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UA3/9/5 Mass Media & Technology Hall Dedication

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Welcome

Dr. David D. Lee
DEAN POTTER COLLEGE OF ARTS,
HUMANITIES AND SOCIAL SCIENCES

Mr. Dave Beckley
DIRECTOR
NETWORK COMPUTING & COMMUNICATIONS

Dr. Pam Johnson
DIRECTOR
SCHOOL OF JOURNALISM & BROADCASTING

Remarks

Dr. Gary A. Ransdell
PRESIDENT

The Honorable Jody Richards
SPEAKER OF THE HOUSE
COMMONWEALTH OF KENTUCKY

Ms. Patti N. Johnson
STUDENT REGENT
PRESIDENT, STUDENT GOVERNMENT ASSOCIATION

Closing

Dr. David D. Lee

WKU Spirit Masters and School of Journalism & Broadcasting
Diplomats are available for self-guided tours.
Cornelius A. Martin  
*Regents Room*

David B. Whitaker Lab Classroom  
*Room 121*

Neil F. Budde and Virginia B. Edwards Photography Wet Lab  
*Room 134*

Frances Richards Journalism Resource Center  
*Room 219*

Joe and Ann Rose Richards Conference Room  
*Room 219*

Landmark Community Newspapers, Inc.  
Print Journalism Coordinator's Office  
*Room 222*

Neil F. Budde and Virginia B. Edwards Computer Lab Classroom  
*Room 227*

Robert R. Adams Lab Classroom  
*Room 228*

Neil F. Budde and Virginia B. Edwards Faculty Office  
*Room 229*

Jo-Ann Huff Albers Classroom  
*Room 232*

Virginia Wood Davis Classroom  
*Room 236*

Charles M. Anderson Smart Classroom  
*Room 258*

Alan W. Palmer Public Relations Seminar Focus Group Room  
*Room 317*

Cathy J. and Alan W. Palmer Family Advertising Seminar Focus Group Room  
*Room 319*

Julian Goodman Classroom  
*Room 344*
PROGRAM SCRIPT

WELCOME
DR. DAVID LEE, DEAN, POTTER COLLEGE OF ARTS, HUMANITIES AND SCIENCES

DR. LEE WILL PREPARE HIS OWN COMMENTS; WILL RECOGNIZE THE FOLLOWING:

(ASK EACH GROUP TO STAND AND BE RECOGNIZED, HOLD APPLAUSE)

LEGISLATORS PRESENT: SPEAKER OF THE HOUSE JODY RICHARDS WHO IS ON THE STAGE AND WILL MAKE REMARKS, REPRESENTATIVE ROGER THOMAS, REPRESENTATIVE ROB WILKEY, BOWLING GREEN MAYOR SANDY JONES, AND WARREN COUNTY JUDGE EXECUTIVE MIKE BUCHANON WAS WITH US EARLIER THIS MORNING BUT HAD ANOTHER COMMITMENT AND HAD TO LEAVE.

MEMBERS OF WESTERN’S BOARD OF REGENTS PRESENT: CHAIRMAN, CORNELIUS MARTIN OF BOWLING GREEN; MS. FORREST ROBERTS OF OWENSBORO; DR. ROBERT DIETLE, FACULTY REGENT; MS. PAT JORDAN, STAFF REGENT; AND
PATTI JOHNSON, STUDENT REGENT, WHO IS ON THE STAGE. WE ALSO HAVE FORMER REGENTS PEGGY LOAFMAN OF BOWLING GREEN AND DR. MARY ELLEN MILLER, FORMER FACULTY REGENT.

FORMER WESTERN PRESIDENT DR. JOHN MINTON.

REPRESENTING THE MEMBERS OF OUR FEDERAL CONGRESSIONAL DELEGATIONS ARE LEANN CROSBY, FIELD REPRESENTATIVE FOR U.S. SENATOR MITCH McCONNELL, AND PHYLLIS CAUSEY, FIELD REPRESENTATIVE FOR CONGRESSMAN RON LEWIS.

RECOGNIZE FACULTY AND STAFF FROM INFORMATION TECHNOLOGY DIVISION (HAVE THEM STAND AS A GROUP) AND ALSO JOURNALISM AND BROADCASTING (HAVE THEM STAND AS A GROUP)

DR. LEE WILL RECOGNIZE MR. DAVE BECKLEY, DIRECTOR OF NETWORK COMPUTING AND COMMUNICATIONS FOR THE INFORMATION TECHNOLOGY DIVISION, AND DR. PAM JOHNSON, DIRECTOR OF THE SCHOOL OF JOURNALISM AND BROADCASTING, FOR REMARKS.

