

JMCO Journal

Vol. 28, No. 1
Fall 2011
Department of Journalism and Mass Communications
Murray State University
114 Wilson Hall
Murray, KY 42071-3311

Non-profit Org.
U.S. Postage
PAID
Permit No. 248
Murray, KY 42071

www.murraystate.edu/jmcjournal

High School Workshop approaches 200

More than 190 high school media advisers and their students participated in the annual workshop conducted by the Department of Journalism and Mass Communications Sept. 23.

Schools represented were Fulton County High School, Ballard Memorial High School, Union City High School, Paducah Tilghman High School, Murray High School, Hopkinsville High School, Fort Campbell High School, Union County High School and Calloway County High School.

The workshop had three sessions with a total of 21 programs. The topics included sports reporting, feature and magazine writing, careers in mass communications, yearbooks, citizen journalism and social media, advertising sales, producing programs for television, from online to court, mining story ideas, yearbook design, interviewing, advertising design, photojournalism, resources for scholastic media, newspaper design, video yearbooks and finding sources and story ideas online.

JMC faculty/staff who conducted the programs were Dr. Allen White, Dr. Bob McGaughey, Dr. Bob Lochte, Dr. Ann Landini, Dr. Bellarmine Ezumah, Gill Welsch, Jeremy McKeel, Bob Valentine, Dr. Kevin Qualls, Joe Hedges, Robin Orvino, Gross Magee, Leigh Wright and Elizabeth Thomas.

Also assisting with programs were David Greer of the Kentucky Press Association and Angela St. Clair of Herff Jones.

The Tilghman Bell and *The Laker Review* swept the awards in the student newspaper competition. *The Bell* staffers won 16 awards while *The Laker Review* of Calloway County High School captured 13 awards.

For *The Bell*, the winners were Weston Loyd, news writing, third place; Ngodoo Itiarkase, feature writing, second place; Zachary Winfield, reviews, first place; Calicia Wilson and Ngodoo Itiarkase, editorial and opinion pages, first place; Megan Cantwell, sports writing, first place; Michael Langston, photography, first place; Zach Winfield, editorial cartoon, first, second and third place; Emilee Ayers, column, first place.

Amber Hussain, column, second place; Weston Loyd and Emilee Ayers, column, third place and page-one design, first place; Emilee Ayers, feature design, first and second place; Ayers, Loyd and Hussain, overall newspaper design, first place.

Individual winners for *The Laker Review* were Allison Barret, news writing, first place; Robbie Canning, news writing, second place; Morgan Williams, news writing, honorable mention; Cara Meredith, feature writing, first place; Kristen Oakley, feature writing, third place; Robbie Canning, reviews, second place and honorable mention; Kristen Oakley, reviews, third place.

Morgan Williams, editorial and opinion pages, first and second place; Darcy Stephenson, editorial and opinion pages,

honorable mention; Megan Allbritten, illustrations and graphics, first place; and student staff, overall newspaper design, second place.

In the student video competition, Murray High School won 10 of the awards while Ballard Memorial High School took three.

Murray High winners were Brandon Story, Chandler Purdom, and Sue Fields, sports program, first and second place; Brandon Story, sports package, first place; McKenzie Bradley, sports package, second place; Mariel Jackson, news/feature package, first place; Sue Fields and Chandler Purdom, news/feature package, second place; Jesus Siqueros, news/feature package, third place; WMHS staff, news/feature program, first and second place; and Fumi Nakamura and Blake Graham, digital short, second place.

For Ballard Memorial High School, the winners were Chase Laster and Reid Foster, sports package, third place, Emily Neal, Emilee Steinbeck and Alex Mallory, digital short, first place; and Sarah Naas and Charley Philippe, digital short, third place.

Crittenden County High School's *The Rockett* was judged the best overall yearbook. Second place went to *The Unionaire* of Union County High School and third place was won by *The Falcon* of Fort Campbell High School. *The Pathways* of Paducah Tilghman received honorable

Individual winners for Crittenden County were Shelby Durham, best feature, first place and best cover design, honorable mention; Evan Cruce, best sports feature, first place; and the student staff, best school life section, first place and best sports section, first place.

Award winners for *The Unionaire* were Lyndsey Gough, best feature, third place and best sports feature, third place; Conner Wempe, best school life section, third place; Gough and Riley Robinson, best sports section, second place; and the student staff, best cover design, second place.

