



2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



EIU: This Is Who We Are
Aired: April 11, 2019
28 Storytellers
Total Dollars Raised: \$25,955



**Cumberland County:
This is Our Story**
Aired: October 10, 2019
30 Storytellers
Total Dollars Raised: \$16,815

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 2019, 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 from 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 12th season on WEIU, with a 16 - episode season. Central Illinois medical groups featured this season were Carle, Sarah Bush Lincoln Health System, HSHS St. Anthony in Effingham, Horizon Health, Prairie Heart Institute, YMCA, Heritage Woods Assisted Living and CEAD Council.

Season 12 topics: Nutrition, Wellness, Weight Loss, Weight Maintenance, Bariatric Surgery, Breast Disease, Kids/Pediatrics, Women’s Health Issues, Gastroenterology, Supportive Living, Walking, sepsis, and All Things Heart Related

Tune into WEIU-TV's "Being Well" for an hour-long broadcast on medical issues related to the ears, nose, throat, allergies and hearing loss.



7 to 8 pm • Tuesday, March 26

WEIU-TV
Check your local listings for the channel in your area.



The show's featured experts, SBL ENT Physician Lori Cudone, MD, and SBL Audiologist Jennifer Shunk, Au.D., will answer your questions live on the air.




Questions? Ask us.

Call or email your questions to be answered on the air.

Send us your questions either in advance of the broadcast or during the show by calling or emailing:

1-877-727-9348
weiu@weiu.net




7 to 8 pm
Tuesday, September 10

WEIU-TV (check your local listings for the channel in your area)

Questions? Ask us.
Send your questions to weiu@weiu.net in advance of the broadcast, or call into the show at **1-877-727-9348**.

Orthopedics Spotlight
As the show's featured experts, SBL Orthopedists Peter Bonutti, MD, FACS, and Eric Brewer, DO, will answer questions live on the air.



to execute that plan," Dr. Bonutti said. "It's exciting to be able to offer this transformative technology to perform total knee, total hip and partial knee replacements."

Dr. Bonutti explained that this robotic-assisted surgery is so successful because the CT scan and the Mako work in concert to effectively limit bone and soft tissue trauma. "It has proven to be less painful and to provide a faster recovery than other manual replacement procedures. This is a great addition to our program," he said. In fact, in cadaveric studies, Mako total hip replacement acetabular cup placement has been shown to be four times more accurate and reproducible than manual total hip replacement procedures.

SBL Orthopedic Surgeon Eric Brewer, DO, said that the Mako Partial Knee application is a treatment option designed to relieve the pain caused by joint degeneration due to osteoarthritis that has not yet progressed to all three compartments of the knee. "By selectively targeting only the part of the knee damaged by osteoarthritis, surgeons can resurface the diseased portion of the knee, while helping to spare the healthy bone and ligaments surrounding the knee joint. Studies have shown robotic-arm assisted partial knee replacement to be two to three times more accurate than manual, partial knee replacement procedures."

"We are proud to offer this highly advanced robotic technology in our area," said Greg Taylor, Sarah Bush Lincoln Vice President Practice Management. "The addition of Mako to our orthopedic service line further demonstrates our commitment to provide the community with outstanding healthcare."

The demand for joint replacement is expected to rise in the next decade. Total knee replacements in the United States are estimated to increase by 673 percent by 2030, while primary total hip replacements are estimated to increase by 174 percent.

WEIU TV also hosted two LIVE Being Well programs with Sarah Bush Hospital. These live programs allow viewers to call in during the show and ask questions to the medical staff guests. On March 26th at 7:00pm, the topic discussed was ears, nose, throat, allergies and hearing loss. On September 10th at 7:00pm, the topic was new advances in Orthopedics.

CITY SPOTLIGHT

City Spotlight...

Currently in its 6th Season of production, continues to cover the latest going on in Central Illinois communities.

In Season 6, City Spotlight featured Danville, Illinois for the first time, bringing the total number of different communities featured to 17, and that is in 11 different counties across Central Illinois.

City Spotlight passed the 100-episode mark in early 2019.

Most of the episodes of City Spotlight are now taped on location and in 2019 some of the places and events featured were...

Inside look into the new Neal Center YMCA in Toledo, inside look into the new Police Station in Effingham, Illinois, feature on the 92nd May Fete in Paris, Illinois, on location for the grand opening of the new Swimming Pool in Marshall, Illinois, feature on the 71st Neoga Days in Neoga, Illinois, inside look into the new Luther Student Services Center at Lake Land College in Mattoon, Illinois, Big Things in Casey, Illinois being measured for world records and a feature of the 32nd Casey Popcorn Festival, plus features on the 34th Taylorville Chilifest in Taylorville, Illinois, and a feature the latest Eastern Illinois University Athletic Hall of Fame Class in Charleston, Illinois.

12.75 hours of broadcast episodes





To The Moon and Back... A 60-minute documentary that aired in February 2019, was produced thru a collaboration of WEIU, Eastern Illinois University's Booth Library, and the EIU Department of History.

This documentary featured 12 Central Illinois residents, as they shared where they were, when the first person landed on the Moon, 50 years ago in 1969. The documentary premiered for a public viewing at EIU's Booth Library.



**To the Moon and Back:
An Oral History of the Lunar Landing**

For each of us, there are certain news stories that impact our lives, events that we will always remember, no matter how young we were at the time. For many, the moon landing on July 20, 1969, was one such event. In this 50th anniversary year, we are proud to present this one-hour film featuring several local residents sharing their memories of this groundbreaking feat in space exploration.

