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**NEWS**  
for and about  
Western Kentucky  
University's  
**JOURNALISM**  
DEPARTMENT  
Volume 1 • Number 1  
April 29, 1999

With finals are around the corner it's time for the  
**Journalism Department's**  
1998/99 Report Card



We're devoting the wrap-up issue for this school year to assessing our progress and, yes, even our few pitfalls, to see what we can do better or differently next year.

And in this special issue, we certainly want to give the due credit for our successes over the years to Suzie Hardin, who will be retiring after this semester.



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## Matt Zavala Wins AAAA Internship in New York

Matt Zavala, a Lexington junior, has gained an internship at Grey Advertising, New York. Matt was among more than 600 advertising students across the country who applied for the internship which is sponsored by the American Association of Advertising as part of its Minority Internship program.

In accepting this internship, Matt turned down offers from USA Today, Arlington, Virginia, and J. Walter Thompson in San Francisco.

Grey Advertising agency is the largest agency in the U. S. with an annual income of more than \$400 million.

Other advertising interns placed thus far include:

- Kathryn Kelly Robson, BG/WC Tourism Commission
- Melissa Howard, One Alliance agency, Lexington
- Megan Holsapple, Center City Corp., Evansville
- Patrick Denny, Camping World, Bowling Green
- Paige Harlow, Beam Group, Louisville
- Erica Hampton, Courier Journal (Mkt Development), Louisville
- Janet Thompson, Nashville KATS, Nashville
- Chris Covington, Doe Anderson, Louisville
- John Tebault, Easter Seals Corp. Office, Nashville
- Jaclyn Noon, Creative Alliance, Louisville
- Leighann Jones, WKYU, Bowling Green

## Hearst

### Writing Competition

Matt Batchelor, a junior, finished first nationally in the William

Randolph Hearst Journalism Awards writing competition in the spot news category.

As such, he will receive a \$2,000 scholarship, and the department will receive an equivalent amount. He also will be flown to San Francisco at Hearst expense to participate in the national writing championship competition May 22-25.

There are six Hearst competitions in print journalism during the course of the year, and earlier Jerry Brewer, another Western journalism student finished first in sports writing. He also won \$2,000, and the department received a similar grant.

Batchelor and Brewer will be competing against each other, against the four winners of other writing categories and a wild card entrant to be selected by Hearst officials based upon the number of points compiled by students in earlier competition rounds.

Earlier this year, College Heights Herald Editor John Stamper finished second in the indepth reporting category and won \$1,500, Herald writer.

Chris Hutchins finished sixth in feature writing and won \$500 and Fred Lucas finished sixth in editorial writing and won \$500.

Western's photojournalism program has won the national championship in photojournalism for the 10th consecutive year and as such won \$10,000.

Its individual category winners also will be competing in May for the individual photojournalism championship.

This has been two weeks of major awards for the Department of Journalism, the College Heights

Herald, and broadcast news and public affairs students. Western, College Heights Herald Writers and broadcast students won the Sweepstakes Award in the Society of Professional Journalists Region Five Mark of Excellence Competition for writers, photographers and broadcast journalists.

The Sweepstakes Award was based on three points for first, two for second and one for third. Western accumulated 81 points, while second place finisher, Southern Illinois University had 37.

Individual winners by category include:

### Print Journalism

#### Editorial Writing:

- Fred Lucas, first place.
  - Mikki Olmsted, third place.
- #### General Column Writing:
- Shannon Back, first place.
- #### Sports Column Writing:
- Jerry Brewer, first place.
- #### Spot News Reporting:
- Matt Batchelor, first place.
  - Kristina Goetz, Misty Wilson, Shannon Back, and John Stamper, third place.

#### Feature Writing:

- Shannon Back, first place.
- #### Sports Writing:
- Jerry Brewer, first place.
  - Jerry Brewer, second place.

#### Best nonfiction magazine article:

- Chris Hutchins, first.
- Chris Hutchins, second.

