

weiu PBS

## Local with Purpose

Producing Programs with Fresh Perspective

Building Connections through Shared Experiences

Sparking Curiosity by Engaging Education

2022 LOCAL CONTENT AND SERVICE  
REPORT TO THE COMMUNITY

*Crawford County:  
This Is Our Story*



**Crawford County: This is Our Story**

Aired: June 16, 2022

16 Storytellers

Total Dollars Raised: \$9,710.00

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**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.**

**LOCAL  
VALUE**

**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.

**2022 KEY  
SERVICES**

**In 2022, 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. WEIU illustrates the importance of "local". [Local With Purpose](#) [Producing Programs with Fresh Perspective.](#) [Building Connections through Shared Experiences.](#) [Sparking Curiosity by Engaging Education.](#)

**LOCAL  
IMPACT**

**WEIU demonstrates Local Impact** through the number of station supporters and participants at station events, activities and online presence. Testimonials, evaluation forms, memberships financial support and online insights from viewers, listeners, and community partners share and communicate impact.



Season 15 of Being Well featured 13 brand new episodes, with topics ranging from: Addiction Recovery, RSV, Rural Health & Farm Safety Programs, to Preventing Heart Attacks, and Lifestyle Medicine. Show Host & Producer, Lacey Spence, was also excited to moderate a live, one-hour, call-in special: *“Being Well Live: The Pandemic Panel.”* Viewers could call in and have their COVID-19 Pandemic-related questions fielded by a panel of local doctors. Being Well Season 15 wouldn’t have been possible without the many medical partners from Carle, Horizon Health, HSHS Medical Group, HSHS St. Anthony’s Memorial Hospital, and Sarah Bush Lincoln.

**13 Pre-Recorded Episodes – 6.5 hrs and 1 Live Episode – 1 hr**

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





# CITY SPOTLIGHT

City Spotlight, produced and hosted by Rameen Karbassioon, concluded Season 8 and has started Season 9. City Spotlight covers communities in Central and Southeastern Illinois.

The number of communities covered on City Spotlight thru the start of Season 9, is now at 22. In 2022, first time episodes were done on the communities of Urbana and Chrisman.

In episodes done in calendar year 2022, education, festivals, and ceremonies of special events were the focus. City Spotlight is almost taped exclusively on-location in the communities that are being featured.

**City Spotlight – Season 8 into Season 9 – 24 Episodes – 10.75 hrs**

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







The Paw Report...

Kelly Goodwin returned for a ninth season of hosting The Paw Report. In season 12 of The Paw Report, 10 new episodes were produced, with three additional episodes, “Paw Classics” airing, for a total of 13 episodes. In the 10 new episodes produced, in-studio and on-location tapings were conducted. Some of the subject matter covered in the 10 new produced episodes, aggressive behavior, dermatology, comfort dogs, prairie chickens, and endangered donkey.

**The Paw Report – Season 12 – 13 Episodes – 6 hrs**

**Airing Mondays at 7:00pm and Tuesdays at 12:30pm**





WEIU's newest show is off to a strong start! Season 1 of Take a Hike: The Mini-Series joined the WEIU lineup in Spring 2022. The program takes viewers on an "Outdoor Tour" of Illinois, showcasing a variety of federal, state, and local parks and natural areas. Season 1 featured six locations: Lake Charleston, Lake Shelbyville, Lincoln Trail State Park, Douglas Hart Nature Center, Allerton Park, and Forest Glen Preserve. Season 1 is a finalist nominee for "Best New Series" in the 14<sup>th</sup> Annual Taste Awards.

**6 Pre-Recorded Episodes – 3 Hours**

**Take a Hike: The Mini-Series airs Monday at 8 p.m.**



Production for Take a Hike Season 2 is ongoing, with new episodes airing Spring 2023. Locations include: Walnut Point State Park, University of Illinois Arboretum, Warbler Ridge Conservation Area, Lake Sara, Mill Creek, & Shawnee National Forest.



