

Western Kentucky University TopSCHOLAR®

Student Organizations

WKU Archives Records

Fall 1981

UA68/13/5 AdVenture

WKU Advertising Club

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



Part of the [Advertising and Promotion Management Commons](#), and the [Mass Communication Commons](#)

Recommended Citation

WKU Advertising Club, "UA68/13/5 AdVenture" (1981). *Student Organizations*. Paper 97.
http://digitalcommons.wku.edu/stu_org/97

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in Student Organizations by an authorized administrator of TopSCHOLAR®. For more information, please contact connie.foster@wku.edu.

ADVENTURE

Advertising Newsletter Western Kentucky University Fall 1981



Emery Lewis, McCann-Erickson

"Advertising Challenges of the Eighties"

Ad Seminar features McCann-Erickson CEO

Emery Lewis, chief executive officer, McCann-Erickson Advertising Agency, Louisville, headlines a list of professional advertising practitioners scheduled for an advertising seminar on the Western Kentucky University campus on Nov. 18.

The overall theme of the seminar is "Advertising Challenges of the Eighties." Sponsored by the student advertising club and the Department of Journalism, the seminar is part of a continuing program to provide interchange between advertising students and professionals.

Speaking at a noon luncheon in the Dero Downing University Center, Lewis will outline problems and opportunities faced by the advertising industry in the next ten years. Lewis was chairman of the board, Zimmer-McClasky-Lewis Advertising Agency, Louisville, prior to its merger with McCann-Erickson, New York, in 1981.

Other guests slated for the seminar include:

—Edward H. Chambers, senior vice-president, Kentucky Fried Chicken Corporation, Louisville. Chambers will speak on marketing challenges of the eighties.

—Shirley Mingus, media director, Les Hart Advertising Agency, Nashville. She will deal with changes in planning and buying of media in the next decade.

—Pam Cinque, advertising director, The Castner Knott Company, Nashville. Cinque will outline trends and innovations in retail marketing and advertising.

—Sarah Glenn, manager, Storer Cable Communications, Bowling Green. She will discuss changes in media audiences brought about with the advent of cable TV.

— Bill Holley, creative director, Buntin Advertising Agency, Nashville. He will show examples of his agency's recent advertisements. The Buntin shop is known throughout the mid-south for its creative efforts.

All seminar sessions will be held in the Downing University Center beginning at 9:10 a. m. and continuing through 2 p. m.

Logo Contest

by **Andrea Morton**

The WKU Advertising Club, a member of the American Advertising Federation, is sponsoring a logo contest. The insignia in question is to be used in the club's quarterly newsletter "ADventure". The newsletter, now in its 3rd year of publication is currently undergoing a format revitalization. The new logo will put the finishing touches on the revision efforts.

The entries will be judged by visiting professionals at the Advertising Club's annual seminar. A \$25.00 prize will be awarded for the winning entry. All entries submitted must be in one color, black, and mounted on an 8 x 10 white board. They should also be flapped, complete with contestant's name, address, and phone number.

Sales manager simplifies copy

Hank Brosche, sales manager for WKCT radio, Bowling Green, discussed the art of writing local radio copy with ad students on Nov. 2.

Speaking at a meeting of the Advertising Club, he played several examples of recent local commercials. Each of the commercials used repetition effectively, without becoming boring to the listener.

Brosche, also gave tips for simplifying copy, and stressed the necessity of clearly stating the key benefit in radio copy. To illustrate, he played several commercials which might be deemed "clever," but might not be effective in building retail store traffic.

Brosche is known throughout the southcentral Kentucky area for his effective writing and smooth delivery of radio commercials on WKCT.



Hank Brosche, Sales manager WKCT Radio

Marketing strategies essential for weeklies

by **Laura Johnson**

Effective marketing is the only way for a weekly newspaper to make it in the 1980's," the ad manager of the Franklin Favorite told Ad Club members at the Oct. 5 meeting.

Tim Rutherford, a Western alumnus who served as ad manager of the Herald for 3 semesters said, "We're seeing a change coming that's occurred and beginning to occur in weekly newspapers, and that change is the recognition of the importance of marketing."

Weekly papers of the past have typically been very unprofessional, as Rutherford explained, "people were just pulled in off the streets to work and the idea of a 2-color ad was reverse on red. Today's increasing costs, however, have forced a movement towards professionalism and for those papers that are unwilling to

change, their days are numbered.

"Consequently, weeklies are becoming more and more aggressive. They're using surveys and statistics, actively going after co-op, and seeking out advertisers and selling their ideas to them instead of merely making a weekly, 'got-an-ad?' call," he said.

The Franklin Favorite exemplifies a community weekly experiencing the payoffs that aggressive marketing brings.

"The paper enjoys a monopoly in its own little county," Rutherford said, "with a good, solid circulation encompassing 90 percent of the county. We have something to offer that you can't get anywhere else, and that's coverage," he explained.

