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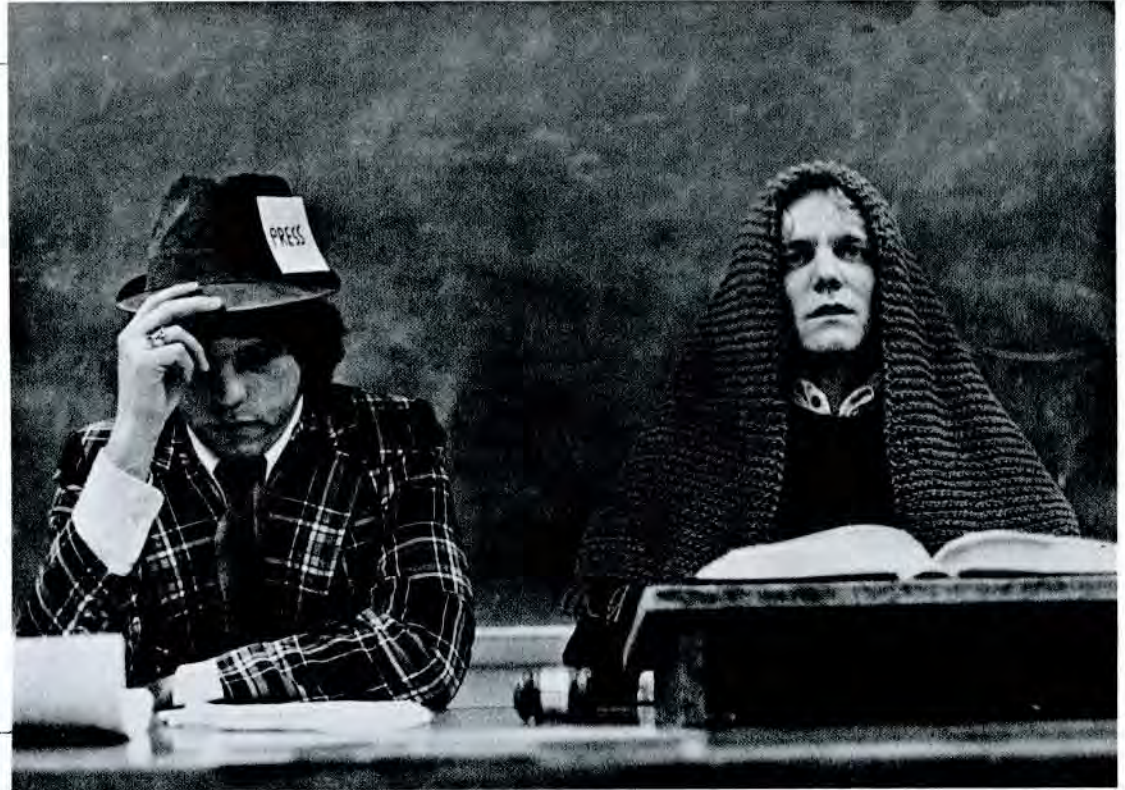
The Fourth Estate

Vol. 3 No. 2 April, 1978 Department of Journalism
Western Kentucky University

On trial

Bryan Armstrong, left, and Don Minton, both juniors from Bowling Green, dress up to add "class" to their presentation on free press-fair trial in Current Issues of Mass Communication class.

Photo by Judy Watson



High school journalists honored

Chapter awards \$400 scholarship

A student from Paducah-Tilghman High School was awarded a \$400 regents scholarship in the first Kentucky High School Journalism Mark of Excellence Competition sponsored by the Western chapter of SPJ-SDX. 18 other students from high schools around the state also received certificates.

"Tommy George was awarded the scholarship because the work he submitted to the contest showed a high degree of journalism ability," Roger Malone, competition chairman, said.

The award certificates were presented by David B. Whitaker, journalism department head, at a banquet in the

Executive Dining Room in Downing University Center on March 31.

