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this month*

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# WEIU gets new logos

By Anton Jefferson  
Staff Reporter

WEIU decided it was time to change its logo and reactions are some what mixed.

“I really like the new logo,” said Jeff Owens, WEIU-FM & sales director. “Nothing was wrong with the old logo; it was time for change.”

WEIU has not and will not change its operation or its radio and television format, but it has changed the logos.

“The new logo show’s that we are hip and modern,” said Claire Dau, a senior communication major and WEIU employee. “It does a good job of incorporating the Panther blue.”

The main reason for change seems to be the age of the original logo. “The old logo has been around since hit mix was conceptualized,” said Steve Morck, a junior communications major.

Even though Owens and Dau like the new logo, Morck is not much of a fan.



*WEIU’s new logos.*



*‘Nothing was wrong with the old logo; it was time for change.’  
Jeff Owens, Sales & WEIU-FM  
director*

“It’s more boring than the old one,” Morck said.

Even though Morck is not a complete fan of the new logo, he did mention that the new logo gives the station a modern look.

Many may think that the previous logo has never been changed, but that is a myth. Owens said the preceding logo was created in 2003.

“The colors of the new

logo identify us with Eastern Illinois University, which is why we are here,” Owens said.

This new logo can establish a new identity for WEIU, but Dau does not believe WEIU will change things because of this new logo.

“We will keep playing all of the hits from the past to the present,” Dau said.

# Guertin named new sports anchor for WEIU-TV

*Guertin has always enjoyed sports, which led him to becoming an anchor*

**By Anton Jefferson  
Staff Reporter**

Kyle Guertin, a junior communications major, has stepped up to the plate batting for WEIU as the new sports anchor.

Kelly Runyon, WEIU news director, said that Kyle has done a wonderful job.

"(He) has really stepped up in the sports department," Runyon said.

Guertin is not a full-time employee, but he does work five days a week. Runyon said the sports anchor position is not a hired position.

"Their pay is their experiences," Runyon said.

Kyle's position entails more than anchoring for sports, he writes stories, produces and shoots and edits video.

"On a typical day, I come in and decide what's going to be put in our sports block for that night, then I edit video, and go on camera to broadcast everything I produce," Guertin said.

Growing up, Kyle was heavily involved in sports and he knew that he would pursue a career in sports.

"I want to intern with Comcast Sport Net and the Chicago White Sox," Guertin said.

Guertin said his favorite

sports team at Eastern is the baseball team.

"I live with all baseball players; they're all my friends and I get the inside scoop on everything," he said.

Even though Guertin loves baseball, Runyon said Guertin is familiar with all sports.

"You have to step away from being a fan," she said.

Guertin said one of the most exciting things about his job is doing play-by-play.

"They put their twist on things, so now I do that too," Guertin said.

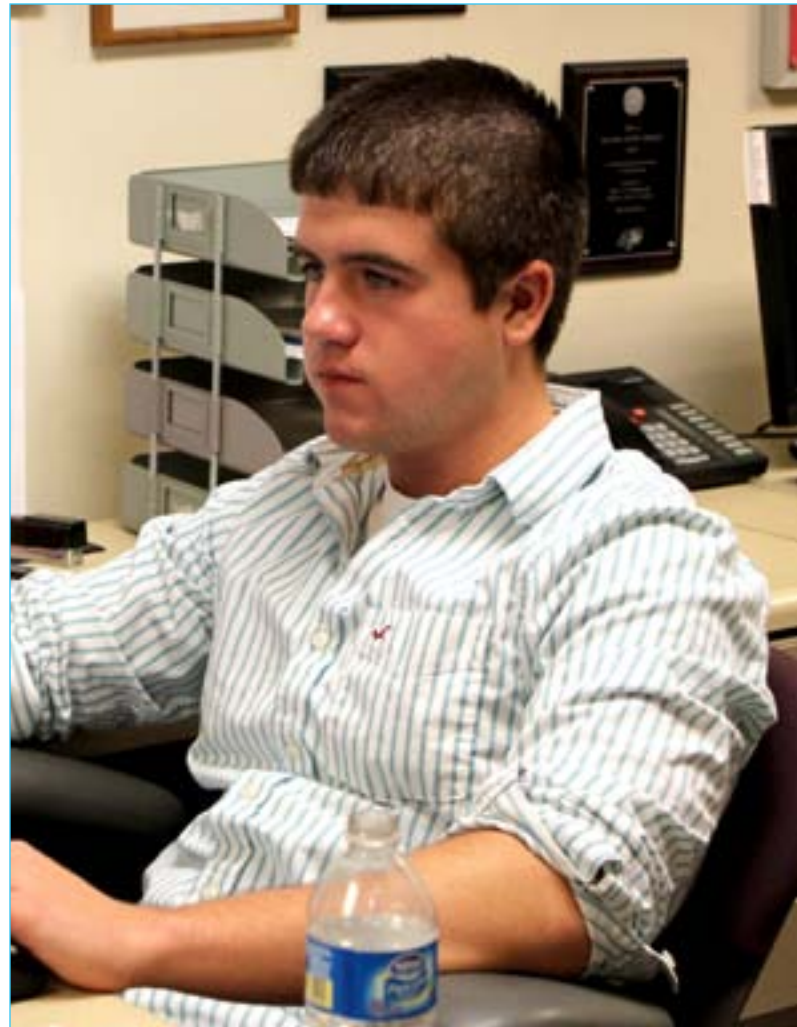
Runyon mentioned his many qualities.

