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ADVENTURE

An Advertising Newsletter

Vol. 1 / No. 1 / Spring 1980

WESTERN KENTUCKY UNIVERSITY

Western to Host WKPA Sales Seminar



Ad Club to Enter

District AAF Meet

The Western Kentucky University student chapter of the American Advertising Federation (AAF) will enter the AAF's 1980 Student Advertising District Competition, to be held April 17 in Columbus, Ohio.

This will be the second time Western students have entered the AAF competition. Last year, Western's group was the only Kentucky entrant.

Nabisco, Inc. is sponsoring this year's competition. Case studies of several Nabisco snack food products have been sent to AAF affiliated schools and student groups will develop complete advertising campaigns, marketing strategies, and media plans for the snack food products.

The 8th National Student Advertising Competition will be held in June in Dallas, Texas for winners of the 15 district competitions.

Western students working on the campaign thus far include: Linda Murray, Tristan Pierce, Steve Likness, Brent Price, Tim Griffin, John Barrick, Bill Ellis, Jim Kirk, Darrel Jones, Peg Truman, Kelly Shay, Maurice Swain, Hope MacConaugh, Rhonda Whitaker, Craig S. Sensel, Laura Whalen, Brenda Stroud, and Robin Reeves.

Brymer Headlines

Fall Semester

Guest Speakers

Western hosted guest speaker Robert L. Brymer, creative director of Zimmer-McClasky Lewis Advertising agency of Louisville during the fall semester. Brymer came to Western after an invitation from assistant professor Pat Jordan, who was also at ZML before joining the Western faculty in August.

Brymer spoke on two topics: what an account executive does in a medium size agency and the case history report of the Falls City Beer Co. in Louisville.

He noted that the account executive must have many talents to fulfill his responsibilities to the client and to create successful advertisements.

In relating Falls City Beer's case history, Brymer told how his agency, after creating several advertising campaigns, finally lost the account when Falls City was sold to another brewery. The creative director illustrated his lecture with many examples of ads and commercials his agency had created.

Other advertising speakers during the fall semester included two sales people. Robert Harris, a recent Western graduate who is also manager for Naegele Outdoor Advertising of Owensboro spoke on the special characteristics of outdoor advertising. D. O. White, sales manager of WDNS radio in Bowling Green, spoke on the advantages of broadcast advertising and showed various sales materials used by his staff.

Western Kentucky University will host an advertising sales seminar for the Western Kentucky Press Association on April 4 at the Downing University Center.

Morley Piper, a representative of the New England Newspaper Advertising Bureau, will conduct the seminar.

The first WKPA sales seminar was held last year at Western. Approximately 120 advertising representatives from daily and weekly newspapers across western Kentucky attended the meeting. Sessions were conducted on newspaper selling techniques, layout, sales psychology and other subjects.

Coordinator for this April 4 seminar is Steve Austin, advertising director of the Henderson Gleaner. Carolyn Stringer, coordinator of the Western advertising degree program, will assist, along with students from the Advertising Club.

Ad Students Tour

Donnelley, Opryland

Western's advertising students got a behind-the-scenes look at the printing industry when they toured R. R. Donnelly Corp. in Gallatin. The November field trip, gave the students an opportunity to see *Life* magazine and *T. V. Guide* in various stages of the printing process. Donnelly is the largest printing firm in the United States with locations throughout the nation.

Prior to this excursion, the students went to Nashville on November 1 where they toured the McQuiddy Printing Co. They also visited Opryland Productions and viewed the taping of a Tennessee Ernie Ford show for public television.

BOWLING GREEN ADVERTISING FE

Wella Thanks Ad Club

The Advertising Club of Western Kentucky University has received a note of thanks from the Wella Corporation for the school's participation in the 1979 AAF Student Advertising Competition. Wella also requested a copy of Western's plans book for the Wella Balsam Shampoo and Conditioner campaign.

The competition, sponsored by the American Advertising Federation, is held annually for members of its student chapters. The 1979 district competition was held April 5th in Columbus, Ohio, and included universities from Kentucky, Ohio, and West Virginia. Brenda Palmayer of Cleveland acted as district coordinator of the event.

