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# UA68/13/5 AdYear, Vol. 3

WKU Advertising Club

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# ADVERTISING YEAR

Vol. 3

Western Kentucky University

1990-91

## Campaigns Takes First at Regionals

by Scott Voland

Months of hard work paid off April 18th, when Western's Advertising Campaigns class won Fifth District First Place Honors in the American Advertising Federation's National Student Advertising Competition held in Akron, Ohio.

While Western has a reputation for winning at the NSAC regionals, this year they beat second place Ohio University by 37 points. Third place honors went to the University of Kentucky and Marshall State University took fourth place.

Judges from this year's sponsor, American Airlines, and several prominent advertising agencies viewed a twenty-minute presentation and then had ten minutes to ask questions about the campaign.

Thirteen schools from Kentucky, Ohio and Virginia competed for the right to advance to the national competition which is to be held at the Opryland Hotel in Nashville, Tennessee on June eighth.

The goal for this year's competition was to position American as "the premier U.S. flag carrier to the world among business flyers."



Western's campaign positioned American as "the international language of the business flyer." Students created an entire campaign consisting of research, media, creative, direct marketing, and sales promotion strategies.

Preliminary work on the campaign began last fall when professors incorporated projects concerning American Airlines into their classes.

A fifty-page plans book was created and sent in to be judged before the presentations took place.

Though the class had 38 students, only five could present the campaign in Akron. Team members Valerie Bryant, Deni Donelson, Dale Besette, Terry Troutman and Scott

Voland were chosen from auditions and spent many late nights preparing and rehearsing their presentation.

While the presentation team worked on polishing up their scripts, other class members worked to prepare creative samples and slides for the presentation.

The campaign had a dual target: that of the business flyers themselves, and that of travel trade personnel.

With a district win under their belts, the team is gearing up for the nationals. Be sure to catch the action in Nashville next month. If the level of enthusiasm is any indication, Western may well come home with another win.

# ADYEAR STAFF

**EDITOR:**  
Scott Voland

**COPY EDITOR**  
Valerie Bryant

**LAYOUT & DESIGN**  
Scott Voland

**REPORTERS**  
Valerie Bryant  
Denise Donelson  
Jennifer Givens  
Sean Laflin  
Brigitte Sparks  
Scott Voland

**ADVISOR**  
Carolyn Stringer

## The President's Message:

Western's Advertising Club has completed another great year. Not only have we heard many speakers and worked hard in our committees, but we have also had a great time.

As in past years, we have been supported, both professionally and financially, by our alumni. We were especially successful during the phonathon.

In the fall the department will be outfitting an entire classroom with Macintosh computers. Advertising majors are anxiously awaiting this new addition.

The student agency is still obtaining new clients and providing pre-graduation experience for advertising students. The agency not only benefits the students, but it provides a service for local businesses and is available to prospective clients throughout the nation.

The American Airlines Campaigns class was once again victorious after making its presentation in Akron, Ohio. The national competition will be held in Nashville at the Opryland Hotel.

As the 1990-91 year folds, the club is already gearing up for next year. The new president will be Karen Wantland, and she is planning next year's goals and activities.

I've enjoyed my last year with the club, and I will stay in touch with the Ad Club and with Western's Advertising Program.

Sincerely,

Brigitte Sparks, President  
W.K.U. Student Chapter  
American Advertising Federation

## Scholarships Abound For Western's Ad Majors

by Scott Voland

Outstanding advertising students are chosen each year to receive scholarships offered by the American Advertising Federation. At this year's district competition, where Western won first place, Western students took home two of three scholarships awarded. John Payne, a senior from Louisville, won a \$1,000 prize and Karen Wantland, a Louisville junior, received \$500.

The Advertising Program at Western announced recipients of this year's departmental scholarships at an awards banquet held on April 25. Matt Greenwell is this year's recipient of the Kerrie Stewart Memorial Scholarship, Amy Taylor received the Pat Jordan Scholarship and the John B. Gaines Scholarship from the Daily News went to Karen Wantland.

Congratulations to all of this year's scholarship winners!

# L.A. Times Interns Get an Education

by Brigitte Sparks

Graduating senior, Brigitte Sparks, spent her summer serving an internship at the Los Angeles Times in California.

Sparks was the recipient of one of the Vance Stickell Memorial internships awarded by the L.A. Times in conjunction with the American Advertising Federation. The internships are awarded in honor of Vance Stickell who was the Marketing Director for the L.A. Times until his death.

Three interns were chosen nationwide. The other two recipients served their internships in New York at BBD&O and in Atlanta with Coca-Cola. The winners are chosen based on an application which includes an essay and recommendations as well as work samples.

Sparks spent ten weeks living in Los Angeles and working in the classified advertising department.

She worked closely with the promotions department in charge of promoting the Times' Classified section.

She helped in the organization of job recruitment fairs, home shows and a golf tournament to honor the paper's top automotive dealers. Sparks' duties also included attending manager's meetings. "They told me my job was to learn as much as possible," said Sparks.

