

weiu  PBS

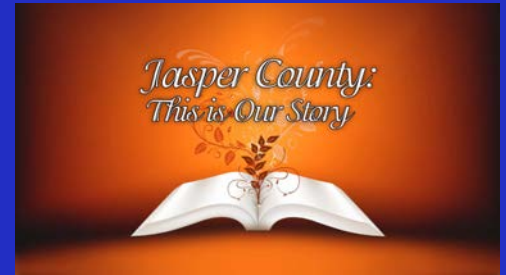
## Local with Purpose

Producing Programs with Fresh Perspective

Building Connections through Shared Experiences

Sparking Curiosity by Engaging Education

2023 LOCAL CONTENT AND SERVICE  
REPORT TO THE COMMUNITY



Jasper County: This is Our Story

Aired: July 18, 2023

16 Storytellers

Total Dollars Raised: \$8,820.00

weiu  
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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.**



**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 2023, 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.](#)

**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 16 of Being Well featured 13 brand new episodes, with topics ranging from: Diabetes Drugs for Weight loss, Dry Needling, PTSD, Post-Partum Depression, and more. Show Host & Producer, Lacey Spence, was excited to be hosting her 4<sup>th</sup> season of the show. Being Well Season 16 wouldn't have been possible without the many medical partners from Carle, Horizon Health, HSHS Medical Group, Noble Health Associates, and Sarah Bush Lincoln.



**13 Pre-Recorded Episodes – 6.5 hrs**

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



Episode #1603  
Diabetes Drugs for Obesity Treatment

The image shows a man in a suit and a woman in a patterned top sitting at a desk. A monitor in the background displays the 'Being Well' logo.



Episode #1607  
Basic Care Response Demonstrations

The image shows a man in a blue polo shirt, a woman in a black top, and another woman in a patterned top sitting at a desk. A monitor in the background displays the 'Being Well' logo.



Episode #1613  
Post-Partum Depression

The image shows three women sitting at a desk. A monitor in the background displays the 'Being Well' logo.

# CITY SPOTLIGHT

City Spotlight, produced and hosted by Rameen Karbassioon, concluded Season 9 and has started Season 10. City Spotlight covers communities in Central and Southeastern Illinois. The number of communities covered on City Spotlight thru the start of Season 10, is now at 24. In 2023, first time episodes were done on the communities of Robinson and Villa Grove. In episodes produced during calendar year 2023, education, festivals, and many new things to our local communities were the focus.

Also, a couple of episodes were produced at the end of Season 9, focusing on individuals. One of those episodes on an individual, was about a limb-different child, who excels in athletics in his community of Neoga, Illinois. The feature on Jack Finney of Neoga, was a two-part feature dubbed, "City Spotlight - Person Spotlight - Jack Finney". The entire feature on Jack Finney, just over an hour in length, aired online only, on the WEIU Youtube and Facebook pages.

City Spotlight is almost recorded exclusively on-location in the communities that are being featured.

**City Spotlight – Season 9 into Season 10 – 24 Episodes – 10.25 hrs**

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





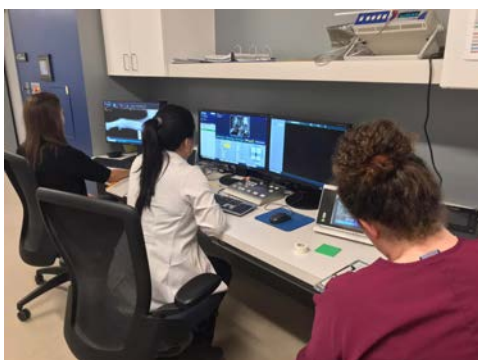


The Paw Report...

Kelly Goodwin returned for a 10th season of hosting The Paw Report. In season 13 of The Paw Report, 11 new episodes were produced, with two additional episodes, "Paw Classics" airing, for a total of 13 episodes. In the 11 new episodes produced, in-studio and on-location tapings were conducted, with a Paw Report record, six on-location tapings. Subject matter covered included behavior-related issues of cats and dogs, new treatments for animals with cancer, a visit to a reindeer ranch, a trip to a bloodhound service, and our second trip to Indiana, as we checked out the Indiana Skunk Rescue.

