



a new publication for broadcast students

# Wavelength

## This Month's Broadcast

**1**  
WEEK-TV anchor Moore speaks

**2**  
"Heartland Highways" explore many Midwest destinations

**3**  
WEIU anchor nabs NBC5 internship

**4**  
Thoma talks

**5**  
WEIU: skills for the real world

**6**  
Coles County's own "Issues and Attitudes"

## Peoria anchor speaks 'Moore' about race

*By Sheree Patterson*

"The need for a new drum major" calls for news reporting that goes beyond the surface, said Garry Moore, news anchor for WEEK-TV.

Moore is a news anchor and senior producer of "News 25 Today," a weekday show that airs 4:30 -7 a.m.

Moore delivered an interactive lecture sponsored by the National Association of Black Journalists, Office of Minority Affairs, the Department of Journalism and the Society of Collegiate Journalists.

He spoke about the culture of Africa which included learning some basics of the African language such as mom, dad, food and medicine. Attendees also got the chance to play the African drums and learn African dance.

Eugenia Jefferson, senior journalism major and former president of NABJ, thought it would be a good idea to invite Moore to speak after hearing positive remarks about his presentation from Sally Turner, journalism professor and NABJ adviser.

Having Moore speak was in accordance with NABJ's goal to be recognized as a minority organization as well as a departmental one. Spenser Nobles, sophomore journalism major and current NABJ presi-



**Garry Moore spoke to students Friday, Feb. 8, about race and telling the truth within journalism. Moore offered students advice based on his experiences in the news.**

dent, agreed with Jefferson and Turner.

Jefferson said she thought he was a good speaker to have in honor of Black Heritage Month. Jefferson felt the issues he brought forth in his presentation were relevant and thought his advice would be valuable because of his experience in the field.

Moore urged journalists to be courageous and have an edge when it comes to pursuing things they desire in the field.

He also talked about the importance of learning another

language and taking a deeper interest in world affairs by hosting symposiums and informing ourselves "so you can be better journalists to keep your community informed."

Although Moore has a well established career in journalism now, he didn't start entertaining the idea until he got in high school.

"The idea was I felt there were stories not being told," said Moore. "By the time I was

*See MOORE pg.3*

# Local show takes viewers on trips throughout the Midwest *'Heartland Highways' sees success after showing viewers places of interest in Ill., Ind., Mo. without having to leave the comfort of home*

By Derrick L. Johnson

While many popular television programs take place in the cities of New York, Los Angeles and occasionally Chicago, there is a show for small Midwest communities.

Going into its sixth season with 13 new episodes, "Heartland Highways" is a show that goes to locations of interest in Illinois, Missouri and Indiana. One location included the Myst'ry River, an underground river of Blue-Springs Caverns in Bedford, Ind.

The show features Lori Casey, the host and creator of the program. In addition to Casey, the new season will feature new co-host Kate Pleasant. Pleasant, a 2006 Eastern journalism graduate, helps produce and direct the show.

Looking at where it began and how far it has come, Pleasant considers the show a great achievement.

"I definitely think that the show has been successful," Pleasant said. "Since it started as just a local show here at EIU, it's expanded to networks nationally, like RFD-TV (Rural Free Delivery Television Network) as well as globally through Voice of America."

Pleasant is not the only one to recognize the success of "Heartland Highways." Mac White, traffic and continuity supervisor for WEIU, said the program is one of the stations "most popular shows."

Pleasant and White have a basis for their comments about



**Lori Casey (right) and Kate Pleasant are the hosts of WEIU's "Heartland Highways." "Heartland Highways" has been growing in success since it has begun broadcasting nationally. "Heartland Highways" airs Fridays at 7 p.m., Sundays at 4 p.m. and Mondays 1 and 11 p.m. on Eastern's WEIU-TV**

the show's success. "Heartland Highways" success so far has been based upon the overall response of the viewers, according to Pleasant.

"It was kind of amazing to see the reaction that people have for the show because they know it in the community," Pleasant said. "When we go out, especially with Lori, they say 'Are you the lady from Heartland Highways?' to her."

"Since our expansion to RFD-TV we've gotten a lot of calls and e-mails from people all over the nation and their responses have been very positive," she said. "We focus a lot on rural people and places that I think many RFD-TV viewers as well as local viewers identify with."

"Heartland Highways" creator Casey is in agreement with Pleasant and White. Viewer feedback and recognition is the defining measurement of success for the program.

Calling attention to what were previously unknown locations, "Heartland Highways" has inspired people to visit some of the points of interest with their families. In fact, the inspiration for the show itself stems from family trips.

"I just thought that there were lots of great places in small towns or out of the way places that get little exposure," Casey said. "As a kid, my Dad would take us on these cross country RV trips and we never took the interstate. He always stopped at these funky, out-of-the-way places, so maybe that's where my interest comes from."

