



a publication for broadcast students

Wavelength

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WEIU-TV goes digital

New faces found at WEIU-TV

By Alesha Bailey

Before she became an anchor for WEIU-TV, junior, mass communications major Katie Rufener worked multiple positions while training.

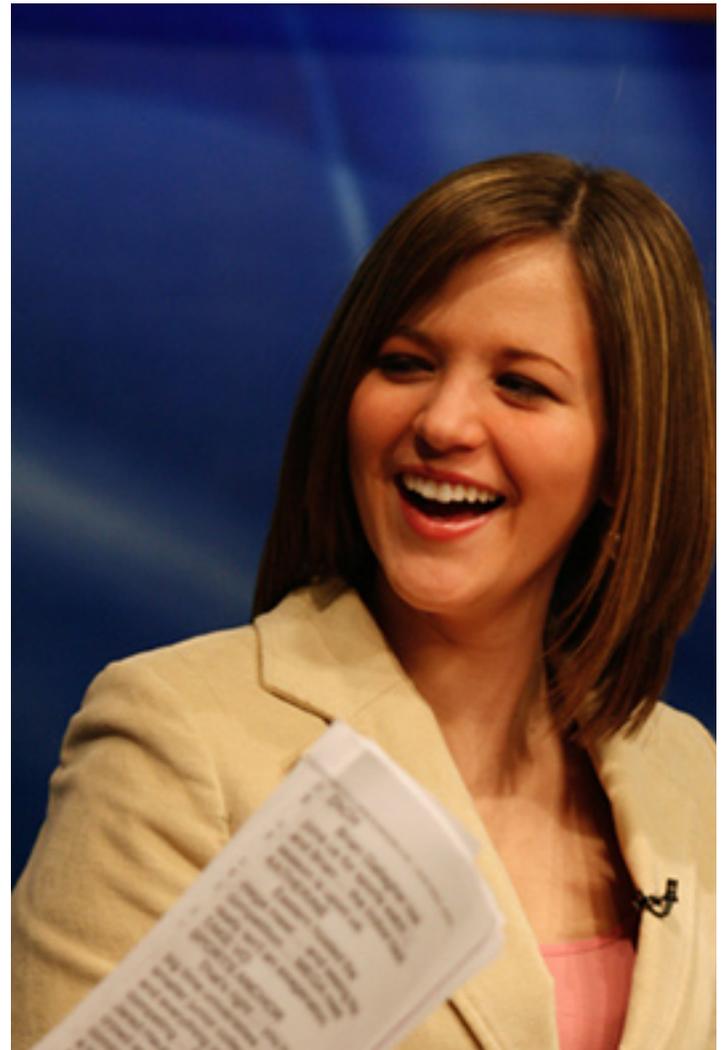
"It doesn't matter whether you want to be in production or whether you want to be on air; you're going to work as a studio cameraman, you're going to work as a reporter, you're going to work as a news writer," she said.

Rufener is one of many who volunteered to work for WEIU-TV. The opportunity gives her the experience needed for working in television in the future. Rufener said that the hardest part of anchoring for her is keeping track the cameras, but she doesn't have a lot of trouble with public speaking.

"Anchoring really helps you to become confident in yourself, and confident that you can speak to large numbers of people.... It really makes you more knowledgeable about all of the news going on around you, which is a good thing whether you're in communications and news or not, she said."

Leah Carter, geography major and broadcast meteorology minor, is a volunteer for WEIU-TV. She has worked with trainers who have been involved with past TV production.

"They don't really watch over you; they show you what to do



Katie Rufener, a junior, mass communications major, chats with WEIU-TV staff before a news cast. She is one of the new anchors for WEIU-TV this semester. She noted that training for the anchor post meant learning every aspect of broadcasting the news first.

Photo by Kelsey Karstand

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Karbassioon heads behind the TV scenes

By Andrew Harrigan

Rameen Karbassioon gets to live out his love for sports everyday at his job.

Karbassioon is the producer/director for WEIU-TV.

He admits he is an avid sports fan.

"I covered Tony Romo, when he was throwing touchdown passes up and down O'Brien Field. I also covered the 2000-2001 EIU men's basketball team that made it to the NCAA tournament," he said.

"What they (the students) do is a professional job at the collegiate setting. Nobody

in the country does this," Karbassioon said. "Other universities's broadcast their football or basketball teams games, but they are done by professional TV people."

The WEIU sports crew works around the clock to bring the best of EIU athletics.

Karbassioon has worked at WEIU since August 2007. WEIU Sports covers both basketball and football. WEIU covers at least 20 home games every year for the basketball team. WEIU-TV broadcasts all the men's teams conference home games and other select games. Select women's home

games are also broadcast.

WEIU simulcasts both on television and radio to give people an option. As smooth as the broadcast seems on television or radio, it is a lot of work that goes into the production of each game.

It all starts in the WEIU production van which is headed by Karbassioon. Inside the van, Karbassioon guides students who in turn are directing other peers throughout the broadcast. Before the games, the van parks on the northeast side of Lantz in order to run its cables up through the balcony of the gym. These cables connect the van to

everything going on inside the arena, from the cameras to the announcers.

