



On the wire  
this month



## Page 2

Elkins named  
promotions  
coordinator

## Page 3

Ten students  
receive Silver  
Dome Awards

## Page 4

Meet the new  
Hit-Mix DJs



*News Watch anchors Caitlin Napoleoni, a senior geography major, Nancy Yousef, a senior communication studies major, Vicki Zeal, a senior journalism major, and Claire Dau, senior communication studies major, sit at the new set, which took about a month to build. (Submitted Photo)*

# News Watch gets a facelift

**Lauren LaPlante**  
Reporter

Walking onto the set of WEIU News Watch a few weeks ago, one would have been greeted by a very familiar blue backdrop. But starting Sept. 20, WEIU became home to a brand new set.

"I got my inspiration from the Sunday Morning Show," said set designer Ke'an Armstrong. "It needed to be lighter and easy to move around."

The new set, constructed from plywood, plexiglass, wood trim, primer, black paint, and stainless steel paint, sits on moveable coaster wheels for easier portability.

The new set sports a much

more modern style than the former set that had been donated from another station. It is not only aesthetically pleasing, but also easily transportable, being light enough to be relocated when needed.

Four moveable, plexiglass columns read "WEIU News Watch," were added by Sign Appeal of Charleston. The set needed to be easily movable to make room for several other shows that are being featured on WEIU this fall.

The actual construction of the set took a lot of collaboration between Armstrong and WEIU broadcast engineer Dennis Riley.

"It took about a month to actually build the set," said Ri-

ley, "that included prep time and working with Ke'an to figure out the design, budget and time line for the set."

Working with a minimal budget meant most of the materials for the set were built internally or remodeled. The desk is the same desk from the previous set, but with a fresh coat of paint.

The new set serves as a springboard for the already active News Watch team. WEIU has piled up two regional Emmy titles already and in February, placed second in the Student Newscast Competition 2011 hosted by the Broadcast Education Association Festival of Media Arts.

**News Watch, Page 4**

# Elkins named promotions coordinator

**Megan Johnson**  
*Editor*

All Eastern students are awarded the same opportunities to get involved with student media. However, not all students are able to take advantage of joining an organization head on.

Ash Elkins, a junior journalism major, is reaping all of the benefits.

Starting out as a DJ, Elkins has been named the new promotions coordinator of Hit-Mix 88.9 WEIU-FM.

"A lot of what I do is communicate with groups and organizations around campus and in the community that have upcoming events and get any information they have on that event," Elkins said.

Elkins plans to help students and the residents of Charleston get better acquainted with each other through Hit-Mix. She gives locals more needed publicity so that the student body can know what's going on outside of Eastern's campus.

She says some students aren't aware of the great things Charleston has to offer because they don't leave campus except to go home.

Hit-Mix caters to the needs of students and people in the



*Ash Elkins is ready to go on-air after being named Hit-Mix 88.9 WEIU's promotions coordinator. (Photo by Kristin Jording)*

surrounding area. According to Elkins, "The station operates on a 4000 watt transmitter that reaches all Coles County, as well as each of the surrounding counties; the listening radius is 35-40 miles."

With Hit-Mix catering to the student body and the community, the two groups are closer than most would realize.

"We are the only station in our market that takes and plays live requests, as well as having

the only live talk show with our Issues and Attitudes segment that airs live every Monday from 12-12:30," Elkins said. Having Hit-Mix, gives students a way to escape from the everyday activities of school.

"Ashley is great to work with; she put's in a lot of time and seems to really enjoy working at WEIU," Jeffrey Owens, WEIU FM director said.

"She's fun, and always has energy and spunk," Rob Calhoun,

radio production supervisor, said. "She has goals and projects in place, and she's a hard worker and the go-to girl for radio."

After college Elkins would like to have a career in radio. She said she loves the promotion aspect and she likes having a direct line to the community.

"I think she will be an asset to any company that hires her since she has great drive and determination," Owens said.

## New on-air talents hit the airwaves at Hit-Mix

**Genevieve Wilson & Hillary Hutchins**  
*Reporters*

Hit-Mix radio station has added seven disc jockeys who all have something different to bring to Eastern's airwaves.

Bradley Kupiec, a sophomore journalism major, said he likes '70s and '80s rock and some country.

Lemar Brown, a junior communications major, said he likes to show his personality by telling jokes and also likes to keep listeners updated on artists.