# Windy city to welcome WEIU anchor for internship

By Carla Poch

Catherine Thoma has known she has wanted to work in television since she was a young child. Now her childhood dream is becoming a reality. Thoma will soon be interning at NBC5 Chicago as part of the morning talk show, iVillage.

"I would invite my friends over as a child and tape (my own) talk shows. I was a little obsessed, but at least I've always known what I wanted to do with my life," Thoma said.

As years passed, Thoma gained more experience on the air. She anchored her high school's morning announcements for four years before coming to Eastern. She began working at the WEIU television station her first day on campus, as a freshman in 2004.

Thoma is currently an anchor for Eastern's "News Watch" on WEIU-TV. Fellow anchor Zach Nugent sees Thoma as "one of (Eastern's) most experienced reporters."

Thoma can now transfer her talents to her upcoming internship at NBC5 Chicago. She will



**Catherine Thoma, second from left, prepares to present the news for WEIU's "News Watch." Thoma's internship with NBC5 Chicago will allow her to work behind the scenes of a news program. Being an anchor for WEIU has allowed Thoma to gain the experience needed for her upcoming internship this summer.**

be interning at iVillage, a week-day morning talk show geared towards women. iVillage discusses everything from health and diet issues to relationships, food, fashion, beauty, entertainment, and parenting.

As part of its interactive Web site, iVillage easily connects women all over the world through message boards and other social networking tools. Hosts of the show then answer questions and discuss com-

ments and suggestions submitted by viewers on the show.

Thoma admits that her interview process for the intern-

See **THOMA** pg.4

From **MOORE** pg.1



**Garry Moore shows students at his lecture how to play the drums. Drums are an important aspect of African culture to which Moore feels a strong connection to.**

in high school I was conscious of it."

"I would look at the TV and radio and why they didn't report this and that. The journalism I do is in regard to underreported stories," he added.

As an example Moore used a story he did on welfare. Moore interviewed a welfare recipient for his story who was a white male. Moore's editor was confused and asked him twice if he had the correct footage. He had assumed that because white males are not reported on as recipients of welfare as much as women and African Americans,

they simply were not getting it. Moore said he challenges journalism students to know "part of their job is to dig beneath surface and challenge them to expand their knowledge base," as well as remain objective, keep an open mind and know history.

Turner said she hopes journalism students "get a perspective from someone who has been in the business a long time about the real world of broadcast, and that non-journalism student who are media consumers gain insight to life behind the camera.

# iVillage internship is dream realized for Thoma

From *THOMA* pg. 3

ship wasn't as typical as one may think. "This business is all about who you know; then what you know comes into play," she said.

Thoma's mother began by contacting a friend of hers who works at NBC5 Chicago. Since she had visited the station before, Thoma's connection told her she would probably have a chance at an internship whenever she was ready. Thoma remained optimistic after sending countless e-mails to the station with no response.

It wasn't until winter 2007 that she got a call from the studio and was immediately scheduled for an interview. Impressed by her extensive résumé, Thoma's interviewers offered her an internship on the spot. However, she had to defer until the end of the school year.

Thoma's main tasks will

be to "learn and assist with the day-to-day workings of a live daily talk show." This includes bringing the audience in and out of the studio, helping to accommodate guests and preparing the green room for them. Luckily, Thoma classifies herself as a "people person."

She is most looking forward to getting inside the minds of live talk show hosts.

"I want to learn from them; what it's (really) like," Thoma said. "I love behind-the-camera work, but I also have a passion for being in front of the camera and showing off my personality."

Thoma is also eager to make more connections in the television business.

iVillage airs weekday mornings at 11 a.m. on NBC5 Chicago.



At NBC5 Thoma will be helping guests, preparing the green room and bring audiences in and out of the studio. Thoma's internship in Chicago will provide her with more hands-on skills that are used within the trade.

## WEIU Contact Info

**Kelly Runyon**  
**581-7356**  
**karunyon@eiu.edu**



[www.weiunet](http://www.weiunet)

**Jeff Owens**  
**581-6954**  
**jdowens@eiu.edu**



[www.weiufm.org](http://www.weiufm.org)

# Students gain valuable knowledge and skills needed after graduation through hands-on positions at WEIU-TV

By Krista Henery

As graduation approaches, students begin to think about what to do and what will help to begin their career.

This is not the case for Laine Sylvester, senior communication studies major, and other students who work at WEIU-TV.

Sylvester enrolled at Eastern knowing she wanted to pursue a career in TV news and was aware of the training and work experience WEIU-TV had to offer.

"I originally went to Eastern to become a news anchor because of its successful and good broadcast program," Sylvester said.

WEIU-TV offers hands-on positions for students interested in pursuing a career in TV news, weather and sports broadcasting.

