

Feldhaus named Top Senior Woman

Rebecca Feldhaus, a music voice major with a journalism minor, was named the Outstanding Senior Woman for the December 2009 graduation.

She was selected by the Residential College Heads from the female December graduates who had been chosen for this year's "Who's Who in American Colleges and Universities."

Her selection was announced at the Senior Breakfast Nov. 19 by her Hester Residential College head Kenneth Fister. She was also recognized at the December graduation.

Feldhaus was a reporter for WKMS-FM and a feature writer for *The Murray State News*. She had an internship with *Opera News Magazine* in New York City and was a freelance writer for *Classical Singer Magazine* and *Opera News Magazine*.

She also had internships with the Kentucky Opera Production in Louisville and the Washington National Opera in Washington.

One of four students to receive the MSU Research Scholar Fellow

for 2007-2008, she produced a paper, "Marian Anderson, A Voice for the Seemingly Silent."

She was voted the outstanding resident advisor at Hester College for two consecutive years and served as the RCC service chair and the All-Campus Sing director.

She was a member of Alpha Lambda Delta, Alpha Mu Gamma, the MSU chorale, the MSU concert choir, the Murray Environmental Student Society and had roles in several MSU opera productions.

Feldhaus had a summer abroad study in Bregenz, Austria. Her immediate plans include continuing working as a reporter for WKMS-FM and then earning her master's degree in musicology.



Feldhaus



Photo by Orville Herndon

Thirty-five staff members of *The Murray State News* from 1962-75 attended a reunion as part of the Homecoming activities Oct. 9-10. Pictured in *The News* offices in Wilson Hall were (front row, kneeling) Wayne Lander, Tom Farthing (adviser, 1974-79), Jay Divine, Cookie Holt Wascha, Martin Kady, Bill Bartleman (co-adviser, 1983-85), Jerry Bayne and Curtis Hart. Back row: Pat Moynihan, Dr. Don Fisher, Susan Clem Guerra, Dr. Celia Wall, Gary Thomas, Gerald Lush, Karl Harrison, Brenda Stockdale Damiani, Steve Story, Dr. Bob McGaughey (adviser, 1969-70, 72-74, 83-85), Chuck Baccus, Russ DiBello, Jim Abernathy, Dr. Ed Trotter (adviser, 1972-74), Nancy Strow Sheley, Dr. Gene Murray and Vickie Russell Hunkle.

Department recommended for reaccreditation

A team of educators, administrators, and media professionals has recommended the four majors in the Department of Journalism and Mass Communications – Advertising, Journalism, Public Relations, and Television Production – be reaccredited for six more years. The site visit is an important step in the accreditation process for the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

Among the strengths in the program mentioned in the team report were "accessible, energetic, enthusiastic faculty who are committed to teaching; vibrant

student media and pre-professional clubs; collegial faculty-student relationships; and a supportive academic environment in the College of Business."

ACEJMC accreditation is an exhaustive but voluntary review of curriculum, faculty qualifications, budgets, facilities, mission, alumni career success, and many other criteria. Accredited programs must "meet rigorous standards for professional education," according to the ACEJMC mission statement.

"We are very pleased at this recommendation," said Dr. Bob Lochte, chairman of the department. "Having academic and

media professionals from around the country review our programs and say we are among the best is extremely gratifying. This positive recommendation is the result of hard work over the past year by our faculty and staff. I was personally pleased that our students had so many good things to say about their learning experience in meetings with the site visit team. But this is not the end of the process."

In March 2010, the site visit team presents its report to the Accrediting Committee of ACEJMC. This committee then submits its recommendation to the entire council at its May 2010

meeting. "We're on the way," Lochte said, "and with a positive recommendation from the four people who have done the most detailed investigation, I feel very good about our chances to reaffirm ACEJMC accreditation next May."

Dr. Judy VanSlyke Turk, Director of the School of Mass Communications at Virginia Commonwealth University and member of the Accrediting Committee, was the team chair and reviewed the Public Relations major. Dr. Don Heider, Dean of the School of Communication at Loyola University of Chicago and member of the Accrediting

Council, reviewed the Television Production major. Other team members were Prof. Amy Struthers from the University of Nebraska – Lincoln, who reviewed the Advertising major; and Michael Limón, Business Editor of the *Salt Lake Tribune*, who reviewed the Journalism major.

The Department of Journalism and Mass Communications first earned ACEJMC accreditation in 1986. The accreditation has been reaffirmed in 1992, 1998, and 2004. The department is one of six academic units in the College of Business at Murray State University.

News alumni return to campus

Thirty-five staff members of *The Murray State News* from 1964-71 attended a reunion as part of the Homecoming activities Oct. 9 and 10.