The winning presentation for the district came from Kent State University, while the University of Tennessee captured top honors in the national competition with the theme, "Here Comes the Shine, Wella Balsam".

Western was the only Kentucky university represented in last year's meet. Members of the team included Curt Costin, Susan Henry, Neena Sanders, David Turner and Kris Smialek. Other Kentucky AAF student chapters include the University of Kentucky and Murray State University.



Draper Nominated to National Honorary Society

Mike Draper, a Fort Thomas senior, was nominated to Alpha Delta Sigma Honorary Society earlier this fall. Draper, an advertising major, was nominated to the American Advertising Federation's honorary society which recognizes excellence in academic scholarship and professionalism. To be chosen a student must rank in the upper ten percent of the academic unit where his program is located. The minimum grade point this year was 3.8.

Draper has been active in advertising activities while at Western. He is a student member of the Advertising Advisory Committee and immediate past president of the WKU Ad Club. He has also served as vice president of the Ad Club.

Draper spent the summer of 1979 as an advertising intern. He worked as an assistant to the advertising manager of Koehring Automaster of Bowling Green.

Spring Semester Ad Club Officers Elected

The Western Kentucky University Advertising Club elected four new officers to serve during the 1980 spring semester. At the club's December meeting, club members chose: Theresa Hill, president; Jack Vandercook, 1st vice-president; Todd Engel, 2nd vice-president; and Mary Hillebrand, secretary-treasurer.

Theresa Hill, a senior from Scottsville, served as vice-president of the club during the fall semester and was voted the most outstanding new member of the club in 1979. She has worked on the advertising staff of the College Heights Herald and has been awarded an ABWA scholarship for the spring semester.

Jack Vandercook, a junior from Hendersonville, Tn., joined the ad club in the fall semester. He feels the spring semester will be very busy. "The spring semester is chock full of activities with the student competition and all that," he said. "We hope it will also be a very successful semester," he added.

Todd Engel, a senior from Hendersonville, Tn., will also be serving his second semester in the club. He worked on the advertising staff of the Herald and as chairman of the publicity committee for the club during the fall.

Mary Hillebrand, a sophomore from Prospect, also works in the sports information department of Western. She has been an ad club member since she entered Western as a freshman.

Hill feels the semester will be very challenging for the club. "During the spring semester, we will hold as many fund-raisers as possible to raise money for the club's social events, and to send students to the district competition," she said.

The Western Kentucky University Advertising Club is an official student chapter of the American Advertising Federation.

FEDERATION FORMALLY ORGANIZES

New Members to Pay Reduced Rates

A major part of college life is student involvement and student activities. Because of the growing interest of the Advertising Club, a new dues schedule will allow students to join for the spring semester.

According to president Theresa Hill, a senior from Scottsville, "Students will be invited to join the Ad Club during the spring semester at a reduced rate. They will become members of the local chapter and can participate in all club activities during the spring".

During the fall, the club increased by 20 percent in membership over the previous year. Club officers are predicting a greater increase in the spring.

The Advertising Club will sponsor several fund-raising projects throughout the semester in order to pay for expenses connected with their team entry into the district AAF student competition. This year's project is a line of snack foods from the Nabisco Company. Western's entry will be judged along with others from universities in Ohio, West Virginia, and Kentucky on April 17 in Columbus, Ohio.



Agency President Addresses Students

When a person is president of one of the top five agencies in Kentucky, it takes more than albino squirrels to lure him to Western Kentucky University from Ashland.

David E. Carter made the five-hour trip, though, because of his interest in advertising and the advertising students at Western. He joked about the albino squirrels on the Western campus.

Carter, president of Carter Corporate Communications, Inc., spoke to Western's Ad Club at their annual Christmas banquet at the Holidome. "I don't want to give a speech," he said, "but more or less a talk on advertising for those interested in the field."

Carter, a winner of 235 advertising awards including two Andys, stressed the importance of the awareness of all areas of advertising. "It's best to be well-rounded. You should know a little bit about each of the aspects of the field."

