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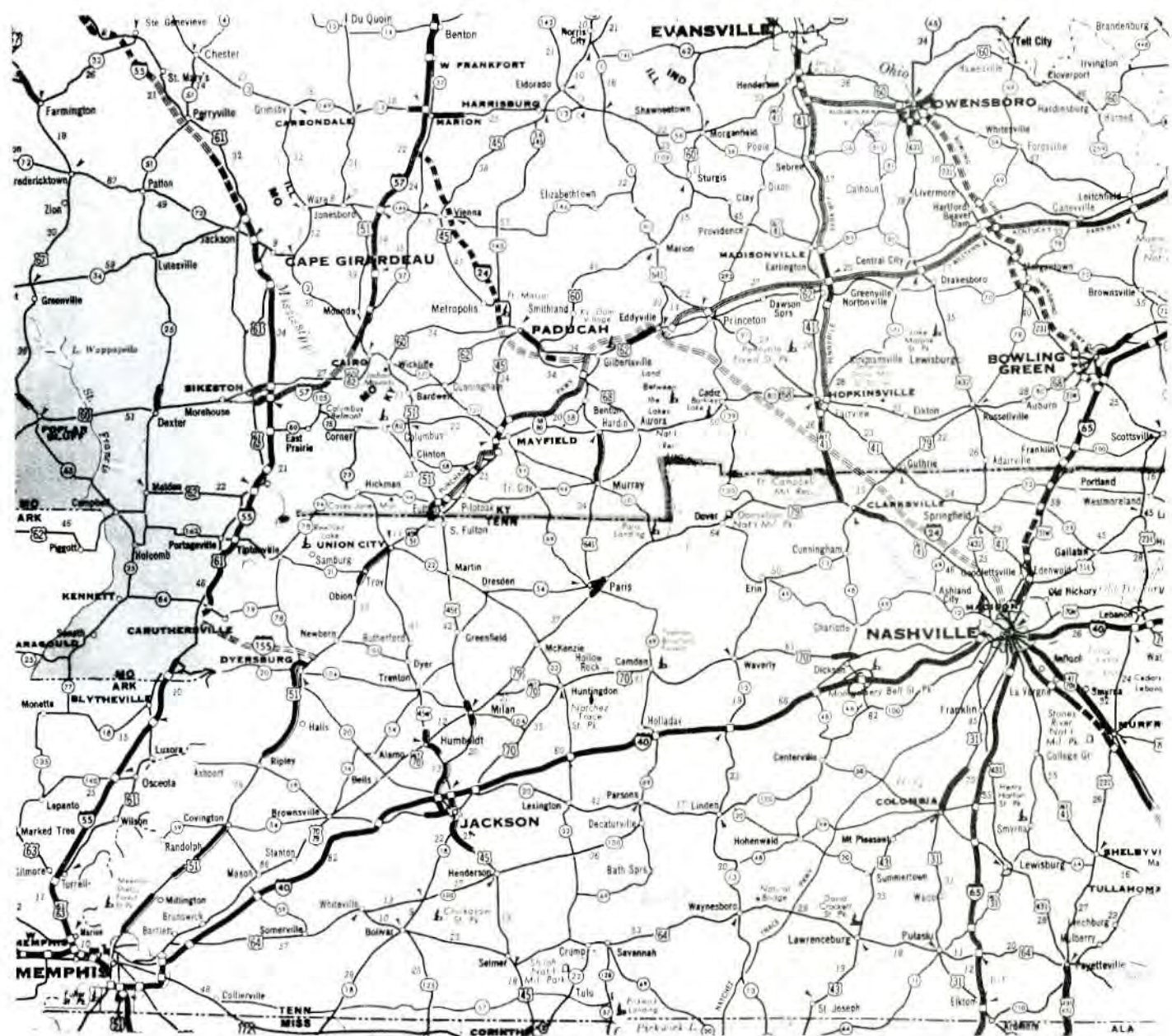
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adventure

Western Kentucky University's Advertising Newsletter



Where have all the interns gone?

spring 1983

2 Competition update

By **LISA BUCKNER** and **JOAN EVANS**

While the Maxwell House coffee campaign has imposed a challenge on the Advertising Problems students this semester, it has also offered them a sneak preview of the real world.

