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# UA68/13/5 The Fourth Estate, Vol. 9, No. 1

Sigma Delta Chi

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# The Fourth Estate

Western Kentucky University Department of Journalism

Spring 1985

Vol. 9, No. 1

## Course changes planned

By ERIC THORNE

In an effort to help students better understand their field of study, the advertising, public relations, journalism and photojournalism programs are making some curriculum changes.

Harry Allen, journalism major coordinator, said there are five basic changes being made in the journalism department. These will take effect in the fall.

The changes require students to take a basic government course and an economics class. The internship in journalism and photojournalism will not be offered for credit, and two new courses are being added.

Also, students must take current issues in mass communications or one of the new courses in business analysis or newspaper management.

"The changes are designed to improve the students professional preparation in news and editorial writing and to give more flexibility in upper course electives," Allen said.

Journalism majors will be required to take either American national government or state and local government.

They can also choose between macro and micro economics.

Allen said these courses will be required because "editors expect journalists to understand government and economics."

The internship classes are being dropped to encourage students to take other upper level elective courses, Allen said.

"This is not to discourage internships," he said. "I tell my students that internships are the single most important thing, but the students need hours of course work and training."

The new courses include newspaper management and business analysis, which is being taught in

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Top shot

Mike Morse

Using the top of a truck for balance, Grett Lovett, a junior from VanBuren, Ark., shot pictures at the Mountain Workshop in Celina, Tenn. (Related story page 4).

## Department settling into new home

By SHEILA SULLIVAN

The journalism, photojournalism and publication departments moved up the Hill and into more space.

"We've been planning the move for six or seven years now," said David Whitaker, director of publications and former journalism department head. "It's been a number of years since we out grew our facilities."

The offices in Academic Complex are now on the third floor of Gordon Wilson Hall, and the Herald and Talisman offices are in Garrett Center.

"We wanted to get the entire department into one building, but we haven't been able to work that out yet," Whitaker said.

The big gain was in classrooms. The department now has eight classrooms.

In the old quarters, "we only had two classrooms for 50 classes. We had to beg, borrow and steal rooms just to have classes," Whitaker said.

Jim Highland, journalism department head, said a graphics class was once being taught to 30 students in a room designed for 10.

Collectively, the move up the hill cost about \$250,000, Highland said.

But the move "approximately doubled the space, and we ended up with lots of room for photojournalism, the Herald and the Talisman," Highland said.

Robert Adams, Herald adviser,

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## Inside

- Vice President George Bush "filled in the blanks" during a campaign stop on campus. Page 2.

- Carol Sutton, the first woman managing editor of a metropolitan newspaper, died recently after battling cancer. Page 5.



## The Fourth Estate



Vice President George Bush gave the "form letter" campaign speech at Western last October in Diddle Arena.

Gary Clark

# Bush rally typifies political illusion

By STEVE PAUL

Looks are deceiving, and there's no better example than in politics.

Local and state Republicans are still relishing over the votes they produced in the presidential and congressional races. They know they had a hand in re-electing Ronald Reagan and in helping oust Democrat Walter "Dee" Huddleston for Mitch McConnell in the Senate.

And one of their biggest contributions was the Oct. 26 campaign rally at Western for Vice President George Bush.

## Analysis

It looked nice, but only on the surface.

If the rally looked more like the setting for Romper Room, there's a reason. The Republican Party wanted to ensure Diddle Arena was packed, so it bussed in elementary and high school children from surrounding counties.

Having a packed house looked better on television, and it also made it look as if there's overwhelming support for the Republican ticket.

But one student said it best: "To get to see the vice president of the United States is exciting."

The students were there supporting the vice president, not a candidate for the Republican party. To them, not supporting the vice president is unpatriotic.

Many of the elementary and high school students opposed Democratic candidate Walter Mondale because he was trying to defeat the president.

The sad truth is that the rally was



Gary Clark

Busloads of school children were bussed in and given flags to present the illusion of overwhelming support for the Republican party.

a chance for the students to get out of school for a day, raid a college campus and see the vice president.

However, the educational factor can't be overlooked. The rally did give students a chance to see politics at its best.

But it was vital that teachers explained the implications of politics and campaigning. Without that explanation, the students may have come out of the rally disillusioned about politics.