The Falcon student staff won second place for best feature, second place for best sports feature, second place for best school life section, third place for best sports section and third place for best cover design.

Amber Braden of *The Pathways* won first place for best cover design.

The Tornado of Union City, Tenn., High School won four individual awards. Madison Baldwin and Sami Mobley received honorable mention for best feature, Cat Hicks received honorable mention for best sports feature, and the student staff received honorable mention for best sports section and best school life section.

Next year's high school media workshop is tentatively scheduled for Sept. 28 at the Curris Center, according to workshop director, Orville Herndon. For more information, contact him at oherndon@murraystate.edu.



Photos by Orville Herndon

Chris Haynes helped high school students position their microphones during the Producing Programs for Television session.



Bob Valentine, left, and Bob McGaughey used *The Murray State News* during their presentation on Feature & Magazine Writing.



Angela St. Clair, Herff Jones, talked about the importance of writing to tell a story in her program Tell A Story: Yearbook Copy and Captions Don't Have to be Boring.



Photo by Orville Herndon

Very Strangely performs for the crowd during PRSSA's Bands 'n' BBQ Blowout.

PRSSA kicks off semester with Bands 'n' BBQ Blowout

Anna Taylor

The Murray State News

Murray State's chapter of the Public Relations Student Society of America is kicked off the semester with their Bands 'N' BBQ Blowout in the Quad in front of Lovett Auditorium.

This event featured barbecue from Brother's BBQ and music from local bands.

The bands performing were Oh Yeah Dakota, Vicious Mistress, 3/8 Drive, The Jackson Purchase, Very Strangely, Tree Rollins Band and Rolling Smoke.

Lauren Rosentreter, vice president of PRSSA and senior from Paris, Tenn., said this is the third ever Bands 'N' BBQ.

"It was started like each event that we do, as a fundraiser for us to be able to support our chapter to go to professional development opportunities such as the national conference," she said.

Rosentreter said the first Bands 'N' BBQ was in 2008 and located at the Murray-Calloway Central Park. The 2009 Bands 'N' BBQ was in the park also but was canceled due to rain. They decided not to have it in 2010 but are back this year at a new location.

"We took a year off and decided to revamp the location to on campus hoping to bring in a new crowd," Rosentreter said.

Tony Hoskie, president of PRSSA and sophomore from Murray, and Rosentreter worked throughout the summer on this event, according to Robin Orvino, Murray State's PRSSA faculty adviser.

"There was a lot of leg-work (preparing the event)," Hoskie said.

"(From) looking at budgets to talking to the bands and sponsors, getting them booked, talking to vendors, having to deal with facilities management and going through the President's Office."

Orvino said with all of these responsibilities and all the events and activities that PRSSA does throughout the year, the members get prepared for their future careers.

"Basically it's my role to give the students the knowledge and understanding that they need so they can do more and more by themselves," she said. "While they are learning to be a PR practitioner they are actually starting to practice public relations in the organization. This Bands 'N' BBQ is a great opportunity to actually be involved and plan, promote and coordinate the whole event."

Though the food, drinks and T-shirts had a set price, percentages of the money earned went to support PRSSA in funding for trips. The main goal for fundraising is raising enough money to support student travel to the PRSSA national conference in Orlando, Fla., in October. Donations to PRSSA and the bands were accepted.

Cheers Food & Fuel, ZAX Imprinted Sportswear, 98.3 WRIK-FM, Antiv Music Group, The Journey Church, Kentucky Shores Family Fun Center, Pepsi Mid-America, Wal-mart and C4 Foto sponsored the event.

The Bands 'N' BBQ Blowout After Party followed at The Olive. Music was provided by AuTia with special guests Voyage of Slaves and The Commonwealth of American Natives.

Wang receives AAF recognition

Sarah B. Wang, a senior advertising student at Murray State University, has been recognized as a Most Promising Minority Student by the American Advertising Federation (AAF).

Wang, from Milton, Ky., is one of 50 students from across the United States to receive the recognition. They will be honored during an awards program in New York City Feb. 1-3, 2112.

Since 1997, the Most Promising Minority Student program has helped outstanding minority students begin their careers in adver-

tising by putting them in contact with industry leaders.

The students attend a seminar where they meet advertising professionals, learn job search skills and learn more about the advertising industry.

