


Spring 1982

UA68/13/5 The Fourth Estate, Vol. 6, No. 2

Sigma Delta Chi

Follow this and additional works at: http://digitalcommons.wku.edu/stu_org

 Part of the [Journalism Studies Commons](#), [Mass Communication Commons](#), and the [Public Relations and Advertising Commons](#)

Recommended Citation

Sigma Delta Chi, "UA68/13/5 The Fourth Estate, Vol. 6, No. 2" (1982). *Student Organizations*. Paper 143.
http://digitalcommons.wku.edu/stu_org/143

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in Student Organizations by an authorized administrator of TopSCHOLAR®. For more information, please contact connie.foster@wku.edu.

The Fourth Estate

Vol. 6, No. 2: Winter-Spring 1982

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

Kirtleys describe successes

By CAROL J. SMITH

Some say it's impossible. A mathematician and an art historian who know nothing about writing or photography can't get their first story published in National Geographic magazine.

But nobody told Michael and Aubine Kirtley.

The Kirtleys, who live in France with their two young children — who often travel with them — told more than 100 people about their success in an informal presentation in February.

While on vacation five years ago in the mountains of the Sahara, they discovered and took pictures of a local tribe. "We weren't photographers," Kirtley said. "We just wanted to take pictures of what was in front of us."

After they returned to the States, a friend told them their



Photo by Kim Kolarik

Journalists Michael and Aubine Kirtley listen to a student's question.

10 rolls of slides looked "like something you might see in National Geographic."

Encouraged, they called Bob Gilka, photography director at National Geographic.

Kirtley said he was told, "If you're through Washington, stop by."

They left almost immediately.

"We were so naive," Mrs. Kirtley said, smiling.

Gilka "kindly" told them their work was "unprintable," Kirtley said.

But instead of turning them away, they were sent to a staff

photo editor.

"Our naivete was so astounding to them that they wanted to see more of us," Kirtley said. "Most people approach National Geographic with such reverence that we were different."

Continued to Page 6

Cross warns of assaults on the press

By BILL ESTEP

Journalism is perilous in many ways, according to Courier-Journal reporter Al Cross.

Cross, who covers the paper's Central Kentucky bureau, spoke to journalism students at Western in March.

"Journalism can be rough," Cross said. "It's easy to get sucked in, lose your money, or even to get beat up."

He appears to be an expert on the dangers of journalism,

having been assaulted in late December by the subject of one of his stories. The Courier-Journal filed criminal charges against the man, a Kentucky oil developer. The case is still pending.

"I didn't resist at all when he started hitting me," Cross said. He advised the same action to any reporter in a similar situation, unless in "serious danger."

"The reason you shouldn't resist is that if you want to sue

later, you need to make very sure you haven't done anything to make it look like you precipitated the attack. So just cover up and take it."

Cross had written a story about the oil developer being charged by the state with securities violation in February 1981.

When the man later hit the biggest oil well in the county, Cross reported on it, with a follow-up on the earlier charges. They had been

dismissed when the man agreed not to violate the security laws.

Cross said he thought the man attacked him because Cross called the man's lawyer for information without talking to the developer.

Most of The Courier-Journal staff who have been assaulted — many, in the past decade — were attacked in Eastern Kentucky, Cross said.

Continued to Page 2

Ethics: Credibility paramount to media, Hawpe says

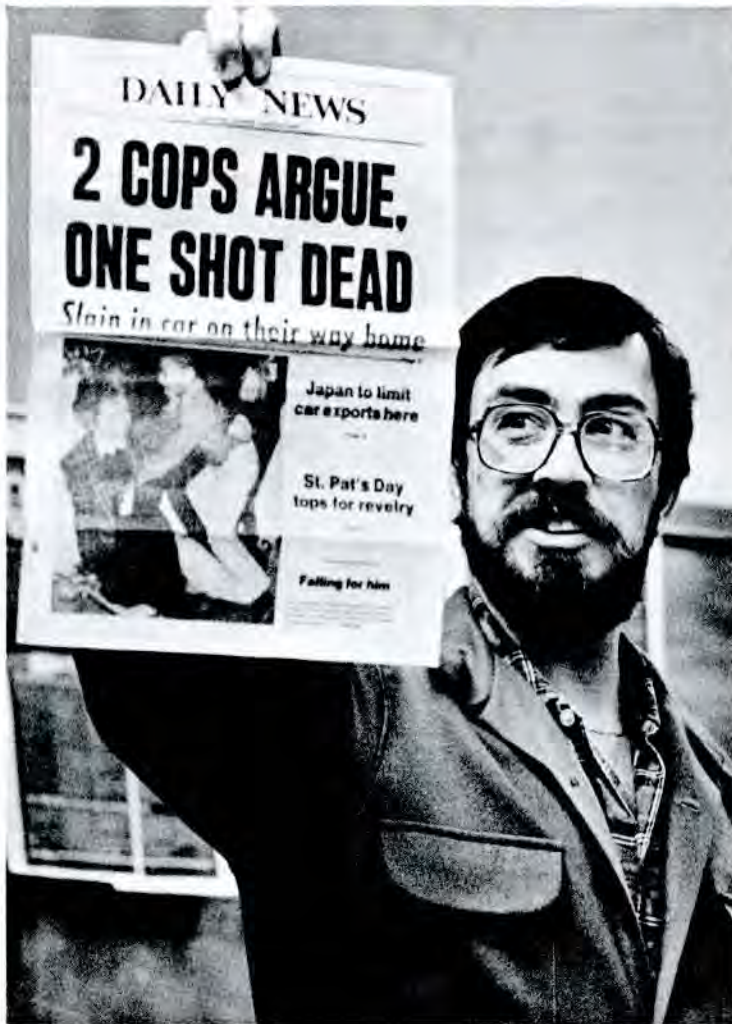


Photo by Mike Collins

David Hawpe, Courier-Journal managing editor, displays what he calls an example of sensationalism.

