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Western will host seminar on privacy

Western Kentucky University will host a one-day legal seminar April 9, dealing with privacy and access to information.

The seminar will feature guest lecturers and panelists from area universities, newspapers and judicial bodies.

Because of recent Supreme Court rulings and decisions of certain government agencies, there is some question where an individual's right to privacy begins and ends, and where there rightfully should

be public access to government information.

This issue has direct implications for the press in Kentucky and on government officials who serve the people and the press in the state of Kentucky.

The public policy issues to be discussed include:

1. Privacy as a bar to the examination of public records, including those of federal, state, county and city government agencies.

2. Privacy as a bar to the

attendance of public meetings, including those of federal, state, county and city governments.

3. The need for greater access to government meetings of all types and the benefits of access to the public.

The seminar will also examine other current legal issues as they exist for those persons who face problems in Kentucky.

The guest lecturers and panelists include:

Dr. Dwight Teeter, professor of communication law, University of Kentucky, and co-author of Law of Mass Communication;

Robert Saloschin, chairman of the U.S. Department of Justice Freedom of Information Committee.

Edgar Zingman, legal counsel for the Louisville Courier-Journal and Times.

Anthony Wilhoit, deputy secretary of justice, State of Kentucky.

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The Fourth Estate



Vol. 1, No. 2 Mar. 15, 1976 Department of Mass Communications Western Kentucky University



—Carl Krull

NBC's chief executive raps broadcast regulation

A Western Kentucky University graduate, who rose to the top position at the National Broadcasting Co. (NBC) last year, criticized government regulation of television and radio in an address here.

Julian Goodman, chairman of the board and chief executive officer of NBC, told an audience of Kentucky Broadcasters that in the 50 years since the beginning of broadcasting, "The most important thing we have learned is that freedom is broadcasting's most fragile possession."

Goodman was the principal speaker for a dinner meeting during the Kentucky Broadcaster Association (KBA) fall convention in Bowling Green.

Goodman pointed to government intervention in the areas of the

Fairness Doctrine, tobacco advertising, prime-time access and children's programming.

"In total, they tend not only to inhibit broadcasting but also to dilute the quality of public service the public receives," he said.

Speaking to about 200 people attending the dinner, Goodman warned that years of federal regulation of broadcasting "can form the base for government control over matters that are better left to the individual."

He also cautioned listeners about new forms of competition for commercial television such as cable television, pay television, video disks and cassettes.

"All can be important businesses,

—Continued to Page 2—

Recent Western graduate Julian Goodman.

Western represented at SDX convention

An army of more than 1,000 journalists invaded the streets of Philadelphia Nov. 12-15 for the 66th annual national convention of the Society of Professional Journalists-Sigma Delta Chi (SPJ-SDX).

The 12-member delegation from the Western Kentucky University local chapter was among the record-breaking contingent.

Neil Budde, chapter treasurer, was a candidate for campus chapter representative to the SPJ-SDX national board of directors. While

Budde lost the battle, he participated in a panel discussion on improving campus chapters.

In a discussion with other campus chapter representatives, Budde told them and the audience about the Western chapter's speakers and awards programs.

Jim Highland, WKU campus chapter adviser, presided over the region five business meeting at which Chicago Tribune environment editor Casey Bukro was re-elected regional director.



SPJ-SDX national president Bill Small, also CBS News vice president, and WKU Prof. Jim Highland meet at recent national convention.

The Western group heard many speakers. Among them were Edwin Newman of NBC; U.S. Rep. Barbara Jordan, D-Tex.; Tom Wicker, New York Times columnist;

William Rusher, National Review publisher; and Harry Reasoner, ABC anchorman.

Panelists discussing "Cov-

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NBC'S Goodman receives degree, awards

—Continued from Page 1—

and commercial television will co-exist with them," Goodman said. "But these businesses should not get a free ride on the present services of commercial broadcasting.

"The events and the programs now carried free of charge to the public must remain free," he said.

"My observation is that the American viewer does not realize that the free television he sees and enjoys today could

be in danger from many sources," he added.

Goodman's remarks topped off a rewarding day for NBC chieftain that included three distinguished awards and a college degree from Western.

The degree was unexpected for Goodman, who attended Western 30 years ago but left before graduation to join the Army in 1943.

After leaving the Army, Goodman earned a bachelor's degree from George Washington University.

The Barren County native told the KBA audience that the degree conferred upon him earlier in the day proved that anyone who works hard enough and waits long enough can get a degree "if the college's president happens to be his cousin."

Goodman, 53, and Western President Dr. Dero Downing are first cousins and grew up together in the Glasgow area.

