

WEIU Radio & TV Advisory Board Meeting Minutes
Thursday, April 6, 2023

Present: Matt Gill, August Biernbaum, Everett Lau, Daniel Corrie, Dean Barbara Bonnekessen, Jeff Owens, Ke'an Armstrong

1. Welcome & Introductions

Matt Gill welcomed the members in attendance.

2. General Manager's Report

July 1, 2022 – March 31, 2023

Pledge/Membership

Pledge Drives

Aug 5-21: \$2,115

Nov 21-Dec 11: \$1,151

Feb 17-Mar 12: \$5009

Adopt-A-Watt

Sep 19-23: \$15,630

Giving Tuesday

Nov 29: \$3,765

Membership

526 - Total Current Members

150 – New

113 – Rejoin/Renewal

263 – Additional gifts

Passport Members

344 - Activated

207 – Currently Active

- Dean Barbara Bonnekessen expressed her appreciation for WEIU Passport to be able to watch the programs she is interested on-demand at a cost-effective rate.

FM – 31 Students on air. One studying abroad – does call ins.

2022 Tristan Thomas 1st Place - Illinois Broadcasters Association University Silver Dome Award - Best Radio Sports Story

2022 John Wills Finalist - IBS National Media Award - Best Feature News Story

2022 Mark Codo, Christian Taylor, Marshall Mathers Finalist - IBS National Media Award - Best Podcast

2023 Bailey Annan, Marshall Mathers, Alonna Baisden – Dan Marvin finalists

GIA Money Awarded to all students

New cameras installed in FM Studio / Switching equipment in Student Office (2 interns for I and A operate)

More students doing Podcasts and Voice Tracking

Job Fair – Success last week.

10 Spring Graduates and 1 Summer Graduate

- Matt Gill stated that he received several positive comments from vendors, staff and students on the success of the Job Fair.

TV NEWS

30 students participating in news this semester.

Happy to report (2) Charleston HS students will be attending and participating in the news program:

Olivia Bennett and Emily Davis

All students received a monetary GIA this semester.

News Watch student Will Simmons was recently hired by WCIA-TV as a weekday reporter/weekend anchor.

News Watch student Jenna Minor will be interning this summer at WTHI-TV. – Terre Haute

Awards: Illinois News Broadcasters' Collegiate Contest: 1st Place Best Newscast, Outstanding TV Sports Reporting – Jenna Minor, Illinois News Broadcasters' Silver Dome Awards: 1st Place Best Newscast, Best TV Weather, Best TV Sports Package

Dan Marvin: Drew Coffey & Harrison Belsanti

Programming

1. We've added the documentary series American Masters to Sunday nights @ 8PM
2. Starting the 4 part series "Fight the Power", a documentary hosted by Chuck D on the history of Hip-Hop Saturday nights @ 8PM
3. Beginning in May, new horror movie series called "Nightmare Theatre" will air Saturday nights from 7-9
4. New PBS Kids shows- "Rosie's Rules" & "Work it Out Wombats"
5. New news program "NHK Newslines" will run during "Newswatch" hiatus
6. In May season two of "La Frontera with Pati Jinich", Sunday's @ 6PM.
7. In May season two of "My Grandparents' War", Thursday's @ 8PM.
8. Later in the Summer the 4-part Nature series "Wild Scandinavia" will air Tuesday's @ 8PM.

PR

Programming Broadcast Hours on WEIU 2021

Total Hours of Programming Broadcast: 7913

Total Hours of Children's Programming: 2847

Total Hours How-To, Life, Travel, Public Affairs, Documentary: 2957

Total Hours Local Programming: 577

WEIU has 494 total donors \$69,245 given in total gifts

The average donation per donor is \$140. 344 Activated Users viewing Streaming Programming

Station Tours: In 2022, WEIU gave 25 station tours to approx. 500 individuals

Social Media Reach 154,462 Facebook Page Reach and 8,068 Facebook Page Visits
This Is Our Story: 16 programs, 454 storytellers & over \$370,000 raised in 9 years

News Watch Awards

26-time winner of a NATAS Mid-America Student Production award
and a 2-time winner of a NATAS National College Television award
along with 114 State awards since 2002

Hit-Mix 88.9 Awards: WEIU FM has won over 140 local, state and national awards since 2003

Engineering:

Latest MC upgrades:

- Video servers
- MC switchers
- Automation system

Latest FM upgrades:

- Video production system
- Studio cameras

Upcoming Studio upgrades:

- Studio cameras
- Studio curtains & rugs

Production Team:

Since Early October, the WEIU Production Team has been hard at work producing quality local television for our 22-county viewing area.

This includes:

- The Coles County Clash Scholastic Bowl – 5th year
- EIU Winter Commencement
- Airing 13 episodes for Season 15 of Being Well
- Airing 13 episodes for Season 12 of The Paw Report
- Airing 2 episodes per month of Seasons 8 & 9 City Spotlight. Closing in 200th show
- Editing 6 episodes for Season 2 of Take a Hike: The Mini-Series, slated to start airing April 24th. Take a Hike was a finalist for the 2022 Taste Awards!
- Planning and Pre-Production for Jasper County: This is Our Story
- Early Production for School Talk
 - Dan Corrie thought School Talk sounded interesting.
 - Dean Barbara Bonneken liked the idea of School Talk as well and how it includes youth in our community. She also mentioned an interest in International Student program production.

Joe Bonamassa LIVE TV Guitar Auction coming April 13th.

- Dan Corrie wanted to be sure to promote the guitar auction to folks he knows.

Jeff concluded with a variety of client productions, pledge breaks, as well as implementing WEIU's new mission statement for "Local With Purpose," including a 1-hour WEIU: Local with Purpose Pledge Program. These productions are the first to come from the upgraded edit bays and AVID editing software.

A brief mention on the EIU Strike – WEIU students can work.

Jeff mentioned his thanks to Paul McCann for his assistance to WEIU over the many years. WEIU congratulates Paul on his upcoming retirement.

Dean Barbara Bonnekessen mentioned the hiring of new Astronomy faculty for next year and the upcoming solar eclipse. Mentioning this in case of an interest in any kind of programming surrounding this event.

Jeff mentioned the Mattoon history museum in the basement of the library and the possibility of a documentary.

Next meeting Thursday, November 9, 2023 at 12:00pm in the WEIU Conference Room in Buzzard Hall

Meeting adjourned