Fall 1996

UA68/13/4 AdViews

WKU Journalism

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_records

Part of the Advertising and Promotion Management Commons, Mass Communication Commons, and the Public Relations and Advertising Commons

Recommended Citation

http://digitalcommons.wku.edu/dlsc_ua_records/3372

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.
Dateline: Berlin

by Cliff Shaluta

A summer in Europe is turning out to be quite an adventure for a recent WKU advertising graduate.

Don Edwards graduated from the ad program this past spring. But instead of heading off to a job in the U.S., Don left for Germany. With an advertising major and a German minor, Don felt ready to tackle the world of international marketing.

Don is actually part of a work study program facilitated by CIEE in New York. CIEE places U.S. students in businesses throughout Europe. He is working in the marketing department of a high-tech company in Berlin.

He describes his job as "doing a lot of translating from German to English and English to German." His primary responsibility is the layout and design of manuals for the company's products. Don also designs brochures and pamphlets for the company and he is now working on a web site to help the company market its products globally.

Don says, "living in Germany is by no means easy. You have to wait on the buses and trains, not to mention having to spend half your life on them going places." Foreign workers must also have proper permits. Don explains, "it took four days of going to courthouses and the Polizei (the police) to become a citizen of Berlin."

Don is fortunate to have his own apartment thanks to the company he works for. He says that his neighborhood "looks a lot like Virginia right outside of D.C." The apartment is a "living room/kitchen/love nest all in one room." Don pays for the phone. But all other housing expenses are paid for by his employer.
Memories of Jim Weber

Jim Weber, a great friend of the WKU Advertising Program died in June. Jim, who was Sales Promotion Director at Fruit of the Loom for many years, often gave advertising students advice on sales promotion techniques, served as a judge for presentation team try-outs, and helped fund WKU entries in the National Student Advertising Competition.

Each spring, after watching the presentation dress rehearsal, his standard question was, "Do you have everything you need to make the trip to competition?"

After Jim's retirement four years ago, he began teaching the Principles of Advertising class. His caring attitude and his effectiveness as a teacher were evidenced each year by his consistently high student evaluation scores and by the comments we often heard from his students.

Jim also served on the Journalism Department's Professional Advisory Committee for the Advertising Sequence. For his work on the committee and his other activities on our behalf, the student AAF chapter presented him with the American Advertising Federation's Aid to Education medal. Over the years, we often wished there was another award we could give him for his continuing help.

For alumni who wish to send his wife a note, her address is
Donna Sue Weber
350 Crestlake Way
Bowling Green, KY 42104

Mrs. Weber established a memorial scholarship fund at the university. If you wish to contribute to that, send a check to the College Heights Foundation, Western Kentucky University, Bowling Green, KY 42101. Indicate that the contribution goes to the James J. Weber Memorial Scholarship fund.

Graduate Profile con't.

For Don, the rewards of working in Europe are worth the extra effort it takes to live in another culture. Not only has he been able to look up friends and family, he has been able to travel to Italy and is planning a trip to Paris and London later this year.

Don had several job offers to select from when he arrived in Germany. He attributes this to his unique combination of skills. "One has to specialize these days to get ahead," Don says. "Advertising is one specialization, but German has given me the edge here." Don believes that advertising students should develop some additional specialization to make themselves more marketable after graduation.

He says that the growth of international marketing has meant more of a demand for bi-lingual advertising graduates. Don plans to come back to the U.S. in February 1997 and work in an advertising agency with German clients or an in-house firm. "The advertising program at Western is great," Don says. "You'll learn all the fundamentals, but you'll have to work hard outside the classroom to excel."