Goodman said Downing and the Western Board of Regents had arranged for some college

credit hours to be transferred from George Washington University to Western to qualify Goodman for the degree.

The degree was conferred by regent Hugh Poland of Guthrie during a luncheon on the University campus.

At that time, Goodman also received a Distinguished Alumnus Award and a College Heights Herald Award from the student newspaper.

In addition, Goodman was presented the Kentucky Broadcaster Association Distinguished Kentuckian Award. It was the fifth time the award has been bestowed in the 20-year history of the KBA.

The awards are not the first for Goodman who started with NBC as a newswriter in 1945.

Last May, he became one of only 10 living journalists elected to the Hall of Fame of the New York Chapter of The Society of Professional Journalists-Sigma Delta Chi.

He also holds the American Association of State Colleges and Universities Distinguished Alumni Award.

Senator backs fairness doctrine

During the recent Kentucky Broadcasters Convention in Bowling Green, U.S. Sen. Walter (Dee) Huddleston, D-Ky., said he supports the Fairness Doctrine, under which a television or radio station must provide equal air time for opposing viewpoints.

Huddleston said the Fairness Doctrine "extends the First Amendment freedoms

that we have."

In his support of the Fairness Doctrine, Huddleston said he realized he was in disagreement with most broadcasters.

"A terrible and awesome responsibility" is on the print and broadcast media in this country, Huddleston said. Despite that responsibility, the senator said the media are

"doing a pretty good job."

Huddleston, a former president of the Kentucky Broadcasters Association, was

sports and program director of WKCT radio in Bowling Green after graduation from the University of Kentucky. In 1952 he went to Elizabethtown to become general manager of WIEL radio station.

Pros are guests in Western J-classes

Fourteen professional news men and women—including national press photographer of the year Bill Strode of the Louisville Courier-Journal—taught classes or served as guest lecturers last semester in the journalism program at Western Kentucky University. Strode, immediate past president of the National Press Photographers Association, taught the press photography course, offered for the first time last year at Western.

During the semester, Strode coordinated a panel discussion in his class which featured Bryan Moss and Pam Spalding, also of the Courier-Journal and Times photo staff, Jack Corn, chief photographer of The Tennessean, and Nancy Wernecke, also of The Tennessean.

Don Stringer, executive editor of the Park City Daily News, taught the newspaper operations class, which focused in the area of newspaper management. He is teaching the class again this semester.

J. David Cole, a member of Western's Board of Regents and a Bowling Green attorney, has served as a lecturer in the

management class, along with Al Smith, past Kentucky Press Association president; Tom Moore, Daily News reporter; and Bill Winter, Associated Press Kentucky bureau chief.

Dave Kindred, Courier-Journal sports editor, W.J. Cannon, Allen County News publisher, and Bob Schulman, Louisville Times media critic, have all spoken to the campus

chapter of The Society of Professional Journalists, Sigma Delta Chi (SPJ-SDX).

The SPJ-SDX chapter adviser, Professor Jim Highland, is teaching the news writing classes as a full time journalism staff member, but in addition, serves as a part-time writer and media columnist for the Park City Daily News in Bowling Green.

According to David B.

Whitaker, director of university publications and coordinator of journalism, the press photography class offered for the first time last semester, is an effort on the part of the journalism program to respond to the need for highly trained press photographers.

The course is one of three photography classes added, Whitaker said.



—Bob Coffey

Left to right are Nancy Wernecke of The Tennessean, Bryan Moss of The Courier-Journal, Jack Corn, chief photographer of The Tennessean, Pam Spalding and Bill Strode, both of The Courier-Journal.

Regents okay journalism degree

A new degree program, which will enable the Western Kentucky University mass communications department to take a more professional approach in journalism education, has been approved and is now in effect.

Under the new program, undergraduates may obtain a bachelor of arts degree with a journalism major.

The program, emphasizing professional journalistic skills such as writing and editing, is structured to train students to be professional journalists.

Before the final approval of the degree program from the Board of Regents on Oct. 25, David B. Whitaker, director of university publications and program coordinator, stressed the need for a more professional orientation in journalism education considering the increasing number of graduates in this field.

Whitaker said the supply exceeds the demand for graduating journalism students, and the new program would enable the department to do a better job in preparing

the students for job seeking.

The new program will also enable the department to selectively screen the degree students by imposing higher admission standards.

Undergraduates entering the program must have accumulated at least 30 hours with a minimum grade point average of 2.50, unless special permission is granted by the head of the department.

The student also must score a minimum of 21 on the English ACT test or pass a standardized test on spelling,

punctuation, and grammatical usage, and possess a minimum typing proficiency of 30 words per minute.

