

## **WEIU Radio & TV Center Advisory Board Meeting**

**April 4, 2024 at 12:00pm**

Present: Matt Gill, Angela Jacobs, S.M. Walus, Jeffrey Snell, Everett Lau, August Biernbaum, Ke'an Armstrong, Kelly Goodwin, Rob Calhoun, Rameen Karbassioon

Absent: Joe Gisondi, Dan Corrie, Provost Ryan Hendrickson, Dean Barbara Bonnekesen, Jeff Owens

### **1. Welcome & Introductions**

Matt Gill – Board Chair welcomed everyone and asked for introductions.

Ke'an also welcomed the group and stated that WEIU staff were reporting on behalf of Jeff Owens for this meeting.

### **2. New Watch Updates**

Kelly Goodwin – WEIU News Director reported on News Watch/Students/Awards

December Graduate Jenna Minor is employed – WQAD-T.V., Quad Cities, Sports Reporter  
December Graduate Karynn Allen is employed as a News Producer for a Wisconsin T.V. Station

May 2024 graduates accepting broadcast positions  
Harrison Belsanti - WQAD-T.V., Quad Cities, News Reporter  
Drew Coffey - WQAD-T.V., Quad Cities, News Reporter  
Chandler Smith – WCHS T.V. – News Producer

Freshman Olivia Bennett , EIU Journalism Major, is one of ten students nationally selected for the Gray Television Fellowship. She will intern at an affiliate in Cleveland this summer.

Awards

Mid America EMMYs

Newscast – News Watch – Honorable Mention

College News Report – Light News – Drew Coffey/Matt Williamson – Honorable Mention

Serious News Report – Composite – Harrison Belsanti

College Craft Talent News/Sports – Jenna Minor

WEIU News Watch – receives honorable mention in the Intercollegiate Broadcast System

National Media Awards

Illinois Broadcaster's Association - Silver Dome Awards

Best TV Sports Package – Jenna Minor – Honorable Mention

Best TV Weather – Will Redden

Best TV News Package – Jenna Minor

Best TV Newscast – News Watch – Honorable Mention

Best TV News Package – Drew Coffey – Honorable Mention

Roughly 25 students are currently volunteering in the newsroom.  
May 2024, eight students will graduate from EIU/News Watch

News Watch is enjoying and thankful for recent new equipment purchases including new camera gear, vehicles, computers and software.

### **3. Hit-Mix 88.9 Updates**

Rob Calhoun – Hit-Mix 88.9 WEIU FM Radio Station Production Supervisor reported on Radio/Students/Awards

FM – 33 Students on air. 1 student studying abroad – does call ins.

20<sup>th</sup> year of Hit-Mix in the Fall – special event during Adopt A Watt in September 2024.

New Software for radio operating system is in, money to pay for this came from the annual from Adopt A Watt fundraiser.

Grant In Aid Money Awarded to all students this year

Media Job Fair – Success this week!

Spring Graduates: Spring Graduates: John Wills, Alonna Baisden, Ethan Lozada, Chandler Smith, Paeton Hagen, EJ Newton, and Nick Bays

Awards Since November:

Ryan Bevers, Alonna Baisden, Mitchell Cox, John Wills Finalist – Intercollegiate Broadcast System National Media Award - Best Show Intro

Dan Marvin Scholarship Recipients

Matt Williamson, Corbin Cox, and Marshall Mathers

### **4. Television Production Updates**

Rameen Karbassioo – WEIU Producer/Director reported on television production since November 2023. The WEIU Production Team has been hard at work producing quality local television for our 22-county viewing area.

Chronological Order of Productions....

1. Streaming of EIU Winter Commence Ceremonies this past December...
2. Streaming of EIU's Spring Update on January 24th at Doudna Fine Arts Center
3. Issues & Attitudes, each Monday in Hit-Mix Studio, with full video production, students and staff producer help out with that production...
4. City Spotlight is in the middle of Season 10 episodes.
5. At the time of this meeting... Newest communities added to the show this season, Robinson, Villa Grove, and Mt. Zion.
6. School Talk Season 2 is currently taping new segments, that will air next month.
7. And Our Story program #18, Dieterich This is Our Story, is putting the final edits together.
8. The live night for the program on Dieterich, is three weeks from today, April 25th, in the WEIU TV Studio.

9. Take A Hike – Season 2 of Take a Hike: The Mini-Series was nominated as a Taste Awards Finalist for 3 categories: "Best Travel Program", "Best Nature or Animal Program, Film or Documentary", and "Best Action, Sports, Adventure or Outdoors Program, Film, or Documentary."
10. Premiere of Take a Hike season 3 is on Earth Day 04/22/24, with a Take a Hike Marathon on Memorial Day leading into the last episode of season 3.
11. Future productions... Summer Productions are right around the corner...
12. EIU Spring Commencement Streaming in Early May...
13. Being Well, Season 17, and The Paw Report, Season 14

## 5. Membership and Statistics

Ke'an Armstrong – WEIU Publicity/Promotions/Membership/Education reported on Fiscal Year Membership and Donations.