REMARKS

DAVE BECKLEY TO COME TO THE PODIUM AND MAKE REMARKS – HE HAS PREPARED HIS OWN. (2 MINUTES)
DR. JOHNSON TO IMMEDIATELY FOLLOW MR. BECKLEY AND MAKE REMARKS – SHE HAS PREPARED HER OWN. (2 MINUTES)

DR. JOHNSON WILL INTRODUCE PRESIDENT GARY RANSDELL.

DR. RANSDELL:

- **BRIEF WELCOME TO GUESTS, REGENTS, FACULTY, STAFF, AND STUDENTS**

- **COMMENT ON THIS AS AN OPPORTUNITY TO KICK OFF WEEKEND HOMECOMING FESTIVITIES**

- **ADD ANY THOUGHTS THAT ARE NOT EXPRESSED IN EARLIER REMARKS ABOUT THE EXCELLENCE OF THE SCHOOL OF JOURNALISM AND BROADCASTING, LEADERSHIP PROVIDED BY DR. JOHNSON AND DEAN LEE, MAKE POINT ABOUT HIGHER ED REFORM OF 1997 CHALLENGED COMPREHENSIVE INSTITUTIONS IN KENTUCKY TO ACHIEVE NATIONAL PROMINENCE IN AT LEAST ONE AREA OF STUDY AND HOW THIS PROGRAM IS THAT EXAMPLE.**

- **ADD ANY THOUGHTS ON LEADERSHIP OF DICK KIRCHMEYER AND OTHERS AS WE MOVE WKU FORWARD IN THE TECHNOLOGY ERA.**
• This year we celebrate Big Red's 25<sup>th</sup> birthday but Western will soon turn 100. As the campus has aged and grown we have developed needs for renovated facilities and certainly added facilities.

• This building is the first new academic facility built at Western since the environmental science and technology building was built in the mid '70s.

• The Commonwealth of Kentucky provided $18.5 million to construct mass media and technology hall in the 1998 session. Ground was broken in the spring of 2001, and last fall students began classes in the building.

• At this time recognize Danny Simpson, WKU project manager, and Ed West, director of construction management, as well as the following contractors involved with the project (all should be represented).

The architects are from
ARRASMITH, JUDD, RAPP, INC.,

Architects, engineers and planners include:
• THERE ARE TOO MANY INDIVIDUALS WHO WERE INVOLVED IN BRINGING THIS PROJECT TO FRUITION TO NAME THEM ALL. HOWEVER, THERE ARE A NUMBER WHOSE LEGACY OF SERVICE TO THIS INSTITUTION, IMPACT ON THE LIVES OF STUDENTS, AND FINANCIAL CONTRIBUTIONS TO SUPPORT ACADEMIC PROGRAMS WILL BE FOREVER RECOGNIZED BY HAVING A ROOM WITHIN THIS BUILDING NAMED FOR THEM.

• I WANT TO INTRODUCE THESE VERY SPECIAL INDIVIDUALS TO YOU TODAY, AND WE HAVE A GIFT FOR EACH OF THEM. (SPIRIT MASTER WILL PRESENT GIFTS AS INDIVIDUALS STAND.) PLEASE STAND AS I CALL YOUR NAME:

