Program of Study
The Department of Broadcasting and Journalism offers a Bachelor of Arts in Broadcasting and Journalism. The curriculum is designed to provide a comprehensive program for students wanting to work in today’s media. All of our students have a foundation in basic media history, production, and delivery before focusing in Sports Broadcasting, Multimedia Journalism, Broadcast Production, and Advertising/Public Relations. They also receive valuable hands-on experience and mentorship in our program. Students produce programming for ESPN and wiutv3 using state-of-the-art, high-definition television facilities and operate an FM broadcast station, WIUS. Graduates of the program enter various careers in television, radio, sports broadcasting, advertising, public relations and post-production operations, including directing, producing, reporting, on-air talent programming, sales, advertising, sports and post-production. Our students are winning state, regional and national competitions and receiving important recognition that separates them from others seeking internships and jobs.

Sports Broadcasting
• Sports, Media and Society
• Multimedia Sports Writing

Interactive Web Sportscasting
• Broadcast Sports Performance
• Sports Production I & II

Practica Courses
Hands-on experience with football, basketball, volleyball, softball and baseball announcing, live radio and television game production, sports talk radio, game blogging, enhanced podcasting and sports reporting.

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 produce nightly sports talk shows. Sports Broadcasting students host and produce the WIU Football Coach’s Show, a video recap featuring the WIU football head coach. Students 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 live streaming their work.

Core Courses (15 sht)
BC&J 100 – Introduction to Mass Communication
BC&J 101 – Digital Media Production I
BC&J 200 – Introduction to AP Writing and Reporting
BC&J 201 – Introduction to Broadcast Writing and Reporting
BC&J 400 – Mass Communication Law and Ethics

Directed Electives (24 sht)
BC&J 120 – Sports, Media and Society
BC&J 212 – Introduction to Studio Production
BC&J 220 – Multimedia Sports Writing
BC&J 221 – Interactive Web Sportscasting
BC&J 320 – Sports Production I
BC&J 321 – Broadcast Sports Performance
BC&J 420 – Sports Production II
BC&J ELE
Award-Winning Program

Our students have received state, regional 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 has won the Best Video Newscast award in the National Broadcasting System (NBS) and Intercollegiate Broadcasting System (IBS) competitions. Our newscast was also selected as the best by the National Academy of Television Arts and Sciences (NATAS) Mid-America chapter. Our news, production and sports broadcasting students have also won top honors with these organizations as well as the Broadcast Education Association (BEA) Festival and Sports Video Group (SVG) Media awards. At the state level, WIU consistently has more finalists in the Students in Illinois News Broadcasters Association (SINBA) competition than any other school in Illinois. We are proud of our students’ achievements!

WGU was a big help early in my career. I could volunteer and work a lot of the football and basketball games as an underclassman. A lot of the schools you can’t get into broadcasting classes or into the sports angles until you are an upperclassman. At Western, I worked the football games all four years, and I think that really helped me land a good internship. It got my career going. –Jeff Politsch, 1996, Studio Producer for Inside NASCAR, NASCAR Media Group

Take advantage of all those opportunities. Announce a softball game on the radio. Go out, pick up a camera, and do a story every single week, not just the ones you are assigned for class. –Mike Curkov, 2006, Anchor at CBS58, Milwaukee, WI

Why Western?

Students majoring in sports broadcasting have the unique opportunity to work in news and live sports production, audio, video, digital media, social media, and post-production with experienced faculty from freshman year to graduation. Students work on projects and live events as they learn. Classes are small. The department is dedicated to providing the latest in media technologies to its students. Our majors have a long tradition of winning awards at the state, regional, and national levels. The WIU Broadcasting and Journalism department has an excellent internship program that provides students with learning opportunities in professional broadcast settings around the world. Our alumni work in the varied fields of broadcast, cable, digital media, advertising, public relations, post-production and sports.

Internships

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


Scholarships

A number of scholarships are available for all Broadcasting and Journalism majors during their time at WIU. Freshmen can apply for $1,000 tuition waivers online. Other department scholarships are available online at wiu.edu/cofac/bcj/scholarship.php.