Although Diddle was filled with Reagan/Bush placards and flag waving, Bush didn't say anything new. Anyone who followed the campaigns realized Bush's speech was similar to the hundreds he had already given.

He simply filled in the blanks.

Bush was elated about being in (BOWLING GREEN, KY.), and he emphasized how vital it was to elect (MITCH McCONNELL) to the Senate.

For a candidate who made reference to Western — especially the the sacred red towel — he didn't edge near the controversy over federal funding of education and financial aid. He painted a rosy picture of how America is back on its feet — the idealism that symbolized the Republican campaign.

Although Bush looked relaxed during his 10-minute speech, he wasn't so comfortable during the press conference before the rally be-

gan. He was tense, and reasonably so.

The national media began pressing Bush about comments made by Secretary of State George Shultz about international terrorists. Shultz had said a day earlier that America should begin immediately begin striking back at terrorists — a comment that contradicted the administration.

Reagan had said that it's hard to retaliate against the terrorists unless the administration knows who's responsible.

But, that came from a president who said in during his first inaugural address in 1980 — the same day the Iranian hostages were released after 444 days of captivity — that America had been humiliated, and international terrorists would be handled with "swift" action.

There has been no "swift" action against terrorists — as indicated after three bombings of the American embassy in Beirut and practically no attempt to rescue the American journalists held captive in Central America.

The media realized this and pressed Bush about the contradiction. Journalists continuously asked follow-up questions about Shultz's comments, never really getting the response they wanted.

The Republican Party spent about \$8,000 on the rally — a worthy investment to them. Diddle was packed with what looked like flag-waving supporters.

But the rally was actually an illusion in the political game.



## The Fourth Estate

Stinnett, photographer for the Henderson Gleaner will speak at 7 p.m. Tuesday, Oct. 16 in auditorium. \*Fun is guaranteed!



Gary Clark

### Sign language

Chuck Stinnett, a photographer from the Henderson, Ky. Gleaner, spoke to students about originality in photography and writing last semester.

## Jack Corn to extend Tribune job

By AUNDRA LIPSCOMB

Jack Corn, a photojournalist in residence, won't be returning to Western — at least not for two years.

Corn has been on leave since August and has been employed as director of photography for the Chicago Tribune. He has decided to extend his term for at least two years.

But Corn said he would like to return to teaching.

"Eventually, I would like to come back to teaching, and the experience that I will gain is very educational and will make me a better teacher," Corn said.

Corn said the work in Chicago motivates him to do his best.

"Here you have to work a lot harder," he said. "You cover big stories, and the work is motivating. As a teacher, you try to motivate students, but here you're motivated to do your work because it is your livelihood."

Recently, he was one of 100 photographers who compiled the book, "A Day in the Life of Canada."

Corn went to Baffin Island, near the Arctic Circle, to photograph the Inuit people. His photo of one of the Eskimos in a snowstorm is on the first page of the book.

# Department facing accreditation

By KATHY SCOGGINS

Western's journalism and photojournalism programs will seek reaccreditation this spring, and the advertising and public relations programs will also seek accreditation.

A visitation team, consisting of professionals in each field, will be on campus for about three days to inspect the department, the teachers and the students. They will make sure Western's standards are high enough for accreditation.

Preparations for the inspection began several months ago, said Jim Highland, journalism department head. Expansions and improvements have been started in each area.

"We have made a lot of changes," Highland said. "We feel like we are ready. But, there are no guarantees."

Mike Morse, director of photo-

journalism, said, "Changes such as the moving of the photojournalism department increase our chance of reaccreditation. Expansion of the media research will also help."

The photojournalism facilities have been moved from Dowling University Center to Garrett Center. The Journalism Resources Center was moved to Helm Library.

Carolyn Stringer, who teaches advertising, said the library expansion

is still in progress.

"We will always be updating the facilities," she said.

Other improvements in the department include the addition of a small graphics lab, light tables, and drawing tables for the classrooms, Stringer said.

"We also hope to get a computer system for the media classes," she said.

Each department should have at

least two professors, Stringer said.

Advertising now has two full-time and three part-time instructors. A second professor was added to the public relations program, and the department is looking for someone to fill an opening in photojournalism.

"There are still minor changes to be made before spring," Morse said. "When the time comes, I am sure the departments will be ready."