Martin Kady, who served on the student newspaper staff from 1965-69, initiated the idea for the reunion. He, Jay Divine (65-67) and Nancy Strow Sheley (64-68) worked with Patti Jones of the MSU alumni office to organize and put on the event.

Dr. Bob Lochte, chairman of the JMC Department, and Bob Valentine, senior lecturer, conducted tours on campus. They pointed out the many new facilities since the alumni were students on campus.

The current staff of *The News* hosted a reception in the newspaper's area on the first floor of Wilson Hall. Then JMC faculty and the alumni had dinner at

the Big Apple restaurant, which was not in Murray when the alumni were students at MSU.

Dr. Bob McGaughey, former adviser to *The News* and retired department chairman, gave a brief history of the newspaper and the journalism program. He pointed out the people who had served as advisers to the newspaper since 1925 and those who had been directors of the journalism program.

He also listed a few of the many honors earned by the student media, by the JMC faculty, by JMC students and JMC alumni.

Dr. Ed Trotter, former *News* adviser and an MSU alumnus, talked about his experiences as both a student staffer and later as a professor/adviser. He noted that the program was recognized as an excellent one and had

graduated many students who had gone on to be very successful in the industry.

Trotter, associate vice president for undergraduate programs at California State University-Fullerton, headed the Cal State mass communications unit which had the most majors in the nation (2,500).

McGaughey and Valentine entertained the group with part of their two-man standup comedy act, "Dr. Trey and Dr. Vee." The remainder of the evening consisted of each alum telling what he did on *The News*, what he had done in his career and what memories/experiences he had as a student.

On Saturday the group attended the Homecoming parade, Tent City and the Racer football game.



Photo by Curt Hart

Patti Jones gets feedback from Martin Kady during The Murray State News 1964-71 reception. Kady worked with Jones and the alumni office staff in planning the reunion during Homecoming weekend.



Dr. Debbie Owens, second row center, spoke to faculty and students at the University of The Gambia during her 10-day cultural tour of Gambia.

Owens trains journalists in Gambia

Dr. Debbie Owens, an associate professor of journalism and mass communications at Murray State University, gave three presentations in The Gambia, West Africa, this summer as part of a 10-day cultural tour.

She conducted a workshop, "Gambia Media Project: Community Outreach and Public/Private Sector Partnerships," for more than 30 members of the Gambian Press Union.

Dr. Owens provided the journalists with an overview of the global assessment of journalism

education in Africa, professional media development and community outreach opportunities for regional media organizations.

After the formal session concluded, she discussed media ethics, journalistic credibility, organizational practices, professional development, individual creativity, plagiarism, public orientation and community outreach.

Dr. Owens spoke to more than 40 faculty, administrators and students at the University of The Gambia on "Journalism and

Mass Communications Partnerships." She discussed the possible collaborations between Murray State University, the University of The Gambia and West African businesses and communities.

Finally, Dr. Owens was a featured guest on a tourism program at the Gambian radio station WCR. She stressed the benefits of academic excursions to tourism in the region.

Dr. Owens has been a member of the JMC faculty since 2002.

communications graduates. The *JMC Journal* is published semi-annually under the supervision of the JMC department chair, Dr. Bob Lochte.

Opinions expressed in the

JMC Journal are those of columnists or signed writers and do not necessarily reflect the opinions of the department or the University.

Material for publication

Faculty present papers at MAPOR conference

Three faculty members in Murray State University's Department of Journalism and Mass Communications presented papers at the Midwest Association for Public Opinion Research annual conference in Chicago Nov. 20-21.

Dr. Kevin Qualls' and Gill Welsch's presentation was "Your Comments Are Invited: A Content Analysis of Online Comments to Local News."

The study examined 30 randomly selected newspaper Web sites from across the nation to determine the types of stories that readers comment on and the types of comments that they leave.

The research paper classified online news stories into six categories: spot news, human interest news, government news, school news, general news and political news.

The general news stories captured the most reader comments, followed by political news, spot news, government news, school news and human interest news.

The types of comments were

classified as being positive, negative, neutral or other. The vast majority of comments—almost 60 percent—were negative.

White's paper, "So you really want to be in the movies? Demonstrating effects of institutional portrayals in Hollywood releases," was co-authored by Steve Everett and Rob Daves.

The paper addressed the positive effects on public opinion an organization received by its association with three recent movies—"Iron Man," "Transformers" and "Eagle Eye."

Qualls is an assistant professor who joined the department in 2008. He holds the juris doctorate and teaches mass communications law and television production.

Welsch, senior lecturer, joined the department in 1992 and is the head of the advertising major.

White, who has won both the Regent Teaching Award and the Max Carman Teaching Award, is a full professor who has taught in the department since 1991.