By MIKE COLLINS
and CAROL J. SMITH

Credibility is the most important asset of the media. And it must be maintained, according to David Hawpe, managing editor of The Courier-Journal.

Hawpe spoke in December as part of a class presentation by two journalism students.

The media have become less credible since the Janet Cooke scandal last spring, Hawpe said. The Washington Post reporter won, then lost, a Pulitzer Prize for "Jimmy's World," a fraudulent story about a young heroin addict.

"I daresay it will be years before The Washington Post recovers from the damage done by the Janet Cooke incident," Hawpe said. "It's not just a conflict of interest."

A recent Los Angeles Times poll indicated that most Americans regard the media as more fair than accurate, Hawpe said. The same poll said only slightly more than half of those answering thought the media exercises its power responsibly.

Many people believe abuses of press power should be regulated by the federal government, making libel suits

easier to process, the poll said. But most answering were afraid to reduce the power of the press — they want the press to remain aggressive.

Working for a newspaper has "stripped me of all my rights," political, social and economic, Hawpe said.

"Barry Bingham Jr. (editor and publisher of The Courier-Journal and The Louisville Times) feels it is important that we convince the public that we are not bound by (those) considerations," he said.

The best argument against any threatened restriction of the press is to say "if they can do it to me, they can do it to you," he said.

The decline of credibility may be traced to two major events, Hawpe said: Vietnam and Watergate. These conflicts are the "two biggies" that reached into fundamental issues and caused such a change in the public's opinion of the media.

"This is not the age of innocence — this is the age of conflict," he said. "It's the whole answer. We have been the bearer of bad news, and they (the public) were (angry) about it."

Continued to Page 12

Violence real danger for journalists

Continued from Page 1

That's because the area is a "more primitive society, quite simply. Sociologically and economically, it is just different from the rest of the state. They're used to having their own way."

But when talking later about how cooperative and generous the people were with reporters who covered the recent mine disasters in Eastern Kentucky, Cross said he hopes the region will remain somewhat primitive.

"There's a friendliness there that I'd miss if it ever disap-

peared."

Other dangers confront journalists, Cross said — attaching too much credibility to unfounded sources, allowing oneself to get too close to subjects and sources, and being subject to attempted manipulation by outsiders.

Cross said he's had an experience with each.

During the 1979 gubernatorial campaign of now-Gov. John Y. Brown Jr., Cross said, a county judge introduced Brown with an allegation about political maneuvering in road repairs in that county.

He said a certain number of

miles of road there weren't being repaired because the judge supported Brown instead of Terry McBrayer, state commerce secretary and the gubernatorial candidate supported by then-Gov. Julian Carroll.

"Well, that was a strong statement, so it was my lead for the day," Cross recalled. "Later, my editors called me and asked me to verify the allegation. I called the judge, who told me to call a certain truck driver who had supposedly given him the information.

"When I called the driver, he

said, 'Aw, hell, there ain't nothing to that story,' Cross said. "In short, I gave too much credibility to an unfounded source."

And Cross said it's easy for a reporter to let himself get too close to someone whom he may have to write about later — a difficult task.

"I'm not saying you can't have any friends," Cross said. "It's just that you must make people understand that you have principles, and that you must stick to those principles.

"I realize it sounds tough, because it is. You just have to learn to deal with it."



Alan Judd, a Greensburg junior, discusses the Herald and journalism department with WHAS-TV's Tom Van Howe.

Photo by David Burton

Herald wins Pacemaker, is on TV

By JIM HIGHLAND

The College Heights Herald was born in 1925 in a cubbyhole on the ground floor of Van Meter Hall with about 20 volunteer staff members and a few desks and chairs.

The paper has grown steadily in prestige and stature, and this year it won the Associated Collegiate Press Association's Pacemaker Award, the highest honor a college newspaper can receive.

The Herald, the Daily Kansan and the Fort Hays (Kan.) University Leader received Pacemaker Awards this year in the division for newspapers published twice weekly or more. Judging was done by a Knight-Ridder newspaper consultant at The Miami Herald.

Herald adviser Bob Adams said winning the award was especially satisfying because it had been within the Herald's grasp several times.

"We've been in the finals, so to speak, for each of the last five years," Adams said. The Herald has received five marks of distinction in the press association's competition for each of the last 10 semesters.

A newspaper must be named a five-star All-American for the spring semester to be considered for the Pacemaker Award.

"We've thought a lot of times we had a shot at it," said Adams, who began teaching at Western in 1966. He was editor of the Herald in 1964-65.

The success of the Herald has not gone unrecognized. As a matter of fact, "Louisville Tonight," a public affairs program of WHAS-TV, Louisville, recently televised a feature on the newspaper and the journalism department.

A crew taped interviews with journalism students and teachers at work, both on the newspaper and in class, on Dec. 2. The finished product was aired Feb. 4.

"We're very pleased that we are getting this visibility," said David B. Whitaker, department head. "Western does some things better than other universities, and journalism is one of the things Western does best."

But recognition and awards aren't everything, he said. "We would rather be known on campus for putting out a good

By ANNE BUTHOD

A sense of pride wasn't the only result of winning the Pacemaker Award — publicity came along with it.

The Herald, because it won the award — for the first time in its 56 years in print — became the subject of a feature by the public affairs program "Louisville Tonight."

The crew taped on Dec. 2 a "typical" production day of an award-winning college newspaper on the way to the presses.