## Warren places in Hearst

A Western student won third place in the photojournalism division of the William Randolph Hearst Foundation journalism awards program for 1983-84.

Alan Warren, an Owensboro senior, was chosen as one of the three best photographers from over 50 entries.

The three finalists were flown to San Francisco to shoot an on-the-spot story in Chinatown.

Warren received a \$1,000 scholarship for placing third. In addition, he received a \$350 scholarship for Best Picture Story. The story was about a divorced father who is raising his two young children while

working night shift at a factory.

Warren, who has completed three internships, has entered the competition again this year. He is currently chief photographer for the College Heights Herald and will intern at the Denver Post this summer.



## Celina focus of shoot

Celina Tennessee was the focus of the seventh Mountain Seminar last semester.

About 20 students traveled to Clay County during October to photograph the small town.

The students, mostly photojournalism majors, spent the weekend shooting stories and developing almost 200 rolls of film. Most of the stories would later be turned into photojournalism class for one-third of their grade.

The stories ranged from local farmers to the owner of a one-chair barbershop.

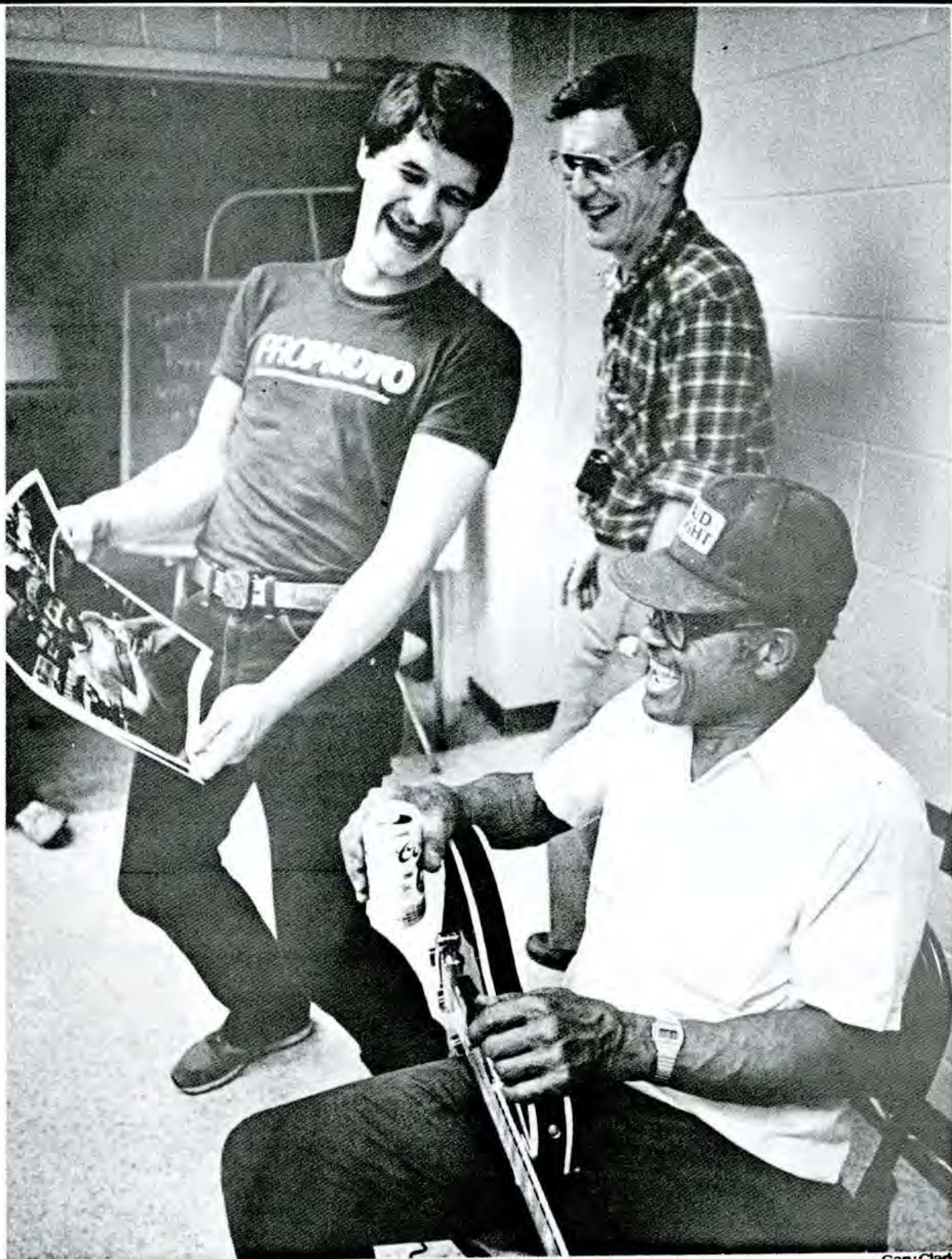
The photos were developed in a makeshift photo lab in the basement of the Clay County Health Agency.