Sparks feels that the experience helped prepare her for what she will face after graduation. She got a look at how a large corporation operates and she learned what it is like to live in a large metropolitan city.

John Payne, a Louisville senior, was one of three students chosen nationwide for this year's Stickell Memorial Scholarship. Payne will be honored at May 10 luncheon hosted by the Times.

## Louie Comes to Western

by Valerie Bryant

Western broke new ground this year... in Louisville. Seniors Jeff Pendleton and John Payne garnered an award for a newspaper campaign in the prestigious Louie Award Competition sponsored by the Advertising Club of Louisville.

The competition, traditionally a professional practitioner competition, was open to students for the first time this year.

Payne and Pendleton's winning campaign was originally created for a competition sponsored by the American Academy of Advertising, the International Newspaper and Marketing Executives, and the Commission on the Bicentennial of the United States Constitution, where it won first place in regional competition. The objective of these ads was to create awareness of the importance of the Bill of Rights.



## Western Goes to the CLIO's

by Scott Voland

Mention credit cards and most people cringe. Not so for two students in Gil Stengel's Broadcast Advertising class.

When Matt Greenwell and Scott Voland think of credit cards, they think of the Citibank/CLIO competition. Their entry has advanced to the finals.

Students were challenged to create an original advertising campaign consisting of one radio, one television, and one print ad. The goal was to promote the Citibank Classic Card to college students.

Campaigns are judged on the basis of creativity, originality and effectiveness as a communications piece.

Professors judged the entries at the campus level and chose Greenwell and Voland's entry to send to the national finals in New York City.

All three pieces had to be fully produced. Studio time was arranged and Voland and Greenwell, serving as directors, actors and editors, transferred their ideas from paper to finished pieces.

Winners at the school level share a \$250 prize and are eligible for the Grand Prize consisting of \$5,000, a paid summer job with Citibank and a trip to the CLIO Awards in New York.

Second place winners receive \$3,000 and a third place finish earns the contestants a \$1,000 prize.

# Truth... Persistence... Cooperation, ΑΔΣ

by Jennifer Givens

Alpha Delta Sigma is a national honorary society that recognizes outstanding seniors with scholastic achievement in advertising studies.

This year's nominees were Nashville seniors Brigette Sparks and Scott Volland and Whitehouse senior Jennifer Kerr.

Established in 1913, the society was a national professional advertising fraternity until it consolidated with its counterpart, Gamma Alpha Chi, in 1969 taking the initials ΑΔΣ.

When Alpha Delta Sigma joined the American Advertising Federation in 1973, it became the only national professional advertising organization in higher education.

The AAF chapter at Western has been nominating seniors who are active and have excelled in the study of advertising since 1978.

Election in the honor society not only provides permanent recognition to students with high achievement, but also provides professional growth, scholarship, and advertising activities.

The spring induction ceremony is held at the American Advertising Federation's Award Luncheon during the National Conference each year, and new members receive a certificate as a record of their achievement.

# Experience, Advice and Motivation

by Scott Volland

This year's Ad Club Seminar was a huge success. Students and faculty met in Garrett Conference Center on April 7th to gain free information and advice from three professionals in advertising-related fields.

Neil Kuvin, a network television representative, spoke on television advertising and the impact of television on society today.

The second speaker, Western's own Dr. Joseph Cangemi, of-

fered some words on the subject of motivation.

Finally, Dan Klatt of Franklin, TN, spoke on his experiences as a freelance advertiser and gave students advice on getting started in the business.

After absorbing all of this information, those who attended the seminar had a chance to absorb lunch at Cutter's Restaurant while getting to know the speakers on a more personal level.

# Fall Campaigns Class Goes For the Gold

by Scott Volland

American Airlines wasn't the only client addressed by this year's campaigns classes.

Students in the Fall class prepared a campaign for the Echo Competition, sponsored by the Direct Marketing Association.

This year's client was the Spiegel Company in Chicago. The assignment was to determine a target market for a new Spiegel catalog, then prepare a direct marketing

campaign to reach the target audience.

Though the class was small, students were divided into two teams and produced two campaigns.

Last year, a team of Western students placed in the top ten in the nation with a campaign for a travel agency specializing in travel for the mature market.

This year's entries will be judged in June in New York.

# Western Grads...

Don't miss the first-ever reception for former members of AAF college chapters hosted by Bozell, J. Walter Thompson and Young & Rubicam at the National Convention in Nashville. It starts at 5:00 in the Browning/Taylor Room of the Opryland Hotel on Sunday, June Ninth. Come join us.

# "We've heard it's a rough world out there..."

**It's rough in here, too!"** quip Valerie Bryant and Scott Volland. Ad majors are spreading themselves thin these days, working jobs both on and off campus and holding offices in clubs and organizations, in addition to their studies. Students are joking about establishing a "3+ Club" in Western's Ad Department, a club in which membership is automatically granted to students involved in three or more activities at the same time.