Students in the program are expected to complete 33 hours of mass communications classes, including 27 hours specifically required.

A minor in at least one of the following liberal arts and sciences disciplines is required: economics, English, history, languages, philosophy, sociology, mathematics, and the sciences.

Department enrollment up by 200

Mass communications enrollment at Western Kentucky University has increased by 200 students since the spring semester of 1975.

Approximately 1,500 students are enrolled in mass communications classes this semester, according to James Highland, journalism professor.

Mass communications classes include journalism, advertising, cinematography, broadcasting and public relations.

"There's an increased demand for these classes and enrollment will be up again next year," Highland said.

"We've sent out about 500 letters to people who've expressed an interest for next fall."

"Last year we were about 30th in overall enrollment in the nation," said David B. Whitaker, director of university publications.

Senior receives internship

To work with legislators on the state level, most people would have been elected or hired; for Lisa Cornwell, it was a matter of being chosen in a different manner.

A senior Sigma Delta Chi member from Bowling Green, Cornwell was one of two legislative interns from Western and one of 20 from the state selected to assist in the spring legislative session in Frankfort.

Cornwell will work on the House and Senate committees on highways and traffic safety. Her job duties will include drafting bills, preparing daily bill summaries and attending committee meet-



—Lewis Gardner

Western mass communications instructor Roger Loewen discusses yearbook design with students attending WKU's High School Press Day.

Press Day attracts 554 students

The third annual Press Day at Western attracted a record 554 high school students from three states Nov. 11.

Students from Kentucky,

Tennessee and Indiana participated in the sessions on newspapers, yearbooks and photography. Sessions for advisers also were conducted.

Three guest lecturers were present for the day: Ben Van Zante, adviser for the West Side Story of West High School, Iowa City, Iowa; John Butler, executive secretary of the Iowa High and professor

at the University of Iowa; and George Wedding, staff photographer for the Daily News.

Western faculty members and members of the College Heights Herald staff also participated in the program. Press day is coordinated by David B. Whitaker and Debbie Dickey of the university publications office.

VFW recognizes area publisher

W.J. Cannon, publisher of the Allen County News in Scottsville, has received the All-American District Commander award from the Veterans of Foreign Wars (VFW).

The award was presented by the national VFW commander at a special awards dinner during the national VFW convention in Los Angeles.

Only the second Kentuckian to receive the honor, Cannon was awarded the title for his district VFW work such as the

"Voice of Democracy" project with students.

In addition to the Allen County News, Cannon

publishes the Westmoreland World in Westmoreland, Tenn., and the Monroe County Messenger in Tompkinsville.

He is a retired Air Force lieutenant colonel and was the first president of the WKU Veterans on Campus (VOC) organization. He and his wife have three sons; one is a student at Western.

In its first year at Western, the Public Relations Student Society of America (PRSSA) boasts a 20-member group and activities with Louisville's professional chapter, the Bluegrass Chapter.

"The purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional PR practitioners," said Steve Hunt, chapter president.

Last semester, various public relations authorities spoke to the chapter. Among them was Darryl Armstrong,

reports editor of the Tennessee Valley Authority's Land Between the Lakes. Land Between the Lakes is offering internships to Western mass communications students during the year.

Western members attended a two-day District Caucus in Dayton, Ohio, to learn what

other student chapters were doing. Western is in the largest district in the country, which includes 12 schools in four states.

Hunt, vice-president Brian Collins and faculty adviser Robert Blann attended the National Public Relations Conference in New York City,

last November.

Members spoke to freshman mass communications students about joining PRSSA and pursuing careers in public relations. They also distributed fact sheets and brochures to prospective members during a membership drive last semester.

This semester, members plan a trip to District Conference at Ball State University in April. Workshops in writing, design and layout, photography and planning will be held in the two-day conference.

Campus PRSSA chapter enjoys active first year

Forming relations

Top form

State collegiate press competition eyed by Herald

"It's going to be harder for us to stay on top," said Bob Adams, the College Heights Herald's news-editorial adviser, after surveying the competition for the Sixth Annual Kentucky Intercollegiate Press Association (KIPA) newspaper awards.

Even if Adams is apprehensive, based on the record of the Herald, he should have the faith of Job.

Ever since the awards have been given in 1970, the Herald has come away with top honors.

The awards will be given at the KIPA convention, April 23-24 at Ken-Bar Resort. According to Adams, the competition is one of the highlights of the year.

All collegiate papers in the state are eligible to enter and are divided into two divisions, those with enrollments more than and less than 5,000.

There are awards for the newspapers with the best front page, advertising and overall makeup.

