or ideas concerning anything.

When people see the words Disney, Nike, or even McDonalds they perceive something automatically in their minds. United Way is trying to get the thought of all their customers away from money and toward the good the organization does. When campaign rolls around many people instantly think of the money they are being asked to part with, and they don't usually know where the money goes or what it does. We want every person in contact with United Way to have a consistent positive experience.

EXPANDING OUR GLOBAL VIEW
Tools: United Way's new brand positioning already has creative juices flowing for the 1999 national advertising campaign, the campaign film, National Football League public service announcements, United Way of America's website and our national public relations strategy. UWBG is ahead of the game in establishing a brand identity with our marketing tools. Everything we generate has a consistent message and slogan: 'You'd be surprised how much good your dollars can do.'

Competition is real. We must strive hard to keep the 'hook' going to accommodate all of our audiences in order to increase the quality of life for those we touch. By combining hard work with a passion for the mission UWBG is developing a brand and image for the organization that works for all audiences.

Wednesday, January 25.................. Welcome Y2K
Wednesday, February 8.................. Black History Month
Wednesday, February 22............ Spotlight on Broadcasting
Wednesday, March 7.................... Spotlight on Print
Monday - Friday, March 13-17........ Spring Break
Wednesday, March 28.............. Spotlight on Advertising
Wednesday, April 11......... Spotlight on Photojournalism
Wednesday, April 2........... Spotlight on Public Relations

Editorial Schedule
Monday, January 10 Classes Begin

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Monday - Friday, May 1-5 Final Exams
Allison Coffey takes over as Link 2000 Editor

In the 1960's, when J.C.R. Licklider, often considered the "father" of the modern internet, first envisioned a globally interconnected set of computers through which everyone could quickly access data, I doubt he foresaw the Internet's massive growth and possibility. In today's world, it is possible to live with complete reliance upon the Internet. We are able to purchase all the necessities of life, from toothbrushes to homes online. Even young children use and understand the internet. It is essential in our communication with each other and the rest of the world; through it we are open to a new world of cultures and people, knowledge and understanding. It is with this in mind that the Link enters the new millennium.

Our theme over the next semester is a focus on "coming of age in the millennium." That is, learning to live in a world where such technological inventions, as computers and the internet, play a major role in our everyday lives. I look forward to working with the Link staff, and I will do my best to fill the shoes left behind by Rick Stewart. His energy and dedication will be missed.

From here, the future is wide open.