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## 2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



**Arcola: This is Our Story**  
Aired: February 16, 2017  
24 Storytellers  
Total Dollars Raised: \$39,705

**Arthur: This is Our Story**  
Aired: May 18, 2017  
28 Storytellers  
Total Dollars Raised: \$28,945

**Shelbyville: This is Our Story**  
Aired: November 16, 2017  
20 Storytellers  
Total Dollars Raised: \$14,125

**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.**

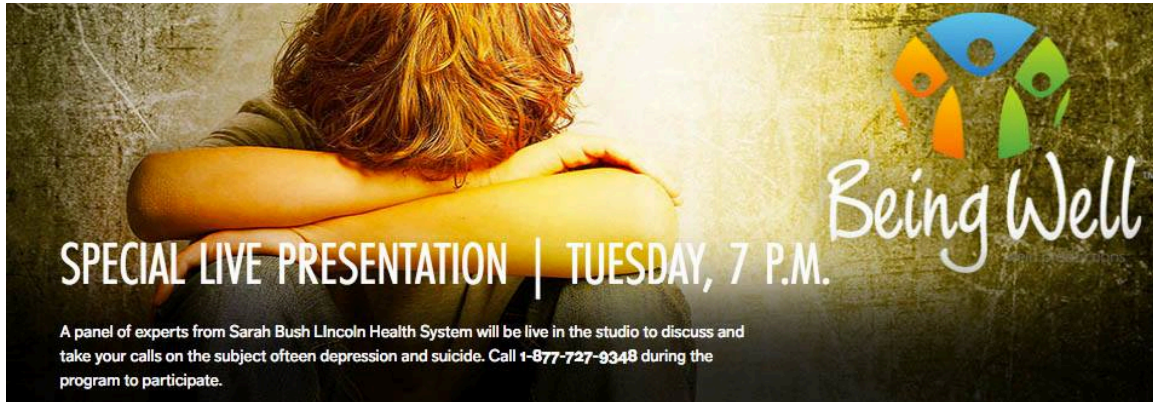


**WEIU demonstrates local value** by providing integrative learning experiences to those we serve in the WEIU broadcast area by utilizing station related resources, and by cultivating relationships within the university, local schools and the community. WEIU links resources to engage citizens across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

**In 2017, WEIU** emphasized educational growth by connecting local and national programs. An emphasis was placed on local history while producing the "Our Story" series with volunteer storytellers form our local communities. 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.

*Being Well* in its 10<sup>th</sup> season continues to be produced with new topics and guests from the region. *Being Well* began Season 10 with a new host, Ke'an Armstrong and a LIVE call-in program was broadcast in partnership with Sarah Bush Lincoln Hospital on September 12, 2017. The program focused on Teen Depression and Suicide.



Live, one-hour episode of *Being Well*, the topic of discussion is Teenage Depression and Suicide. Guests are Dr. Katie Hecksel, of Sarah Bush Lincoln Child Psychiatry and Counseling and Dr. David Stoltz of Sarah Bush Lincoln Charleston Family Practice.

# CITY SPOTLIGHT

City Spotlight features area community leaders from government and education. Each program is focused on one town. Viewer and guest response has been positive. City Spotlight has worked well as a resource for future editions of “Our Story”. City Spotlight, in four plus seasons has featured 12 communities from Central and East Central Illinois.



Live one hour, City Spotlight on Effingham, from April 2017.



*The Paw Report* in its 7<sup>th</sup> season continues to be produced with new topics and guests from the region in studio and on location production.



Farrell Farms near Lovington, IL.



University of Illinois  
Veterinary Teaching Hospital



Dakota Radford with the  
Douglas Hart Nature Center  
joins *The Paw Report* host,  
Kelly Goodwin in the WEIU TV  
studio to talk about turtles!

The Coles County Scholastic Bowl between Charleston and Mattoon High Schools, competed on Wednesday night, September 13, 2017, at the [Doudna Fine Arts Center](#) at [Eastern Illinois University](#). #WEIU will have the complete match for viewing, this Saturday at 12pm, as well as a re-air on Sunday at 5pm. [Mattoon Community Unit School District 2](#) [Charleston Community Unit School District 1](#) (WEIU TV Facebook post)



Scholastic Bowl at EIU being recorded for broadcast



Mattoon High School



Charleston High School



Charleston: 2017 Governor's Hometown Award Video. [Charleston, Illinois](#), is a recipient of a 2017 Illinois Governor's Hometown Award, for the recent work done at the Lake Charleston Trails. #WEIU and the City of Charleston collaborated to make this video, highlighting the recent work done on the Lake Charleston Trails.



