

Record crowd attends High School Workshop

A record 427 high school media students and their advisers from 16 schools attended the 36th annual Journalism and Broadcasting workshop at Murray State Sept. 24.

Funded by a grant from the Kentucky College Access Network, the one-day workshop offered nine different programs in each of two sessions in the morning.

Partners in the grant were GEAR UP Kentucky of the Council on Postsecondary Education, GEAR UP & SOAR managed by the West Kentucky Educational Cooperative, the MSU Office of Regional Stewardship and Outreach and the MSU Department of Journalism and Mass Communications.

The grant also sponsored a special project for five schools in the region—Paducah Tilghman, Mayfield, Fulton City, Fulton County and Hopkinsville. Student journalists in these schools will work to produce media-based promotions to call students' attention to the importance of planning for post-secondary education to prepare for a career.

The workshop topics included sports reporting and sports columns, mining story ideas, digital photography tips, reporting the bad news, advertising sales, designing and selling yearbooks, what's new in yearbooks, feature and magazine writing, newspaper design, fine-tuning your skills as an interviewer, using social media for sources and story ideas, adver-

tising design, careers in mass communications, resources for scholastic media and producing programs for television.

The yearbook sessions were conducted by representatives of Jostens and Herff Jones. The other sessions were conducted by JMC faculty/staff: Joe Hedges, Gross Magee, David Green, Dr. Bob Lochte, Dr. Allen White, Dr. Bob McGaughey, Bob Valentine, Elizabeth Thomas, Robin Orvino, Gill Welsch, Dr. John Dillon, Jeremy McKeel and Dr. Debbie Owens.

Chip Hutcheson, president of the Kentucky Press Association and the publisher of the twice-weekly *Times-Leader* in Princeton and *The Eagle Post* in Oak Grove, was the luncheon speaker.

A journalism graduate of the University of Kentucky, Hutcheson noted that newspapers "are not dead" and offer good job opportunities. He added that even if journalism students do not go into journalism jobs, the communications skills they develop will be valuable in other jobs.

After the luncheon, the students and advisers had the opportunity to tour the student media facilities—MSU TV-11 and *The Murray State News*.

The Eagles' Eye of Graves County High School won 12 first-place awards to take the title of best overall newspaper.

Graves County's winners were Rachel Fortner for best illustrations and graphics, Rachel Smith and Logan Chavis for best

photography, Chavis for best sports page design, Smith for best page one design and overall newspaper design, Connie Moreland for best graphics, for best editorial/opinion page, for best news writing and for best page one and overall design, Rachel Clifford for best feature design, Bridget Wilkerson for best advertising design and Adam Carrico for best sports writing.

Brian Parks of Mayfield High School won first place for the best editorial cartoon while Weston Loyd and Emilee Ayers of Paducah Tilghman tied for first in the news writing competition.

Devon Wilson of Paducah Tilghman won first place for best review and Alex Sherfield of Mayfield High School had the best column.

In the yearbook contest, Crittenden County High School won the best overall award, followed by Kenwood High School (Clarksville, Tenn.) and St. Mary High School.

Katie Pruitt, Rafael Sylvester and Mary Johnson of Kenwood took first place for the best feature while Chambry Callicott, Sami Mobley and Blair Beachum of Union City High School shared first place for best sports feature.

Sarah Hendley of St. Mary High School had the best school life section, Torey Baker of Crittenden County High School the best sports section and Branika Hardin and Ginelle Bess of Fulton County the best cover design.



Photo by Orville Herndon

Jeremy McKeel, center, shows students how to use master control equipment during the High School Journalism and Broadcasting Workshop. Two sessions on producing programs for television were offered during the workshop. Students gained hands-on experience producing a program in the department's television facilities.

In the video competition, Murray High School won three of the four first-place awards. Mariel Jackson, Abby Murdock and Blake Graham won best sports package. The Murray High student staff won the best news/feature program and Murdock had the best news/feature package.

Emily Neal, Amanda Gill and

Emilee Steinbeck of Ballard Memorial High School won first place for the best digital short.

Workshop co-directors, David Green and Orville Herndon, said that next year's high school workshop is scheduled for Sept. 23 at Murray State's Curris Center.

For more information, contact the JMC office at 270-809-2387.

Bryant wins second place in Freedom of Speech contest

Christopher Bryant, a sophomore at Murray State University, has won second place in the nation-wide annual Freedom of Speech public service announcement (PSA) for college communications students competition.

Bryant, a television production major from LaCenter, won \$2,000 for his 30-second

TV spot that addressed "What Freedom of Speech Means to Me."

