

WEIU Radio & TV Advisory Board Meeting Minutes
Thursday, November 9, 2023

Present: Matt Gill, August Biernbaum, Everett Lau, Daniel Corrie, Dean Barbara Bonnekesen, S.M. Walus, Angela Jacobs, Jeff Owens, Ke'an Armstrong

1. Welcome & Introductions

Matt Gill welcomed the members in attendance.
Jeff Owens requested introductions of all members.

2. General Manager's Report

WEIU-FM

33 Students on staff

2023 John Wills 2nd Place - CBI National Student Production Awards - Best Special Broadcast
2023 John Wills 3rd Place - CBI National Student Production Awards - Best Hard News Reporting
2023 Nick Bays 4th Place - CBI National Student Production Awards - Best Promo
2023 John Wills 1st Place - Illinois Broadcasters Association University Silver Dome Award - Best Radio Longform Entertainment Programming
2023 John Wills 1st Place - Illinois Broadcasters Association University Silver Dome Award - Best Radio News Story
2022: Heather Vosburgh - 2022 – 2023 Senior of the year.

Hit-Mix 88.9 WEIU FM raised over \$19,000 in the Adopt A Watt Campaign in September during a one-week timeframe.

One new camera in the Hit-Mix Studios and a repurposed camera (from the TV Studio) has recently been installed. The Morning Show as well as Issues & Attitudes utilize these cameras for LIVE production and recordings.

Hit-Mix 88.9 is currently looking into upgrading the radio operating software.

EIU Men's and women's basketball on Hit-Mix started this week and EIU Football still currently on radio broadcasting as well..

WEIU-TV

27 News Watch students volunteering, interning and/or fulfilling practicum hours this semester.

News Watch started the fall recording schedule on Monday August 21st with five-minute news and launched 30-minute shows September 5th.

The Illinois Broadcaster's Association recently hosted its state collegiate broadcasting awards. News Watch received the following:

Newscast – honorable mention

1st Place – best news reporting – Jenna Minor

Outstanding Sports Reporting – honorable mention – Jenna Minor

Outstanding News Reporting – honorable mention – Drew Coffey

Best TV Weather – 1st Place – Will Simmons – WEIU has received this award five years in a row!

Kelly attended the IBA Conference in Bloomington, IL on Tuesday October 24th with seven students.

Seniors of the year TV: Christian Taylor & Will Simmons

Joe Astrouski and Cameron Craig continue to mentor News Watch students by assisting with news packages, writing, forecasting and show critiques.

New Production equipment: new cameras, computers, iNews software and several units in the control room including an audio board, server record module, monitors and graphics machine have recently been installed. Around \$300,000 was spent for technology upgrades over the summer and into the fall.

WEIU TV Production Team

Since our last meeting in April 2023, the WEIU Production Team has been hard at work producing quality local television for our 22-county viewing area.

- Jasper County: This is Our Story, Program, Red Carpet Premiere & Live Night

- Live Streaming EIU's Spring Commencement

- Live Streaming EIU's Fall Update

- Recording of Scholastic Bowl with a weekend broadcast

-Partnering with EIU to promote the Fall Kickoff Event

-13 new episodes of Season 16 of Being Well with host Lacey Spence

- 11 new episodes of Season 13 of The Paw Report with host Kelly Goodwin

- 20 new episodes of Season 9 City Spotlight with host Rameen Karbassioon showcasing now 24 towns in East Central Illinois.

- Recorded 6 new episodes for Season 3 of Take a Hike: The Mini-Series with host Lacey Spence due to air in Spring 2024.

All television productions had varying levels of help from our WEIU-TV Summer Interns. These productions also occurred through the upgrade of production field cameras and studio cameras. This is in addition to a number of client projects.

Finances

CPB was concerned about the WEIU TV 3 year NFFS average and offered a 1 year waiver to raise more funds due to the year Covid took place. FY 2023 was a better fundraising year and WEIU TV raised over the required funding average. Fundraising and increasing revenue dollars for TV is vital. WEIU TV must illustrate to the Corporation for Public Broadcasting the value the community places on their local public broadcasting station through fundraising efforts. CPB will continue funding local public media stations if the required funding from the community is continually met. The Advisory Board was asked to become members and/or spread the word in the community to support WEIU-TV.

Upcoming Programming: TV – A new community is hopeful for another This Is Our Story program for an upcoming Spring production. The next pledge fundraising event is scheduled for November 23-December 13, 2023 , Giving Tuesday is scheduled for Tuesday, November 28th and WEIU TV has received a couple of pairs of tickets form the Effingham Performance Center to help raise donations on this special day of giving. Several Holiday specials are schedule to air the week of Christmas.

Hit-Mix 88.9 WEIU FM will air Holiday music 21st to 25th.

Membership

Ke'an Armstrong gave an update on several fundraising and membership priorities.

Generosity is Brewing is a WEIU Passport promotional event taking place to recruit new streaming viewers. Each new subscriber will receive a WEIU TV coffee mug as well as a free coffee gift card from Jackson Avenue Coffee in Charleston, IL. 20 new members have recently subscribed at \$60 annually or \$5/monthly.

As mentioned above, the next Pledge Fundraising event is scheduled from 11/23/23 – 12/13/23 with many new programs offering thank you gifts to viewers who become members. Viewers can visit www.weiu.net to donate and select a thank you gift or call the phone number on their screen while watching and donate to WEIU TV.

WEIU TV is airing a special Classic Gospel fundraising event on Saturday, December 9, 2023 in partnership with several local pastors. These local pastors are recording spots that will air on WEIU TV showing that the station is a safe place for programming that educates, entertains and inspires. It is our hope that viewers will find the Classic Gospel programming valuable and support the efforts of WEIU TV. A limited quantity of Autographed Bill Gaither cds and dvds as well as a Gaither Christmas CD and WEIU Passport are being offered as thank you gifts for donations to WEIU TV.

PBS Kids

Ke'an Armstrong gave an update on the upcoming WEIU Kids Day scheduled for Saturday, March 9, 2024. The event will take place from 10am – 12noon at Buzzard Hall on the campus of EIU. Over 30+ vendors have been invited to offer free-fun engaging activities for children and their families. Daniel Tiger and Katerina Kittykat will be on site for Meet & Greets and photo opportunities.

WEIU TV submitted and received a \$10,000 PBS Kids Rebrand grant. The funds will be used to rebrand WEIU TV with the newly created PBS Kids logo.

Student Educational Opportunities

WEIU TV and Hit-Mix 88.9 WEIU FM continue to work with School of Comm & Journalism as a training ground for EIU students through paid, volunteer and intern opportunities. WEIU participates in EIU Open Houses throughout the year to recruit students with an interest in Journalism, Communication and Broadcast Media. Many current students volunteer on the Open House days to promote the opportunities available to build careers.

Discussion and Questions

Next meeting Thursday, April 4, 2024 at 12:00pm in the WEIU Conference Room in Buzzard Hall

Meeting adjourned