



Photo by Orville Herndon

Calloway County Judge Executive Larry Elkins swears in Kara Mantooth, center, a senior public relations major from Owensboro, and Marilyn Reed Buchanon, right, at the beginning of the September Board of Regents meeting. Mantooth was elected Student Government Association president in April.

Johns named by AAF as one of the Most Promising Minority Students

Ashley Johns, a senior in advertising with a minor in marketing, has been named as one of the American Advertising Federation's (AAF) Most Promising Minority Students for 2009.

Johns, who had been recommended to apply for the award by her adviser Gill Welsch, says that she was highly honored to be named to the list.

"It is a very prestigious award and I keep thinking how lucky I am to be chosen out of hundreds of applicants," she said.

As a result of the recognition, she will have the opportunity to share her talents with some of the best advertising firms in the country and establish a network with peers and professionals.

She will also attend several seminars and workshops includ-



Johns

ing interviewing and entering the advertising industry.

Johns is president of the MSU Ads Club and the first person to

hold the position for two years. She is the first student from MSU and the first from this AAF district to win this award, according to Welsch.

Johns received the 2008 American Advertising Federation Vance and Betty Stickell internship where she worked in media planning with Walt Dis-

ney Studios Home Entertainment in North Hollywood, Calif.

Selected for this year's "Who's Who," she is a Student Ambassador, a member of the women's crew team, a member of Hart Residential Honor Society and the coordinating officer for the G-Factor Campaign to recruit and retain students for MSU.

She has also worked as a sales representative for *The Chicago Tribune* and a media consultant for ConferencePlus, Inc. in Schaumburg, Ill.

Although she doesn't have definite plans after graduating in May, she traveled several times this semester to Chicago and New York for job interviews and tours.

She would like to work in media planning or account management at a major advertising agency.

Workshop attracts 128 high school media students

The 2008 High School Journalism and Broadcasting Workshop attracted 128 students and their advisers from four high schools.

The students were able to participate in two of 18 sessions related to high school student media at the Sept. 26 event.

Sessions included sports reporting and columns, editorial writing, newspaper design, producing news video for the web, online journalism resources for story ideas, advertising sales, yearbook design, preparing a television newscast, getting the most from a digital camera, legal controls on mass media, mining story ideas, issues for teachers in journalism and student media, online training to build journalism skills, feature writing, and airing a television newscast.

Three alumni returned to campus to conduct sessions.

Andrew T. Buhler, Jr., a 1987 journalism and political science major, is publishing manager at Jostens Inc. Memory Book. Jay Morehead, a 1992 print journalism major, is the art director for Jostens Inc. Memory Book. Morehead and Buhler focused on what's new in yearbooks.

Angela St. Clair, a 1994 English and journalism in secondary education major, is a representative with Herff Jones. Her sessions were "we speak yearbooks."

David Greer, member services director of the Kentucky Press Association and head of the Kentucky High School Journalism Association, taught two sessions on online journalism resources.

JMC faculty and staff members participating in the Workshop included Dr. Allen White, Bob Valentine, Joe Hedges, Chris Haynes, Dr. Bob McGaughey, Dr. John Dillon,

Jeremy McKeel, Orville Herndon, Dr. Kevin Qualls, Dr. Ann Landini and Dr. Bob Lochte. Marion Hale, department secretary, and Orville Herndon served as workshop coordinators.

The workshop offered newspaper and yearbook competitions. School papers participating in the newspaper competition included *Cardinal Connections*, Mayfield High School; *Around the Sun*, Muhlenberg South High School; *Black and Gold*, Murray High School; *Trojan Torch*, Dyersburg (Tenn.) High School.

Schools participating in the yearbook competition included Crittenden County High School, Mayfield High School, Murray High School and Union County High School.

The 2009 workshop is tentatively scheduled for Sept. 25 at the Curris Center.