For those who have spent countless hours researching and developing the campaign, many say they've gained some insight into what the Madison Avenue geniuses must go through.

According to many Problems class members, the general consensus is, "It's been hectic, but we think it was worthwhile."

Before the campaign was gotten underway, the class was broken down into marketing, media, creative, and sales promotion areas representing each aspect of a typical ad campaign. Then, the battle to meet deadlines for the 40-page Plans Book was begun.

According to Carolyn Stringer, faculty adviser to the class, "Each group is responsible for their portion of the Plans Book. In addition to the Plans Book, the class must submit a Creative Supplement representative of the ideas and themes for the campaign."

The theme, by the way, is "Anytime...Anyplace...Maxwell House. ALLways in good taste." Amy Lucas, creative testing director, said, "This theme was decided upon because creative testing proved it to be memorable and popular among the 18 to 24 year old target market."

After the Plans Books and Creative Supplements are submitted, the selected speaking team will deliver the campaign in a 20 minute presentation, fully equipped with color slides. The national AAF competition judges will weight Western's performance on April 23 in Columbus, Ohio, with those of 13 other universities and colleges in the Fifth District--the largest regional AAF district in the nation.

Should Western's campaign receive top honors, the team will proceed to the national finals in Washington, D.C. in June. It's happened before, and class members are confident that they have a good chance to duplicate the 1981 class

victory at the district level in which a campaign for Coors Beer was presented.

Perhaps the big question lurking in people's minds is if it is possible to persuade the youth market to drink coffee.

Editor's Note

WKU placed third among 11 universities in the 5th District NSAC April 23.

Todd Buchanan, photographer/projectionist for Winken, Blinken, and Nodd, adjusts the slides during a presentation practice session.

Class members' response: "That's why this course is called Problems of Advertising. We have to convince the judges that we have a solution to the age problem."



A jingle with no music? No problem for government major John McCracken.



Wendy Lose finds a quiet place to work on campaign art.



The Advertising Problems children of tomorrow.

Advertising outlook



By *SUSAN MIZANIN*

Wouldn't it be great if we had a magical crystal ball through which to see the future of advertising? Think of what it would be like to see the coming trends in buying and selling or future campaign strategies and objectives.

Actually, this idea is not too far-fetched.

As with most things in life, success doesn't just happen. Success is most often the result of careful planning and research. If this is true, then the tools for predicting the future are presently at hand.

One of the major sources used to forecast future activities is the economy. It is from this source that we get some of the most important consumer information. By studying the changes on the current cash money flow, we can paint a picture of the present, as well as, projected consumer buying trends.

As with many of the occupations which have anything to do with the marketplace, advertising is quite susceptible to the changes and fluctuations within the business cycle.

The economy at this point seems to be moving toward a gradual upswing. This is a real plus for advertising because as the number of businesses increase so does their need for advertising. Thus, more business means more billings. Consequently, consumers who have the money to spend, will demand more advertising to put a variety of new products in their reach. The economy is also reflected in the many strategy considerations as well. In a recent interview conducted by "Advertising Age," top executives shared some previews into future strategies and directions for the industry.

"It has had a sobering effect on the industry," as one executive put it. The ef-

fect to which he was referring is geared around policies governing the operations, the promotions, and the practices of many advertising agencies.

Cost effectiveness and efficiency is the overall reigning theme for future agency operating policy. It is interesting to note that the "Occupational Handbook," a government publication, warns that all level jobs within agencies, from account executives to vice presidents to even copywriters are subject to layoffs. These measures are all part of a new trend by firms to "tighten-up" their operations.

Many firms have become much more competitive due to the fact that in their slimming down process they have felt the need to become more selective. This competition has set the stage for the increasing importance of couponing and rebates. Experts also see the increased use of the local media.

ADS elects five

Five advertising students have been elected to Alpha Delta Sigma, the national honor society of the American Advertising Federation.