### Photojournalism

#### Spot News Photography:

- Nick Fedyk, first place.
- Carrie Pratt, second place.
- Jason Behnken, third place.

#### General News Photography:

- Carrie Pratt, first place.

- Cara Van Leuven, second place.
  - Marc Hall, third place.
- #### Feature Photography:
- Chad Stevens and Carrier Pratt, first place.
  - Rick Scibelli, second place.
  - Ramo Maalouf, third place.
- #### Photo Illustration:
- Lee Ann Scantlin, first place.
- #### Best Sports Photography:
- Carrie Pratt, first place.
  - Jason Behnken, second place.

### Broadcast Journalism

#### Spot News Reporting:

- Kristi Runyon, first place.
  - Mike Jansen, second place.
  - Vicki Logdon, third place.
- #### General TV News Reporting:
- Kristi Runyon, third place.
- #### TV Sports Reporting:

- Chris Freeman, first place.
- #### TV Non Daily Newscast:
- Chris Freeman, third place.
- #### TV In-Depth Reporting:
- Kristi Runyon, second.
- #### Radio Feature Reporting:
- Kim Olson, first place.
- #### Radio Daily Newscast:
- Kristi Runyon, first place.
  - Kerri Richardson, second place.
  - Darla Johnson, third place.
- #### Radio Spot News:
- Vicki Logdon, second place.

### Sweepstakes Award

- Best in Region Five (Kentucky, Indiana and Illinois)
- 1. Western Kentucky University 87 Points
- 2. Southern Illinois University 37 Points
- 3. IUPUI 18 Points
- 4. Eastern Kentucky University 11 Points
- 5. Northwestern University 8 Points
- 6. Ball State University 7 Points
- 7. University of Illinois 5 Points

- 8. University of Kentucky 3 Points
- 9. North Central College 3 Points
- 10. Indiana University 2 Points
- 11. DePauw University 1 Point
- 12. Northern Illinois University 5 Point

## 1998-99

## Achievements/Events in the Department of Journalism

### August 1998:

- Planning started for the \$18.5 million building to be occupied by Journalism and WKU Computer Technology.
- Department head Jo-Ann Albers spoke at the summer meeting of the Association for Education in Journalism and Mass Communication in Baltimore.

### September 1998

- The Belo Foundation contributed \$25,000 the October 1998
- The 21st Mountain Workshops brought together 39 practicing photojournalists/editors as teachers and staff, 60 participants (half of them WKU students, the rest practicing professionals from around the country), and 25 student "labbies" in Franklin, Ky., for a week of skills development.
- The Ad Club celebrated the 20th anniversary of WKU's advertising sequence.

- Third annual awards dinner honored Jamie Houchins Sizemore as Advertising Practitioner of the Year, William D. Estep as Print Journalists of the Year, Martha C. Johnson as Public Relations Practitioner of the Year and Robert Pope as Visual Journalist of the Year.

- Dr. Linda Lumsden spoke twice at the national convention of the American Journalism Historians

Association in Louisville.  
November 1998

- The Herald won its sixth national Pacemaker Award from Associated Collegiate Press and the Newspaper Association of America Foundation.

- Jerry Brewer received honorable mention in the Reporter of the Year competition; Jason Clark, second, sports photo; Nicholas Fedyk, second, news photo; Jason Behnken, third, feature photo

- In Best of Collegiate Design Competition, the Herald won first, second and third for work by Carrie Pratt, Lon Becker Hayes, Kurt Fatic, Clinton Lewis and Jason Clark; fourth, feature pages designed by Dan Hieb; second and third, photo pages.

- Chad Stevens placed third, and Jonathan Kirshner, eighth, in the Hearst portrait/personality and feature competition. Stevens is a semifinalist.

### December 1998

- Fred Lucas placed seventh in Hearst editorial/opinion column writing competition.

- Wilma King-Jones served on the American Society of Newspaper Editors' 1999 Institute for Journalism Excellence Selection Committee. The meeting was held in San Antonio, TX.

### January 1999

- John Stamper placed second, and Kristina Goetz, 11th, in Hearst indepth writing competition.