The show was aired Feb. 4 on WHAS-TV, Louisville. Because Bowling Green is out of the station's range, the station sent a copy of the tape to the journalism department, and students and faculty watched the show early that day.

The crew, including co-host Tom Van Howe, had begun filming and interviewing at about noon. They also included what makes the paper good — the journalism department.

David B. Whitaker, journalism department head and university publications director, said he felt fortunate to be in a competitive field. "Competition has been very

good to us, and we are pleased that we are getting this visibility."

Michele Wood, Herald' editor last fall and a Bowling Green senior, said production continued much as usual. But she said the camera made her feel "pretty uncomfortable."

After being interviewed, Alan Judd, a Greensburg junior and former editor who occasionally writes for the Herald, said the crew was interested in what makes the Herald exceptional.

"They didn't have a preconceived idea of a story. They reacted to how the Herald is run."

Judd told Van Howe that the Herald excels because the students take the work seriously, to get a good job when they graduate.

While most involved said they were happy to have the publicity from the show, others like Margaret Shirley were critical of the way the filming was handled.

The award was made on the basis of last year's paper. Shirley, editor that spring, said the crew interviewed neither

Continued to Page 10

Continued to Page 12

Humility:

P.R. instructor has special attitude

By LOU BLOSS

Robert Mason brought more than a quarter-century of experience in public relations, advertising, public speaking and related fields to the journalism department this fall.

That experience includes seven years as advertising and public relations director for California's Kentucky Fried Chicken Corp., from 1966 to 1972.

But the soft-spoken Mason also brings with him a certain attitude reflected in his dealings with both students and faculty. The slender, gray-haired 59-year-old instructor prefers to place himself in the background.

"I like to feel I'm a humble person," he said. But that self-effacing characteristic isn't new — as a youth, he was what he calls shy and bashful.

"When a woman or young lady would come walking down my side of the street, I'd cross over to the other side," Mason said.

"And if some more young ladies came back down that side, I'd cross back over. I put more holes in my shoes that way," he said, bending over, palms flattened on his knees.

That continues today.

A student asked him what he thought of Bowling Green

magazine, produced by public relations students. Mason said he thought it was "professional" and "excellent."

"Well, I kind of expected that, since your name is in it," the student told him.

Mason didn't understand.

The student showed Mason his name in the credits as magazine adviser, along with that of Dr. Robert Blann, head of the public relations area. Mason had done some proofreading and editing and had made some suggestions.

"I was really stymied. I hadn't the slightest idea."

Some think his humbleness doesn't fit his achievements; he has what he calls "an all-around background."

Mason made that decision to diversify after the experience of an acquaintance who had handled an account for 16 years. When the person was transferred to establish another office, with another account, both failed.

The reason, Mason said, was that a specialist who had handled one account for years had been assigned to a job for which he wasn't prepared.

"I made up my mind that I was not going to become a specialist. I made up my mind that I would not hold a job for more than five years," he said.



Photo by Ray Thomas

Robert Mason

He said he feels "at home" in advertising, marketing, sales promotion, public relations, publicity and public speaking. And he's had some experience teaching, at Samford University's management institute in Birmingham, Ala.

"Now I've been baptized in university training."

When he was first approached by Blann to consider a teaching position at Western, he said, "I didn't know beans about college teaching." But his experience gave him something to work with.

It's given him something he can pass on to his students besides the usual theories.

Mason has a philosophy that seems to have contributed to his humble attitude. He believes everything has a reason, and that "adversity is the seed to greater benefits."

As if to underscore his thinking, he cites losing his position with KFC, because of a change in ownership. That eventually gave him the opportunity to join the journalism faculty.

"I never dreamed I would be on the faculty of WKU," he said. "The personal satisfaction I have from being on the faculty . . . is very, very satisfying. I'm grateful. I'm very comfortable here. I hope this will be my last position."

Journalists win press association awards

Several professionals and students connected with Western's journalism department have won Kentucky Press Association awards for work published last fall.

The awards were announced at the winter convention in Lexington Jan. 22 to 24.

Tim Fish, a 1981 graduate, received third place in the best feature story category for a story published in The Park City Daily News, Bowling

Green. Fish now works at The State Journal-Register, Springfield, Ill.

Jim Highland, journalism instructor and writer at the Daily News, took first for best investigative story; second for a locally written column on one subject; and second for a locally written column on a variety of topics.

Alan Judd, a Greensburg junior, received best feature story honorable mention for

work published in the Greensburg Record-Herald.

Mike Morse, photography instructor and photographer at the Daily News, received honorable mention for best local feature picture.

Vickie Stevens, a 1979 graduate who works at the Glasgow Daily Times, received second place for the best investigative story.

Lee Watters, a former journalism instructor and now editor and publisher of the

Rockwood (Tenn.) Times, received four awards for work at The Crittenden Press in Marion.

He took first for best sports column; first for best sports story or feature; second for best local sports picture; and honorable mention for best editorial.

Mark Workman, a 1979 graduate and a Daily News photographer, won honorable mention for best local news picture.

Community journalist teaches craft

Editor's note: Watters accepted in March the position of editor and publisher of the Rockwood (Tenn.) Times, a 3,200-circulation weekly.

"I'm thrilled to death," Watters said.

By MIKE COLLINS

Lee Watters doesn't know what he wants to be when he grows up.

He has been a restaurant manager, an area manager for a savings and loan, a junior account executive for an advertising agency, a radio announcer — and a journalist.

And this fall he began teaching, part-time, basic reporting classes at Western.

"I never thought I'd be teaching college," Watters said. He found out about a job opening here through an old girlfriend.

Watters also works for the weekly Franklin (Ky.) Favorite, shooting pictures and writing a column. He is assistant editor there.

