



Bob Norsworthy was recognized for his contributions to the department at the conclusion of Murray State's presentation at the Omnicom Talent Forum. The outstanding senior in advertising award has been renamed in his honor. Those representing Murray State were, from left: Abigail Goss, Leah Kirchoff, Kirby Feldkamp, Bob Norsworthy, Gill Welsch, and Bob Valentine.

## Four present at Omnicom Talent Forum

Four members of the Department of Journalism and Mass Communications traveled to New York City Dec. 3-5 to make a presentation about the department to human resource directors of all of the Omni Group companies.

Representing Murray State were lecturers Gill Welsch and Bob Valentine and students Kirby Feldkamp and Abigail Goss.

Welsch, head of the advertising major, said that the organizer of the annual training workshop requested the representatives because MSU's summer interns had performed so well.

"It's quite an honor to be asked to address the Omnicom HR directors," Welsch said. "I am particularly pleased that they liked the jobs that our interns did over the summer. The department faculty and I are very proud of our students. I'm excited that will have an opportunity to let the Omnicom people know more about our program and Murray State.

Omnicom Group is a global holding company that owns some 230 companies engaged in advertising, marketing and public relations.

Welsch joined the JMC faculty in 1992 as head of the advertising major and adviser to the MSU chapter of the American Advertising Federation.

He holds the bachelor's degree in journalism and the master's degree in public relations from the University of Southern Mississippi. He has done doctoral study at Southern Illinois University at Carbondale.

In addition to Murray State, Welsch has taught advertising, journalism and public relations at the University of Southern Mississippi, Southeast Missouri State University and Southern Illinois University at Carbondale.

Valentine has been a member of MSU faculty since 1974. He has taught speech communications and theatre and served as guest director for both the MSU Theatre and Murray's Commu-

nity Theatre (Playhouse in the Park).

He began his teaching career at the University of Kentucky, where he earned his undergraduate degree in history and his master's degree in communications. He then served as lecturer in communications before coming to Murray State to teach speech and serve as the director of forensics.

He joined the JMC Department in 1995. A former residential college head, he was the 2009 Regents Teaching Award winner for the College of Business.

He is the publisher of *Murray Life* magazine and is known for his portrayal of Mark Twain, Nathan B. Stubblefield and most recently, Rainey Wells.

Feldkamp is a senior public relations major with a minor in advertising. She is scheduled to graduate as an honor student in May 2013.

In the fall 2011 semester, she studied at Humboldt State Uni-

versity in California as a part of the National Student Exchange program.

She has worked as a photographer and an advertising designer for *The Murray State News* and as layout director for the student magazine at Humboldt State.

She had a TV production internship for KEET-TV in Eureka, Calif., and an account management internship this past summer with DDB, an Omnicom Group Affiliate in New York City.

Goss also has a public relations major with an advertising minor and will graduate next May.

She has been an events coordinator intern for the Champaign County (Ill.) Chamber of Commerce and currently is the advertising assistant for Tap-Logic LLC in Murray.

This past summer she was an account manager intern with Fathom Communications in Chicago, also an Omnicom company.

Leah Kirchoff, a May graduate, joined the departmental delegation. She interned with Fathom Communications in Chicago.

Fathom extended Kirchoff's internship through October and hired her in November.

Welsch and Valentine talked about MSU's program and the millennial generation. They also asked for feedback on what universities need to do to better prepare students for the professional world.

The HR directors said writing is of paramount importance, students need to learn social graces and professional behaviors, students need to know analytics, students need to demonstrate the ability to think critically and to think on their feet, and the department shouldn't foster "creatives" who are not creative.

The group concluded their session with Bob Valentine reading the resolution that names the department's outstanding senior in advertising award after Bob Norsworthy.

# Five seniors selected for “Who’s Who”

Five of the 43 seniors selected for the 2012-13 Who’s Who in American Colleges and Universities were majors in the Department of Journalism and Mass Communications. They were Dominique Duarte, Katie Farmer, Kirby Feldkamp, Kelly Sturgeon and Marion Taylor.

**Duarte**, a double major in electronic journalism and music (vocal performance), won several awards in music. She won the Outstanding Student Presentation Award given by the Rocky Mountain College Society of Music Chapter and won third place in the senior women category of the National Association of Teachers of Singing at the Mid-South Region Auditions.



