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# UA68/13/5 The Fourth Estate, Vol. 8, No. 1

Sigma Delta Chi

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# The Fourth Estate

Vol. 8 No.1 Fall, 1983

Published by the Western Kentucky University chapter of The Society of Professional Journalists, Sigma Delta Chi Bowling Green, Ky. 42101

## Photojournalists document Morgantown

By JAN WITHERSPOON

MORGANTOWN — Back inside the former H and R Block building, behind tax forms and carpeting, behind the unassuming facade of U.S. tax bureaucracy, lurks paranoia.

The pressure is waiting, hovering around students as they come into the empty building and begin a weekend of intense learning and work.

Western's Sixth Annual Photography Workshop began here.

Jack Corn, workshop director, assembled the faculty, which included:

— C. Thomas Hardin, chief photo editor and director of photography for The Courier-Journal and The Louisville Times.

— Jay Dickman, 1983 Pulitzer Prize winner from the Dallas Times-Herald.

— Larry Craig, editor and publisher of The Green River Republican.



Photo by Tony Kirves

Gary Hairlson, a Henderson senior, shoots his subject at Logansport grocery.

- Michael Morse, Western photojournalism program chairman and photographer for the Park City Daily News.
- Rebecca Skelton, Dallas freelance photographer,

formerly with the Dallas Times-Herald.

— David Perdew, photo editor, Gannett Rochester Newspapers.

— Andy Corn, lab director,

Prophoto of Nashville.

Professionals, students and others gathered in the rural Kentucky town Sept. 22-24 to

See STUDENTS

Page 4, Column 1

## Ability more important than looks, Hays says

A good appearance is the "nature of the beast" for television personalities, but the co-anchor of Louisville's Action 11 News believes good reporting is more important.

Jackie Hays, a 26-year-old Paris, Tenn. native and co-anchor of the top-rated news program in the state, said understanding the story and conveying it to an audience takes precedence over a reporter's looks.

"I'm not going to say they're not important," she

said. "It's part of the nature of the beast. But it's not the most important part."

"Today, you can't be just another pretty face."

In the wake of the Christine Craft case, where a woman successfully sued the station that fired her when ratings slipped, several questions centered on Miss Hays' appearance.

"We're often criticized for being those pretty people on TV, and it hurts."

She told about 30 people at-

tending the first fall lecture sponsored by The Society of Professional Journalists, Sigma Delta Chi that the Louisville station just recorded a 46 percent share of the market — the station's second highest in history.

If those ratings went down, she or her male co-anchor Jim Mitchell might be fired. But the summa cum laude Murray graduate rests her future with her reporting instead of her looks.

"My security inside is know-

ing that I try hard, she said. "I think down the line for all the Bingham companies is journalism first. They have never said cut your hair or change your clothes."

In retrospect, she said she wished she hadn't majored in broadcasting. She said if you know journalism, you can learn to work in a studio.

"If I went back to college now, I wouldn't major in TV or broadcasting — I'd major in

See HAYS

Page 6, Column 1



## Group discussion

Michael Hayman, Courier-Journal photographer, talks with Western photojournalism students after speaking Sept. 15.

Photo by Greg Lovett



# 41 journalists complete internships

Forty-one journalism majors took their education on the road this summer to professional organizations across the country. The list, according to associate professor and internship coordinator James Ausenbaugh, follows:

### News-editorial

Wanda Kay Ballard, Loretto junior, The Louisville Times; Michael Collins, Ermine senior, The Tennessean; Craig Dezern, Louisville junior, The Grayson County News-Gazette; Monica Dias, Paducah senior, Jacksonville (Fla.) Journal.

Pam Embry, New Albany, Ind., sophomore, Western Public Information Office; Pat Hampton, Hendersonville, Tenn., graduate, The Louisville Times; Mark Heath, Cecilia graduate, The Park City Daily News; Freda Herndon, Springfield, Tenn., senior, The Tennessean.

Mark Mathis, Owensboro senior, Landmark Community Newspapers; Cyndi Mitchell, Lexington graduate, The Dallas (Texas) Morning Herald; Jamie Morton, Bowling Green junior, Green River Republican; Tommy Newton, McQuady senior, Norfolk

(Va.) Virginian Pilot.

Wilma Norton, Webster senior, The Courier-Journal; Steve Paul, Newburg, Ind., junior, The Nashville Banner; Tami Peerman, Evansville, Ind., sophomore, Evansville Sunday Courier-Press; Barry Rose, Bowling Green senior, The Paducah Sun.