JOANN ALBERS - JOANN SERVED AS HEAD OF THE DEPARTMENT OF JOURNALISM FROM 1987-1999 WHEN SHE BECAME DIRECTOR OF THE NEWLY CREATED SCHOOL OF JOURNALISM AND BROADCASTING. UNDER HER LEADERSHIP, THE SCHOOL WAS DESIGNATED AS A COMMONWEALTH OF KENTUCKY PROGRAM OF DISTINCTION AND OUR PRINT, BROADCAST AND PHOTOJOURNALISM PROGRAMS HAVE BEEN RANKED CONSISTENTLY AMONG THE TOP FIVE IN THE NATION. JOANN RETIRED LAST YEAR BUT CONTINUES TO HAVE LASTING IMPACT ON THESE PROGRAMS AND WE ARE GRATEFUL FOR HER LEADERSHIP, HER PERSONAL ACCOMPLISHMENTS AND ALL SHE HAS DONE TO ACHIEVE NATIONAL PROMINENCE FOR WESTERN. A CLASSROOM IS NAMED IN HER HONOR.
CHARLES M. ANDERSON - CHUCK ANDERSON SERVED ALMOST 30 YEARS AT WESTERN AS MEMBER OF THE FACULTY AND AS AN ADMINISTRATOR. HE WAS THE DRIVING FORCE BEHIND THE DEVELOPMENT OF PUBLIC RADIO AND TELEVISION AT WESTERN, AND AS THE VICE PRESIDENT OF INFORMATION TECHNOLOGY HE HELPED TO SET THE STAGE FOR THE COMPUTER TECHNOLOGY WE HAVE TODAY BY WIRING THE CAMPUS AND MAKING COMPUTER TECHNOLOGY AVAILABLE TO FACULTY AND STAFF. CHUCK IS RECENTLY RETIRED FROM THE ALABAMA HIGHER EDUCATION SYSTEM WHERE HE WAS RESPONSIBLE FOR TECHNOLOGY PROGRAMS FOR ALABAMA'S PUBLIC UNIVERSITIES. A SMART CLASSROOM IS NAMED IN CHUCK'S HONOR.

LANDMARK COMMUNITY NEWSPAPERS – REPRESENTED TODAY BY MAX HEATH. LANDMARK COMMUNITY NEWSPAPERS BEGAN AS A SMALL KENTUCKY PRINTING COOPERATIVE AND TODAY IS A NATIONWIDE MEDIA COMPANY. BASED IN SHELBYVILLE, LANDMARK COMMUNITY NEWSPAPERS IS NOW A DIVISION OF LANDMARK COMMUNICATIONS, A PRIVATELY HELD MEDIA COMPANY BASED IN NORFOLK, VIRGINIA, WITH INTERESTS IN TV BROADCASTING, CABLE PROGRAMMING, OUTDOOR ADVERTISING AND EDUCATION. LANDMARK AND WKU’S JOURNALISM PROGRAM HAVE HAD A LONG AND MUTUALLY BENEFICIAL RELATIONSHIP, WHICH HAS RESULTED IN THE EMPLOYMENT OF A NUMBER OF WESTERN’S JOURNALISM GRADUATES.

WE ARE APPRECIATIVE FOR THE SUPPORT OF LANDMARK’S MAX HEATH AND THE FINANCIAL COMMITMENT MADE BY THE LANDMARK FOUNDATION TO NAME THE PRINT COORDINATOR’S OFFICE IN THEIR HONOR.

CORNELIUS MARTIN – CORNELIUS HAS SERVED TWO TERMS ON THE WKU BOARD OF REGENTS AND IS SERVING AS BOARD CHAIRMAN FOR THE SECOND TIME.
A SUPPORTER OF MANY WKU PROGRAMS, INCLUDING ATHLETICS, WOMENS STUDIES, LIBRARIES AND MUSEUM, PUBLIC RADIO AND MINORITY TEACHER RECRUITMENT PROGRAMS, CORNELIUS HAS GIVEN GENEROUSLY OF HIS TIME AND RESOURCES TO SUPPORT WESTERN. THE REGENTS BOARD ROOM IS NAMED IN HIS HONOR.

CATHY AND ALAN PALMER - CATHY AND ALAN ARE BOTH WKU ALUMNI. A 1975 JOURNALISM GRADUATE WHO HAS MADE HIS CAREER IN PUBLIC RELATIONS, RADIO AND TELEVISION, ALAN SERVES AS THE HOST OF DRIVE TIME, A DAILY RADIO TALK SHOW ON WKCT IN BOWLING GREEN. ALAN SERVES ON THE BOWLING GREEN CITY COMMISSION AND WAS A MEMBER OF WESTERN'S FACULTY. THE ADVERTISING SEMINAR FOCUS GROUP ROOM AND THE PUBLIC RELATIONS SEMINAR FOCUS GROUP ROOM ARE BOTH NAMED FOR THE PALMERS.

