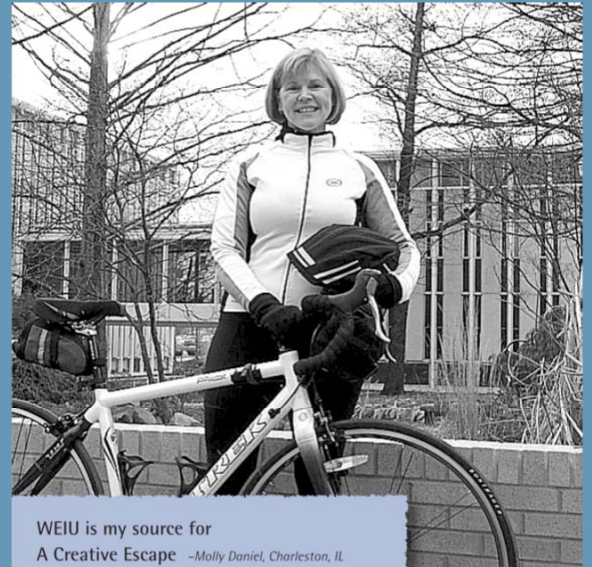




2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



WEIU is my source for
A Creative Escape -Molly Daniel, Charleston, IL



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 2011, WEIU emphasized educational growth among pre-school children through adulthood by connecting local and national programs and PBS Educational Media in an integrative learning environment. 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.

New Local Programs, Engaging the Community...

In September of 2011 WEIU TV launched a new lineup of local programming, adding 5 new weekly programs. The station committed Monday through Friday from 5:30pm to 7:00pm solely to locally produced content. New programs included shows focusing on Veterans, Agriculture, Local News, Health and Hobbies. The new programs were added to long- running programs, such as news, travel and collegiate sports. Today WEIU TV produces 10 different local shows as well as timely specials and collegiate football and basketball broadcasts throughout the year. The new local content adds a fresh and different mix to the WEIU programming schedule. In addition to the broadcast component, each local program has a webpage with full episodes posted to the WEIU TV Channel on You Tube.

Several programs are the result of partnerships with people and organizations in the community. For the health program “Being Well” WEIU partnered with Eastern Illinois University, department of Kinesiology and Sports studies and two area healthcare providers for both topic selection and program guests. Our agriculture program, “The 4 Rivers Ag Report”, uses resources from the local Ag extension offices for both topics and guests.

The new local programs are produced by a production staff of 4, full time producers along with production assistance by Communication and Journalism students at Eastern Illinois University.



Photo on the top left:
Community guests on
the new local program
“Being Well”.

Photo on top right:
WEIU
Producer/Director, Kate
Pleasant in the studio for
new local program News
Watch In Focus.



Bottom Photo:
New Host: Duska
Cornwell on set with a
Community Guest for
another new program,
Hobbies, Crafts &
Collectibles.

Educational Services, Engaging Families and Children...

Each week, WEIU TV broadcasts more than 40 hours of quality PBS Kids programs. These programs not only entertain, they focus on literacy development, healthy lifestyles, and positive social skills. Since 2000, our educational services program has provided training and resources for teachers, parents and child care providers to extend the learning power of the children's programs we broadcast. Our services include community-based projects such as Parent/Educator workshops, health and literacy outreach, book distribution programs providing 5000 books per year to children, events, and more.

WEIU Ready To Lead in Literacy

WEIU strives to be a leader in early literacy throughout our viewing area; we do so by providing our Ready To Lead in Literacy services. WEIU combines award winning children's public television programs with extensive outreach efforts to encourage early literacy in families of our community. We provide a variety of workshops covering topics on literacy, math, science, media and children, healthy habits, feelings/emotions, and basic skills. WEIU provided 37 workshops with 494 parents, caregivers, and educators attending reaching over 1200 children. During each workshop over 300 family literacy kits (including DVD, book, and children's activities) were given to each of the families who attended one of our workshops. In addition to workshops we provided over 5000 free books a year to children in our partnering centers.