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

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





WEIU’s outdoor show is marching on and entertaining viewers with its second season in the books! 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 2 featured: Walnut Point State Park, the University of Illinois Arboretum, Warbler Ridge Conservation Area, Lake Sara, Mill Creek Lake & Park, and Garden of the Gods. Season 2 is a finalist for the 15th Annual TASTE AWARDS in the categories of “Best Travel Program,” “Best Nature or Animal Program, Film or Documentary,” and “Best Action, Sports, Adventure or Outdoors Program, Film, or Documentary.”



**6 Pre-Recorded Episodes – 3 Hours**

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



Production for Take a Hike Season 3 is ongoing, with new episodes airing Spring 2024. Season 3 locations include: Fox Ridge State Park, Ballard Nature Center, Giant City State Park, Macon County Conservation District, City of Paris Parks, and Starved Rock State Park.



# 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.

**44 episodes in 2023 – 21.5 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.

**Illinois News Broadcasters State Collegiate News Awards**

2023 – Outstanding Television Newscast – 1<sup>st</sup> Place

2023 – Outstanding Television Sports Reporting – 2nd Place – Jenna Minor

2023 – Outstanding Television News Photography – 1<sup>st</sup> Place – Jenna Minor

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

2023 – Best TV Weather – Will Redden – 1<sup>st</sup> Place

2023- Best TV News Package – Jenna Minor – 1<sup>st</sup> Place

2023- Best TV News Package – Drew Coffey – Honorable Mention

2023- Best TV Sports Package – Jenna Minor – Honorable Mention

**Intercollegiate Broadcasting System (IBS) College Media Awards**

2023 – Finalist, Best Newscast – winners announced March 2nd





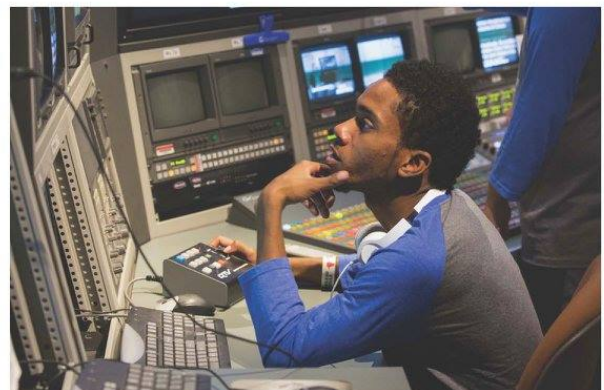
## STUDENT OPPORTUNITIES IN BROADCAST JOURNALISM



### 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








*July 18th*  
*7:00 pm*

*Jasper County:*  
*This is Our Story*

*live on air*  
*and online*

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

In July 2023, WEIU broadcast the 17th program in the "Our Story" series, "Jasper 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.

**Jasper County: This is Our Story**

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WEIU's newest local program, "School Talk", hosted by Brayden Armstrong. At the time of recording and airing, Brayden was a sixth grader in the Charleston, Illinois School District. This unique program, featuring kids talking about school, covered a variety of subjects of things impacting them at school and in the community. Six, sixth graders were interviewed and were featured in three episodes. "School Talk" was recorded on-location at Jefferson Elementary School in Charleston, Illinois.

**School Talk - Season 1 - 3 Episodes - 1.25 hr and  
6 Individual Interviews on YouTube**





**Streaming and Online Content**

2023 opened the door to other opportunities to serve the community, including the EIU Campus Community.

Spring and Fall Commencements were streamed live to thousands of viewers, allowing families far and wide to celebrate their graduates on their special day.

WEIU helped to promote the EIU Fall Kick-Off event, compiled a highlight reel of footage from the 2023 Homecoming Parade in 4K Resolution.



WEIU also partnered with the university to broadcast the EIU Fall Update from new President, Dr. Jay Gatrell, as well as live streaming his official Investiture Ceremony. WEIU is grateful to partner with the University whenever possible.



