



Watch | LISTEN | Learn

## 2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



WEIU Membership and  
Fundraising Campaign

**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 2013, 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.

The fall of 2013 began their 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 news, public affairs, health, travel, agriculture, 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.



Each local program has a webpage with full episodes posted to the WEIU TV Channel on You Tube. We currently have over 200 subscribers with nearly 3,000 video views each month. Programs and related activities are promoted on air as well as through social media, such as Facebook. The local content provides a unique programming niche that is not supplied by any other commercial or non-commercial station in the region.

The local programs are produced by a production staff of four full-time producers along with production assistance by Communication and Journalism students at Eastern Illinois University. In 2013, a new local public affairs program, At Issue, was added to the lineup. This weekly program brings a number of community, business, university and other people into the studio for a 30 minute discussion about topics relevant to the WEIU viewing community. In addition, the station produced a special that followed the students participating in the Coles County Spelling Bee.



The station partnered with Eastern Illinois University Athletics for a documentary that highlighted the history of Women's Athletics at EIU. The program was shown at a gala event in February 2013 and was also broadcast on WEIU and made available for viewing online.

WEIU also produced their first live, interactive pledge special with "The Paw Report". This 60-minute program was part of the September and December pledge drive schedule. The program consisted of question and answer sessions with local pet experts, opportunities for viewers to call in with their questions and opportunities for viewers to pledge financial support for the station. It was one of the most successful programs in the schedule in terms of membership dollars raised. WEIU then produced a live "Profiles in Art" special pledge program focusing on a local artist and his craftsmanship. Heartland Highways is now in its 12<sup>th</sup> season and has been a popular pledge program as well, bringing several new members to the station.

Production staffers were guest speakers at the Mattoon Kiwanis and Rotary meetings, The Charleston Public Library and the Charleston Chapter of P.E.O. These public speaking events give our staff the opportunity to talk about local programming as well as the importance of local business and individual support of WEIU TV.



**Award Winning Newscast...****WEIU-T.V. NEWS WATCH**

WEIU TV is a PBS affiliated station owned by Eastern Illinois University. WEIU serves sixteen counties in East Central Illinois on digital channel 50, analog channel 51 and various cable systems. Our news programs include News Watch, which airs Monday thru Friday at 5:30 p.m., News Watch Night Cap at 9:57 p.m., and News Watch This Morning at 5:59 and 6:30 a.m.

**National Academy of Television Arts and Sciences EMMY Award****Mid America Region**

2012- Student Production News

2013 – Student Production News

**National Academy of Television Arts and Sciences College****Television Awards**

2012 – Blue Ribbon Finalist – Best Newscast

**Society of Professional Journalists Mark of Excellence Awards**2012 – Outstanding T.V. Newscast Region 5 – 1<sup>st</sup> Place2013 – Outstanding T.V. Newscast Region 5 – 1<sup>st</sup> Place**Society of Collegiate Journalists Awards**2012 – Outstanding T.V. Newscast – 1<sup>st</sup> Place**Illinois News Broadcasters State Collegiate News Awards**2012 – Outstanding T.V. Newscast – 1<sup>st</sup> Place2012 – Outstanding Hard T.V. Program – 1<sup>st</sup> Place – Graywood Coverage2012 – Outstanding T.V. Reporting – 2<sup>nd</sup> Place – Kodi Smith2012 – Outstanding T.V. Reporting 3<sup>rd</sup> Place – Victoria Zeal2012 – Outstanding T.V. Sports Reporting – 1<sup>st</sup> Place – Kodi Smith2012- Outstanding T.V. Sports Reporting – 2<sup>nd</sup> Place – Kyle Guertin2013 – Outstanding T.V. Reporting – 1<sup>st</sup> Place – Savanna Tomei**Illinois Broadcaster's Association Student Silver Dome Awards**2012 – Best T.V. News Pack – 1<sup>st</sup> Place2012 – Best T.V. Newscast – 2<sup>nd</sup> Place2013 – Best T.V. Newscast – 2<sup>nd</sup> Place2013 – Best T.V. Weathercast – 1<sup>st</sup> Place2013 – Best T.V. Sports Pack – 1<sup>st</sup> Place

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

Tot. Hours of Programming Broadcast: 8248

Tot. Hours of Children's Programming: 2876 35% of schedule

Tot. Hours Other Educational Programming: Nature/Science and  
Technology/History: 376 4.5% of schedule

Tot. Hours How-To and Other Instructional Programming: 1012 12% of  
schedule

Tot. Hours of Children's and Other Educational and Instructional Programming:  
4264 52% of schedule

Tot. Hours of Local Productions: 725 9% of schedule

**Community Impact goes beyond the broadcast signal through****WEIU Educational Services**

raising  
readers

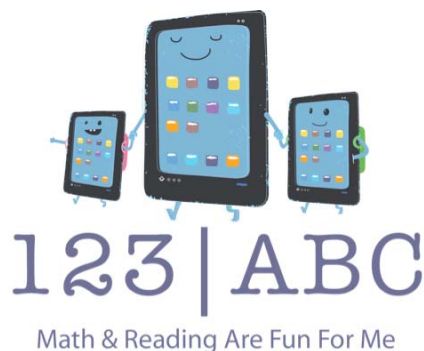
Each week, WEIU-TV broadcasts more than 40 hours of quality PBS Kids programming. These programs not only entertain, but also focus on literacy development, healthy lifestyles, and positive social skills. WEIU has engaged in a collaborative effort with Child Care Resource & Referral (CCR&R) to provide training and resources for teachers, parents and child care providers to extend the learning power of the children's programming we broadcast. Our services include:

- Community-based projects such as child care provider literacy visits.
- Health and literacy outreach.
- Book and literacy kit distribution programs, events, and more.



