



2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Ashmore, Oakland, Kansas: This is Our Story

Aired: April 29, 2021

15 Storytellers

Total Dollars Raised: \$11,545



Teutopolis: This is Our Story

Aired: June 17, 2021

32 Storytellers, 29 Stories

Total Dollars Raised: \$20,775

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 2021, 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.



Season 14 of Being Well is in the books, featuring 13 brand new episodes. Some of this season's topics included: COVID-19 and Heart Issues, Pre-Ambulance Care, Normal Aging, Same-Day Joint Replacement, Virtual Health, and Brain, Spine, and Skull-Base Tumor Surgery. The Being Well brand also received a facelift after roughly seven seasons with the former look.

Being Well Season 14 wouldn't have been possible without our many medical partners from HSHS Medical Group, Sarah Bush Lincoln, Carle, Prairie Cardiovascular, Horizon Health, and Springfield Clinic – Effingham.

13 Pre-Recorded Episodes – 6.5 hrs

Airing Tuesday at 7:00 p.m. and Wednesday at 12:30 p.m.



CITY SPOTLIGHT

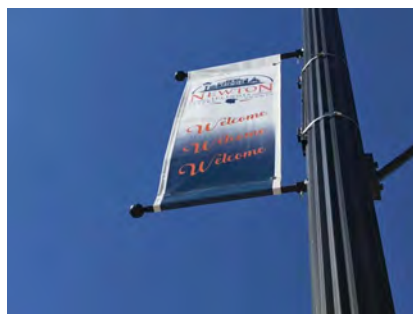
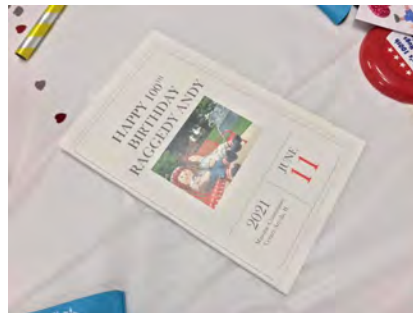
In its 8th season of production, “City Spotlight” continues to cover local communities in the Central and Southeastern Illinois areas. The show has now covered 20 different communities since starting production seven years ago. And in this past calendar year, the focus continued to be on the impact of COVID-19 on municipalities, K-12 education, and Higher Education.

Highlights from 2021 of “City Spotlight”, were being able to cover annual festivals and activities in our local communities, such as the Toledo Spring Festival in Toledo, IL,

Raggedy Ann Rally in Arcola, IL, the 50th Arcola Broomcorn Festival in Arcola, IL, 25th Scarecrow Daze and Lake Shelbyville Balloon Fest in Shelbyville, IL.

24 Episodes – 10.75 hrs

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





The Paw Report...

The Paw Report completed its 11th Season, with 13 new episodes.

Host Kelly Goodwin, again dived into a variety of animal related topics with experts from across Illinois, such as “Pets and Diabetes”, “Pet Separation Anxiety”, “Pet Therapy Program”, and “Veterinary Epidemiology”. The five on location episodes featured experts discussing the

“Threatened Ornate Box Turtle”, “Chiropractic for Animals”, “Pet Oral Health”, and two episodes at the “Little Grassy Fish Hatchery” in Southern Illinois.

6 hours of broadcast episodes



“NEW” Local Series coming in 2022



Production for a new show for WEIU took place in 2021, Take a Hike: The Mini-Series. This program takes viewers on an “Outdoor Tour” of Central Illinois, showcasing a variety of federal, state, and local parks and nature areas. Host Lacey Spence shows viewers why they should “Take a Hike,” (or make the drive!) to the locations featured in each episode. Production took place in Fall of 2021, and Take a Hike: The Mini-Series is slated to start airing Monday’s at 8 p.m. in April of 2022.

This show will feature six locations: Lake Charleston, Lake Shelbyville, Lincoln Trail State Park, Douglas Hart Nature Center, Allerton Park, and Forest Glen Preserve.