EIU Commencement Dec 16, 2023 10am  
2.8K views • Streamed 1 month ago



EIU Presidential Investiture Ceremony  
253 views • Streamed 2 months ago

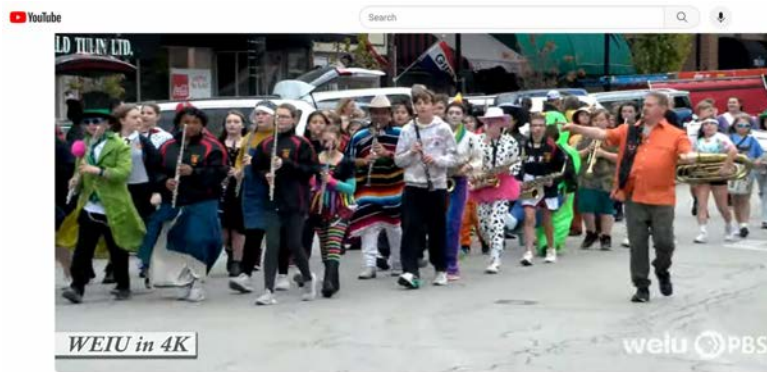


EIU 2023 Fall Update  
305 views • Streamed 3 months ago



EIU 2023 Spring Commencement 10 AM  
3.5K views • Streamed 8 months ago

**Highlights from Jefferson Elementary School's Halloween Parade in Charleston, Illinois. Recorded in 4K.**



Jefferson Elementary School Halloween Parade 102723

 **weiu**  
2,388 subscribers [Subscribe](#)

1.7K views 2 months ago  
The annual Jefferson Elementary School Halloween Parade, in Charleston, Illinois.  
This video was taped on 10/27/23 and produced in 4K...more



**2023 Coles County Scholastic Bowl**



WEIU recorded on 9/28/23, the 6th Coles County Clash Scholastic Bowl, which was taped on-location at Eastern Illinois University’s Doudna Fine Arts Center.

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

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



**GIVING TUESDAY**  
**weiu**  **PBS**

WEIU TV staff hosted on-air fundraising pitches on Giving Tuesday - Tuesday, November 28th from 8:00am – 8:00pm. 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. We 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.

**WEIU**  **Passport**



**GIVING TUESDAY**  
**weiu**  **PBS**

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

Scan to Give 

**Programming Broadcast Hours on WEIU 2023**Total Hours of Programming Broadcast: **7903**Total Hours of Children's Programming: **2845**Total Hours How-To, Life, Travel, Public Affairs, Documentary: **2775**Total Hours Local Programming: **580****Donors Matter...****WEIU has 316 total donors****\$38,766 given in total gifts****The average donation per donor is \$123****Viewer Comments...**

"This is Our Story" shows are so full of history and personalities. We love them.

The PBS The kid shows are so cute and educational. raised my kids watching and now my granddaughter watches too!

It was such a pleasure being a part of Jasper County: This is Our Story!  
Thank you to all of our new friends at WEIU!!

I know this library! Thanks, Brayden for delivering the Summer Reading Packets!

Had an awesome time touring WEIU Radio/TV today with friends! Thank you WEIU!!

Very well-deserved awards as these News Watch students put in hours of work above and beyond their classroom hours!



### Social Media Insights



**weiupbs**

@weitutv · 2.36K subscribers · 4K videos

WEIU-TV is a 25 percent PBS affiliate television station and service of Eastern Illinois Unive... >

