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WKU Advertising Club

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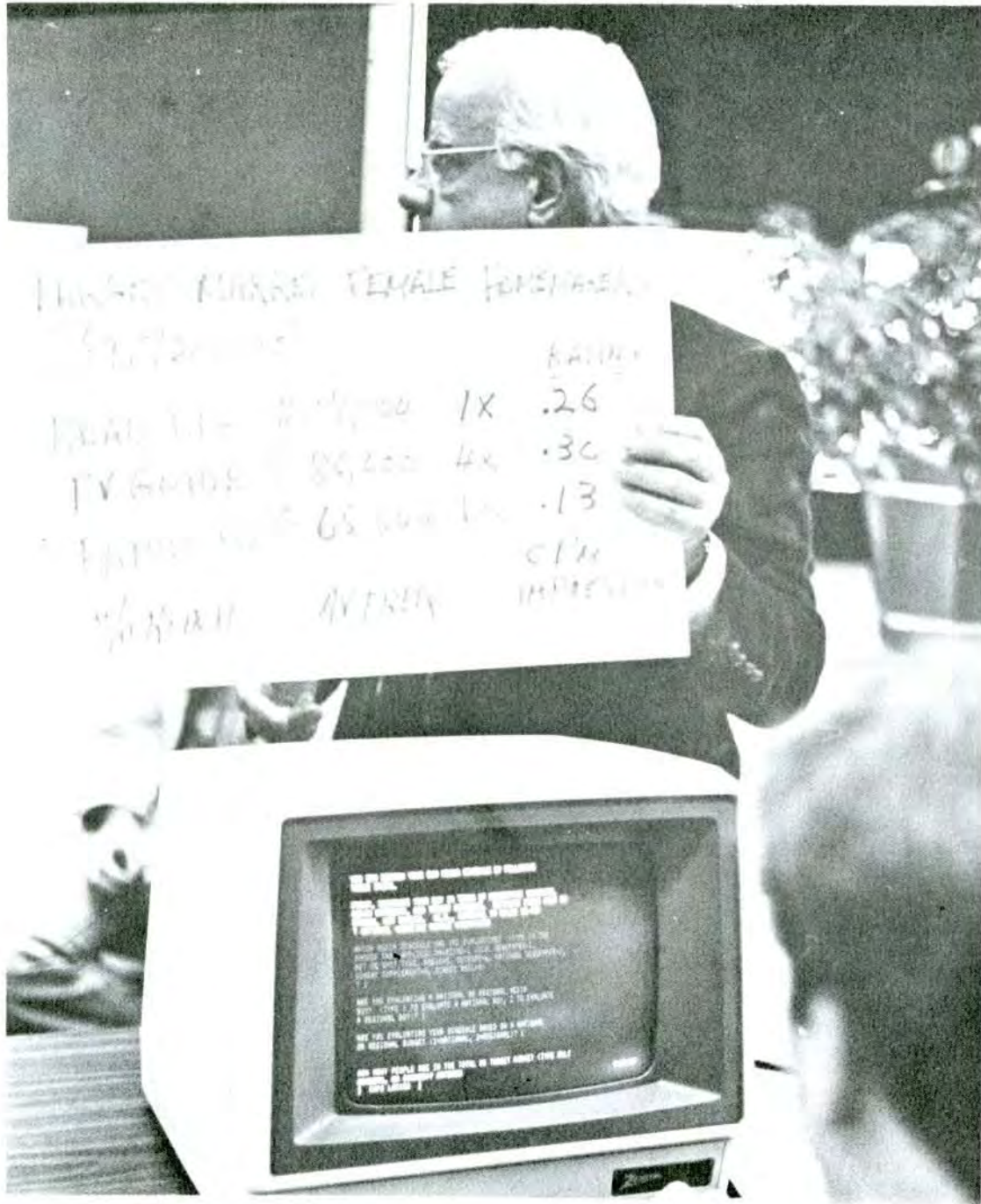
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adventure

western kentucky university's
advertising newsletter



fall 1985

Department Accreditation?

by Kay Boyd

ON THE COVER:

Ted Kidd demonstrates new computer capabilities for media course. See page 4.



Rick Dubose
speaks to the Ad Club

A group of advertising professionals from as far away as Nashville and Cincinnati visited the campus of Western Kentucky University during the spring of 1985 to evaluate the college's advertising program.

The Professional Advisory Committee for the advertising program consists of Rick Dubose, Advertising Sales Manager for WBKO-TV, Bowling Green; Steve Harper, Advertising Director, Newspaper Printing Corporation (Banner/Tennessean), Nashville, Tennessee; Daryl Knauer, Account Executive with Brewer, Jones and Feldman, Cincinnati, Ohio; and Jim Weber, Sales Promotion Director, Union Underwear, Bowling Green.