The newly-elected students are Linda Batson from Newburgh, Indiana; Joan Evans from Bowling Green; Thomas Farmer from Hendersonville, Tennessee; Laura Johnson from Bowling Green; and Naomi Oliver from Bowling Green.

*Alpha Delta Sigma
Honorary Society*

To be eligible, a student's grades must be in the upper 10 percent of those in the university department in which the advertising program is located. In addition, nominees must be approved by a national academic committee composed of AAF student chapter advisers.

This year's group of students represents the largest group elected to Alpha Delta Sigma since 1978.

adventure

Co-editors: Writers:

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Terri Donahue
Joan Evans

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Lisa Keeling
Kathy Lacey
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Jim Lunsford
Susan Mizanin
Andrea Morton
Naomi Oliver

Photographers:

Lisa Buckner
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Advisers: Pat Jordan
Carolyn Stringer

Suzie Hardin's job goes

From cake decorator to Plans Book maker

By **LISA BUCKNER**

She is responsible for more than "500 departmental majors, 12 full-time instructors, 4 student organizations, 14 student assistants, and 1 department head."

No...Suzie Hardin is not the president of a large corporation. She's the secretary for the Department of Journalism.

For the past six and a half years, Suzie Hardin has managed to keep the Journalism Department running smoothly.

"I like my job because I enjoy helping students," commented Hardin.



Suzie Hardin

The departmental office is the most important part of the job, she said, but her other responsibilities are sometimes vital to the sanity of the students. Hardin often lends a helping hand to student organizations by baking cakes for important meetings and selling raffle tickets for club fund-raisers.

Hardin is also involved annually with the Advertising Problems class. She has typed the 40-page Plans Book for the past three teams.

Hardin remarked, "It's not the typing I like, but helping out the kids in the Problems class."

The problems with Problems

By **THOMAS FARMER**

Not being one to beat around the bush, I'll get Pacific (or is that Atlantic?). What other class offers such a wealth of experience in such a short time span? I'd be willing to bet my stack of edited research and ad copy (or my volleyball reputation) that the following is a factual and well-written, I might add, account of the past six months.

It's a sure bet any course with a name like Problems isn't going to be all fun, but whoever heard of starting to work on a class a month before you register for it? If there ever was a time to bury your hidden talents--this was it. The only way to get out of doing the dreaded "library research" was to claim you entered Western before the Library Science class was made a requirement. If this failed, suicide by ingesting lethal doses of microfilm was the only recourse.

As if secondary research was not enough to ask, everyone was then expected to regress to primary research (a term used loosely to mean walking up to total strangers to ask them what they liked most about coffee). For those lucky (&) few who had the displeasure of compiling the results of the factory worker surveys, there was the added bonus of

playing censor-for-a-day. At last count, nine of the seven words you can't say on television were included on the above mentioned surveys.

Ultimately the race for brownie points hit most of the class square in the nose. You could easily tell the veteran point seekers from the green horns. The rookies went to class 15 minutes early with their hands already raised to volunteer for extra work assignments. The veterans, on the other hand, were more clever in their quest for points. They always arrived 15 minutes late drinking a cup of Maxwell House coffee. This not only signified they were brand loyal, but that they had also stayed up 'til all hours trying to come up with the perfect campaign theme.

The slogan development stage was also not carried out without its share of heartaches. This writer, for one, was pacifically heartbroken when "Your Hot Buddy" was subjected to seemingly relentless sarcasm. Only someone who had never spent a cold night alone with

would understand the international ramifications of such a slogan.

From here on the campaign went into over-drive. Deadlines came and went with hardly a single one being met. Before any of us realized it, the time was at hand to select from the list of unwilling candidates a team to present our collective genius in Columbus. One by one we marched in to deliver our hastily prepared (what wasn't?) speeches to the selection committee. This blue-ribbon committee consisted of several departmental favorites. Included were Mr. "Define Advertising" Highland and Dr. "Do you really think..." Kaul.