- William Goodwin II placed sixth, and Carrie Pratt, 12th, in Hearst sports and news photography competition.

- Dr. Augustine Ihator presented a paper at the meeting in Las Vegas of the American Association of Behavioral and Social Sciences.

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# We Love Suzie

*There wasn't room to  
publish everyone's letter,  
but we hope these few  
will help to convey how  
much we all appreciate  
everything you've done  
for us.*

*Thanks  
from the bottoms  
of our hearts.  
Students and faculty*

*We wish you  
the very best.*

Dear Suzie,

I can't tell you how much I appreciate all the time and energy you put into helping me schedule classes, do degree programs, and decide on minors. You never said you were too busy to help or complained because I had no idea what I was doing or saying. You showed me kindness beyond belief. Thank you for always caring! Take care Suzie! The journalism department will never be the same! Thank you for everything.

Todd Sorrell

Suzie,

Thank you for every thing you've done for me and everyone else. The office will definitely be different and you will be missed by all.

Jaclyn Noon

The journalism department will not be the same without Suzie. The neatest thing about her is that there is no one in the journalism department, ad, PR, print, photo, whatever that didn't know her name. I hope someday that people that I don't know know my name. Just like Suzie.

----

Suzie,

It has been a pleasure getting to know you over the past three years. If it were not for you, I would not have gotten registered for classes! You are always on top of things and you seem to be the one who knows what's going on all of the time. I hope you have enjoyed your time here on the hill, but more still, I hope you enjoy your retirement. Thank you for all your time and attention to all our needs. You are greatly appreciated!

Best wishes,

Melanie Slaughter

Suzie,

I just want to say thank you for all your help the past two years. Without all your assistance I probably wouldn't have made it to graduation. Thanks for everything! Enjoy your retirement.

Holly Billingsley

Suzie,

I cannot count how many times you came to my rescue and everyone else's for that matter. Anytime I needed help on getting a schedule together or wondering if I could pass a certain course with a "D", you were there to help. You are loyal, dedicated, energetic and caring! I want to say thanks a million, and you have made my last five years here seem a whole lot easier.

You will be missed by all.

Love, Alex Yarbrough

Suzie is one of the most special people in my life. She always gives practical advice and she always knows how to get a person out of a jam, if they will just listen.

Suzie has been a wonderful advisor to hundreds of students. A student can walk into the office crying hysterically, Suzie takes one look at the degree program, makes a few phone calls, and saves that student's life.

Not only is she a great advisor, but also a great boss. Anyone who has worked directly with her can attest to that. I was a student assistant in the journalism office for the first three years of my college career. That was the most fun I have had so far in a work environment. True, it was a lot of hard work, everyone knows just how much Suzie does for the students and the faculty.

I guess I'm lucky because she is married to my

uncle so I will still get to see her and be around her from time to time, so I will not be suffering as great a loss as most everyone else. Suzie is one of the most loving and compassionate people I have met so far. I hope there are more people like her in the world, but from what I have seen so far there needs to be a lot more. We will all miss her and we love her very much.

Karen Hardin

The news is out you're going to retire.

You have decided it's time to pack up  
and yearn for a new desire.

Whatever you do, I'm sure your new  
life  
will be grand.

However, without your presence  
life will be bland.

The department will not be the same,

Life will be a little more mundane.

Your patience and skills have  
guided us through.

From all the students in the department,  
we truly owe you.

Jim White



February 1999

•The Department of Journalism faculty and broadcasting and mass communication faculty voted to merge in a School of Journalism and Broadcasting, effective July 1, if all approvals are secured.

•Jerome Brewer placed first, and Travis Mayo, 18th, in Hearst sports writing competition. Brewer qualified for the finals in May in San Francisco.

•Shawn Poynter placed sixth, and Chris Hamilton, seventh, in Hearst picture story/series competition.

•Department learns that it has placed first overall in the Hearst photojournalism competition for a 10th consecutive year, winning \$10,000 for the PJ program.

