

the Journalist

a departmental newsletter for journalism majors & minors

OCT./NOV. 2009 EDITION

The Warbler is Colorized

For the first time in many years Eastern's Warbler will be in full color.

By Meredith Mueller

For the first time in many years, the *Warbler* yearbook will be in all color. The staff is very excited about it.

Editor-in-Chief Christine Godbey says that this year the book will be different, with a style of the "modern magazine." The title of this year's *Warbler* is *Colorize*, a very fitting title.

Although the yearbook staff is thrilled about this different and artistic approach, it does not come easily.

According to Godbey, this change affects the design of the book, with a lot more photos, making for more work. But the staff does have help in their adviser, Journalism Professor Sally Turner.

Godbey says that Turner is always e-mailing her with ideas about the book, and



Using color graphics and pictures, the yearbook staff created a colorful layout for greek week 2009 for the Warbler.

Courtesy of the 2009–2010 Warbler

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Who's Who in student media

Eastern's 'go-to-people' to get students involved in student media

By Beth Steele

For any incoming freshmen or transfer students, getting involved can be hard. For journalism students, being involved with the student media is important to build a portfolio that is ready when you graduate. For all those students who are unsure how to go about getting themselves out there, the staff of the student media is available and look forward to seeing new faces.

Eastern Illinois University's Journalism department offers something for every concentration and includes outlets such as the Daily Eastern News (the DEN), the Warbler, WEIU-TV, WEIU-FM and the Agency.

The DEN is a daily newspaper and is written and designed solely by students. Emily Steele, a junior journalism major, said the DEN is unique.

"It is one of maybe a few state schools that publish a daily paper run entirely by students," Steele said. Anyone is welcome to come in and write for the DEN and there is a news meeting every Tuesday at 7 p.m. in the newsroom.

Steele also added that at the news meetings budgets are passed out which lets students know which stories are available to write.

Steele admitted that although going into the news-

room can be intimidating, the staff tries to make it welcoming and help those students who are just starting out.

"They can get you a story and you go from there," Steele said. "But the staff and news editor will work with you and they don't expect perfection."

For anyone interested in working for the yearbook, EIU has the *Warbler*. Christine Godbey, a senior communications major and the editor of the *Warbler*, said that the yearbook is a great thing for all students to have and partake in.

"It is a documentation of the entire year with fun feature sto-

'It is a documentation of the entire year with fun feature stories and things that made this year different from any other.'

— Christine Godbey

ries and things that made this year different from any others," Godbey said.

The *Warbler* meets on Sundays at 5 p.m. in the journalism conference room and all students are welcome to attend if they are interested in writing, designing or taking photos.

"It is fun and laid back with

'Part of being a journalist is asking the questions others are afraid to ask and taking something you are unfamiliar with and making it positive.'

— Emily Steele

fun stories and spreads," Godbey said. Godbey, has been a part of the staff since her first day freshmen year.

The yearbook is different than other student publications.

"The roles of members are not rigid," Godbey said. "Writers can take photos or design and vice versa."

For those students interested in broadcast, there is WEIU-TV and radio. WEIU offers many opportunities for students with interests in filming, producing news casting and deejaying. WEIU does a TV newscast for a half hour live at 5:30 p.m. Monday through Friday and a five-minute weather forecast at 9:57 p.m. For those interested in becoming a part of WEIU, just walking into the newsroom is a good start. Zach Nugent, a senior journalism major, said that the staff is very welcoming.

"People are willing to take you under their wing if you are willing to learn," Nugent said.

WEIU also has an all hands

meeting on Mondays.

"Everyone who works there is required to go," Nugent said. Nugent has been working at WEIU since his freshmen year and he became a part of the team by going in and talking to Kelly Runyon, news director.

For public relations concentrations, there is the Agency, a student-run public relations firm that meets Wednesdays at 6:30 p.m.

The Agency produces three newsletters including *The Journalist*, along with creating campaigns for local businesses and campus activities.

Whether a freshmen or transfer student or one who just has not been involved before, all majors are urged to jump in.

