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The Fourth Estate

Vol. 1, No. 1 Department of Mass Communications Western Kentucky University Nov. 1, 1975

Journalism major

New degree emphasizes career orientation

By JAY WETHINGTON

A new degree program, which will enable the mass communications department to take a more professional approach in journalism education, was expected to become effective last week.

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

The program has been approved by the Potter College Curriculum Committee and the Academic Council and awaited final approval by the Board of Regents.

David B. Whitaker, director

of University Publications and coordinator of the new program, expected final approval at the Oct. 25 Board of Regents meeting.

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

Whitaker 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 overall grade point average of 2.50, unless special permission is granted by the head of the program.

The student must also score a minimum of 21 on the English ACT test or pass a standardized test on spelling, punctuation, 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, government, psychology, sociology, mathematics, and the sciences.

The new program will pose no additional costs to the department because no special equipment is required to implement the program, and the classes will be taught by the existing staff.

'Super U' broadcasts through the wires

Western's radio station, WKYU, has been in operation for over two months after nearly two years of study and preparation.

Dubbed "Super U," it is a carrier-current facility. WKYU's signal is carried over existing electrical lines from the studio in the Academic Complex to campus residence halls and the university center. The signal cannot be received in other campus buildings or off campus.

The operation of the station is patterned after commercial stations in all respects, according to Dave Murray, program director.

"Every week we make out a new play list based on national play lists and information from record companies and other radio stations," he said.

WKYU sells air time and, according to Dr. Charles Anderson, director of media services, is "in fact a commercial station. However, we are not interested in competing with the local radio stations. If all 5,000 dorm residents don't listen only to us we won't be concerned."



—Mark Fish

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Disc jockey George Phillips cues up a record in the WKYU studio.

Approximately \$2,700 has been raised since last fall in a scholarship fund established by the College Heights Herald to honor its first editor and long-time adviser.

The Frances Richards Journalism Scholarship Fund was created to provide financial assistance to students who plan careers in journalism.

Fifty years ago this past spring, the Herald was published for the first time with Miss Richards serving as editor-in-chief.

Upon graduation from Western in the spring of 1925, Miss Richards joined the faculty and assumed the responsibilities as faculty adviser of the Herald. She served in that capacity until her retirement in the summer of 1964.

In addition to advising the

Herald honors its first editor and long-time adviser with...

Scholarship fund

newspaper, Miss Richards taught the only journalism courses offered by Western as well as innumerable other courses in the English department ranging from freshman composition to Shakespeare.

Letters to some 200 former Herald staff members went out in the early spring, and almost immediately \$600 poured into the fund. It continued to grow throughout the summer, and the figure has now reached \$2,700.

Checks should be made

payable to the College Heights Foundation, Foundation Building, Western Kentucky University, Bowling Green, Kentucky 42101.

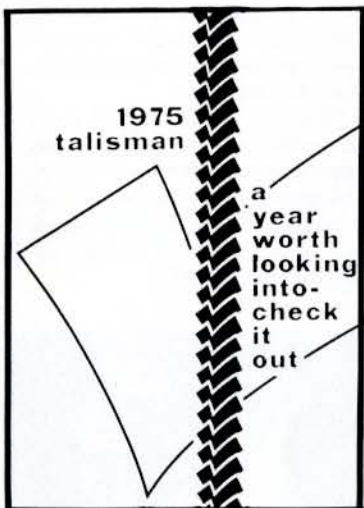
Because Miss Richards' teaching and advising career spans more than three decades and because thousands of students were enrolled in her classes during that time, it is impossible to contact many persons who would like to make a contribution to the scholarship fund, said Prof. Bob Adams, chairman of the scholarship committee.

Also serving on the committee are L.L. Valentine, retired owner of the Franklin Favorite and WFKN; Dr. Lowell Harrison, professor of history at Western; Gary Roberts, owner of Roberts Construction Co.; and David B. Whitaker, director of university publications at Western.

The committee is developing guidelines for administering the scholarship fund and will recommend the scholarship recipients, once the fund has reached the point that it will be self-sustaining.

"We would like to have enough money in the fund so Miss Richards can present scholarships to outstanding journalism students next year," Adams said.

All contributions to the scholarship fund are tax deductible.



Talisman is 'Trendsetter' again

Western's yearbook, the Talisman, has been named Trendsetter for the second year in a row by the Columbia Scholastic Press Association (CSPA) board of judges.

The Trendsetter is the highest award in the nation given to yearbooks. Three college yearbooks have received the honor, and the Talisman received the last two.

With a theme of "a year worth looking into—check it

out," the 1975 yearbook had photography described by the National School Yearbook Newspaper Association (NSY-NA) as "having impact and reader appeal with consistent quality," "unlimited" imagination in the use of pictures and design, and "crisp, objective and concise writing."

NSY-NA said the 1975 Talisman "set trends for other books to follow." The CSPA judge called the Talisman

"nothing short of a masterpiece of yearbook journalism."

