



## 2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Local Program:  
Hobbies, Crafts, & Collectibles  
featuring the Host and Guest

**WEIU's Mission is to use its human and technological resources in partnership with others to benefit EIU, and help make Charleston and the surrounding area a better place to live, learn, work and play.**



**WEIU demonstrates local value** by providing integrative learning experiences to those we serve in the WEIU broadcast area by utilizing station related resources, and by cultivating relationships within the university, local schools and the community. WEIU links resources to engage citizens across multiple platforms (on air, online, and in person), and builds sustainable community relationships, and stimulates citizen participation.

**In 2012, WEIU emphasized** educational growth among pre-school children through adulthood by connecting local and national programs and PBS Educational Media in an integrative learning environment. The connection of skills and knowledge from multiple sources and experiences engaged WEIU viewers, listeners and learners of all ages to become members and supporters of their local public broadcasting station.

**WEIU demonstrates Local Impact** through the number of station supporters and participants at station events and activities. Testimonials, evaluation forms, memberships and financial support from viewers, listeners, and community partners share and communicate impact.

### **Local Programs, Engaging the Community...**

The Fall of 2012 began the second year of WEIU TV's local programming initiative. The station commits Monday through Friday from 5:30pm to 7:00pm solely to locally produced content. Programs cover a range of areas including, health, travel, agriculture, hobbies, fine arts, pet care and university sports. Many programs are produced in partnership with outside entities such as local healthcare clinics and hospitals, extension offices, areas businesses, schools and universities.

For example, WEIU is a partner with the Doudna Fine Arts Center at Eastern Illinois University in the production of "Backstage at Doudna". The Doudna staff assists the station in coordinating performers for each program. These performers are part of the touring season at the Fine Arts Center. Artists come from all over the country and the world to perform at Doudna. The Backstage series profiles these artists and shows viewers not only highlights from their stage production, but also backstage elements that go into each production. The 2012 season featured an ariel dance company, a musical group from China and an acoustic duo from Georgia, just to name a few.



In continuing to add to their excellence in local community programming, WEIU developed and produced a new local show titled “The Paw Report.” The show brings in regional veterinarians and animal specialists to talk about all things involving the health and wellness of pets. From the causes and treatments of parvo to how to choose the perfect puppy for your family, “The Paw Report” strives to connect local viewers with the latest and most accurate pet health information. The show is currently beginning to produce its second season and has received many phone calls, emails and positive responses from the community. The show also features photos and videos sent in by viewers of their own pets as well as a segment featuring pets available for adoption.



The local programs are produced by a production staff of four, full time producers along with production assistance by Communication Studies and Journalism students at Eastern Illinois University. In 2013, a new local public affairs program will be added along with other specials, such as the Coles County Spelling Bee.

In addition to the broadcast component, each local program has a webpage with full episodes posted to the WEIU TV Channel on YouTube. The local content provides a unique programming niche that is not supplied by any other commercial or non-commercial station in the region. WEIU is by far, producing more local programs than any other PBS station in the market.

WEIU has also provided online only content, which is available on the station YouTube Channel. In 2012, Dr. Temple Grandin spoke at Eastern Illinois University. The venue was sold out, so WEIU videotaped her presentation and made it available for on line viewing. Stacy Edgar, founder of Global Girlfriend, Inc. was a guest speaker at the EIU School of Business. This provided another online video opportunity.





## 2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

WEIU-TV News Watch produces more local news programming than any other college or university in the state of Illinois. Our production is unique in that it's solely produced, anchored and directed by Eastern Illinois University students majoring in communication studies, journalism and geography. News Watch airs year round and does not follow the educational calendar set forth by Eastern Illinois University. In 2012, WEIU News Watch completed its 10th year hosting a summer news internship program. The competitive program seeks out college journalists from around the country to be a part of our full-time "paid" on-air experience for twelve weeks.





## **Award Winning Newscast...**

2012 was also an award-winning year for WEIU News Watch. Along with the numerous individual awards given to the students for their work as reporters and videographers, our newscast was recognized with the following national awards:

National Academy of Television Arts and Sciences EMMY Award  
Mid America Region- Student Production News

National Academy of Television Arts and Sciences College Television Awards  
Blue Ribbon Finalist

Society of Professional Journalists Mark of Excellence Awards  
Outstanding T.V. Newscast Region 5 – 1st Place

Illinois News Broadcasters State Collegiate News Awards  
Outstanding T.V. Newscast – 1st Place  
Outstanding Hard T.V. Program – 1st Place – Graywood Coverage  
Outstanding T.V. Reporting – 2nd Place – Kodi Smith

Outstanding T.V. Reporting 3rd Place – Victoria Zeal  
Outstanding T.V. Sports Reporting – 1st Place – Kodi Smith  
Outstanding T.V. Sports Reporting – 2nd Place – Kyle Guertin

## **Programming Broadcast Hours on WEIU...**

Total Hours of Programming Broadcast = 8231

Total Hours of Children's Programming = 2948 (about 36% of our total broadcast hours)