WEIU Producer, Governor of Illinois, Charleston City Officials & EIU President



Charleston, IL Mayor and EIU President



**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 covers stories that are of community importance.

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

2017 – Student News Talent – Jesse Guinn

2017- Student News Talent (HM) – Brian Hartman

2017- Short Form Non Fiction – Jesse G./Shannon Satterlee

2017 – Student Production News

**Society of Collegiate Journalists National Awards**

2017- Outstanding T.V. Newscast – 2nd Place

2017 – Outstanding T.V. News Package – 1st/2nd Place – Kallie Koester

2017 – Outstanding T.V. Feature Package – 2nd/3rd – Abbey Taylor

2017 – Television News Show Excellence – 2nd Place

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

2017- Best TV Newscast – 1st Place

2017 – Best TV Weathercast – 1st Place – Brian Hartman



WEIU TV is hosted a LIVE on air auction Wednesday, November 29th at 7:00pm. This auction was part of WEIU's pledge campaign to support the programming services we offer to our viewers. All of the items were donated from local businesses and the public was invited to tune in to bid on the items.

This was WEIU TV's first live on air auction, Jana Johnson, Ke'an Armstrong, and Kelly Goodwin served as the on air auctioneers. \$3000 was raised during the one-hour auction.







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2017 LOCAL CONTENT AND SERVICE REPORT

## Evaluating Outcomes, Measuring

### Programming Broadcast Hours on WEIU 2017

Tot. Hours of Programming Broadcast: **8760**

Tot. Hours of Children's Programming: **2910**

Tot. Hours Other Educational Programming: Nature/Science and Technology/History: **1021**

Tot. Hours How-To and Other Instructional Programming: **900.5**

Tot. Hours of Children's and Other Educational and Instructional Programming: **2214**

Tot. Hours of Local Productions: **555**

### Donors Matters...

WEIU has 792 total donors

367 became new members in 2017

\$93,674 given in total gifts

The average donation per donor is \$128

I'm writing in regards to the MHz channel. My favorite is the international mysteries and my wife loves the international news. Thank you for providing such diverse programming.

Sincerely, Richard, Springfield

Thank you for providing health programs on WEIU. Recently I pledged and received the Dr. Hyman gift and it is wonderful! My health is extremely important and programs like yours helps to keep me healthy. Keep up the good work!

Thank you, Diane, Terre Haute

I give to WEIU because of the great programs that you broadcast. My wife and I enjoy everything about history and we always find something very interesting to watch. I am a monthly donor and will continue to do so for years to come.

Ed, Charleston

**Number of capacity-building outreach activities:**

WEIU provided 18 station tours involving over 370 people of all ages. These tours provide the community with information about the station from news to programming and current technology. All aspects of television production were discussed as well as some hands-on experience with the weather center.



We had a great group of High School kids visit us this week while on EIU's campus. They were here for a Yearbook event, but wanted to tour WEIU.

\*WEIU staff attended the Broadcast Fair at Eastern Illinois University on March 29, 2017. Staff talked to over 150 freshman and transfer students in Communication Studies and Journalism about radio and television media sales, production and on air promotion.

\*WEIU staff talked with prospective students along with their families over half a dozen Open House events at Eastern Illinois University. Prospective students and their families stopped by for station tours of WEIU throughout each of the Open House days.



## Helping You Tell the Story of Your Community!

*This is Our Story* project is a way for us to connect with the communities we serve as well as a way to allow those communities to tell their stories!

February 16th  
7:00 pm  
live on air and online

*Arcola: This is Our Story*

MonahanPartners  
we're in this together

LIBMAN  
arcola<sup>st</sup>  
FIRST BANK

weiu 217-581-5956  
weiu.net/ourstory

May 18th  
7:00 pm  
live on air and online

*Arthur: This is Our Story*

MASTERBRAND  
CABINETS, INC.