The purpose of the weekend was to simulate the real world and give the students a chance to shoot an assignment under deadline pressure. Participants were given three days to shoot their stories.

Six faculty members provided help and criticism of the students' stories.

The faculty included Mike Morse, an associate professor of journalism; Jack Corn, a former western teacher who is now director of photography at the Chicago Tribune; Dan Dry, a former photographer of the year for the National Press Photographers Association; Richard Derk, a freelance photographer from Chicago; Tom Hardin, director of photography for the Courier Journal and Louisville Times; and Mark Lyons, an assistant professor of journalism.

The photos will be compiled into a book by the photo editing class. Books on earlier workshops in Tompkinsville and Burkesville have been printed.



Andy Corn and Jack Corn joke with local junk seventh Mountain Workshop in Celina, Tenn., dealer and blues musician Bud Garrett at the last semester.

## Department moves up the Hill

CONTINUED FROM FRONT PAGE  
said the new facilities at Garrett are impressive.

"I think it's a good situation," Adams said. "You won't find much better than this in most newspapers I know."

Highland said, "The photojournalism program has plenty of

room to work."

"The entire journalism department is on its way to becoming one of the five or ten best in the country," Highland said.

In addition to new facilities, about \$90,000 was used to purchase a new computer system.

Jo Ann Thompson, advertising adviser to the Herald, said the new

computers represent a lot of ads sold by the advertising staffs.

"It's been a long time in coming," she said. "I have a lot more feeling for those computers than the facilities. We paid for the computers ourselves."

The eight video display terminals, controller, typesetter and pro-

cessor were paid for in full by the Herald. The Talisman also purchased two of the Mycro-Tek video display terminals.

Thompson said alumni should come back to see the new facilities because "it's a part of them."

"It's part of all the staffs of years past."

Gary Clark



## The Fourth Estate

# Publications win Pacemakers

By ANNE BUTHOD

For the third time in four years, the College Heights Herald and the Talisman were selected among the best student publications in the country.

The Herald and Talisman were presented the Pacemaker Awards from the Associated Collegiate Press at the national convention last October in Louisville. This marks the second time in the 60-year history of ACP that a newspaper and yearbook from the same school were awarded the Pacemakers.

The first time was two years ago when the Herald and Talisman were honored with the awards in St. Louis.

Only three other newspapers and four other yearbooks were given the award — the highest award in collegiate journalism. The newspapers are divided into two- and four-year colleges, with only one category for yearbooks.

Herald editor for the fall 1983 semester was Tommy Newton, now assistant city editor of the Park City Daily News in Bowling Green. The spring semester editor was Michael

Collins, now a reporter at the Kentucky Post in Covington.

Jo Ann Thompson is the business adviser, and Mike Morse is photography adviser.

Herald adviser Robert Adams attributes the continued success of the paper to the fact that the staff cares about its product.

"They don't do it just to be doing it," he said. "They work hard and are extremely dedicated. We're trying to put out a perfect newspaper."

"We haven't done it yet, but we're still trying. Maybe someday we'll do it."

The editor of the 1983 Talisman was Carol Smith, now working in public relations at Hopkinsville Community College. Managing editor was Danna Eberhard, who now works at Snyder's in Evansville, Ind.

Talisman adviser Terry Vander Heyden said each editor sets new goals and decides what to do.

"We have a tradition of trying new things — not to look and read the same each year," he said. "This works because we have new people each year. This award speaks very highly of the students, and we are very honored."

## Teacher drops in after dropping out

By HOLLY FERGUSON

Dropping out of college, only one semester from graduation, doesn't seem like the smartest choice a person could make.

But for Bill Hance, the choice to pursue other interests was the best decision.

