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1989

# UA68/13/5 AdYear, Vol. 1, No. 1

WKU Advertising Club

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# ADYEAR

Vol. I No. I

Western Kentucky University

1988-89



*In the graphics lab, the members of ImageWest Agency meets to discuss future plans.*

## Ad Alums look toward reunion, Homecoming '89

The advertising program at Western will be celebrating 11 years of progress at the first Advertising Alumni Reunion on October 21, 1989. The reunion, which will coincide with Western's Homecoming, should attract a good portion of the 200 alumni who have gone through the advertising program at Western.

Western's Chapter of the American Advertising Federation will be sponsoring the reunion and has formed a special committee to make arrangements.

No specific plans have been made for the event yet, but the organizers are requesting that graduates write if they are interested in becoming involved in the reunion.

*(cont. on back page)*

## Ad Club starts new 'Image'

Western's student-run agency has opened its doors to Bowling Green and area businesses. The newly-formed agency, ImageWest Advertising, was started in the fall of 1988.

Greg Herschel, a St. Louis senior, is ImageWest's director and also 2nd vice-president of the Ad Club. Gil Stengel, assistant professor of advertising, serves as the agency's adviser.

The major asset of the agency is that it lets students have the chance to gain experience in the real world. They work with real clients, and the agency is paid for its services. Among last semester's projects was a brochure for the Alpine Lodge Bed and Breakfast located on Morgantown Rd. in Bowling Green.

According to Herschel, the agency "actually performs like an agency... on a smaller scale." The agency is divided into five departments, including media, creative, copywriting, research, and account services.

This semester, ImageWest agency members designed business cards and stationery for Alpine Lodge. They are also working on a survey to help them determine a target market for one of their clients. Another big project includes trying to establish an account with Jr. Food Stores.

Although the students aren't paid for the work they put in, the experience they are gaining is invaluable.

*-Robert Pfingston*

## Stringer elected to national office

Carolyn Stringer currently holds the second highest position in the Academic Division of the AAF. She was named to the position of vice-chair last August.

Her duties involve overseeing all AAF college chapter activities, which includes the National Student Advertising Competition.

Stringer has been part of the advertising faculty at Western since 1976. Her advertising experience includes being a copywriter, sales promotion specialist and advertising agency account executive.

# Inside. . .

## **Breakfast for Champs**

*The 1989 Campaigns scoop into the cereal business with this year's competition. They must come up with an advertising campaign for a new cereal that won't be introduced until 1990.*

## **Sweet Success**

*1988 was sweet to Western when the Campaigns class trekked to Cincinnati then to Los Angeles to take third place in the nation.*



## **Ad Club on Tour**

*The Advertising Club took a day off and journeyed to Eric-Ericson and Assoc. in Nashville and Brown Printing in Franklin, Ky.*

## **Get a Job!**

*The Ad Club and PRSSA came together for a workshop about how to build a resume and prepare for an interview.*

# The President's Message:

Though the advertising sequence is the youngest in the Journalism Department, it has managed to gain its fair share of local, regional, and national recognition.

Could all of this have been accomplished without our alumni?

Through the Phonathon that was conducted in October, we contacted hundreds of former advertising majors. The alumni managed to donate more than \$500 to help our cause. More importantly, it was great to feel the common bond that has developed between advertising majors and graduates.

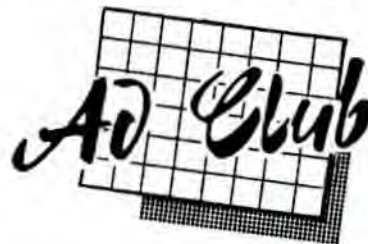
To develop this bond, we will begin work on "Advertising Reunion- 1989". This unprecedented event will allow students, graduates, past and current faculty to get together to celebrate the success of the advertising program and its graduates.

A bold move such as a reunion could not occur without the hard work between the advertising alumni and the Ad Club; therefore, I would like to ask everyone for their support.

Could the advertising program be successful without our alumni? The answer is simply, "NO!"

Sincerely,

Brian Knopp, president  
W.K.U. Chapter of the American  
Advertising Federation



# A letter from the editors:

Welcome to the first ADYEAR!

In the past, the Western Kentucky University Student Chapter of the American Advertising Federation, have put out other publications like the ADventure newsletter.