FRANCES RICHARDS - FRANCES RICHARDS WAS THE FIRST EDITOR OF WESTERN KENTUCKY UNIVERSITY'S STUDENT NEWSPAPER, THE COLLEGE HEIGHTS HERALD. MS. RICHARDS SERVED IN THAT POST IN 1925, THE YEAR THE NEWSPAPER WAS FOUNDED. SHE WAS AN ENGLISH PROFESSOR AT WESTERN FOR 39 YEARS AND WAS, UNTIL HER RETIREMENT IN 1964, ADVISOR TO THE SAME NEWSPAPER FOR WHICH SHE ONCE WAS EDITOR.
SHE DIED APRIL 26, 1991, AND TO CELEBRATE HER LEGACY AT WESTERN, THE JOURNALISM RESOURCE CENTER IS NAMED FOR HER.

JOE AND ANN ROSE RICHARDS – BOTH WKU ALUMNI, JOE AND ANN ROSE RICHARDS ARE RETIRED EDUCATORS FROM THE SIMPSON COUNTY SCHOOL DISTRICT. JOE IS THE NEPHEW OF MS. FRANCES RICHARDS AND HAS CARRIED ON HER LOVE OF THE JOURNALISM PROGRAM. ANN ROSE HAS SERVED ON THE WKU LIBRARIES ADVISORY COUNCIL. A CONFERENCE ROOM IS NAMED IN THEIR HONOR.


ALTHOUGH HE IS NOT WITH US TODAY, A BROADCASTING CLASSROOM HAS BEEN NAMED FOR JULIAN GOODMAN, A 1948 GRADUATE AND MEMBER OF THE WESTERN KENTUCKY UNIVERSITY HALL OF DISTINGUISHED ALUMNI. A GLASGOW NATIVE, JULIAN SERVED AS CHAIRMAN OF THE BOARD AND PRESIDENT OF NBC.
HIS EARLY CONTRIBUTIONS AND SUPPORT HELPED TO ESTABLISH THE BROADCASTING PROGRAM AT WKU.

- **ask for round of applause for those recognized.**

- THE SUPPORT PROVIDED BY INDIVIDUALS, CORPORATIONS AND FOUNDATIONS IS A CRITICAL ELEMENT OF WESTERN'S TRANSFORMATION FROM AN INSTITUTION OF REGIONAL IMPORTANCE TO AN INSTITUTION OF NATIONAL PROMINENCE. BUT AS A PUBLIC INSTITUTION, OUR PRIMARY PARTNER IS THE COMMONWEALTH OF KENTUCKY.

- HIGHER EDUCATION REFORM, PASSED IN 1997, SET THE STAGE FOR THE EXCELLENCE THAT OUR FACULTY AND STUDENTS ARE ACHIEVING TODAY.

- ALTHOUGH THE AUTHORIZATION AND CONSTRUCTION OF THIS BUILDING PRE-DATES GOVERNOR ERNIE FLETCHER'S TERM OF OFFICE, IT IS FITTING TO ACKNOWLEDGE HIM AND HIS ADMINISTRATION AS THEY HELP US TO MOVE FORWARD WITH AN AGGRESSIVE AGENDA OF NEW PROGRAMS AND COMMUNITY ENGAGEMENT THAT WILL BENEFIT THE REGIONAL ECONOMY AND QUALITY OF LIFE. GOVERNOR FLETCHER WAS UNABLE TO JOIN US TODAY.
• THE FINANCE AND ADMINISTRATION CABINET, NOW
HEADED BY SECRETARY ROBBIE RUDOLPH, AND THE
FACILITIES MANAGEMENT STAFF FOR THE
COMMONWEALTH HAVE BEEN IMPORTANT PARTNERS
IN THIS AND ALL WKU CONSTRUCTION PROJECTS, AND
WE WANT TO RECOGNIZE THEM TODAY AS WELL.
(RECOGNIZE GARY POSTLEWAITE IF HE IS IN
ATTENDANCE)

• WE ARE FORTUNATE IN BOWLING GREEN AND SOUTH
CENTRAL KENTUCKY TO HAVE THE HIGHEST QUALITY
OF REPRESENTATION POSSIBLE IN THE LEGISLATURE.

• OUR LEGISLATIVE DELEGATION IS SECOND TO NONE.
BOWLING GREEN IS HOME TO SPEAKER OF
THE HOUSE JODY RICHARDS; REPRESENTATIVE ROGER
THOMAS WHO CHAIRS THE HOUSE AGRICULTURE AND
NATURAL RESOURCES COMMITTEE; AND SENATOR
BRETT GUTHRIE WHO SERVES ON THE SENATE
APPROPRIATIONS AND EDUCATION COMMITTEES.

