



## 2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



**Sullivan:**  
**This is Our Story**  
Aired: October 10, 2020  
16 Storytellers, 17 Stories  
Total Dollars Raised: \$15,200



Keeping Our Community Informed!

**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 2020, 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 Season 13, which featured 16 episodes and some of the topics covered were: COVID-19, Sports Injuries, Breast Cancer, HIV, Hernias, Lymphedema Therapy, Heart Health, Overactive Bladder, and a one-hour episode on the Brain-Heart Connection. Also, a live one-hour edition of Being Well aired featuring Coronavirus and Mental Health.

Central Illinois Medical Groups that appeared in Season 13 of Being Well were Carle, Effingham Obstetrics & Gynecology, HSHS Medical Group, Horizon Health, Hour House, Prairie Cardiovascular, and Sarah Bush Lincoln.

16 Episodes and One Live Episode – 8.5 hrs

Airing Tuesday at 7:00pm and Wednesday at 12:30pm



# CITY SPOTLIGHT

City Spotlight – Now in its 7th Season of production, and tapes almost all episodes on location, is up to 18 Central Illinois communities covered on the program. In 2020, 18 episodes aired and discussed K-12 and Higher Education, Economic Development, and the impact of COVID-19 in Central Illinois communities.

18 Episodes – 8.25 hrs

Airing Wednesdays at 7:00pm and Thursdays at 12:30pm







The Paw Report...

The Paw Report completed it's 10th Season, with 11 new episodes.

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... Bringing a Shelter Animal Into Your Home, Pets and COVID-19, The U of I College of Veterinary Medicine I-TICK Program, The I-Loc System, Pets and Orthopedic Problems, Burrowing Crayfish, The Alligator Snapping Turtle, A Trip to a Clydesdale Farm, Pet Hearing Loss, and other topics.

5.5 hours of broadcast episodes





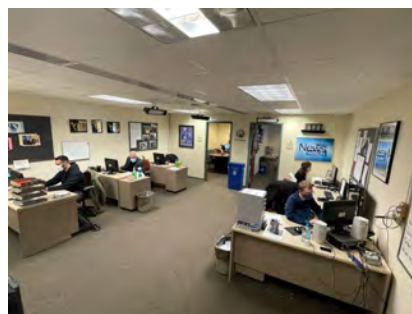
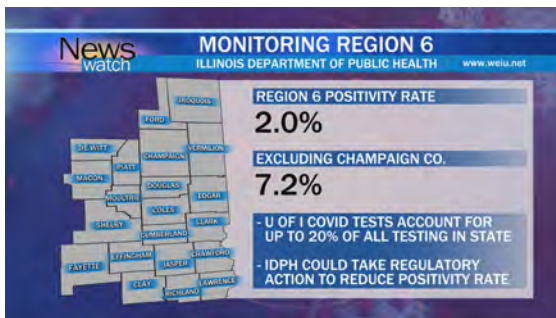
WEIU TV is a PBS affiliated station owned by Eastern Illinois University. WEIU serves sixteen counties in East Central Illinois on digital channel 50, analog channel 51 and various cable systems. Our news programs include *News Watch*, which airs Monday thru Friday at 5:30 p.m., *News Watch Night Cap*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

- 2020 – Talent – Weather – Everett Lau
- 2020 – Talent – College Sports – Oscar Rzodkiewicz
- 2020- Sports Program – Oscar Rzodkiewicz
- 2020 – Talent – College Sports – Vince Lovergine – Honorable Mention

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

- 2020 – Best T.V. Newscast – Finalist
- 2020 - Best T.V. Weather – Everett Lau
- 2020 – Best T.V. Weather – Phillip Collins
- 2020 – Best New Media – Everett Lau - Finalists





## STUDENT OPPORTUNITIES IN BROADCAST JOURNALISM



### THIS IS HOW YOU START A CAREER IN BROADCAST NEWS.

Join the award-winning WEIU News Watch team and get hands-on experience, both upfront and behind the scenes, working on **television, radio, and online.**

- + NEWS ANCHOR
- + WEATHER ANCHOR
- + SPORTS ANCHOR
- + REPORTER
- + WRITER
- + PRODUCER
- + DIRECTOR
- + VIDEOGRAPHER
- + EDITOR
- + ASSIGNMENT EDITOR



Take advantage of a unique opportunity to enterprise, investigate and produce local stories for a newscast in the 88th television market.

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In February 2020, WEIU launched the 13th program in the “Our Story” series, "Sullivan: 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. But, due to the social distancing requirements of COVID-19, the program has delayed. Once protocols were put in place and it was a safer environment to interview storytellers, the production took place several months later in July 2020.

Sullivan: This is Our Story – WEIU’s 13th production in the Our Story Series, featuring 17 stories on Sullivan, Illinois. The live airing of this program aired on October 29th, and was two hours in length.

Town	Date	Underwriting	DVD Income	Total Income	# Calls	# Stories	#dvds
Sullivan	October 2020	\$9,000	\$6,200	\$15,200	50	17	98







EIU Moving Forward: A COVID-19 Response – A WEIU production that aired in May 2020.

This near 90-minute production featured Eastern Illinois University campus leaders and shared how EIU reacted to COVID-19 and how to best serve the EIU campus community moving forward.



The Comeback: EIU Basketball's Dramatic Comeback Win over Murray State – A WEIU and Eastern Illinois University Athletics collaboration, highlighting EIU Basketball's historic comeback victory in February 2020.

This program aired in November 2020 and was 27 minutes long





2020 Mattoon High School Seniors Parade – WEIU and Cromwell Radio Group in Mattoon, Illinois, collaborated on a 23-minute video, highlighting a parade to honor the 2020 Mattoon High School Senior Class.



Charleston and Mattoon Virtual Graduations – WEIU was an outlet for locally produced virtual graduations to air honoring local high schools in Charleston and Mattoon, Illinois.

Both virtual graduations combined – 2.25 hrs

188 CHS graduates benefitted from this virtual graduation  
227 MHS graduates benefitted from this virtual graduation



Robert Root: Painting the Prairie – Locally produced program by EIU instructor Joe Astrouski, on Shelbyville, Illinois artist Robert Root. WEIU was an outlet for this 24-minute program to air on. This program was also locally underwritten.



Collaborating for Change: Charleston, the “Butterfly Capital” of Illinois – Client production for Charleston, Illinois, as a near six minute video highlights Charleston’s conservation work with Monarch Butterflies.

Charleston was named a Monarch Champion by the National Wildlife Federation, and the video is featured on the NWF’s webpage and social media outlets.



WEIU TV hosted a LIVE on-air auction Giving Tuesday - Tuesday, December 1st at 7:00pm. This auction was part of WEIU's pledge campaign to support the programming services we offer to our viewers. All 38 of the items/packages/gift baskets were donated from local businesses and the public was invited to tune in to bid on the items. We broadcast the auction live on air and streaming on our website and Facebook for 2 hours. The total amount raised for this Holiday Auction was \$2810.

### **Programming Broadcast Hours on WEIU 2017**

Tot. Hours of Programming Broadcast: **6437**

Tot. Hours of Children's Programming: **2841**

Tot. Hours How-To, Life, Travel, Public Affairs, Documentary: **3059**

Tot. Hours Local Programming: **537**

### **Donors Matter...**

WEIU has 331 total donors

210 became new members

\$59,264 given in total gifts

The average donation per donor is \$179