

# Broadcasting

Department of Broadcasting and Journalism, College of Fine Arts and Communication



## Program of Study

The Department of Broadcasting and Journalism offers a Bachelor of Arts in Broadcasting and Sports Broadcasting. The broadcasting curriculum is designed to meet the challenges of media convergence by providing multi-platform production skills to students. Students operate an FM broadcast station, WIUS and produce programming for wiuTV3, using state-of-the-art, high-definition television facilities. Graduates of the program enter various careers in television, radio, cable, satellite and post-production operations, including directing, producing, reporting, on-air talent programming, sales, advertising, sports and post-production.

## News/Performance

The news/performance track focuses on the preparation of students for careers in front of the camera and/or microphone. The wiuTV3 station is the outlet for live, local television newscasts. Students learn to gather news, cover news events, edit news packages and produce and direct half-hour newscasts that reach Macomb and McDonough County viewers. There are opportunities to be reporters and anchors (news, weather and sports), as well as to produce and direct newscasts. WIUS-FM is the music, news and sports outlet on the radio side. On-air shifts are available to all majors every semester. WIUS-FM and wiuTV3 are student-run, under the guidance of faculty and staff.

## Production

The production track is designed for students interested in working in video, audio and/or film production and post-production. The program is hands-on and students work with faculty and peers in an interactive environment to learn production and editing skills. They also learn camera techniques, post-production special effects, ENG and studio lighting and operating control room and how to use on-air studio equipment. They use those skills to produce audio, video and interactive programming for multiplatform distribution. Video production students will take coursework necessary to qualify for the Final Cut Pro Certification test.

## Sports Broadcasting

The Department of Broadcasting and Journalism has a live sports truck with an HD camera set-up to do live sports broadcasts on ESPN3. The productions now reach more than 100 million people nationally and have the look of an ESPN broadcast. This gives students valuable experience in front of and behind the camera, and in the production truck. Audio broadcasts of home games are also carried live on WIUS-FM, where students also produce nightly sports talk shows. Sports Broadcasting students also host and produce the WIU Football Coach's Show and Inside Leatherneck Athletics, a show profiling WIU athletic teams. Majors prepare to become multimedia sports broadcasters. Students work in front of the camera; behind the microphone and camera; in the production truck and TV studio; and from their laptops, editing, blogging and posting their work.

## Award-Winning Program

Broadcasting students have received state and national recognition for their work. This type of acknowledgment is important to employers seeking students who will be productive when they reach the marketplace. At the national level, WIU was nominated two years in a row and won the Best Video Newscast award in the National Broadcasting System (NBS) competition. Our students have also won National Academy of Television Arts and Sciences (NATAS) Crystal Pillars and Sports Video Group College Sports Media Awards. In the Intercollegiate Broadcasting System (IBS) competition, broadcasting students have been recognized as national finalists for several radio awards. In 2015, WIU was awarded Best Radio Newscast and Best Community News. At the state level, WIU had more finalists in 2014 and 2015 in the Students in Illinois News Broadcasters Association (SINBA) competition than any other school in Illinois. Broadcasting students were recognized for Best Hard TV Newscast and Best Soft TV News Program by SINBA in both years. We are proud of our students' achievements!

*The chance for early undergraduate broadcasting experience is what swayed me to attend Western Illinois University. I loved the fact that I could get some true broadcasting experience as a first- or second-year student. Many of the schools I visited would only allow juniors and seniors to take the true TV and radio production classes. This experience was very helpful since I knew right away that the broadcasting tract was the right path for me. This early introduction also allowed my experience to build on itself to where I was much more advanced than some of the other upperclassmen.*  
 –Jeff Politsch, 1996, Senior Producer, NASCAR Images



## Faculty

Broadcasting courses are taught by faculty holding terminal degrees. All are dedicated teachers, skilled in training students in writing, news reporting, audio and video production, post-production, social media and web design, sports production and law. The faculty is also active in research and professional activities.

## Honors in Broadcasting

Students entering Western with an ACT score of 26 or higher are eligible for the Centennial Honors College. General honors seminars in the humanities, sciences and social sciences provide students with the opportunity to explore key academic issues with distinguished faculty members.

*Not many schools or programs let students jump right in the way Western's broadcasting program does. As a freshman, I was allowed to try everything from getting my hands on a camera to anchoring a live newscast. The faculty was right there to help inside and outside the classroom by helping me get my first internship. This broadcasting program is the reason why I am where I am in my career now, and I would recommend it to anyone looking to get the hands-on experience needed to get into this industry.* –Denise Hnytko, 2006, Anchor/Reporter, WQAD-TV, Moline, Illinois

## Internships

Students with a 2.5+ grade point average and the prerequisite courses usually apply for broadcast internships in their senior year. Internships provide students with experience in professional broadcast production environments and often lead to continuing employment or provide excellent references and contacts for future employment. Students have completed broadcast internships at the following locations:

<b>Chicago</b>	Chicago Bulls	<b>Quad Cities</b>	<b>Peoria</b>	<b>Outside Illinois</b>	ESPN
WGN-TV	Chicago Bears	KWQC-TV	WHOI-TV	MTV	NASCAR Images
Comcast Sports	Fox Sports	WQAD-TV	WEEK-TV	VH1	Comcast Sports
CBS Radio	Karl Productions	Fusion	WMBD-TV/Radio	HBO	National Public Radio
WBBM-TV/AM	Univision	WQPT-TV		<i>Dateline NBC</i>	CNN
The Score/ESPN Radio	Harpo Productions/		<b>Quincy</b>	Discovery Channel	St. Louis Rams
WMAQ-TV/AM	Oprah		KHQA-TV	Nickelodeon/TV Land	NBC Universal
WLS-TV/AM			WGEM-TV		

## Scholarships

A number of scholarships are available for all broadcasting majors during their time at WIU. Freshmen can apply for \$1,000 tuition waivers online. Other general scholarship help is available through the department office at (309) 298-2888, WIU's Scholarship Office at (309) 298-2001, or at [wiu.edu/scholarship](http://wiu.edu/scholarship).

## For More Information

The department welcomes visitors. Join us for a nightly newscast, a shift on WIUS-FM or an athletic event. Call the WIU Department of Broadcasting and Journalism at (309) 298-2888 or e-mail [broadcasting@wiu.edu](mailto:broadcasting@wiu.edu) for information and to schedule a tour of the broadcasting facilities. Learn more about the department by visiting [wiu.edu/broadcasting](http://wiu.edu/broadcasting).

*Learn from the best – and leave with the best. Western's broadcasting department gave me the fundamentals and the friends that will last a lifetime.* –Brian M. Tully, 2006, Head Writer, Fox News Channel, New York City

*Western Illinois University's Department of Broadcasting provides its students with the curriculum, the professors, the studios and equipment to teach them advanced technical skills while challenging their creativity.* –Jimmy Kusyk, 1976, Technical Supervisor, "Deadliest Catch," Alaska

# wiu.edu/broadcasting

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