# Issues & Attitudes

WEIU's 30-minute public affairs program that tackles and dissects the issues affecting people in our area. Hosted by [Jeff Owens](#), *Issues and Attitudes* is a production of WEIU-FM and airs live from the radio studio Monday at noon. Issues and Attitudes, where questions become answers.

**Average 45 shows per year – 22.5 hrs**

**Mondays (LIVE) at 12:00pm, Thursday at 12:00am and Sundays at 4:00pm**





WEIU TV is a PBS affiliated station owned by Eastern Illinois University. WEIU News Watch serves sixteen counties in East Central Illinois on digital channel 51.1 and various cable systems as well as streaming online at [www.weiu.net](http://www.weiu.net). 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**

- 2022- College Craft Talent – Tristan Thomas – Honorable Mention
- 2022- Lead Forecaster – Stephen Elmore
- 2022- College Newscast – Honorable Mention

**Illinois News Broadcasters State Collegiate News Awards**

- 2022- Outstanding Television Newscast – 1<sup>st</sup> Place
- 2022-Outstanding Television Sports Reporting – 1<sup>st</sup> Place – Jenna Minor

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

- 2022- Best TV Newscast – News Watch Team – 1<sup>st</sup> Place
- 2022- Best TV Weather – Stephen Elmore – 1<sup>st</sup> Place
- 2022- Best TV Sports Package – Tristan Thomas – 1<sup>st</sup> Place
- 2022- Best TV News Package – Jenna Minor – 2<sup>nd</sup> Place
- 2022- Best TV Sports Package – Jenna Minor – 3<sup>rd</sup> Place





## 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.

**KELLY GOODWIN**  
NEWS DIRECTOR  
600 LINCOLN AVENUE  
CHARLESTON, IL 61920  
KAGOODWIN@EIU.EDU  
217-581-7356





June 16, 2022 *Crawford County:  
This Is Our Story*  
7:00 pm  
*live on air  
and online*



**weiu**  **PBS**  217-581-9348  
weiu.net/ourstory

In June 2022, WEIU broadcast the 16th program in the “Our Story” series, “Crawford County: This is Our Story”.

These programs get community members involved in telling the story of their local community as well as doing some of the video recording, taking photos and gathering history.

The live airing consisted of 16 storytellers was just at 1 1/2 hours in length. WEIU TV offered viewers DVDs or Blu-Rays of the program as a “Thank You” gift for their pledge of support.

**Crawford County: This is Our Story**  
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Streaming and Online Content



**Bob Spoo’s Legacy Bonus Sound #2** – 9 min. Bonus sound from the 2021 produced “Bob Spoo’s Legacy at EIU”. (WEIU Social Media Only, YouTube and Facebook)

**Bob Spoo Tribute – 2021 Version** – 2 min. Updated version of Bob Spoo Tribute video, that aired during 2021 produced “Bob Spoo’s Legacy at EIU”. (WEIU Social Media Only, YouTube and Facebook)



**Chris Wilkerson Introduced as New EIU Football Head Coach** – 37 min. Sound from introductory press conference of new Eastern Illinois University Football Coach, Chris Wilkerson. (WEIU Social Media Only, YouTube and Facebook)



**EIU Homecoming 2022** – 51 min. Highlights from Eastern Illinois University Homecoming 2022. (WEIU Social Media Only, YouTube and Facebook)



**2022 Coles County Scholastic Bowl**



WEIU taped on 10/06/22, the 5th Coles County Clash Scholastic Bowl, which was taped on-location at Eastern Illinois University's Doudna Fine Arts Center.

WEIU has taped all five of these annual scholastic bowl matches between Charleston and Mattoon High School Scholastic Bowl teams.

The four bottom items are social media airings only and you can screen shot from YT or FB.