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**

2021- Newscast – News Watch – Honorable Mention

2021 – Talen News/Sports – Stephen Elmore – Honorable Mention

Illinois Broadcaster’s Association Student Silver Dome Awards

2021- Best TV Sports Package – Tristan Thomas

2021 – Best TV Weather – Everett Lau

2021 – Best TV Weather – Stephen Elmore – 2nd Place

2021 – Best TV News Package – Oscar Rzodkiewicz



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

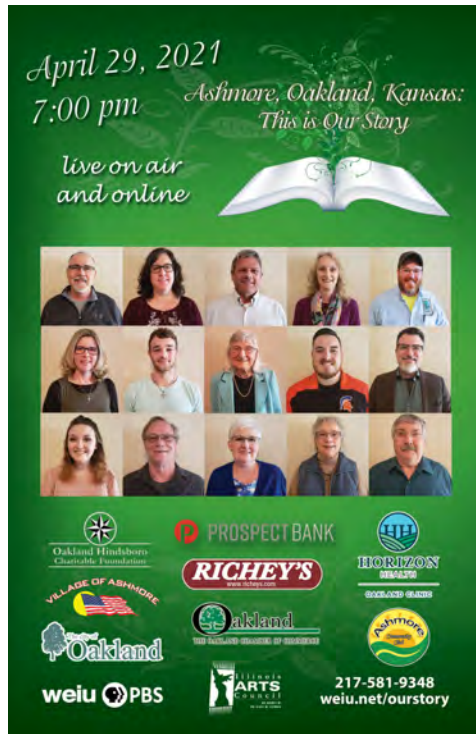


Take advantage of a unique opportunity to enterprise, investigate and produce local stories for a newscast in the 88th television market.

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In April 2021, WEIU launched the 14th program in the “Our Story” series, "Ashmore, Oakland, Kansas: This is Our Story". In June 2021, WEIU launched the 15th program, “Teutopolis: This is Our Story”. These programs get community members involved in telling the story of their local community as well as doing the videotaping, taking photos and gathering history.

The live airing in April 2021 was just under 2 hours and the June 2021 airing was over 2 ½ hours in length. Both programs were part of the WEIU Spring and Summer Pledge campaigns.

Town	Date	Underwriting	DVD Income	Total Income	# Calls	# Stories	#dvds	#blurays
Ashmore, Oakland, Kansas	April 2021	\$7,500	\$4,045	\$11,545	43	15	69	10
Teutopolis	June 2021	\$14,000	\$6,775	\$20,775	50	29	113	13

Streaming Content

In the midst of a global pandemic, WEIU continued to provide valuable online content for our viewers. In fiscal year 2021, WEIU streamed and produced roughly 31 hours of web content. This content is available on both the WEIU-TV Public Broadcasting Facebook as well as the WEIU-TV YouTube Channel.

Some of this online content included:

- EIU Board of Trustee Meetings
- Charleston CUSD #1 School Board Meetings
 - Tony Romo EIU Football Highlights
- Lake Shelbyville 50th Anniversary Fireworks
 - EIU Commencement Ceremonies



weiu  **PBS** WEIU TV Public Broadcasting Station
September 16, 2020 · 🌐

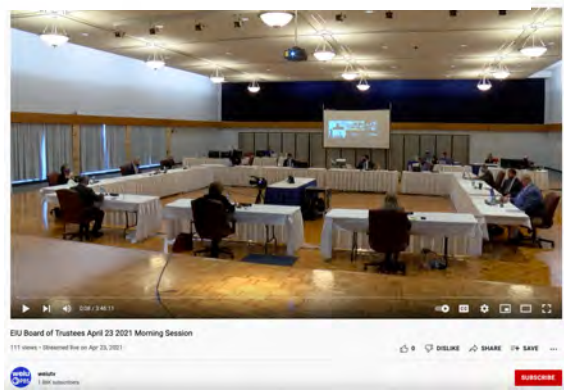
[#SCHOOLWATCH](#) The Charleston School Board meets tonight at 6:30pm. The Superintendent plans to provide enrollment projections and a remote learning update. [#WEIU](#) plans to stream audio of the meeting on our Facebook page.

