

Sports 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. Students in broadcasting study curriculum 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.

Sports Broadcasting

- Sports, Media and Society
- Broadcast Sports Writing
- Interactive Web Sportscasting
- Broadcast Sports Performance
- Sports Production I & II

Practica Courses

Hands-on experience with football, basketball, soccer, 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 and Inside Leatherneck Athletics, a show profiling WIU athletic teams. 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 posting their work.

Sports Broadcasting

Core Courses (15 sh)

BC 100	Introduction to Broadcasting
BC 102	Introduction to Broadcast Research and Writing
BC 141	Audio Production
BC 142	Video Production
BC 247	Introduction to Studio Production
BC 425	Broadcast/Cable Law and Ethics

Directed Electives (26 sh)

BC 136	Sports, Media, and Society
BC 246	Broadcast Sports Writing
BC 256	Interactive Web Sportscasting
BC 312	Broadcast Sports Performance
BC 326	Sports Production I
BC 426	Radio and TV Sports Production II

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. WIU 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!



5th of Sports Broadcasting Practica

BC 201/301	Football Announcing	BC 208/308	Radio Sports Talk	BC 217/317	Baseball Production
BC 203/303	Basketball Announcing	BC 209/309	Board Operation Sports	BC 218/318	Softball Production
BC 204/304	Soccer Announcing	BC 211/311	Football Production	BC 219/319	Interactive Sports Production
BC 205/305	Volleyball Announcing	BC 213/313	Basketball Production	BC 220/320	Sports Reporting
BC 206/306	Baseball Announcing	BC 214/314	Soccer Production		
BC 207/307	Softball Announcing	BC 216/316	Volleyball Production		

WIU 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, Sports Reporter and Anchor, KAKE-TV, Wichita, Kansas

Why Western?

Students majoring in sports broadcasting have the unique opportunity to work in news and live sports production, audio, video, web design, 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. Broadcasting is dedicated to providing the latest in broadcast technologies to its students. Broadcasting 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, satellite, advertising, post-production and sports.

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, The Score/ESPN Radio, Chicago Bulls, Chicago Bears, Fox Sports. Quad Cities: KWQC-TV, WQAD-TV, WQPT-TV. Peoria: WHOI-TV, WEEK-TV, WMBD-TV/Radio. Quincy: KHQA-TV, WGEM-TV. Outside Illinois: ESPN, NASCAR productions, Comcast Sports, CNN, St. Louis Rams, NBC Universal.

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.

wiu.edu/broadcasting

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