Sponsored by the National Association of Broadcasters Education Foundation (NABEF) and the Broadcast Education Association (BEA), the contest drew more than 100 entries from across the country.

Winning PSAs of the contest, funded in

part by the McCormick Foundation, were distributed via NAB satellite feed Oct. 15.

"We are pleased that students continue to submit entries with such creativity, enthusiasm and dedication," said NABEF president Marcellus Alexander.

"It is crucial that projects like these exist to educate students across the coun-

try about the instrumental role that speech plays in broadcasting and in the fundamentals of our society."

Bryant works as a volunteer with Murray State's MSU TV-11, according to Jeremy McKeel, head of the television production major and supervisor of MSU TV-11.



Photo by Orville Herndon

Bob Valentine, left, and Bob McGaughey talk about feature and magazine writing during the High School Journalism and Broadcasting Workshop. Students were able to choose from a variety of topics at the September event.

Duo conducts communications workshop for extension agents

Dr. Bob McGaughey and Bob Valentine, faculty members in the Department of Journalism and Mass Communications, conducted a workshop for Kentucky extension agents and their staffs Dec. 8 at Barkley Lake Park.

The agents and staffs were from District 7, which covers the Purchase and Pennyriple regions.

McGaughey and Valentine covered problems and solutions on effectively communicating with meetings, telephones, face-to-face, e-mail and other social media.

The two also taught the first course of the Professional Master of Business Administration (PMBA) program in Henderson this fall.

McGaughey, a retired professor and former chairman of the JMC Department, has been a member of the faculty since 1969. He has been named both the Max Carman Outstanding Teacher and the Distinguished Professor by the MSU Alumni

Association.

In 1987 he was named the Frank Stanton Fellow (Distinguished Broadcast Professor by the International Radio and TV Society.

Valentine, who joined the faculty in 1974, teaches advertising and the beginning course for all of the majors in the JMC Department. He was selected as the Regents Teaching Award winner for the College of Business in 2009.

He is known for his portrayal of Mark Twain, Thomas Edison and, most recently, Nathan B. Stubblefield. His portrayal of the Murray inventor has appeared over educational television stations across the country. This summer he lectured on and performed as Mark Twain in Regensburg, Germany.

McGaughey and Valentine have been conducting workshops and speaking at meetings/conventions on communications since 1978.

Spalding recognized for chamber work

Elaine Spalding, president of the Paducah Area Chamber of Commerce, was recognized for 25 years of chamber work by the American Chamber of Commerce's Executive's Association.

Spalding, a 1980 Murray State graduate in journalism, was presented with a certificate and a lapel pin at the ACCE conference in Milwaukee Aug. 6.

She has been president of the

Paducah chamber for 10 years. She also has worked for the chambers in Beaverton, Oregon; Louisville and San Antonio.

Spalding has served on the ACCE Board and as chair of the National Association for Membership Development (NAMD).

ACCE is the only national organization dedicated to and driven by the issues and interests of chamber professionals.

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

Opinions expressed in the

Johnson named communicator of the year

Christine Doughty Johnson, a 1973 journalism graduate of Murray State University, was named 2010 Communicator of the Year by the Bluegrass chapter of Public Relations Society of America and the Kentucky chapter of the International Association of Business Communicators Oct. 12 in Louisville.

The president and CEO of the Leadership Louisville Center since 1979, Johnson was also recognized for service at the Presentation Academy's 2010 Tower Awards for Women Leaders.

Her other honors include being named by *Louisville Magazine* as one of Louisville's 15 most powerful women in 2007, named to the Presbyterian Community Center's Hall of Fame,

named the winner of the Chairman's Award by the national Community Leadership Association for her success in creating the Leadership Louisville Center and in 1996 named as a Woman of Achievement by the Kentuckiana Girl Scout Council.

Before joining the Leadership Louisville staff in 1990, Johnson was an executive with Wenz-Neely, Kentucky's largest public relations firm. She began her professional career as the first woman sports reporter for *The Courier-Journal* and covered the Kentucky Colonels pro basketball team.

As president of Leadership Louisville Center, she directs the four leader programs: Leadership Louisville, the signature

program for senior leaders; Focus Louisville, a two and a half-day community orientation with an emphasis on volunteer service; The Bingham Fellows, a graduate-level program that provides an advanced leadership experience on a specific community issue; and Ignite Louisville, a skill-building leadership course for young professionals.

The Leadership Louisville Center celebrated its 30th anniversary in 2009. An initiative called the Leadership Louisville Connector Project is leading the organization into its next 30 years. Johnson was one of 128 individuals recognized as Leadership Louisville's Connectors.