During the semester, class was held once a week at the university health clinic to discuss how the 1974 issues of *Drug Topics* (found in the waiting room) could best be used to help us with our media buying decisions. Brownie point seekers could be found here doing extra reading during most of the semester.

I'm not even going to touch the jingle problems!

- A. a T-shirt reading "Where'd you get that mug?" or
- B. Mary Beth

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6 Where have all the interns

By **JIM LUNSFORD**

An internship can be one of the most valuable work experiences a student can gain while attending school.

A student gains more than job ex-

perience; he makes important business contacts that may later prove to be stepping stones to a profitable future.

However, the major problem with an

internship is finding one. A recent survey of some area advertisers and agencies has produced the information below.

This is by no means a complete list.

Firm name	Does the firm have an internship program?	What is expected from the student?	Pay?
AMCA International	No official program, but have used students in the past. Better opportunity if student uses the Co-operative Education Program.	Understanding of how a corporate advertising department functions. Deal with agencies to help the company reach its goals.	Above minimum pay.
Camping World	Yes.	Working at Beech Bend Park, creating a recreation program for vacationers.	Above minimum pay.
Union Underwear	No official program, but have used students in the past.	Aid in advertising operations.	Minimum pay.
WBKO-TV	No official program, but have used students on a volunteer basis.	Writing commercial scripts, assisting in production and direction, enabling the student to produce and direct his own television commercial.	No pay.
Wilkins Advertising Concepts	Yes. Contact Mr. Wilkins.	12 weeks overall exposure in production, creativity, layout, and writing, with some sales.	Minimum pay.
Franklin Ross & Associates	Yes.	Student does work in graphics.	Minimum pay.
Courier-Journal	A program is now being developed. Contact Mr. James Marchal, Advertising Director	Sales and creative,	Not determined.

BOWLING GREEN/LOUISVILLE

erns gone?

Some advertising firms do not have "official" internship programs, and others require a student's own digging to uncover an internship where there was none

before.

Use this list as a starting point, noting the type of positions available and their pay. Each employer expects something

different, but each internship yields the same results--valuable work experience.

Firm name	Does the firm have an internship program?	What is expected from the student?	Pay?
Doe-Anderson	Yes. A \$1,000 scholarship/grant from the Louisville Advertising Club is awarded to one student.	The student is given all-around agency exposure.	\$1,000
Louisville Graphique	Yes. Contact Mr. Ben Ruiz.	Student does work in graphics.	Minimum pay.
McCann-Erickson	Yes.	Student does media research.	35 hours per week, minimum pay.
WHAS-TV	Yes.	Student works with television graphics.	Minimum pay.
Eric Ericson	Currently considering the development of a program. Contact Mr. David Bohan.		
Holder-Kennedy Public Relations	Yes.	Assistant account executive, writing for company newsletters, contacting clients, attending meetings, plus some research for public service presentations.	3 months, no pay.
Les Hart Agency	No official program, but have used students in the past. Contact Ms. Glenda Elder.	Students have worked in the accounting department and in the media department.	Minimum pay.

LOUISVILLE/NASHVILLE

I can think of no better way to wrap up this account than by asking a question: Who is the beloved leader who finds it necessary to eat at no less than four dif-

ferent fast food places in one afternoon, and delights in giving writing assignments for newsletters with impossible deadlines? If you don't know the

answer to this, you haven't spent enough time in the Graphics Lab Lounge for Over-Worked Brownie Point Seekers have you?

Local ad exec lays down the law

By *ANDREA MORTON*

"Trust no one, assume nothing, and triple-check everything."

Terri Duncan, speaking at an Ad Club meeting on February 7, gave this advice which she called "Leland's Laws."

Duncan, an account executive at deBord & Owen Inc. in Bowling Green, is a 1981 Western graduate. She explained that Leland was a public relations instructor and gave this advice often during class.

Duncan has been with deBord & Owen for 11 months and said that Leland's Laws have been very helpful to her so far in her advertising career. She explained that as an account executive, she serves as a liaison between the agency and the client, and that it makes good business sense to follow these guidelines.

Duncan handles all phases of advertising--copywriting, layout, photography, and line art, and said that copywriting is her specialty.