Photo by Orville Herndon

High School Workshop students conduct "man on the street" interviews during the "preparing a television newscast" session. Participants gained experience in all facets of newscast production.



Photo by Orville Herndon

Media hoaxer Joey Skaggs spoke to several classes during his September visit. He spoke on social activism through media manipulation at an evening presentation.

Media prankster visits campus

Joey Skaggs, “notorious artist and satirist,” gave a presentation on “Social Activism through Media Manipulation” Sept. 18.

Co-sponsored by JMC, the College of Business and Public Affairs and the office of the Provost and Academic Affairs, the presentation was billed as an introduction into the world

of jokesters, pranksters and large-scale media manipulators.

The *Wall Street Journal* referred to him as “a longtime media prankster” in its Sept. 12 article, “The New Pranksters.”

Skaggs says today’s pranksters “lack a subversive, anti-establishment edge.”

Skaggs also spoke to several JMC classes while on campus.

Ordway joins KPA Board

Chris Ordway, a 1989 advertising graduate, has been elected as a member of the board of directors for the Kentucky Press Association, representing District 5.

Ordway, publisher of the *Elizabethtown News-Enterprise*, will serve through January 2011.

A veteran in the Landmark Newspaper chain, Ordway spent 16 years with the *Citrus County Chronicle* in Crystal River, Fla., before joining the *News-Enterprise*. He became publisher in 2004.

He serves as a member of the JMC Advisory Board.

Landini speaks on residential colleges

Dr. Ann Landini and Dr. Don Robertson were presenters at the “University Forum: From Dormitories to Villages” Sept 23 at Tennessee Tech University in Cookeville.

Landini and Robertson, vice president for student affairs, gave a presentation on the Murray State Residential College System and were resource persons for four of the breakout sessions.

Landini, associate professor,

is the chair of the Council of College Heads and the college head for Hart College.

She was the adviser to *The Shield* yearbook and has served as the adviser to *The Murray State News*. She has also been the head of the print journalism sequence and director of the internship program.

Among her many campus activities is the Faculty Senate, where she represents the JMC Department.

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

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

Opinions expressed in the

Moore authors children’s book

A 1993 journalism graduate, Amy Gordon Moore, is the author of the children’s book, *Bunny Strings*.

Moore, who lives in Louisville with her husband Brian and three children, says she had wanted to write a children’s book for years. She finally found her inspiration when teaching her young daughter how to tie her shoes.

“I was marking off her shoes and it came to me,” said Moore. “I had been working on different ideas and trying to find the right one.”

The book follows 5-year-old twins as they begin kindergarten. The twins struggle with tying their shoes until the Bunny Fairy visits them during their sleep and leaves behind

numbered shoestrings.

Each book includes a package of special shoestrings and instructions on how to use them. The book was published by Harmony House of Louisville.

Moore, a teacher, hopes to turn the book into a series. The book sells for \$16.99 plus tax and can be ordered by e-mailing amy.moore@bunnystrings.com.

Owens presents “Crash” research findings

Dr. Debbie Owens, JMC associate professor, attended a research round table at Exeter College, Oxford University in Oxford, England this summer.

Each session of the Oxford Round Table is designed around a format that enables participants to present papers and to engage in discussions regarding those papers in both formal discussion and informal dialogue.

The topic for this round table was “The Two Cultures: Balancing Choices and Effects.” Owens’ research presentation was “Framing Cultural Discourse through Conflict:

Reactions to the Film ‘Crash.’”

Owens also was a presenter at the October Brown Bag Presentations sponsored by the Office of the Provost and the Murray State research committee. She discussed the cultural discourse and audience interpretation of the urban dramatic film, “Crash.”

The film depicts several residents from Los Angeles brought together by the crime and violence between races within the city.

Cultural tensions, race and gender issues as related to the media are just some of the points of the presentation, said Owens.



Photo by Orville Herndon

Jeremy McKeel, right, demonstrates studio camera operations to a participant in the department’s annual High School Workshop.