The film is the result of a collaboration between Booth Library, WEIU-TV and the EIU History Department, with the project coordinated by Andrew Coughlin, Booth Library; Rameen Karbassioon, WEIU; and Jonathan Williams, History Department. WEIU-TV will air the film at 8 p.m. Tuesday, Feb. 5. We give special thanks to the following who shared their experiences:

Nancy Campbell	Frank Fraembs	Nancy Kibler
Michael Chron	Janet Fraembs	Lee Patterson
Dave Clark	David Glassman	Fred Peralta
Dan Crews	Burleigh Hocking	Edmund Wehrle

 Booth Library  

The Paw Report...

The Paw Report completed its 9th Season, with nine new episodes in the 13-episode season.

Host Kelly Goodwin was joined as always by knowledgeable animal experts from across Central Illinois.

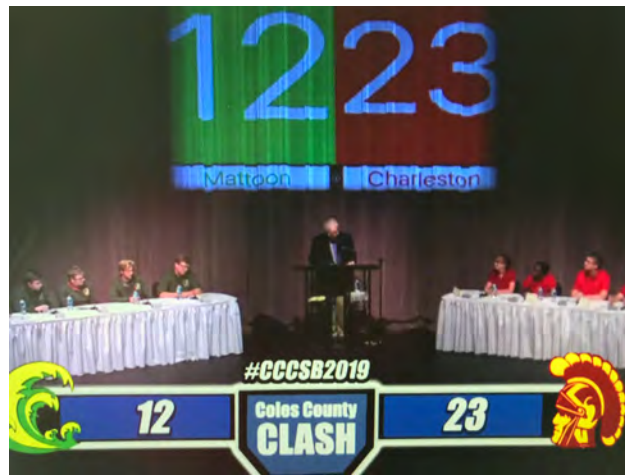
Animals and topics discussed in this latest season of The Paw Report include... Pet Allergies, Goat Yoga, Living with Lizards, rabbits, bats, tree frogs, and one memorable on location episode on the waters of Lake Shelbyville, catching crappie fish.

5.75 hours of broadcast episodes



2019 Coles County Scholastic Bowl...

For the third year in a row, WEIU taped on location at Eastern Illinois University's Doudna Fine Arts, the Coles County Scholastic Bowl, between the Charleston Trojans and the Mattoon Green Wave. The production consisted of many people, including WEIU producers and engineer, EIU students, and staff of the Doudna Fine Arts Center.



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
EIU	April 2019	\$21,500	\$4,455	\$25,955	47	26	55
Cumberland County	October 2019	\$11,000	\$5,815	\$16,815	47	30	87



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**

2019 – Newscast – News Watch – Honorable Mention

2019 – Talent – Maher Kawash – Honorable Mention

2019 – Talent – Weather – Everett Lau

2019 – Talent – Sports – Vince Lovergine



Hearst Journalism Awards

2018 - TV-1 Competition – Reporting – Lynnsey Veach

Society of Collegiate Journalists National Awards

2019 – TV News Show Overall Excellence

2019 – Television Sports Package – Vince Lovergine – 2nd Place

Illinois News Broadcasters State Collegiate News Awards

2018 – Outstanding T.V. Newscast – 1st Place – Parker Valentine

Illinois Broadcaster’s Association Student Silver Dome Awards

2018 – Best T.V. Weathercast – 1st Place – Everett Lau

2018 – Best T.V. Weathercast – Heaven Richey – 2nd Place

2019 – Best T.V. Weathercast – Everett Lau – 1st Place

2019 – Best T.V. Weathercast – Phillip Collins – 2nd Place

2019 – Best T.V. Reporting – Maher Kawash – 1st Place

2019 – Best T.V. Sports Pack – Oscar Rzodkiewicz – 2nd Place

2019 – Best T.V. Sports Pack – Vince Lovergine – 3rd Place



WEIU TV hosted a LIVE on-air auction Wednesday, December 4th at 7:00pm. This auction was part of WEIU's pledge campaign to support the programming services we offer to our viewers. All 48 of the items were donated from local businesses and the public was invited to tune in to bid on the items.

We broadcast live on air and streaming on our website and Facebook!

Total raised during this 2-hour auction was \$3400

Programming Broadcast Hours on WEIU 2019

Programming Broadcast Hours on WEIU:

Hours of Programming Broadcast: 8192

Hours of Children's Programming: 2855

Hours How-To, Life, Travel, Public Affairs, Documentary: 1799

Hours How-To and Other Instructional Programming: 1312

Hours of Local Productions: 597

Donors Matter...

WEIU has 528 total donors

245 became new members in 2019

\$69,078 given in total gifts

The average donation per donor is \$131



WEIU became a PBS Passport Member Station and has 411 qualifying members

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 students visit us this week while on EIU's campus. The students enjoy experiencing what it's like to be on tv and the radio while touring WEIU.

*WEIU staff attended the Broadcast Fair at Eastern Illinois University on March 28, 2019. 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



Meet & Greet
"Clifford the Big Red Dog"
and
"Nature Cat"
Bring Your Cameras!!!



"Save the Date"

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, August 17th from 10 a.m. to 12 noon
Arts & Crafts, Lots of Interactive Activities
provided by more than 20 organizations!!!
Plus...a bicycle giveaway sponsored
by 1st Fed at noon for one boy and one girl!



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

WEIU reported that nearly 500 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 40 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, 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 | Sing the Body Electric, Child Care Resource and Referral, Hope of East Central Illinois, Phoenix Elite, and an appearance of EIU's Billy the Panther.

Funding for Kids Day was made possible by First Federal Savings and Loan Association of East Central Illinois, Poteete Property Rentals/Poteete Heating & Air Conditioning, Scotty's Brewhouse, Clarence Miller Insurance, First Neighbor Bank, Carle, WB's Pub N Grub, Coles County Sanitation & Recycling, Coles County Transportation, Lanman Oil, Days Inn of Charleston, You Look Marvelous, Combs Chiropractic and Wellness Center.

