



a publication for broadcast students

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Student wins first place prize



Korey Adkins winner of The Fall 2011 Best New Ad Radio Competition. (Photo courtesy of Korey Adkins.)

By: Samantha Hough

College students statewide could enter The Fall 2011 Best New Ad Radio Competition, sponsored by The Best New Ad. The first place winner was EIU's Korey Adkins, a senior communication major.

“When Mike Bradd called me to tell me I had won, I was definitely surprised. I'm pretty sure I asked “Why did they pick mine?” Adkins said.

Adkins was a student in Mike Bradd's broadcast announcing class in Fall of 2011 and was chosen out of 33 entries from 22 college and universities.

For two consecutive se-

mesters winners of this contest have been chosen from Eastern.

Adkins said, “We have some talented students in the department, that's for sure. I'm glad we're getting recognition for our work.”

The contest that ran in Fall 2011 was for the promotion of the Cell Phones for Soldiers Project. The project aimed for the public to send in and donate old cell phones that would be converted into calling cards that military members are able to use.

“After I got a good grade on the Public Service Announcement for class, I decided to take my chances with the contest, and I guess

it paid off!” Adkins said.

Besides winning first place for the Best New Ad Radio Competition, Adkins PSA has a chance of being used by Cell Phones for Soldiers during its 2012 national campaign.

Adkins said, “If the Cell Phones for Soldiers Campaign chose to air my ad as part of its marketing efforts, it would be pretty awesome. They're a great organization, and if I could help with them with their cause it would be super rewarding.”

Students from the broadcast announcing class were given three weeks to work on the assignment.

“I kept going back to the contest website and listening to the other entries, several of which were very good.” Adkins said. Procrastination worked in Adkins favor for this assignment, as he completed it the last two days before it was due.

Although the assignment was mandatory for the class, submitting to the contest was optional.

When asked if he could go back and make any changes to his PSA would he, Adkins said, “No, it turned out as good as I could expect.”

'Leap Into Spring' pledge drive



Members of WEIU pledge drive Gary Harris, Kim Harris of Alumni Services and Jordan Carroll (Photo by Jennifer Witt)

By: Jennifer Witt

WEIU hosted a pledge drive that ended March 18th. They raised \$25,025, all money raised during the drive will be used as funding for WEIU.

Throughout the pledge drive, WEIU aired special programs, during which they asked people to become members of WEIU by pledging a contribution to the station.

Those who donated received thank-you gifts such as CDs and other goods.

Valerie Badillo, a student worker at WEIU Hit-mix, thinks the pledge drive will do good things for WEIU. "I think the pledge drive will be very beneficial for WEIU. Not only will it provide funding, but it will hopefully attract more listeners," Badillo said.

During the pledge drive, WEIU aired mostly music oriented pro-

grams, but also aired money matter type programs and self-help programs.

Ke'an Armstrong, promotions director for WEIU, thinks the drive will help attract a new target audience.

"Our average audience is people who are around 50 years old. The music oriented programs during the drive were geared towards a younger crowd. We featured artists such as Adele in the programs," Armstrong said.

Useful information was given out for students throughout the drive as well.

"We talked about opportunities for students in-between the programs," said Armstrong.

The entire staff of WEIU contributed to the drive.

Johnson, a member of the WEIU team, helped organize the drive. "It takes a lot of work to put all of this

together. We have 21 people on staff here at WEIU and it takes all of us to make it work," Johnson said.

Broadcasting students also took part in the drive.

"Students ran live programs that were aired throughout the drive," said Armstrong.

WEIU has put on the pledge drive for two years under the direction of General Manager, Jack Neal.

'The music oriented programs during the drive were geared towards a younger crowd.'

WEIU is planning on having the pledge drive become an annual event that staff can put on because of its success in recruiting new listeners and viewers and raising funds to support the programming.