**Goals of the Program**

- Increase children's emergent literacy skills.
- Increase parents' frequency of reading with their children.
- Increase parent/educator use of the Learning Triangle with children.

**Our Partners**

Literacy visits are offered to the following counties:

- Coles, Cumberland, Clark, Edgar, Shelby, Moultrie

Many organizations have benefited from our services, such as:

**Head Start**, serving the following communities:

- Altamont, Pana, Sullivan, Charleston, Mattoon, Tuscola, Neoga, Casey, Pana, Westfield, Effingham, Cumberland Home Base, Robinson, Toledo, Effingham, Vandalia, Chrisman, Cowden

**Project Help**, serving the following communities:

- Charleston, Kansas and Ashmore

**Child Care Centers and Community Organizations**

- Building Blocks Play and Learn Center, Child Care Resource and Referral (EIU), Coles County Health Department, Charleston Parks & Recreation, Eastern Illinois University Student Association for the Education of Young Children, Eastern Illinois.

**Number of resources developed to enhance family and/or caregiver use and practice around WEIU Educational Services learning goal:**

October 2012 CCR&R Newsletter flyer “Eat Smart for a Great Start” handout= 385 copies

January 2013 CCR&R Newsletter flyer “123 & ABC: Math & Reading Are Fun For Me!” handout and “Helpful PBS Website Links for Engaging Children” handout= 385 copies

April 2013 “CCR&R Newsletter flyer “Festival of the Young Child/Cat in the Hat 123 & ABC: Math & Reading Are Fun For Me!” handout= 385 copies

August 2012 Kids Day Activity Bags = 250

Literacy Kit Activity bags for Literacy Visits =300

Festival of the Young Child Activity bags = 300

PBS Kids Writer’s Contest Activity bags = 12

**Number of capacity-building outreach activities directed at families or caregiver:**

August 2012 Kids Day event

August 2013 Kids Day event

April 2013 Festival of the Young Child event

(78) Literacy Visits



**Number of capacity-building outreach activities directed at educators:**

(9) WEIU Station Tours, WEIU Educational events/activities discussed.

(12) PBS Learning Media presentations

**PBS LearningMedia™****Number of educators who participate in or receive RTL professional development in 2012:**

280 educators participated

**Number of families or caregivers who participated in literacy visits in 2012:**

Caregivers attending Literacy Visits = 124

**Number of children who participated in outreach activities:**

2012 Kids Day = 250

2013 Kids Day = 400

2012 Festival of the Young Child = 350

2012 Literacy Visits = 819

2012 PBS Kids Writer's Contest = 34

2012 WEIU Station Tours (RTL events/activities discussed) = 206



**Number of national and community based organizations that collaborate with WEIU Educational Services:**

Child Care Resource & Referral (CCR&R), IAEYC, Healthy Families 4 Life, United Way of Coles County, Paris Community Hospital, Team High Maintenance Bicycle Club, Douglas-Hart Nature Center, Sarah Bush Lincoln Health Center, I Sing the Body Electric, Girls on the Run, EIU Health Resource Center, U of I Extension, Charleston Public Library, American Red Cross of Coles County, Charleston Fire Department, Central Illinois Big Brothers/Big Sisters, (60) Family Child Care Homes, Cornerstone Christian Academy, Prototykes, Kermit's Kove, Small Blessings, Mattoon Head Start (2), Building Blocks, Bright Start, Casey Head Start, Charleston Head Start, Little School House, Grace Lutheran CDC, Paris Head Start, City of Charleston Tourism, 1st Federal Savings & Loan Association of Central Illinois, Eastern Illinois University, ROE #11, ROE #12

**DONATE NOW****Membership Matters...**

WEIU has 741 total members  
527 became new members in 2013



One word to describe WEIU is AMAZING. My favorite program is Downton Abbey and I am glued to the television just hanging on every word to find out what's going to happen! I am a sustaining member and it works just fine for me. Every month I know that a small portion of my earnings will be given to WEIU. I don't miss the money and I know that if there were more folks that gave on a regular basis it would help the fundraising efforts so much.

Sandra  
Champaign, IL



2013 LOCAL CONTENT AND SERVICE REPORT

## Evaluating Outcomes, Measuring

Watch | LISTEN | Learn

I love you all! You're on in every room of the building. DON'T CHANGE...you're PERFECT, #1.

Linda  
Charleston, IL

If I wasn't able to watch WEIU I don't know what I would do. I would most likely throw my television in the trash! I will continue to support good television and WEIU is GREAT TV.

Janet  
Tuscola, IL



We can't imagine NOT supporting WEIU. It is a family friendly television station and we know that if our children or grandchildren are visiting and they enter the room where we're watching TV, we don't have to worry about anything inappropriate being on our TV screen. We know that we can trust WEIU and we want to support a station like that!

Sam and Carol  
Ashmore, IL



We have phone operators standing by. Please call now to support your public broadcasting station WEIU! Be A Part Of Our Story!



Getting ready to go on air, please support WEIU! WEIU General Manager, Jack Neal, Production Manager, Lori Casey, and Membership Manager, Jana Johnson.