Publisher Dr. Bob Lochte

Writer Dr. Robert H. McGaughey

Production/Photography Orville Herndon

The *JMC Journal* is an official publication of the Department of Journalism and Mass Communications, Murray State University, produced in support of Murray State journalism and mass

Media professionals discuss skills, changes in mass communications

Fifteen media professionals spoke with students in the Murray State University Department of Journalism and Mass Communications Oct. 8 at the Curris Center.

The professionals were divided into four panels—advertising, public relations, television production and journalism.

The professionals discussed the skills needed to be successful in each of the four areas, how they got their jobs and the daily operation in the current economical climate.

After the panels, the JMC Advisory Council had its annual dinner with the JMC faculty and staff.

Department chairman, Dr.

Bob Lochte, noted the upcoming visit by the accrediting team from the Accrediting Council for Education in Journalism and Mass Communications and that the self-study had been completed and mailed in.

Then professionals and faculty/staff in each of the four areas met and discussed the important changes in the field over the last year. This information will be used in the evaluation and revision of the JMC curriculum.

Professionals attending included Dave Washburn, FLW Outdoors; Dave Wilham, Bisig Impact Group; Jennifer Brown and Julia Hunter, *Kentucky New Era*; Leigh Wright, WKCTC Middle College Program; David

Thompson, Kentucky Press Association.

David Green, freelance writer; Stephanie Elder, American Cancer Society; Cheryl Lawson, McCracken County Schools public relations; Lisa Satterwhite, Murray-Calloway County Chamber of Commerce; Gina Winchester, MSU Office of Regional Stewardship and Outreach.

Bill Evans, WPSD-TV news and operations; Gary Gresham, Yum Brands; Stan Marinoff; MSU Broadcast Media Services; and Dr. Ed Trotter, associate vice president for undergraduate programs at Cal. State Fullerton.

The Meet the Pros sessions and the JMC advisory council are held each year in October.



Photo by Orville Herndon

The JMC Advisory Council met Oct. 9 following the Meet the Pros event. Council members are pictured here. Front row, from left: Gary Gresham, Yum Brands; David Green; Stan Marinoff, MSU Broadcast Media Services; David Thompson, Kentucky Press Association; Jennifer Brown, *Kentucky New Era*; Julia Hunter, *Kentucky New Era*. Back row: Stephanie Elder, American Cancer Society; Leigh Wright, WKCTC Middle College Program; David Wilham, Bisig Impact Group; and Cheryl Lawson, McCracken County Schools.

Class helps students gain real-world skills

Ten majors in the Murray State University Department of Journalism and Mass Communications are completing the internship class (JMC 596) this fall.

The students—majors in journalism, advertising, public relations and television production—have interned with mass media and advertising/public relations organizations and are taking the class to earn three hours of credit.

The class, administered by Dr. Debbie Owens, has the students share their experiences with the other students. At the conclusion of the semester, students turn in a case study which has information on the organization, the town and the internship.

The ten students are Rebecca Braboy, public relations, Murray Main Street; Sarah Clark, television news, News Channel 5 in Nashville; Alysia Conover, public relations, Wrather Museum; Joseph Dublin, television production, WPSD-TV, Paducah; Jason Morrow, journalism, Lexington *Herald-Leader*.

Pam Myrick, public relations, Murray-Calloway County Chamber of Commerce; Erin Richardson, public relations/advertising, Murray Main Street; Laura Schaumburg,

public relations, Paducah Convention & Visitors Bureau; Yitang Wang, master's student, Hooker Furniture Corp. in Virginia and April Whitten, public relations, Bluegrass State Games in Lexington.

The students stated that they learned new skills, enhanced old skills and learned to work with professionals in the field.

Here are some of the comments from the students:

Clark—The most important thing I learned was to edit video with a linear editing machine.

Whitten—The most important thing I learned was to take charge and to believe in myself.

Morrow—I was able to work on doing a series of videos of a music festival. I learned to interview celebrities as well as edit video.

Richardson—I learned to effectively speak in front of a group and on radio talk shows.

Schaumburg—I taught co-workers how to plan for and produce a newsletter.

Braboy—I learned from promoting and producing the special event and fundraiser, Trivia Night.

The JMC internship class was begun in 1968 when the major and master's in journalism was established.



High school students and faculty were able to develop their skills at the department's annual High School Journalism and Broadcasting Workshop. Students in the "Producing Programs for Television" sessions, left, were able to gain experience on both sides of the camera. High school media advisers, right, were able to learn more about legal controls affecting high school media.



Photos by Orville Herndon

High school students, advisers improve skills at annual workshop

The annual Journalism and Broadcasting Workshop Sept. 25 at Murray State University drew 157 high school students and their media advisers from six schools.

After the welcome by Dr. Bob Lochte, JMC department chairman, students were able to pick from nine programs in the first session.

