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The Fourth Estate

Vol. 4, No. 2, February 1979, Department of Journalism
Western Kentucky University



Graduates discuss weeklies

By ED SEVERS

Three Western graduates now working for weekly newspapers told a group of journalism students Jan. 25 that they had better be ready for anything if their first job is on a weekly.

"It's a whole lot of everything," Bill Wolfe said. Wolfe, who graduated last May, is now editor of the Newscene in Madisonville.

"You learn things that you just wouldn't learn in school," he said. But, he added, the heavy workload could be an advantage over working for a daily, where a new reporter might spend months writing nothing but obituaries.

Wolfe's comments came during a seminar on community journalism sponsored by Western's SPJ, SDX chapter.

Wolfe said he has changed his mind on some things since he came to the Newscene. At first he didn't want the traditional "gossip columns" — reports of who went where to eat supper and who visited whom.

"I'm not quite sure when I changed my mind," he said,



Photo by Mark Lyons

Fina Bruce displays a copy of the weekly she works for, the Providence Journal-Enterprise. Mrs. Bruce was part of a community journalism seminar Jan. 25.

adding that he realizes now that the news of local happenings and local people is "why we're there."

Wolfe said each week he faces a lot of pressure to fill the paper, and occasionally a story he would rather put on the inside

ends up on the front page. "We're running for perfec-

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High school competition planned

Outstanding achievement in high school journalism will be recognized in the second annual Kentucky High School Mark of Excellence Competition, sponsored by Western's SPJ, SDX chapter.

Elise Frederick, competition chairman, said letters have been mailed to high school journalism advisers throughout the state, inviting them to enter student work in writing,

photography and yearbook categories.

Entries are due by Feb. 23, and the winners will be invited to an awards luncheon March 9 on Western's campus.

One student — judged to be the most valuable staff member of a high school newspaper or yearbook — will be awarded a \$400 scholarship to major in journalism this fall at Western.

"Our response last year was

overwhelming," Miss Frederick said. "We are looking for even more participation on the part of high school students this year."

She said the contest is designed to provide competition and recognition for the work of high school writers and photographers.

"Through the competition, we are also encouraging greater standards of excellence and

models for high school students in Kentucky to follow," she added.

Categories in the competition are:

Most valuable staff member, best high school newspaper, best high school yearbook, best news story writing, best editorial writing, best feature writing, best sports story writing, best editorial cartoon, best news photography and best feature photography.

Kelly Thompson chapter coordinates meeting

PRSSA convention sets records

By DEBBIE ANDERSON

It was a time for discovering more about public relations by learning from practitioners and sharing ideas with other Public Relations Student Society of America chapters. It was the 1978 PRSSA national conference.

The third annual conference, conducted this year by the Western-based Kelly Thompson chapter, drew 308 students to New Orleans to hear speakers such as George Gallup Jr., president of the Gallup Poll; John Chancellor, NBC News analyst and commentator; and Ron Nessen, former White House press secretary under Gerald Ford.

The conference set records for the highest student attendance and the most chapters represented — 62.

Seminar topics included "Public Affairs," conducted by Frank Faraone, Washington manager for General Motors'



Sherry Egan, a Leitchfield senior, greets PRSSA members at the national conference in New Orleans.

public relations; "Public Relations and the Performing Arts," conducted by Joan O'Connor, arts public relations and marketing consultant, Los Angeles; "Employment Search Techniques," conducted by Steve Rafe, Dynamic Innovations president, New York; "Public Relations Management

by Objectives," conducted by Jim Haynes, senior vice president of Kerss, Chapman, Bua and Norsworthy of Dallas.

Sessions in which a small number of students talked to professionals about certain areas of public relations such as corporate, energy, counseling, educational and govern-

ment, were also a part of the convention.

Entertainment included a hospitality party coordinated by Western's chapter, a riverboat dinner cruise and a lavish Mardi Gras party — complete with authentic dixieland jazz.

During the conference, Dan Pelino, a Western senior and the 1978 PRSSA national chairman, was recognized for his work during the year. He was also awarded the first certificate of distinction given by the Public Relations Society of America, PRSSA's professional counterpart.