Duncan said that one of the benefits of her position is that "you get to go out and talk to people." Duncan likes to get to know her clients so that she can do her

best possible job for them.

Duncan showed some creative samples, which included industrial products packaging, brochures, business cards, stationery, and logos. On designing logos, she said, "Sometimes it's hard to find a place to start."

"Probably the hardest thing is when the clients want something bad. You can't tell them tactfully, but we feel it's our responsibility (to turn out good work). People generally are ignorant about advertising. You have to try to educate them."

In giving advice on job-hunting, Duncan stressed the importance of school work.

"Everything helps," she said. "Things will come back to you in working bit by bit, and you wish you'd have listened a bit more."

She also said, "If you hear of a job opening, keep your mouth shut! You may have to do something you don't want to do, but hang in there, keep your eyes and ears open, and you'll find something."



Terri Duncan

Three receive special awards

Three advertising students, Laura Johnson, Sondra Epley, and Joan Evans, received special recognition at the Ad Club "Roast and Awards Banquet" on April 25.

Laura Johnson, a senior from Bowling Green, was named outstanding advertising senior of 1983 by the Department of Journalism.

"The award is presented by faculty to an advertising student who exhibits both academic and professional qualifications.

In addition to being elected to both Kappa Tau Alpha and Alpha Delta Sigma honor societies, Johnson served as

marketing director for Western's entry in the 1983 AAF National Student Advertising Competition. She presented the group's marketing plans at the district competition in Columbus, Ohio.

Since the fall of 1982, Johnson has continued her internship with AMCA International in Bowling Green. She has also served as 1st vice president of the Ad Club.

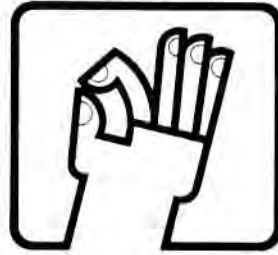
Sondra Epley, a senior from Greenville, was voted outstanding Ad Club member of 1983 for her efforts over the past three years. She has served as 2nd vice president as editor of the club

newsletter, "Adventure," and was elected president for the 1983 spring semester.

Epley presented the group's creative plans in the 1983 AAF National Student Advertising Competition in Columbus, Ohio.

In addition, to Ad Club activities, Epley has held three advertising internships. During the summer of 1982, she worked as an intern for Holder-Kennedy Public Relations in Nashville and for WBKO-TV in Bowling Green during the

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New professor , new ideas

By **TERRI DONAHUE**

You may see him around Academic Complex or the grill and wonder who he is. The new face around the Journalism Department is John Gauld.

Gauld is the new Principles of Advertising teacher, who teaches that course on Monday nights. But during the day he takes on another role. He is the Assistant Marketing Manager at Union Underwear.

Gauld moved to Bowling Green three and a half years ago from Indianapolis, Indiana where he was Product Manager for Stokley Van Camp, Inc. He graduated from Indiana University with a degree in English. He then taught an



John Gauld

English course at Carmel Junior High School, outside of Indianapolis.

"I applied with the Department of Business, but there were no openings," said Gauld. "I met Mrs. Stringer and Mr. Jordan through Todd Engel, a former Western advertising student, and they told me to apply with the Journalism Department.

Gauld finds being able to put his ideas to work in the classroom an interesting challenge. He believes it helps in the classroom when he can relate everyday work experiences to the students, instead of what comes just from the text.

Tired of the job shop? Consider Co-op

By **KATHY LACEY**

Looking for job experience with pay? Co-operative education may provide the opportunity.

Co-operative education combines academic studies with paid on-the-job experience in a student's career interest.

Co-op works with any student who has completed his or her freshman year, is enrolled full-time and has a good academic standing. The co-op staff assists students in finding jobs. They also offer assistance in writing resumes and preparing for job interviews. Students compete for co-op positions and hiring decisions are made by the employer.

There are two basic work schedules. The parallel schedule is one in which the student works part-time while attending school full-time. On the alternating

schedule, the student alternates periods of full-time work with classes. For example, a student may work full-time one semester and return to school the next semester.