•In Kentucky Intercollegiate Press Association (KIPA) newspaper contest, Jerry Brewer, first place, sports game story, sports news story and sports feature story. Other firsts:

Charlie Lanter, deadline writing; staff, news story; Kristina Goetz, feature story; Molly Harper, investigative reporting; Dan Hieb, reviews; Fred Lucas, editorials;

George Robinson, sports column; Carrie Pratt, news photo and photo essay; Chad Stevens, feature photo; Jason Behnken, sports photo; and Chris Covington, advertising campaign. Second place winners:

Travis Mayo, sports news; Brewer, sports column; staff, news analyses and special reports, special section, and overall layout; Shannon Back, personality profile; Brian Mains, feature story; Jason Hall, feature page layout; Nicholas Fedyk, news photo; Rick Scibelli, photo essay; and Matt Zavala, advertising design. Third place winners: Matt Batchelor, deadline writing and

news story (tie with Harper); Goetz, continuing news; staff, news analyses and special reports; Chris Hutchins, reviews; Hieb, front page layout, and advertising campaign with Heather Rogers and Paige Harlow, advertising campaign; and Marc Hall, third, sports photo. Honorable mention winners:

Mayo, (HM), sports game story, sports feature and sports column; Robinson, sports news; Sharyn Magarian and Mains, personality profiles; Ryan Craig and Hieb, general interest columns; Mikki Olmsted and Lucas, opinion pages; Leigh Ann Moore, sports game story; Goetz, front page layout; Craig, feature page layout; and Harlow, advertising design.

March 1999

•The Herald, Gold Crown Award, its first, from the Columbia Scholastic Press Association.

April 1999

•Matt Batchelor won the Hearst spot news writing competition and qualified for finals in May.

•Department finished fourth in the writing competition and third in overall scoring, placing behind Missouri and Florida, both of which had broadcast entries that WKU did not have.

•Chris Hamilton was named College Photographer of the Year in the NPPA/Missouri competition; Jonathan Kirshner placed second. First-place awards were won by Jae Seung Lee in sport news, Jonathan Kirshner in feature photography, and Chris Hamilton, two in portrait. Second-place awards were won by Mark Weber, general news, and Hamilton, pictorial. Third-place awards were won by Robert Burge, sport news; Weber, sports feature; Kirshner and Rick Scibelli, portrait;

Kirshner, two in picture story; and Hamilton, documentary.

•Department head Jo-Ann Albers was one of six female journalism educators featured in "Premiere Educators," a special edition of Grassroots Editor.

•The Kentucky Press Association held a Job Fair on campus on April 8 to recruit interns and full-time employees for Kentucky newspapers.

•Dr. Joe Foote, dean of the College of Mass Communication and Media Arts of Southern Illinois University, visited the university to assess what will have to be done to bring the broadcasting and mass communication programs into compliance with accreditation standards if the proposed merger is approved.

•Advertising students' entry on the Toyota Echo in the National Student Advertising Competition (AAF/NASC) was presented in Lexington by Jay Lane, Jaclyn Noon, Geah Pressgrove, Patrick Seymour and Chris Stepp.

May 1999

•May 21-24 Matt Batchelor and Jerry Brewer will compete in the Hearst writing finals in San Francisco. Chad Stevens will learn on the 20th if he is a finalist in the PJ competition. Department head Jo-Ann Albers will attend to accept the first-place trophy and \$10,000 check for the program placing first in the overall PJ competition. Mike Morse, PJ sequence coordinator, will speak on Western's 10-year sweep of the overall intercollegiate PJ competition.

## IMPROVING YOUR JOURNALISTIC SKILLS

*The following article by writing coach Jim Stasiowski was reprinted from the May issue of NEPA Bulletin, a publication of the New England Press Association.*

Here's a sobering thought for newspaper reporters. There are only two people guaranteed to read a story you write: your mother and the news source.

Your spouse will not read your every word. He or she will read the bright little 10-incher you wrote on the puppy who pulled a dozen infants from a burning building, but that four-parter on flaws in the city's building code ordinance? Count on mom and the source, and no one else.