Debbie Anderson and Joan Provost, both seniors at Western and the national conference co-directors, were presented an award from the East Central PRSSA District for their role in the conference. Pelino also presented them plaques in appreciation of their work.

Ad students plan major campaigns

By DAVID TURNER

Though Western's journalism department is awaiting final approval of an advertising major, prospective advertisers are not letting that slow them down.

Guided by Carolyn Stringer, advertising major chairman, and Wallace Graham, journalism instructor, the students are working on several projects.

One of the projects this semester is an advertising campaign that will be entered in the American Advertising Federation district competition.

Each year the AAF finds a sponsor to allow students to organize an advertising campaign based on their product. Individual colleges then organize their campaigns and present them to a group of judges who will choose the best presentation.

The sponsor this year is Wella Balsam, a maker of hair care products.

Another major project is

under the guidance of Mrs. Stringer.

Advertising students are working to promote the Kentucky Women's Intercollegiate Conference basketball tournament and women's basketball in general, Mrs. Stringer said.

The KWIC tournament is scheduled for March 1, 2 and 3

at Western. This is the first time the tournament has been at Western.

"It's going to be a rush job, but we've got capable people to handle it," Mrs. Stringer said.

Mrs. Stringer has her "Problems in Advertising" class working on press releases, player profiles, promotional ideas and media plans to help

Carla Coffey, women's track coach and tournament organizer, instigate a traveling tournament site.

Along with their work on the advertising campaigns, the Ad Club continues to run the ad agency on the third floor of the Academic Complex and plans to invite several speakers to their meetings this semester.

'Amazing'

Apathy seems to be everywhere, including newsroom

It's amazing.

Not to mention disillusioning, hypocritical or, perhaps, ignoble.

Many of Western's SPJ, SDX members seem to relish their ability to criticize student apathy, especially during Associated Student Government and other elections. These same students, however, have backed away

OPINION

from their chance to support an ideal in which I hope they believe—a free press.

The national organization is conducting a money-raising drive for the society's legal

defense fund. Campus chapter members are asked to give \$1, less than the cost of a hamburger at some restaurants.

After about three weeks of soliciting contributions, \$5 was raised from the more than 50 members in this chapter.

It's disgusting.

—Roger Malone

Department adds faculty

Allen brings New Zealand experiences

By ELISE FREDERICK

If a student could tell Harry Allen where New Zealand is, that student would probably get two reactions — shock and exultation.

Allen, one of the latest additions to the journalism faculty, has a world map displayed behind his desk to show the island's location.

Why New Zealand? Before coming to Western, Allen was an editor and reporter for both a New Zealand daily newspaper and a wire service — the New Zealand Press Association.

But all that behind him, Allen is now teaching basic reporting and editorial and feature writing. "Critiquing and reading a variety of copy has been the best preparation for teaching," Allen said. "Being a reporter is also a good experience."

'I didn't know what I wanted to do. Journalism seemed like an honest thing to do.'

—Harry Allen

After being a parliamentary reporter for two years and a slot man at the inland desk at the press association, Allen said he applied for six teaching positions last year. He accepted Western's offer last fall because he "liked Western's campus, the location and the students."

"It's a good location. It's close enough to Nashville for anything you want from the city, and it's a big enough small town to have all the things you really need here.

"The university being here gives something to a town this size that other towns this size without a university would lack.



Harry Allen

It's not far from a complete hick town that Bowling Green would be without Western."

Allen said he, his wife Janet and their two children have had little trouble adjusting to Kentucky after the warm New Zealand climate. "We really like the four seasons Kentucky has."

A Leesburg, Fla., native, Allen began his studies at the University of Florida in 1962. However, his education was interrupted by three years of Navy duty during which he worked with communications on an ocean-going tugboat which he described as "a Russian spy ship."

In 1969, after taking time to "celebrate getting out," Allen returned to the University of Florida to complete his degree.

"I didn't know what I wanted to do. While in the Navy, I thought about different things. I didn't like the idea of being a salesman — using people's needs. Journalism seemed an honest thing to do and I always liked to write."

