



Watch | LISTEN | Learn

## 2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



WEIU Local Engagement &  
Fundraising Campaign

Raised \$20,500  
in one 3-hour night!

**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 2014, 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.

WEIU started a new local special called the *Our Story* series. The program involves partnering with one area town to develop a series of stories, in which community members serve as the storytellers and provide video and images for their story. The first program featured the town of Effingham and resulted in a 2-hour pledge program with 32 different stories. The program was the most successful pledge program in the station's history, \$20,500. Work is underway for the second *Our Story* program.



Series like *Being Well* and *The Paw Report* continue to be produced. In addition to the regular 30-minute pre-recorded programs, live pledge specials have also been added.



The station continued their partnership with Eastern Illinois University and the Doudna Fine Arts Center to produce *Backstage at Doudna* and a concert special featuring Janice Ian. Janice performed at the center in June of 2014.



In February 2014 WEIU hosted 2 candidate primary forums for Coles County Sheriff and State Representative. In addition to the live broadcast, the program was streamed live on the station's website and made available on the station's YouTube channel. In October WEIU produced another forum with the Coles County Sheriff Candidates.



Work on new series and specials continues with *Money in Your Pocket* and another program titled *Connect* and, scheduled for air in 2015. *Connect* is a new program focused on telling stories of inspired ideas and creative thinking of the faculty at Eastern Illinois University.

# CONNECT



## 2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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



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.

A team of more than thirty journalists cover stories that are of community importance.

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

2013 – Student Production News  
2014 – Student Production News – 02-28-14

### **Society of Professional Journalists Mark of Excellence Awards**

2013 – Outstanding T.V. Newscast Region 5 – 1<sup>st</sup> Place

### **Illinois News Broadcasters State Collegiate News Awards**

2013 – Outstanding T.V. Reporting – 1<sup>st</sup> Place – Savanna Tomei  
2014 – Outstanding T.V. Newscast - 1<sup>st</sup> Place  
2014 – Outstanding T.V. Videography – 1<sup>st</sup> Place – Braden Harp  
2014 – Outstanding T.V. Reporting – 3<sup>rd</sup> Place Savanna Tomei

### **Illinois Broadcaster's Association Student Silver Dome Awards**

2012 – Best T.V. Newscast – 2<sup>nd</sup> Place  
2013 – Best T.V. Newscast – 2<sup>nd</sup> Place  
2013 – Best T.V. Weathercast – 1<sup>st</sup> Place  
2013 – Best T.V. Sports Pack – 1<sup>st</sup> Place  
2014 – Best T.V. Newscast – 1<sup>st</sup> Place



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

Tot. Hours of Programming Broadcast: 8250

Tot. Hours of Children's Programming: 2880 35% of schedule

Tot. Hours Other Educational Programming: Nature/Science and  
Technology/History: 950 12% of schedule

Tot. Hours How-To and Other Instructional Programming: 1089.5 13% of  
schedule

Tot. Hours of Children's and Other Educational and Instructional Programming:  
4919.5 60% of schedule

Tot. Hours of Local Productions: 723 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:**

April 2014 “CCR&R Newsletter flyer “Festival of the Young Child/Daniel Tiger’s Neighborhood Neighbor Day handout= 385 copies

August 2014 Kids Day Activity Bags = 300

Literacy Kit Activity bags for Literacy Visits =300

Festival of the Young Child Activity bags = 300

PBS Kids Writer’s Contest Activity bags = 35



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

August 2014 Kids Day event with over 2000 attendees (1000 being children)

April 2014 Festival of the Young Child event with over 500 attendees

(69) Literacy Visits



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

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

(6) PBS Learning Media and/or Educational presentations



**PBS LearningMedia™**

**Number of educators who participate in or receive RTL professional development in 2014:**

215 educators participated

**Number of families or caregivers who participated in literacy visits in 2014:**

Caregivers attending Literacy Visits = 76

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

2014 Kids Day = 1000

2014 Festival of the Young Child = 500

2014 Literacy Visits = 607

2014 PBS Kids Writer's Contest = 34

2014 WEIU Station Tours (RTL events/activities discussed) = 527





**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

**Membership Matters...**

WEIU has 760 total members  
514 became new members in 2014

**A Night of Giving Showcasing Local Artists**

**Viewer comments...**

Look forward to Saturday mornings with the sewing programs and Martha. Thank you. Donna , Sullivan, IL

One of the things that I like about your station is that you have programs that I can't find on other stations, or you have some of the same shows others have at different times. J. Kocher, Newton, IL

I enjoy your programs as a compliment to WILL, B. Weber, Urbana, IL

WEIU has the best line-up on Saturday nights beginning with Classic Gospel. The music lifts my spirits and reminds me of good times spent with my family. C. Plummer, Casey, IL

WEIU is entertaining, educational and enlightening. I enjoy the variety of programming that is offered and appreciate their presence and service to EIU, Charleston and surrounding counties. Kim, Hume, IL



The production of "*Effingham: This is Our Story*" was outstanding! I see a need for Part Two: County individuals who are weather-spotters; the local Amateur Radio Club who provides emergency communications; the FACE organization (Fine Arts County of Effingham) and Three Chicks and a Stage - both not-for-profit promoters of community theatre; Old Settler's Reunion -- there are so many, many

more stories and events of Effingham yet to be uncovered.....I sincerely hope that another opportunity will be presented to tell even more stories of Effingham.



Phone operators taking calls on WEIU TV's largest fundraising night ever! *Effingham: This is Our Story* raised \$20,500 in one 3-hour night!



WEIU Staff celebrating the success of one special night of fundraising! Thank you Effingham!!!