This year we thought that it would be more efficient to give you a year of review, plus a look ahead at things yet to come. The best way to do this would be to be innovative, informative, and inspiring.

We want to get the attention from our advertising peers with our innovative layout, by choosing a familiar format that still manages to be unique.

The news shows what our group has been involved in, what it has achieved, and our hopes for the future. We are not doing anything that anyone else can't do. We have had a successful year, because our hard work and dedication has paid off.

When you read this publication, whether you are a college student, alumnus, teacher, executive, or high school student, take a look at our involvement and achievement. Our commitment to our future shows and we hope that you will join us.

If you would like to respond to anything you see in ADYEAR, then feel free to contact anyone affiliated with our advertising program.

The stories, photos, and layout were all done by students in the Advertising Club. About 1,000 will be mailed on and off campus.

# ADYEAR

## **Editors:**

Rachel Howard  
Fred White

## **Layout and Design:**

Rachel Howard  
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Robert Pfingston  
Fred White

## **Reporters:**

Keith Bland  
Lisa Bland  
Thom Coleman  
Rachel Howard  
Brian Knopp  
Robert Pfingston  
Brigitte Sparks

## **Photography:**

Victor Giancola  
Fred White

## **Advisors:**

Carolyn Stringer  
Gilbert Stengel

# Western campaign class aces bar exam

## Nestle team wins third nationally.

By Brigitte Sparks

The 1988 Nestle' Campaign proved to be one of the sweetest in the nation during the competition sponsored by the American Advertising Federation and the Nestle Corp. in Los Angeles in June.

Western placed third in the nation, the highest finish ever achieved in the annual competition by a university from the Ohio-Kentucky-West Virginia region.

Western was the only non-Pacific coast college to place in the top four and was competing against eleven other regional champions.

First place went to the University of Oregon, and California State at Fresno placed second. California State at Fullerton came in fourth.

The students earned passage to compete in the national competition, held in Los Angeles, after placing first in the regional competition in Cincinnati where they defeated Bowling Green of Ohio which came in second and Ohio State University which finished third. Kent State University placed fourth.



**Award-winning Nestle presentation team (from left to right): Bottom-Pam Carey, Ted Kidd, Carolyn Stringer. Top-Emily Cecil, Mark Brennan Beth Kachellek, Stephanie Schilling.**

Carolyn Stringer and Ted Kidd, the advisors, were also in Los Angeles during the competition which was judged by a panel of nationally prominent advertising and Nestle executives.

The members of the winning presentation team were all graduating seniors.

Mark Brennan, the research director, has moved on to the University of Missouri Law School, and Beth Kachellek, the media director, is presently

working in Nashville for The Eric Ericson Advertising Agency.

Stephanie Schilling, the sales promotion director, is living in Detroit and is pursuing her career at Young and Rubicam.

Emily Cecil, the creative director, is working for WQXE in Elizabethtown as a copywriter, and Pam Carey, the art director, is working for the Lebanon Ky. newspaper.

## Chapter goes for the 100 Club

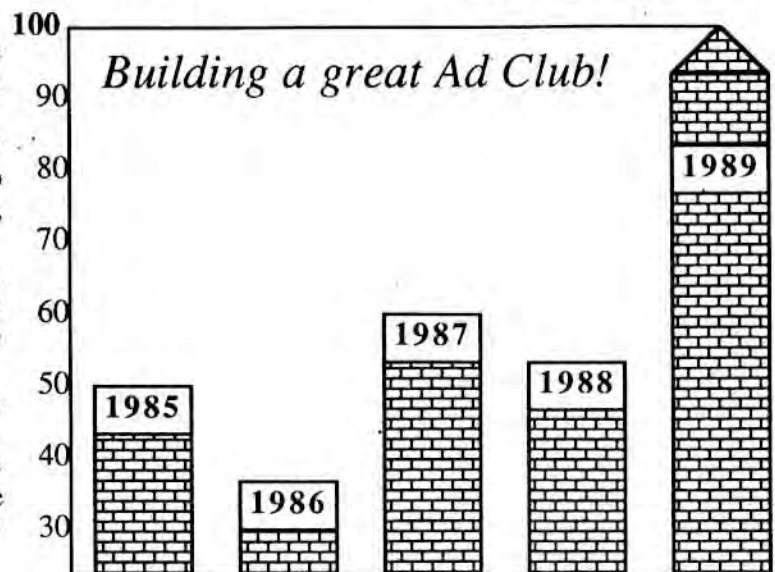
100!!! That's right. Western's student chapter of the American Advertising Federation has 100 members, and is still growing. That is the largest membership since the club's beginning in 1975.

