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2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Shelbyville: This is Our Story

Aired: November 16, 2017

20 Storytellers

Total Dollars Raised: \$14,125

Casey: This is Our Story

Aired: March 29, 2018

28 Storytellers

Total Dollars Raised: \$28,945

Tuscola: This is Our Story

Aired: August 30, 2018

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 2018, 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 completed its 11th season on WEIU, with a 15 episode season (14 airing in 2018). Central Illinois medical groups featured this season were Carle, Sarah Bush Lincoln Health System, HSHS St. Anthony in Effingham, and Horizon Health.



Studio recording of Being Well with Dr. Aja Lystila from Carle Clinic, Mattoon, IL

Season 11 topics: health, wellness, weight loss, weight maintenance, Sports Medicine, Plantar Fasciitis, Heel Spur, Foot Problems, Athletic Knee Injuries and Treatment of the Knee Joint, SculpSure®, Parkinson's Disease Treatment Program, Seeking the right care at the right time, Colon and Rectal cancer, Fecal incontinence, Advances in minimally invasive Surgery / Robotics Surgery, Stroke Awareness and Latest Treatment Options, Rehabilitation and Therapy, Lung Cancer, Pelvic Floor Physical Therapy, Pain Management, Telebehavioral Health Services and The Heart Center and Cardiovascular Services



Tuesday, October 23, 2018

Ke'an Armstrong and our panel of guests are ready for our special LIVE edition of Being Well: The Opioid Crisis.

We will be taking your questions throughout the show, so if you have one as you watch, call us at 1-877-727-9348.

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”. Now in its fifth season, this local program continues to feature communities across Central Illinois. In 2018, City Spotlight welcomed four new communities to the program... Oakland, Decatur, Martinsville, and Tuscola and has featured 16 communities since the show started in 2015. Total hours broadcast... 10.25



Studio recording with EIU Provost Jay Gatrell and Josh Norman, Assoc VP for Enrollment Mgt

The Paw Report wrapped up another informative and fun season, its 8th season on WEIU. Featured in this 13 episode season, were three on location episodes, at a Bison Farm near Murdock, Illinois, the University of Illinois Wildlife Clinic in Urbana, Illinois, and a miniature donkey farm in Washington, Indiana. Total hours broadcast... 5.75



SBL Pet Therapy Program

Roaming the halls of Sarah Bush Lincoln Health Center in Mattoon, you might find a four-legged friend. But don't worry, these pooches are part of a new program helping to bring some happiness to patients!



On location episode near Murdock, Illinois, at David and Kathleen Ruhter's bison farm.

For the second consecutive year, The Coles County Scholastic Bowl between Charleston and Mattoon High Schools, competed on Wednesday night, September 13, 2018, 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

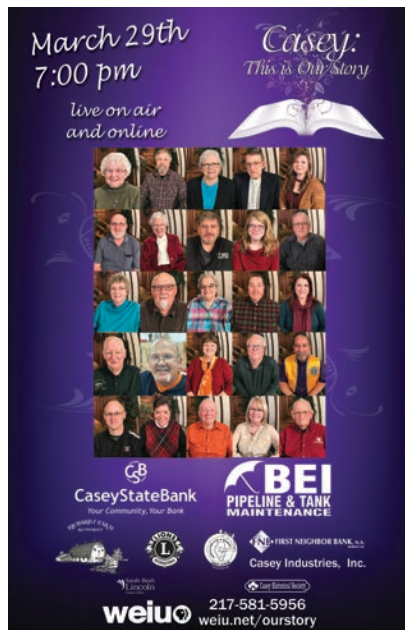


Mattoon High School



Charleston High School

In August 2017, WEIU launched the eighth program in the “Our Story” series, “Shelbyville: This is Our Story”. This program gets community members involved in telling the story of their local community as well as doing the videotaping, taking photos and gathering history. On November 16, 2017, the “Shelbyville: This is Our Story” was aired live with 20 storytellers and several staff in the WEIU studio. In November 2017, WEIU launched the “Casey, This is Our Story” program and was aired live in the WEIU studio on March 29, 2018. Twenty-five storytellers and several staff were all involved in the live premiere. The next town featured was Tuscola, IL and this was the 10th program in this series. Tuscola: This is Our Story showcased 20 storytellers and was broadcast LIVE on August 30, 2018.