Duarte

A member of the MSU Concert Choir for four years and Sigma Alpha Iota for three years, she appeared in Campus Lights and two other major performances on campus. She was in three productions at Playhouse in Park and participated at the Druid City Opera Workshop at the University of Alabama.

Her undergraduate research project, “The Music Major Experience: Examining Perceptions of Preparedness for the Core Curriculum,” was presented at the College Society of Music Rocky Mountain Regional Conference at Eastern New Mexico University in March.

**Farmer** is a television production major with a Spanish minor. She was a social media intern with Hot Sauce Records in Lexington and a writer/editor for MSU’s Roundabout U.



Farmer

She was a member of the Murray State Rowing Club and First-Year Leader for Hart College. She studied in Ecuador the summer of 2011, was a Student Ambassador for the Office of Admissions and a marketing volunteer for the iRacer Program.

A public relations major, **Feldkamp** studied at Humboldt State University (Calif.) as part of the National Student Exchange Program.

She worked on *The Murray State News* as an advertising designer and as a photographer. She was a member of Murray Environmental Student Society, Public Relations Student Society of America and Growing into Respected Outstanding Women.



Feldkamp

She had successful internships with Essential Details, Louisville; KEET-TV, Eureka, Calif.; *Osprey* magazine, Arcata, Calif.; and DDB (Omnicom Group Inc.), New York City.

**Sturgeon** is a public relations major with a minor in marketing. She was a member of Public Relations Student Society of America, Phi Kappa Phi honor society, Alpha Gamma Delta and The National Society of American Scholars.



Sturgeon

She was an intern for Murray State’s Publication and Printing Services, a marketing and sales intern for The Centre in Evansville and a campus recruiting intern for Northwestern Mutual.

A presidential scholar with a perfect 4.0 grade-point average, **Taylor** is a print journalism major with a psychology minor.



Taylor

She was a College of Business Student Ambassador, a First-Year Leader and a Study Abroad Student at the University of Regensburg, Germany.

Taylor was a retail sales associate with Hollister Co. in Louisville, a news writing intern with *The Oldham Era* in La Grange and a marketing analyst for Foodcalc, Inc. in Louisville.

Her senior honors thesis was “A Comparison of the United States and Germany on Public Interaction of Newspaper Websites.”

The students will be officially recognized at the Honors Day in May 2013.



Photo by Orville Herndon

Advertising instructor Bob Valentine portrayed Dr. Rainey T. Wells, Murray State’s founder, at the University’s 90th anniversary celebration on Sept. 6. The program was held in the Quad. Besides Valentine’s reenactment of Wells’ appearance before the Normal School Commission in 1922, the histories of the five oldest academic buildings on campus and Oakhurst were presented.

## Daughrity receives four Prism awards

Tory Daughrity, 1999 public relations graduate with a master’s degree in 2002, received four awards in the Tennessee Society for Healthcare Marketing and Public Relations annual Prism awards competition.

Daughrity, director of marketing and public relations for the Henry County Medical Center in Paris, Tenn., received the President’s Award for her contributions to the society.

She serves on the board of TSHMPR and was president during 2011-12. She moved to the position of immediate past president

and will be the coordinator of the next conference.

Her department won two Prism awards and one Citation of Excellence Award. The Prism awards were for the hospital’s single radio ad on the calcium scoring and vascular screening campaign and for its external publication, *Health in Focus*.

The Citation of Excellence award was for the hospital’s website, [www.hcmc-tn.org](http://www.hcmc-tn.org).

The Tennessee Society for Healthcare Marketing and Public Relations is the largest organization of health care communicators in Tennessee.

## Spalding earns recertification

Elaine Spalding, a 1980 journalism graduate, has been recertified by the American Chamber of Commerce Executives as a Certified Chamber Executive.

The Certified Chamber Executive is the only national certification for chamber professionals. The CEE program is designed to assess the applicant’s knowledge of the core chamber management areas: leadership, planning, development and finance, and administration.

Spalding, president of the Paducah Area Chamber of Commerce, received the honor

by completing professional development courses, speaking at various conferences and serving as a mentor for new chamber executives.

She originally earned her CCE in 2007 and had to re-certify this year.

President of the Paducah Chamber since 2000, she has more than 25 years of chamber management experience. She has worked for chambers in San Antonio, Louisville and Beaverton, Ore.

The Paducah Chamber was named by the ACCE as the Chamber of the Year for 2011.