Hance, city editor for the Nashville Banner and a part-time teacher at Western, doesn't recommend quitting school for everyone.

"At the time, I wasn't studying, and when I did go back to school it was because I was because I wanted to," Hance said. "I really concentrated on it then."

In 1969, Hance began covering state news for the Banner and eventually moved to the police beat. He also covered entertainment and wrote music reviews for eight years.

He became city editor in 1982.

After a little persuasion for Joseph Boggs, a English professor at Western, Hance decided to go back to school.

Majoring in English, Hance finished up in 1980 with correspondence courses for Western and a class at the University of Tennessee.

Graduation morning, Hance rolled into Bowling Green with a bus load of friends to pick up his diploma.

"A buddy of mine in the music business let me have his bus for the day that he usually rents to country and western stars, and we made a party out of it," Hance said. "We had picnic baskets made up and filled milk jugs full of Bloody Marys and screwdrivers."

Willie Nelson, co-workers from the Banner, relatives and friends were invited. About 25 people came along for the ceremony.

Shortly after graduation, Boggs got him interested teaching.

"I got a call in August '82 and started teaching basic reporting a week later," Hance said.

Teaching Tuesday evenings gives him a chance to get out of the office, and it gives him a chance to share his on-the-job experience.

"I think it's better to teach if you have first-hand experience, rather than teaching only from a text book," he said. "Teaching straight from the book is when you get bored students — that's when they look out the window or pick their noses."

## Friend to Western, Carol Sutton dies

Carol Sutton, the first woman to head the news staff for a major metropolitan newspaper and a friend to Western's journalism department, died Feb. 19, ending an 11-month battle against cancer.

Sutton, 51, received her journalism degree in 1955 from the University of Missouri. When she joined the Louisville Courier-Journal staff, she couldn't get a reporting job, so she became a secretary.

A year later, she got a reporting job and then became the editor of the "women's section," now called "Accent." One of her biggest contributions was transforming the section so it would contain stories that interested all readers, such as on health and family relations.

Sutton is also known for successfully recruiting minority journalists. When she began recruiting, only three percent of the Courier newsroom employees were black. It is now 10 percent.

Paul Janensch, acting editor and publisher of the Courier, praised Sutton in a Feb. 24 edi-

torial.

"Unlike some liberals, Carol actually lived according to her principles. She not only preached equal rights, she worked tirelessly to open the doors of opportunity for women and minorities, here at the Louisville newspapers and throughout the journalism profession."

James Ausenbaugh, associate professor of journalism, said Sutton was a good friend of Western's journalism department. Ausenbaugh said had known Sutton since 1955 when she came to the Courier.

He said he admired her because she was able to set aside her pain and continue working.

Western students knew her through the Courier and Times internship programs, which she helped coordinate.

She is survived by her husband, Charles Whaley, who is the director of communications for the Kentucky Education Association; their two daughters, Carrie Whaley, a former Western student, and Kate Whaley; and her mother, Marie Sutton.

## Western, Battles claim SPJ-SDX awards

Western's chapter of the Society of Professional Journalists, Sigma Delta Chi won the outstanding chapter award for its region at the organization's national convention in November.

Ten chapter awards were presented at the convention. Western's region consists of schools in Kentucky, Indiana and Illinois.

The chapters were judged on programs that exposed students to journalism and activities designed to promote freedom of information and ethics.

Barry Rose, now a reporter for the Puducah Sun, and Jamie Morton, a Bowling Green senior, served as president of the chapter.

Jim Battles, a December 1984 graduate, won the national Sigma Delta Chi Mark of Excellence competition for feature photography at the organization's national convention in November.

Battle's story depicted a family caring for its brain-damaged child. It was shot while he was an intern for

the Morning-Call in Allentown, Pa.

The story was one of 10 regional winners that were judged for the competition. Western's region consists of schools in Indiana, Illinois and Kentucky.

Battles also won the regional competition for news photography.

## The Fourth Estate

## Experience links new faculty

Cheryl  
Holland  
Cares about  
her students

By ROBERT REYNARD

Raising a newborn child has taught Cheryl Holland that caring is an important part of life.

And this caring attitude is what she tries to portray to her students.

Holland, 26, a 1981 Western graduate, quit her job in public relations at Warren Rural Electric Co. to spend more time with her newborn child, Michael Elliot.