Students who work at WEIU-TV experience what it takes to produce a live news broadcast five days a week. Students hold jobs ranging from operating cameras for live shows and news writing; also, on-air positions like reporting and anchoring news, weather and sports.

Kristie Reeter, senior communication studies major, began working at WEIU-TV last year and said that no price is worth the knowledge you will gain from the experience.

"I would not say that this business is an easy one, but the knowledge you gain is invaluable," Reeter said. "The people I have met and the stories I have covered have given me a new outlook on the news business."

Zach Nugent, sophomore journalism major, began working there his freshman year and already has held almost every position possible at WEIU-TV.



**WEIU's control room: Students who are interested TV news, weather or sports broadcasting are encouraged to gain as much experience as possible while attending classes at Eastern. Students can choose from various positions throughout the WEIU. Jobs such as camera operators and news writers are available at WEIU. On-air positions such as anchoring and reporting are also options for students who are interested.**

Most beginners work basic production positions like camera operator and floor manager; then move to reporting, anchoring and producing.

Joe Johnson, sophomore communication studies major, said that WEIU-TV is the most beneficial for him.

"There are other things on campus I could be doing, but nothing could be as beneficial as this," Johnson said.

Not only has working at WEIU-TV been a learning experience for Johnson, he also has the chance to travel while doing what he loves to do.

"As a sports producer and reporter I have had the great opportunity to do some traveling," Johnson said. "I have gone to the University of Illinois to shoot basketball, Purdue University to shoot football, and later this year I will be going

to Nashville to shoot the Ohio Valley Conference women's basketball tournament."

In recent years, WEIU-TV has had the honor of winning second place for best collegiate news cast in the country, competing with schools like the University of Southern California, Arizona State University, University of North Carolina at Chapel Hill, and University of Alabama.

Although being a part of the WEIU-TV news team requires complete dedication, news team members have said its one of the best opportunities to prepare students pursuing a job in broadcast television.

"WEIU looks great on a résumé and to all other news stations across the country," Sylvester said. "Really, it is a great opportunity all around for anyone."

“the knowledge you gain is invaluable...The people I have met and the stories I have covered have given me a new outlook on the news business.”

*Kristie Reeter*  
—senior communication studies

# Eastern home to Coles County's only talk radio show

**By Kelsey Karstrand**

"Issues and Attitudes" is Coles County's only talk radio show. The program is a half-hour talk show aired every Monday at noon, featured on Hit-Mix 88.9 WEIU-FM with hosts Jeff Owens and John Twork.

Owens, station director for WEIU, and Twork, sophomore journalism major, interview people of local interest who are generally members of the university or the Coles County community.

In the past, "Issues and Attitudes" hosts have interviewed the mayor and city manager of Charleston. Cindy Titus, the director of the Chamber of Commerce, and Ken Baker, the interim Eastern athletic director, have been featured on the show.

"The guests are the primary focus of the show and the reason why people tune in and listen," Twork said.

professors spoke extensively about Darwin's theory of evolution that sparked a controversial discussion with

Attitudes" has the opportunity to cover breaking news before other media outlets can pick up the story.

Tom Bickham, sophomore communications major, says what he loves most about the show is that they are the first to cover news in the area.

"My favorite part about the show is John Twork," Bickham said. "He is really fun and has really good ideas that bring a lot to the show."

"Issues and Attitudes" continually looks for guests who have leadership roles at Eastern or within the community. From March 10 through the remainder of the semester, "Issues and Attitudes" is looking for guests to appear on the show.

To look at "Issues and Attitudes" schedule or to contact Owens or Twork, check out the Web site at [www.weiu.org](http://www.weiu.org)

**“ We are in a unique position because ‘Issues and Attitudes’ is the only local talk show in Coles County ”**

— John Twork  
Co-Host of "Issues and Attitudes"

Most recently, Owens and Twork interviewed Eastern biological science professors who spoke about Darwin Days, an event celebrating the life of Darwin and his influence in the scientific community. The

people who may believe in creationism.

"We are in a unique position because 'Issues and Attitudes' is the only local talk show in Coles County," Twork said.

Because of this, "Issues and



## Co-editors of The Wavelength

Rachel McConnell, [rmmccConnell@eiu.edu](mailto:rmmccConnell@eiu.edu)  
Jennifer Gritti, [jcgritti@eiu.edu](mailto:jcgritti@eiu.edu)

## The Agency directors

Katrina Zaret, [kmzaret@eiu.edu](mailto:kmzaret@eiu.edu)  
Matt Kelly, [mwkelly@eiu.edu](mailto:mwkelly@eiu.edu)

## The Agency faculty adviser

Terri Johnson, [tljohnson@eiu.edu](mailto:tljohnson@eiu.edu)