The winners were:

Most Valuable Staff Member First place, Tommy George, Paducah-Tilghman High School; second place, Robert Carter, Glasgow High School; honorable mention, Brian Woods, Tates Creek High School, Lexington.

Best High School Newspaper First place, "The Peddler," Owensboro Catholic High School; second place, "The Tilghman Bell," Paducah-Tilghman High School.

Best High School Yearbook First place, "The Owensboroan," Owensboro High School; second place, "Hi

Life," Paul G. Blazer High School, Ashland.

Best News Story Writing First place, Jim Baumgarten, Owensboro Catholic High School; second place, Becky Heath, Paducah-Tilghman High School.

Best Feature Story Writing First place, Tracey Dodson, Paducah-Tilghman High School; second place, Allison Oberst, Owensboro Catholic High School.

Best Editorial Writing First place, Dan Szuba, Owensboro Catholic High School; second place, David Lummis, Paducah-Tilghman High School.

Best Sports Story Writing First place, Tommy George,

Paducah-Tilghman High School; second place, Robbie Kaiser, Tates Creek High School.

Editorial Cartooning First place, Todd Watson, Tates Creek High School; second place, Tom Patrick, Paul G. Blazer High School.

News Photography First place, Sonya Webb, Owensboro Catholic High School; second place, Daniel Mongiardo, Hazard High School.

Feature Photography First place, Brian Woods, Tates Creek High School; second place, David Wagner, Paducah-Tilghman High School.

Goodykoontz to speak at banquet

Alf Goodykoontz, national president of The Society of Professional Journalists—Sigma Delta Chi, will speak at the Western SPJ-SDX chapter's annual awards banquet April 25 at the Ramada Inn in Bowling Green.

Goodykoontz, managing editor of the Richmond Times-Dispatch, is expected to review the society's progress in its fight for freedom of information and to talk about the importance of journalistic

excellence awards.

The banquet will be the first time Goodykoontz has been in Kentucky since he was elected national president and it is one of several appearances he will make on his way to a joint SPJ-SDX Region Five-Seven Convention in St. Louis.

At the banquet, student chapter members will present awards recognizing the outstanding newspaper journalist and the outstanding broadcast journalist in Kentucky.

Western SPJ-SDX chapter adviser James Highland said newspapers and radio and television stations throughout the state have been asked to submit nominations for the two professional journalism awards.

Once the nominations have been received, a committee of SPJ-SDX journalism and broadcast news students will select the two professionals who will receive the awards.

In addition, the chapter's

outstanding journalism freshman, sophomore and senior will be recognized.

The chapter also is scheduled to present distinguished service awards to two other professional journalists for their years of service to the profession.

The awards dinner will culminate the chapter's journalism program for the second semester, a program which will feature several speakers and a panel discussion.

No 'high-powered pressures'

PRSSA post compared to 'ego trip'

By TOM BESHEAR

"Sometimes it's like an ego trip," Dan Pelino, a junior at Western Kentucky University said about his experiences as national chairman of the Public Relations Student Society of America.

Pelino was elected national chairman at the annual PRSSA conference Nov. 16 in San Diego after serving as national editor last year.

"People are looking for experience and background," Pelino said. "In one day I call New York and Los Angeles" on PRSSA business.

He said that he is currently coordinating the next national conference, working with a \$34,000 budget and is editing a magazine called Forum for the organization.

Outside PRSSA, Pelino said he referees intramural basketball and is a member of the Sigma Alpha Epsilon fraternity for which he does public relations and coordinates their convention which was held at Western in February.

Pelino said there is pressure with his new job, "but not high-powered pressure." He said he feels that his work is good publicity for Western.

Pelino, a native of Fairport, N.Y., said he originally came to Western to play on the golf



team. He said he soon realized that he was not going to be as successful in golf as he wanted to be.

