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# WEIU-TV wins second Emmy

***The Student-Run Broadcast brings home coveted award again.***

***By Geoffrey ZuHone***

WEIU has done it again! The nationally acclaimed news organization won its second straight Emmy at the Mid-America Emmy Gala in St. Louis on Oct. 9.

Kathleen Jones, senior journalism major, accepted the award on behalf of the entire 20-person news staff.

“It was nerve-racking [accepting the Emmy], but it was great to know that this was the efforts of the entire team,” said Jones.

The Emmy was in the student news production category, and it was against students from the University of Missouri. Barbara Harrington, senior journalism major, also stressed

the importance of winning this second award.

“It shows that we’re consistent, and that this wasn’t just luck,” reported Harrington.

Harrington also said the newscast team is working hard every day to become a better newscast than they were the day before. This team is not peaking; this is just a stepping-stone for WEIU-TV.

“All of this wouldn’t be possible without Kelly [Runyon] pushing our team,” admitted Harrington. Runyon is the WEIU-TV news director.

Jones said, “We couldn’t have done this alone. A big thanks goes out to Kelly.”

This also helps prepare broadcast students for the future. For any student, it is a

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***Shown here from left: Kathleen Jones, Emily Mieure, Krista Henery, and Barbara Harrington are all staff of WEIU that contributed to the newscast that won WEIU its second Emmy.***

**Photo Courtesy of WEIU**

# The life of a shadowing student at WEIU

By Geoffrey ZuHone

Many WEIU-TV and radio students begin their first semesters in media by shadowing one of the more experienced students. This is an intense and new experience for all who are involved.

Brandyce Gordon, freshman journalism student, has just begun her life shadowing for WEIU-TV. She has been shadowing for around one month now, and it is still new for her.

"The first day I went in the control room I had no idea what was going. There were things being said and shouted and I didn't know what any of it meant," said Gordon.

Her responsibilities as a shadow are audio and writing. The first thing she officially did for the news station was writ-

ing, which she continues to do every Friday, while on Mondays she shadows audio.

"Covering audio is intense; the first day I went in the control, saw the soundboard, and realized I had to learn how to use that. But my main job now is to make sure all the microphones are where they need to be and that they are all working, which may sound easy, but it can be quite hectic," Gordon said.

While she is working on audio and writing now, she wants to grow with the WEIU news team to become an anchor. She understands how difficult and challenging this path will be though.

"I like instant gratification, and this is not one of those jobs that gives a lot of that. That's why I am working really hard

right now, so I can get to where I want to be in the future," she said.

Gordon stressed that this is true for everyone that wants to be a part of WEIU.

"This isn't just for me though. If you don't show the drive or the initiative, [Kelly Runyon] won't give you a job. You have to make this your job. No handouts will be given," Gordon said.

Gordon said how much she likes Runyon, the news director, who guides the news team

**Freshman Brandyce Gordon shadows in both writing and audio for WEIU-TV**

Photo Courtesy of Brandyce Gordon



as a whole.

"[Kelly] is really nice, but when we're live, she doesn't hold back and will be yelling out orders and pointing out problems, which is good because the show would just fall

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# Coverage of mid-term elections at EIU

Actually coverage of local, state, national elections offers great experience for students

By Geoffrey ZuHone

The place for local coverage of the Nov. 2 election was WEIU-TV.

Kelly Runyon, WEIU news director, headed up the coverage and the show. Coverage ran from when the polls opened until they closed.

"We covered the state elections, the local elections, and also the congressional elections," said Runyon.

The races that WEIU will be focused on were the gubernatorial race, the state senators and representatives, and one of the most anticipated elections: the senate seat formerly occupied by President Obama.

The election coverage included many different students in multiple positions.

This show also covered many of the county elections including sheriff, county treasurer, county clerk and county recorder.

WEIU-FM also provided election updates, allowing for the greatest number of people to be reached with real-time results.

Runyon said about 30 students worked until midnight on 30 state and 30 local campaigns. Students called county clerks and monitored CNN and Associated Press reports to keep the WEIU audience updated.

"It was an all around great night—hectic, but an adrenaline rush," Runyon said.