The membership has more than doubled last year's total of 40 people. Western, with a 14,000 student enrollment, hopes to compete with such large schools as: UCLA, Southern Methodist, Illinois, and Indiana.

The growth can be attributed in part to this year's officers, who have worked extremely hard to recruit students to join the club. The goal at the beginning of the year was to get 100 members.

From the Ad Bash at the beginning of the year, to January's membership drive, the number of members has continued to grow.

"Why not the best?" asked Club President Brian Knopp at the first meeting of the year. The 1988-89 Ad Club is not only the best, but also on its way to becoming the biggest. -Rachel Howard



# Mystery cereal tests Campaigns class

By Thom Coleman

*Kellogg's "Alpha" is no bowl of cherries!*

Last spring, the smell of chocolate overwhelmed the third floor of Gordon Wilson Hall, this semester the constant crunching of cereal is almost deafening. That is because this year's National Student Advertising Competitions product is a Kellogg's brand cereal that will be introduced in 1990.

Kellogg's Product Alpha, the competition's focal point, is made with whole wheat, wheat bran, sugar, salt and malt flavoring. Product Alpha presents a major challenge to this year's campaign class because, not only must the students name the product, design the package, and create the rest of the marketing plan, they must do so without the benefit of touching or tasting the cereal. This is the first time that the product has been so undefinable.

The research department is the first segment of the class to meet the challenge of battling this invisible nemesis. Since no product exists, no taste tests will be possible, and this makes positioning Product Alpha extra difficult.

Because the cereal includes sugar, it may be classified as a presweetened cereal, but it may also be classified as a nutritional cereal. Product Alpha is a whole wheat cereal which is "good for you" because it is all natural. Taste testing could have determined the positioning but Kellogg is leaving that up to the competitors.

Lisa Bland, research director, already feels the pressure. "Right now, our (research department) major concern is the target market. Once we narrow that, we'll start working on primary research."



The media department is also busy doing research. According to Tom Walthall, media director, the media department is "still researching until we define the target market and correlate it with the creative department."

The sales promotion department will also need some specialized promotions. There is a heavy flow of new products into the ready-to-eat cereal category and Product Alpha cannot be overlooked. "I believe sales promotion will be an essential part of the success of the Alpha campaign," says Brian Knopp, sales promotion

director. He added, "We have to get the product on the shelves and in the consumer's hands." This is the biggest challenge facing sales promotion.

The creative department is possibly facing the greatest challenge of all the departments. Even though good research, solid media purchases and exciting sales promotions are essential to a winning campaign, it will take a unique package design and a memorable name to win the National Student Advertising Competition.

The creative department is making progress. "I believe that we are ahead of schedule," said Beth Blandford, "and that we are further along than last year's class.

When the book is completed, and the presentation team is selected, the entire team will head to Charleston, West Virginia on April 20, for the regional competition.

If Western's team wins, they will be on their way to the national competition in Washington, D.C.

Last year's campaign finished third nationally and achieved first place in the Fifth District. But this year's campaign has one goal, taking the national title by storm and putting the exclamation point after the letters W.K.U!

Illustration by  
Keith Myers

## Homework turns into national competition

By Lisa Bland

What started out as a copy and layout class project, has turned into a national competition for five Western advertising students.

The students were challenged to test their advertising abilities by preparing a newspaper campaign to help prevent unplanned teenage pregnancy.

Western captured first, second, and third place in regional judging by the American Academy of Advertising and the International Newspaper, Advertising, and Marketing Executives. Their campaigns were among approximately 500 other contest entries entered nationwide in this year's competition.

First place winners were Bowling Green senior Tim Hurt and Scottsville senior Stanley Whitney. Second place honors went to Owensboro senior Beth

Blandford and Germantown, Tennessee junior Carol Gann. Third place went to Lexington junior Steve Broderson.

The students are anxiously waiting to hear the results from national competition. They feel it is a good experience and are proud to represent Western.

"It involves a lot of hard work, research, and it doesn't come easy," stated Blandford. "It gave me a chance to apply what I had learned in class.