**5th Coles County Clash Scholastic Bowl – 1 hr**



# GI<sup>♥</sup>ING TUESDAY

**Every \$100 Gift  
Receives a Thank You Package Including:**



**WEIU  Passport**  
One-Year Subscription



**WEIU TV T-Shirt**  
(While Supplies Last)

**Give Online at [weiu.net](http://weiu.net) or  
Call WEIU Membership Manager Wanda Kay Robinson at 217-581-WEIU**




WEIU TV staff hosted a LIVE on-air fundraising event on Giving Tuesday - Tuesday, November 29th from 6:00-7:00pm. This was a special event promoting WEIU Passport to gain more streaming viewers/members. We posted on Facebook for 12 hours at the top and bottom of each hour asking for viewer support. Our Membership Manager sent out support request emails leading up to this special event, the day of and afterwards. Our website [weiu.net](http://weiu.net) was set up to easily Donate Online and learn more about WEIU Passport. The total amount raised for this Giving Tuesday this year was \$3765.00

## WEIU Passport


**weiu** WEIU TV Public Broadcasting Station  
November 29, 2022 · 🌐

"Thanks to viewers like you" isn't just a catch phrase, it's a powerful reminder that you matter—that support like yours matters.

Whether you support WEIU monthly, annually, or if it's been a while since you've given, I want you to know that we are grateful for every gift you give to support WEIU.

**Pledge Your Best Gift:**  
**217-581-WEIU [weiu.net](http://weiu.net)**

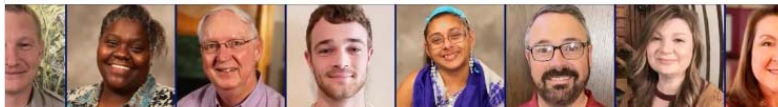


Scan to Give 

**weiu** WEIU TV Public Broadcasting Station  
November 29, 2022 · 🌐


We are grateful for every gift you give to support WEIU!

Everyone who gives \$100 or more will receive WEIU Passport 1-year Membership Benefit, plus a WEIU t-shirt (while supplies last)!

Thank you!!!

**Pledge Your Best Gift:**  
**[weiu.net](http://weiu.net) 217-581-WEIU [weiu.net](http://weiu.net)**

Scan to Give 

Like Comment Share



### 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**

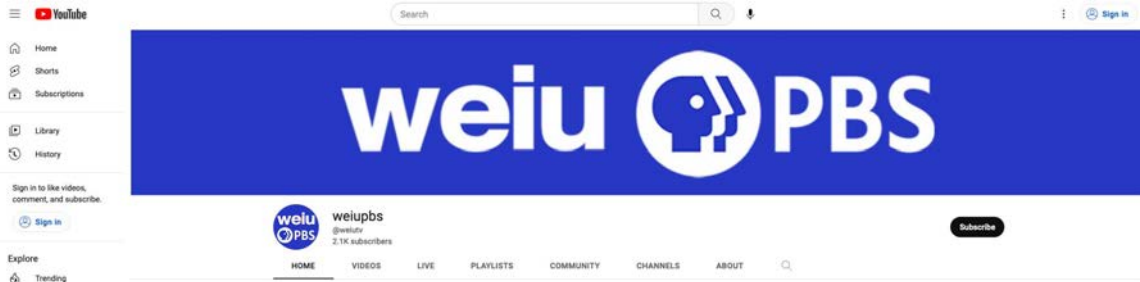
#### **Viewer Comments...**

\*I am a devoted Saturday morning watcher on Dish. I also enjoy the other sewing shows. – Rebecca B.

\*This was really amazing to see and learn about the history of my hometown. I was a member of the Paris Marching Band and Jazz Band in high school from 97-99 when Mr. Sperry retired. Mr. Warren Sperry still looks exactly the same. Our last major trip the Kentucky Derby in 1999. This was an excellent series!! – Cory S.