The programs included sports reporting/sports columns, writing to tell the story, newspaper design, digital photography, web sites for story ideas, advertising sales, designing and selling

yearbooks part 1, what's new in yearbooks part 1 and producing programs for television part 1.

The second session featured programs on feature writing, legal controls of the media, mining for story ideas, online training to build journalism skills, advertising design, and part 2 of the yearbook programs and the producing of television program.

Faculty and staff conducting the programs were Bob Valentine, Joe Hedges, Gill Welsch, Dr. Bob McGaughey, Orville Herndon, Dr. John Dillon, Dr. Allen White, Dr. Kevin Qualls,

Chris Haynes and Jeremy McKee.

Also conducting programs were David Greer, Kentucky Press Association; Angela St. Clair, Herff Jones Yearbook Publisher; and Andrew Buhler and Becky Nichols, Jostens Yearbook Publisher.

Next year's workshop has been tentatively scheduled for Sept. 24, according to co-directors, Dr. Haven Miller and Orville Herndon.

High school advisers can contact the JMC office at 270-809-2387 for more information.

**Thank you for supporting JMC
in 2009!**

Alumni notes will appear in summer issue.

Please return update form on page 4.

Majors named to All-OVC team

Austen Lane, a senior journalism major from Iola, Wis., has been named the 2009 OVC Defensive Player of the Year and to the All-OVC first team for the second year in a row.



Lane

The defensive end led the conference in sacks and tackles-for-loss for the second straight year. He finished the year with 64 tackles, eight quarterback hurries, three forced fumbles and an interception return for a touchdown.

The All-American and Buck Buchanan Award finalist finished his career as MSU's career leader in sacks and tackles-for-loss.

Last year he was an Associated Press Third-Team All-American and named to the College Sporting News Fabulous Fifty All-American.

Also named to the All-OVC first team were tight end DeAngelo Nelson, a senior public relations major from Memphis, and linebacker Tamar Butler, a senior advertising major from Murfreesboro, Tenn.

Nelson was selected for the third straight season. He was picked for the first team in 2007 and the second team in 2008.

He ended his career with 89



Nelson

receptions for 1,035 yards and six touchdowns.

Butler had 105 career tackles, good for the third best record in the OVC. He had five games of double-digit tackles, including a career-best 17 tackles in this season's opening game.

Also on this year's Racer team were Justin Clark, junior, advertising; Marcus Harris, junior, electronic media; Charlie Jordan, senior, electronic media; Taylor Lanigan, senior, advertising; and Harry McCall, junior, advertising.



Butler



Photo by Orville Herndon

A crowd gathered to watch area bands perform during the Bands 'n' BBQ Blowout on Sept. 5 at the Murray-Calloway County Central Park. The Battle of the Bands and Barbecue cookoff was promoted and produced by the Public Relations Student Society of America. Proceeds from the event went to the Murray-Calloway County Parks and Recreation Department and the PRSSA chapter.

From the chair:

It's a happy time of year here in Murray. Not only are we headed for the holidays, but we have had plenty of good news in the past few months.

As you see in this issue of the *Journal*, we had a successful review from the Accrediting Council for Education in Journalism and Mass Communications site visit team in October.

This is always gratifying and a welcome reward for the hard work the faculty and staff did, not just on the accreditation study but also on a regular basis. The team was most impressed with our students and our relationship with other units on campus.

One suggestion is that we involve our alumni more in campus and aca-

demic activities. So, we'll be calling on some of you soon.

It was great fun meeting and getting to know *The Murray State News* staff from the 1960's, way back before our department existed. We had a pleasant visit and relived fond memories at Homecoming this fall.

Several of you responded to our panel survey about professional practice and curriculum in journalism, and we thank you for your help. As most of you know, journalism and other media are changing rapidly as audiences choose new ways of getting information and entertainment.

Our challenge this coming year is to devise a new journalism curriculum for the current market environment. Our decisions will have an

impact on our curriculum on advertising and public relations as well.

Thank you as always for your advice, good wishes, and financial support.

And of course, if you know high school students or any adults who want to finish their degrees and are interested in what we do, please direct them to Murray State. Once they visit campus and get to know the faculty and students here, they are very likely to enroll and have the same rewarding experience you did.

Have a safe, happy, and prosperous year ahead in 2010.

Bob Lochte
chair



Photo by Orville Herndon

Faculty and staff greeted returning alumni at Tent City during Homecoming festivities. Joe Hedges, left, adviser to *The Murray State News*, visited with Kevin Patton and Richard Todd, right, at the College of Business tent. Patton and Todd worked at *The News* during their college years.

Please let us know if your address changes



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Other information for *JMC Journal*:

Many have made generous donations to the **JMC Endowment Fund** and/or the **JMC General Fund**. Your support has made it possible for us to offer a quality education to our students in advertising, electronic media (radio-TV), journalism and public relations. Thank you for being a vital part of our team.