Working for a weekly and teaching combine the best of two worlds for Watters.

"Trying to teach reporting, and not actually doing it (reporting) is a paradox," he said. "I found myself going stagnant in some ways. It's too easy to isolate yourself from the real world on campus."

Watters, who said he always wanted to teach, and at one time wanted to teach at a high school and coach football, thought teaching at Western would be challenging.

He thought he could relate well to students because of his age — 24 — and because he is a "basic, poverty-stricken journalist."

"I think it (my age) does take people by surprise," Watters said.

He graduated from Trinity University in San Antonio, Texas, in 1979 with a bachelor's degree in television and film production.

He had planned to major in journalism until he "got his hands on" the equipment in a new \$5 million TV studio at the



Photo by Mike Collins

Lee Watters, his characteristic cup of coffee in hand, answers a question during his 10:25 Basic Reporting class.

school.

After graduating and during his periods of odd jobs — "I've tried a little of everything, I guess" — Watters always came back to writing and shooting pictures.

He worked for the Nevada (Mo.) Daily Mail, for a year as an advertising salesman, a writer, and chief photographer while he finished school by correspondence.

He later worked for the Crittenden Press in Marion, Ky. He was sports editor, photographer and a "general flunky" for two years before coming to Western and the Favorite.

He prefers weekly papers to dailies because of the increased community involvement. "I tend to be very people-oriented," he said.

"I'm hopelessly in love with small towns."

Watters enjoys the variety of things to do on a small paper.

"You get to do a little bit of everything," he said.

And he said he believes weeklies will change over the next five to 10 years, because the publishers realize they must do something to keep up with the competition.

New, young people might be part of the answer.

In his teaching, Watters said, he tries to pass on something about community journalism. He wants to help the journalism department get closer to the weekly papers and put out competent community journalists.

"It takes a special breed to be a community journalist," he said.

The community journalist is like an open wound, Watters

said, because he is always exposed to his readers. The city journalist can hide in an office, he said.

Though he was "scared to death" the first time he walked into a classroom, Watters said, he enjoyed his first semester of teaching.

And he said he hopes he'll have many more.

"Just because I'm in the front of the room doesn't mean I've stopped teaching."

Bar Association magazine to publish instructor's work

An article by William McKeen, a journalism instructor at Western, will be published in an American Bar Association magazine this spring.

McKeen's article, "The Long Road from Roth," will be in Human Rights magazine. It traces the history of obscenity laws through the eyes of William Brennan, former Chief Justice of the United States.

"For anyone in journalism, Brennan might just be our big hero. He was not an absolutist but a realist," McKeen said.

The article is just one chapter of a yet unpublished book by McKeen. It was also based on a paper he presented to the conference of The Association for Education in Journalism, in 1980.

"I dug it out of a drawer last fall and submitted it to the Barrister magazine, but it was held back for publication in Human Rights instead," McKeen said.

He has researched Brennan since he was a graduate student at Indiana University in 1977.

Paper, students honored at SPJ,SDX

The College Heights Herald and the Herald Magazine have been named the top college publications in Indiana, Illinois and Kentucky by The Chicago Tribune and The Chicago Sun-Times.

The Herald took the best

paper and magazine awards at the regional convention of The Society of Professional Journalists, Sigma Delta Chi, March 19-20 in Chicago.

They compete next against the winners in the other 11 regions; the winner of that

competition will be announced in November.

Three students also were recognized for work published in the Herald.

Tommy George, a Paducah senior, won second in the magazine nonfiction competition for a story on Western's intramural sports director, Frank Griffin.

Jim Gensheimer, a Louisville junior, won second in news photo for a picture of a rearing horse that was recaptured. The picture was taken during his internship last summer with The Courier-Journal.

Kim Kolarik, a Girard, Pa., junior, won second in feature photo. He took the picture in a barber shop while an intern at the Tiffin (Ohio) Register Tribune last fall.

Herald adviser Bob Adams said the awards are especially satisfying because of the competition the Herald faces in the region, including Indiana University, the University of Illinois, Northwestern, Ball State and the University of

Kentucky.

"I think this region is probably the toughest in the country," Adams said.

The presentation of awards was just one facet of the regional convention, which focused on the First Amendment and right of public access to government information.

While most of the speakers addressed specific aspects of the Freedom of Information Act and open records and meetings, most agreed that freedom of the press is under attack.

And Frank Sutherland, city editor of The Tennessean in Nashville and SPJ,SDX national treasurer, said the press has a problem with accuracy and arrogance.

He called upon reporters and editors to admit "we do and will make mistakes" and to encourage readers and viewers "to watch and listen to us skeptically."

"More excellence and more accuracy" is needed, he said.



Photo by Linda Dono

Frank Sutherland, city editor of The Tennessean, thoughtfully scratches his head during a speech at the SPJ,SDX regional convention in March.

Kirtleys tell story of naivete, success

Continued from Page 1

The photo editor agreed with Gilka but said their work had potential.

He spent the five hours left that day, and eight the next, coaching them, Kirtley said.

The editor suggested they return to Kentucky and shoot mini-stories using what they had learned.

The Kirtleys went to Bardonia, Kirtley's hometown.

And 2½ months later, the Geographic editor said they were good enough to cover the tribe again.

The slides and story that resulted appeared in the August 1979 issue, becoming the Kirtleys' first published story.

"If there is one thing that I have learned, it is listen to criticism," Kirtley said. "And work, work, work."

That has paid off for the Kirtleys.

The "non-security" of freelancing is a security, Kirtley said. "We can propose an idea, and if it is accepted, we can do it the way we want to."

By acting on their own ideas, the Kirtleys have gotten some special opportunities.