"We all were nervous but don't let fear keep you from your career," Steele said. "Part of being a journalist is asking the questions others are afraid to ask and taking something you are unfamiliar with and making it positive."

**• Warbler, Sundays, 5 p.m.
Journalism Conference Room
BH 2522**

**• The Agency, Wednesdays,
6:30 p.m., Buzzard 2434**

**• DEN/DEN online, Tuesdays,
7 p.m., Newsroom, BH 1802
• WEIU-TV and WEIU-FM
Visit the newsroom and ask
BH 1620**

Where is she now?

Eastern Alumna: Nora Maberry is now managing a weekly newspaper

By Jacqui Reinhart

EIU alum, Nora Maberry has very simple advice for journalism students.

"Get involved early and try all different kinds of journalism," she said.

She graduated with a B.A. in journalism in 2005 and an M.A. in English in 2008 and is now working at the *St. Joseph Leader Weekly Newspaper* located about 15 miles east of Champaign. However, she had to put in countless hours of hard work in order to attain such a respectable position.

Maberry says that Eastern played a vital role in helping her to prepare for the workforce because it allowed for her to get a lot of "hands-on experience."

While she attended Eastern, she was involved in Pounce Online, which was an online feature magazine that also contained multimedia content, and the Daily Eastern News (DEN) Online, which is a cutting-edge college newspaper.

Maberry put most of her focus into the online aspect of journalism; however, she still kept an open mind. She ex-

plained that too many students get their mind set too quickly and set up ideal situations and standards that end up holding them back from trying different things, becoming more involved, or even attaining a job.

"You have to look outside the box," Maberry said "Sometimes you have to modify your options and not be so selective."

Maberry learned this the hard way when it came to finding a job,

"It wasn't as easy as I thought it would be," she said. "I think most students think they will come out of college and just get a job, but with the way the economy is, it's not that simple." Maberry did not get a job for three months after graduating.

During that summer, she applied to every newspaper in the state of Illinois even if it was not hiring. Some of the places she was applying to were not her first choice, but she learned that when you are in need of a job, you need to be open to any opportunity.

Along with her involvement



An 2008 Eastern graduate, Nora Maberry is now a managing editor of St. Joseph Leader Weekly Newspaper.

Courtesy of Nora Maberry

with the organizations on campus, Maberry also worked summer jobs to get her more experience in journalism. She ran the DEN one summer, was the online editor another summer, and did an internship the summer before she graduated.

She says that internships are very important and look really good on your résumé. She performed her internship at the *Jacksonville Journal Courier* and said that it helped her to realize that she liked the print

side of journalism along with the online aspect.

Without the experience she gained through her internship, Maberry would not be able to do her current job, which involves reporting, designing, and photography. As managing editor, she is able to do a little bit of everything so she said her job never gets boring. Although Maberry loves her job, she says that she sees herself working for a daily newspaper in 5-10 years.

Colorize

encouraging the staff to go off the idea of "blue," Eastern's main color. When the idea to do an all-color book first came about, the staff was under the impression that this would be the first time this has ever been done. But after looking back into their archives, the yearbook staff found that a color book had indeed been done before but in the 1990s.

Godbey noted that although a

color book has been done in the past, no one who is currently a student here has ever seen that before.

The 2010 Warbler will be printed by Walsworth Publishing Co., headquartered in Marceline, Mo. Godbey says Walsworth has been working well with them so far. The deciding factor in whether or not the yearbook will be in color again next year, is next

year's budget. The change to color did not affect the book's budget this year. With the staff's excitement along with their awesome and different ideas, this year's Warbler is sure to stand out, said journalism professor Terri Johnson.

Since students pay a publication fee each semester, they can receive a yearbook at no cost. The 2010 Warbler will be distributed in April 2010.

Seniors can have their pictures included in the Warbler at no cost. Photographers will be available Nov. 16-20, and Nov. 30-Dec. 4 in the Shelbyville Room, 3rd Floor, Martin Luther King Jr. Union, Monday, Wednesday and Friday, 9 a.m. to 5 p.m., Tuesday and Thursday, noon to 8 p.m. Schedule your appointment at www.ouryear.com with school code 1611 or just stop by.