Steve Thomas, Tompkinsville sophomore, Tompkinsville News; Karen Whitaker, Lexington senior, The (Simi Valley, Calif.) Enterprise; Sharon Wright, Elizabethtown graduate, Owensboro Messenger-Inquirer.

### Photojournalism

Jim Battles, New Albany, Ind., junior, Allentown (Pa.) Morning Call; Ron Bell, Mandeville, La., senior, The Courier-Journal; Todd Buchanan, Iowa City, Iowa, senior, National Geographic; Mike Collins, Lexington senior, West Palm Beach (Fla.) Post-Times.

John Gaines, Des Moines, Iowa, senior, Boone (Iowa) News-Republican; Mike Healy, Iowa City, Iowa, freshman, San Jose (Calif.) Mercury News; Tony Kirves, Evansville, Ind., junior,

Muskegon (Mich.) Chronicle; Mary Ann Lyons, Glasgow senior, The Nashville Banner.

Rick Musacchio, Louisville junior, Kansas City (Mo.) Star; John Stewart, New Hope, Pa., senior, Topeka (Kans.) Capital Journal; Alan Warren, Owensboro junior, Owensboro Messenger-Inquirer.

### Advertising

Linda Batson, Newburg, Ind., junior, Media Mix, Inc.; Connie Carman, Cloverport senior, Container World, Inc.; Michelle Duke, Louisville junior, Landmark Community Newspapers; Joanie Evans, Bowling Green senior, Green-

wood Mall.

Susan Legler, Louisville senior, Doe-Anderson Advertising Agency; Amy Lucas, Bowling Green junior, Gish, Sherwood and Friends, Inc.; Susan Mizanin, St. Charles, Ill., sophomore, Needham, Harper and Steers, Inc.; Laura Moss, Louisville sophomore, The Voice Newspapers.

Bobbie Jo Ramsey, Glasgow junior, Wilkins Concepts, Inc.; Mike Wolf, Louisville sophomore, Citizens Fidelity Bank.

### Public relations

Melinda Jessup, Greenville senior, Opryland.

## Rose to attend seminar

Barry Rose, president of Western's chapter of The Society of Professional Journalists, Sigma Delta Chi, will attend the 1983 American Political Journalism Conference in Washington, D.C., Oct. 28-30.

Rose, a Bowling Green senior, applied for the conference in July with recommendations from Art Kaul and Jim Highland, journalism professors, and Karl Harrison,

managing editor of the Paducah Sun, where Rose worked during the summer.

Panel discussions include "How the American Media Covers Central America," with Ernesto Rivas-Gallont, ambassador of El Salvador, and "Covering Politics in Washington."

A \$300 scholarship will cover registration, lodging and registration fees for the three-day event.



# Kaul attends Gannett teaching program

Art Kaul, assistant professor of journalism, was one of 17 journalism instructors from across the country to attend the Gannett Teaching Fellowship Program at Indiana University in Bloomington.

He said the July 22-30 seminar was for young instructors with fewer than three years of experience.

"I think the rationale was to get up and coming, promising people."

During the workshop, the 17 instructors listened to some of the best journalism educators in the country.

One thing Kaul said he learned was that professors must constantly upgrade their knowledge of the language. Kaul said John Bremner, of the University of Kansas, began his lecture by challenging the

educators to take a grammar quiz. Most of the 17 failed it, he said.

"I was embarrassed," Kaul said. "I missed things that I'd kick and scream if my students missed."

"If you're going to set a standard, you've got to know what you're doing. This is fair warning to students, that I'm working."

Each teacher was also taped during a mini-lecture and critiqued. Kaul said he presented a condensed version of his National Enquirer lecture explaining its popularity.

But first, Kaul had to find a copy of the tabloid.

He said he took an afternoon off from the seminar and went into Bloomington to look for a copy. He stopped at the Book Nook, a respectable newsstand.

"I asked (the cashier), 'Do

you have the National Enquirer or The Weekly News of the World?'"

"He said, 'We don't sell that garbage. Try the grocery,'" Kaul said.

He used that story to begin his video tape.

Everett Dennis, president of the Association for Education in Journalism and Mass Communication and dean of the University of Oregon School of Journalism, reviewed Kaul's tape.

"I was intrigued...because I always wanted to know what I looked like from another angle," Kaul said.

The tape was later selected as one of four tapes shown to the entire group as an example of innovative teaching techniques.