They were once told by Libyan officials that they could interview President Moammar Khadafy. The Kirtleys — thinking it would be an exclusive — were surprised to find 300 other photographers and reporters in Libya for the 10th anniversary of Khadafy's revolution.

Determined, they waited on the doorstep of Khadafy's secretary "all day and all night."

Only the Kirtleys were allowed to stay.

"Finally, at 2 a.m., Khadafy's people came to get us," Kirtley said, "and we were granted a five-hour interview."

That happened, he said,

because most write only what their editors want instead of pursuing other possibilities.

"Not more than 40 or 50 reporters left the hotel," he said.

"They were sending dispatches and were writing exactly what their editors wanted. This is pretty typically what arises in America today."

Saying that editors want to print what the people want to read, Kirtley said, "When you get up there, there will be a lot of people trying to tell you what America wants to see.

"We are very lucky. We don't have to put up with these pressures," Kirtley said.

"We find our work very rewarding; we really don't consider it work."

But once they were discouraged. "We were working on the book (on the Ivory Coast). . . It was huge; there were so many aspects," Kirtley said.

"We were running around, talking to people and researching. Finally I said, 'This is getting too much like work,' and we almost gave up photojournalism.

"Then we realized it didn't have to be, if a person can keep perspective."

The Kirtleys agree that having each other helps them to keep that perspective.

"I know that without Michael there would be no story, and he knows that he needs me to write the story," said the soft-spoken Mrs. Kirtley.

"We are not competitive. For us, all that matters is the projects."

Free-lance photojournalism is a lot of work, Kirtley said.

"And if you want to impress people, take time to do things."

And, he said, "As long as we keep improving, we'll be happy. Once . . . we stop improving, we'll stop being photojournalists."

Varied faces reflected in Corn's show

By SUSAN LANCASTER

The comments in the guest book range from "wonderful" to "very moving."

They refer to photographs by Jack Corn on display in March in Western's fine arts center gallery.

Except for a few nature pictures, Corn's photos are about people. He enjoys them; he has spent most of his life photographing them and the events that surround them.

While walking around the room, one sees a variety of faces — of coal miners, Appalachian people, prisoners, Choctaw Indians, and many others. Corn has tried to reflect their everyday life; their pride, their religion, their humanity.

Corn said he has always had good relationships with the people he photographs, and he has rarely had trouble with them cooperating.

A group of photographs of five brothers illustrates that.

The Carpenters, hermits who share a house, prefer to be left alone.

When Nashville television stations wanted to tell their story, the reporters and cameramen were chased away with shotguns.

But Corn, who first visited them only to talk, worked through someone who knew them to get the story.

The Carpenters never minded him taking their picture, he said; several prints hang in their living room. He has been invited back several times.

One unfinished project is his Australian series, which he photographed as one of 100 photographers from around the world. Each was asked to shoot a day in the life of Australia; their work has been made into a book.

But Corn said he isn't yet satisfied with the pictures. He said he hasn't had enough time to study them. Another



Photo by Bobby Roe

John Rott, a Bismarck, N.D., senior, examines Jack Corn's photo exhibit.

project, of Choctaw Indians, will continue. Corn said he hopes to show the Indians' lifestyle so he can help people understand them and their problems.

It's a newspaper's responsibility to show people and their problems — and why those difficulties exist, Corn said. "It ought to make us understand our neighbors, and I think it

ought to help me understand the problems of all of society, particularly in my area."

Photographs of prison life, and the accompanying story by Dwight Lewis, hit the front page of *The Tennessean* when prison reform measures were being considered in Tennessee.

The pictures and story gave the proposals a positive push, Corn said, by showing the

public life inside.

Corn's work in photography began when a high school chemistry teacher loaned him one of the school's cameras.

He was later an Air Force photographer in the Korean War.

When he returned, he worked for *The Tennessean* in Nash-

Continued to Page 12

Nashville editor describes country-music journalism: 'It's not all glamour'

By SHARON PLATT

Dressed to fit his job, the associate editor of the Music City News — Neil Pond, a 1979 Western graduate — told students about what he used to call "the puffery of entertainment journalism."

Pond — wearing jeans, gray shirt, tie, and matching gray snakeskin cowboy boots — looked the part of a young associate editor for a country-music publication.

For close to an hour last November, he talked about the fast-growing, profitable business country music has become in recent years.

The Music City News, a monthly publication based in Nashville, was founded by Faron Young in 1963 and is the type of journalism classified as entertainment journalism — what Pond called "the bastardized stepchild somewhere between legitimate news and juicy gossip."

Pond began working for the News two years ago as a

photographer. Before he got the job, he said, he could never visualize working for that kind of publication ("I always looked down my nose, sort of, at this kind of journalism").

But he worked his way up and in February he received his present title of associate editor.

The magazine seems to be growing right along with the industry: it will soon go national on the newsstands, and its international mailing list includes 100,000 subscribers. It produces two national award shows, in April and June.

Because Pond started out as a photographer, he is often sent on assignments to do both the reporting and photography — which saves money — but often at the cost of increasing his anxiety to do the two justice.

"It's not all glamour," he said. His press credentials have been lost twice: at Willie Nelson's last picnic in Texas and at the Country Music Association awards show.