Wang is a Ronald McNair Scholar at Murray State. She has conducted research and presented her findings at research conferences in Arizona and Delaware.

She has gained professional experience through a number of campus activities. She is currently president of

Murray State's chapter of the American Advertising Federation.

She is a member of the psychology honor society, PsyChi, and has led publicity campaigns for a number of programs for Women's Empowerment and for the MSU Women's Center.

Wang has been recognized for her outstanding scholarship and leadership. She has been selected to "Who's Who Among Students at American Colleges and Universities" and to two national honor societies Alpha Chi and Omicron Delta Kappa.

Owens participates in Europe-in-Transition

Dr. Debbie Owens, an associate professor in Journalism and Mass Communications, participated in the MSU Europe-in-Transition Faculty Development Program July 29-Aug. 12 in Regensburg, Germany.

She presented her research on "Jazz Music Development in Europe: The Influence of U.S. Jazz Musicians on Jazz Communities in Eastern Europe."

Owens examined the history of jazz music development in Europe and the extent to which it currently thrives within specific Eastern European communities. She noted the transnational relationships that were forged between American and European performers and how these relationships have served as the creative foundation for modern European



Owens visited the Charles Bridge in Old Town, Prague, during her participation in Europe-in-Transition.

artists.

This is the second time she has participated in the Europe-in-Transition Program. In 2006 she gave a presentation on "Media Reflections of a Gendered Society in Eastern Europe: Portrayals of Women in Print Media."

Owens, the director of the JMC graduate program, joined the MSU faculty in 2002. She received her bachelor's degree from the City University of New York, her master's degree from the University of Illinois and her doctorate from the University of Florida.

Lowery heads Girls on the Run

Stevie Lowery, publisher of *The Lebanon Enquirer*, has received recognition for her work with the "Girls on the Run" program in Lebanon.

Lowery, a 2001 Murray State University journalism graduate who received her master's in mass communications in 2002, serves as the head coach for the program for girls ages eight to 13.

The program combines training for a 3.1-mile running event with self-esteem

enhancing and uplifting workouts. The object of the program is to educate and empower girls at an early age.

"Girls on the Run" is a 501(c) 3 program, which combines an interactive curriculum and running for pre-teen girls.

Lowery works with a local elementary physical education teacher in the 12-week program. Eleven girls in third to fifth grades are participating in the program this fall.

At the end of the program, the girls will run a 5K in Lexington.

Besides promoting health in the newspaper, Lowery also hopes this carries over into the local community. She hopes that the parents of the girls in the program will be moved and inspired to more exercising.

Lowery, an avid runner, says she hopes that the program will grow in the future to empower even more girls and their families.



Photo by Orville Herndon

JMC's advisory council met following the Meet the Pros event. Members of this year's advisory council are: front row from left, Jayme Jones, Murray State University; Gina Winchester, Murray State; Megan Tubbs, Murray Convention & Visitors Bureau; Stephanie Elder, American Cancer Society; Leigh Wright, Murray State; Darlene Mazzone, Paducah Life; Lori Barrett, WPSD-TV; Sandra Wilson, New Page; Robert Norsworthy, Diversified Agency Services; Jamie Futrell, Bristol Broadcasting; back row from left: Tab Brockman, Murray Parks Commission; Todd Plewa, WPSD-TV; Josh Maxwell, West Kentucky Video; Justin Wylie, LifeWay Christian Resources; Josh Miller, Paramore Interactive Agency; Dave Washburn, FLW Outdoors; and Steve Schwetmann, WKYQ-FM.

Media professionals give advice on job market and trends

Fifteen mass communications professionals met with upperclassmen in the Department of Journalism and Mass Communications at the annual "Meet the Pros" event Oct. 6.

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 gave 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 Josh Maxwell, West Kentucky Video, Hopkinsville; Todd Plewa, WPSD-TV, Paducah; Justin Wylie, LifeWay Christian Resources, Nashville; Jamie Futrell, Bristol Broadcasting, Paducah; Josh Miller, Paramore Interactive Agency, Nashville.

Robert Norsworthy, Diversified Agency Services, New York

City; Steve Schwetmann, WKYQ-FM, Paducah; Dave Washburn, FLW Outdoors, Benton; Stephanie Elder, American Cancer Society, Paducah; Darlene Mazzone, Paducah Life Magazine, Paducah; Leigh Wright, former features editor of *The Paducah Sun*.