The general public can listen to the Board meeting by dialing 1-415-655-0001 (U.S. Toll), entering the access code of 1266034031 and the password of 48493585.

[Charleston CUSD 1](#) [#CharlestonSchools](#) [#Charleston](#)
[Charleston, Illinois Shout Out Charleston, IL](#)



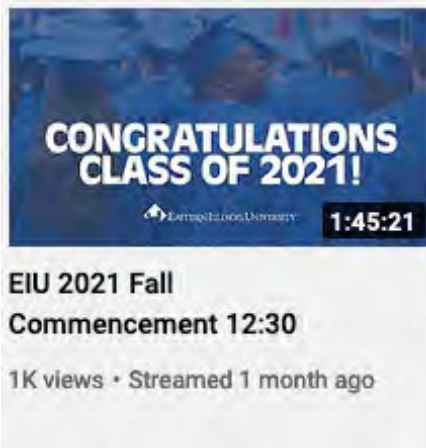
Lake Shelbyville 50th Anniversary Fireworks - 9/12/20
57 views · Sep 14, 2020



EIU Board of Trustees April 23 2021 Morning Session
111 views · Streamed live on Apr 23, 2021



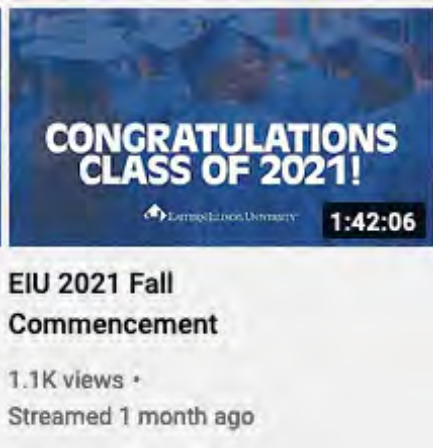
Tony Romo - EIU Football Highlights (Courtesy WEIU TV)
2,478 views · Jan 11, 2021



CONGRATULATIONS CLASS OF 2021!
Eastern Illinois University

1:45:21

EIU 2021 Fall Commencement 12:30
1K views · Streamed 1 month ago



CONGRATULATIONS CLASS OF 2021!
Eastern Illinois University

1:42:06

EIU 2021 Fall Commencement
1.1K views · Streamed 1 month ago

2021 Coles County Scholastic Bowl



WEIU, Eastern Illinois University, and the Doudna Fine Arts Center, worked together for the production of the fourth edition of the “Coles County Clash Scholastic Bowl”, between scholastic bowl teams from Charleston and Mattoon High Schools. Production of this program featured 10 faculty, staff, and students from EIU and WEIU, and 26 students from the two respective high schools that competed in the academic battle.

Coles County Clash Scholastic Bowl – 48 minutes



Locally Produced Documentaries



Ted's Warehouse in Charleston, Illinois, was a part of the Charleston community for 25 years, and was a venue for music and social gathering.

Eastern Illinois University Journalism Instructor Joe Astrouski produced this documentary that aired on WEIU, and featured musicians, patrons, and staff that worked at Ted' thru the years.

Remembering Ted's Warehouse – 52 minutes



WEIU Producer Rameen Karbassioon hosted and produced this program on longtime Eastern Illinois University Football Coach Bob Spoo.

The program featured moments, and interviews with family, colleagues, and former players and assistant coaches, on the 25 years of Bob Spoo at EIU.

