



*On the wire  
this month*

## Page 2

NBC makeup  
artist visits  
WEIU-TV

## Page 3

Graduates well  
prepared  
by WEIU's  
program

## Page 4

Broadcast Fair

### **SINBA recipients reflect award-winning talent**



*LaMar Holliday, senior journalism major, was awarded the SINBA award for his broadcast reporting at WEIU-TV. (submitted photo)*

#### ***The SINBA awards recognize excellence in reporting for college students across the state of Illinois.***

***By Jennifer Brown  
Editor***

Awards from the Students of Illinois News Broadcasting Association (SINBA) were earned by two WEIU-TV students—LaMar Holliday and Vicky Paisley.

LaMar Holliday, senior journalism major, said he entered the competition to see how much he has improved as a reporter.

“Not saying this award de-

finies who I am, but it lets me know that I’m doing something right as a reporter and I still have room to grow,” Holliday said.

Holliday also won a scholarship from the Illinois News Broadcasters Association for the second time.

“I was told by one of the board members that I was the fourth in the history of the organization to win a scholarship twice,” Holliday said. “When I heard that, I felt as if I was a

part of an elite group.”

Holliday said in order for material to qualify, the broadcast has to appear on a commercial or non-commercial station. It also has to be done by a student rather than by a skilled professional, Holliday said.

“With the stories I sent out, it must have touched the judges or I wouldn’t been honored with this award,” he said.

Vicki Paisley, junior journalism major, won her first award this year for reporting at the INBA.

“I wanted to compete because I thought my reporting skills had improved since last year,” Paisley said. “I didn’t place last year and I wanted the feedback that the judges give you.”

Holliday and Paisley were both notified in mid-April they had been nominated for broadcasting awards.

“It just lets me know that I’m improving and encourages me to get better and maybe even get first place next year,” Paisley said.

Kelly Runyon, news director for WEIU-TV, says INBA solicits entries from all colleges

**See Holliday,  
pg 4**

# NBC makeup artist visits WEIU-TV

By Jennifer Brown  
Editor

The opportunity for journalism students to receive transformation from professional makeup artist Diane Henery was a welcomed event at WEIU-TV April 8.

The professional techniques Henery demonstrated for the students prepared them for their future careers.

"I do watch WEIU-TV and I notice a lot," Henery said. "How could I offer Kelly (Runyon) my help for these students when they are already so good at what they do?"

Henery said she enjoys the transformation of the experience.

"They look at themselves and say 'Oh my gosh, that's me,'" Henery said. "When we look good, we feel good and it's powerful."

Marine Glisovic, senior journalism major, said she enjoyed the "priceless opportunity" because it helped her to learn better techniques for a more professional appearance.

"I get to learn so much, and having a professional teaching you makeup techniques is only half the battle, reporting on news that matters is the other half," Glisovic said.

Henery said this opportunity to help students at WEIU-TV is about giving back to the community.

"I've had so many people help me in so many ways that my

daughter (Krista Henery) said to me 'So many people are excited, Mom, you have no idea,'" Henery said.

This is the first time Henery has had the opportunity to come to the WEIU-TV studio. Henery has been in the makeup industry for ten years and says for the students it's almost "grown-up time."

"I love that every single kid is excited about this," Henery said.

The behind-the-scenes crew members have not had to adjust the lighting as much during Henery's stay because of there being less shadows, Henery said.

Barbara Harrington, senior journalism major, said a professional appearance makes an individual more confident.

"You can execute the stories the way you have them in your head," Harrington said. "People can see your personality and chemistry."

Harrington said WEIU-TV has a top-notch program and how the news anchors appear on screen affects the quality of the program.

"Even for those who have been in the industry forever, looks give us an edge," Harrington said. "If you can present yourself to be top-notch talent, you'll be top-notch talent."

**See WEIU, pg 4**

*LaMar Holliday, senior journalism major, prepares for the evening's Newswatch with assistance of NBC makeup artist Diane Henery. (photo by Marcus Smith) Also see photo on page 3.*



March 2011



# Graduates prepared from WEIU experience

By Jennifer Brown  
Editor

WEIU's state-of-the-art program prepares seniors for their first job as they become alumni of Eastern. The program has given them the tools they need to begin their job with minimal training.

Mike Gismondi, senior geography major, first became involved in weather at WEIU when a teacher asked if he could present weather in front of a camera.