Photo by Orville Herndon

Joshua Waggoner, Dave Wilham and Molly Cochran visit during the Ads Club reunion. The reception was held on the Friday afternoon of Homecoming weekend. The reception was hosted by current members of Ads Club.

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

should be submitted to Murray State University, Department of Journalism and Mass Communications, Attn: Chair, 114 Wilson Hall, Murray, KY 42071-3311; telephone (270) 809-2387.

Publisher Dr. Bob Lochte

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Production/Photography Orville Herndon

Grad becomes editor at News China

Zhonghai “Buzz” Zheng, a 2007 graduate of the mass communications master’s program, is an editor for *News China*, the English-language magazine published by China Newsweek Corporation.

A comprehensive monthly news magazine, the publication covers domestic news and the latest economic and social developments in China, according to its website.

A native of China, Zheng was

selected as the Outstanding Graduate Student for 2007-08 by the JMC faculty.

Department chairman Dr. Bob Lochte said that “Buzz” made the most of his time at MSU. “He was an excellent student who took every opportunity to experience life and to learn more about the United States,” Lochte said. “He was inquisitive, curious and had a wonderful sense of humor.”

Before coming to the campus,

he worked in several media-related positions in China. A resident of Beijing, he was deputy editor in chief of *Career Weekly*.

He also worked at *China Daily*, an English-language daily with an average circulation of 300,000 in approximately 150 countries, and as the editor and project manager for the English division of the People’s Education Press in Beijing.

Communicators recount fall schedule

Dr. Bob McGaughey and Bob Valentine, faculty members in the Department of Journalism and Mass Communications, are often called “The Communicators” when they do presentations dealing with communications.

In addition to teaching in advertising, public relations, and mass communications on campus, the two have been busy this fall doing workshops, conventions and classes off campus.

In September, the two conducted a workshop on effective internal and external communications for members of Leadership Hopkins County. They have worked with this civic organization for the past 15 years and annually work with Leadership organizations in other parts of west Kentucky.

Valentine, who runs a motivational book publishing company, gave a presentation Sept. 13 at the California Business Leaders Seminar in Costa Mesa, Calif. His topic was “Publishing in 2009.”

Dr. McGaughey was the closing keynote speaker for the Southern Business Education Association conference in Louisville Nov. 1. At the same time Valentine was participating in the Barkley Tales storytelling festival at Lake Barkley State Park.

The two then were the closing keynote speakers at the national convention of the Association for Continuing Higher Education (ACHE) in Nashville Nov. 11. The duo had presented at the southern regional of ACHE in Tunica, Miss. in April.

Valentine then flew to Dallas, where he was a Performing Fellow under the Birmingham Foundation for Public Schools. He spent Nov. 12-14 doing sessions on “American Culture and Literature.”

McGaughey and Valentine finished teaching the first course of the new Professional Master of Business Administration pro-

gram in Madisonville Nov. 8. The two professors had kicked off the semester class, JMC 603 Seminar in Advertising, Oct. 4 for 21 professionals in the Madisonville area.

McGaughey is a professor and the retired chairman of the Department of Journalism and Mass Communications. He retired in 1997 after 30 years of service and 23 years as the department chairman.

He taught half time until May, 2008, when he fully “retired.” However, when two faculty members left Murray State in the summer to take other jobs, he was called back to teach part time. He still works with students in the BIS program in the MSU Continuing Education Program.

He received his bachelor’s and master’s degrees in journalism from Murray State and his doctorate in mass communications from Ohio University.

He has received several awards for his work at Murray State. He was named the Distinguished Professor by the Murray State Alumni Association in 1990 and won the Max Carman Outstanding Teacher of the Year in 1984.

He was selected the Frank Stanton Fellow by the International Radio and Television Society (IRTS) as the distinguished broadcasting educator in the U. S. in 1987.