# Students take a look at real world

By Rachel Howard

*The group of advertising students pose in front of an angel statue at Eric-Ericson & Assoc.*

On a Tuesday in November, 15 advertising students and two advertising instructors skipped classes and skipped town.

They headed to Eric-Ericson and Associates in Nashville for the first field-trip of the school year.

The visit began with a brief slide presentation about the agency and its expansion. Students then split into two groups and were given a tour of the various agency departments.

"I was very impressed at how cooperative the executives at Eric-Ericson were about taking time out of their day to show us around," senior Heather Breeding said.

After the tour, students were shown some of the creative departments work in the area of television advertising.

The visit ended with a question and answer session.



*In a bindery, the students are shown how the binding system works on magazines.*

Photos by  
Victor Giancola



*The latest techniques of computer color separation were examined at the Brown Printing Plant in Franklin, Ky. Fifteen students toured the plant that produces circulars and magazines like Parents and Playboy.*

"We weren't limited to what we could see. Everything was explained well," Senior Vivian Oglesby said.

The group took a break in McDonald's and then took off for a tour of Brown Printing Company in Franklin, Ky.

The Brown Printing Plant is a roto-gravure printing company which prints circulars and national magazines like Playboy and Parents.

The steps in the printing process were explained to students in a brief meeting at the beginning, then the group had a chance to see each step in person.

Brown provided refreshments at the end of the tour where student also had the opportunity to ask questions concerning the company.

After a long and informative day, the group came back to Bowling Green.

Sophomore Jeff Pendleton said, "I thought it was a good opportunity for us to see how the business that we're trained for works."

# New computer helps students "Ad Up"

The addition of computer equipment broadened the horizon of possibilities for the advertising program.

The equipment purchased was a Macintosh Plus, an Apple Imagewriter II, and an Apple Laser Writer II.

The computer system will be used by classes, the Ad Club, the campaigns classes, professors, and other advertising personnel.

The system can be used for such things as typesetting, writing important letters, preparing computer graphics, printing quality material, data processing, and data storage.

"It will help me when I get into the research class," Debbie Rodgers, a senior, said. "If I'm familiar with computers, I feel it will help me when seeking employment."

The equipment has made ImageWest, the club's ad agency, much more efficient with its own systems as well as its client's advertisements.



*Sophomore Brigitte Sparks works on a graphics program on the new Macintosh.*

Future plans for the equipment include a computer classroom to replace typewriters in basic reporting and to supplement the print design class by teaching computer graphic design.

Media students would also benefit from the computer classroom. "Our media planning students have a comprehensive media analysis program called Adlab

which works on micro computers," Ted Kidd, advertising professor, said. "The Macintosh system is capable of handling this program. We are one of only six schools who use the program," Kidd added.

Kidd adds that the expense would not outweigh the advantages of having equipment that would make our program competitive with the best programs in the nation.

## Project adopts more funds

In the Fall of 1988, the Ad Club gained valuable financial support from the professional advertising and business world with "Project: Adoption."

All across Tennessee and Kentucky professional advertising clubs, agencies, and businesses received letters saying, "Please Adopt Us!" The letters were sent asking them to contribute to the growth of the advertising program.

"Project: Adoption" was conceived as a supplementary financial effort. This, in addition to the Phonothon, enabled the club to provide the advertising program with equipment and supplies. The outcome was production of quality, state-of-the-art material.

"Project: Adoption" was a great success and brought in more than \$4,000 in contributions. "Project: Adoption showed how much confidence advertising professionals and businesses have in our (WKU) advertising program," Brian Knopp, Ad Club President, said.

## Phonothon: Dialing for \$

When it came time for this year's Phonothon, the Advertising program answered the call by picking up the phones and contacting their advertising alumni in a university-wide drive for contributions.

This year, for the first time, ad majors were able to contact their own alumni. This gave the students a chance to talk to graduates in the field and gave the alumni a chance to talk to the students who now walk the halls they once knew.

Two members of the advertising faculty, Ted Kidd and Carolyn Stringer, were on hand to give advice to the graduates or just reminisce about their college days.

The drive lasted from October 2-16. The Journalism Department raised a total of \$4,450 in pledges and \$7,370 in considers. A consider means they will think about donating that amount.