"The opportunity for these students, EIU and non-EIU students is one that I never had. To do live sports productions is something I wish I could have experienced," Karbassioon said.

Aside from the production van, the broadcast consists of a whole other team inside. Inside Lantz Arena, five cameras and camera technicians, an audio person, a tech director, two announcers, and a sideline reporter. The five cameras are

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and how to do it and then they'll make sure that you're doing it right whenever you start to do it on your own," she said.

For her beginning weeks of training, she watched shows from the studio and from the control room to see how media production worked. On Tuesdays, she works the camera, and on Thursdays, she manages the Teleprompter, where she shows the script to the anchors as they read it on air.

"I think that it kind of makes you more of a well-rounded person," she said, describing her multiple tasks at WEIU. "Its not like I do the weather and that's it. You do other things too and you learn to appreciate all of the different steps that go into a production."

Avery Drake, sports anchor for WEIU, has the opportunity to fit her tasks into her own personal interests.

"It's not really something that I chose; it's something that chose me in a sense. I love sports and I've always played sports in high school," she said.

Drake usually reports men and women's basketball, local high school sports, and helps creates five minute football highlights during football season.

The specific sports stories that Drake will cover are assigned on the day that they are shown on the news, so she never knows what may be coming in an assignment, which makes for a lot of variety in reporting.

"Every day is different. That's the greatest thing about news," she said.

Avery Drake, sophomore journalism major, prepares for a newscast.

Drake is covering sports for WEIU-TV this semester. A sports enthusiast, Drake has found she really enjoys the job and the assignments, which vary greatly daily.

Photo By Kelsey Karstrand



WEIU Wins Awards in Radio and TV

By Michael Carey

The Illinois Broadcasters Association recently recognized the accomplishments of three WEIU students at its yearly conference on Nov. 7, 2008, at Illinois State University. John Twork was awarded first place in the radio sports play-by-play category, and Orion Buckingham was awarded third place. Zach Nugent won third place in TV news pack. Twork, sports director for WEIU, does the play-by-play for Charleston High School's girls' basketball team. He is the color commentator for EIU women's basketball and is a sideline reporter for EIU football.

Also, Newswatch was awarded first place in newscast.

In addition to his sports director role, Twork also anchors daily sportscasts, co-hosts the weekly "EIU Panther Sports Talk" and "Issues & Attitudes" as well as fills various play-by-play roles as needed.

He said, "It is an honor for my play-by-play work to be recognized by professionals," and that "I love broadcasting play-by-play now and hope to do it for the rest of my life."

Buckingham, a first-time award winner, said, "It felt great to get the recognition for something I had never done before."

He does sportscasts for EIU football, baseball and Charleston High School football, as well as disc jockeying and managing The Odyssey.

Nugent works as a reporter, anchor, and producer at WEIU. This is the first individual award that Nugent has won.

All three students have



John Twork and Orion Buckingham pose after receiving awards at the Illinois Broadcasters Association conference. Both Twork and Buckingham were honored for radio sports play-by-play.

Photo submitted by John Twork.

held many positions with the station and have helped bring professional recognition to both WEIU-TV and radio, both on the state and national level.

Students interested in work at the station are encouraged to volunteer and start early. Students learn all aspects of broadcasting before they

determine what area they want to pursue.

Nugent speaks highly of experience. He said, "In this business, experience is everything, and the experience students get and the skills they learn at WEIU are second to none.

Twork stressed the

importance of practice, saying, "It is much like competing in a sport. Practice is absolutely essential."

He also advocated that students talk to radio station manager Jeff Owens to get on the air early in their career or to Kelly Runyon, if they want experience with WEIU-TV.

Interested in broadcasting?

For radio, contact Jeff Owens: jdowens@eiu.edu.
For television, contact Kelly Runyon: karunyon@eiu.edu

Kerber lands job at Radiological Society

By Kaitlyn Peters

Participating in programs like WEIU-FM helps students acquire jobs right out of college.

Lauren Kerber, enjoys her job at the Radiological Society of North America. The RSNA is a specialized medicinal organization that supports and enhances the education of radiology and similar fields of science.

Kerber graduated from Eastern Illinois University in May 2008 with a major in communication studies, public relations option, and a minor in advertising. Kerber is an associate for the public information and media relations department of the RSNA.

While attending EIU, Kerber worked at WEIU-FM. She began as a disc jockey for Hit Mix 88.9. Later, Kerber helped host the Morning Show and became the public service announcement/public relations coordinator.

The responsibilities she took on with these programs prepared her for her present position. "The staff at WEIU Radio and TV is so helpful and they want you to succeed. It truly was a great place to grow and learn," Kerber said.

Kerber's work includes setting up meetings, collecting articles, writing speeches for the public and organizing seminars. She said working at Hit Mix 88.9 allowed her to be able to work on her speech and her comprehensive skills as well as her creativity.

When asked what advice she has for students wanting to get into careers in radio, Kerber responded, "Start early and be involved... Being involved is what employers really want to see."