He was named Boss of the Year by the Murray chapter of the Professional Secretaries International in 1989, as the Distinguished Organization Advisor by Omicron Delta Kappa in 1997 and as one of the Outstanding Teachers in America in 1996-97.

His other honors include “International Men of the Year,” “Who’s Who in America,” “Who’s Who in the South and Southwest,” “Men of Achievement,” “Who’s Who in American Education” and “Who’s Who in American Entertainment.”

His advertising background includes sales in radio, outdoor, newspaper and magazine.

He retired from the Army Reserve in 1985 with the rank of major. Most of his 20 years was spent in public affairs.

Valentine, a graduate of the University of Kentucky with a master’s in communications, is a senior lecturer in advertising and theatre. He also has a strong speech and broadcasting background.

He has been a regular contributor for WKMS-FM and has taught voice for public performance. He led the MSU debate team to the national title in 1982.

In addition to his duties with the journalism department which includes teaching the introductory course for all majors in the department, he teaches acting and directing in the theatre and dance department. This fall he is teaching the honors theatre course.

He served as the college head of Elizabeth Residential College, leading it to several honors on campus as the best residential college.

Valentine is nationally known as a professional storyteller and works Scottish Festivals throughout the country. He has a CD, “I’ll Take the Low Road,” that features his favorite Scottish stories.

He has done one-man shows on Mark Twain, Thomas Edison and most recently, Murray’s Nathan B. Stubblefield, the father of wireless telephony.

He is the author of several communication articles, the editor and publisher of *Murray Life Magazine* and the managing editor of a company that publishes motivational books.

McGaughey and Valentine have been presenting workshops on communications, advertising and public relations since 1978. They also do a two-man comedy act as “Dr. Trey and Dr. Vee.”



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: David Wilham, Bisig Impact Group; Leigh Landini Wright, *The Paducah Sun*; Justin Barr, WPSD-TV; William Amos, Host Communications. Second row, from left: Sean Finnegan, Vibrant Media; Todd Plewa, WPSD-TV; Jennifer Brown, *Kentucky New Era*; Gina Winchester, Murray State; and Dr. Bob Lochte, department chair.



Leigh Landini Wright, center, features editor at *The Paducah Sun*, talks with students during the networking portion of Meet the Pros.

Interns gain real-world mass media experience

Twenty majors in the Murray State University Department of Journalism and Mass Communications are completing the internship class this fall.

The students, majors in journalism, advertising, electronic media or public relations, 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 other students. At the conclusion of the class, students turn in a case study which has information on the organization, the town and the internship.

The twenty students are Jodi Keen, *Vienna Review*, Austria; Stephanie Sharp, Wendell Foster Campus, Owensboro; Ryan Underwood, Bisig Impact Group, Louisville; Mallory Allgood, WPSD-TV Local 6, Paducah; Alisondra Bell, American Red

Cross.

Jessica Cary, WLKY-TV, Louisville; Ashley Edwards, *The Paducah Sun*; Katie Graves, Music for All, Inc., Indianapolis; Whitney Harrod, *Sentinel News*, Shelbyville; Laura Holt, Maryland Heights Chamber of Commerce, St. Louis.

Ashley Johns, Starcom MediaVest Group, N. Hollywood, Calif.; Christopher Matthews, WDKY-TV, Lexington; Kara McCombs, *Murray Life Magazine*; Maggie McKay, Team Velocity, Dulles, Va.; Jessica (Katie) Pride, Make-A-Wish Foundation, Louisville.

Jordan Savage, Kentucky Golf Association, Louisville; Ryan Smithson, Wilhelmina Dan Modeling Agency, Franklin, Tenn.; Lyndsey Staples, Southwood Camp, Paradox, N. Y.; Kristin Willford, Vanderbilt Children’s Hospital, Nashville; and Shannon Davis, Western Baptist East, Louisville.