The advertising program did well, considering it is the newest of the departmental programs, pulling in \$495 in pledges and \$1100 in considers.

Advertising majors who participated were Brian Knopp, Jeff Pendleton, Fred White, and Thom Coleman. From their contacts, the idea of an Alumni Reunion was born. The reunion will take place sometime next fall.

"It was very successful," Jo Ann Albers, Journalism Department Head, said. "We got back in touch with a lot of people we hadn't talked to in a long time." Albers also stressed the need for "building a tradition of asking our alumni for money."

All stories by  
Jeff Pendleton

# Students get head-start at workshop

By Keith Bland

Students gained invaluable lessons at the first Job/Internship Workshop sponsored by the Ad Club and the Public Relations Student Society of America.

Neva Gielow, from Western's Cooperative Education Center, gave helpful hints on preparing resumes. To complement the workshop, Larry Paden from Landmark Community Newspapers advised his audience on the subject of job interviews.

As part of "presenting yourself on paper," Gielow informed students that a resume is a form of communication between the employer and the prospective employee.

Gielow also warned students that in order to get a shot at an interview, you must have a "well-planned and organized resume."

Points stressed as to what the employer is looking for were working experience, training, degrees, leadership abilities, people communication skills, loyalty towards a company and motivation.

"The employer wants a four year degree and three years of work experience," Gielow said.

In the second half of the workshop, Larry Paden covered the interview process for "presenting yourself in person."



Landmark Community Newspapers' Larry Paden tells about successful interviews.

To start the discussion, Paden pointed out that the interview process is "a very important part of getting a job." He added, "the interview process is becoming a way to determine the success for your company."

In order to do well in an interview, the student or graduate should rehearse the interview and even do research into the company he or she is interviewing with.

After the interview, the student or graduate should "follow up" by calling the interviewer or sending a letter of thanks. Paden told his audience to "be persistent after an interview and it may get you a job."



Senior Tim Hurt takes notes during the Job/Interview Workshop. The workshop was co-sponsored by the Ad Club and Public Relations Student Society of America.

## ADYEAR . . . in Review

NSAC Competition- First place in Region  
-Cincinnati.....April 20, 21  
NSAC Competition- Third place in Nation  
-Los Angeles.....June 18-21  
Ad Bash Party.....Aug. 24  
Be A Winner! Meeting.....Sept. 7  
ImageWest Agency Opens.....Sept. 14  
Macintosh Meeting.....Sept. 21  
Phonathon '88.....Oct. 12-16  
84 WHAS Meeting.....Oct. 5  
High School Workshop in Louisville .....Oct.21  
Chapter Renewal, 57 members.....Oct. 28  
Field Trip, Eric-Ericson/Brown Printing...Nov. 15

Ad Club Christmas Meeting.....Dec. 5  
Jack Daniel's Meeting.....Dec. 6  
Job/Internship Workshop.....Jan. 23  
*The following were planned after ADYEAR deadline:*  
Account Executive Meeting.....Feb. 13  
Ad Club Seminar.....Feb. 22  
Financial Service Marketing Meeting.....Feb. 27  
Ad Club Officer Election.....Mar. 20  
Copywriting Meeting.....Apr. 3  
Media Buying Meeting.....Apr. 17  
NSAC District Competition.....Apr. 20-21  
End of Semester Banquet.....Apr. 27  
Advertising Reunion.....Oct. 21



# Homecoming reunion set for Alumni

(cont. from front page)

After plans for the reunion have been set, all of the advertising alumni will be sent an official invitation.

Many of the past graduates of the advertising program keep in touch with the faculty through phone calls, letters, and Christmas cards. Some even come to Ad Club meetings to share details about their jobs and to describe how they managed to make their impact in the advertising world.

It is going to be a great feeling when students, graduates, past and present faculty get together to celebrate the success of the advertising program and its graduates.

If you would like to find out more about "Advertising Reunion- 1989", please write Lisa White, Alumni Committee Director, 313 Gordon Wilson, WKU Bowling Green, 42101. Also, be sure to let us know what you have been doing since graduation!

*-Brian Knopp*



From the top: the Coor's Campaign's class after winning the district first place award in Columbus, Ohio, in 1981. Center: members of the Burger King group in 1985. Bottom left: students who worked on the Chevrolet Cavalier campaign in 1987.

## ADYEAR

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