Please complete the alumni information form on the back cover. The summer 2013 edition of the *JMC Journal* will contain the updates of JMC and GCM alumni. Your alumni note will allow your former classmates to know what you are doing. The alumni notes edition is given to prospective students so they can see what students majoring in advertising, graphic communications, journalism, public relations or TV production can achieve with their degree.

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

*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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# Upperclassmen interact with media professionals

Thirteen mass communications professionals met with upperclassmen in the Department of Journalism and Mass Communications at the annual "Meet the Pros" event Oct. 11.

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

After the sessions with the students, the pros had dinner with the JMC faculty/staff and talked about their impressions of the current upperclassmen and about JMC graduates working 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 Debbie Lee, grants associate, West Kentucky Educational Cooperative, Murray; Dave Washburn, vice president of operations, FLW Outdoors, Benton; Will Brantley, editor, Realtree.com, Columbus, Ga.; Chad Lampe, news director, WKMS-FM, Murray.

John Wright, staff writer, *Murray Ledger & Times*; Megan Tubbs, marketing/business development officer, CFSB, Benton; Katie Mantooth, career counselor, MSU Career Services; Tara Miller, executive director, Lourdes Foundation, Paducah.

Lisa Satterwhite, assistant director, Murray-Calloway County Chamber of Commerce; Tab Brockman, director, Murray-Calloway County Parks; Stephanie Elder, area director, American Cancer Society, Paducah; and Bill Evans, vice president of news and operations, and Liz Fields, reporter, WPSD-TV 6, Paducah.

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



Photo by Orville Herndon

Joe Hedges conducted the Meet the Pros session for public relations majors. Panelists were, from left, Lisa Satterwhite, Murray-Calloway County Chamber of Commerce; Megan Tubbs, CFSB; Katie Mantooth, MSU Career Services; and Tara Miller, Lourdes Foundation.



Photo by Orville Herndon

The Department of Journalism and Mass Communications' advisory council participated in the "Meet the Pros" event in October and met with department faculty/staff afterwards. This year's advisory council includes, front row, from left: Debbie Lee, Megan Tubbs, Tara Miller, Katie Mantooth, Lisa Satterwhite, Liz Fields, Stephanie Elder, and back row from left: John Wright, Tab Brockman, Will Brantley, Chad Lampe, and Bill Evans.



Photo by Orville Herndon

David Washburn, left, and Mike Fraser shared their international experiences during the Global Alumni Lecture.

## JMC alums speak at lecture series

JMC alums Mike Fraser and David Washburn were the speakers at this year's Global Alumni Lecture on Nov. 15. The annual lecture series was part of International Education Week.

Fraser, a 1982 journalism graduate, is a pioneer in sustainability and energy management. He is the vice president of sustainability development at Schneider Electric.

Fraser's 30-year career includes leadership roles in a variety of industries. He is an author and frequent speaker at sustainability industry events.

Washburn, 1995 advertising graduate and a 1996 master's in mass communications recipient,

is the vice president of operations at FLW and serves as president of the MSU Alumni Association Board of Governors.

Prior to joining FLW, he was a communications specialist for Ralston Purina in St. Louis and had internships with the St. Louis Rams and Fleishman-Hillard International Communications.

Both men recounted how their education at Murray State helped prepare them to work on an international scale.

The lecture series began in 2006 as a way to reconnect distinguished alumni with current students, faculty and the community.

## Lochte's haiku poems featured in showcase

Murray State professor Bob Lochte has two of his short poems included in the annual literary edition of *Kentucky Monthly* magazine. The feature, "Penned—The 5<sup>th</sup> Annual Writer's Showcase," is in the November issue.

All of the winners are Kentucky authors who submitted stories, essays and poems for review by the editors. Lochte's winning verses are both haiku.

"People who know me probably don't think of me as a man of few words," Lochte said. "I started trying to write haiku about a year ago and have more than 75 poems so far. By chance, I saw the contest notice online and sent in three. Two of them were chosen."

Haiku is a Japanese form of poetry. Each poem is three lines of five, seven and five syllables. "I figured if I could master a short literary form, I could become a whiz at Twitter," Lochte explained.

Lochte has been a member of the Murray State faculty since 1988. He is currently professor and chairman of the Department of Journalism and Mass Communications.

He received his bachelor's degree from Bowdin College in Brunswick, Maine, his master's from Columbia College in Los Angeles and his Ph.D. from the University of Tennessee at Knoxville.