March/April. 2012



New student radio program



*Dr. Janice Collins started Theoretical Tea and Company in her home as a discussion forum.
(Photo by Megan Johnson)*

By: Merritt Whitley

Journalism Professor, Janice Collins, the host of “Theoretical Tea and Company,” announced that Sunday, April 15, at 12 noon WEIU-FM will kick off the first, “Theoretical Tea and Company,” program for students.

Ethan Kruger, junior communications major, and Valerie Badillo, senior communications major, will be the primary students in charge of hosting the show. The first two topics planned to air will be bullying and sexual harassment. Students will be

able to come together to voice their opinions and share personal experiences about the issues.

Badillo said the first show would involve experts and guests having open discussions about the issues.

“I think it will be really exciting to talk with other students about important issues. I’m excited to hear what students have to say,” Badillo said.

Collins said that the show is aimed at students and it is a way to bring the classroom to the airways.

“This is a teaching moment, not only are they learning radio production, but they are learning research and how to carry on discussions that are constructive,” Collins said.

“Students have some of the best ideas especially when they talk about what is important to them on a theoretical, scholarly level,” Collins said.

EIU awarded grant for new transmitter

By Merritt Whitley

WEIU’s radio station recently received a grant to help fund a new transmitter for the station.

The new transmitter allows the radio station to broadcast on free radio on the FM dial. The grant was able to pay for the transmitter and the installation according to Jeff Owens, WEIU-FM director.

The previous transmitter was getting very old and was starting to show signs of fatigue. Owens said that the new transmitter would help insure the future

of Charleston’s radio station.

A big fan of the station, Janelle Prisner, sophomore business major, said she is excited for WEIU.

“As a listener, I think it’s great that our radio station is making new renovations,” Prisner said. “It’s important for our school to make technological improvements. It helps make our school look good.”

The transmitter will also help students continue to broadcast on a new stable transmitter for many years to come.

Owens said that the new transmitter allows the station to continue to grow as the only full time FM station in Charleston.

“Eastern has a viable radio station,” Owens said. “It is important that the radio station promotes the University and serves the community.”

Prisner also looks forward to continuing to listen to WEIU-FM.

“I like to listen to radio, and see what is going on. It’s important to stay updated with current events and events about campus,” Prisner said.

March/April. 2012



Journalism department ‘keeping up’



Dr. Tidwell Journalism Department Chair. (Photo by Samantha Hough.)

By: Samantha Hough

Journalism as a whole is changing, and educators have to figure out how to implement those changes.

Dr. James Tidwell, chair of the journalism department, has first hand experience and was able to speak about those changes on WEIU Issues and Attitudes on HitMix 88.9. The focus of Tidwell's interview was to speak about how journalism is changing today and how Eastern is helping to guide those changes.

"We just had a day long

faculty retreat just talking about curriculum and how to update our curriculum, so, yeah, we are trying to deal with it," Tidwell said.

"Things do change so quickly so we are trying to determine what we need to be teaching for students and sort of projecting five, ten years out about what do journalists need to know, and what skills will they need to meet the demands of the modern world," Tidwell said.

Tidwell was interviewed by Jeff Owens, the director of WEIU-FM,

and Douglas T. Graham, senior journalism major, who host the show. The focus was to talk about how journalism as a whole is changing. Owens said, "I think the changes are good. These changes are being made daily and weekly and it is important to stay on top of it to learn the latest and greatest to teach to the students."

Graham said, "Our reporters are no longer expected to 'just' go and write stories for the newspaper, they are to understand and execute the demands of a 21st century journalist who must produce content for the Internet as well."

Journalism now has a higher demand for social media and the use of the internet. In an earlier interview, Owens asked Tidwell a question about how people with a cell phones now think they are journalists.

Tidwell said, "That's a problem. Everyone now has the capacity to record things, a capacity to write a blog, to post things online and make comments about things."

Getting any news story out to the public no longer requires a printing press and newspapers. Instead, people have it available to them right in their pocket.

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