Patricia Brelsford, Director of Co-operative Education, said co-op differs from internships because students have more than one work period. They progress in responsibility with each period. The work period can be from six months to a year, depending on the employer.

Brelsford said about 95 percent of co-op jobs pay salaries and students usually earn credits for their work. The amount of credits earned depends on the academic departments in which they are studying.

Students on the co-op program usually

finish school later, but Brelsford said the experience gained is the same as if the student finished school and worked for a year afterward. "Experience impresses employers," Brelsford said. "It gives students a good job reference and they usually start work with better pay. Many students get job offers from their co-op employers."



fall 1982 semester.

Epley has also worked as an advertising salesperson for the College Heights Herald and has served as graphics lab assistant in the Department of Journalism.

Joan Evans, a senior from Bowling Green, was voted outstanding new club

member. This honor is reserved for students who have joined the club within the past academic year.

Evans has been elected to both Kappa Tau Alpha and Alpha Delta Sigma honor societies, and has served as creative director for Western's entry in the 1983 AAF National Student Adver-

tising Competition. In the fall, Evans worked as an advertising salesperson for the College Heights Herald. She then served as Ad Club secretary for the 1983 spring semester.

Evans was recently appointed as ad manager of the campus newspaper for fall 1983.

News on the portable proposal

By LISA KEELING

Move.

Students do it all the time, but an entire department?

The administration at Western has proposed to move the journalism department to the top of the hill.

The move would be made from the Academic Complex and Downing University Center to Gordon Wilson Hall and Garrett Conference Center. No final decisions for the change have been made, so far. There are still many different thoughts and opinions on the subject, reflecting the advantages and disadvantages of the move.

The best thing about the proposed move seems to be that the department will have more classrooms of its own.

Mr. Pat Jordan, advertising instructor, said that advertising will have two large rooms and a big graphics lab in Gordon Wilson. "We've always had to beg, borrow and steal classrooms wherever we could find them," he said.

Advertising students as well had comments to make upon the move.

Mary Beth Anderson felt that the move would be a good one. "There's always been a problem finding classrooms. This way we won't have to be shuffled around anymore," she said.

Some felt that the switch could be for the better, but the majority seemed to feel that the new location for the depart-

ment was not a good idea because of the parking situation.

"There is not enough parking around Gordon Wilson," said Jeff Sweeney, "and I don't want to have to walk up the hill."

Other problems with the proposal include the Herald. "Downing Center is a good location for the Herald," said Kerrie Stewart, "It's a good place because a lot of main flow and information go through Downing."

"The department should be left where it is because all journalism is involved at the bottom of campus," said Bruce Davies. "The radio and T.V. stations and the Herald are all here."

Joanie Evans maintained that the bad part is the disorientation of the Herald. "Some of the departments will be separated and that could present some problems for the paper," she said.