A Medalist rating is necessary to be eligible for the Trendsetter award. Along with the Medalist rating (the book received 989 points out of a possible 1000) from CSPA, the Talisman received an "A+" from NSY-NA.

The Associated Collegiate Press (ACP) has not sent an evaluation yet. ACP's highest rating is the All-American designation.

Alumni edit award-winning papers

Three Kentucky weekly newspapers, published by Western graduates, have been recognized for excellence in the annual National Newspaper Association contest.

The three papers honored were the Central City Times-Argus, the Sturgis News, and the Dawson Springs Progress.

The Times-Argus received its recognition for Mulebergers, a weekly newspaper column which has appeared in the paper since 1946.

The column won first prize in the nation for the best

column, humorous subjects. Its writer, Larry Stone, who is co-editor of the paper, started writing newspaper columns while attending what was then Western Kentucky State Teachers College here.

The name of the column which won was coined while Stone was serving on the Army Newspaper, The Stars and Stripes, in France and Germany during World War II.

At the time, he was planning to return some day to Muhlenberg County, publish a

newspaper and write a column called Mulebergers.

Although Mulebergers has won first place in the Kentucky Press Association several times, this is the first time it has taken top honors in the national contest.

The national column contest was open to both dailies and weeklies, without regard to circulation or frequency of issue.

In addition to The Times-Argus, The Sturgis News took first place for general excellence for weeklies under 3,000

circulation.

E.C. Calman Jr., a Western graduate, is the editor.

The Dawson Springs Progress won honorable mention for weeklies under 5,000. It is published by Western supporters, Norris and Niles Dillingham. Niles is a WKU graduate.

Niles' son, Jed, did the bulk of the work on the special edition which took the award. Jed is also a Western graduate, and he is completing work on his master's degree at Ball State University.

Additions to MC staff enhance depth

By DEBBIE GIBSON

A part time disc jockey, a Sherlock Holmes buff and a past newspaper photographer are among the six new staff members added on a full time basis this fall in the Mass Communications department.



**Jerry
Elam**

Jerry Elam, known to his radio fans as Jerry Montgomery, said he fulfilled his dream of teaching and working part time much quicker than he expected.

After receiving his master's August 1, the 23-year-old instructor was rapidly transformed from a graduate student to a college instructor with 225 students.

But "loving to be in front of people and talking to them," Elam said he had no problems adjusting to his new status.

The nights often find Elam playing progressive music at Bowling Green's WBGN radio under the last name of Montgomery.

Elam said he changed his last name to Montgomery because it had a better rhythmic beat than Elam.



**Mike
Morse**

When Mike Morse sold his first picture, he suddenly was interested in photography. After working at various aspects of photography, he returned to Western to get a bachelor's degree in mass communications and a master's in folklore.

Then after two years of teaching night classes in

photography and taking pictures all day, Morse started teaching this fall.

"It takes a certain kind of person to get a reward out of introducing students to worlds they have never seen before," Morse said, "and I am one of those people."

Morse worked for a professional color laboratory, supervised a major photographic laboratory for the FBI and was chief photographer for the Park City Daily News, in addition to serving previously on another newspaper and with other photographic concerns.

Most recently, he provided the photographic illustrations for "Ghosts Along the Cumberland," a new book by a Western colleague, Dr. Lynwood Montell. He and Montell have co-authored a second book, "Kentucky Folk Architecture," which is being considered for publication by the University Press of Kentucky.

"Photography is a very creative and personal thing," he said. "Photojournalism captures moments that happen every day, but moments that would never be examined or remembered unless they were recorded"



**Larry
Coyle**

Although many journalists set out to change society through journalism, Larry Coyle said he doesn't think it is possible to honestly do this.

"As a journalist I can only hope to present my view of an issue as truthfully as possible," Coyle said. "You are always going to have a certain amount of bias in any statement, since there is always more than one side to an issue."

Coyle said he thought a lack of communication causes at least one-half of all problems. "If there are problems, they

should be made known, and if there are good things they should be made known," he said. "Communication is the only way to solve many problems today."

Coyle came to Western after working as a staff cinematographer with an ABC affiliate because he wanted to get back to a small town atmosphere.

Another reason for coming to Western cited by Coyle was the limited amount of input he felt he had with a commercial station.

"I had a very limited input into the finished communication at the commercial station," Coyle said. "I can go into topics much more deeply at Western and can really cover what's going on out there."



**Chuck
Morse**

Chuck Morse described himself as a "practitioner rather than a theorist," which may be one of the reasons he would one day like to return to working in the media.

"I like the immediacy of the media," he said. "With radio and TV, you do something right now, and in five minutes, you see the results of your efforts."

"But with teaching you have to wait until the students graduate and actually start working in the media before you can see if you had any influence on them or not," Morse said.

Morse said he liked the benefits of television since if a problem arose it could be handled right then, and if he was personally doing something right or wrong he could evaluate it right then.

As a past member of the Stormy Petrels, Dr. Paul Ashdown has an interest in Sherlock Homes and old mysteries that goes back to his childhood.



