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For Immediate Release:

INTERIM GENERAL MANAGER NAMED TO WEIU TELEVISION/RADIO CENTER

CHARLESTON – Denis J. Roche, director of engineering with Eastern Illinois University's on-campus television/radio center, has been named WEIU's interim general manager.

"Denis brings to the interim position many years of experience in the television industry," said Jill Nilsen, vice president for external relations. "His skills will enable the radio-TV center to move forward until a permanent general manager is appointed."

She added that a national search is expected to begin later in the Spring 2005 semester, with the successful candidate beginning work in the fall of this year.

Roche, who has been with EIU since May 2004, is well qualified to serve as general manager, having worked in the television/radio industry for more than 30 years. He has continued to gain both managerial skills and knowledge of the industry as a whole while serving in various directorships and/or vice presidencies at large multi-channel television companies.

While at Eastern, his primary goal has been – and will continue to be – "to provide the best possible education to our students so they will be the most employable," he said.

Secondly, he wants to continue to serve the community by offering the highest level of programming possible.

Roche was appointed to replace Rick Sailors, who has been reassigned to working on special projects for the vice president.