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## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



### Paris: This is Our Story

Aired: March 10, 2016

44 Storytellers

Total Dollars Raised: \$38,860

### Marshall: This is Our Story

Aired: June 9, 2016

38 Storytellers

Total Dollars Raised: \$28,380

**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 2016, 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. 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.

Series like *Being Well* in its 9<sup>th</sup> season and *The Paw Report* in its 6<sup>th</sup> season continue to be produced with new topics and guests from the region. *Being Well* aired a live call-in program focused on Alzheimer's and Dementia in September 2016. Over 30 viewer calls were received in less than 60 minutes requesting information from the panel of experts.



Dr. Fatima Alao, a Neurologist with Sarah Bush Lincoln Health Center and Diane Snow, a SBL Licensed Clinical Social Worker.



Jeff Coggins and Tamara Foss stop by The Paw Report to inform us about the American Greyhound and the Greyhound breed.

# CITY SPOTLIGHT

City Spotlight features area community leaders from government and education. Each program is focused on one town. Viewer and guest response has been positive. City Spotlight has worked well as a resource for future editions of “Our Story”.



WEIU TV aired a live 1-hour program featuring city leaders from Charleston and Mattoon in April 2016.

WEIU hosted Song Stage producers, singers/songwriters on the campus of Eastern Illinois University for the production of Season 2. The production took place at Doudna Fine Arts Center and a live audience took part during the final stages of production as well. The program will broadcast in April 2017.



**Award Winning Newscast...**

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**

2016 – Student Production News – Honorable Mention-2-11-16  
2016 – Student News Talent – Jesse Guinn

**Illinois News Broadcasters State Collegiate News Awards**

2016 – Outstanding T.V. Reporting – Jesse Guinn – 2<sup>nd</sup> Place  
2016 – Outstanding T.V. Videography – Nathan Page – 1<sup>st</sup> Place

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

2016 – Best T.V. Weathercast – 2<sup>nd</sup> Place – Lacey Clifton  
2016 – Best T.V. Weathercast – 3<sup>rd</sup> Place – Jesse Guinn  
2016 – Best T.V. Sports Pack – 1<sup>st</sup> Place – Nick Ruffolo  
2016 – Best T.V. Newscast – 3<sup>rd</sup> Place



**Programming Broadcast Hours on WEIU...**

Tot. Hours of Programming Broadcast: **8269**

Tot. Hours of Children's Programming: **2870**

Tot. Hours Other Educational Programming: Nature/Science and  
Technology/History: **937.5**

Tot. Hours How-To and Other Instructional Programming: **1681**

Tot. Hours of Children's and Other Educational and Instructional Programming:  
**5488.5**

Tot. Hours of Local Productions: **580**

**Community Impact goes beyond the broadcast signal through**

 **PBS DigitalInnovators**

PBS Digital Innovator Award Winner in the WEIU broadcast area



Instructor of Creativity and Innovation  
Effingham High School

**Number of capacity-building outreach activities:**

\* WEIU's Raising Readers program distributed several educational items to Project Help. There were 320 literacy kit activity bags, over 800 books, several boxes of PBS Kids educational resources, stickers, tattoos, bookmarks, games, etc. distributed benefitting over 512 children.

\* WEIU distributed over 100 free books to Mattoon Head Start students

\* WEIU provided 18 station tours involving over 530 people of all ages. These tours provide the community with information about the station from news to programming and current technology. All aspects of television production were discussed as well as some hands-on experience with the weather center.

\*WEIU staff attended the Broadcast Fair at Eastern Illinois University on March 30, 2016. Staff talked to over 150 freshman and transfer students in Communication Studies and Journalism about radio and television media sales, production and on air promotion.

\*WEIU staff talked with prospective students along with their families over half a dozen Open House events at Eastern Illinois University. Prospective students and their families stopped by for station tours of WEIU throughout each of the Open House days.



WEIU News Director, Kelly Runyon having some studio fun with a young station tour visitor.



WEIU Student Staff waiting to meet potential students at an Open House for Eastern Illinois University.



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## Evaluating Outcomes, Measuring

### **Donors Matters...**

WEIU has 1095 total donors  
860 became new donors in 2016  
The average donation per donor is \$119.

### **Viewer comments...**

I have raved about the host named Rameen from City Spotlight and was delighted with his enthusiasm and good news about Arcola schools, football, etc.

I will spread the good news about what WEIU does!  
Viewer, Arcola

A personal thanks to everyone at WEIU, and especially to both of you for being the conduit, which not only pulled this community together, but allowed the word to spread well beyond our limits. Our 'story' should be a challenge as well as an opportunity for all of us, realizing there is always work ahead toward making our community better. I am so proud to be part of the story and thank you to all of our storytellers.

Best to all,

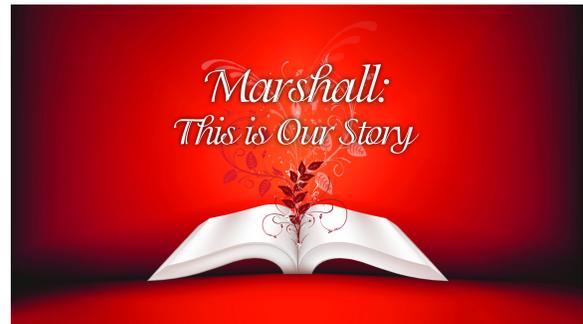
Tom, Paris

We love the international channel Mhz and record a lot of shows (on both 51.1 and 51.2) to watch later. We're stuck on "A French Village" right now, but all of the international mysteries are good.

Thank you,  
Mary, Charleston

## Helping You Tell the Story of Your Community!

*This is Our Story* project is a way for us to connect with the communities we serve as well as a way to allow those communities to tell their stories!



"Paris" Live Night Phone Bank



"Marshall Community Meeting"



Celebrating the Live Night Success!



"Marshall" Production taking place