While Kacie Berry, a senior journalism major, said she tries to include '80s and '90s pop music while on air because

it is her favorite type of music but she also tries to remain updated on different music by looking at what is in the show log.

In addition, four other communication studies students are new DJs: Dain Miller, sophomore, David Castillo, sophomore, Adam Neil, senior, and John Myers, junior.

Besides their different interest in music all of the DJs have their own ways of standing out from the rest of the DJs on the air.

Kupiec said he gives 100 percent. He prides himself on being the rock that everyone can depend on.

Berry said she is the one to volunteer, and attend every event. She often takes on

many extra hours with the station.

Brown said he is unique and this is evident in his show.

All of the DJs have their own specific daily routine before they go on the air.

Kupiec said he runs through ideas and statements he wants to say on air. Berry said she checks her levels and all technical aspects of her on-air shift, while Brown said he checks the meter readings to make sure wattage volts and signals are all strong. Although the music is a pre-set play list, all of the DJs alter the list to fit the day as well as to take in requests from listeners.

**DJs, Page 4**

# Adopt-A-Watt: helps with WEIU expenses

*Jasmine Randle  
Reporter*

Money is necessary to keep things running smoothly at WEIU's radio station Hit-Mix 88.9.

The Adopt-A-Watt Membership Drive came into the picture and met its goal of \$2500 a day early. Adopt-A-Watt is a fundraiser that collects donations from members, family, friends and audiences to help with Hit-Mix 88.9 expenses.

WEIU students and faculty members started promoting Adopt-A-Watt a month in advance, and began this year on Sept. 9. Last year was the first Adopt-A-Watt drive.

Ethan Kruger, a junior communication studies major, said he and other DJs promoted Adopt-A-Watt.



With the success of the second year what WEIU has put on looks to becoming an annual event.

New goals to be met this year, which includes increased membership in the station and raising \$2,500 by Sept. 23.

"We hope to increase membership and to let listeners know how to support their local radio station," Jeffery Owens, FM station director said.

WEIU-TV & Hit-Mix 88.9 WEIU-FM

Publicity/Promotions/Educational Outreach/Grants Manager Ke'An Armstrong was on the morning show Sept. 19, publicizing Adopt-A-Watt to help raise money.

Armstrong said they raised \$650 that morning which brought the total to \$1,400.

"I think Adopt-A-Watt is gaining momentum," Armstrong said. "We really gained a lot of support from our listeners."

Radio supporters thought it was important to get spread the word about Adopt-A-Watt in many ways besides the radio because not everyone listens to the radio all the time.

Armstrong said, she asked the listeners to spread the word through social media and to tell their family and friends.

"We support the community and the community supports us," Kruger said.

## Nine students awarded Silver Dome Awards

*Desiree Morris  
Editor*

Nine Eastern students and News Watch were awarded Student Silver Dome Awards Sept. 9.

The Student Dome Awards contest is open to all broadcast students who attend a two year or four year institution in Illinois and is sponsored by the Illinois Broadcasters Association. Eastern had four first place winners, making it the second school in Illinois to have this many winners in The Student Silver Dome Awards contest.

Kelly Runyon, WEIU-TV news director, encouraged students to submit their work for the competition in April when the contest opened.

Rachel Morris, a senior journalism major, submitted her sports production material to win a second in the best TV sports package category. She has been working at WEIU News Watch for two years as an anchor and news reporter.

Morris said she had never submitted her work for a competition so she was really excited when she found out she placed second.

She credited Eastern's pro-

### Students Awarded

Finalists for 2011 Student Silver Dome Awards from the Illinois Broadcasters Association

**First Place in Best TV News Pack:** Zach Nugent

**First Place in Best TV Sports Pack:** Zach Nugent

**First Place in Best TV Spot:** Dustin Tylman & Gabe Przygoda

**Second Place in Best Radio PSA:** Monica Becker

**Second Place in Best Radio Aircheck:** Monica Becker

**Second Place in Best TV Sports Pack:** Rachel Morris

**Second Place in Best TV Newscast:** News Watch

**Third Place in Best Radio Spot:** Ethan Kruger

**Third Place in Best Radio Live Game Sports:** Claire Dau & Wally Swenson

**Third Place in Best TV Sports Pack:** Kyle Guertin

The IBA has already announced that Monica Becker & Korey Adkins will receive first place for Best Use of New Media

gram and technology for her being able to produce quality work to submit.

"It's just rewarding to receive recognition for the hard work that we do put in on a daily basis," Morris said.