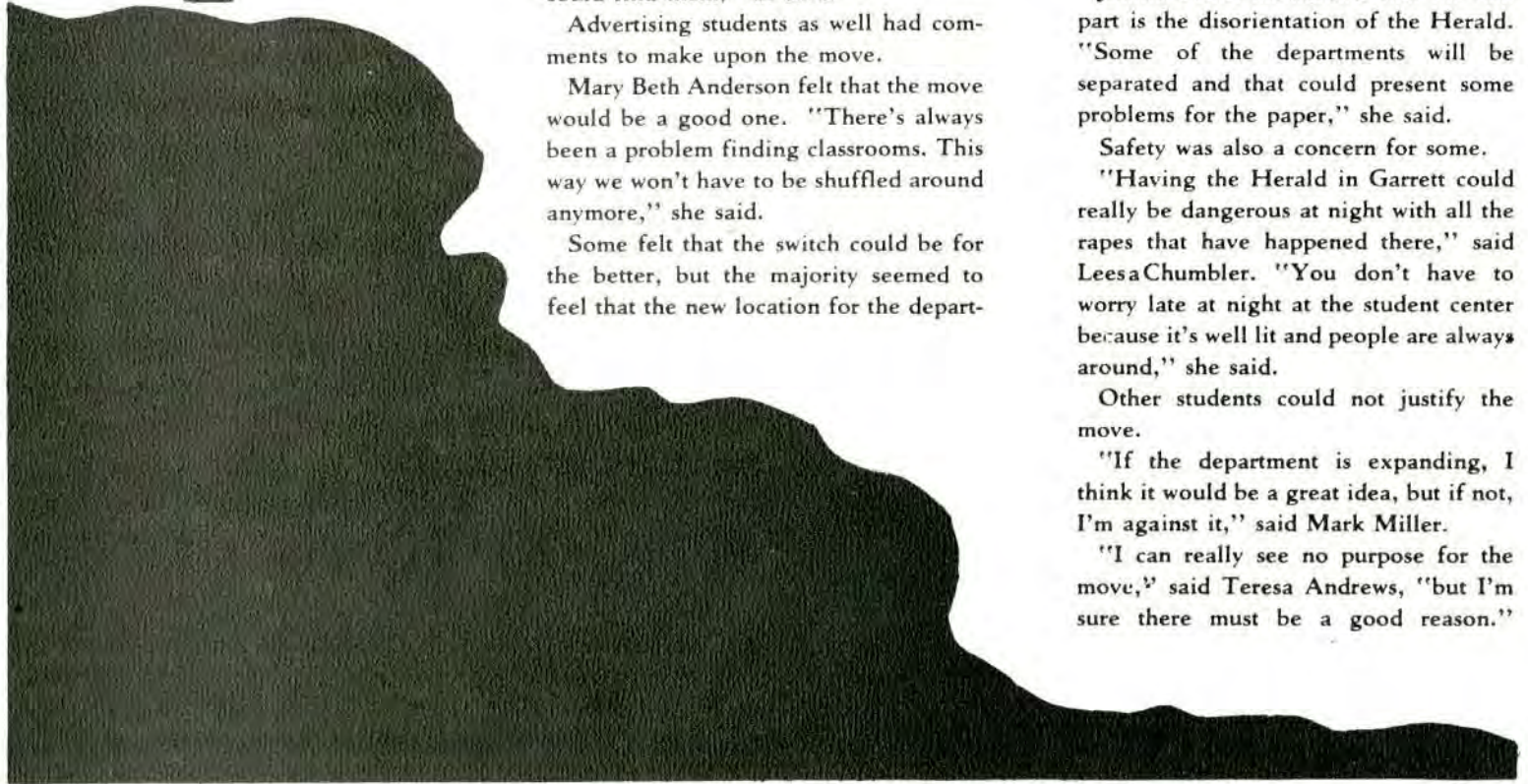
Safety was also a concern for some.

"Having the Herald in Garrett could really be dangerous at night with all the rapes that have happened there," said Leesa Chumbler. "You don't have to worry late at night at the student center because it's well lit and people are always around," she said.

Other students could not justify the move.

"If the department is expanding, I think it would be a great idea, but if not, I'm against it," said Mark Miller.

"I can really see no purpose for the move," said Teresa Andrews, "but I'm sure there must be a good reason."



Is there work after college?

By **TERESA ANTHONY**

What will you do or where will you go after you finish college? Those are two questions students often ask themselves. To help solve this ever-popular riddle is Western's Career Planning, Academic Advisement and Placement, or simply, CAP Center.

The CAP Center is designed to help students at Western as they move toward successful completion of their educational and career objectives. The center is located on the second floor of Cravens Graduate Center where a professional staff is available to assist students and alumni.

While the CAP Center does not place students into summer and part-time

employment, it does offer various services such as the placement of graduates into full-time employment, resume referral, credential service, and campus interviewing. The center has also developed a well-organized system of identifying nationwide employment opportunities.

Through the use of a new and highly innovative computerized program, all job vacancies received from employers are published in "The Job File," a bulletin mailed every two weeks to academic departments for posting. The information is exchanged with 125 other university and college placement offices

in exchange for their job vacancy listing. Those received as part of this exchange

are filed and can be found in the Career Information Library, also on the second floor, for use in job searches.