A little more than a year later, she became the department's youngest instructor, teaching basic reporting and press history.

"Caring comes from self-motivation," Holland said. "I care and therefore try to motivate. I enjoy teaching."

Holland received her Masters degree in organizational communication in 1981. She has a bachelor's degree in public relations with a concentration in English. She earned an associates degree from Lindsey Wilson Junior College in Columbia, Ky.

"I'd like to get my Ph.D within the next five years," Holland said. "But a small child is a problem."

After graduating from Western, Holland worked for the Warren Rural Electric for two and a half years. During this time she taught night classes in the speech department. But the time she could spend with her son was limited, so Holland left her job to devote more time to her family.

In August, journalism department head Jim Highland asked Holland to become a full-time instructor. Although the notice was short, the Columbia, Ky. native took the offer and began her three basic reporting classes "strongly prepared."

One thing she said she wasn't prepared for, but is learning to deal with, is student apathy.

"There is a high level of apathy," she said. "Fortunately, there will always be students who realize that they are learning for themselves."

Holland said one of the greatest satisfactions of teaching is being able to get information across to students.

"When some little light goes on

in their heads, that gets me 'up!' I really enjoy sharing information," she said.

Holland signed a one-year contract with the university, which expires after this semester. But, she said, "I'd really love to stay around."

"Journalism at Western has become very career oriented, but there's much more to an education than earning a living — it's bettering your standards all around."

Mark  
Lyons  
Returning home  
for a year

One of the things Mark Lyons tries to instill into his students is that photography isn't just "point and shoot."

"You've got to think," said Lyons, who signed a one-year contract to teach photography this year.

Lyons, an assistant professor, was working for the Clarion Ledger and the Jackson Daily News in Jackson, Miss., when he was asked to teach photojournalism for a year. He teaches four basic photo classes.

One reason he was asked to teach was because he taught basic photo in 1982 and was "familiar with the program."

Lyons graduated from Western in 1980 and went to graduate school in 1982.

He said he was glad to come back to teach because "I'm pretty loyal to Western."

Teaching also gives him flexible hours, allowing him to teach an adult education class and to attend two classes.

Lyons also freelances for The Louisville Courier-Journal and has done some work for the Atlanta Constitution and the Bowling Green Magazine.

Teaching also gives Lyons a variation from daily newspaper work.

"When you work in newspaper, you're around people of all different ages," he said. "I enjoy being around young people."

Lyons said he believes the move up the Hill to Garrett Center gave the photo program more room, although they are still trying to get settled in.

"Garrett is an excellent place to be," he said, adding that anytime you move into a new place it "gets the juices flowing."

Lyons said he believes Western's photo department is successful because of the attitude of professionalism.

"We don't accept mediocrity very easily," he said.

He also said he doesn't believe Jack Corn's decision not to come back soon is a stumbling block for the photo department. But he added that Corn always promoted Western.

"He was good P.R.," he said. "He's done a lot for us."

After this semester, Lyons plans to go back to daily newspaper work.

He said he wanted to leave Mississippi because he was "burnt around the edges." His year of teaching was a good break, he said, but he's looking forward to getting back to daily newspaper work.

Paul  
Morgan  
Speaks from  
experience

By MICHELLE WEBB

Paul Morgan is a man who speaks from experience.

The University of Southern Mississippi graduate was hired this past summer to teach public relations.

Morgan said he went into public relations because he liked it better than reporting, and he said the money was better.

But he began his career as a general assignment reporter for the Nashville Tennessean. He also served as post information officer in the U.S. Army where he was responsible for the weekly tabloid newspaper, the daily radio news broadcast and the monthly half-hour television show.

His first public relations job was in 1965 when he was employed by Shell Oil Co. in New Orleans as public relations representative. His main responsibility was to edit a publication for Shell's 8,500 employees.

Morgan was later sent to New York. When Shell moved to Dallas, Morgan decided to leave the company and stay in New York.

In 1972, Morgan received his Master's degree in journalism at Louisiana State University. He graduated as a university scholar with a 4.0 grade-point average.

After working in major corporations, Morgan decided to begin

teaching. His first experience was with the University of Missouri School of Journalism as a coordinator of public relations studies. During three of his five years at Missouri, Morgan was named one of two National PRSSA Faculty Advisers.