Sarah Bush Lincoln Arthur Clinic

Arthur Community Bank

ROSEJEN'S coffee & delights

Slide Bank of Arthur

TRI-COUNTY WELDING

Pauly's BBQ

weiu 217-581-5956  
weiu.net/ourstory

Additional Funding Provided by:  
Arthur Downtown Merchants  
Yoder Center  
Arthur Tourism

November 16th  
7:00 pm  
live on air and online

*Shelbyville: This is Our Story*

SSI  
SOFTWARE SOLUTIONS INTEGRATED, LLC

weiu 217-581-5956  
weiu.net/ourstory

1ST FED

Sarah Bush Lincoln  
Shelbyville Clinic

Shelby Electric Cooperative

Town	Date	Underwriting	DVD Income	Total Income	# Calls	# Stories	#dvds
Arcola	February 2017	\$26,500	\$13,205	\$39,705	124	24	198
Arthur	May 2017	\$20,000	\$8,945	\$28,945	87	28	151
Shelbyville	November 2017	\$9,000.00	\$5,440	14,125	58	20	82



Working with Ke'an, Jana, and the WEIU staff has been a truly enjoyable experience. The moment you come in at the Champion meeting, they make you feel right at home and you can sense the energy they bring. Many storytellers were nervous to think about being on camera, but Ke'an and Jana had a special way of making each one feel comfortable. Rameen was a jewel behind the camera and the process of gathering the pictures and other items could not have been smoother. To say this group has an eye for detail would be an understatement, they truly added the final touches to every aspect of this project. The in studio experience, well that is one to not be missed, working with the whole crew was incredible. On a daily basis my heart swells with joy and pride for the Arthur community however, after seeing the final product my heart could not be fuller. What a remarkable and enjoyable experience that will be treasured for years to come.

Many thanks to WEIU and staff!

Sincerely,

*Christy Miller*

Arthur Area Tourism Director

Ke'an, Jana and WEIU,

The airing of Arcola: This is our Story last night was awesome. I know that a production of this magnitude was not done by a few. Those in the background with the camera, materials, cues, make-up, organizing, viewing all the footage and pictures, set-ups, clean-ups and the whole of WEIU deserve an awesome THANK YOU! JOB WELL DONE!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Being a part of it all was scary, exciting and actually pure fun and enjoyment. Being a part of the first airing was a privilege and very enjoyable. All of your people were kind and very helpful. Your enthusiasm is amazing and is catching. It shows in all of your work and in the staff. Thank you doesn't seem enough, but again Thank you. Come visit us in Arcola anytime. If you appear at Historic Arcola Depot we can entertain you with our stories, give a grand tour of our awesome museum and tell you all about Central Illinois. We also share awesome hugs.

God Bless all of you

Alice, Arcola, IL

Thank you all for a most enjoyable evening!

Many at the “coffee group” this morning watched the program last night and were quite impressed with it all.

I am still amazed at how well organized the whole process has been.

And I am still trying to understand how two girls can talk endlessly in front of a camera – let alone remembering everyone’s names and all their stories.

**GOOD JOB, EVERYBODY!!!**

Come back to Arcola and see us!

Dr. Arrol, Arcola, IL

I watched the complete show again last night and continue to marvel at what an excellent job you and Ke'an do. You are Amazing Artists! I am getting nothing but compliments and warm feeling from the whole experience - and not only from Arcolians but from area towns as well. THANKS! Most of my family has at least seen parts of the on-line versions and are quite proud of Team Monahan. You brought out the best in us.

Pat Monahan, Arcola, IL

A quick note to say thank you to you and staff involved in the finished product for Arthur: TIOS.

This is a quality product that will be talked about for many years to come.

The professionalism and kindness exhibited by both of you made this project smooth.

Thank you for allowing me to have played a small part and my best to you!

Jim Fleming, Arthur, IL

I have heard several nice things about "Shelbyville: This is Our Story". Thank you so much for doing this for our town.

Several people are asking how they can purchase copies of the DVD. I told them that I would ask if we could order them from you. I was thinking that I might collect the money and send it with our orders if you could give me information about the price of the DVD. I would like to purchase more than one so that we can get the discounted price if that is still available.

Brenda Elder, Shelbyville, IL