This committee met with students, faculty, and administrative officials to evaluate WKU's advertising program from a professional standpoint. The resulting report was included in a pre-visit report for the Association for Education in Journalism and Mass Communications. An accrediting committee from this association is scheduled to visit WKU's campus in February, 1986, to determine if Western's advertising program meets accrediting standards.



Dean Ward Hellstrom
and Lisa LeCompte

Mrs. Stringer keeps busy!

Mrs. Carolyn Stringer, advertising sequence coordinator in Western's department of journalism, has been reappointed to the international Academic Committee of the American Advertising Federation.

During her three-year term she will help formulate academic policies for approximately 130 AAF chapters in the United States and Canada.

Members of the committee are chosen on the basis of their involvement in professional advertising activities and their direction of outstanding college or university AAF student chapters.

Subcommittees on which Mrs. Stringer serves govern scoring of national competition for advertising students and regulate Alpha Delta Sigma, national honor society for advertising students.



Jim Highland talks about accreditation

WKU welcomes Dr. Quinn

by Marina Knowles

When Dr. Paula Quinn arrived in Bowling Green this semester, she became the latest professional to teach advertising and journalism courses at Western.

Just like last year's newcomer, Ted Kidd who worked in advertising sales for Time-Life, Inc., Dr. Quinn claims a long list of professional credits. She has experience in feature writing, movie and drama reviews, magazine writing and freelance copywriting for such advertising agencies as Campbell-Ewald.

"You could say I've been writing since I was eleven or twelve years old," she said.

A former reporter for the *Toledo Blade*, Dr. Quinn teaches one feature writing course, two Basic Reporting (202) classes and one Basic Reporting (202A) course that is specifically geared toward advertising students, though there are also some journalism students in the class.

She said 202A will differ from the other Basic Reporting courses in that the former will emphasize more feature writing and human interest news. For example, instead of writing obituaries, students will write complaint letters to national companies and try to get responses. Another assignment Dr. Quinn will give each student is to compose a speech for a Western professor giving the teacher the opportunity to use the speech at his discretion.

She said she also likes to work her classes through hypothetical situations, in which students can gain an understanding for today's working world.

"I try to bring examples from my own experience or the experiences of friends. If I can't do that, I make something up."

Dr. Quinn believes that a basic writing course is essential to anyone whose work stresses communicating facts and ideas on paper. "The skills one picks up in 202A and 202 will see the student through any writing job," she said.

If a student wants to sell his skills to a potential employer Dr. Quinn feels that it is imperative that the student write as much as he can in order to get experience.

"I tell my students they must become style maniacs." She also suggests that an advertising student who is interested in copywriting or layout try to re-do ads found in magazines and newspapers "just to see if you can do them."

Dr. Quinn said there are a lot of poorly written ads, and all too often the culprit is a bad education on the part of the ad's creator. She blames this on teachers who never learned important advertising skills themselves. This lack of know-how is nonexistent at Western, she said.

Although she had two other university teaching offers, she said that she came to Western because the Department of Journalism is not full of Ph.D.'s, but teachers with professional experience.

"That was the deciding factor," she said. "Those people up there know what they're talking about."

Former student enjoys Radio Advertising

by Anita Norman

"What I enjoy most about working for WTTT radio is meeting people," said Ann Pickens, an advertising salesperson for the largest station in Madisonville, Ky. A May graduate of Western Kentucky University, Pickens earned her degree in advertising while minoring in business administration.

Although Pickens had no internship while in college, she feels one would be helpful in adjusting to the field. "I think my problems class was most beneficial to me," she said. "It was like working in a mini-agency."

She intends to work with an agency in the future, but she finds her job at WTTT to be fun because of her constant involvement with people. She enjoys working with radio because its advertising is cheaper than print. "I don't feel guilty asking for money for a radio spot since it's such a bargain," she said.

A typical day at WTTT involves a meeting with her two bosses to go over who will be selling to whom that day, organizing her thoughts, and then going to the prospective buyers to sell radio spots. She said that it becomes frustrating when she is turned down, but the fact that she earns a commission on her sales keeps her motivated.

She never worries about her job at home, but she is always aware of things in the community concerning the station's sales. "I always read the paper and listen to other stations to make sure we are up on any advertising in the area," she said.

Her biggest fear in her new position was lack of confidence, but she said her confidence grows each day at work. She suggests that students take classes that help them in dealing with the public if they plan to make a career in sales.