Morgan later coordinated public relations studies at the Virginia Commonwealth University where he was named Outstanding Faculty Adviser in the eastern United States.

Morgan said he believes his experience has helped his teaching. He said a person has to "have worked there (in business) to tell you what it's like."

Tedd  
Kidd  
Going beyond  
the textbook

By LAMONT JONES

Hoping he can take Western's advertising students "way, way beyond the textbook and give them some practical knowledge that the textbook can't deliver," Edwin C. Kidd has joined the department's staff.

To achieve that goal, Kidd brings 35 years of experience in advertising business to Western. During his career as an advertising professional, Kidd has worked with major companies and advertising agencies such as Coca-Cola, Westinghouse, IBM, Ralston-Purina, Dow Chemical, General Motors, A&P, Grey Advertising and Leo Burnett.

Kidd said he came to Western for several reasons.

"It was one of several schools that I had visited and decided I would like to come," he said. "It had a good advertising program, and the community offers the kind of life style I was looking for."

Kidd said his goals at Western are to become "an outstanding teacher, and at the same time, contribute in some way to research in the field and maintain a liaison with the professional advertising community."

Before coming to western, Kidd was senior account representative and later divisional sales manager for Fortune Magazine. He served as regional sales and associate midwest sales manager for Life Magazine. Kidd was also on the advertising staff of the J.L. Hudson Department store in Detroit, Mich.



## The Fourth Estate

# Department plans curriculum changes

CONTINUED FROM FRONT PAGE

the College of Business Administration for the department.

"There is a need for beginning journalists to have knowledge, so we're making new courses available," Allen said.

Mike Morse said the photojournalism program isn't planning any further changes for a while.

Dr. Robert Blann, a professor of public relations, said five changes are being made in the public relations requirements. Most of these changes were made to meet accreditation standards.

The changes include adding an audio-visual production course and a public relations production class. The title of the problems course will be changed, and the internship and print design courses will become electives.

Courses added	Courses changed
Economics Government Business analysis Newspaper management audio-visual production public relations production	journalism internship elective photojournalism internship elective P.R. internship requirement renamed P.R. problems class P.R. print design requirement Current issues

"The important change is adding a new audio-visual production course," Blann said. "There is a medium required for public relations, and there hasn't been much background or instruction before."

"Public relations is becoming more and more multi-media, and the students can get more hands-on experience," he said. "Our program has been somewhat slighted until

now."

The public relations production course will emphasize brochure and magazine publication.

The problems 481 course name has been changed to campaigns 481 and will deal with public relations campaigns.

Blann said print design is being moved from a required course to a restricted elective because students

will get a better background in design from other courses, and this can be offered as a third elective.

"The new changes will be a definite advantage for students and a plus for progress in A-V production. They will get a good multi-media background," he said.

But Blann said if a student has filed his undergraduate degree program and it has been approved, these changes won't effect them.

## Western first in awards program

Western is currently tied for first place with San Francisco State University in the overall competition of the William Randolph Hearst Foundation Journalism Awards Program after winning six awards this year.

Craig Dezern, a Louisville senior, won fourth place in the feature

writing competition for a story on students who harvest tobacco. He won \$500 for his story.

Dezern also placed ninth in the investigative reporting category, and received \$300 for a story about building security on campus.

Michael Collins, now a reporter for the Kentucky Post in Covington,

won eighth place in the news writing category for a story on a Western graduate who was hurt during the invasion of Grenada. He won \$300. Collins also won 17th place in the feature writing contest for a story on date abuse.

Jamie Morton, a Bowling Green senior, placed 19th in the editorial writing competition with an edi-

torial about coed housing at Western.

Victoria Malmer, a Frankfort junior, won 15th place in the investigative reporting competition with a story about a buying term papers.

More than 80 schools across the country compete in the monthly competitions.

## Publications purchase new VDTs

By JACKIE HUTCHERSON

Goodbye, Newspaper Electronics. Hello, Mycro-Tek.

This past summer, many changes took place in university publications. One was relocating up the Hill to Garrett Center, and another was buying a new video display terminal system.

The Herald purchased the eight Mycro-Tek terminals and a Linotron laser typesetter. The Talisman also purchased two terminals.

"We had looked around a lot," said Herald adviser Robert Adams. "We chose it primarily on the basis of other people's experience."