If Allen were forced to choose between reporting and teaching, he said he would choose reporting, but he said it would also depend on the location of the newspaper since he doesn't like big cities.

By the way, New Zealand is an island about 1,200 miles southeast of Australia and about 6,500 miles southwest of California.

Sutherland wanted to be 'educated bum'

By ROGER MALONE

To be an "educated bum."

That's what David Sutherland said his ambition was when he attended high school. Now Sutherland is a journalism instructor at Western.

Sitting in the College Heights Herald's photography office recently, the 5-foot-7 instructor recalled his mother asking him what he was going to do with his life. He said he told her he was going to be an "educated bum."

'Photography . . . is a business where you react to people, and I like people.'

—David Sutherland

"I used to say I was never going to be a teacher, but that was in high school."

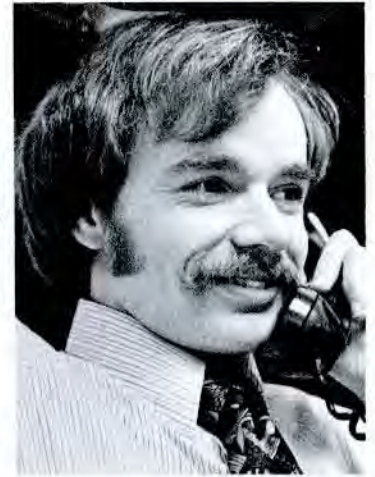
Sutherland said his mother's question haunted him and, while working toward a bachelor's degree here, he tried to decide where he could "probably have the most influence with what I know."

"I felt teaching was the place to be.

"I was a physics major for three years until I took photography and started working for the paper — I was converted."

He said he liked photography because "photography, like reporting, is a business where you have to react to people, and I like people, I guess. It's an excuse to get out and meet people who I have never met before."

Sutherland graduated from Western with a journalism



David Sutherland

major and physics and math minors. He later went on to get his master's degree in folklore here.

In 1972 Sutherland began working for Western as a photography instructor. "Well, my official title was 'Photography Lab Supervisor,' but I didn't go by that," he said.

In December, 1976, Sutherland left Western to "try other things."

Those "other things" included taking real estate courses, working as a photographer for the Park City Daily News in Bowling Green and The Courier-Journal in Louisville, and taking three months to build a sailboat, which he sailed for a month and then sold.

Last fall Sutherland returned to Western to teach reporting "because I never taught reporting before." He also teaches one basic photography class.

"In a couple of more years I might do the job right. You can do anything better with experience."

Sutherland explained that he thinks he is doing a good job now, but also feels he can improve.

He said he likes teaching at Western and isn't "planning on leaving tomorrow."

"I like Western because it's small. Nobody's ever too busy or too rushed to talk to anybody."

Future of journalism theme

Fifteen attend SPJ, SDX convention

By TOM BESHEAR

Thirteen students and two faculty members from Western attended the SPJ, SDX

national convention Nov. 15 through 18 in Birmingham, Ala.

The convention featured panels on the future of the press, with speakers such as

Paul "Bear" Bryant, Alabama football coach; ABC sports announcer Keith Jackson; New York Times reporter Myron Farber; President Carter's

press secretary, Jody Powell; and CBS News White House correspondent Bob Schieffer.

One Western chapter member, Roger Malone, a Louisville junior, was elected District C campus representative to the SPJ, SDX board of directors. Malone will represent 12 states in regions five, six and seven during his one-year term.

Nancy Salato, a Columbia sophomore, was the chapter's delegate to the convention, and David Whitaker, a Bowling Green junior, was the alternate delegate.

Other chapter members at the convention were: Gary Jones, a Bowling Green senior; Tom Beshear, a Dawson Springs sophomore; Doug Beard, a Columbia junior; Robert Carter, a Glasgow freshman; Bob Skipper, a Mount Washington freshman.

Margaret Shirley, a Columbia freshman; Cheryl Scott, a Columbia junior; Catherine Hancock, a Russellville sophomore; and Ann Scott, a Vine Grove junior.

Jim Highland, chapter adviser, and David Sutherland, journalism instructor, also attended the three-day convention.