\* Allow me a few moments to express my gratitude for your time giving my JOU 1000 - Media Literacy class a tour of the WEIU-TV facilities this past Wednesday, Sept. 21, 2022. My students also appreciated your time, thoroughness and passion in talking about News Watch, PBS and other programming offered through the station. It is important that my students be exposed to all forms of media and news-gathering organizations to help them understand how to distill the plethora of media messages they are exposed to daily. Students at EIU and our off-campus community are fortunate to have access to such quality student-generated programming. – Greg C.

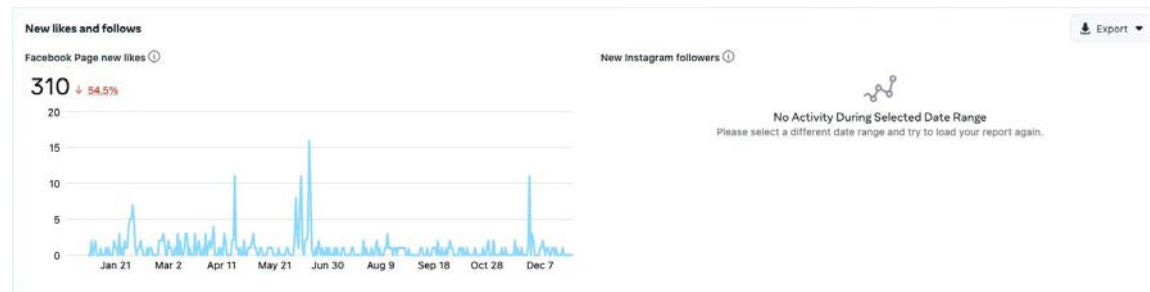
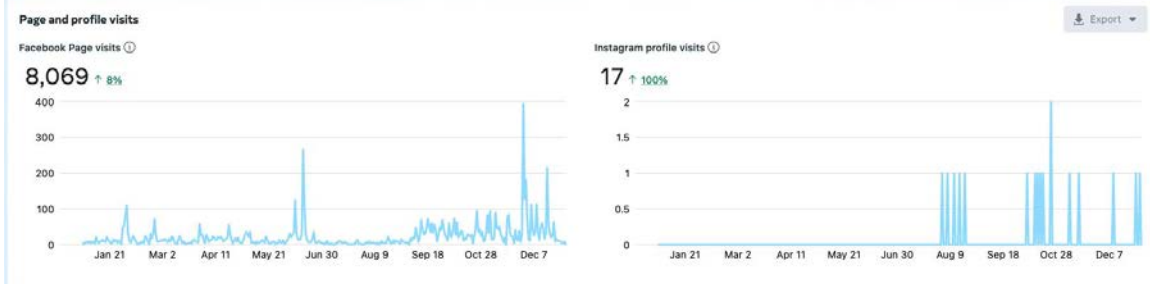
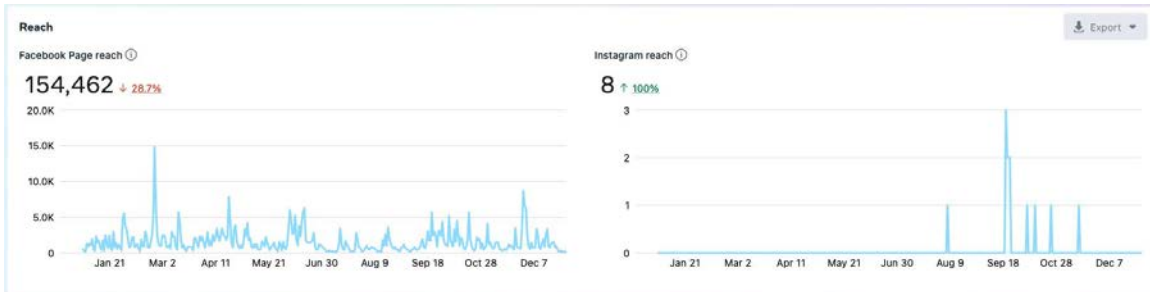
## Social Media Insights



YouTube channel page for weiu PBS. The header features the weiu PBS logo on a blue background. Below the header, the channel name 'weiu PBS' and subscriber count '2.1K subscribers' are visible. Navigation tabs include HOME, VIDEOS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. A 'Subscribe' button is located on the right side.