At Murray State, he has served as director of graduate

studies for the JMC Department and director of the MSU TV studios.

His media experience includes serving as co-owner, general manager and program director of WETO TV39 in Greenville, Tenn., and WMGI FM in Pulaske, Tenn., producer/director of WTCI TV45 in Chattanooga, Tenn., and supervisor of television operations at the Beverly Hills, Calif., United School District.

Among his publications is a book on Murray's inventor, Nathan B. Stubblefield. He served as producer/writer/host of "The Eisenhower Hour," a weekly radio program devoted to American popular music and culture of the 1950s.

# High schoolers gain insight into student media

More than 340 students and their media advisers participated in the annual High School Media Workshop Sept. 28 at the Curris Center and in the MSU TV Studios.

They were from 11 high schools in west Kentucky and west Tennessee: Kenwood High School (Clarksville, Tenn.), Paducah Tilghman High School, Fulton County High School, Murray High School, Dawson Springs High School, Livingston Central High School, Russellville High School, Union City (Tenn.) High School, Fort Campbell High School, Ballard Memorial High School and Calloway County High School.

The workshop consisted of 22 classes over three sessions of 75 minutes each. Faculty and staff from the department who taught in the sessions included Dr. Bob Lochte, Dr. Bob McGaughey, Leigh Wright, Dr. Allen White, Dr. Bellarmine Ezumah, Gill Welsch, Joe Hedges, Orville Herndon, Robin Orvino, Gross Magee, Dr. Kevin Qualls, Chris Haynes, Jeremy McKeel and Tyler Reardon.

In addition, Dave Winder of MSU's Sports Information office taught a class

on Athletic Media Relations and Andrew Buhler Jr., and Susan Lowell of Jostens covered three sessions on producing yearbooks.

In the newspaper competition, the *Tilghman Bell* and the *Black and Gold* of Murray High School each won four first-place awards while the *Laker Review* of Calloway County High School won three.

*The Black and Gold* won first place overall while the *Tilghman Bell* finished second.

In the yearbook competition, *The Chevalier* of Kenwood High School received first place in the overall category with *The Tornado* of Union City High School finishing second.

*The Chevalier* received four first-place awards. *The Falcon* of Fort Campbell High received three first-place awards. Union City High's *The Tornado* received three first-place awards.

*The Unionaire*, Union Co. High; *The Bomb*, Ballard Memorial; and *The Pilot*, Fulton County High, each received one first-place award.

Next year's workshop is tentatively scheduled for Sept. 20, 2013.



Photo by Orville Herndon

Chris Bryant, second from left, shows a High School Workshop participant the finer points of video camera operations. High school students gained hands-on experience in the Television Production Techniques workshop sessions. Students participating in the double-length TV session rotated between mini-sessions on three-point lighting, recording your voice, external mics, using a tripod, framing a shot and conducting a two-person interview.

## From the chair:

This has been a year full of events I want to remember and a few I'd rather forget. First, the memory makers.



We completed the first year of what we hope is a long-term internship program with Omnicom Group. Our 21 student

interns at its agencies around the world were the top performers and won several awards for presentations and quality of work.

Gil Welsch, Bob Valentine, and two students – Abigail Goss and Kirby Feldkamp – attended the Omnicom Talent Forum, an event for company HR directors, to make a presentation about the internship program. There's more about that elsewhere in the newsletter.

In October, Areia Hathcock, JMC alum and general manager

of the *Metropolis (IL) Planet*, contacted us to ask the students in the Publication Design class to do a total redesign of the paper. They completed the task last week, presented their work to the editorial staff of the *Planet*, and the new look will go into production early next year. We'll have more about this project in the next issue.

Now to the complications. Joe Hedges, former head of the Journalism major and long-time adviser to *The Murray State News*, had a heart attack in late

October, followed by heart bypass surgery a week later.

His prognosis is quite good but recuperation is a slow, deliberate process, that will keep Joe occupied for several months.

We are fortunate to have excellent medical care in this region. Between the EMT's and emergency room staff here, the surgeons in Paducah, and the rehab center at the local hospital, Joe is getting all the attention he needs to make a full recovery.

We thank you for your inter-

est in our students and programs.

If you care to make a year-end gift, may I suggest the Bob McGaughey Technology Fund? We use this account for matching funds for small grants to buy and improve equipment in labs and classrooms. We appreciate all you do for Murray State University.

Bob Lochte  
chair



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