



This Month's Broadcast

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An in-depth look at a charismatic Hit-Mix DJ



Radio at EIU



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Sports Watch covers the area high school football

WEIU News Watch up for 2nd Emmy

The Student-Run Broadcast is on the Road to the Emmys. Again.

By Ellie Sternaman

WEIU-TV News Watch is up for its second Emmy for best student news production at the Oct. 9 Mid-America Emmy Gala in St. Louis.

The News Watch team won its first Emmy for best student news production at the 2009 Mid-America Emmy Gala. Team members who attended last year's event described it as a once in a lifetime experience and said they are thrilled to be

able to attend again.

Kelly Runyon, WEIU news director, entered News Watch in the competition by submitting a tape of one of the newscasts from February. Runyon said the show she submitted had a technical aspect that differed from typical day-to-day shows.

"The show was weather-heavy, fast-paced and it contained a lot of different broadcast elements," said Runyon.

Katie Jones, senior com-

munications studies major and producer of the show, said, "The weather-heavy day is what set our show apart."

The show's technical angle required a lot of live shots and team coverage, she said. "Our team executed everything really well which made the show that much better," she added.

The 2010 Mid-America Emmy Gala will be at the Renaissance Grand Hotel in downtown St. Louis. Several

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Many broadcast students' efforts lead to the nomination, as many work as reporters, producers and videographers. Shown here from left: Emily Mieure, Kathleen Jones, Krista Henery and Mike Gismondi.

Photo Courtesy of WEIU

Tom Bickham: The Audible Gem of EIU

By Geoffrey ZuHone

Tom Bickham loves radio. He loves to listen to radio, talk on radio, and talk about radio.

This is especially apparent in the Hit-Mix recording studio. Every weekday, he works the afternoon drive from 3–5 p.m., and listeners can tell he is certainly a lively man during his show with enthusiasm emanating over the air waves.

“I love coming here everyday and talking about what’s going on in Chucktown and just talking on the radio. I mean how hard is that job?” he said.

For Bickham, it seems like he was made for the radio, which is good since he is a communication studies major and is currently in his fifth year at EIU.

“I’ve been on Hit-Mix since

my sophomore year,” Bickham said.

Bickham said that he started off on The Odyssey and training in radio his freshman year. After that he started getting time on Hit-Mix.

Since the beginning of his second year here, he has been getting more time in the studio. Now it seems he is quite content with his daily spot.

Bickham is not just about radio, though; he is very interested in the community and the local music scene. When in the studio, it’s not just music that is played.

The weather, market watch, even fundraisers are aired. Specifically right now, he (as well as the entire Hit-Mix radio group) is involved in “Adopt-a-Watt,” which is a fundraiser for the station where listeners

can buy 1 of the 4,000 watts of the radio station’s tower. This is going to be very important this year due to heavy budget cuts.

Away from the radio, Bickham loves organizing events for local bands and artists, as well as making Hit-Mix less of an EIU radio station and more of a local area radio station.

It’s amazing what Bickham can do for local up and coming artists: putting on the music behind reports, adding them into a local venue and even just getting the name out there, a long-time listener said.

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Spending two hours every weekday in the studio, Tom is always lively and upbeat during his segment, just the same as he is in real life.

Photo Courtesy of Tom Bickham



Recap: The steps to student success at EIU radio

By Sara Hall

Many Eastern students, possibly cruising the streets of Charleston or just relaxing in the quad, tune in to The Odyssey or 88.9 FM to catch their favorite songs, but many of them do not realize what goes on behind the scenes in these stations.

Hit-Mix and The Odyssey are two options for students to get involved in who are inter-

ested in pursuing radio careers.

Hit-Mix plays a variety of college radio, while The Odyssey focuses more on hip hop and hard rock.

The Odyssey is also where many students start their radio careers.

“(The Odyssey) is a training ground for people who may want to be in radio but aren’t completely sure,” Rob Calhoun, radio production supervisor and scheduler for the station, said.

“It lets students see whether they like radio.”

Hit-Mix is often the next step up for students.

“Hit-Mix (brings in) the best of the best from The Odyssey,” Calhoun said. “Students come to Hit Mix to further perfect their craft before going on to bigger and better things.”

Students get great real-world radio practice by working at Hit-Mix. While first-time DJs may start off with one shift per week, veterans often take on three to four shifts.

“We run it like any real radio station. Students (are able) to get experience,” Calhoun said.

Although the stations lost 14 senior graduates last semester, they added five new DJs. Around 30 people work at the stations, ranging in the areas of on-air music, sports, news,



promotions, sales and student management.

Julianne Pacana, a sophomore special education major, added that even more people this year will be moving on to bigger and better things.

“A lot of people are graduating this year, so there will be plenty of spots available,” she said.

Not too many things have changed with the two radio stations this school year, but changes are being considered.