WEIU currently has 465 total donors and \$45,259 donated in total gifts.

Pledge Drive Dates – 11/23/23 – 12/10/23, 1/1/24, 2/24/24 – 3/10/24 averaging around \$3,000 per pledge campaign.

The average donation per donor is around \$100.

Activated Users viewing Streaming Programming – PBS Passport (422 activated users)

Station Tours: In 2023, 23 tours were given to over 500 people.

Social Media Reach 187,939 Facebook Page Reach and 22,500 Facebook Page Visits

This Is Our Story: 17 programs, 470 storytellers & over \$378,670 raised in 10 years. This number will go up following Dieterich: this is Our Story on 4/25/24.

## 6. Education

Ke'an also reported on WEIU Kid's Day which took place on Saturday, March 9, 2024. Over 31 Businesses and Organizations participated and offered interactive and engaging activities for kids and families. 400-500 people were in attendance. The day was a success and WEIU is happy to host this event once again. The last WEIU Kid's Day was held prior to Covid in 2019.

## 7. Television Summer Programming Highlights

Ke'an reported for Mac White – WEIU Program Manager

Music – Nature – history and Drama

1. Disco: Soundtrack of a Revolution- A landmark series bringing forgotten pioneers together to tell a new powerful, revisionist history of the disco age. **3 – 1 hour episodes**
2. Big Cats-An elite team of expert's stake-out across Botswana's Okavango Delta to capture the most critical months for Africa's big cats. **6 – 1 hour episodes**
3. Cobra Season 3-When an unforeseen environmental disaster causes enormous destruction and loss of life, the consequences are far-reaching for the Prime Minister. The crisis spirals to encompass not only the urgent threat of environmental destruction but also the malignant corruption of the arms industry and the rise of shadowy corporate security firms. All these elements combine to lead the Prime Minister to a crucial decision about who he is personally and what – ultimately – he is willing to sacrifice in order to remain in power.  
**Stand Alone Drama 6 – 1 hour episodes**

4. **Odysseus Found-** Reveals what could be the biggest archeological find of the 21st Century: the tomb, the bones, and the royal seal of King Odysseus. Takes places in Turkey/Greece  
**2 hour special.**
5. **Lucy Worsley's Holmes vs. Doyle-** Lucy Worsley examines the continually evolving relationship between scientist and author Sir Arthur Conan Doyle and his creation, Sherlock Holmes, unpacking how Sir Arthur drew on the unprecedented scientific, cultural, and industrial changes happening all around him to bring Holmes to life for his classic novel. **3 – 1 hour episodes**
6. **Engineering Updates**  
Ke'an reported on behalf of WEIU Engineering staff.

The most recent upgrade in our technical infrastructure was replacing our 20+ year old routing system for television. Dennis Riley is currently working on installing a tower camera outside Buzzard Hall for weather, news and website.

Kevin Armstrong, current WEIU Chief Engineer is retiring 5/1/24. Dennis Riley has accepted this position to replace Kevin. WEIU is currently accepting applications for Dennis Riley's replacement as a Broadcast Engineer.

#### **Other News**

There is a possible new sports show coming to hit-Mix 88.9 WEIU FM. More details to come.

7. **WEIU Community Representation Statement**

CPB/PBS requires a WEIU Community Representation Statement on our website and to be available to the public and to our Radio/TV Center Advisory Board. This statement will be reviewed regularly in Advisory Board meetings. The statement is as follows...

#### **WEIU Community Representation Statement**

WEIU is committed to fostering a learning community where all staff, students and members feel welcomed and valued. WEIU provides equality of opportunity to all staff, students and our members. We strive to recognize and appreciate the unique value of our students, faculty, and staff. Every member of campus has the right to learn and work in an environment free of discrimination and harassment, and beyond that, our goal is for all members of our community to develop a strong sense of belonging to WEIU, a service of Eastern Illinois University.

From its founding, public media was designed to be a public service that serves all through reliable journalism, inspiring stories, accessible media and lifelong learning. We strive to interact with our community — which includes diversity of age, ethnicity, gender and gender identity, language, physical ability, race, sexual orientation, and socioeconomic background. We will review this statement at each of our community advisory meetings and report that to our licensee official at Eastern Illinois University.

Meeting Adjourned.

#### **Next Advisory Board Meeting Date:**

Thursday, November 7, 2024 at 12:00noon in the WEIU Conference Room – 1521 Buzzard Hall on the campus of Eastern Illinois University (1920 9<sup>th</sup> Street, Charleston, IL)