Bob Spoo's Legacy at EIU – 90 minutes

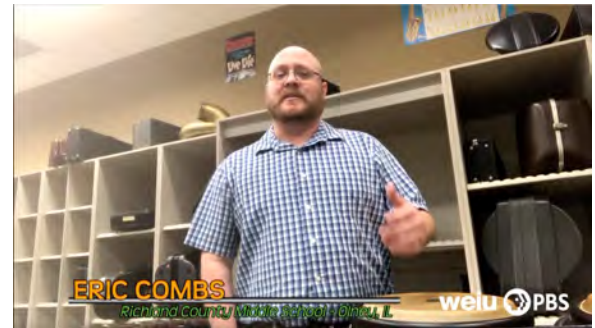
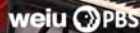
Let's Learn

During the school year, WEIU-TV airs an educational program titled **Let's Learn**. This program broadcasts over the air and streams weekdays between 4-5 p.m. to support young learners after regular school hours.

WEIU-TV partnered with schools and educators in our broadcast viewing area to record 30-second promotional support spots to air around this new program.



EMILY MILLER-AMATO
Main Street School - Shelbyville, IL



ERIC COMBS

Richland County Middle School - Tipton, IL



R. JASON WALLACE

North Ward Elementary - Muscatine, IL



VICTORIA NORTON

Marionville Elementary School - Marionville, IL



DR. ANDREW WHITE

Jefferson Elementary School - Charleston, IL



We plan to produce longer interstitials with local educators and some students to highlight the unique teaching and learning occurring in our broadcast viewing area. These interstitials will also air around **Let's Learn** as well as during PBS Kids daytime programming and in some prime time slots.

GIVING TUESDAY

weiu  **PBS**

November 30th Live On-Air 8a.m. - 8p.m.

Pledge your best gift at weiu.net

WEIU TV staff hosted a LIVE on-air fundraising event on Giving Tuesday - Tuesday, November 30th from 8:00am – 8:00pm. This was a special event promoting WEIU Passport to gain more streaming viewers/members. We broadcast live on air and streaming on our website and Facebook for 12 hours at the top and bottom of each hour. We also went completely LIVE for an entire hour at 7:00pm and then followed with a LIVE 30-minute preview of a new local production “Take A Hike”. The total amount raised for this Giving Tuesday was \$6117.05



NOW IN PASSPORT



PBS  Passport

 PBS VIDEO APP

 APT

Thank You Gifts While Supplies Last

weiu  **PBS**

Google Chromecast  Google Home



WEIU produced 22 support spots with local viewers, members, underwriters, and area leaders that aired from Thanksgiving 2021 through the end of the year during the Winter Pledge Campaign. These spots will continue to run throughout 2022.



Programming Broadcast Hours on WEIU 2021

Total Hours of Programming Broadcast: **7913**

Total Hours of Children's Programming: **2847**

Total Hours How-To, Life, Travel, Public Affairs, Documentary: **2957**

Total Hours Local Programming: **577**

Donors Matter...

WEIU has 494 total donors

\$69,245 given in total gifts

The average donation per donor is \$140

The WEIU Staff



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.

- Complementing the work of the School of Communication and Journalism at Eastern Illinois University by providing real-world training on state-of-the-art equipment to enable EIU students to become the most employable broadcast students in the United States.
- Promoting community service through quality programming that engages and educates and through community outreach that has a positive impact.

WEIU TV is licensed to the Board of Trustees of Eastern Illinois University. Our 174-kilowatt digital signal on Channel 51.1 is broadcast from our 492-foot tower located southeast of Humboldt, IL. We broadcast to 22 counties in East Central Illinois and Vigo County, Indiana.



Mac White
Program Manager



Ke'an Armstrong
Publicity/Promotions



Wanda Kay Robinson
Membership Manager



Dennis Riley
Broadcast Engineer



Rob Calhoun
Hit-Mix 88.9 WEIU FM
Production Supervisor



Cody Borntreger
Master Control



Kevin Armstrong
Chief Engineer



Joel Richardson
Master Control



Lacey Spence
Producer/Director



Kelly Goodwin
News Director



Rameen Karbassioon
Producer/Director



Jeff Owens
General Manager