Retiring after 39 years at the Sun, Bartleman reflects on legislative reporting

Bill Bartleman, a 1971 journalism graduate, retired from *The Paducah Sun* after 39 years Dec. 1.

Kentucky's longest-running legislative reporter was hired Jan. 7, 1972, as a reporter/photographer with most his duties in photography. Bartleman served as the photo editor of *The Murray State News* his senior at MSU.

In 1975 he took over the paper's government politics beat and covered every session of the Kentucky legislature from 1976-2007. In the past three years he made fewer visits to Frankfort and relied on phone and the Internet. He also covered approximately 75 elections involving hundreds of candidates, ranging from president to city councilmen.

A frequent commentator for more than 30 years on Kentucky Educational Television's "Comment on Kentucky," Bartleman also served as panelist for KET political debates for governor, U. S. senator and other offices. He also was a regular on election-night coverage by KET.

In 2008, he moderated a U.S. Senate candidate debate between Sen. Mitch McConnell and Bruce Lunsford, which was carried on C-SPAN.

For two years (1983-85) he served as co-adviser to *The Murray State News* while he continued working full-time at the

Sun. He also was an adjunct teacher of journalism courses from 1983-86.

Upon his retirement, he became an administrator at Mid-Continent University in Mayfield.

"Retiring was a tough decision because I love reporting even more today than I did 39 years ago," Bartleman said. "But it was time to leave it with younger reporters and an excellent opportunity came along."

Bartleman said the foundation for his career was laid as a student at Murray State.

"I transferred to Murray in 1969 after graduating from a community college in Pennsylvania to pursue majors in business and education," Bartleman said. "One of the requirements was to take a couple of elective courses in other areas, so I took a journalism course. I really liked it and was inspired by the quality of the faculty. I took a second course, and then added journalism as a major. I don't regret that decision to follow that career path."

He was hired at the *Paducah Sun*, then called the *Sun-Democrat*, immediately after graduation. "I planned to stay a year and then move back to my native Pennsylvania, but never left," he said. "It was rewarding to work for a medium sized, family owned newspaper that had a history of excellence and a

demand for quality."

Bartleman said he viewed his job as being a watchdog for that reader and keeping elected officials focused on their responsibility to be honest representatives of the people. He tried to be aggressive but fair and straightforward in reporting facts.

"It is a reporter's job to layout all of the facts in an honest and straightforward way and let the readers form their own conclusions," Bartleman said. "It is disappointing today to see that isn't being done. It is Fox on one side and CNN on the other. It is difficult to get unfiltered news that doesn't have a definite slant."

Newspapers also have been negatively impacted by other means of communication Bartleman said.

"There are new instant sources of news and information that are good, but most of those sources lack local and community news," Bartleman said. "You need the local newspaper to learn about every thing from the latest action at city hall to who died in the community and when the cheerleaders are having a car wash. You can't get that on the Internet or anywhere else."

If you want to contact Bartleman, his email address is Bartleman@paducah.com

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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.

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Production/Photography
. Orville Herndon



Photo by Orville Herndon

The JMC Advisory Council met Oct. 9 following the Meet the Pros event. Council members are front row, from left: Justin Wylie, LifeWay Christian Resources; Stephanie Elder, American Cancer Society; Sandra Wilson, NewPage Corporation; Cathy Crecelius, WPSD-TV; Leigh Wright, freelance writer; Jennifer Brown, *Kentucky New Era*; Gina Winchester, Murray State University; Karie Thornton, WPSD-TV; Dr. Darryl Armstrong, L. Darryl Armstrong and Associates Behavioral Public Relations. Back row, from left: Dave Washburn, FLW Outdoors; Jamie Futrell, Bristol Broadcasting; Tab Brockman, TapLogic; Todd Plewa, WPSD-TV; Jason Barnett, Interactive Media Lab; Jerry Walker, WTVF channel 5; Josh Maxwell, Hopkinsville Community College television production; Dave Winder, Murray State athletics; William Amos, Jaguar Sports Marketing/IMG College; and Dwayne White, WSMV-TV.

Three join department faculty

The JMC Department had three new faculty members this fall. They were new as instructors, but not new to Murray State.

Two of them, William Gross Magee and Brent Norsworthy, joined the department in July when the Graphic Communication Management program became a part of JMC. The unit has a major and minors in graphic communications technology and photography.

The third faculty member, Elizabeth Thomas, filled the public relations position of Haven Miller when he resigned. She served as the KIIS communications director/program coordinator at Murray State while she completed her master's degree in mass communications.

