New Set

VFTH

4/14/11

Anchor Intro: WKU’s student-run television newscast has a whole new look after winning a national makeover contest.

Amy Bingham has details in this week’s “View from the Hill.”

Amy Intro: It’s been a year since WKU broadcasting students submitted a video for the Ultimate Newscast Makeover.

They never imagined they would actually win the 30-thousand dollar prize.

Supers:

:15 - :19 T.J. Parker \ WKU Sophomore

:26 - :31 Nick Morgan \ WKU Senior

1:06 – 1:11 Greg Piper \ Installation Mgr., Fx Group

PKG: 1:24

(Nat of T.J. anchoring)

9:14 “To actually be sitting down there at the new set after 20 years at the old set, it was just a really good feeling.”

Sophomore anchor T.J. Parker says winning the Ultimate Newscast Makeover has been surreal.

8:24 “For a student newscast like WKU to have this, it’s a big deal.”

Senior Nick Morgan, who serves as News Director for News Channel 12 says the new set has everyone stepping up their game.

4:14 “I would say there’s a new level of excitement for that, everybody’s really privileged to using all the new stuff and have the new look behind them.”

It all started with this…

(Nat sound of video)

9:42 “We just kind of put something quick together, we didn’t think we had a chance.

From the videos submitted, FX Design Group out of Orlando narrowed the choices to WKU and one other school. That’s when voting began and WKU alumni took over.

8:50ish “Those are the ones that I thank the most for giving us the opportunity to win this to support our program.”

3:06 It wasn’t just like Bowling Green, Tennessee of Illinois or wherever we were from, it was places all over the US voting for us.”

Greg Piper from FX Design says WKU got more than just a makeover.

3:11 “We came in and looked at their set and said you know what? Rather than refreshing your set we’re gonna give you a brand new one.”

Parker says the news crew is prepared to make the most of this amazing opportunity.

10:17 “Hopefully with the new set, new graphic and new music from these great companies, we can once again be a top rated college news program.

TAG – The new graphics and music packages that were awarded as part of the contest will be implanted in the next few weeks.

With this week’s View from the Hill, I’m Amy Bingham.

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