Kyle Guertin, a senior communication studies major

with an emphasis on electronic media and minor in advertising, placed third in the best TV sports package category.

Guertin said he is proud to be in the shadow of his former mentors, Morris and Zach Nugent. The two placed first in this category, and Guertin be-

lieves he won because of what he learned from them.

Guertin has worked at News Watch for three years as an anchor and producer. He is head of the sports production.

Runyon said she thinks Eastern's administrators have poured their support into News Watch.

"They have believed in our product; they believed in what we do. When you have solid support and you're able to attract and recruit and maintain solid students that want to pursue a career in broadcast journalism, and they work tirelessly on the program that they believe in, you're bound to have a really good product," Runyon said.

News Watch has not always enjoyed the limelight. Runyon said part of what makes the quality of the show so great are the passionate students who stuck around when times were tough. This business is difficult and it is an around the clock job.

Runyon said she tries to keep everybody motivated by ensuring her team that today is a learning experience and that tomorrow will be better.

**Silver Dome, Page 4**



## News Watch, from Page 1

A team of 25 WEIU students put together a newscast of the snowstorm that took place in Charleston during early February.

The anchors of WEIU were surprised to see a brand new set when it debuted. "Honestly I

was surprised that we got a new set with the recent budget cut," says weather anchor Caitlin Napoleoni. "We feel like real news anchors now, it's not just like we're sitting behind a desk anymore."

After months of designing,

planning and building, the new set is up and running.

"We're really proud of it," said Armstrong. "The students are dedicated and passionate and I think this new design really sets the stage for how professional they are."

## DJs, from Page 2

Even though they are new DJs for Hit-Mix, they have brought with them plenty of experience.

Brown's 13 years of DJ experience includes broadcasting at state fairs, hosting various events, promoting a rock concert, DJing for weddings and greek parities.

Brown has also worked for 93.1 FM in Decatur and has a DJ business called Smooth Entertainment.

Berry said she started training in the spring and was hired in May. Since being hired Berry has worked the morning show and she does the Issues and Attitudes Monday talk show.

She has mostly worked on Hit-Mix, but she has done other small events connected to the station.

Although this is Kupiec's first year with Hit-Mix radio, he trained last year and DJed for the Odyssey.

All of the WEIU DJs have several goals they want to achieve during their time at the station.

Kupiec said his main goal

is to get people involved with the station by getting them to adopt a watt or join.

Berry said her goal is to build her résumé, develop relationships for references and network with people in the same field to improve her chances of getting a job.

Her goal is to get as much experience as she can while on her journey.

Brown said he would like to have a leadership role. He

said if he can get his own radio show he would love a morning show or a midnight show.

Eastern offers students the opportunity to get experience on radio with both WEIU-FM and the Odyssey.

In addition to the seven new DJs, many DJs with more experience also continue to work for the station.

For the first time, WEIU-FM has a local high school student as an intern this semester.



*Korey Adkins, a senior communication studies major, goes on-air Sept. 28. Adkins is not new to WEIU-FM. (Photo by Kristin Jording)*

## Silver Dome, from Page 3

Even when her team makes mistakes, Runyon said she always keeps her expectations high because she believes they're capable News Watch workers that have proved to be resilient.

"Whenever students who work at WEIU-TV bring home awards, or bring in more awards, it really boosts our energy as individuals and

as a team, knowing that we're producing quality work that's being recognized statewide," Morris said.

Runyon said she feels privileged to work with such good students who have big hearts and are so hungry to learn.

Runyon added, just being asked how she felt as the news director and having students' being recognized makes her

feel great, but she noted that the students are the ones who do all of the work and provide the talent for the broadcast.

"It's not me; it's the students that make it up. I'm just here guiding them along the way," Runyon said.

Journalism Department Chair James Tidwell said, "Kelly and the students do a wonderful job covering news."

*The Wavelength is the Eastern Illinois University newsletter for broadcast students. It is published by The Agency, Eastern's student-run public relations firm, sponsored by the Department of Journalism. It is printed in Buzzard Hall.*

### Editors:

Desiree Morris

dnmorris2@eiu.edu

Megan Johnson

mgjohnson@eiu.edu

### The Agency Director:

Beth Steele

theagency.eiu@gmail.com

### Associate Director:

Kristin Jording

theagency.eiu@gmail.com

### Adviser:

Terri Johnson

tljohnson@eiu.edu

**Join The Agency  
Wednesday  
nights @ 6:30  
Buzzard 2436**