Magee, the coordinator of the Graphic Communications program, teaches commercial photography and digital imaging.



Magee

He grew up in a newspaper publishing family in western Kentucky. His mother, Judy, owned and operated several weekly newspapers and his sister, Ava, worked with them until moving to a public relations position in Paducah.

Magee started working his father's cameras and reestablished the darkroom when he was 14. While he was in high school, he was having his photos published in books, newspapers and national magazines.

He earned his degree in graphic communications with an

emphasis in photography at Murray State and then returned to photojournalism. In the early 1980's, in order to computerize the family-owned publications, he did an intensive study of digital imaging.

By the late 1980s, he not only completed the computerization of the newspapers but had written software for the production of classified ads and marketed the product both nationally and internationally.

In 1990 he became the coordinator of the GAT/GAERF Video Project at Murray State. He produced and marketed videos for the graphic communications industry. He also supervised the translation and overdubbing of the tapes into Spanish.

He next focused on selling computer systems to publishing companies and completed his master's degree at Murray State in industrial education with an emphasis in digital imaging.

In 1997 he joined the faculty as a lecturer in the graphic communications program. He still does limited work in commercial photography and focuses on personal photography projects.

Norsworthy, who has the bachelor's degree in graphic communications management and the master's degree in management of technology from Murray State, joined the MSU faculty as a lecturer in 2008.

He teaches courses in graphic communications management and maintains the GCM com-



Norsworthy

puter lab and production facilities in Wilson Hall. In addition, he develops and teaches classes for the Upward Bound program on campus.

He provides digital services to clients through his company, The Digital Handyman. These services include computer service/repair, software and hardware training, pressure sensitive vinyl film design/plotting and installation, design solutions (graphics, logos, websites, etc.), printed material design and printing services.

He is a member of the National Association of Photoshop Professionals and the Adobe Designers User Group.

Thomas was named one of the two Outstanding Master's Students last spring. She received her undergraduate degree in journalism with an emphasis in advertising from the University of Florida in Gainesville.

Her communications experience includes marketing director for Transeastern Homes in Coral Springs, Fla., president/creative director for A Flair for Holly Advertising Inc., regional advertising manager for UDC Homes in Boynton Beach, Fla., vice president for publications for First Marketing Corporation in Pompano Beach, Fla. and media planner for RKO Radio in Los Angeles.

She currently heads her social media consulting firm, Elizabeth Thomas Creative, LLC.



Thomas

PRSSA hosts annual Boo Bash

Members of the MSU chapter of Public Relations Student Society of America kicked off the Halloween holiday season with its Boo Bash 2010 Oct. 27.

Held at the Olive Restaurant (across from Pogue Library), the event drew more than 75 people in the crowd to watch contestants vie for prizes.

The highlight of the night was the parade of competitors modeling their costumes. Lauren Rosentreter, publicity director for the event, said the contestants acted out the characters of their costumes in hopes of winning a prize.

Judges for the annual event

were JMC faculty members, Elizabeth Thomas and Dr. Kevin Qualls, and Liza Qualls.

Prizes for the event were donated by Matt B's, Quarter's Grill, Vintage Rose, Red Barn, Finish-Line Car Wash, Big Apple Café, Goody's, Gloria's, Video Gold and The Olive Restaurant.

Rachel Miller, president of the PRSSA chapter, said that proceeds from the event would help pay for the members to attend regional and national public relations events.

Robin Orvino, head of the public relations major, serves as the adviser to the chapter.



Photo by Orville Herndon

Dr. Celia Wall, left, talks with students in the master's program during the graduate student reception in October. The department's graduate program has more than 40 students working toward their master's degree in mass communications.

Eight participate in JMC internship class

Eight majors in the Department of Journalism and Mass Communications were enrolled in 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 took 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 and this fall, with other JMC classes and a student organization.

At the conclusion of the semester, the students turn in a case study which has information on their organization, the town and the internship.

The eight students are Elizabeth Johnson, a print journalism major from Adairville, *The Nashville Tennessean*; Richard

Martin, a print journalism major from Benton, *Baseball Youth Magazine*; Sophie McDonald, a print journalism major from Paducah, *Baseball Youth Magazine*; Meredith Milner, an advertising major from St. Louis, American Express Incentive Services in St. Louis.

Lauren Ashley Reynolds, a public relations major from Owensboro, WBKR in Owensboro; Brooks Santanello, a television production major from Millstadt, Ill., Bonneville Radio Group J in St. Louis; Ashlan Stephenson, a theatre major with a JMC minor from Salem, Ill., WJBD radio in Salem; and Jenna Vied, a broadcast journalism major from Benton, WPSD-TV in Paducah.