"All we had to do was spread a little information around," he said. The paper accomplished

this by attaching another panel onto the rate card detailing the economic statistics of Simpson County and the newspaper's coverage and then distributing it through direct mail to save money.

Another marketing concept the Franklin Favorite uses involves "going that extra yard for the advertiser," Rutherford said. The weekly is part of a co-op information system where, for a fee, they receive all the necessary information concerning a company's co-op program and all the required paperwork, too. They go through the advertiser's inventory with him and find the programs that he qualifies for, handles all of the paperwork for him, and also assist him in planning and scheduling. One hardware store that had spent \$7,000 in advertising the pre-

-continued to back page-

"It doesn't always pay to be creative ."

False beliefs of beginning ad professionals—



If the product. . .



can sell itself. . .



let it.

by Greg Willett

False beliefs of beginning advertising professionals were presented by Western advertising teacher Pat Jordan at the September 21 Ad Club meeting. Jordan's recommendations proved to be a popular sequel to his earlier classic, "Fish where the fish are, and when they're biting ."

"Early in my career I wore bow ties, crew cuts, loud suits and suede shoes."

It doesn't always pay to be creative, according to Jordan . "Often creative ingenuity suffocates what would otherwise be a good idea .If the product can sell itself, let it ."

Don't develop strong convictions about your creative ideas, Jordan suggested . "Objectivity is impossible with your own work," he said.

It's not necessary to look and act creative to be creative .Good ideas don't come only to the unusual and flamboyant dresser. However, there are exceptions. "Early in my career I wore bow ties, crew cuts, loud suits and suede shoes ," Jordan reminisced .

The best advertising is not always done by the most creative people, Jordan said .Too often, the highly creative lose touch with the average American. To better relate to the common man, Jordan suggested riding buses and going to wrestling matches.

Jordan also advised against dismissing marketing research . "It can be a great help and can save advertisers millions of dollars," he said.

Finally, Jordan stressed the unimportance of winning advertising awards. "The best judge of advertising is sales success," he said.

ADVENTURE is written and edited by students of advertising in the Department of Journalism at Western Kentucky University.

Publications committee:

Sondra Epley
Amy Kitchens
Laura Johnson
Sue Mizannin
Andrea Morton
Greg Willett
Laurie Chambers-Photographer
Ginger Williams-Editor

Carolyn Stringer-Adviser
Pat Jordan-Adviser

Getting your foot in the door— Interviews useful in finding job leads

by Greg Willett

You'll learn to accept rejection when interviewing for the first job in advertising, according to last year's graduates.

"You have to beg for an interview, then many of the people doing the interviews will be really discouraging," said Cathy Young. Young is now advertising director of Parks Belk department store in Clarksville, Tenn.

Although many of the interviewers are not interested in hiring at the time of the interview, they can be useful in finding other job leads. Todd Engel, now assistant to the vice president in charge of advertising at Union Underwear, said he always asked if the interviewer knew of anyone with a job opening. Young also asked if the interviewer knew of anyone with a job opening. Young also said she asked the interviewers who she should

contact, and tried to get at least one additional name out of each interview.

Interviews provided last year's graduates with some interesting experiences.

Young's biggest surprise came when she interviewed with an agency in Nashville. It was her first agency interview, and she thought it best to dress conservatively and look professional. When she arrived the employees were wearing outrageous clothes, and the interviewer's office walls were covered in pornographic pictures. The interview was conducted with her sitting in a dentist's chair.

None of Engel's interviews were quite that unusual, but he did receive some surprises. He said some of the questions he was asked were theoretical or philosophical--on subjects he had never considered. In addit-

ion some of the questions were about things he had never heard of.

Both Engel and Young had advice for those beginning to look for a job. "Go to Western's

Career Planning and Placement Center," Engel recommended. He said that many of the questions he was asked were those Career Planning and Placement advisors had told him to expect. Before going on the interview, you should also learn as much as you can about the company and find out the duties of the job for which you apply, if there is a specific opening, Engel and Young said. Young also suggested getting a list of leads from someone who has recently been looking for an advertising job.

Don't expect to start at the top, the graduates advised. "No first job is a glamour job," Young said.

WHERE DID HE GO?

Mark Hess stretches a double to a triple, while Mary Anderson and Tom McGinnis look on in amazement in the Ad Club Invitational Tournament held in September. The 78'ers, a team from Louisville won the tournament championship.





Ad Club adviser Carolyn Stringer and president Mark Hess announce profits of approximately \$140 in the club's fall restaurant promotion.

Requirements for advertising degree recently updated

by Amy Kitchens

Several advertising curriculum changes became effective with the 1981 Spring semester. The main revision was the removal of the print and broadcast areas of emphasis in the ad curriculum.