"Kyle is level-headed, calm and he gets the job done. His writing and storytelling has improved, too," Runyon said. "Each December and May we lose students to graduation; new students must step up. He is one of them."

Guertin has challenged himself to do better every day. Runyon said Guertin fits the job well and he balances work and school full-time.

"I am very proud of Kyle and I know that he is going to be successful," she said.

For more information about Eastern's broadcasting department, visit its website at [www.weiu.net](http://www.weiu.net). Volunteers will be put to work.



*Photos by Marcus Smith  
Kyle Guertin, a junior communication studies major, prepares for his broadcast March 16.*



**March 2011**



*Photo by Marcus Smith  
Rashidia Lyles-Cowan, senior journalism major, wraps up the 5:15 p.m. newscast on March 11.*

# Lyles-Cowan, a buzz on the airwaves

**By Marcus Smith  
Co-editor**

Rashida Lyles-Cowan, senior journalism major, is a dedicated and active student of journalism.

Her many responsibilities with Eastern's student media include editor in chief of *Fresh*, a bi-weekly publication on minority topics. She is also news anchor for WEIU-88.9. In addition, she is a single mother, carrying 18 credit hours and working part-time in the journalism department office.

Her day starts at 6 a.m. with getting her daughter out of bed, fed and off to school.

Then she is working at the radio station at 8 a.m., classes after the work at the radio and more work till 4:30 p.m. Then she goes home where there are chores, dinner and various other things that need done.

She does five newscasts a day, at 10:15 a.m., 12:15 p.m., 2:15 p.m., 3:15 p.m. and 5:15 p.m., five days a week.

"It's pretty gruesome," Lyles-Cowan said. "It's busy, it keeps me on my toes.... A lot of the morning shifts are recorded because I have class."

Even once she leaves campus there are still more tasks to accomplish. She still has homework and a child to

care for. "It's a struggle sometimes because sometimes I just feel exhausted and I don't feel like doing anything," she said. "When I go home, I have a 5 year old who wants to play and have all my attention."

Lyles-Cowan said the key to handling it all is to make a plan, make lists and to stick to them because if she does not, stuff does not get done and then things become more difficult.

"Even though my schedule is crazy, it's still my schedule," Rashida said. "I have to follow every single thing or else I can slip up and fall off

and get behind."

She keeps a daily planner and composes a list of things to do in addition to what may be in her organizer to help her keep it all straight.

Before her senior year, her grandmother, a retired Eastern professor, lived here and could help her, but she moved out of town last year. So she has had to adapt to not having her grandmother around to help her.

Through the stress and adversity Lyles-Cowan remains poised, with a positive attitude and a smile on her face, said Beth Kastl, journalism department office manager.

**March 2011**

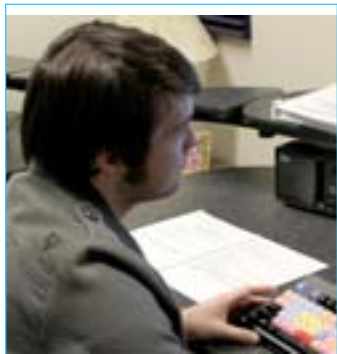
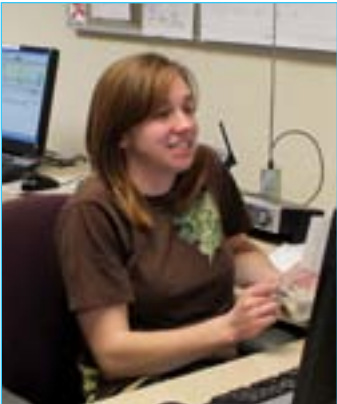


# Spring Break work for the dedicated



Photos by Marcus Smith

Pictured: Kelly Runyon, WEIU news director; Lamar Holliday, senior journalism major; Vicki Paisley, junior journalism major and Adam Dunn, senior communication studies major prepare for the evening broadcast March 16. Paisley and Dunn are also pictured below.



Joel Richardson, master control room operator, relaxes in the control room March 16.

**Watch WEIU-TV  
Weekday nights @ 5:30  
for Campus-wide and  
Local Coverage**

**Join The  
Agency  
Wednesday  
nights @ 6:40  
Buzzard 2434**

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