All-time leading job holder Steve Miller says, "Sometimes it can wear you down." Miller works in the department's graphics lab, at the local Domino's Pizza franchise, on the College Heights Herald ad productions staff, at Western's ImageWest Advertising as the agency director, and served as Director of Consumer Direct Marketing for Western's winning Campaigns class.

Bryant and Volland themselves put in full days. Bryant worked at the Bowling Green Holiday Inn as a waitress, at WBKO Television as an intern, at ImageWest as a part-time copy editor, as the Copy Editor of this newsletter, and as the Campaigns Copy Editor and Presentation Team member. Volland served as Director of Trade Sales Promotion and Presentation Team member, Editor of this newsletter, Vice-President for Public Relations-SAA, and worked as a residence hall director for the Department of Continuing Education, all while performing freelance advertising for local clients.

This is no joking matter. While the "real world" may be really difficult as well, just getting out of school is a chore in itself.

## Image West Tries Television

by Denise Donelson

Lights, camera, body make-up. Image West, Western's student-run advertising agency, got some experience with these elements for the first time this year. It was all part of their first television commercial completely written, created, and produced by students.

The project evolved after Denise Donelson, Image West account executive, met with David Johnson, the manager of the Sunfit Club, a local tanning salon. The theme was developed by Donelson and Jennifer Kerr, creative consultant at the agency.

The idea was to create a positive, healthy image for the club, as well as to create something memorable. After Johnson's go-

ahead, the excitement grew.

Members of the agency's creative department developed the storyboard and wrote copy, while others\* helped interview models. Agency Director Sean Ward supervised the activities and negotiated with the film crew over studio costs. It was a super opportunity for the young agency to use what they learned in the classroom and gain valuable experience.

In the past, Image West has undertaken clients with projects ranging from research to a complete print campaign. This commercial opened the door to new opportunities by giving the agency experience and recognition.

The commercial itself was shot on location at the Sunfit Club with a camera crew from WBKO-13 and a model tanned and toned at the club, Angie Swancey. It included several shots of Swancey and the establishment, while featuring Joe Cocker's hit "You Can Leave Your Hat On."

One of the appeals of this commercial was its unique visual imagery. The shots of Swancey were sexy, but tasteful. The goal was to create interest about the Sunfit Club's product - a tan body.

Since completion last fall, the commercial has been running on WBKO-13. Work on a second commercial is underway and will feature the workout aspect of the club.

# Western Sweeps Newspaper Competition

by Sean Laflin

For the third year in a row, Western's advertising students took top honors in this region's contest for public service campaigns.

Six Western seniors claimed awards in a competition sponsored by the American Academy of Advertising, the International Newspaper Advertising and Marketing Executives and the Commission on the Bicentennial of the U.S. Constitution.

John Payne of Louisville and Jeff Pendleton of Brownsville, KY took first place awards for their campaign on the Bill of Rights.



Valerie Bryant of Chicago and Jennifer Kerr of Whitehouse, TN received second place honors while third place went to Denise Couvillion from Clinton, Iowa and Bowling Green's Kelly Weare.

Junior Margaret Blaylock from Gallatin, TN and senior David Harned of Bowling Green received honorable mention for their campaign.

The campaigns were designed to encourage adults and teenagers to learn more about their rights as citizens of the United States.

# Ad Club Students Tour Atlanta

by Valerie Bryant

A slice-of-Atlanta tour whetted the appetites of thirty Ad Club students this past November. The Ad Club trekked to Atlanta to tour the CNN Studio Complex and Bozell Advertising for their annual trip.

Bozell prepared an entire presentation for the students, including testimonial speeches by members of their staff, a tour of the accounting, creative and media departments, and a slide show. The presentation provided insight to the advertising industry: its ups and downs, its ins and outs, and all of the work involved to make it.

Bozell is the advertising agency for American Airlines, this year's sponsor of the AAF's National Student Advertising Competition.

The CNN Studio Complex tour gave the students a look behind the scenes of the acclaimed CNN news coverage team, as well as an entertaining look into the life and times of Ted Turner, owner of CNN.

WKU—Printing paid from state funds, KRS 57.375.

# Alumni Continue to Give

In order to meet the cost of producing Western's winning campaign for the National Student Advertising Competition this year, the Ad Club sold ADtendant T-shirts and called on alumni donations for help.

As usual, the alumni came through. The Ad Club would like to thank all those who gave their support.

Joe Johnson  
Naomi (Oliver) Curtis  
Kim Flory  
Daryl Knauer  
Lisa Bland  
Laura (Johnson) Ricke  
Stanley Whitney  
Sonja Burton

Thanks. We couldn't have done it without you.

## ADYEAR

Gordon Wilson 313  
Western Kentucky Univ.  
Bowling Green, KY 42101  
(502)745-4143



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BULK RATE  
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