Which brings up the question of the month: Why do we write so many stories for our sources, and so few for mom?

Joe is an excellent gatherer of facts. When the city council refinanced general-obligation utility bonds, Joe wrote an explanation worthy of a Ph.D. thesis on economics. The city's bond attorney told Joe the story was "a masterpiece." Mom, who didn't understand a word, sent out for more Excedrin.

The fact is, we want to be accepted by our sources, we even want to be liked by our sources, so we often write the story they want us to write. To really serve our readers, however, we should be writing stories mom understands and enjoys.

### Bad Story Ideas

Writing for sources shows up in three ways. First, there is the bad story idea.

The school board appoints an infrastructure technology assessment committee, which will study school buildings to see if they fit federal recommendations for getting computers the school district cannot afford anyway. It's a paperwork drill demanded by the feds.

However, the school superintendent thinks the district is going to get good grades on the study, so he persuades the education reporter to write a 25-incher on it.

The superintendent loves the story. Mom hates it, but compliments the reporter's spelling. Nobody else reads it.

### Narrow View

Second is the legitimate story idea that turns into a wreck when the reporter tells it from the narrow view of one or two sources.

For instance, the local congresswoman calls the reporter to

announce a \$4.5 million grant for a new senior citizens center.

The reporter interviews two people: the congresswoman and the director of the existing senior center.

The story is full of technical stuff and lofty, unspecific platitudes that make the congresswoman and director sound like geniuses. It leaves out that the new center will be eight blocks from the bus stop, meaning a lot of seniors who now walk a block and a half will have trouble. It doesn't explain that the land surrounding the existing center has trees and grass, whereas the new center will be in the heart of the concrete and asphalt of the city.

The reporter doesn't include that businesses near the new center cater to teens and young adults, and the owners are upset because senior citizens won't become customers.

The congresswoman and the director of the center are thrilled by the story. Mom? She's wondering what a "senior on-line interface service" is.

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*"Why do we write so many stories for our sources, and so few for mom?"*

## PROFESSIONAL Advice

*"The congresswoman and the director of the center are thrilled by the story.*

*Mom?*

*She's wondering what a "senior on-line interface service" is."*



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### **Cut Through Jargon**

That brings up the third problem with writing for sources: the language. All reporters want to be in with the in crowd of news sources they work with. That's why court reporters often write in the language of attorneys and judges, education reporters write about "school-based initiatives," cop reporters write that a suspect "fled on foot" instead of simply "ran."

When the language is obtuse, sources love the story. It makes them look and sound smarter than the reader.

### **That's no way to treat your mom.**

The reporter who writes for sources writes not to offend. The praise from sources can be heady, thrilling. When a prominent politi-

cian claps his arm around your shoulder and tells you, "Great story," you'll enjoy the moment, even though you know you shouldn't.

To avoid for-the-source stories, get out of the newsroom. When the beaming mayor says the downtown project "will be good for everyone," the reporter should be on the street, seeking out opinions from a wide range of people.

Editors should be rooting out stories written for the source, but the truth is, such stories are easy on an editor. A for-the-source story is usually so harmless, the editor hardly notices it. Everything looks fine, no problems, no controversy, no rough edges.

Any story that makes the source look perfect should set off the newsroom skepticism alarm. Sources speak in words that serve their own interests. They buff their ideas until

they shine like diamonds. The best reporters see through the buffing. The best reporters know their work is grit and gravel, and they're suspicious of stories that come out pat and polished.

### **Don't trust sources. Trust your mother.**

**The Last Word:** I continue to see the expression "deja vu" used carelessly.

"Deja vu" is a psychological term referring to the illusion of having previously gone through something that is actually happening for the first time. Technically then, if you walk into a restaurant in Paris and it feels as if you've done it before, but it's your first visit to Paris, that's *deja vu*.

Writers often use it incorrectly to mean mere nostalgia: "Returning to his old high school gave Crittenden feelings of *deja vu*."



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