He then became a public relations and business administration major, joining PRSSA and Sigma Delta Chi.

"It was like changing directions in the middle of the stream," Pelino said.

As a freshman, he was elected local chairman of

PRSSA and the following year, national editor, where he edited a quarterly newsletter.

"I wasn't sure this summer if I wanted to run for it (national chairman)," he said.

Pelino said strangers came up to him at the conference and gave him their support.

Pelino said that his journalism training has been "great experience," saying that it helps "turn writing into

a creative experience."

Pelino said his term as national chairman lasts for one year. After that, he will have the advisory post of media past-chairman. He said he will be the first person in PRSSA to have held these three offices in a row.

"I'm really happy about how things have turned out," said Pelino. "If it wasn't fun and a challenge, I wouldn't do it."

'real' world experience

Teachers practice what they preach

By CONNIE HOLMAN

Jim Highland and Mike Morse like to bring part of the outside world to their classrooms when they teach writing, editing or photography.

They know what the "real" world is like with its competition for front page space, the never ending hunt for story ideas and angles and daily deadline pressures.



Photo by Lynn Wright

They work part-time for the Park City Daily News in Bowling Green.

Highland, an assistant professor of journalism and Western Society of Professional Journalists-Sigma Delta Chi adviser, writes for the paper on Saturdays and during the summer.

Morse, the director of photojournalism at Western, shoots both news assignments, feature photos and picture stories. He worked at the newspaper full-time before he started full-time teaching at Western in August of 1975.

"I personally missed that kind of work," Morse said. "If you don't have a ready market for your pictures, it's hard to shoot and if you don't take pictures, you become stale.

"But when you're teaching, you try to set an example," he said. "I didn't want to be one of those teachers who can't do it, but can talk about it."

Morse rejoined the Daily News several months ago and has since photographed stories about a community center dedication banquet and tobacco stripping. He's also shot feature pictures including a youngster window shopping

at Christmas and a portrait of a Franklin high school cheerleader-turned-actress home for New Year's Day.

Morse said his part-time work is good for his and the department's professional credentials. "This department is professionally-oriented, so it's important to stay in touch with the professional world so you don't find yourself in a dream world."

Morse said the working experience is also an asset in the classroom. "If I run into a problem on the job and the question comes up in the classroom, I have an example I can use. I can speak about the problem with certainty."

But part-time work also has disadvantages, Morse said. "Sometimes it puts you into a bad position because you're not always proud of your work. Someone once told me you can't be a star every day. Sometimes a picture's not great, but it's the only thing you've got.

"It's hard to be creative on demand. I insist that my students do everything right, but now I'm on the firing line," Morse said. "They look at my work. In school we demand a high quality, but in reality there will be changes."

Jim Highland said he can't afford not to free lance. "Things change quickly in the news business, and you have to keep up," he said. "That's one reason I work part-time.

"Accuracy and speed are important in this business," Highland said. "If you don't practice, quite obviously the basic skills deteriorate. Since I've been at Western the technology has changed 100 percent. Within the next three or four years it will change 100 percent again. If I don't work, I won't be current in my own profession."

But he doesn't begrudge the time he forfeits with his family. "I'm a teacher and

everything I do should theoretically revolve around that function and my students."

Highland said his best story was the coverage of a demolition derby. "I got to use some narration and some native Kentucky country dialect," he said.

"I also did a straight hard news story when we obtained a copy of a report on the Bowling Green fire department from an alternative source. It said the department was in shambles. The story had a major impact. It forced some action out of City Hall that might not have happened."

Highland said faculty members in other departments also get involved in extracurricular jobs or activities which complement their teaching.

"About five percent of the faculty do something like this," he said. "In sheer volume of publication, we (journalism department faculty) lead the university, but something written by someone in the history department may have more impact on society."

Highland, who likes to cover the police department news and area politics, said he has also written for the Western Alumnus, Television and Quill magazines, the Kentucky Press and the Oklahoma Publisher.