EIU's TV and radio programs



Lauren Kerber, a 2008 graduate, now works at the Radiological Society of America. Kerber got her start at Hit Mix 88.9. Kerber was very involved with PRSSA while at Eastern. She has backgrounds in both public relations and radio and hopes to get involved with both professionally.

Photo submitted by Kerber

can provide skills not taught in courses. Participating in these activities allows a person to take on extra tasks and learn to maintain a demanding career after college.

Kerber said that other possibilities in radio include, but are not limited to: promotion, news, advertisement, sports coverage and music D.J. Careers are not hindered by location, and there are advantages and disadvantages, no matter where a person works.

"Opportunities depend on

you.... You may not always start out in your dream location, but you have to start somewhere," Kerber said.

In the future Kerber hopes to manage public affairs or an outreach branch for a charity. "There is something about helping others that makes a job worth it. However, I do miss my radio roots and wouldn't pass up an opportunity to go back," Kerber said.

While at EIU, Kerber was also active in PRSSA and other campus activities. A well-

rounded, active college life helps prospective employers see students can do a variety of things and fill a variety of roles, according to PRSSA adviser and journalism professor, Terri Johnson. "Having many skills helps students better position themselves in the job market and building a great portfolio, as Lauren did while a student at Eastern, is an excellent way to help a student get his or her foot in the door for a job," she said. "The more you do, the better your chances of getting a job!"

WEIU-TV all set to go digital — or not!

By Barbara Harrington

Denis Roche said the digital TV switch delay could “blow budgets out of the water.”

Roche, general manager of WEIU, said stations throughout the nation have budgeted for shutting off their analog transmitters Feb. 17.

This day has since been postponed by Congress, the new day for the conversion to be complete is June 12.

If the digital transition is delayed, some stations will have to pay around \$5,000 extra a month to keep their analog transmitter running.

However, Roche said WEIU will be shutting off its signal before June 12, regardless of the legislation.

Roche estimated that the cost to switch to digital is between \$9 million and \$14 million.

“Compared to some smaller commercial stations, we [WEIU] got off easy,” Roche said. “We got money from the federal government to offset the cost of the transmitter. We got some money from the state that helped with the tower and transmitter, as well. So, we spend millions and millions of dollars. But actually, in terms of what it actually cost us, was probably a couple million

dollars.”

Costs included land for a new digital tower which also had to be purchased, Roche said. He then had to bid on a tower, antenna, digital transmitter and a building to house the transmitter.

The WEIU digital tower

is located about 10 miles northwest of Charleston in Humboldt.

In addition to upgrading equipment, Roche said more than \$1 billion was spent by television stations nationwide to get the word out about the digital transition.

Smaller independent stations are already going out of business or being bought by conglomerates as a result of the high costs associated with the switch, Roche said.

Digital TV should provide a sharper, clearer picture for viewers.



WEIU-TV is prepared for the digital switch with new equipment and a new tower. The new TV transmitter is located near Humboldt, in northern Coles County. The cost of the transmitter alone was nearly \$750,000. The digital conversion requirement was recently postponed until June 12, by Congress, but WEIU-TV will make the switch earlier.

Photo supplied by Kevin Armstrong

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strategically placed throughout the gym at separate locations.

One camera at the top in the press box (center camera), another separate camera up top used for the tight shots, another camera is placed on the opposite side to catch the

angles of the benches, and finally there one is at the end of each baseline (primarily for replays and crowd shots).

The announcers vary depending on the games. The men's games are covered by the legendary, award-

winning duo of Mike Bradd, play-by-play, and Jack Ashmore, color commentary.

As for the women's, John Twork handles the color commentary, while Ben Turner covers the play-by-play. Just recently, the announcer's booth was moved courtside, placing the announcers right in the action.

Everything in the broadcast is sent back to the van and the station also allowing them to air commercials for the different breaks in the game.

“These are college and high school students putting on live college sports. It's a chance of a lifetime and they get it at WEIU-TV,” Karbassioon said.

**Attend EIU Journalism's Homecoming North!
Saturday, Feb. 21, 7 p.m., Seven Ten Lanes, Elmhurst**



From left: John Twork, Amy Arhart, Kelly Runyon, Katie Rufener, Zach Nugent, Krista Henery, Matt Draus and Heather Gosewisch of Newswatch at the Illinois Broadcasting Association College Awards show off their awards for the camera.

Photo submitted by John Twork.

Congratulations to News Watch students Zach Nugent and Kevin Jeanes for winning entries in this year's Broadcast Education Association Festival News Division Awards!

TV Hard News Reporting: 2nd Place, Zach Nugent, "Ft. Bragg Training" (Videographer Kevin Ratermann)

TV Feature Reporting: 1st Place & Best of Festival, Zach Nugent, "Horses for High Gas Prices" (Videographer Kevin Ratermann)

TV Weathercaster: 3rd Place, Kevin Jeanes

The News Division had a record number of entries this year. Professionals from across the country judged the more than 300 entries. BEA advisors say Zach and Kevin are truly among the best in the nation!

The awards will be presented in mid April at the BEA convention in Las Vegas, Nevada!

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