The variety and flexibility are what Pond likes best about his job, and not being "penned

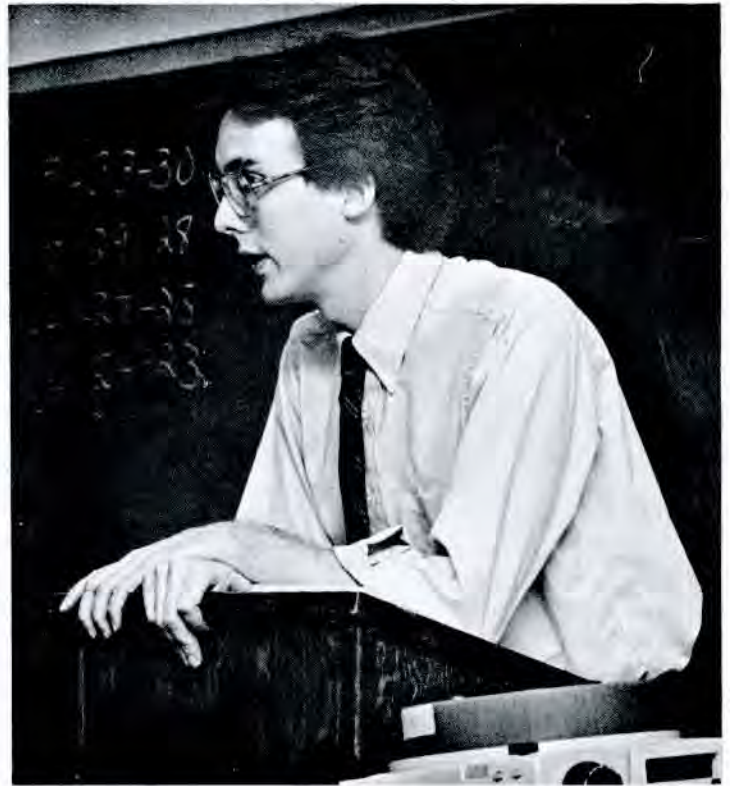


Photo by Steve Lowry

Neil Pond, Music City News associate editor, speaks to Bill McKeen's Basic Reporting class.

into one category of news."

And although he enjoys associating with famous people, he said he told himself when he began working that the stars associate with him because of what he represents — the Music City News — not because of who he is.

Pond said it's possible that he could get a job within the company that owns the Music City News, Multimedia Inc., and said he hopes that "someday I'll be moving on to something else."

But for now, he said, he's content to stay where he is.

On another wavelength: Public radio offers programming alternatives

By BARRY L. ROSE

To some, WKYU-FM is an oasis.

In a world filled with the seemingly identical strains of Top 40, it carries its own brand of entertainment — public radio.

The 90,000-watt National Public Radio affiliate began broadcasting in November 1980 with Western President Donald Zacharias speaking via the system's satellite with Frank Mankiewicz, NPR president.

A year later, Zacharias and local personalities took hour-long broadcasting stints during the station's open house in a birthday celebration.

Elaine Kelsey, development and public relations coordinator, said later, "We have made great strides in introducing people to a variety of programs while stressing quality.

"Our standards are high, and I think people have come to understand that."

Barbara Dubczak, producer and announcer, said though the station had several minor problems its first year, it's been worth leaving a Chicago commercial station for her producer's job at WKYU-FM.

"It (public radio) stimulates creativity because you have a wide area to work with. In commercial radio, you're out to

make a buck."

The station's early difficulties involved some technical problems and a lack of experienced student help, Ms. Dubczak said. The station is operated by a professional staff, but students work in some broadcasting, reporting and production positions.

"That first year was just trying to get things organized," she said.

At the heart of much of the station's programming is the satellite.

Circling 22,000 miles above the earth, Westar I links the more than 200 NPR affiliates around the country. Stations like WKYU-FM have access to

news reports from Washington, classical music and congressional hearings.

NPR also broadcast live the confirmation hearings of Supreme Court justice Sandra Day O'Connor and President Ronald Reagan's cabinet.

Sam Litzinger, news director, said reporters from The Washington Post, The New York Times and other newspapers add a dimension to news programming absent in commercial radio: more extensive coverage.

"Public radio tends to devote as much time to a story as necessary," Litzinger said.

Continued to Page 12

Staff reactions vary

Herald taped for halftime feature

By STEVE PAUL

Bob Adams stood in the bright light of WETV's camera and told interviewer Fred McCoy about the College Heights Herald.

It was another production night, and for the second time in the school year the Herald was on TV.

The paper, one of the top three in the nation, was being videotaped for one of six Storer Cable Communications programs featuring academic programs that offer job experience to students.

The three-minute feature, taped Jan. 13, was shown during halftime of the Western-Southern Illinois University basketball game Jan. 19.

McCoy and three other WETV crew members taped on a Wednesday, talking with some staff members and taping part of the weekly meeting.

"We want to find out the student involvement more than anything," McCoy said.

Accordingly, Adams explained that students who work on the paper get experience they can use when working on a commercial paper. He also mentioned the time they put into the paper, and how they must budget their time to keep

up with their school work.

Herald editor Cyndi Mitchell, a Lexington junior, said she felt "kind of funny" about being interviewed. She said she explained about her job and her responsibilities on Herald production nights.

Michele Wood, a Bowling Green senior and editor of the Herald Magazine, was asked about the differences between the monthly magazine and the semi-weekly newspaper.

"I guess I was a little surprised, since I don't work on a day-to-day basis with the newspaper," Wood said. She was Herald editor in the fall.

Wood said that though the interview wasn't as "spontaneous" as it should have been, it probably portrayed the Herald accurately.

Cartoonist Lou Bloss, a sophomore from Parma, Ohio, said he's keeping his interview "in perspective."

"I don't think anyone will be at the edge of his seat, writing down what I say."

But the managing editor said he didn't like the way his interview was handled.

Robert W. Pillow, an Owensboro senior, said he was interviewed not about his job but about paste-up during

Continued to Page 12



Photo by Kim Kolarik

Lou Bloss, Herald cartoonist and a Parma, Ohio, sophomore, sketches for the WETV crew.