Meredith Mueller, senior journalism major, thought working the election watch was similar to working the regular News Watch show, EXCEPT much more fast-paced.

"Everyone was running all over the place trying to get the



Political signs all across the area boost the preferred candidates for each household or property. Many political figures are up for election and reelection in this off-presidential voting year. Many pundits suggest a large turnout.

Photo by Geoffrey ZuHone

# Adopt-A-Watt: Keeping our airwaves buzzing

By Nick Persin

Hit-Mix 88.9, along with the rest of Eastern Illinois University, has suffered from the lack of funding from the state of Illinois.

The Hit-Mix has come up with a way to come up with

money to finance their day to day operations. Adopt-A-Watt was started this year to help with the lack of financial aid from Illinois.

The radio station, September 11, started a campaign to sell 4,000 watts. Each watt was \$10 and donors were able to pick the watt number they wanted.

The money raised by the station was going to help pay for different things needed for the radio station to function on a daily basis.

Jeff Owens, FM station director, said, "It is for the day to day operations of Hit-Mix radio. Pays for student salaries, student scholarships and any equipment that we would need if anything broke."

Owens said that the radio pre-promoted the program on the website, on air and did news

releases. The program lasted almost a month going from September 11 until October 8.

Tom Bickham, weekday radio host, said that each DJ had to mention at least once an hour the Adopt-A-Watt program. He said that most DJ's usually mentioned the program three to four times each hour.

Bickham also said they would have guests from the community on air and tell the listeners what Hit-Mix was to them and to go donate to the cause. This got recognition for not only the Adopt-A-Watt program, but also gave exposure for the radio station.

Bickham stressed the need for donations because if they do not have money it is hard to run a business. "We tell people if we don't get help now, we won't be here in the future,"

Bickham said.

When asked about some things they will change for next year, Bickham said more publicity for the program along with a bigger push will be among many things done to sell more watts. They knew this year was a trial run and it was encouraging with the results they got.

Both Bickham and Owens knew they were not going to sell all 4,000 watts, but they wanted to see what the response from the listeners would be. If this is any indication the Adopt-A-Watt program should be successful for years to come.

Jana Johnson, membership and development manager, said the station sold a total of 210 watts during the length of the campaign, which totaled

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# Second Emmy for WEIU-TV!

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fantastic achievement to have been part of a team that has won two Emmys.

Harrington added, "We're working on our resumés every-day when we come in here." Adding the wins will help students earn internships and jobs.

She also looked ahead at what winning Emmys will give EIU as a journalism school.

"I really hopes this brings more recognition to Eastern as a serious journalism school. Winning this award will give us more awareness overall," Harrington said.

But the win will not guarantee the university will get more funding.

"We're losing funding, but I do hope that this gets our name out there more. This will show EIU and the state that this is a program that shouldn't be cut," Jones said.

Jones attributed the credit and success of the News Watch



**Barbara Harrington, Zach Nugent, and Courtney Kerch enjoy the reception at the gala.**

Photo Courtesy of WEIU

program to the team effort given by all of the students involved.

"I know it sounds cheesy, but we're a big family, and I don't think it would be possible to have gotten this far without that," Jones said.

WEIU has certainly shown its worth as a news station for its second year in a row. It is quite easy to see how hard this team has worked for this award, she added.

"This does show what we are capable of," Jones said.

## Shadow

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apart without her," Gordon said.

Gordon said shadowing was not what she expected, but that's a good thing.

"I thought it was going to be very scary, but it's not. The members go out of their way to make sure you are welcome and understand that everyone starts out like this," she said.

## Adopt

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\$2,100.

Ke'An Armstrong, publicity manager for WEIU, said the idea of the campaign came from new general manager Jack Neal, who came to WEIU in June of 2010. Armstrong said, "Basically it was a short campaign, and it was used as a pilot for some of our fundraising ideas."

Armstrong also said that using the website was the most efficient way to get the listeners to support the Adopt-A-Watt campaign. While this was a short campaign, it gave them an idea of what worked and what did not work for future campaigns.

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**Watch WEIU-TV  
Weekday nights @ 5:30  
Campus-wide and Local Cover**