weiu.net

Subscribe

Home Videos Live Playlists Community

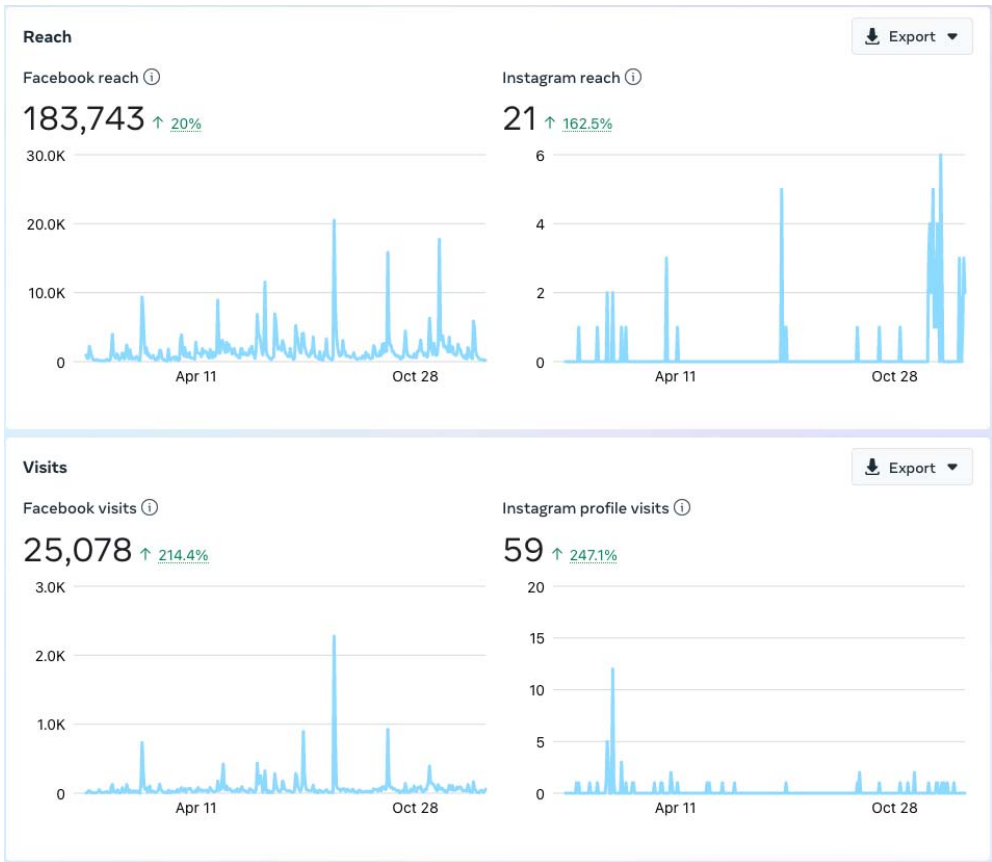


**WEIU TV Public Broadcasting Station**

6.5K likes · 7.2K followers



Advertise Manage Edit

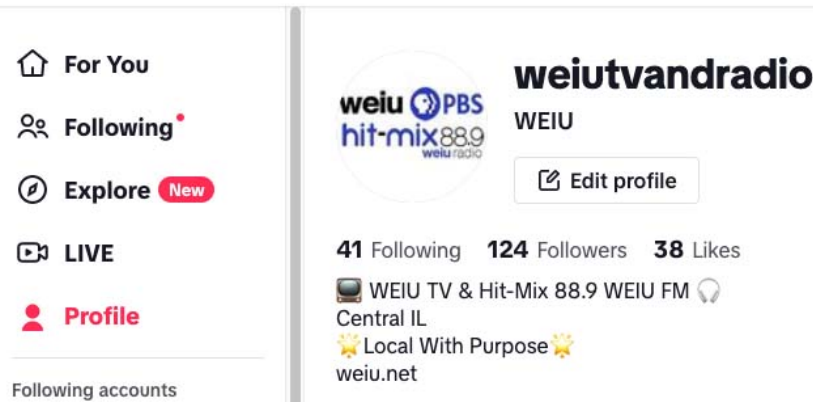


## New Social Media Engagement Opportunities

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 this 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.



## TikTok



# 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.**

**WEIU TV broadcasts a 24/7 Weather Radar on a third digital channel 51.6  
with Hit-Mix 88.9 WEIU FM radio as background music.**





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

**In 2023, WEIU gave 23 station tours to approx. 500 individuals**



**WEIU also participated in (4) Eastern Illinois University Open House activities where over 1120 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.**



### Educational Services



During the summer of 2023, student volunteer Brayden Armstrong packaged Summer Reading Program materials and delivered them to 18 libraries in the WEIU TV broadcast viewing area. 207 packets were created with Summer Reading Logs, Work It Our Wombats, Nature Cat, Clifford The Big Red Dog, and Sesame Street educational information and activities to help children learn and grow. 179 packets were English, 18 packets were Spanish.



**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.**

