



- [UWM Home](#)
- [About Us](#)
- [Schedule](#)
- [Bookmarks](#)
- [Members Area](#)



UWM Broadcasting Club

by Melinda Weir

Instructional Media Services, the Department of Journalism and Mass Communication, and a group of UWM students have joined forces to create the first UWM Broadcasting Club.

Mark Zoromski, a journalism and mass communication lecturer, noticed that there was no way for students to get practical real-world broadcasting experience on campus. He started out by creating UWM PantherVision, a class-based TV newscasting program. Instead of just writing newscasts for homework, students create real newscasts for the real world, which are shown on Time Warner Cable. To reach students interested in radio broadcasting, Zoromski created UWM PantherCast, another class-based program that broadcasts its programs through the Internet since the department does not have a radio station. Even though the university does not teach TV production, Zoromski knew that many students wanted to learn TV production skills, and thought that they could get that experience through a club.

He didn't want a club that only had meetings -- he wanted the students to get real world experience. Zoromski worked with John Grozik, director of I&MT's Instructional Media Services, to get students access to the I&MT television studio in Cunningham Hall.

Just hearing that there was a possibility of a Broadcast Club, many students became excited and wanted to know more. Kyle Duerstein, Programming Director of the Broadcast Club, mentioned that, "before the club was even formed, I was all over the idea."

According to the Broadcast Club's Web site, www.pawstv3.com, "the purpose of the club is to further the education of and educational opportunities for those students interested in broadcasting." They will do this by creating student broadcast media as well as sponsoring meetings between its members and broadcast industry professionals.

All UWM students are eligible to join the Broadcast Club, which will give them many opportunities for hands-on experience such as operating cameras and audio boards, hosting shows, and directing. Students are creating weekly studio-based news and sports programming, as well as live play-by-play Internet broadcasting of UWM sporting events.

The Broadcasting Club is focusing its programming on things that benefit the university as a whole, not just students in the club. One way to do this is the Student Showcase segments in which students can show and talk about projects, such as documentaries. Another is to interview prominent people on campus -- Carlos Santiago, the new chancellor, for example -- and cover university events. In the future, they would like to broadcast debates by contenders for student government positions.

The "founding" students became officers for the first year. Cassandra Gauthier is President, Sarah Scarpace is president-elect, Tim Muma is treasurer, and Elizabeth Ullenberg is secretary. Instead of having a President and Vice-President, they have a president-elect, which gives two years of

About Our Shows:

- [Panther Pause](#)
- [Student Showcase](#)
- [Panther Prowl](#)
- [Ask the Chancellor](#)

Club Information:

- [Executive Board](#)
- [News & Press Releases](#)
- [Legislative Minutes](#)
- [Joining the club](#)

Important Documents:

- [Membership Application](#)
- [Constitution](#)
- [Bylaws](#)

SEARCH

Find

powered by FreeFind



continuity. Nominations for next year's officers occur this month, and an election will soon follow.

There has been a tremendous interest in the club from students, including non-journalism and mass communications majors. There are approximately 70 student members, and the number increases every day.

Zoromski is impressed with the students who have joined the club, "I am absolutely amazed at the talent that students have." He also mentioned that some students are exceptional on-air, and just needed the chance to showcase their talent. Sara Scarpace agrees with Zoromski saying that the club is "a tremendous opportunity to gain hands-on experience in journalism." Approximately 90 percent of the members have had no prior experience, but catch on fast and are excited about learning.

Members are also impressed with their fellow students. Duerstein said that "everyone I've worked with so far is exceptional in what they do, even when trying something for the first time."

Students are very appreciative of the opportunity they have to use the I&MT equipment and studio in Cunningham Hall. Cassie Gauthier said that "being able to use the equipment is a great opportunity in my eyes," and that the "experience has been wonderful." Cassie is also thankful to have the help and encouragement of veteran I&MT employees.

When asked what the members hoped to gain by being in the club, the unanimous answer was experience. "In this field, like most others, any experience you can get is priceless," said Duerstin. The experience gained through the club is great resume material, and many of these students cannot think of a more fun and educational way to do so.

To find out more about UW-Milwaukee's Broadcasting Club, visit their Web site at www.pawstv3.com or contact any of the officers.

Originally published in the March/April 2004 edition of Focus On Technology, a publication from the UWM Office of Information Technology. [Read .pdf version]

Site Updated: 2/10/07 -- 5:17 p.m. CST

© 2006 The Broadcasting Club at UWM | [Contact Us](#)

This website is written and edited by students of The University of Wisconsin Milwaukee and they are solely responsible for its editorial policy and content. The University of Wisconsin Milwaukee is not liable for debts incurred by the student organization.