Andrew Hicks, a senior communications studies major and Hit-Mix DJ, explained that the same format is in place but that the WEIU FM is trying to broaden its coverage.



Angelica Moore, sophomore journalism major, gets her feet wet this year working for The Odyssey

Photo By Geoffrey ZuHone

Local high school football covered on WEIU

High-adrenaline Sports Watch End Zone at WEIU covers our community sports

By Geoffrey ZuHone

High school football might not always seem exciting, but for WEIU and Sports Watch End Zone, that is far from the case.

Every Friday night around 9:30, the WEIU newsroom is frantic. Emily Mieure, a senior communication studies major, is one of the co-producers for the show. She describes the scene before the 9:57 airing as chaos:

“It looks like someone set a lion loose in there.”

For the weekly program, Emily, along with co-producer Rachel Morris, senior journalism major, send out three news teams to cover six high school football games in 10 different conferences all across east central Illinois and surrounding areas.

During the week when they are not recording and airing the 5-minute show, they are gathering information and preparing the teams.

This year, the End Zone is contacting more individuals from each school so that the show can feature all the teams that have a game that night even if there is not a news team at that game.

“At the end of the show, a scoreboard comes up showing all of the teams that night and their scores,” Kelly Runyon, news director, said.

During the week, Emily and Rachel choose where to go and which teams are going to be covering the games, as well as figuring in travel time to and from the events so that coverage is complete, reports Emily.

“Since each team covers two games, we have to factor in the total drive time,” she said.



These Sports Watch End Zone coproducers, Emily Mieure and Rachel Morris, show their skill doing fast-paced shows Friday nights during football season

Photo Courtesy of WEIU

This puts crews and teams under a lot of pressure and stress but it all pays off in the end. Everything that is done Friday night is high paced until the end.

“Whenever 10:30 p.m. comes, the team just wants to get out of here, but there is definitely a good feeling in the room from a successful show.”

When asked about her favorite part of the show, Emily simply described it as the teamwork.

“It’s the fact that 39 college students are sacrificing their Friday night, every Friday; Their Friday is the End Zone.”

The teamwork has definitely

paid off, as well.

“The Sports Watch End Zone is up for an award from the Illinois Broadcasters’ Association, the Silver Dome Award for this five-minute segment,” Runyon said.

It’s clear to see that Emily and Rachel’s work has paid off.

This is also the first time that the show has been co-produced by two females, which Emily admitted, surprises people.

“I think it’s great that we have two females producing the show; it really shows that we are professionals, and we run a professional show,” she

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WEIU—25th
anniversary!**

Second Emmy Nomination

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hundred people attend the black-tie event every year, mostly all professionals in the broadcast industry.

"It is an honor to be able to attend the event and share the room with people I grew up watching," Jones said. "It really puts everything in perspective and shows me how much I really love what I do."

The Mid-America Chapter for the Emmys, chartered in 1962, honors students and professionals in the television communities of Missouri, Arkansas and Illinois.

News Watch is up against Alex Rozier from the University of Missouri, one of the top journalism schools in the country, for the Emmy in the student news production category.

"Although we are a small school, WEIU-TV does live shows everyday, and not many other schools do this," said



Receiving a second Emmy nomination spotlights EIU as a broadcast journalism school; others are beginning to take notice according to Kelly Runyon.

Photo Courtesy of Fox2Now

Emily Mieure, senior communications studies major. "We are very consistent with our newscasts and it really helps us become prepared for the real world."

Jones and Mieure said the time and effort they put in at the station is well worth it. "Everyone at WEIU-TV is really

dedicated and being a nominee shows us that our hard work pays off in the end," said Jones.



Bickham

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The atmosphere in the studio is perfect. There is a very serious DJ that executes his job very well, but has fun the entire time.

Bickham does not omit the learning opportunity from his work either.

"This is my step to the next level [in radio] and I'm glad I have a job to get away from everything," he said.

Bickham is not sure about much in his future, but he does know one thing for certain from his time at Hit-Mix and EIU:

"I know that this is what I want to be doing for the rest of my life."

Radio Recap at EIU

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"We are trying to localize and become more (widespread in) Coles County and not just be Eastern centric," he said.

So far, the biggest change the stations have experienced are budget cuts. To solve this problem, they ran the "Adopt-a-Watt" program during September.

"We have 4,000 watts on our tower, and we are trying to get them adopted at \$10 a watt to raise money," Calhoun explained.

With the money raised, the stations hope to obtain computers and production equipment. The fundraiser has been going

smoothly. While the on the air push ends Oct 1, listeners and supporters can still adopt a watt online until Oct. 8. So far about \$2000 has been raised.



"It's going well so far, but we still have a long way to go," Calhoun said.

Overall, Calhoun has high hopes for the stations.

It is a training ground for students and a chance for them to build their portfolios to be better prepared for internships and jobs in the future. It does that well and the station improves as the students do.

"I hope we continue to grow and get better," he said.

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.

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