Kaul said he doesn't know how the fellowship will help his teaching.

"One of the things I found out was that I was doing some things well," he said.

Kaul also presented two papers during the summer at the AEJMC national convention at Oregon State University, Convallis.

Kaul's paper, "The Social Ecology of a Newspaper," was a synopsis of his doctoral dissertation.

He also presented "Rattling the Journalistic Cage: New Journalism in Old Newsrooms," a paper written by Jim Murphy, Kaul's adviser and friend at Southern Illinois University. Murphy died of cancer in the spring.

Kaul will also be a panelist and moderator, respectively, at two sessions of the American Journalism Historians Association at the University of Alabama at Tuscaloosa Oct. 6-8.

# Kerrie Stewart's loss hard to accept

A friend died this summer.

As is the case in any death, the hard part is not receiving the news or sending flowers or remembering the person through evenings with the family photo album. The hard part is letting go; saying goodbye; admitting to yourself that the person is gone and is not returning.

Many friends and families of Western students had to face up to death this summer. Parents, distant cousins, acquaintances. Accidents, illness, age.

No matter who or why, the grief was real. It was a time of letting go.

In the case of Kerrie Stewart, who died July 23 from an undetected heart con-

## Commentary

dition, saying goodbye was especially hard because she had become an especially good friend.

She had enjoyed only 21 years of life, but they were years filled with energy, optimism and an intense desire to squeeze the most joy from each day. She was constantly moving and interacting with people. She was rarely alone. People were always around her because they liked being around her.

"Kerrie had a knack of bringing people together," said Jo Ann Thompson, advertising adviser of the College Heights Herald.

She was the magnet who drew different people together. At conventions she broke down barriers between people and would make new friends with students from other schools.

Nobody knew how involved she had been at Western. Herald advertising co-manager, Associated Student Government vice president, Center Board and pompon squad member, Advertising Club president-elect, Kentucky Intercollegiate Press Association president, national dean's list, member of the president's committee on special activities and self-study.

In three years, the LaCenter senior touched more lives than most of us will in a lifetime.

"Kerrie was the most involved student I've known in 20 years at Western," Herald adviser Bob Adams said. "She didn't jump into things; she dove."

Kerrie Stewart's love affair with people ended all too soon. But her years are spent, and we will miss her because she was a good friend.

It is very hard to say goodbye to old friends.

—Lou Bloss  
College Heights Herald

*The Kerrie Stewart Memorial Scholarship has been established for advertising majors with a strong interest in sales. Contributions can be mailed to the College Heights Foundation, Western Kentucky University, Bowling Green, Ky. 42101.*





Photo by Tony Kirves

## The group shot of the students, faculty and professionals at the 1983 photography workshop. *Students document Butler County lifestyles*

Continued from Front Page  
 document the people of Butler County.

A darkroom and photo lab were quickly assembled in an empty building. Film was developed in a dingy bathroom accompanied by a lot of bathroom humor.

"It takes four flushes to wash the film," said Kevin Eans as he emptied chemicals into the commode.

By 5 p.m. Saturday, 234 rolls had been processed.

Assignments were given out and the student photographers went to meet their subjects.

"Watch out for the rattlesnakes and fresh cow piles Eileen," warned Corn as Eileen Tehan left to go coon hunting with her subject.

Some of the assignments were exciting, but others seemed mundane at first and it took consideration. It was the photographer's eye and artistic interpretation that yielded a telling documentation of life in a rural Kentucky town.

"The difference between the

pro and the amateur is that the pro makes it work no matter what the subject," Corn said.

This was an experience in reality — producing under pressure on an assignment. As Dickman said, "This weekend is teaching you what it's really like to work. This is very close to reality."

T.J. Hamilton's assignment was to photograph a couple on their farm.

"I learned a lot about shooting and about how to deal with the people I'm shooting," Hamilton said. "It was a great experience. Mr. (Woodrow) Brown said he hadn't seen himself in the way that I, as a photographer, saw him."

Rebecca Skelton, a Dallas freelance photographer and member of the workshop faculty, showed her work the first night.

When asked if photojournalism was more difficult for a woman, she said, "You have to show them you can carry your own load.

"You have to blend in, but you want to use your feminine insight. We do see things differently sometimes. You may have to over compensate sometimes, but always be professional."

She had married Dickson a week before the workshop and celebrated her 30th birthday the first night of the workshop.