Freshman Record

by Cindy Hines

The *Freshman Record* is "kind of like a yearbook," said Lisa LeCompte, president of the Ad Club at Western Kentucky University. During the spring, letters are sent to incoming freshmen and they are asked to submit a photograph for the publication. The *Freshman Record* is published each fall by the Student Affairs

Office and sold to incoming freshmen. Though 500 copies were purchased this year, it is expected that many more students will be exposed to these copies.

Student Affairs contacted the Ad Club last spring about selling ads for *The Freshman Record*. Approximately 12 students participated, and raised needed funds for Ad Club projects. "It is excel-

lent experience for those going out and selling the ads, and everyone did a good job," said LeCompte.

The students contacted a large variety of businesses and campus organizations. Club officers were gratified with results of this first venture with *The Freshman Record*.

Computer to aid Advertising Students

Western purchased a computer program from the University of Illinois that will enable students to evaluate and calculate advertising exposure distribution in any combination of magazines, national or local television, or newspapers, and is one of the first schools in the United States to put it into operation.

Ted Kidd, assistant professor of advertising at Western, said that about 13 schools in the United States have purchased the ADPLAN program. "Marquette, Brigham Young, South Carolina and Cal State Universities are a few of the other schools to purchase the program," Kidd said.

The ADPLAN program is a simulation of mass media measurement that is characteristic of the services that monitor audience response such as Arbitron, Simmons Market Research Bureau, and the A.C. Neilson Company. The audience data provided by these firms cover the full array of mass media categories, demographic groups, and the product categories.

The program was adapted for the use at Western through University of Illinois representative Kent Lancaster, and was programmed into the main frame computer last summer by Jeff Gibson, a Western computing major. Kidd said that the groundwork was accomplished more than a year ago by

Robert Cobb, consultant for the WKU Academic Computing and Research Service Projects, for the purchasing of ADPLAN, and was easy to implement since Western has the necessary computers available.

Kidd said that the ADPLAN program will give students a chance to work with computers in media analysis and will better prepare them for the advertising world. "After working with this kind of program, students can go to work for an ad agency and be familiar with the computers used and understand the data given," Kidd said.

Kidd also predicts that about 80 to 100 students at Western will be exposed to the program each year. He advises that interested

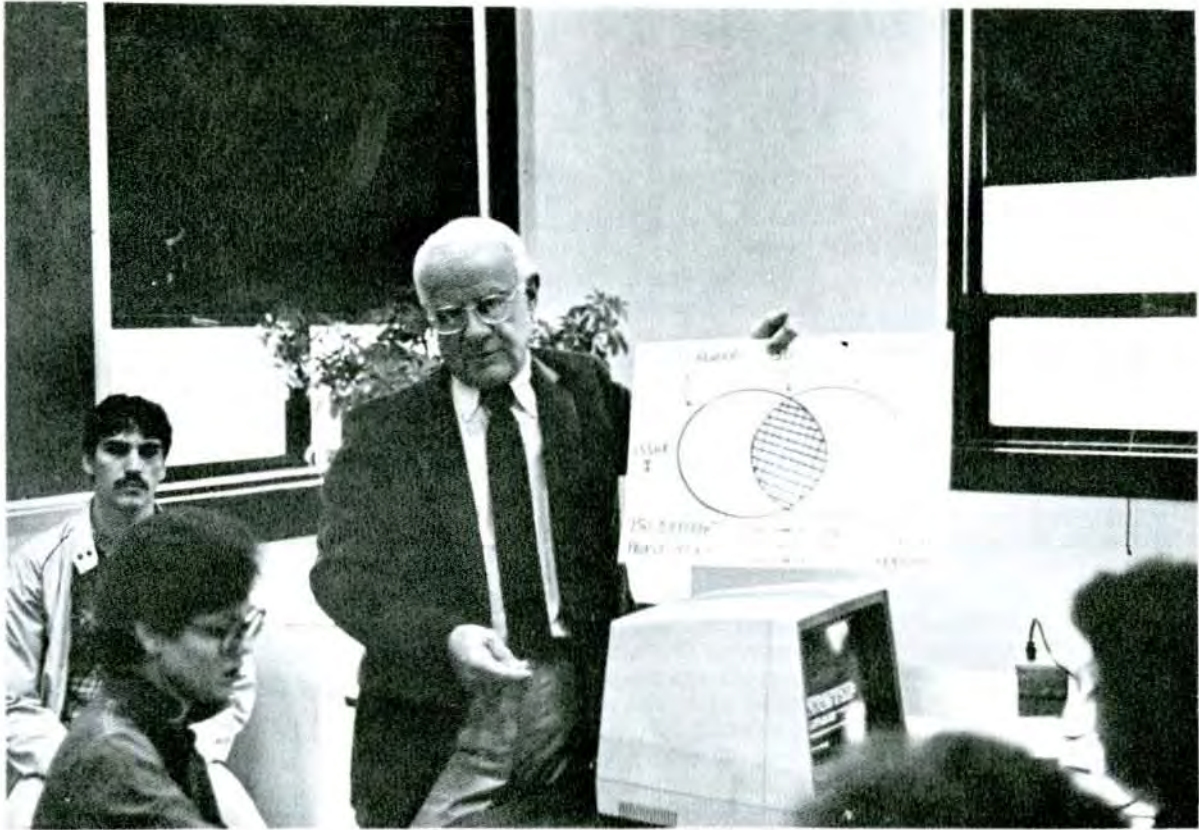
students be familiar with the concept of statistics before attempting a course. In addition, the advertising sequence is being revised, to include more classes and students in the ADPLAN program.

