

STEP TOUR to WKYC Ch. 3

October 17, 2015 STEP students had an opportunity to tour WKYC – channel 3. During the tour, students learned about the history of WKYC. WKYC first went on the air as WNBK in 1948 as an NBC owned-and-operated station and has been affiliated with NBC ever since. Over the years WKYC has been the first station in Northeast Ohio to broadcast in color, the first to broadcast in stereo, the first to add closed captioning for the hearing impaired and the first to broadcast a digital signal.



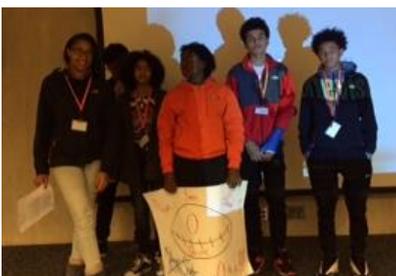
Students were separated into two (2) groups and taken to different parts of the station by Meteorologist, Marcus Walter. During the tour, students learned about what it takes to become a meteorologist. Marcus shared with the students the importance of doing more and working outside of one's comfort zone. Marcus encouraged the students to take engineering, science, theater and speech classes as did he, to help his career.

Students also learned how there are more parts to successful broadcast than just the meteorologist and the people on the screen. Students also met the behind the scenes camera operator staff, director staff as well as repair staff. Students learned about the marketing department that works on selling commercial time as well as those live in the field, tracking stories as well as those in the office doing the trouble shooting to make sure that there is a feed.

Going to WKYC was a great experience. Students enjoyed the station tour and the opportunity to learn about the many STEM careers at the news station including: computer engineers, programmers and much, much more.



Following the WKYC tour, students learned about toastmasters in order to improve their public speaking skills. Students were broken into groups and charged with developing a commercial. Commercials ranged from: selling an automobile, to helping the environment to taking that perfect vacation.



Submitted by: Jordan McClellan, Student Leader