

Multimedia Journalism

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



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.

Multimedia Journalism

The multimedia journalism option prepares students for careers in all aspects of news production. Our students learn to tell stories and report information that will be distributed on multiple platforms. Students can apply their skills to our student-produced newscast, NEWS3. Students will learn to interview newsmakers, gather audio and video footage, edit news reports and produce half-hour live television newscasts that reach Macomb and McDonough County viewers. Students can apply to work at the award-winning NPR affiliate located on the WIU campus, Tri States Public Radio. Students will also learn to write for print and digital-based media. Many of our students also contribute to the student-run newspaper, the *Western Courier*.

Core Classes (15 SH)

- 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 SH)

- BC&J 230 – Multimedia Performance
- BC&J 330 – Magazine and Feature Writing
- BC&J 331 – Multimedia News Reporting
- BC&J 332 – Multimedia News Editing
- BC&J 430 – Digital Media Skills for Journalists and Public Relations Practitioners
- BC&J 431 – Problems in Contemporary Mass Communication
- BC&J 432 – Multimedia News Producing
- 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!



Without the support of a staff, who encouraged student involvement on the twice-a-week newscast, I wouldn't know the foundation of being a news reporter. I'm appreciative of everything WIU taught me, and I look forward to hearing what other success stories come from the broadcasting department. –Chris Lovingood, 2014, Weekend Anchor, WTAE-TV, Pittsburgh, PA

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 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

Why Western?

Broadcasting and journalism students 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.

Honors in Broadcasting and Journalism

To be eligible for the Centennial Honors College, entering freshmen must meet two of the following three criteria: Have an 1160 SAT (24 ACT), have a 3.4/4.0 GPA or higher, or be in the top 15 percent of their graduating class. General honors seminars in the humanities, sciences and social sciences provide students with the opportunity to explore key academic issues with distinguished faculty members.

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.

WGN-TV, Atlantic Coast Conference Media, WMAQ-TV, NBC Sports Chicago, KMOV-TV, Turner Sports, Fox Midwest Sports, WHBF-TV, WQAD-TV, WIFR-TV, WGEM-TV, In Touch Media, Chicago Sky, Minor League baseball (Illinois, Minnesota, North Carolina, Arkansas, Alaska), ESPN Radio, WGCI-FM, Merlin Media, Hubbard Radio.

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.

wiu.edu/bcj

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