Kidd adds that the University of Illinois has at least five other programs along the line of ADPLAN that are designed for personal computers.

"We hope that students who are on the computer this semester will encourage their friends to try it," Kidd said. "We're very lucky!"

Kidd interprets media data from printouts.





Kidd explains the problem of duplication of media audiences.



Debbie Duckett and Tom Bray work a media problem on the computer.



LIFE AFTER COLLEGE

by David Mudwilder

Getting out into the "real world" isn't as bad as it's made out to be, claims recent graduate Ed Hogan.

Hogan, a former advertising major at Western, wasted little time in making the adjustment from college life to the business world. After sending out more than two hundred resumes and attending forty-five interviews, Hogan got the job he wanted.

He was hired by the Northwest Corporation Banking Company in Chicago, the 18th largest in the world, according to Hogan. After working in the public relations department for a few months he was promoted to loan officer with the real estate branch of the same company.

As loan officer, Hogan works with various local realtors in Chicago. He also designs advertisements for the company's trade publication and other trade journals. He is very satisfied with his progress with the banking company.

Hogan's degree in advertising helped him get the job, but he also said that various finance classes at Western made the difference in getting this particular one.

Although most starting salaries are not very much, Hogan seemed very happy with his. He also adds that flexible hours keep him from getting bored with his job. He spends three hours a day in the office and gives three seminars a week while completing the rest of his work at home.

"I'm very satisfied with the way things have worked out," he said.

by Terena L. Vincent and
Carolyn Bowlds

"Opportunities in the world of advertising are endless," according to Susan Hofsass, advertising manager of the *Franklin Favorite* newspaper. "There are so many areas that a person can go into: media, sales, and creative layout, just to name a few."

Hofsass, a 1985 Western Kentucky University graduate, feels that learning something about all areas of advertising is helpful.

"Knowing the various aspects of advertising helps one understand the advertising mix, sort of how everything goes together," Hofsass says. "I think back to my classes and decide how to arrange my elements and what is the best way to word my copy."

Hofsass was an active member of the Advertising Club beginning with her sophomore year. She held several offices including the presidency and last year received the award of outstanding member. "You need a good balance of staying active and having good grades," she said.

"My internship and the work I did on the campus newspaper helped me tremendously," Hofsass says. "What I do now is very similar to what I did then."

Hofsass believes that experience and optimism are the two best assets a person can have.

"Get experience while you are in school," Hofsass says. "There is no substitute for experience."

"If you are optimistic and have experience, that will make you successful," she added.

Let's take a LOOK!