In addition to the information housed in the Career Library, mini-lectures are presented weekly to add to the students' preparedness. Lectures are 50 minutes long, free of charge, and topics such as resume preparation, resume review, job interview techniques and cover letter preparation are discussed.

The personnel at the CAP Center are friendly, prepared and eager to assist in students' objectives and goals. By visiting the CAP Center, you may not only find the answers to your questions, but also find that there is "work after college."

Before getting that job Do your homework

By **NAOMI OLIVER**

"You're gonna get canned; everybody does," said Doug Schneider. Schneider, Marketing Director at AMCA International, spoke to Ad Club members on March 21.

"Everybody gets fired once in their lifetime. There is no trick to it; it just happens," he added.

Yet, there is a trick to getting that job. Schneider suggested to "wait one to two weeks before answering an ad." By that time, the avalanche of resumes the company has received will have been filed and your resume stands a better chance of being noticed.

Before interviewing with a company, contact the person you would be working for or with to let them know that you are interested in a job. Once the date for the interview is set, do some homework on the company. Let the employer know that you are interested in the company.

"Never be late for an interview; be an hour early," said Schneider. Being late is a sign of irresponsibility." During the interview, the employer will probably ask the following questions:

1. How much of your college education did you pay for?
2. What was your GPA?
3. How active were you outside the classroom?

Schneider said the cover letter should be well written. "Tell them (the company) how you can help them." The resume should tell the company what you have accomplished and where you want to go. Do not put your picture or any fancy artwork on your resume. Make it professional, keeping the job category broad.

Lastly, Schneider suggested that a little common courtesy can pay off by making you appear more interested in working for the company than the next person.

"One or two days after the interview, send a letter to the person responsible for the interview expressing your thoughts of appreciation," he said.



Doug Schneider

The quest for cash

Sending a group of eager Problems students to Columbus this spring takes guts--and bucks. Thus, fund-raising once again became a top priority for Ad Club members.

The funds raised during the spring semester added to the amount collected the previous semester totalled over \$1300--nearly double the amount ever raised in the club's history.

To start off the year with a sure-fire way to make money, the Ad Club once again put into works its ever-popular Win-A-Meal Sweepstakes in February. Dinners for two were donated by local restaurants including the Iron Skillet, Oliver's, Mariah's, the Briarpatch, and the House of Wan. Flowers were donated by Deemer's Florist, and cakes were supplied by Confection Connection and by Suzie Hardin, Journalism departmental secretary. Finally, the Capitol Arts Center provided the entertainment line-up with two play tickets to the production of "The Little Foxes."

In addition, the Ad Club's efforts to finance the Columbus trip were substan-

tially helped by a donation from the W.K.U. Development Fund.

Addy's awe audience

On January 31, Ad Club members took a look at those awesome Addy award winners for 1982.

The film featured winning entries in both television and radio advertising campaigns. The chief element running through the majority of the ads was the use of humor.

National clients represented included John Deere, Orkin Pest Control, Budweiser Light, Coca-Cola and Exxon.

"Adventure" goes national

By *AMY LUCAS*

The writers and producers of last fall's "Adventure" should stand proud of their

efforts. The newsletter received national recognition from the American Advertising Federation in Washington, D.C.

This good news about the newsletter appeared in the January 1983 issue of the AAF "Communicator." This publication described the "Adventure" as a "perfect candidate for the proposed chapter awards competition."

Sondra Epley, editor of the 1982 fall "Adventure" commented, "While I was fairly pleased with the progress the 'Adventure' had made, I felt it was time for something different. I wanted the newsletter to move toward a magazine format."

To date, the national chapter awards competition is still in the proposal stage. The concept for such a College Chapter Awards Program was developed this past July in Columbus, Ohio, by the AAF headquarters and the Academic Division. Possible categories for award entries would be Public Service, Membership, Programs, Chapter Publications and even "Club of the Year."

Should this awards program be adopted by the AAF, spring deadlines would be set and the awards presentation would coincide with the presentation time set for the National Student Advertising Competition in June.

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