• WE ARE EQUALLY PROUD TO CLAIM REPRESENTATIVE
ROB WILKEY OF SCOTTSVILLE, WHO SERVES ON HOUSE
APPROPRIATIONS AND CHAIRS THE TRANSPORTATION
BUDGET SUBCOMMITTEE; REPRESENTATIVE STEVE
NUNN OF GLASGOW, WHO SERVES ON THE HOUSE
APPROPRIATIONS COMMITTEE; SENATOR RICHIE
SANDERS OF FRANKLIN, WHO CHAIRS THE SENATE APPROPRIATIONS COMMITTEE; AND SENATE PRESIDENT DAVID WILLIAMS.

- ALL PROVIDE OUTSTANDING LEADERSHIP AND SUPPORT FOR WESTERN IN THEIR IMPORTANT ROLES IN THE GENERAL ASSEMBLY.

- SENATOR GUTHRIE WAS INVITED TO PARTICIPATE IN THE PROGRAM TODAY BUT IS SPEAKING IN OWENSBORO TO THE LEADERSHIP WEST KENTUCKY GROUP.

- WE ARE PLEASED AND HONORED TO HAVE WITH US HOUSE SPEAKER JODY RICHARDS. MOST OF YOU KNOW JODY PRETTY WELL AND ARE VERY FAMILIAR WITH HIS POLITICAL SUCCESSES IN THE KENTUCKY HOUSE.

- WHAT MANY OF YOU MAY NOT BE AWARE OF, HOWEVER, IS HOW CLOSELY ASSOCIATED THE SPEAKER IS WITH WESTERN’S JOURNALISM PROGRAM.
AS A YOUNG MAN OUT OF COLLEGE WITH A JOURNALISM DEGREE FROM MISSOURI, JODY RICHARDS CAME TO WESTERN IN 1963 AS A MEMBER OF THE JOURNALISM FACULTY.

AT THAT TIME JOURNALISM WAS A DIVISION OF THE ENGLISH DEPARTMENT.

DURING HIS SEVEN YEAR TEACHING CAREER AT WESTERN, JODY WAS AN ADVISOR TO THE COLLEGE HEIGHTS HERALD AND TO THE TALISMAN, WAS HEAD OF THE MASS MEDIA SEQUENCE OF THE ENGLISH DEPARTMENT, AND WAS DIRECTOR OF STUDENT PUBLICATIONS. HE IS SAID TO HAVE WORKED WITH SOME REAL LEGENDS LIKE DAVE WHITAKER, BOB ADAMS AND EVEN LEE ROBERTSON!

JODY TOOK THE HERALD FROM A TWICE MONTHLY PUBLICATION TO A TWICE WEEKLY PUBLICATION AND STARTED THE ALUMNI MAGAZINE.

HE LEFT WESTERN IN 1970 BECAUSE HE ASPIRED TO RUN FOR POLITICAL OFFICE. AT THAT TIME IT WAS ILLEGAL TO BE A FACULTY MEMBER AT A PUBLIC INSTITUTION AND SERVE IN THE LEGISLATURE, BUT THAT LAW HAS SINCE BEEN CHANGED.
• AS STATE REPRESENTATIVE SPEAKER RICHARDS HAS STAYED CLOSE TO HIS WESTERN ROOTS, AND WE ARE GRATEFUL FOR YOUR LEADERSHIP AND SUPPORT.

• JODY, I KNOW THIS IS A SPECIAL DAY FOR YOU BECAUSE THIS PROGRAM IS CLOSE TO YOUR HEART. THANKS FOR JOINING US TODAY.

• PLEASE WELCOME THE SPEAKER OF THE KENTUCKY HOUSE OF REPRESENTATIVES, JODY RICHARDS.

SPEAKER RICHARDS WILL MAKE REMARKS. AFTER HE IS FINISHED, DR. RANSDELL WILL PRESENT A GIFT TO HIM. IT WILL BE UNDER THE PODIUM, A SMALL, GIFT-WRAPPED BOX.

• DR. RANSDELL WILL THEN RECOGNIZE STUDENT REGENT PATTI JOHNSON FOR REMARKS.

PATTI JOHNSON WILL MAKE BRIEF REMARKS.

DEAN LEE WILL COME FORWARD AND CLOSE THE PROGRAM.