Town	Date	Underwriting	DVD Income	Total Income	# Calls	# Stories	#dvds
Shelbyville	November 2017	\$9,000	\$5,785	\$14,125	58	20	92
Casey	March 2018	\$12,000	\$8,500	\$20,500	74	24	115
Tuscola	August 2018	\$12,000	\$6,695	\$18,695	68	26	100



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**

2018 – Student News Talent – Abbie Taylor – Honorable Mention – Maher Kawash

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





WEIU TV is hosted a LIVE on air auction Wednesday, November 28th 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 second live on air auction, Jana Johnson, Ke'an Armstrong, and Mac White (Santa) served as the on air auctioneers. \$2000 was raised during the live auction.



Programming Broadcast Hours on WEIU 2017Tot. Hours of Programming Broadcast: **5967**Tot. Hours of Children's Programming: **2843**Tot. Hours How-To, Life, Travel, Public Affairs, Documentary: **1825**Tot. Hours How-To and Other Instructional Programming: **694**Tot. Hours of Local Productions: **605****Donors Matter...**

WEIU has 568 total donors

227 became new members in 2018

\$77,162 given in total gifts

The average donation per donor is \$135



WEIU TV broadcast a LIVE pledge program with Pavlo in February 2018. Viewers received concert tickets and a meet & greet in October 2018. What a fun night filled with music to engage with our viewers! OPA!!!

doudna
FINE ARTS CENTER

AN EVENING WITH PAVLO

**Wednesday
October 10
7:30 p.m.**

**Dvorak
Concert
Hall**

Tickets: \$20 & \$15

Presented in partnership with **weiu** 

Box Office Information
For reservation or information, call 217.581-3110, email doudnatix@eiu.edu
www.eiu.edu/doudna, Friend us at facebook.com/thedoudna

EASTERN ILLINOIS UNIVERSITY

Number of capacity-building outreach activities:

WEIU provided 26 station tours involving over 970 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, 2018. 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, transfer and admitted students along with their families at several 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.



WEIU Kids Day



WEIU and EIU Civic Engagement and Volunteerism

invite you to join us for **"WEIU Kids Day"**

at **Eastern Illinois University Buzzard Hall,**

1920 9th Street., Charleston, IL

Saturday, September 8th from 10 a.m. to 12 noon



Arts and Crafts, princess wand and knight shield making activities, face painting, carnival games, and lots of interactive activities provided by 15 organizations

Contact: Ke'an Armstrong
217-581-7193 or ksarmstrong@eiu.edu

***Meet & Greet*
with Daniel Tiger
Bring Your
Cameras!!!**

*Please note that our character will rotate and may be unavailable at times while taking a break!

Daniel Tiger's Neighborhood
airs weekdays at 9:30a.m.
and Sundays at 6:30a.m. on WEIU TV



Watch | LISTEN | Learn



WEIU reported that nearly 1,000 community members attend this free family-fun event. Eastern Illinois University Office of Civic Engagement and Volunteerism joined in as a co-host for the event this year, with approximately 70 EIU students assisting participants and attendees.

Several businesses, groups and organizations will take part in this free event: First Federal Savings & Loan Association of Central Illinois, EIU Booth Library, Charleston Carnegie Library, Coles County 4-H, Mattoon Area Family YMCA, Mattoon Public Library, Charleston Parks & Rec Dept., Cub Scout Pack 41, Mid-Illinois Big Brothers Big Sisters, Douglas-Hart Nature Center, DanceLife, Charleston ATA Martial Arts, Produce With Purpose, Phoenix Elite, SBLHC I Sing the Body Electric, Child Care Resource and Referral, Hope of East Central Illinois, Artsy Chic, and an appearance of EIU's Billy the Panther.

Funding for Kids Day was made possible by First Federal Savings & Loan Association of Central Illinois, City of Charleston Tourism, EIU Office of Civic Engagement & Volunteerism, Coles County Sanitation & Recycling, Coles County Transportation, Lanman Oil, Combs Chiropractic, Mangy Mousse, Clarence Miller Insurance, Wood Rentals, Unique Suites/Brickhouse Bar & Grill, All American Realty, Mack Moore Shoes, Charleston Appliance, Bob's Bookstore, McDonald's, and Carle.