WEIU Kids Day

WEIU TV hosts a Kids Day for children, families, and our community every year! We estimate 1000 community members attend this event highlighting educational fun through characters, books, activities, and play. Each year WEIU brings one or more favorite PBS KIDS character to our event for a meet and greet as well as providing hands on engaging activities. WEIU also feels it is important to promote early literacy in every outreach effort, to do so we allow each child in attendance to choose a free book to take home. Lastly, each year we choose a collection project this year we collected school supplies to be donated to area elementary schools.

WEIU Reading Club

The WEIU Kids Reading Club began as a way to help instill a lifetime love of reading for children and families. Families keep a log of books they have read through the month then submit reading logs to our station. We then send a prize each month we receive a reading log to the child. At the end of our year we celebrate with a party and each child receives a free book! Each year this outreach effort grows with 150 children participating, 16,000 books read, and 1145 free books given to children in the club.



Local News Program, Engaging Students...

WEIU-TV News Watch continues to produce more local news programming than any other college or university in the state of Illinois. Our production is unique in that it's solely produced, anchored and directed by Eastern Illinois University students majoring in communication studies, journalism or geography. News Watch airs Live Mon. – Fri. 5:30 – 6pm year round and does not follow the educational calendar set forth by Eastern Illinois University.



Former News Watch student Rachel Morris commenting about winning a Mid America EMMY award.

“Once you get involved at WEIU, you find that that’s your passion and it’s just something that becomes part of you and you want to work hard for it because you enjoy it and because you love it”



Former News Watch student and current Reporter for WNDU-TV Barbara Harrington on working at WEIU.

“To be able to say the program that you were involved with in college is more hard core than the place you work, I think that says a lot about the program WEIU has. It totally prepared me for the real world!”



WEIU Kids Day on Sesame Street

WEIU TV hosted this celebration at Kiwanis Park on August 20, 2011 with an estimated 1000 people attending, roughly half of those being children.

Reach in the Community:

Guests attended from Charleston area as well as Mattoon, Champaign, Effingham and more. Here are some of the activities from the day.

- Free books were given to about 500 children.
- School supplies collected to be given to area elementary schools.
- Brought Super WHY and Princess Presto to visit with children.
- Activities such as:
 - Super WHY Letter Bean Bag Toss
 - Reading Corner
 - Grow a flower
 - Make a bookmark
 - Opposite relay race
- Super WHY Snacks- we served cookies, apple slices, juice boxes, and water.



Partnership

- Community Organizations participating:
 - Douglas Heart Nature Center
 - Dr. Stephens
 - I Sing the Body Electric
 - Sarah Bush Lincoln Health Center – Healthy Kids
 - EIU Child Care Resource & Referral – Nutrition activity
 - Charleston Fire Department brought a fire truck and safety trailer
 - Girl Scouts/EIU Student Community Service- provided volunteers, bounce house, and games.

Impact and Community Feedback:

“My daughter has been talking about this non-stop - she is so excited”, C. Miller

Underwriters

EIU Student Community Service
 City of Charleston Tourism
 Charleston Parks & Recreation
 Wood Rentals
 Mangy Moose
 Pop's BBQ
 Megan's Closet
 Charleston Appliance Center
 EIU School of Continuing Education
 Doudna Fine Arts Center
 Domino's
 Charleston Fire Department
 Charleston Police Department
 Sarah Bush Healthy Kids
 Copy Express
 Girl Scouts of Southern Illinois
 Carle Foundation
 Lake Land College
 Petropics
 Arrow Travel
 Just Ask Rentals/True Value
 Lincoln Garden
 McHugh's
 Unique Homes
 EIU Alumni Association
 Drake Roofing
 A Citizen's Law Office
 Whole Body Health Center
 Dr. Jamie D. Stephens D.C. EIU ROTC
 Family Video
 H.O.P.E of East Central Illinois
 I Sing the Body Electric
 Douglas Heart Nature Center
 Save A Lot
 County Market
 Scholastic

Educational Services Workshops:

<u>37</u>	Workshops
<u>494</u>	Total Adult Participants
<u>152</u>	RTL (Parents)
<u>67</u>	Pre-K (includes Head Start teachers)
<u>0</u>	K-12
<u>268</u>	Pre-Service (students)
<u>6</u>	Faculty
<u>1</u>	Other
<u>1237</u>	Children reached
<u>5000+</u>	Children's books given to children
<u>250</u>	Literacy Kits- featuring Martha Speaks
<u>15</u>	Sesame Street Food for Thought workshops