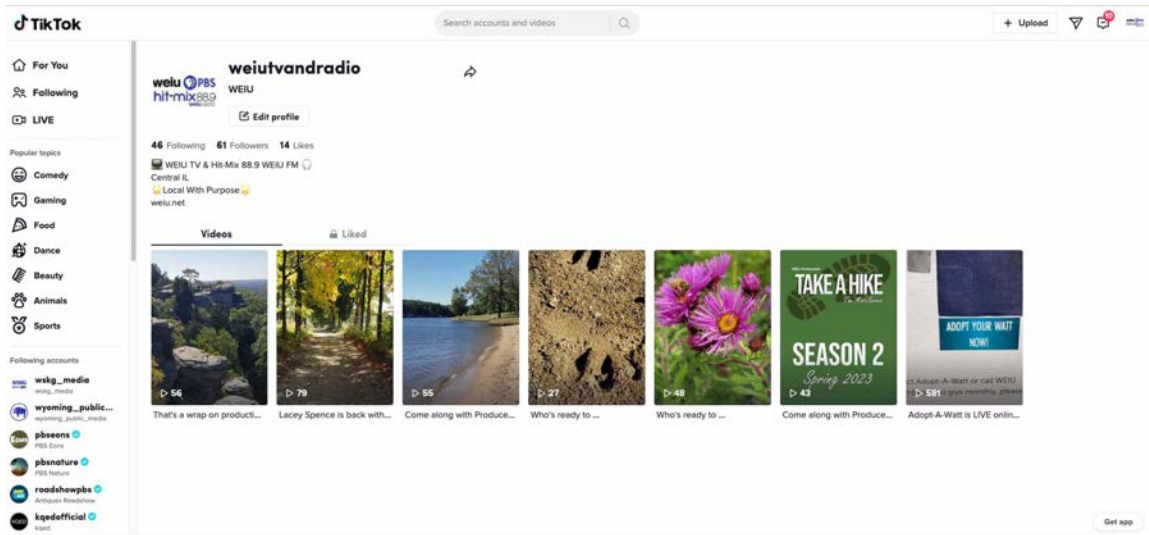
Twitter profile page for WEIU TV (@weiuPBS). The profile banner features the weiu PBS logo. The bio states: 'Eastern Illinois University's PBS-affiliated television station serving over 20 counties in Illinois and Vigo County, Ind.' It also lists 'Media & News Company', 'Charleston, Illinois', 'weiu.net', and 'Joined June 2011'. The profile shows '24 Following' and '686 Followers'. Navigation tabs for 'Tweets', 'Tweets & replies', 'Media', and 'Likes' are at the bottom.





## New Social Media Engagement Opportunities

WEIU-TV is working to be #trending. WEIU is officially on the social media platform TikTok and Instagram. The station is in its beginning stages of breaking into both of these social media spaces. However, the station's TikTok is already followed by several other public broadcasting stations looking to make a mark on the platform. Content production is expected to increase in the coming months as staff become more familiar with this technology. Additionally, students of the radio and television programs are showing interest in creating content for the station, which will double as experience and exposure for them and WEIU.