"In graduate school, a faculty member made a point I haven't forgotten," he said. "Everybody should come up with one original idea a year and take it and publish it. People should reflect on their profession and write something about it. In our business," Highland said, "we have an opportunity to do it daily."

Many of those opportunities are being taken by Morse and Highland, and they almost always use their "real" world experiences in their classrooms.



Stopping on a country road near Bowling Green, Mike Morse, above, climbed in the back of his truck to take a picture of a farmer plowing. Jim Highland prepares a story at the Park City Daily News office.

PRSSA takes honors at convention

The Kelly Thompson Chapter of the Public Relations Student Society of America (PRSSA) received top awards in recent national competition at the convention in San Diego.

For two consecutive years, Western's PRSSA chapter has left the national convention a double winner, taking both a national office and the top national award.

Dan Pelino, a junior public relations and business administration major from Fairport, N.Y., was elected national chairman of PRSSA. He took

office January 1 and ends his term as national editor.

Because of Pelino's office, Western will plan next year's national student conference in New Orleans.

Receiving the only national award presented, that of Chapter Development, Western competed with such schools as Boston University, University of Texas, University of Southern Colorado and Dayton University, host of last year's national PRSSA conference.

The Chapter Development project included a written

summary of the year's activities and documentation of the planning, implementation and evaluation of each event.

During the year, the chapter initiated a state-wide awards program to recognize professionals in public relations. They named the chapter after Dr. Kelly Thompson, former Western president who got his start in public relations, at an awards banquet last spring. The chapter also hosted the district spring caucus which brought together 100 students from five states.

Thirteen members and faculty adviser Robert L. Blann attended the national conference, Nov. 13-18, representing the largest chapter of the East Central District. Those attending were: Fran Rowland, Dan Pelino, Jim Philpott, Snow Roberts, John Lane, Ricky Buford, Debbie Anderson, David Hagan, Joan Provost, Susan Taylor, Tim Witten, Cathy Murphy and Rusty Cheuvront.

Blann has been named one of two national advisers of the student society.

'Temporary insanity'

Louisville publisher begins community magazine

For John Yarmuth, "temporary insanity" set in when he was 25 years old, and the result was Louisville Today, a magazine focusing on the lifestyles and people of Louisville.

Fourteen months later and about \$90,000 poorer, Yarmuth put out the December edition of what at least has become an intellectual success. And for the first time, he made money.

Now 27, Yarmuth discussed his entry into the magazine field during a meeting of The Society of Professional Journalists—Sigma Delta Chi on the Western Kentucky University campus.

No question but what it was a case of temporary insanity that got him into the magazine business, Yarmuth said. But there also was a desire on his part to achieve a certain amount of "notoriety. It's an ego trip."

The young publisher looks at his product as a magazine for the "better informed" and "more avant-garde," and he said its primary purpose is to entertain the people of Louisville or anyone who has an interest in Louisville.

"There's a market for a medium that tells you what's neat, what's good, and what's bad about the community in which you live," he said. And

'There's a market for a medium that tells you what's neat, what's good and what's bad about the community in which you live.'

to that extent, "I feel we have succeeded."

Looking at the changing emphasis in newspapers today, Yarmuth said The Courier-Journal and Louisville Times have discovered that reporting on events is not necessarily a good way to keep the reader's interest

Publishers have to give the readers more in the way of entertainment and guides to living, he said. A magazine, like Louisville Today, must make a story both interesting and entertaining.

For those who have not seen the magazine, it combines the surface personality type features of People Weekly, the depth of Esquire, the description of a Tom Wolfe piece and the tailored compartmentalization of Time or Newsweek.

And it all centers around Louisville, its people and their lifestyles.

In terms of selecting writers for the magazine, Yarmuth

said he looks for a stylist, a person who can "make a common event sound like an Edgar Allen Poe mystery. "What we try to do is depict, portray human drama in everyday institutions," he said. The magazine's writers must be able to convey the "suspense of what they are covering."