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Journalist Dave Dawson visits campus

Journalism classes get a few lessons about the newspaper business

By Brad York

David Dawson, managing editor of the *Herald and Review* in Decatur, came to journalism classes Oct. 8 to show what a print journalist's life is like. He also gave advice on ways to stick out in the changing world of print media.

"One question we always have is, 'If nothing happens what do we put in the paper and what do you put online,'" Dawson said. "You can't always count on news happening, so we have to come up with features and other things, and we build our pages around that."

This leaves people wondering who is responsible for coming up with these stories.

"Every week reporters are responsible for coming up with a story budget," Dawson said. "Each reporter has five to seven stories that they are working on at any given time."

Dawson earned the right to become an editor by making his way up the totem pole through the different positions in the journalism field. Although he loves his job dearly, he is still the first to admit that he doesn't miss reporting even a little bit.

"That's one thing I like about my job; it is always changing," Dawson said. "I don't miss reporting because I have been to enough city council meetings and mother of the year banquets to make me sick of it. I still enjoy writing though. I write a column, but I like to call it 'flushing my mind.' I think column writing is fun. If it wasn't, I wouldn't do it."

According to Dawson, his favorite part about the job is getting the chance to work with

reporters and shed new light on a story. He likes helping especially if the reporters are struggling or are unclear of which direction they should take a story.

With print media steadily declining, the hopes of many aspiring journalists are feeling threatened for job security after college. However, Dawson gave some helpful hints to show the proper ways for applying for any media position.

"Don't just send an application to several papers and expect a reply," Dawson said. "You need to apply for a job, not the paper. Explain why you are right for that job. And you couldn't guess how many typos and mistakes I find on applications. If you make mistakes in your application then what kind of mistakes would you make working for me?"

Many Eastern students have gone on to either work under Dawson or be given internships by Dawson. This can't be cred-

'You need to apply for a job, not the paper.'

— Dave Dawson

ited only to the student's works or work ethics.

"I have a great relationship with the faculty here at Eastern," Dawson said. "I trust their judgment."

Neil Schneider, senior journalism major, was one student in attendance who learned a somewhat unique lesson from Dawson's visit.

"Here at school I was always



David Dawson, the managing editor of the *Herald And Review* of Decatur came to journalism classes on October 8th and gave valuable advice about the newspaper business

Photo By: Adam Larch

taught that it is best to know a little about everything in journalism," Schneider said. "He explained it as though it is better to focus on one thing more than everything."

In other words, in the field of journalism students are taught that they should be well rounded in their knowledge of print, online, photography and all other modes of journalism.

What professors are trying to teach students is that journalism is changing at a rapid pace. It is best to be versed in many styles of journalism to have more job opportunities.

What Dawson explained is that a journalist should know their strong points and show

these when applying for a job or explain ways and attributes that you personally can add to help the publication prosper.

Although everyone is unsure what will happen to the field of journalism with online becoming the predominate force, Dawson explained his publication's current situation in order to show students a solid hope.

"95 percent of the money the paper makes is from print," Dawson said. "The paper is still our main concern. We are always feeding online with blogs and breaking news, but the print is still where the money is at."

Dawson spoke to a number of classes include media management and PR writing.

Other Outlets for Student Media

Students find unconventional ways to get involved with media

By Melissa Sturtevant

Journalism students often feel limited in their choices of campus involvement and are under the assumption that mainstream student media is their only choice. However, there may be other options if a closer look is taken.

University Board is EIU's programming coordinator. It not only offers opportunities for students wishing to book comedians and musicians, but it also offers positions for journalism students.

Journalism majors with a design concentration are able to get involved in UB. Courtney Heinzmann, a senior graphic design major, is a marketing coordinator for UB and said there are a variety of things to do on the committee.

"[Someone interested in helping on the committee] would be helping at events when needed, handing out handbills and there is a chance of designing table tents, and DEN and Web ads," Heinzmann said. "And there is also the possibility to work their way up to the coordinator's position."