# FNX

FIRST NATIONS EXPERIENCE®

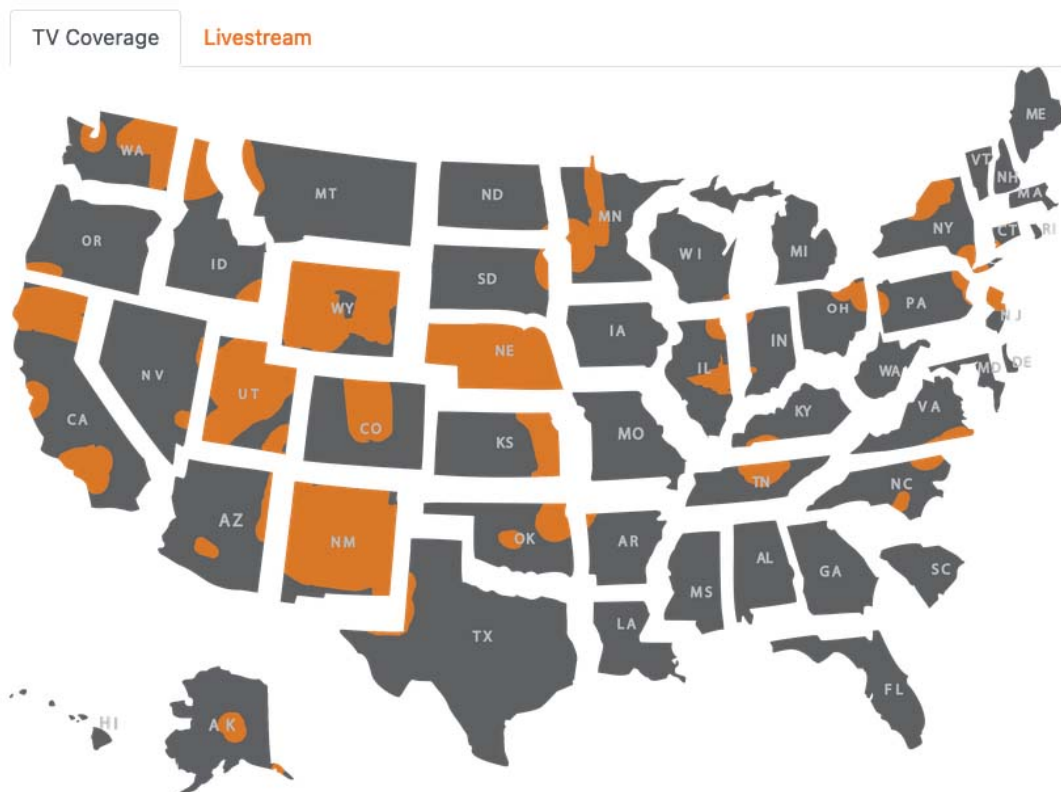
**WEIU TV broadcasts FNX on a second digital channel 51.2**

FNX|First Nations Experience is the first and only broadcast television network in the U.S. dedicated 24/7 to Native American and World Indigenous Programming.

**Outside of the Chicago area, WEIU TV is the only PBS affiliate station broadcasting this channel for viewers in Illinois.**

## How to Watch FNX

Below is a map that shows where FNX is currently broadcasting.





**WEIU offers station tours to the community, student organizations, schools, clubs, and prospective students.**

**In 2022, WEIU gave 25 station tours to approx. 500 individuals**



**WEIU also participated in Eastern Illinois University Open House activities where over 2000 pre-registered guests attended. WEIU staff and students spoke to prospective students about educational hands-on opportunities available at the station to enhance their learning experience.**



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## Local with Purpose

**Producing Programs with Fresh Perspective**

**Building Connections through Shared Experiences**

**Sparking Curiosity by Engaging Education**

In 2022, the WEIU Staff came together to discuss rebranding and took a closer look at updating our mission statement. Through this process of reflection, *WEIU: Local with Purpose* was born. WEIU's commitment to our viewers has never been stronger, and we strive every day to fulfill our Local with Purpose mission. This mission includes producing programs with fresh perspective, building connections through shared experiences, and sparking curiosity by engaging education. WEIU created a pre-recorded, one-hour pledge special "WEIU: Local with Purpose" to introduce our refreshed values, and share a behind-the-scenes look at the purpose of several staff members at WEIU. This verbiage has become paramount in connecting with our viewers through television and digital media.

**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 502-foot tower located southeast of Humboldt, IL.**