Photo by Orville Herndon

Joe Hedges, adviser to *The Murray State News*, visits with former staffers Sarah Beane and Meredith March at Tent City during Homecoming festivities. Beane and March worked in the ad production department of *The News* during their college career.

Wall studies digital photography

Dr. Celia Wall, associate professor in the Department of Journalism and Mass Communications, participated in a week-long photography workshop at Maine Media Workshops in July.

The workshop, Introduction to Digital Photography, was designed for photographers familiar with film photography but new to the world of digital photography and photo production using a computer.

"I have wanted to take one of the MMW's workshops for 10 years now," Wall said, "but until now, I just couldn't make it hap-

pen. Moving from film to digital provided the incentive I needed to sign up for the workshop."

Established 34 years ago in Rockport, Maine, the Maine Media Workshops are known internationally for high quality programs and prestigious instructors.

"This summer the cinematographer for 'Zorba the Greek' was on hand to work with the film students," Wall said. "Plus, Massimo Bassano, an Italian photographer who teaches workshops for *National Geographic*, was teaching a photography class." These were just two examples

of the level of professionals who teach during for the workshops, Wall said.

In addition to being able to interact with instructors in class, Wall said the students were also able to talk with instructors and visiting artists between classes and during meals.

"Several of us had breakfast with Massimo the last day," Wall said. "We were able to talk with him about his work and how he had gotten into photography. The level of interaction we had with the professionals on campus was great."

From the chair:

As the year 2008 comes to a close, the Department of Journalism and Mass Communications faces a future full of uncertainty and hope.

The major question marks follow any statement about the national and regional economy and the budget for higher education in Kentucky. At present, Murray State is anticipating a further reduction of \$1 - 2 Million in state funding this fiscal year and the possibility of a permanent loss of 4 percent of the state appropriations.

Budget cuts hurt. We have already lost *The Shield*, which ceased publication after the 2008 year-book. For many years, it has survived with a university subsidy that can no longer continue.

On the other hand, we still enjoy a national reputation for excellence in education in Advertising, Journalism, Public Relations, and Television Production. The latter is a name change driven by the need to use terms that high school seniors understand and our

assessment that the good jobs of the future in television lie in independent production companies.

By the time you receive this newsletter, we shall have a new faculty member in Public Relations at the culmination of a successful national search.

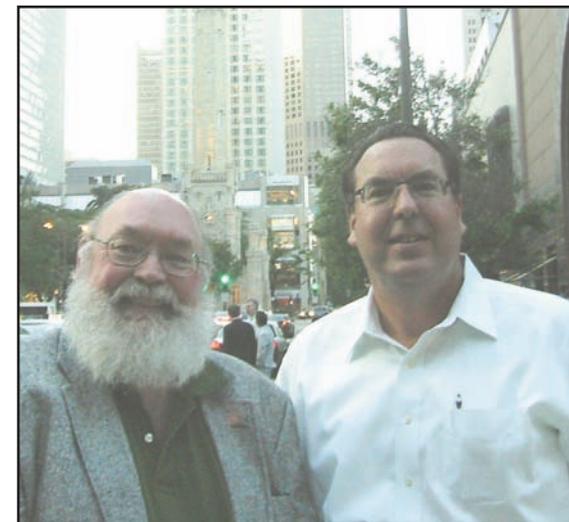
And next fall, the department will reaffirm our ACE-JMC accreditation of all four undergraduate sequences. With the full support of the College of Business and the University, we are moving ahead in

the face of adversity.

Of course we could not do any of this without your support. From your generous donations, to your assistance in the recruiting effort, to your personal achievements that make us proud, our alumni are our most valuable asset.

Thank you and best wishes for the triumph of hope over uncertainty in the coming year.

Bob Lochte
chair



Bob Lochte, in Chicago for an ACEJMC meeting, got together with JMC alum Mitch Johnston, senior account executive for Tribune Media.

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.