- Jack Vandercook, 1981, from copywriter to creative director, Christensen and Associates, Nashville.
- Mike Fox, 1982, from account executive, Buntin Advertising Agency, Nashville, to account executive, Long, Haynes and Carr, Winston Salem, N.C.
- Mark Hess, 1981, D'Arcy Agency, St. Louis has been named media planner for Ozark Airlines.
- Brad Nixon, 1985, Advertising Director, Team Schwinn, Inc., Cincinnati, Oh.
- Daryl Knauer, 1979, from account executive, Brewer, Jones and Feldman Agency, to copywriter with in-house staff at South-Western Publishing Co., Cincinnati.
- Terri Evans, 1979, to account supervisor, Plumridge Advertising, Washington, D.C.
- Todd Engel, 1984, from account executive, Blumfield-Gallagher, to account executive on the Opryland account, Eric Erickson Agency, Nashville.
- Susan Hofsass, 1985, to advertising manager, The Franklin Favorite, Franklin, Ky.
- Ginger Williams, 1982, from advertising manager, The Franklin Favorite, to client relations, Donnelley Printing Co., Glasgow.
- Mark Mahagan, 1985, account executive, The Kentucky Business Ledger, Louisville.
- Kathy Lacey, 1985, marketing representative, an urgent care facility, Kissimme, Fla.
- Nina McNemar, 1985, copywriter, radio station in Washington, North Carolina.
- Rick Bansemer, Advertising representative, Newspaper Printing Corp., Nashville.
- Tracy Mattingly, 1985, graduate studies in advertising, Northwestern Univ.
- Sharon Pennington, 1985, graduate studies, Memphis State Univ., Memphis.
- Ed Hogan, 1985, Chicago.
- Jim Lunsford, 1985 marketing director, Atlanta Skylark Independent Air, Atlanta.
- John Drombosky, 1985 copywriter, WBVR Radio, Russellville.
- Tammy Elam, 1985, advertising manager, a weekly newspaper near Orlando, Fla.
- Nancy Lebkuecher, 1985, sales representative, ADVO, Nashville.
- Anne Pickens, 1985, copywriter, radio station in Madisonville, Ky.
- Jamie Houchins, 1985, graduate studies in business communication, WKU.



Nancy Lebkuecher, Eddie Hogan and Mark Brown celebrate one last time together before graduation at the Advertising Banquet.

Professionals teach night classes

by Marina Knowles

They have talent, personality and experience. You may just be in one of their classes this semester. Combine their knowledge and skills and you'll have a full-fledged advertising agency. Who is this winning group of individuals? It's John Gauld, Rick Dubose and Ted Wilson; professionals who teach one night class each at Western.

By working with the business-community on a daily basis, these instructors bring real-world savvy to the classroom. Each has worked for at least three years in a specific area of advertising, marketing or broadcast.

Mr. Gauld's expertise stems from his four years as the assistant marketing manager at Union Underwear and his previous position as product manager for Stokley Van Camp, Inc.

One of his recent Union projects is the BVD merchandise line which was introduced earlier this year. The BVD campaign projects an all-American image by employing a cowboy hat in every ad. A few of the earlier television commercials even featured Larry "J.R." Hagman as spokesman. Unfortunately, Gauld said, the commercials could only show the top half of a person because of television censorship rules. Therefore, the bottom half of the BVD line is advertised through print media.

To his Principles of Advertising class, Gauld relays the importance of his daily work experiences along with the textbook information. He believes that a mixture of real-life with academics is most helpful to students.

WBKO's advertising sales manager, Rick Dubose who teaches a course in broadcast advertising, agrees.

"I think that a teacher with real-world experience is better able to prepare students," he said.

With a degree in government from Western, management experience at WLBJ radio in Bowling Green and two years of WKVE radio-ownership in Cave City, Dubose has solid journalistic know-how.

Mr. Dubose said he "directly applies" what he learns on-the-job to his students by recounting the day's important events. For instance, he may reinforce a point made by the text with a real-life incident in order to give his class a better way of remembering the information.

Ted Wilson, on the other hand, stresses good design and production skills. It is his second semester as instructor for a 343A course in print design.

"It's not a hard class for most of my students," he said. "The students come along well. I pretty much try to circulate and work one-on-one with each student. It's really a fun class."

Wilson is the art director for most of Western's publications, working out of the Office of Public Information.

"The interesting thing about his job is being able to work with so many different people. It's not like I'm working for one person," he added.

Mr. Wilson's background can be traced back to Louisiana Tech University, where he majored in advertising design. From there, he went to Nashville Tenn., and became art director for the Buford Lewis printing company.

"Working for a printing company is not like working for an advertising agency studio where you can spend more time on the actual design process," he said. "In the printing company the boss wants to get the graphics out fast. You aren't in the position where you get to spend a lot of time."

And that's what Wilson tries to get across to his print design students. He says that the production aspect of graphic design is the backbone of any assignment. Getting the mechanics right and the design camera-ready quickly and efficiently is what he stresses.

As to his class, Wilson said, "The things I do daily are what I teach in class. We cover every layout stage and the usual emphasis is on newspaper and magazine layouts."

He credits his design skills to his education, but when it comes to his mechanical abilities they are definitely products of job experience.

In contrast, Dubose said, "I think my academic training is as equally important as my job-experience in terms of my career."

Though he did not major in the subject, Dubose is favorably biased toward Western's program in advertising. He said, "I believe it is a bit weak on the electronic side but in the print and creative departments it is excellent."



The College Heights Herald
"A good place to begin your career"

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