Other Educational Programming including Nature, Science/Technology and History = 376, How-To and other Instructional Programming = 635  
Total Hours of Other Educational and Instructional Programming = 1012

Grand Total Hours of Children's Programming and Other Educational Programming = 3960

Total Hours of Local Productions = 840 (a little over 10% of our total hours)

**RTLL Outreach FY12 (July 1, 2011-June 30, 2012)**

**WORKSHOPS:**

- 21 Workshops
- 293 Total Adult Participants
  - 123 RTL (Parents)
  - 59 Pre-K (includes 49 Head Start teachers)
  - 48 K-12
  - 51 Pre-Service (students)
  - 2 Faculty
  - 0 Other
- 293 Children reached
- 5000 + Children's books
- 196 Literacy Kits- featuring Dinosaur Train
- 97 Literacy Kits – featuring Martha Speaks

**Other Outreach**

- PBS KIDS GO Writers Contest (41 entries)
- WEIU Reading Club 109 participants, 12,000 books read, 700 books given away
- Festival of the Young Child (Curious George) 425+children in attendance, gave out 425 free books
- Celebration- (Curious George) 65+ children in attendance, gave our 65 free books
- Provided 16 Sesame Street Food for Thought kits to area Girl Scouts.
- Provided additional Sesame Street Food for Thought kits to area Head Start classrooms.
- Provided 500 Sesame Street Food for Thought kits to Coles County Health Department for Body Walk.
- 550 Newsletters to area Child Care Providers
- Parenting Counts resources to Sarah Bush Lincoln Health Center
- Healthy Families 4 Life Committee – Jeni is the chair
- Healthy Families 4 Life Project “Passport to Health” provides a passport with health resources in our community to share with children and families what health opportunities are in Charleston.
- WEIU Kids Day- estimated 1000 people attended

- Arcola Public Library Activity Day – for Summer Reading Club and a Mom and Tots group.
- Baskets donated to: Big Brothers, Big Sisters, Charleston Joint PTA, EIU Spring Fling, CASA (Court Appointed Special Advocates), HOPE of East Central Illinois
- Moms For Moms (a local group for stay at home Moms)- we provided an activity day for them.
- Multiple presentations to area schools and Charleston School District #1.
- Worked with other Illinois PBS stations to facilitate the Illinois PBS Learning Media Pilot.
- Dr. Marshall Lassak (Math Professor at EIU) presented PBS Learning Media and other resources to 12 Kindergarten - 6<sup>th</sup> grade teachers in Martinsville during a Math and Science day. These teachers serve 218 children.
- Provided Arthur and other literacy resources to Mrs. Bosler a 3<sup>rd</sup> grade teacher at Carl Sandburg

**It was another sunny day on Sesame Street located in Kiwanis Park, Charleston, IL. On August 18<sup>th</sup> we provided our 4<sup>th</sup> Annual WEIU Kids Day! Throughout the day we hosted over 500 people in the park with over half being children! We were excited to bring a new character “Hooper” from PBS to visit the children!**

WEIU strives to share its educational outreach with our community so all activities were planned to be fun and exciting for children while highlighting children’s health and safety this year. Games and activities were modeled around healthy eating, exercise, and healthy habits for life. The children learned yoga, planted herbs for healthy eating, participated in an obstacle course, created a food pyramid and received lots of activity sheets to learn about Eating Smart for a Great Start! The children were also allowed to choose their very own book and bookmark. Over 250 books were given to children on this special day! Several community partner organizations participated in this event as well and focused on kid’s health and safety as well as literacy. 1<sup>st</sup> Federal Savings & Loan Association of Central Illinois even hosted a bicycle raffle for one boy and one girl along with a safety helmet for each winner. The bicycles were purchased from Bike n Hike in Charleston, IL. Hit-Mix 88.9 WEIU FM provided kids music to inspire a fun-filled atmosphere while broadcasting live to draw in a crowd. Fun was had by all who attended!







### **Membership Matters...**

WEIU has 656 total members

443 became new members in 2012  
due to Pledge, Direct Mail,  
and Online Giving.

### **Sam Jones - Ashmore, IL**



"I support WEIU because I know that at any time, day or night we can tune in and we can count on good, quality entertainment and good wholesome programming made available to us. WEIU is what I consider to be a family friendly television station because I know that if my children or grandchildren are visiting and they enter the room where I'm watching TV, I don't have to worry about anything inappropriate being on my TV screen. I know that I can trust WEIU and I love that!"

### **Judy - Mattoon, IL**

"Being an avid dog lover, I've learned much from the veterinarian guests you've had on "The Paw Report" as well as about several animal rescue organizations I didn't previously know existed. I hope WEIU will continue airing this program. Another of my favorites is "Heartland Highways"! I'm always wanting to see more interesting facts and video about the communities you visit. Thank you WEIU-TV."

### **Mr. and Mrs. Maurice Johnson - Charleston, IL**

"Every time I tune to WEIU I am pleasantly surprised by the quality of programming offered. It amazes me that we receive at least 100 channels yet there are very few that have good programming. WEIU rates #1 in my opinion. I will continue to support WEIU because not only are you great....you are LOCAL".