Lewis Gardner, a Lexington junior photojournalism major,



Photo by Bobby Skipper

Nancy Salato sits among other delegates to the 1978 SPJ, SDX national convention in Birmingham, Ala. Thirteen Western chapter members attended the conference which featured seminars on the future of journalism.

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Elected: Chapter vice president gains national post

By CONNIE HOLMAN

Roger Malone has won the opportunity and challenge to promote and develop the programs of SPJ, SDX which he said have already helped toward a journalism career.

The Louisville junior was elected a campus representative to the national board of directors in November at the national convention in Birmingham, Ala. He represents three regions in 12 states, with Kentucky being the southern-most state.

"My district, District C, has more than 40 chapters," Malone, College Heights Herald

features editor, said recently as he took a break from work at his desk where correspondence and notebooks of SPJ, SDX material were piled.

"I'll attend two board meetings — one at the national convention in New York and one during the Distinguished Service awards ceremony in Denver — and regional conferences in my district," he said. "I'll also be contacting student and professional members to find out how they feel about issues of the society." He said freedom of information, open records laws and journalism ethics are the most pressing issues this year.

"I'm also responsible for a newsletter, pushing programs and keeping the national board informed of students' ideas and attitudes." Malone added that he hopes to produce a newsletter once every six months during his one-year term.

Malone said he plans to visit as many college chapters as possible during his term.

"I look forward to the contacts I'll be making. Campus chapters are respected by the pros and they seem to like what we're doing. SDX has done a lot for me and this seemed like a way I could do something for it."



Roger Malone

Politicians debate issues

Current power brokers in the two political parties and government inefficiency were issues in the minds of four gubernatorial candidates speaking at a forum sponsored by Western's SPJ, SDX chapter.

U.S. Rep. Carroll Hubbard, D-Mayfield, and state Auditor George Atkins blasted Gov. Julian Carroll's administration, letting up only to poke fun at each other. Both are candidates in the May 29 Democratic primary.

Bowling Green attorney and former state senator Ray B. White condemned tax proposals while state Rep. Raymond Overstreet of Liberty, who has since dropped from the race, sliced through the rhetoric to label former governor Louie Nunn, who is expected to enter the GOP race, a loser.

The four politicians spoke during the annual Christmas banquet at the Ramada Inn Dec. 7.

Living up to his reputation as a renegade Republican, Overstreet said it's time to end the domination of the party by "the three Rs": Louie and Lee Nunn and Larry Van Hoose. Because

of their control, he said, "we have special interests wrapped around our necks and haven't won a statewide race in 10 years."

The news media are suffering from "Only-Nunn-itis," which leads them to believe that Nunn has the GOP nomination if he wants it, Overstreet said.

But, he said, Kentucky Republicans won't support Nunn because he broke campaign promises when elected governor in 1967.

Asked what he thought of the GOP leadership, White said it wasn't his style to criticize opponents. "I've never run a campaign where I've mentioned the opposition to any great extent." He added, however, that the GOP's failure to win statewide elections raises questions about party leadership.

(Right) George Atkins is interviewed before the chapter banquet by WBKO-TV news reporter Al Thompkins. (Below) Raymond Overstreet describes the disease "Only-Nunn-itis" at the banquet.

Hubbard and Atkins, meanwhile, took turns renewing their traditional roles as critics of the Carroll administration and its supposed choice for governor, former Commerce Secretary Terry McBrayer.

Hubbard said that Ralph Ed Graves, another candidate for governor who recently resigned from the Carroll administration, entered the race the day after he met with Carroll and McBrayer in the Governor's mansion.

He implied that Graves was in the race to detract from Hubbard's Western Kentucky following and predicted that

Graves "won't carry a precinct in his home county" of Carlisle.

Hubbard hedged when asked to cite reasons for his statements that Atkins' campaign was faltering.

Atkins, however, wasn't shy with his thoughts about Hubbard. After the congressman left to attend another meeting, Atkins said Hubbard had "Potomac fever, characterized by spasmodic political behavior." He said Hubbard is billing himself as a popular statewide figure "when numbers show that he is truly a regional candidate."