Writer covered Kentucky mine disasters

Osinski advocates compassion

By SUSANNA CORNETT

Bill Osinski, a reporter for The Courier-Journal, believes a reporter's first loyalty must be to the people he writes about.

Osinski, who spoke in early February to a group of students in a lecture sponsored by the SDX chapter, said a reporter takes someone else's life and displays it to the public. "That's an awesome responsibility."

Osinski, who covers a 25-county area around Somerset,

wrote on three recent mine disasters in Eastern Kentucky. He was responsible for reporting the human side, for making the disasters real to readers.

One disaster, in Topmost, occurred in a remote area, Osinski said. The miners' families were gathered in a local schoolhouse to await news when he arrived, about an hour before the realization of the extent of the disaster reached them.

"The air was optimistic,"

Osinski said. "There were favorable rumors going around. Then the mine commissioner came, gathered everyone into the cafeteria and told the families the news.

"One woman became hysterical, and it was several minutes before she was coherent again."

That's when it's hardest for a reporter to be human and sympathetic — and still do his job, Osinski said.

"You have to tell yourself to

... do things very, very simply — very straightforwardly. Use your writing flair for stories where you don't have that innate human drama," Osinski said.

Osinski, who worked for several papers before starting at The Courier-Journal five years ago, has covered disasters in other places, too.

"These types of situations are all similar; you are dealing with people at their very

Continued to Page 12

'Real world': Magazine lab promotes city

By LOU BLOSS

You're new in town, and the place is unfamiliar.

This place is now home, and you need to know what home is like, but where do you begin to get answers?

Bowling Green magazine might be the answer.

Published twice yearly by public relations majors at Western, the magazine promotes the city and reports on things not usually covered by newspapers and radio.

The students get experience most schools can't give, according to Debi Wade, fall-winter editor and an Owensboro senior.

Working on a university-run magazine is unique and gives the student a boost in the job market, she said. After a semester on the magazine staff, the student has something to show — a product different than other graduates'.

It tries to convey an image of being "the city magazine."

So, to cover all aspects of the community, each issue contains four or five features and six departmental stories.

"We're not hard-core news," Wade said. "We have to figure out a way to present a story so it's timely."

Features editor Jeanne Grant, a Bowling Green senior, said her area differs from the departments' because its news angle is more direct.

"We try to tell why, what's going on, and who's involved in Bowling Green," she said.

Departments editor Missy Shelton, a senior from Vienna, Va., said her job is more administrative. She gathers information, assigns stories and

university.

"One of the most difficult things we encounter is that we're Western students," Wade said. "We don't have that much contact with Bowling Green people."

"It's difficult trying to find

**"We're not hard-core news.
We have to figure out a way
to present a story so it's timely."**

- Debi Wade

directs the writing through the department managers.

The departments — curiosity, reminiscing, arts, entertainment, community service and reflections — are intended to communicate what's happening in those areas of the community, Shelton said.

"Department stories are generally smaller than features," she said. "You don't go into quite as much detail."

A manager in charge of a certain number of reporters is responsible for each department, Shelton said, except for reflections, the editor's column. It usually includes some kind of insight into the community, she said.

One problem the Bowling Green staff has encountered is keeping the stories oriented toward the community, not the

ideas because you're not out there. You're not out with the people."

Still, the reporters must dig up story ideas out of the "real world."

Some of those have been volunteerism in Bowling Green, the city's international businesses, new restaurants and dining entertainment around town, and ways to stay in shape during winter.

"Business has responded to us generally well," Wade said. "Institutional ads tend to go with the magazine because it sits around for six months, giving the advertiser constant exposure. It sells the corporate image."

A new approach the magazine is taking to ad sales is the sponsorship, Wade said. The magazine, in return for a

contribution from a person or organization, prints that name in an ad format. It's usually preceded by a "sponsored by" disclaimer.

"This approach is good for doctors, lawyers and professional people," Wade said. "It gets them exposure without advertising."

Though some consider the magazine a vehicle for free promotion, Wade said, most of the advertisers are genuinely interested in the magazine and are sincere about advertising in it.

As work on the magazine progresses, people learn.

"I learned organization," Grant said. "I've got five stories going at once, and it's hard to keep those stories separate."

"I also learned how hard it is to get hold of people," she said. "I didn't realize how busy Western students are."

Shelton said reporting off-campus "gives us a chance to come out of the classroom and get into the community. For some students who have never really done that, it's quite a chance."

According to Wade, though, the big lesson is communication, whether through the publication, to another staff member, or to an advertiser.

"It's all a form of communication," she said. "And that's the name of the game."

Herald wins top newspaper award

Continued from Page 3

newspaper that people want to read."

Adams said the newspaper's success is a result of excellent editors, reporters, photographers and advertising sales people.

And, he said, there's another reason journalism and the Herald have prospered. "Instruction has improved significantly in the last 10 years. People are learning so much more in classes than they ever could before.

"The emphasis placed on professionalism and the eventual creation of the journalism department certainly have helped," he said.

Adams said the Herald and journalism program have continued to attract good students, and there is no substitute for that. "As much as anything else, the students really care about the Herald — where it's been and where it's going."

Herald writers and photographers have won an

average of a third of all awards presented in the past five years in the Mark of Excellence regional competition sponsored by The Society of Professional Journalists, Sigma Delta Chi. The region consists of Illinois, Indiana and Kentucky.

The Herald continues to dominate the Kentucky Intercollegiate Press Association contest as it has done for more than 10 years.

Other newspapers have judged their own success by how close they get to the Herald

in KIPA competition.

The Herald has come a long way.