Carter has taught advertising at the university level and has lectured and given seminars on various topics of communications throughout the United States.

A graduate of the University of Kentucky, Carter received his masters in advertising from Ohio University. He is the editor of an 11-volume set of books on trademark designs and corporate identity.

Carter was well received by the Ad Club, faculty and guests as he pointed out the basics of successful advertising.

Graduating members of the Ad Club also were recognized at the banquet. The five graduating seniors were Lisa Farris, Susan Henry, Daryl Knauer, Phylis Nunn, and David Turner.

Officers Election Slated for Feb. 25

The Bowling Green Advertising Federation, comprised of advertising practitioners within a 30-mile radius of the city, was formally organized and named January 14.

The purpose of the federation is to bring together all segments of advertising. Organization of the group came as a result of a survey conducted by Carolyn Stringer, coordinator of the advertising degree program at Western. Her survey indicated that sufficient interest existed in the area to support such an organization.

The Bowling Green group will seek national affiliation with the American Advertising Federation. The Advertising Club at Western is a student chapter of the AAF, and Mrs. Stringer is the adviser to the club.

In an organized meeting for the professional group on December 5, Tom Baker, a lieutenant governor of the 5th District AAF spoke to the group. He outlined the objectives and advantages of an AAF federation.

Some of the goals are:

- (1) Promote high standards of advertising within the industry
- (2) Promote a better understanding of advertising among the public
- (3) Promote advertising education
- (4) Utilize the skills of advertising in community public service endeavors
- (5) Recognize outstanding accomplishments in the furtherance of advertising as a profession and in its service to the community.

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

Publications committee:

Theresa Hill
Jack Vandercook
Mary Hillebrand
Todd Engel
Greg Willett

Spring Break, March 17-21



STEVE LIKNESS NAMED AD MANAGER

Seven Enter Competition

Seven ads created by Western students are entered in the 7th Annual Datsun Student Advertising Competition.

The ads were selected from approximately 30 submitted as projects for a principles of advertising class.

The car assigned to the Western students was the 200-SX Hatchback.

Winning ads will be published in "America-The Datsun Student Travel Guide" a 64-page, four-color magazine distributed on college campuses throughout the nation each spring.

Those student teams whose ads were selected are: Mary Hillebrand and Mike Morgan; Rick Poling and Charmane Fowler; Brent Arritt and Lee Ann Wooldridge; Tom McGinnis, Terry Reagan, and Pat Talley; Shelley Strange and Richard Edwards; Melissa Crumby and Barbara Schocke; Karen Cohran and Scott Wigginton.

The contest is sponsored by the Nissan Motor Corporation of the United States.



Hill Awarded Scholarship

Theresa Hill, president of Western Advertising Club, recently was awarded a scholarship from the American Business Women's Association. These scholarships are awarded annually to women who are pursuing or wish to pursue a college education.

Theresa, a senior advertising major from Scottsville was first vice-president of the Ad Club and worked on the ad staff of the school newspaper, The College Heights Herald. She now works as graphics lab assistant in the Journalism department.

After graduating in May, Theresa hopes to work at R. R. Donnelly, a national printing company with a branch in Gallatin, Tn., or a newspaper advertising staff in the Middle Tennessee area.

Picks Staff for Spring Semester

The spring semester advertising staff of the College Heights Herald, Western's student newspaper, is comprised mostly of advertising majors.

Steve Likness, a senior from Pierre, South Dakota, is advertising manager of the Herald. Steve, who has worked on the newspaper for three consecutive semesters, said, "It's been an enjoyable experience". Steve says the work on the Herald combines various aspects of advertising, such as selling, using design, layout, and production. He chose advertising as a career he explained, because he likes to use creativity in his work and have creative control.

Other advertising majors in the Herald's advertising department are senior Tristan Pierce from Battletown and Linda Murray from Louisville, Rhonda Whitaker, a Frankfort junior and Tim Ranney, a sophomore from Hartford.

 **THE
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