



WELCOME!

In this packet, you'll find the following:

- **The 2009-2010 Volunteer application** – this must be printed, completed, and returned to the TV Newsroom or News Director Jim Gee's mailbox in the Radio/Television office. Make sure you attach a copy of your schedule!
- **A list of student volunteer expectations.**
- **The dress code and attendance policy.**
- **The newsroom vehicle policy**-- this must also be signed if you will be using our vehicles to cover news or sports. You must also provide us with a photocopy of your driver's license.

Faculty/Staff

Jim Gee, TV News Director, MCMA
Prof. Eileen Waldron, Faculty Advisor
Prof. Joey Helleny, Faculty Advisor
Mark Wetstein, WSIU-TV Production Coordinator

Questions? Contact Jim Gee at jimgee@siu.edu or 217-369-8755 (cell phone).

ABOUT RIVER REGION EVENING EDITION

More than seventy students from across the SIUC camps come together each semester to produce *River Region Evening Edition*, a live, half-hour newscast aired on WSIU-TV. The program airs at 5:00 p.m. Monday through Thursday during the Fall and Spring terms. The *Evening Edition* is staffed entirely by volunteer student broadcasters and journalists-- students are completely responsible for reporting, writing, editing, producing, and anchoring the show.

Seen in more than 300,000 households across Southern Illinois and parts of Indiana, Missouri, Kentucky, and Tennessee, the *Evening Edition* is designed with two purposes. First, it is a full-service newscast, competing head-to-head with other local news programs to keep the public informed. Second, it gives students the opportunity to work in a genuine news environment with real deadline pressure.

SIUC students from any major are welcome to learn and grow in the *Evening Edition* newsroom. In addition to Radio-Television and Journalism majors, recent volunteers in the newsroom have included students from the School of Law, the College of Engineering, the Department of Speech Communication, and majors in Rehabilitation Services.

Student volunteers get the chance to do real, honest-to-goodness journalism. Working on the *Evening Edition* crew means hands-on experience. Student reports learn how to make contacts, interview newsmakers, and how to use video and audio equipment in the field. Student producers learn how to write and edit broadcast news copy, with an emphasis on visual presentation. During the newscast, students staff the technical positions vital to a live television production, including cameras, video operator, graphics operator, audio operator, and technical director.

As a live newscast, *Evening Edition* offers students the chance to hone their performance skills under real-world conditions. Unlike some other college programs, different teams anchor news, sports, and weather on a given day of the week—this gives more students a chance to be exposed to this critical practice.

The *Evening Edition* is a partnership program. Faculty and staff from the College of Mass Communication and Media Arts work together to guide the students' newsroom experience, often in concert with their class work in the Department of Radio-Television. This allows students to learn much-needed skills blended with their academic studies.

The *Evening Edition* news team continues to garner national and regional recognition. In 2009, a student was honored with a First Place award for Best Videography by the Illinois News Broadcasters Association. Others received second place awards for Sports Reporting and Best Newscast. A sister program, the monthly live sports program called *Saluki SportsView*, also earned a First Place Award from the INBA.

The show consistently wins recognition from the Illinois Broadcasters Association's Student Silver Dome Awards. In 2008, *Evening Edition* received national acclaim with Best Newscast and Best News Team honors from the Broadcast Education Association.

WSIU-TV NEWS TEAM • RIVER REGION EVENING EDITION

FALL 2009 Volunteer Guide - Expectations

- **Courtesy**--Language or actions which seem fine to you may make someone else uncomfortable. It is important that we remember at all times that the newsroom represents a professional environment. Foul language or sexual jokes will not be allowed. We want people in the newsroom to have fun—but not at the risk of making your co-workers uncomfortable.
- **Professionalism**—Unlike many other university news programs, we're seen on real TV. Your conduct on campus and in the community will inevitably reflect on our College and our program. We also have several new people join us each semester. Part of being a professional is helping newer people adapt to our unique work environment. This is expected of anyone who volunteers in our newsroom.
- **Use of facilities**—the newsroom is primarily for working on our newscast. Students who have significant “down time” should spend it elsewhere. It's okay to pop in for a minute to check your e-mail... but homework, surfing Facebook, or watching reruns of *Grey's Anatomy* should be done elsewhere.
- **Use of equipment**—the computers and editor stations in the newsroom, and all of the newsroom field equipment (cameras, microphones, etc) are exclusively for news production. Students are not allowed to use this equipment for personal projects or freelance work without the express advanced permission of the News Director. Students are allowed to use the equipment to edit and duplicate resume DVDs—you need to buy the DVDs.
- **Printing**—the newsroom printer is expensive to operate, and it is designated for printing scripts and wire copy for the news. Students are not allowed to print out homework assignments or resumes from this printer—you'll need to make other arrangements. Abuse of the printer will result in a) the student being asked to leave and b) the return of the dreaded, and expensive, blue script paper....
- **Dress and appearance**-- There are specific guidelines for dress both in the newsroom and on-air. See the attached document.
- **Attendance**— As a working newsroom, we depend on people every day to show up on-time and be dressed and ready to cover the news. See the attached document which explains our attendance policy.
- **Keys**—some students will be assigned keys to the newsroom and/or the equipment cabinets. These keys are your responsibility and for your use only. Do not let anyone “borrow” your keys—if they need access, have them discuss it with the News Director or one of the faculty advisors. Lost keys should be reported immediately.