Yarmuth said there is no

Highland reappointed regional deputy director

James L. Highland, assistant professor of journalism and chapter adviser of SPJ-SDX, will serve a second term as deputy director of SPJ-SDX Region Five.

Highland was named to the

way a magazine can compete with a daily newspaper in terms of covering events first, but to compensate, he said he tries to give his readers something they can't get anywhere else.

Stories in the magazine have to be factual, but parallels are drawn so that "hopefully everybody can see the human relationship as being a part of their lives."

Yarmuth said he also thought that journalism schools do not necessarily provide the best training for magazine work because of the emphasis on structured news-writing.

Instead, he said, the best training comes from reading novelists and emulating the style of novelists.

post again by Region Five Director Casey Bukro, environment editor of the Chicago Tribune. Highland was also reappointed to another term on the SPJ-SDX national campus chapter affairs committee.

Detroit: 11 take 500-mile trip to convention

By TOM McCORD

Six yawning, shivering Western students gathered quietly in front of the Dero Downing University Center a

few minutes before 4 a.m. last Nov. 16.

After meeting with campus SDX adviser Jim Highland the group, now including Highland, his wife and three

children, headed north on the 500-mile journey to Detroit to attend the 68th national Society of Professional Journalists—Sigma Delta Chi convention.

Altogether, 11 student SDX members from Western attended the three-day meeting at the Detroit Plaza Hotel in the new Renaissance Center, where Western's chapter was recognized as the outstanding campus chapter in its region.

Joining about 1,000 student and professional members from around the nation, Western's delegates attended a variety of workshops, speeches and parties; walked circles as they explored the cavernous, cylindrical-shaped, 73-story "Ren Cen"; and campaigned extensively for the chapter's candidate for District C campus board representative.

Convention speakers included Ken Herman, 23-year-old Pulitzer Prize-winning journalist from Lufkin, Texas, and 26-year-old Jane Pauley, NBC "Today" show regular,

who received special achievement awards from SDX during a luncheon session.

Eugene Patterson, president of the American Society of Newspaper Editors, ABC White House correspondent Sam Donaldson and Lewis Lapham, editor of Harper's magazine also addressed the convention.

Western students attended panel discussions on press coverage of terrorists; team journalism, focusing on the group that investigated the murder of Arizona Republic reporter Don Bolles; and a spirited session on political cartooning, which included Western graduate Bill "Whitey" Sanders, who is now editorial cartoonist for the Milwaukee Journal.

Western's SDX chapter was recognized during a luncheon Friday, Nov. 18, as one of 10 outstanding chapters in the nation. A scrapbook and photo display outlined the chapter's activities during the past year in an exhibit in a lobby of the hotel.

Though she lost to a student from the University of Kansas, Western's Cathy Coffey, a senior from Louisville, was involved in a brief but intense contest for campus board representative. Chapter members "buttonholed" delegates from schools in the eleven-state district.

In a final business session, Saturday, Nov. 19, the convention passed 22 resolutions, with little debate, most of them concerned with some aspect of press freedom, national affairs or journalism ethics.

Earlier, in an address to the convention, SPJ-SDX President Richard Leonard, editor of the Milwaukee Journal reported that membership in the Society has increased to more than 34,000 nationwide. Of that total, he said, 80 percent are professional, 20 percent students.



Photos by David Banahan

NBC's Jane Pauley spoke on women in journalism.



Detroit's Renaissance Center is the largest and one of the newest convention centers in the nation.

CBS newsmen sees South set trends

CBS-TV Atlanta bureau chief Zeke Segal said television network officials haven't decided why, but the South has changed and is setting national standards for art, music and attitudes.

Segal was the luncheon speaker for a district meeting of the Kentucky-Tennessee Radio-Television News Directors Associations held on the Western Kentucky University campus.