"I've done pretty much everything with TV and radio," Gismondi said. "The more I got into it, the more I liked it; now it's going to be my life."

Gismondi is a weather anchor with WEIU-TV and does a weather spot on WEIU-FM. He says he couldn't be any more prepared to face the job market.

"WEIU is run exactly how any (commercial) news station is run," Gismondi said. "Once I get into the real world I'm not going to need any training."

Gismondi has only applied to television stations so far and is setting his job prospects on Chicago and elsewhere.

"I want to go into television," Gismondi said. "I want to be toward Chicago, but I could go anywhere."

Gismondi was part of the WEIU-TV crew who recently won the EMMY, while he was reporting live in a snowstorm.

Darren Leeds, senior geography major, became interested in weather after enrolling in Cameron Craig's weather and climate class. Leeds also enrolled in broadcast meteorology.

"I wanted to be able to present the weather to an audience in a local viewing area and tell them what's happening with the weather," Leeds said.

Leeds, who has also begun his job search, is seeking jobs further away from Illinois. All of Leeds' job prospects are in search of weather anchors, and he has sent out résumés all across the Midwest region.

"If I could stay in Chicago, that would be the dream," Leeds said. "I want something new and different; that's what I'm all about."

Leeds has applied to such media giants as CBS, FOX and NBC for job opportunities.

"I applied to FOX because FOX uses the same weather software as WEIU," Leeds said. "The FOX one was in Memphis, Tenn., so I thought I would apply, too."

Megan Tkacy, senior journalism major, first became an announcer for WEIU-FM because it seemed like a good fit.

"I love finding out about new artists and going to shows," Tkacy said. "I've always been very social and outgoing, so being able to mix music with talking to people with a living seemed like a win-win."

Tkacy has studied radio and television production while a student at Eastern, but likes radio better.

"Radio is just something I feel more connected with since I

**See GRADS, pg 4**



*Diane Henery, Chicago makeup artist, came to Eastern to visit the WEIU-TV news cast. Henery's daughter, Krista Henery, is a news anchor for WEIU-TV and Henery wanted to give back to the students what she has learned about beauty techniques and looking your best on screen.*

*(photo by Marcus Smith)*

March 2011





**Broadcast Fair**—From left, Crystal Alston, senior journalism major, Ke'an Armstrong, Promotion Director for WEIU-TV & FM, Dominick Polito, sophomore journalism major, Rashida Lyles-Cowan, senior journalism major, and Justin Hensley, freshman journalism major, stand before the WEIU display at the Broadcast Fair held in conjunction with Communication Day in the Martin Luther King Jr. University Union Ballroom. Polito and Hensley volunteered to set up and man the display for Armstrong to promote WEIU TV & FM to those interested in career opportunities in broadcasting. Lyles-Cowan, who has served as news director for WEIU-FM and Alston, who has been active in the Agency as well as other student media, checked on the many opportunities for graduating journalism students at the Fair.

**Holiday, Cont. from P. 1**

and universities throughout the state of Illinois.

“The judges are looking for stories that are written well and show excellent use of video and sound,” Runyon said. She said

the SINBA awards are a state-wide competition the WEIU students can become involved in, different from the Emmy awards, which are national or regional awards.

“Entering the SINBA are just one of the many ways students can have their work recognized and critiqued by industry professionals,” Runyon said. “I encourage all News Watch students to enter.”

**WEIU, Cont. from P. 2**

Henery came to help the students of WEIU develop a more on-air professional appearance and plans to return.

“I’ll come back next year

because Kelly Runyon wants me back,” Henery said, even though Krista is graduating.

“This is what I’m good at and this is what I do,” Henery

said. “When you help someone else out, isn’t that a good feeling? People think material things are important but they’re not.”

**GRADS, Cont. from P. 3**

don’t really watch television,” Tkacy said.

While Tkacy has applied for jobs, she is more looking for an internship to be the open

door to her career. Tkacy attended the broadcast fair, but wants to build up her résumé before going into radio.

“I would love to write for a newspaper or magazine, but I want to stay in radio,” Tkacy said. “Being an on-air personality is something I really enjoy.”

*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:**  
Jennifer Brown  
jebrown2@eiu.edu

**The Agency Director:**  
Barbara Harrington  
theagency.eiu@gmail.com

**Associate Director:**  
Beth Steele

**Adviser:**  
Terri Johnson  
tljohnson@eiu.edu

