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LINDENWOOD

New student-focused TV station debuts

By JAY RESTIFO

There's a new brand of television programming in town. Lindenwood University has begun broadcasting on Charter Communications' cable channel 26. The station is called LUHE-TV (Lindenwood University Higher Education Television) and reaches more than 48,000 households in St. Charles County.

Marsha Parker, dean of Fine and Performing Arts, says the idea for the station was a collaborative effort between administration, the communications department at LU, students and the community. Professor Ben Scholle says the new studio is all digital and the programs are transmitted by fiber optic cable to Charter.

Programming started Jan. 29 with a video bulletin board full of Lindenwood announcements and a Classic Arts Showcase. Soon, cable subscribers in St. Charles County will be able to view educational documentaries from the Annenberg Foundation.

Plus, original student programming will start by February 24, said Peggy Price, the station manager and a Lindenwood communications professor. The station will also feature a Spanish community newsmagazine, an English newsmagazine, and a sports highlights and interview show.

"We hope to be able to show full athletic events and even re-broadcast guest lectures in the near future," said Price.

"All of the original programming will come from students. Already, 25 students are working at the studio in some capacity and many more are expected to contribute soon.

"This new studio provides our students with an opportunity to produce programs and work in an environment that can help build their resumes," said Parker.

Price agreed, saying "This studio gives our students the most practical experience they can get at the university level."

One thing is for sure, the new station will give all Lindenwood students the chance to show the community their unique abilities.

"We operate the station," said Price. "That way we can let the students' creativity foster their learning process."

For more information on the station, call Price at 636-949-4166.

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