ATTENDANCE POLICY – FALL '09/SPRING '10

WSIU-TV NEWS TEAM • RIVER REGION EVENING EDITION

Good and timely attendance directly impacts our news team and the professionalism of our product. You will find this is true not only for *River Region Evening Edition*, but also for every newsroom across the nation.

Please read the following. It is effective immediately. Please see me if you have questions. - Gee

ABSENCES

- If you must miss a shift, it is vital that your absence be an **excused absence**.
- If you are sick or otherwise unavailable to participate in your regular shift, it is your responsibility to call the news director (Jim Gee) at least two hours before your scheduled start time. Anchors and other staff who begin in the afternoon should call-in no later than 12:00 p.m.
- The number is 217-369-8755. **DO NOT SEND A TEXT MESSAGE**. If Jim does not answer, you must leave a message that includes a phone number where you can be reached. If Jim is out of town, information about who you should call will be posted in the newsroom and on www.myspace.com/riverregion
- Failure to call in and report is an unexcused absence. An unexcused absence could result in your dismissal from the *River Region* program.

LATE FOR SHIFT

On occasion, we all run late. Common courtesy dictates that we call ahead and report our tardiness. Being late once is tolerable. Being habitually late is not.

- You are expected to show up for your shift on time.
- If you will be later than your scheduled start time, you must call the news director (Jim Gee) and report your delay.

Important note: Excessive tardiness, even if reported ahead of time, hurts our news gathering efforts and your fellow students' ability to learn. If we cannot rely on you to be on time, you will be dismissed from the program. You will receive a final verbal warning before this happens.

TIME OFF

- If you know ahead of time that you require a day off, please fill out the appropriate form and turn it into the assignment desk.
- You will be expected to suggest a replacement. All substitutions require approval.
- Your time off request requires the approval of the news director or the executive producers.

DRESS FOR SUCCESS

WSIU-TV NEWS TEAM • RIVER REGION EVENING EDITION

For those of you who are on-air, it's important to dress for success. That can be a challenge on a college student's income. However, we want you to be as professional-looking as possible. If you look respectable on the desk or in the field, you'll impress both potential interview subjects and future employers. Also, you never know who might stop by the newsroom.

GENERAL

- When working behind the scenes, it's okay to be casual. Please do not wear clothes with slogans or logos that might be considered offensive or are of a sexual nature.
- Shoes are to be worn at all times. Sandals are NOT acceptable footwear in the field!
- Reporters should dress "business casual" for work in the field. **Jeans are not acceptable.** Slacks or khakis are perfect. Shirts should have a collar. Polo shirts are acceptable but should not have a logo.
- Jeans may be worn only on stories that require exceptional physical exertion (say, a story about hiking) or visiting someplace dirty (a county fair, or a farm). No rips or holes—wear your back-to-school Levis...
- In colder months, sweaters are acceptable but should be worn over a shirt or blouse with a collar. Avoid heavily patterned sweaters that are distracting.
- Only "business formal" will be allowed in the studio or in the newsroom during live shots.

LADIES

- On set, a jacket should be worn over either a blouse or camisole. Your neckline may be flattering but not revealing.
- Solid jacket colors work best on television. Wide pinstripes also work. Avoid heavy weaves or fine pinstripes that might cause the camera to moray (create wavy lines).
- Jewelry is acceptable but avoid large necklaces that may reflect too much light into the camera. Hoop or stud earrings are fine, but avoid chandelier earrings which move too much when speaking and distract the viewer from your face.
- For newsroom shots, ladies may opt for a button-down blouse without a jacket. Avoid white, as it causes lighting issues.
- Skirt length should be conservative. Avoid wearing high boots when doing shots at the weather wall or plasma monitor. Slacks are, of course, always acceptable.