"The people who had the systems (Mycro-Tek) seemed to be satisfied with them."

The money for the \$90,000 system came from 14 years-of Herald advertising sales.

"It took a long time to save," Adams said. "What money we had was put in savings at the College Heights Foundation, while some was contributed indirectly."

The biggest advantage with the

### Staff members find editing, writing easier

new system is that it is dependable.

"We haven't had any serious problems," Adams said.

With the old system, "we had trouble all the time with the terminals or the typesetter," he said. "We had six (VDTs), and as few as two would be working."

Steve Paul, a senior from Evansville, Ind., has had experience working on both systems and agreed Mycro-Tek was the better system.

"The other system was slow," Paul said. He described it as being a "hodge-podge" combination of different systems.

He also said that if there was a power outage, whatever was on the screen at the time was erased.

"I remember one guy had about

60 inches of his term paper typed in, and the power went out, and it was gone," Paul said.

"This one has a lot of securities," he said. "It makes editing easier. The old system had hard codes for the simplest things. This system has simplified putting out the whole newspaper."

Angela Struck, a Louisville junior, said, "You can't lose a story as easy on this system. The letters on the keyboard are bigger and easier to read."

Although the new VDTs have their advantages, the old system also had a few.

Adams said the Newspaper Electronics terminals had split screen capabilities so an editor could look at

two stories at the same time and compare them. It also automatically hyphenated and justified copy. With the new system, a series of commands are needed to justify copy.

The new terminals also have green screens instead of black, which makes it easier on the readers' eyes.

The Mycro-Tek terminals are furnished with a hard disc system. The old one had floppy discs that had to be changed often.

"The Talisman had its own disc, and the Herald had its own, and if you didn't check your discs, your story might end up on the wrong disc," Adams said.

The new typesetter has also proven to be faster. Because it uses one disc instead of different font strips, production time has decreased.

But one of the most popular advantages of the new system is its ability to send messages to other terminals.

"That's what I like," Paul said jokingly as he hit the button to send a message to Herald reporter Chad Carlton.



# White highlights television sports

By MONICA GREEN  
and TODD TURNER

Irv White is a story teller.

The sports director for WBKO-TV 13 in Bowling Green told members of the Society of Professional Journalists that television sports reporting can only "hit the highlights."

"You have to go to the papers for the details," White said. "You can't compare the media. They complement each other. Print is more in-depth. We do 30-second stories, but TV is more immediate."

White became sports director at WBKO in August 1984. When he first attended Western in 1976, he was a music major. From there, he got into mass communication and theater.

He got a part-time job at Educational Television and did some free-lance camera work for the Ohio Valley Conference Basketball Network.

In January 1979, he became a part-time cameraman at Channel 13. His experience helped him get a sports reporter position in October 1979.

"I do not have a degree," White said. "I'm not embarrassed to talk about it. Working became more important than Western. I had finished all my major requirements, and the only thing left was general education.

"Maybe I will finish up someday."

White said he was job hunting when the sports director position opened up. He said he was "suffering from burn-out" and was tired of the same job.

As a sports reporter he took assignments. He now gives them.

"Now, I take the heat if the assignment isn't good," he said.

In addition to his four-minute sports cast each night, White is also the host of "The Clem Haskins' Show." But being host doesn't allow him free reign to criticize, he said.

"I try not to editorialize during



Sam Upshaw Jr.

Irv White, sports director for WBKO-TV 13 cently. White said television sports reporting Bowling Green, spoke to members of the Society can hit only the "highlights," but it is more of Professional Journalists, Sigma Delta Chi re- immediate than newspapers.

the coach's shows," he said. "I have a rapport with Clem. I can't judge him. I've never coached a day in my life."

"If Western loses, they lose. I didn't play the game. I just tell the story. But I try to bring out a positive angle. I will never not put a story on because Western lost.

White said he believes WBKO does a good job of covering the area.

But he said five years from now he would like to be in a bigger market, either as a sports director or sports reporter.

White said he has no aspirations for covering news.

"I don't come across as very seri-

ous as far as hard news is concerned — or at least I don't think I do."

White said he is also interested in the production end of television.

"I'll never be content with what I do," he said.

"If I can't do something to learn from it, I'd really rather not do it. The more I do, the more I learn."

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