The meeting was sponsored by the Western Kentucky University chapter of the Society of Professional Journalists—Sigma Delta Chi.

"Of course, network officials have trouble understanding anything that happens beyond the Hudson River and the Washington Monument," Segal said.

"Bear Bryant (Alabama head football coach Paul "Bear" Bryant) may just be one of the world's greatest men," he said, and those with

"gun racks in the back of their pickup trucks, they just may be important."

Segal told the news directors their "function is to stay home," as opposed to going off to work in the major metropolitan centers of Washington, D.C., or New York City or to work for one of the television networks.

Segal became bureau chief in Atlanta at the end of Jimmy Carter's term as governor of Georgia, and he said many people told him Carter would be the next President of the United States.

When Carter became a candidate, it was hard to sell New York on the story that Carter could become President, Segal said, and there are many in network television who still don't know how it happened.

Segal's initial experience covering the South occurred when he was assigned to the presidential campaign of Ala-

bama Gov. George Wallace.

He was invited—almost forced—to attend a Montgomery, Ala., high school football game by the father of one of the boys on the team.

Back at the hotel after the game, there was a lot of "wild screaming and dancing," Segal said. That's when he began to understand what the South was all about.

Segal told the news directors it is their responsibility to find better ways to tell their viewers what is happening in their areas.

For example, he said when the U.S. Department of Labor releases its employment statistics, those figures should be translated to reflect what is happening in the local community.

He said he also believes television news is being led down the wrong path by "station managers themselves" and consultants who tell those managers what steps

to take to gather the largest share of the viewing audience in their markets.

A station manager has a right to tell his news department what a news program should look like and who makes up the audience for the program, he said.

However, Segal said, the station manager and the consultants have no right to tell the news director or his reporters what "news is" or how it should be structured.

His definition of a good local television news program was a summary of "what happened in the community in the past 24 hours."

He added that he can't go home at night until he is sure the two and half minutes of news produced by the Atlanta bureau for the CBS network is the "best, most accurate and most fair two and a half minutes of news that we could have done tonight."

Available to campus clubs

Group starts advertising service

Drawing from a membership which has tripled since last semester, the WKU Student Chapter of the American Advertising Federation (AAF) expanded activities during the fall with the creation of a campus advertising service, entry into national competition and participation in 5th district AAF programs.

The campus advertising service, which is similar to an advertising agency operation, is co-chaired by Beverly Barker, a Lexington senior, and Miles Steenbergen, a junior from Scottsville. The service offers creative and efficient preparation of posters, flyers, newsletters, logos and other printed materials.

"We can prepare just the designs for printed pieces, or do the complete job, including design, writing and printing," Steenbergen said, "and we

offer quick, economical service."

Campus organizations and students may use the service, and are charged small fees to cover cost of materials. During the fall semester the students prepared posters and logos for several organizations, and are working on new accounts for spring. "We've had very favorable response from everyone we've talked with this semester," said Barker, "I think the ad service fills a real need for organizations who want help in preparing printed materials."

Approximately 16 students are also preparing ads for entry in the annual national advertising contest sponsored by Datsun. Western students are creating semi-comprehensive layouts and copy on the Datsun 280-Z. Entries from Western will be narrowed down to seven, which will then

be entered in the national competition with advertising students from other universities. In addition to the national contest, Datsun will pick one winning ad from Western, and that student will receive an award.

The Western Student Chapter of AAF also participated in the 32nd annual 5th district AAF conference in Louisville on Sept. 23. The nine students who attended met and talked with advertising professionals from a three-state area, which includes Kentucky, Ohio and West Virginia. They also talked with Howard Bell, national AAF president, and heard presentations from Jackie DaCosta of Ted Bates & Co. and Erwin Ephron, marketing consultant, of New York.

Western students also met with Brenda Palmeyer, 5th district chairman of the AAF.

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