Tab Brockman, Murray Parks Commission director; Jayme Jones, Murray State University communications; Megan Tubbs, Murray Convention & Visitors Bureau; and Sandra Wilson, New Page, Wickliffe.

The event coordinator was Gill Welsch, head of the advertising major and director of the senior seminar for the JMC Department.

Thomas teaches social media for business class

Elizabeth Thomas, lecturer in the Department of Journalism and Mass Communications, taught a special eight-week course, "Leveraging Social Media for Business," in Lee Clark Residential College.

The course, which met eight Tuesday evenings beginning in mid October, is one of the one-hour courses taught under the course number IDC-199-01.

Thomas noted the course was designed to provide students with an overview of specific digital/social media tools and networks used in modern business communications, public relations, advertising and marketing.

The course covered such topics as blogging, Facebook, Twitter, YouTube/Slideshare/PhotoBucket, search engine optimization (SEO) and LinkedIn.

Thomas is in her second year as an instructor at Murray State. Two years ago she was named one of the top two graduate students in the department when she completed her master's degree.

She received her undergraduate degree in journalism with an emphasis in advertising from the University of Florida.

Her communications experience includes marketing director for Transeastern Homes in South Florida; president/cre-

ative director for A Flair for Holly Advertising Inc.; regional advertising manager for UDC Homes of Tempe, Ariz.; vice president for retail publications for First Marketing Corporation based in Pompano Beach, Fla.; and media planner for the RKO Radio Network in Los Angeles.

In addition to teaching social media, advertising and public relations at MSU, she heads a social media consulting firm, EveryThingCreative, LLC, and has implemented approximately 38 corporate social media and Internet advertising campaigns for national, regional and local clients over the past 18 months.



Photo by Orville Herndon

Current Ads Club members and alumni looked through a collection of past projects during the Ads Club reunion on Homecoming weekend.

JMC welcomes new faculty

Dr. Bellarmine Ezumah and Leigh Wright joined the JMC faculty this fall, filling positions of retired faculty members Dr. John Dillon and Dr. Celia Wall.

Ezumah teaches undergraduate and graduate theory classes, research and the introduction class for all majors.

Wright teaches mainly writing and editing classes, including news writing, editing and script writing.

Ezumah comes from Howard University, where she served as an instructor while earning her Ph.D. in Mass Communication and Media Studies (2010).

She received her M.S. in Radio and Television Management from Brooklyn College and B.S. in Communication Arts from St. John's University.

She served as an on-line rater for Test of English for International Communications for the Educational Testing Service, as director of instructional technology (K-12) for Pastoral Communications in Brooklyn and as a teacher (K-12) at schools in Phenix City, Ala., and Jersey City, N.J.

She has had several academic conference presentations, two book chapters and two journal articles accepted for publication.

Among her professional organization memberships are Association for Educational and Communication Technology, American Evaluation Association, National Communication Association, International Visu-

al Literacy Association, Eastern Communication Association and the African Studies Association.

Wright comes to Murray State

from West Kentucky Community and Technical College in Paducah where she served as an adjunct instructor of English and as

administrative assistant for the Commonwealth Middle College.

As part of her duties with the Commonwealth Middle College, she produced a video yearbook, managed public relations and marketing efforts including Web site development and monthly newsletters, and managed fundraising campaigns.

A graduate of Murray State with a bachelor's degree in journalism and political science and a master's of fine arts in creative writing (creative nonfiction), she went to work for the *Paducah Sun* in 1993 after graduation.

She served as the education reporter, the features editor and senior writer until leaving the paper in 2009. She was a food columnist for the paper and still does freelance writing for the *Posh Magazine*.

Wright is a member of the JMC Advisory Council and has served as president of the West Kentucky Press Association and as an editorial board member for *The New Madrid Journal*.

A 1995 member of Leadership Paducah, she has been active with the Charity League of Paducah, Garden Club of Kentucky and the Paducah Civic Beautification Board.



Ezumah



Wright

Two students win AMP scholarships

Andrew Jones and Tia Starr have received \$500 scholarships from the Tri-State Advertising and Marketing Professionals (AMP).

The scholarships are to be used toward a degree in a communications-related profession.

Jones, from Hopkinsville, is pursuing a degree in advertising. He served as vice president of the MSU chapter of the American Advertising Federation (Ads Club) for the 2010-11 school year. A 4.0 student, he expects to graduate in 2012.