Other Engagement Activities

- PBS KIDS GO Writers Contest (69 entries)
- WEIU Reading Club 150 participants, 16,000 books read, 1145 books given away
- Festival of the Young Child (Martha & Clifford) 300+ children in attendance, gave out 300 books
- Celebration: (Martha & Clifford) 300+ children in attendance, gave 300 books
- Provided 2000 Sesame Street Food for Thoughts to Food Pantry, Coles & Douglas County Health Departments, along with Head Start and Project Help teachers.
- 550 Newsletters to area Child Care Providers
- Parenting Counts packets to new parents at Sarah Bush Lincoln Health Center
- Healthy Families 4 Life Committee – Educational Services Coordinator is the chair
- Healthy Families 4 Life Project “Passport to Health” provides a passport with health resources in our community to share with children and families what health opportunities are in Charleston.
- Conference Presence: EIU’s 54th Annual Conference on Teaching of Mathematics
- Sarah Bush Lincoln Health Center KidsFest- provided activity for children
- ERBA Head Start Parent Fair- booth and Martha Speaks workshop
- ERBA Early Head Start Parent Fair- brought Clifford for character visit.
- Brownstown Elementary School Carnival- brought Clifford and Martha for character visit.
- Arcola Public Library Activity Day – for Summer Reading Club and a Mom and Tots group.
- EIU Athletics Day – brought Cat in the Hat character visit and handed out free children’s books.



- WEIU recently began to Pledge on air and online, we held four Pledge events in 2011.
- WEIU has 480 total members, 309 became new members in 2011 due to Pledge, Direct Mail, and Online Giving.

Membership Matters...



"Nicholas is enamored with WEIU and is very happy to be a member! His absolute favorite programming is the WEIU local evening news broadcasts along with several children's programs!" He also likes to watch the Dot and Dash promos and has researched the different ones over the years on YouTube! He has several favorites!

Kathy Zwilling, Nicholas' mother



WEIU is a valuable resource that helps us learn about our community and documents our history, growth and changes. As with primary sources from the Library of Congress, WEIU resources support educators as we share with students that people, places and events across time and place are often connected if we look at the big picture.

Steve and Cindy Rich, Charleston, IL



As part of the Library of Congress Teaching with Primary Sources (TPS) Consortium, we are reminded daily of the educational value of teaching with audio, video and artifacts collected at the local level. Eastern Illinois University TPS partnered with WEIU to create Constant Motion: The Job of Railway Post Office Clerks. This project resulted in a resource for educators about the men who worked U.S. Mail on the railroad and concurrently, our country and communities at that time. Through the collection of oral histories along with scanned photos and documents, a documentary was produced that aired across the United States along with a digital toolkit of resources for educators which is a featured link on the Smithsonian Institute National Postal Museum (NPM) website. In fact, several men featured in the video from local communities were also invited to be interviewed by the NPM for inclusion in the permanent collection in Washington, DC. “Constant Motion” highlighted a link between local families and changes in our nation’s communities, transportation and more.

When teaching about a person, event or place, a teacher hopes to engage students by drawing upon connections with their personal situation. We easily find audio, images and video of major events in large cities, but learning how communities in diverse locations are impacted and respond to an event offers a new perspective. This may involve looking at the local community and others to discover similarities and differences across time and place.

WEIU is collecting and safeguarding the story of our local communities. Through programs like Heartland Highways, we learn about the multifaceted people and neighborhoods that form central Illinois. WEIU programs available through video on demand offer access to reports on topics ranging from local economy and politics to community festivals and weather. Reports created as events occur are valuable primary sources that may be used for research and to encourage inquiry.

Dr. Cindy Rich, Eastern Illinois University

WEIU works to make our community aware that we **value** the opportunity to...

- Provide a service that is responsive to the needs of, and valued by, the University, our community, our students and our underwriters;
 - Consistently strive for excellence and professionalism;
 - Be accessible, dependable, honest and caring.
-