The JMC internship class was begun in 1968 when the major and master's in journalism was established under Dr. L. J. Hortin.

Media professionals visit campus

Twenty-four mass communications professionals met with upperclassmen in the Department of Journalism and Mass Communications at the annual "Meet the Pros" event Oct. 14.

The pros, representing advertising, journalism, public relations and television production, talked with the JMC students about the job market, internships, resumes, job interviews and about their experiences in the communications field.

After the sessions with the students, the pros had dinner with the JMC faculty/staff and talked about their evaluation of the current seniors and about the JMC graduates in the field.

Dr. Bob Lochte, department chairman, said that the input from the pros serves as part of the outcome assessment data for the department.

"It helps us evaluate what we are doing in the classroom

and make changes necessary to prepare our students for the marketplace," Lochte said.

The pros participating in this year's event included William Amos, Jaguar Sports Marketing/IMG College, Mobile, Ala.; Jamie Futrell, Bristol Broadcasting, Paducah; Dave Washburn, FLW Outdoors, Benton; Gina Winchester, Regional Stewardship and Outreach, Murray State University; Jennifer Brown, *Kentucky New Era*, Hopkinsville.

Dave Winder, media relations, Murray State University athletics; Leigh Wright, freelance writer, Paducah; Charissa Acree, Peritus Public Relations, Louisville; Dr. Darryl and Kay Armstrong, L. Darryl Armstrong and Associates Behavioral Public Relations, Eddyville; Tab Brockman, TapLogic, Murray; Susan Jones, Nellen and Jones Public Relations, Paris, Tenn.

Lisa Satterwhite, Murray-Calloway County Chamber of Commerce; Sandra Wilson, NewPage Corporation, Wickliffe; Stephanie Elder, American Cancer Society, Paducah; Jason Barnett, Interactive Media Lab, Louisville.

Cathy Crecelius, WPSD-TV, Paducah; Josh Maxwell, Hopkinsville Community College television production; Todd Plewa, WPSD-TV, Paducah; Eric Seals, freelance producer, Digital Café/owner, illinois-prep.com, Chicago; Karie Thornton, WPSD-TV, Paducah; Jerry Walker, WTVF-TV, Nashville; Dwayne White, WSMV-TV, Nashville; and Justin Wylie, independent TV producer, Nashville.

The Department of Journalism and Mass Communications, one of the units in Murray State's College of Business, is nationally accredited by the Accrediting Council on Education in Journalism and Mass Communications.



Photo by Orville Herndon

Robin Orvino, right, adviser of the department's Public Relations Student Society of America, prepares to serve a bowl of chili at Tent City. PRSSA hosted a chili cook off at the Homecoming event.

From the chair:

I am often amazed and humbled by your generosity and affection for the learning experience you had in the Department of Journalism and Mass Communications at Murray State University.



During our most recent Phonathon, our alumni pledged the largest amount of any department in the College of Business, beating programs such as Accounting, Finance, and Management. That was truly impressive,

and we are grateful.

Many of you have contributed to our project to create a digital archive of *The Murray State News*, from its inception back in the 1920's to the present day. The University Libraries gave that effort a boost this year by including it in a larger archival endeavor in conjunction with the Kentucky State Library and the University of Kentucky to preserve as many newspaper collections as possible for their historical value.

As far as I can tell, we have the only university paper in the collection so far. The positive impact of this collaboration is it reduces the cost of the project substantially. The downside is it will take

more time, probably mid-2011, before our archive is complete and available on line.

We have now moved the program in Graphic Communications to Wilson Hall and are looking into ways to integrate that curriculum with our other four majors.

Beginning next fall, all our incoming students will take a basic digital media class from the Graphic Communication faculty. And we are looking ahead to more elaborate joint ventures, such as a program in electronic publishing.

There are more changes ahead in our curriculum.

Incoming students this fall will take the digital media class, our foundation

digital audio and video production class, and a class from computer science in web page design.

These tools along with our existing strong emphasis on written communication will allow the students in all majors – Advertising, Journalism, Public Relations, and Television Production – to advance more rapidly to become mass communication professionals in the near future. It's an exciting challenge.

Many thanks again for your interest and generous contributions. We all wish you a Happy New Year 2011.

Bob Lochte
chair

Please let us know if your address changes



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Place of Employment (optional): _____ Title: _____

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, journalism, public relations and television production. Thank you for being a vital part of our team.