Starr, a sophomore from Bellville, Ill., is majoring in public relations with a minor in organization communication. An active member of the MSU chapter of Public Relations Student Society of America (PRSSA), she plans to graduate in 2014.

Students from the following

schools were eligible for the scholarships: Southeast Missouri State University, Mineral Area College, Three Rivers Community College, Murray State University and Southern Illinois University-Carbondale.

Students must be pursuing a degree in marketing, advertising, public relations, mass communications, graphic design, radio-television or a related field in an accredited program.

They must have at least a 3.0 overall grade-point average and leadership on campus in one of the above areas.

Tri-State Advertising & Marketing is a non-profit organization made up of communications professionals in the Cape Girardeau, Paducah and Harrisburg, Ill., areas. It is affiliated with the American Advertising Federation.

Twelve participate in JMC internship program

by Dr. Debbie Owens

Twelve students were enrolled in the 2011 Fall JMC Internship class. This year's participants held summer internships in ten states. Five undergraduate students majored in advertising, three in public relations and one in electronic media; three students were enrolled in the mass communications graduate program. Students had the following comments about their internship experiences:

Jill Boddy, a senior public relations major from Benton, Ky. said, "My favorite and most interesting responsibility at International Entertainment Buyers Association, Nashville, Tenn., was researching and assisting in the planning of IEBA's 41st annual conference which will take place in October."

Amber Semeraro, a senior advertising major from Oakville, Conn., said, "At ICON International, Stamford, Conn.), I worked on an international research project, where I had to

research television markets in China, Japan, India and Brazil. This was the most interesting part of my internship because it allowed me to learn a great deal of information about the media industry in other advanced countries. It was a great experience to work with some of the brightest people in the corporate barter industry and also to have the chance to meet other interns from other Omnicom Companies."

Andrew Jones, a senior advertising major from Hopkinsville, said "I was one of seven interns at the Evansville, Ind., Courier & Press tasked with selling, design-



Andrew Jones, left, a senior advertising major from Hopkinsville, helped prepare the Progress edition during his summer internship at the Evansville, Ind., Courier & Press.

ing, writing and otherwise developing content for a special edition broadsheet called Progress which highlighted Tri-State businesses. The 13 weeks I spent there as an advertising writer for Progress allowed me to learn new skills as well as use and improve ones I already had."

From the chair:

Let me take a moment to reflect on the events of 2011, an important year for the department, the faculty, and yours truly.



After deliberations that went on for more than a year, we established a new Journalism curriculum this fall. In addition

to developing strong writing and reporting abilities, all students now must learn audio/video production, digital graphics, and webpage design as basic skills. There are no longer separate Print and Electronic tracks. The demands of the profession now require our graduates to write for a variety of audiences, and we want them to have as many career options as possible.

I'm in the final days of a two-year term as an educational representative on the board of the Kentucky Press Association. In

this capacity, I have gotten to know publishers large and small throughout the Commonwealth and gain an understanding of the challenges they face in a daily basis. I was able to get to know many MSU alumni better. KPA has one of the strongest internship programs in the business, and its members provide many entry-level jobs for our graduates. It has been an honor to serve the organization.

I continue to serve on the Executive Committee of the Association of Schools of Jour-

nalism and Mass Communication, representing small programs. My chief interest in this organization is to improve the national accreditation process and strengthen the curriculum requirements. Things change, and universities must keep up. There are more demands now for technology and business skills. We must meet these demands but not sacrifice the intellectual skills that are the core of liberal arts education.

Finally, 2011 has been a year when new faces are starting to

appear on the JMC faculty. As some of us high-mileage units move into retirement or more limited service, we want to clear the way for the next generation of first-rate teachers who bring new skills, energy, and dedication to continuing the quality learning experiences our students deserve.

2012 will be exciting. I can't wait.

Bob Lochte
chair

Please let us know if your address changes



Department of Journalism & Mass Communications
Murray State University
114 Wilson Hall
Murray, KY 42071-3311
e-mail: jmcjournal@live.com
<http://www.murraystate.edu/journalism>

Name: _____ Major: _____ Year graduated: _____

Address: _____ Telephone numbers:

City: _____ State: _____ Zip Code: _____ Home: () _____

e-mail: _____ Business: () _____

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, graphic communications, journalism, public relations and television production.

Thank you for being a vital part of our team.