In the television program shown in February, Louisville Tonight co-host Tom Van Howe perhaps characterized the newspaper best when he said:

"A casual observer in the newspaper office gets the feeling there is a sense of purpose here, that the Herald is not a cute vehicle to get anything published to send home to Mom and Dad. This is a real newspaper."

GEORGIA

NEW
CROP

PECANS



Photo by John Rott



Photo by Theresa Montgomery

Top: Gary Hairlson, Teresa Montgomery and Steve Lowry pose with a Georgia man on the way to Atlanta.

Bottom: Members of SPJ, SDX prepare for the 18-hour drive back to Bowling Green.

Conventions attract students, professionals

Several journalism students and faculty took a break late last fall, attending conventions and seminars in Atlanta and Washington, D.C.

Two National Press Photographers Association members won over other students and professionals at the Atlanta Press Photographers Association seminar the weekend of Dec. 4.

Todd Buchanan, an Iowa City, Iowa, junior, took second in portrait personality and Jim Mitchell, a Bowling Green sophomore, placed third in feature-picture story.

The top three portfolios were chosen, and Mitchell's was the last eliminated before those three, Buchanan said.

Between 30 and 35 Western students and alumni attended, he said.

Two alumni were program speakers — key speaker George Wedding, who discussed photographer

"burnout," and Bill Strode, a freelancer in the Louisville area.

Wedding works at the San Jose (Calif.) Mercury-News; Strode has worked for Geo, Time, Newsweek and Sports Illustrated.

About a month before Atlanta, nearly 30 students traveled to the national convention of The Society of Professional Journalists, Sigma Delta Chi, in Washington, D.C.

Linda Dono, a Nashville, Tenn., senior, lost her campaign for a student position on the society's national board by nine votes.

"Watch on Washington" was the theme, and people like Katharine Graham, publisher of The Washington Post; ABC newsmen Sam Donaldson and Brit Hume; Phil Jones of CBS; Carole Simpson and Tom Brokaw of NBC; and award-winning photographer Eddie Adams, were there.

Hawpe

Continued from Page 2

Hawpe said he believes the so-called new journalism may be responsible for some of the loss of the public's trust. "New journalism was too often a euphemism for bad journalism," he said.

Corn

Continued from Page 7

ville.

With that and work for himself and the President's Commission on Coal, he has invested 20 years in Appalachia. It has been a favorite project.

Today, he still works for magazines and papers — but his main job is teaching.

Radio

Continued from Page 8

For example, he said, when NPR reports a tax increase, the listener can expect to be told why the taxes have been increased, how it affects the average person and when another could be approved.

To supplement the national coverage, Litzinger said he uses as much local news as possible. The station airs the news from noon to 12:30 and also has three- to six-minute

WETV

Continued from Page 9

production. He said the program was "set up."

"I had to do something that I really wasn't doing," Pillow said. "I had to illustrate.

"To me, journalism isn't illustration. It's a description of an actual event."

Osinski

Continued from Page 9

worst," he said. "You have no business sticking your nose in their business, but you have to do it."

Calling the the mass media "an exploitative business" he

New journalism techniques involving composite or false characters, as in the Cooke case; a deceptive presence — a false impression that the writer attended an event; and exploiting the subject or rearranging reality must be

Corn knows people who have abandoned their cameras and retired, but said he can't imagine that.

He was once accused of coming to Western just to retire.

To that he replied, "When I grow up, I'm going to decide what I'm going to do — and I haven't decided yet."

segments during the NPR national morning news.

Another aspect of the FM station occupies a large part of the office.

More than 4,000 record albums of classical, jazz and other music styles surround Mark Volgelzang's desk. The music director said his programming tries to educate listeners while giving them interesting music.

And music is the most ob-

Pillow said the crew should have "stuck around" to film the actual events.

Bloss, too, said his segment was set up because he was called out of the staff meeting to retrace the drawing he'd done.

But Adams defended WETV. He said the crew "didn't have

said, "You have to admit to yourself that you are exploiting these people. Then you have to cover them as compassionately and professionally as possible."

So, he said, he writes those stories as though the people in them are looking over his

avoided, Hawpe said.

But some of the ideas of new journalism are good, he added.

Hawpe said he frowns on single-source stories. "It's easy to do it (use one source) if you're not careful — if you don't ask enough questions," he

On TV

Continued from Page 3

her nor Amy Galloway, editor that fall.

"We didn't do it all, but we did have some say-so in it," Shirley said. "I also felt that they came too early and left too soon."

Wood said that while the process was slowed somewhat,

vious reason WKYU-FM is an alternative. Volgelzang said that while area listeners can get all the country, rock and Top 40 music they want, only WKYU-FM plays classical and jazz music.

It also broadcasts, via satellite, symphony and opera performances from around the country.

"It's something people can't get on commercial stations," Volgelzang said.

enough time to do it" because they had to produce other programs, too.

"If they were going to make a documentary, that would have been different," Adams said.

"The exposure the Herald receives is a good thing," he said. "Nobody knows how much time is spent producing a newspaper."

shoulder. He tries to present it in a way that will tell the story without adding to the person's burden.

"You can get the feelings into your story . . . but you don't have to make the person relive a moment of tragedy."

said.

"I can't think of anything more precious to a media organization than credibility. Protect yourself if you possibly can.

"If you lose credibility, you have only yourself to blame."

the crew didn't get in the way as much as had been expected.

"In fact, it turned out to be a pretty good day for them to come."

Wood agreed with Shirley when she said she wished the crew hadn't left so early. "I was drained when they left, but I wish they would have stayed until the end."

10/81/1.5M/J -- The cost of printing this publication by Western Kentucky University paid from state funds KRS 57.375.

Non-Profit Organization U.S. Postage Bulk Rate Permit 398 Bowling Green, Ky. 42101

33096