GENTLEMEN

- On set, you should always wear a tie and a coat.
- Dress shirts should be ironed (no need to have them laundered—just get the major wrinkles). Point collars look more professional, but button collars are acceptable.
- If you have a dark coat, try wearing a lighter shirt. White shirts ALWAYS look sharp when worn under a jacket. Dark shirts and coats together look good in person but grim on camera. They also force the camera iris to open and make your skin look unhealthy and pale.
- Men may opt for two or three-button coats. For two button coats, only the top button should be fastened. Button either the middle or the top two buttons on a three-button coat. Do not appear on air with you jacket hanging open.
- Coats may be solid or with a slight pinstripe or windowpane.
- The easiest ties to match with your wardrobe are solid or striped. Bold colors are fine; avoid ties with small patterns. Logo or “joke” ties are not acceptable.
- When reporting live from the newsroom, you may wear a dress shirt and tie without a jacket. It is better to wear a sports coat over a white shirt.

MAKEUP

- Television is about presentation. Both men and women should wear makeup on air.
- You should look for a foundation that is one or two shades darker than your natural skin tone—this compensates for the power lights in the studio.
- Dark tans (either natural, salon-based, or from a can) can look great in person but unnatural on camera. If you are an avid fan of the tan... you may need to buy more than one shade of foundation to match your skin color day-to-day.
- There is no need to buy expensive foundation makeup... big box stores like Wal-Mart and Walgreens sells foundation that will work just fine. If you do go someplace with a makeup counter, tell the attendant that you're getting this specifically for on-camera work.
- This is for the guys... makeup does little good if you have not shaved. If you use foundation regularly, you can shave in the morning, give your face time to "rest", and still look good in the afternoon. Try to avoid shaving right before the newscast.

Please see me if you have any questions!

-- Gee

The Pratt-Shelby Knot was first used by Jeremy Pratt, an employee of the US Chamber of commerce. It gained popularity when it was sported on TV by Don Shelby, a longtime news anchor at WCCO-TV in Minneapolis:



1) Start with the tie inside out, the wide end "W" under the narrow end "N".



2) Take the wide end "W" over and under the narrow end "N".



3) Pull the loop down and tighten.



4) Take the wide end "W" over to the right.



5) Pull the wide end "W" up, behind the loop.



6) Bring the wide end "W" through the knot and tighten gently.

Courtesy: www.tie-a-tie.net

PRINT YOUR NAME: _____

RIVER REGION EVENING EDITION – WSIU-TV NEWS
SOUTHERN ILLINOIS UNIVERSITY CARBONDALE
Student Worker Vehicle Policy – Updated August 20, 2009

Again this semester, we plan to secured vehicles for use by our TV News team. These are vehicles leased through the University’s Travel Services, using funds donated to our program by alumni and broadcast industry-related sponsors.

These vehicles are intended only for gathering news to be aired on our program. Only those students who are doing so, and who receive prior approval from the News Director, will be allowed to use these vehicles.

Read the following information and sign the acknowledgement at the bottom. **In addition, you will be required to provide a copy of your valid driver’s license to us.** This must be done before your first reporting shift of the semester.

- Permission to use newsroom-assigned vehicles is given at the sole discretion of the TV News Director. Permission must be obtained before the vehicle is checked out. There are no exceptions.
- Students who show a lack of personal or professional responsibility, conduct, or attendance may be denied use of news-assigned vehicles or be suspended/dismissed from the newsroom at the discretion of the News Director.
- Only students engaged in valid assignments for the TV Newsroom will be given permission to use a vehicle. Priority will be given for students who are covering news scheduled to air the same day. Students who are producing stories for class projects must receive permission from both the News Director and their faculty instructor.
- Students must have a valid, unencumbered driver’s license to use newsroom-assigned vehicles. They must be active volunteer student workers on the TV News staff.
- Students whose legal driving status has changed must report this to the News Director immediately.
- Vehicles must be used for news-related purposes only. They are not to be used for any other activities, either class-related or personal.
- Students given permission to use news-assigned vehicles are required to fill out mileage and travel information upon each use. Students are required to return the keys and log book to the newsroom immediately upon their return to the Communication Building.
- Students must report any damage or mechanical problems with a vehicle to the News Director immediately.
- Students must obey the rules and regulations for the use of University vehicles, including the prohibition against smoking. Cars must also be kept entirely free of trash or food.
- Students must only use the University-provided fuel card for these vehicles. Students who pay out-of-pocket for fuel will NOT be reimbursed.
- No one other than volunteer student workers will be allowed to ride in a news-assigned vehicle without the express permission from the News Director.

I acknowledge that I have read and understand the above information.

SIGNATURE: _____ DATE: _____