**Dr. Paul
Ashdown**

Ashdown shares a belief in reason with the fictional detective and said both himself and Holmes never make judgments until all the facts are in.

Ashdown described himself as a "renaissance man" and said he looks at life as a total learning experience for which he will be a life long scholar.

The professor, who received both his bachelor's and master's degrees from the University of Florida and his doctorate from Bowling Green State University, has an interest in both broadcast and print journalism.

He has been a regular stringer for the National Inquirer and has written 20 articles in the past five years for various magazines.

Journalism is essential to any kind of change or reform, he said. For democracy to work, journalism must function.



**Ron
Raby**

After setting up a television program for several hours, there are only 30 minutes to do everything and do it right.

This instantaneous contact with people is what Ron Raby likes about the television industry.

"Seldom does a newspaper get the scoop over a television station," Raby said. "It is a rather fast paced, well timed medium."

Raby received his bachelor's degree in mass communications from Western this past year and is currently working on his master's in history.

High School Press Day set Nov. 14

More than 300 high school students from three states are expected to attend the Office of University Publications High School Press Day Nov. 14. The fourth annual event will be held in the Downing University Center.

Students from Indiana, Tennessee, and Kentucky will get journalistic tips from John Butler, executive secretary of

the Iowa High School Press Association.

Ben Van Zante, adviser to "West Side Story" of West High School, Iowa City, Iowa, will also be a guest speaker.

In an effort to promote a better understanding of the problems of the high school press, high school administra-

tors have been invited to attend for the first time. Administrators and advisers have been invited to a dutch treat lunch in the Downing University Center executive dining room at noon.

The Press Day program will deal with a wide range of topics. They include news writing, editing, layout, photography, advertising,

yearbook and news magazine.

Registration will be from 9 to 9:30 a.m. on the second floor of Downing University Center.

Co-directors of Press Day are David B. Whitaker, director of university publications and coordinator of photography and journalism, and Debbie Dickey, editor-writer of university publications and instructor in the mass communications department.

Others assisting with the day's activities will be Robert Adams, Roger Loewen, David Sutherland and Mike Morse.

The Office of University Publications also held a summer workshop last June, and will hold the next one June 20 through July 1, 1976.

SPJ-SDX chapter plans fall activities

Western's campus chapter of The Society of Professional Journalists, Sigma Delta Chi, is a relatively young organization. But young as it is the chapter is already involved in activities on and off campus.

Some of the activities planned for this year include several speakers, a trip to the national SDX, SPJ convention in Philadelphia and trips to the professional meetings in Louisville.

The chapter is also responsible for the production of this newsletter.

Already this semester W.J. Cannon, editor and publisher

of the Allen County News, and Al Cross, assistant managing editor of the Russellville News-Democrat, have spoken to the chapter on the problems of county weeklies.

Scheduled to appear later in the semester are Bob Schul-

man, media critic for the Louisville Times, and Dave Kindred, sports editor of the Louisville Times.

Twenty-six chapter members have registered for the national convention Nov. 12-15.

WKYU broadcasts on campus

—Continued from Page 1—

On the air from 1 p.m. to 1 a.m. daily, the station's format includes top 40, oldies, album cuts and a newscast heard five times daily.

Operating the new campus medium is a demanding job, John Davis, station manager, said. "Everyone is putting in an awful lot of time, but everyone feels like it's worth it. We do have a good time because we enjoy what we're doing."

Murray said the eight disc jockeys currently on the air inject their own personalities in their shows. "We try to do the unusual and allow people to be as creative as they will."

Initial authorization for the station came from the Board of Regents in 1970. The radio issue lay dormant until 1973 when president Dero Downing formed a committee to study the feasibility of various alternatives for providing a campus radio. In 1974, the committee recommended establishment of a carrier-current facility. In October, 1974, the regents approved such an undertaking.

Wesolowski in Cairo, Egypt

Dr. James Wesolowski, head of the mass communications department, has been granted a nine-month sabbatical in Cairo, Egypt.

Wesolowski is directing the graduate program of mass communications at the American University in Cairo (AUC) during the 1975-76 academic year.

The AUC is incorporated in the United States and is devoted to education and research in the arts and sciences.

Wesolowski is working directly with graduate students in their thesis-research programs and teaching four courses.

Dr. Robert Mounce, dean of Potter College, has taken over Wesolowski's academic duties during his sabbatical.

Ad students win awards

Two Western advertising students were among five winners of \$100 scholarships from the Newspaper Fund Inc., of Princeton, N. J.

Chris Stanton, a senior from Louisville, and Karen Zimmerman, a senior from Ft. Knox, earned the scholarships by preparing advertisements encouraging minorities to consider newspaper careers.

The five advertisements, selected by advertising executives, were distributed to daily newspapers that were asked to print them as a public service.

The Fourth Estate

The Fourth Estate is published quarterly by the Western Kentucky University chapter of The Society of Professional Journalists, Sigma Delta Chi in cooperation with the Office of University Publications and the Department of Mass Communications.

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