

Broadcasting – Production

Department of Broadcasting and Journalism, College of Fine Arts & Communication



Program of Study

The Department of Broadcasting and Journalism offers a Bachelor of Arts degree in Broadcasting and Sports Broadcasting. The Broadcasting curriculum is designed to meet the challenges of media convergence by providing multi-platform production skills to students. Students operate an FM broadcast station, WIUS, and produce programming for wiuvtv3, using state-of-the-art, high-definition television facilities. Graduates of the program enter various careers in television, radio, cable, satellite and post-production operations, including directing, producing, reporting, on-air talent programming, sales, advertising, sports and post-production.

News/Performance Track

The News/Performance Track focuses on the preparation of students for careers in front of the camera and/or microphone. The wiuvtv3 station is the outlet for live, local television newscasts. Students learn to gather news, cover news events, edit news packages and produce and direct half-hour newscasts that reach Macomb and McDonough County viewers. There are opportunities to be reporters and anchors (news, weather and sports), as well as to produce and direct newscasts. WIUS-FM is the music, news and sports outlet on the radio side. On-air shifts are available to all majors every semester. WIUS-FM and wiuvtv3 are student-run, under the guidance of faculty and staff.

Production Track

The Production Track is designed for students interested in working in video, audio and/or film production and post-production. The program is hands-on and students work with faculty and peers in an interactive environment to learn production and editing skills. They also learn camera techniques, post-production special effects, ENG and studio lighting and operating control room and how to use on-air studio equipment. They use those skills to produce audio, video and interactive programming for multiplatform distribution. Video production students will take coursework necessary to qualify for the Final Cut Pro Certification test.

Sports Broadcasting

The Department of Broadcasting and Journalism has a live sports truck with an HD camera set-up to do live sports broadcasts on ESPN3. The productions now reach more than 100 million people nationally and have the look of an ESPN broadcast. This gives students valuable experience in front of and behind the camera, and in the production truck. Audio broadcasts of home games are also carried live on WIUS-FM, where students also produce nightly sports talk shows. Sports Broadcasting students also host and produce the WIU Football Coach's Show and Inside Leatherneck Athletics, a show profiling WIU athletic teams. Majors prepare to become multimedia sports broadcasters. Students work in front of the camera; behind the microphone and camera; in the production truck and TV studio; and from their laptops, editing, blogging and posting their work.

“The chance for early undergraduate broadcasting experience is what swayed me to attend Western Illinois University. I loved the fact that I could get some true broadcasting experience as a first- or second-year student. Many of the schools I visited would only allow juniors and seniors to take the true TV and radio production classes. This experience was very helpful since I knew right away that the broadcasting track was the right path for me. This early introduction also allowed my experience to build on itself to where I was much more advanced than some of the other upperclassmen.”

–Jeff Politsch, 1996, senior producer, NASCAR Images



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The 2+2 is a four-year plan that leads to a Bachelor of Arts degree in Broadcasting at WIU. Students intending to complete a baccalaureate degree in Broadcasting from WIU should follow the Associate in Arts degree program outlined in this brochure from Highland Community College. Students who complete the Associate of Arts degree at Highland may transfer to WIU and complete their degree in Broadcasting in an additional two years. **Note:** Both community college and University requirements are subject to change. The courses listed here are intended as a projected course guide.

First Year, Fall

HCC Courses	SH
ENG 121	3
MCOM 110	3
MCOM 120	3
MCOM 125	3
MCOM 205	3
Semester Hours	15

First Year, Spring

HCC Courses	SH
ENG 122	3
MCOM 231	3
SPCH 191	3
MCOM 150	3
Physical or Life Science	3-4
Semester Hours	15-16

Second Year, Fall

HCC Courses	SH
MCOM Elective	3
MUS 153	3
History/Political Science	3
Math	3-5
Humanities	3
Semester Hours	15-17

Second Year, Spring

HCC Courses	SH
MCOM Elective	3
Social/Behavioral Science	3
Physical or Life Science	3-4
Social/Behavioral Science	3
Humanities/Fine Arts	3
Semester Hours	15-16

WIU Suggested Course Sequence

Third Year, Fall

WIU Courses	SH
BC 302	3
Elective	3
BC 385	1
Minor	3
Minor	3
Semester Hours	13

Third Year, Spring

WIU Courses	SH
BC 350/361	3
BC 386	1
BC 325	3
Minor	3
Elective	3
Elective	2-3
Semester Hours	15-16

Fourth Year, Fall

WIU Courses	SH
BC 402	3
BC 485	1
Minor 300+	3
Minor 300+	3
Elective 300+	3
Elective 300+	3
Semester Hours	16

Fourth Year, Spring

WIU Courses	SH
BC 490	3
BC 425	3
BC 486	1
Minor 300+	3
Elective 300+	3
Elective 300+	3
Semester Hours	16

Award-Winning Program

Broadcasting students have received state and national recognition for their work. This type of acknowledgment is important to employers seeking students who will be productive when they reach the marketplace. In 2014, WIU had 13 students named as finalists in the Students in Illinois News Broadcasters Association (SINBA) competition, which was the most of any school in Illinois. WIU took home the title of “Best Video Newscast” and “Best Soft TV News Program.” In the Intercollegiate Broadcasting System (IBS) competition, WIU Broadcasting students were recognized as national finalists for four college radio awards and 11 students were nominated as finalists in the National Broadcasting Society (NBS) competition. WIU grabbed the “Best Video Newscast” award, beating out the University of Oklahoma and the University of Florida. NATAS also bestowed honorable mention awards to Western students for “TV Newscast” and “General Assignment–Serious News,” and the department’s sports productions have received recognition in the Sports Video Group’s “College Sports Media Awards.”

For More Information

The department welcomes visitors. Join us for a nightly newscast, a shift on WIUS-FM, or an athletic event. Call the WIU Department of Broadcasting and Journalism at (309) 298-2888 or e-mail broadcasting@wiu.edu for information and to schedule a tour of the WIU broadcasting facilities.

wiu.edu/broadcasting

Department of Broadcasting and Journalism

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