Photos by Mark Lyons



Pros speak at convention

—Continued from page 4—

was presented the SPJ, SDX national Mark of Excellence award for feature photography at an awards dinner Friday night.

The winning picture was of several Western women's basketball team members jumping off the bench in celebration of a victory over the University of Kentucky in a state basketball tournament. The picture appeared in the College Heights Herald on March 8, 1977.

Another Kentucky student, Stewart Bowman, University of Kentucky, received a Mark of Excellence award for a photograph he took while he was an intern with The Courier-Journal in Louisville.

During the future of sports coverage panel, Bryant said there should be a "cooling off period" after football games before locker doors are opened



Myron Farber

for interviews. Bryant's idea was backed by Jackson, who was also on the panel.

Farber spoke at the Thursday luncheon about the 40 days he spent in jail for refusing to release his notes on a New Jersey murder to the court trying the case.

He said the subpoena, which asked for virtually any information he and the New York Times had concerning the deaths of several patients at a New Jersey hospital in 1965 and 1966, was one of the broadest, most

unsupported subpoenas ever served on an American reporter.

Farber said he believed he was protected from revealing his sources by New Jersey's shield law, but the courts ruled that the law was superseded by the Sixth Amendment guarantee of due process. As a result of his case, Farber said shield laws and newsmen's confidentiality "still hangs in the balance."

Speaking during one of the convention's business sessions, Powell called the press a powerful institution and said abuses of power are inevitable.

He said the Carter administration is devoted to making decisions "in the common good."

Schieffer told his luncheon audience that the future of journalism does not depend on technical advances, but instead, will depend on expanding the public's knowledge of issues.

Schieffer said journalists

have the tendency to write and to broadcast titillating information that has no newsworthiness, and they must learn to resist that temptation.

SPJ, SDX national officers for 1978-79 were elected at the convention. They are: President Phil Dessaurer, managing editor of the Tulsa (Okla.) World; President-Elect Jean Otto, op-ed page editor of the Milwaukee Journal.

Vice President for Campus Chapter Affairs Bert Bostrom, associate journalism professor at Northern Arizona University; Secretary Howard Graves, Portland, Ore., Associated Press bureau chief; and Treasurer Charles Novitz, news syndication manager for ABC-TV, New York.

Casey Bukro, environment editor of the Chicago Tribune, was re-elected Region 5 director, of which Western's SPJ, SDX chapter is a part.

Weeklies discussed

—Continued from front page—

tion," he said. "But you run into a brick wall called reality."

Also participating in the seminar were Fina Bruce, a December 1977 graduate and reporter for the Providence Journal-Enterprise, and Don Bruce, a May 1978 graduate and reporter and sports editor for the Crittenden Press in Marion.

Fina brought several copies of the Journal-Enterprise to

illustrate some of the problems she has in writing enough copy to fill the front page. Like Wolfe, she said she often has to lead with feature stories on the front page. She said the responsibility creates a lot of pressure, and she isn't able to leave the job at the office.

Fina said she didn't feel ready to work on a daily paper, even though the pressure may be no more or possibly less.

"I don't know if I'll ever be ready for a daily," she said.

"I'm not ready now."

When asked if he found it depressing to work under that much pressure, Don said, "You don't have time to be depressed."

Although the three speakers brought up a lot of problems they have to deal with and painted a grim picture of life at a weekly, Fina said there are some good times.

"When someone says one word of praise, it makes it all worth it," she said.

Four receive internships

Four Western journalism majors have already been awarded prestigious internships for this summer.

Juniors Catherine Hancock and David Whitaker, chief copy editor and managing editor of the College Heights Herald, respectively, will attend a crash

course in editing at Virginia Commonwealth University before starting work at major daily newspapers on May 28.

Miss Hancock has been assigned to The Washington Post, and Whitaker will work at The Virginian-Pilot in Norfolk. Besides earning a weekly

salary, both will be given \$700 scholarships by The Newspaper Fund Inc.

Jo Nell Bennett and Herald editor Bryan Armstrong, both seniors, were selected as reporting interns by The (Louisville) Courier-Journal and The Louisville Times, respectively.

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