



WESTERN ILLINOIS UNIVERSITY

Broadcasting

Department of Broadcasting, College of Fine Arts & Communication

Program of Study

Students majoring in Broadcasting develop production skills through hands-on opportunities in classes and live programming. Students gain an understanding of current issues and challenges faced by the broadcast industry.

Audio

Audio students use a facility encompassing five audio production suites and two on-air studios. All studios have a full complement of digital recording equipment. Students manage and program WIUS-FM, 88.3, *The Dog*, Broadcasting's non-commercial radio station. News, talk, sports, and music programming is available at 88.3 on the dial and on the Web.

Video

Video students work in a broadcast quality, state-of-the-art facility containing a three-camera studio, control room, and master control. Students have the opportunity to learn graphics and animation software programs as well as web design. Students use broadcast professional HD equipment to cover news, sports, and feature stories for the daily live half-hour newscasts. Programming is carried on wiuvt3, the University television station, and streamed on the Internet.

Sports

Sports broadcasting students cover all intercollegiate athletic events on campus. Broadcasting has a live sports truck with a seven-camera set-up to do live sports as well as community events. Sporting events are carried live on wiuvt3; WIUS-FM; and on RockyVision, the University's pay-per-view programming provider. Students also do sportscasts and sports talk shows on WIUS-FM. Broadcasting is a member of the Western Illinois Sports Network.

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

Why Western?

Students majoring in Broadcasting have the opportunity to work in production with experienced faculty from freshman year to graduation. Students do as they learn. Production classes are small. Broadcasting is dedicated to providing the latest in broadcast technologies to its students. New this year is three HD cameras and new computers for our newsroom. Students have the unique opportunity to work in live sports production, audio, video, and with the Web. Broadcasting majors have a long tradition of winning awards at the state, regional, and national levels. The Broadcasting 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, satellite, advertising, post-production, and sports.

HIGHER VALUES IN HIGHER EDUCATION

The thing that I liked most about WIU's Broadcasting program is that it allowed you to get your hands dirty right away. I have friends who have gone to other schools and say you have to be a senior or at least a junior before you even touch a piece of equipment. Ours is a field that is very hands-on; it's really an art form. It's not like history where you memorize something or math where you learn an equation. You really have to get your hands dirty with it. Being able from the get-go to produce TV stories and radio stories allowed me to have that much more time to develop my skills. So when I left WIU, I felt very prepared to step into a radio job. I felt like I didn't have any deficiencies. I think if I didn't have all that time to prepare, I wouldn't have felt ready to get out in the work world.
 –Cisco Cotto, 1998, Morning Show Co-Host, WIND 560 AM Chicago



Faculty

Broadcasting courses are taught by faculty holding terminal degrees. All are dedicated teachers, skilled in training students in writing, production, post-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. In the Broadcasting major, honors students take courses for honors credit and, as seniors, prepare an honors thesis under the direction of a department faculty member. Each semester, honors students have the opportunity to visit broadcasting stations.

Graduates from Western can rest assured they will leave with hands-on experience. The Broadcasting department offers students a fully functioning live newscast with state-of-the-art technology and equipment. There are few schools in the state of Illinois that offer this type of quality instruction. –Vanessa Van Hyfte, B.A., 1996, M.A., 1998, WQAD Anchor/Reporter

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:



Chicago

- WGN-TV
- Comcast Sports
- WBBM-TV/AM
- WFYR-FM
- WMAQ-TV/AM
- WLS-TV/AM
- Chicago Bulls
- Fox Sports
- Harpo Productions/
Oprah Winfrey Show
- Tribune Radio
- One on One Sports
- Univision

Quad Cities

- KUUL-AM
- WQAD-TV
- KWQC-TV

Peoria

- WHOI-TV
- WEEK-TV
- WMBD-TV

Quincy

- KHQA-TV
- WGEM-TV

Outside Illinois

- MTV
- HBO
- All My Children
- Dateline NBC
- VH1
- Nickelodeon
- Discovery Channel
- ESPN
- National Public Radio
- CNN
- NBC Universal
- St. Louis Rams

For More Information

The department welcomes visitors. Join us for a nightly newscast, a shift on WIUS-FM, or an athletic event. Call the Department of Broadcasting at (309) 298-2888 or e-mail at broadcasting@wiu.edu for information and to schedule a tour of our broadcasting facilities. You can also learn more about the department by visiting wiu.edu/broadcasting.

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