Criticism of students' work was direct and sometimes harsh. But it produced results.

"I learned a lot," said Jim Battles. "I'm still trying to figure out exactly what I learned, but I know I learned a lot."

Tom Hardin told the students Friday night, "You've got a lot of work to do tomorrow." At 12:30 a.m. students were working over proof sheets deciding what they needed to complete their picture stories.

The deadline was 5 p.m. Saturday.

Mike Collins spent Saturday making slides as students brought in their completed

stories. A slide presentation that night showed students' work.

Dickman also showed his work from El Salvador, which won him a Pulitzer. "You're stepping into people's lives and you have to be very caring about what you're showing.

"I tried to illustrate what I felt was happening there," Dickman said. Several people from the community viewed Dickman's work and the student's that followed.

Through the efforts of all the student photojournalists and the help and criticisms of faculty we have a glimpse of life in Morgantown.

We've seen a bald man in Floyd's Barber Shop getting a haircut, a ferry boat operator and his family near the Green River, and we looked into the face of a young coal miner.

Back behind the H and R Block tax forms, along with the pressure, paranoia and imported purple shag carpeting, we learned a lot.





Photos by Tony Kirves

Kevin Eans, an Owensboro sophomore, empties chemicals.

Above, workshop director Jack Corn talks to students about their projects. At right, Dallas Times-Herald photographer and former Times-Herald photographer Rebecca Skelton review students' slides.





# Hays says ability more important

Continued from Front Page journalism," she said.

Although she played second-string to Mitchell when she first began working at WHAS because she was inexperienced, she said she is now confident and can stand on her own.

"Jim Mitchell and I are responsible for every word that comes out of our mouths," she said.

That takes about 40 to 48 hours a week in the station, and she said it takes her about 90 minutes to get ready for work.

"The day starts from the time you get up and turn on your radio."

She reads the Courier-Journal each day and listens to the radio. In addition, "The whole time I'm getting ready, I'm listening to Cable News Network" so she will be well-informed.

She said she is frustrated when a source says she looks even better in person or compliments her appearance rather than her work.

Miss Hays recently won an

economic understanding award for a series on rising Kentucky medical costs, and wants to be remembered for her work.

She said she thought a vocabulary of big words and elaborate phrases would make her career, and she used them to impress her teacher on her first class assignment.

It got a D minus, and at the bottom of the page her instructor had written, "You must learn to walk and crawl before you learn to fly."

Learning that communication is more important than vocabulary, "I finally ended up with an A and a job," she said.

Miss Hays worked at WPSD-TV in Paducah as an intern, and said her college training hadn't prepared her for what to do with a city council meeting or what to do when sources didn't want to talk.

She advised journalism students to "get your foot in the door" with an internship. "That's where you learn how much you don't know."



Photo by Mary Ann Lyons

## JACKIE HAYS

After college, she worked full-time for the Paducah station and moved to Louisville in 1980.

After three years with WHAS, she just signed a new contract, which guarantees

her more time to get out of the anchor's chair to report because she doesn't want to stop writing.

"That scares me," she said. "I'm only 26, and I don't want to sit in a chair."

## 1983 Talisman's 'Season of Hope' arrives for delivery

By LOUISE HENIGMAN

The 1983 Talisman, Western's yearbook, is now being distributed on the first floor of the university center.

The theme of the 1983 Talisman, "Season of Hope," was chosen from one of President Reagan's speeches last January in which he assured the country that although the previous year had its share tough times, the nation was entering a season of hope.

Editor Carol Smith said the Talisman staff felt the situation appropriately paralleled that of Western, which experienced many problems of its own in 1982, including budget cuts and tripling in dorm rooms.

The most noticeable difference in the '83 book is found on the cover. All past covers have been written in block letters, whereas the new cover is written in script, Smith said.

She said other changes were in technical planning and color reproduction.

When asked if she thought the yearbook would receive

the Pacemaker award, Smith commented, "It's hard to tell, but I'd like to think it will."

Last year's Talisman received both a Pacemaker and The Gold Crown Award, awarded by the Associated Collegiate Press and the Columbia Scholastic Press Association, respectively.

The Talisman received its

third consecutive 16-page cut as a result of a 1982 budget cut from \$58,000 to \$33,000, which left the '82 staff little choice but to sell the once-free book to make up the difference.

The 1984 Talisman, on sale for \$10.50 through Oct. 7, is expected to break the annual decrease of pages by remaining at 1983's 384 pages.

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