The marketing committee also designs all the posters for UB as well as display boards.

Along with being able to design, there is also a public relations aspect. Mike Usher, a senior and the chair of UB, says that the public relations committee is very important.

"Committee members can do a variety of different things. For example: press releases, event reviews, and campus briefs," Usher said. "The position has a lot of room to grow and ex-

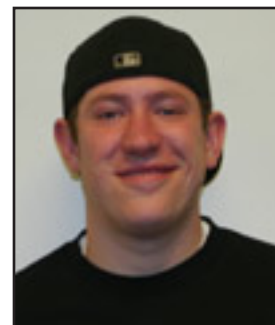
pand on new projects and ideas that could benefit UB as well as journalist majors."

UB is open to new students and new ideas for what would benefit students.

"If people are interested, we can set up a meeting to brainstorm ideas of what the coordinators and journalist students are interested in," Usher said.

Other options include The Vehicle, a literary magazine, edited by the English Department. However, there are other not-so-obvious outlets for students to display their work, as well, such as public relations for RSOs or fraternities and sororities.

It goes to show that if students keep their eyes open, they may find more opportunities available for their experience and building portfolios.



Mike Usher, the Chair of UB, says that student media plays an important role in the organization.

*Courtesy: University Board
Web site*

Queens of Communication

Katie Schweighart and Michelle Murphy are queens of communication

By Liz Edwards

Tiaras, swimsuits, and evening gowns are usually what comes to mind when the word "pageant" is used. Senior Katie Schweighart and junior Michelle Murphy, both communication studies majors, have a different connotation of the word. Both believe that pageants are not solely about physical beauty, but about one's speaking and communication skills.

In 2007, Schweighart won into the Moultrie-Douglas County Fair pageant.

This pageant consisted of five areas of competition: introduction, swimsuit, evening gown, one-minute speech, and

a pop question. The speaking sections accounted for a total of 70 percent of her overall score.

Before entering into the pageant, Schweighart had always described herself as an "anti-pageant" girl. She was convinced that pageants were only beauty contests and had to be persuaded by a friend to even enter into the competition.

After entering the competition, however, Schweighart's outlook was transformed. Schweighart said, that the pageants changed her a lot. Pageants showed Schweighart that she could do public speaking as a job.

"I usually I like to speak in public," Schweighart said. "But the pageant convinced me

that I can do public speaking for a living." After becoming Miss Moultrie-Douglas, Schweighart, also placed twelfth out of sixty-eight in the Miss Illinois County Fair pageant.

After college, Schweighart plans to do public relations for political campaigns and eventually she hopes to lobby for agriculture.

In 2006, Michelle Murphy won the Miss Tuscola pageant. Murphy's pageant also focused on public speaking. Murphy said that she was confident in her speech.

"[I have] always been good at public speaking," Murphy said that the pageant gave her a confidence boost and helped her realize how much people struggle



Katie Schweighart was Miss Moultrie-Douglas in 2007.

Courtesy of Katie Schweighart

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Queens of Communication

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at public speaking. The correlation between communication majors and pageants defined a new meaning for the word "pageant". Pageants are not about being beautiful, but they are about being queens of communication.



Right: Michelle Murphy, communication studies major, has worked on WEIU-FM, as well as other areas at Eastern.

Left: In 2006, Michelle Murphy won the Miss Tuscola pageant.

Courtesy of Michelle Murphy

Upcoming Events

**Graphic Design
Alumni Exhibition
Oct. 17 – Nov. 29
1 p.m. – 4 p.m.**

**Fox-Thornburgh
visiting professional,
Nov. 15 – 17
Jean Wright
Medina, managing
director of external
relations, United
Airlines**

**Every Wednesday
Agency Meetings
6:30 p.m.**

**Senior yearbook
pictures, Union
Nov. 16 –20 &
Nov. 30 – Dec. 4**

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The Journalist is a newsletter
produced by the student-run PR firm,
The Agency and printed in the
Journalism office
October/November 2009