Awards are given to the individuals who are responsible for the best news story, feature story, sports story and editorial; the best editorial cartoon, specialized and general interest columns the best feature and news photographs; and the best house and display advertising.

Points given to each winner are added up to determine the

winner of the "sweepstakes" award, which has gone to the Herald since it was introduced two years ago.

The entries are judged by a major newspaper. The Louisville Courier - Journal judged the contest the first four years. Last year, the Cincinnati Enquirer was judge and Adams expects the

Nashville Banner to do the judging this year.

KIPA was established in 1927, but was inactive during World War II. It was given new life with its reorganization in 1964, with Adams serving as its first vice-president.

KIPA meets twice yearly, during the fall and spring semesters at hosting schools.

7th consecutive semester

Herald rated All-American

The College Heights Herald was awarded its seventh-straight All-American rating by the Associated Collegiate Press (ACP) for the 1975 spring semester. The Herald received 3,630 points in the five categories of judging. A total of 3,200 points is needed to be ruled All-American, the highest rating.

The newspaper was given marks of distinction in

Coverage and content, writing and editing, editorial leadership and photography.

The ACP judge gave the Herald 880 points of a possible 950 in coverage and content, 970 of 1,000 in writing and editing, 320 of 350 in editorial leadership, and 400 of 400 in photography.

"You cover a lot of news areas and write clear, concise

copy and interesting features. (You take a) mature approach

to local, vital topics. Pictures are the news tools they should be," the judge wrote.

Tom Caudill, a journalism major from Franklin, was editor during the spring semester. Jim Reynolds, a mass communications major from Louisville, was managing editor.

Pupils, pros peruse panels in Philly

—Continued from Page 2—

ering American Foreign Policy" were Marvin Kalb of CBS News, Marilyn Berger of the Washington Post, and Robert Manning of the Atlantic Monthly. The moderator was Richard Leonard of the Milwaukee Journal.

A panel covering 1976 politics included David Broder of the Washington Post, John

J. Lindsay of Newsweek, Martin F. Nolan of the Boston Globe's Washington bureau. Frank Sutherland, Jr., of the Nashville Tennessean was moderator.

"Gag Rules" was the topic for a panel discussion with Jack Landau of Newhouse News Service Washington bureau; Fred Graham of CBS News, and Richard Schmidt, Washington lawyer and media

counsel. It was moderated by Ralph Otwell of the Chicago Sun-Times.

Alf Goodykoontz, managing editor of the Richmond Times-Dispatch, moderated a panel for students on "Young and on the Move." Panelists were Ann Compton, ABC White House correspondent; Ted C. Jefferson, action line columnist for the Louisville Times, and Wesley Iverson, senior

editor, Omaha Sun newspapers.

A proposal to change the by-laws of the society to eliminate sexist language in the present by-laws was approved in a business session.

The new language replaces masculine pronouns and in some cases changes the text to eliminate the need for a pronoun.

Another highlight of the convention was the dedication of the 11-cent Freedom of the Press stamp which took place on Independence Mall.

Privacy seminar set for April; SPJ—SDX banquet will follow

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James C. Goodale, executive vice-president of the New York Times.

Bill Cox, assistant to the managing editor of the Louisville Courier-Journal and Times.

The seminar is jointly sponsored by the Kentucky Press Association, the Louisville Courier-Journal and Times, the department of mass communications and the

Western Kentucky University chapter of the Society of Professional Journalists, Sigma Delta Chi.

The seminar will be held in the Garrett Conference Center ballroom on Western's campus, beginning at 8 a.m. and closing at 4 p.m.

Although the seminar is open to the public, specific invitations will be sent to members of the Kentucky Bar Association and members of

the individual county bar associations, circuit clerks, circuit judges, every newspaper publisher, editor and reporter, and all radio and television news directors throughout Kentucky.

On the evening of the seminar, Western's SDX chapter will hold its annual spring awards banquet. At the banquet, Kentucky's outstanding journalist will be announced.

Western grad is promoted in WTVF news operation

Bill Goodman, Glasgow native and a graduate of Western Kentucky University, has been promoted to assistant news director of WTVF-Television in Nashville, Tenn.

In making the announcement, Chris Clark, vice-president and news director for the Nashville station, said Goodman has "fulfilled every assignment given to him from general assignment reporter to assignment editor in an exemplary manner and with enthusiasm that has inspired

the confidence of his co-workers."

Goodman has "been instrumental in the execution of electronic news and his success in mastering the new tools of our trade makes him invaluable in the news department," Clark said.

As assistant news director, Goodman will run the day-to-day supervision of gathering news and executing news policy as well as having a voice in the shaping of that policy.

The Fourth Estate

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