Now ad students must complete a journalism core, consisting of Journalism and Society (201), Basic Reporting (202), and Press Law and Ethics (301), and an advertising core consisting of Principles of Advertising (341), Print Advertising (345), Broadcast Advertising (347), Advertising Media (349), Problems in Advertising (418A) and Basic Marketing (320).

Finally, ad majors must complete nine hours in restricted electives. These include courses in basic photography, radio production, television production, and cinematography. Others are print design, retail advertising, public relations, American press history, and an internship.

An advertising major requires 36 hours, and the remaining 92 of the 128 hours required for graduation must be in courses other than Journalism or Communications.

Ad Grad Wins Addy Awards

John Oldham, '76, won two Addy awards at the American Advertising Federation 5th District convention at Lexington on Oct. 10. Entries in the Addy competition are judged on the basis of creativity.

Oldham is executive vice president of Holder-Kennedy of Kentucky, Bowling Green.

Finding first jobs... and moving on

Several 1981 advertising graduates and alumni of years past have notified ADventure as to where they are now working. The 1981 graduates include:

Todd Engel, assistant to the vice president in charge of advertising, Union Underwear World Headquarters, Bowling Green.

Cathy Young, advertising manager, Park Belk Department Stores, Clarksville, Tenn.

Brent Price, account executive, Holder-Kennedy of Kentucky Advertising and Public Relations, Bowling Green.

Amelia Ortale, account executive, Newspaper Printing Corporation (Banner-Tennessee), Nashville.

Clay Scott, layout and design, the Zimmer Corporation, a division of Bristol Myers, Ind.

Kathy Lam, public relations, Sigma Kappa Sorority, Miami Springs, Fla.

Dennis Mattingly, a three-year scholarship to Chase Law School, Erlanger, Ky.

Carin Hahn, executive secretary-media buyer, Jerry Kuykendall Productions, Inc., Lexington.

Alumni reporting job changes include:

Tom Yunt, '78, promoted to suburban retail manager, Newspaper Printing Corporation, Nashville.

Rick Noffsinger, '77, promoted to President and Publisher, Smyth County News, Marion, Va.

Arch Curran, '78, to Ross Laboratories, Louisville, as territory manager.

Laura Whalen, '80, to administrative assistant, advertising, for SAS Computer Software Institute, Cary, N. C.

Theresa Reed, '80, to sales representative, Robertson County Times, Springfield, Tenn.

Lisa Farris, '80, to layout artist, Gray, O'Rourke, Sussman, Advertising Agency, Houston.

Robert "Doc" Harris, '78, to sales supervisor, Owensboro Crown Distributors, Owensboro.

Kris Smialek to sales representative, Curtis 1000, Louisville.

Katherine Woodford, '78, to sales representative, WAKQ radio, Russellville.

-continued from page 2-

vious year, he cited as an example, found it was able to receive \$5,000 in 100 percent co-op money.

"Employing these two simple concepts has yielded immense rewards," Rutherford said. The \$20 investment in adding another panel to the rate card and the \$10 spent for co-op forms resulted in \$35,000 increased revenues last year.

Other aggressive marketing endeavors the Franklin Favorite uses to increase revenues include contracting outside printing work for days when the press is idle, and producing about six special sections a year. All the editorial material contained in these sections is written by members of the community in exchange for a byline.

The paper also attempts to increase its advertising volume by going to the potential advertiser and showing him actual layout and copy ideas, Rutherford said. This encourages reluctant businessmen

and women to advertise, he explained, because "nothing sells better than pictures."

The trend of increased professionalism in the weekly newspaper industry has created a high demand for quality personnel. "Weekly newspapers are screaming for your help--your knowledge," Rutherford said. Weeklies have a more lucrative incentive plan than dailies and they're perfectly willing to share it with you if you'll do big things for them. With the commission system, you can actually double your pay if you really go after it.

"Working on a weekly requires that you first of all must be a businessman and understand how marketing can help you and how you can use it. You need to pay attention to detail, execute your ideas effectively, and have a working grasp of business, finance, marketing, newspaper design, and production techniques," he concluded.

Ad Alumni Reception

by **Sondra Epley**

The Western Kentucky University Advertising Club held a reception for advertising alumni on Oct. 31 at the Holiday Inn on Scottsville Road. The reception was part of Western Homecoming festivities and followed the football game that afternoon.

Alumni, faculty and ad club members attended.

Returning alumni included Arch Curran, Kris Smialek and Cathy McCarty of Louisville; John Grizzell of Chicago; Theresa Reed, Tom Yunt, Amelia Ortale, Miles Steenbergen and Jack Vandercook of Nashville; Carin Hahn of Lexington; Todd Engel, Kathy Woodford, Tim Rutherford and Jerry Dowell of Bowling Green, and Cathy Young of Clarksville, Tenn.

 **THE
ADVERTISING
CLUB**
WESTERN KENTUCKY UNIVERSITY

Non-Profit
Organization
U.S. Postage
Bulk Rate
Permit 398
Bowling Green, Ky. 42101