



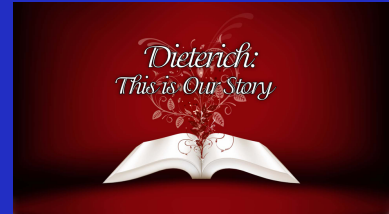
Local with Purpose

Producing Programs with Fresh Perspective

Building Connections through Shared Experiences

Sparking Curiosity by Engaging Education

2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

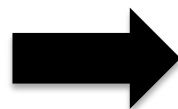


Dieterich: This is Our Story
Aired: April 25, 2024
16 Storytellers
Total Dollars Raised: \$6,915



Altamont: This is Our Story
Aired: 12/11/2024
Total Dollars Raised: \$15,485

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 22-county 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 2024, 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, on air and online presence. Testimonials, evaluation forms, memberships financial support and online insights from viewers, listeners, and community partners share and communicate impact.





Season 17 of Being Well featured 13 brand new episodes, with topics ranging from: Adult Vaccinations, a Naloxone Demonstration, Digestive Health, and more. The season also featured a one-hour special, “Love Needs No Words,” about frontotemporal degeneration. Show Host & Producer, Lacey Spence, was excited to be hosting her 5th season of the show. Being Well Season 17 wouldn’t have been possible without the many medical partners from Carle Health, Horizon Health, HSHS Medical Group, and Sarah Bush Lincoln.

14 Pre-Recorded Episodes – 7.5 hrs
Airing Tuesday at 7:00 p.m. and Wednesday at 12:30 p.m.




Episode #1701
Barrett's Esophagus & HALO Ablation




Episode #1708
Naloxone Demonstration




Episode #1710
Sports Medicine




Love Needs No Words

Frontotemporal Degeneration



CITY SPOTLIGHT

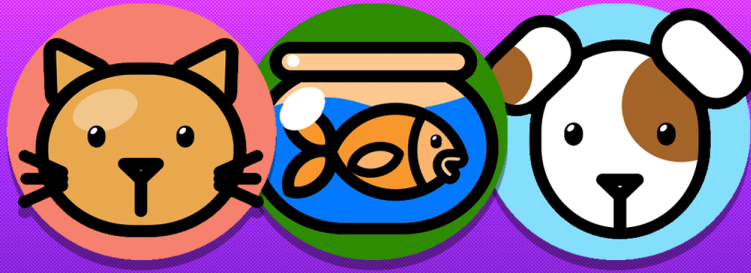
City Spotlight – Season 10 into Season 11 – 24 Episodes – 11 hrs

City Spotlight, produced and hosted by Rameen Karbassioon, concluded Season 10 and has started Season 11.

City Spotlight covers communities in Central and Southeastern Illinois. Twenty-nine communities have been covered on City Spotlight thru the start of Season 11 and is recorded exclusively on-location in these featured communities.

Highlights of these episodes featured in calendar year 2024, feature education at the K-12 level, as well Higher Ed at local community colleges, new facilities opening up, festivals, new communities being featured for the first time including the largest populated community to be featured on City Spotlight, Champaign, Illinois, and we remembered a hometown mayor who recently passed away, that had appeared on City Spotlight previously.



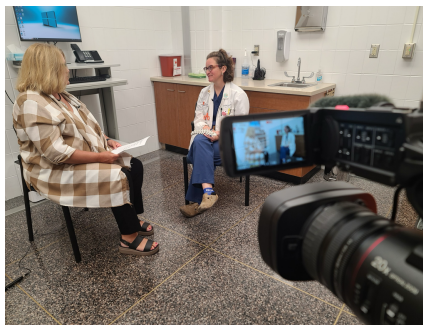


The Paw Report

WEIU PRODUCTIONS

The Paw Report – Season 14 – 14 Episodes – 7 hrs

Kelly Goodwin returned for a 11th season of hosting The Paw Report. In season 14 of The Paw Report, 14 new episodes were produced. In these 14 new episodes produced, in-studio and on-location tapings were conducted, with a Paw Report record, seven on-location tapings. Subject matter covered included cost of veterinary care, selecting the best food for your cat, therapy dogs, as well as topics such as euthanasia and amputation, plus visits to the University of Illinois Veterinary Teaching Hospital, a ranch featuring miniature cows, and a sanctuary in Indiana for pigs.





WEIU's outdoor show is marching on and entertaining viewers with its third season in the books! Take a Hike: The Mini-Series joined the WEIU lineup in Spring 2022, and was created by Show Host & Producer Lacey Spence. The program takes viewers on an "Outdoor Tour" of Illinois, showcasing a variety of federal, state, and local parks and natural areas. Season 3 featured: Fox Ridge State Park, Ballard Nature Center, Giant City State Park, Macon County Conservation District, City of Paris Parks, and Starved Rock State Park.

6 Pre-Recorded Episodes – 3 Hours
Take a Hike: The Mini-Series airs Monday at 8 p.m.

Production for Take a Hike Season 4 is ongoing, with new episodes airing Spring 2025. Episode topics include: Sam Parr State Fish & Wildlife Area, Bloomington Illinois' Miller Park, Kickapoo State Recreation Area, Lincoln Memorial Garden & Nature Center, Illinois Beach State Park, and an episode recapping some standout showcases from seasons 1-3.



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.

45 episodes– 23 hrs

Mondays (LIVE) at 12:00pm, Thursday at 12:00am, Friday at 6:30pm 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. 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

- 2024 – Outstanding Television Newscast – 1st Place
- 2024 – Outstanding Television News Reporting – 1st Place – Olivia Bennett
- 2024 – Outstanding Television News Reporting – 2nd Place – Matt Williamson
- 2024 – Outstanding Television Sports Reporting – 1st Place – Jenna Minor

Illinois Broadcaster’s Association Student Silver Dome Awards

- 2024 – Best TV Newscast – News Watch Team – 1st Place
- 2024 – Best TV Sports Package – Andrew Spaid – 1st Place
- 2024 – Best TV Photojournalism – Matt Williamson – 3rd Place
- 2024 – Best TV Weather – Will Redd, Ben Whitney,
Emily Davis – 1st, 2nd, 3rd

COLLEGE MEDIA ASSOCIATION, PINNACLE AWARDS

- 2024 – Finalist, Best Video Newscast
- 2024- Finalist, Best Video Sportscast



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



April 25th
7:00 pm

Dieterich:
This is Our Story

live on air
and online












217-581-9348
weiu.net/ourstory

December 11th
7:00 pm

Altamont:
This is Our Story

live on air
and online











ALWERDT ARTWORKS Heidanes Hidden Timbers




Special Thanks To:
City of Altamont, IL
Dr. Charles M. Wright House
Carriage House Event Center

217-581-9348
weiu.net/ourstory

In April 2024, WEIU broadcast the 18th program in the "Our Story" series, "**Dieterich: This is Our Story**". In December 2024, we broadcast "**Altamont: 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 Dieterich live airing consisted of 16 storytellers was just at 1 1/2 hours in length. The Altamont program consisted of 18 storytellers and was just under 2-hours in length. WEIU TV offered viewers DVDs, Blu-Rays and flash drives of these programs as a "Thank You" gift for their pledge of support.

Dieterich: This is Our Story

Aired: April 25, 2024

16 Storytellers

Total Dollars Raised: \$6915

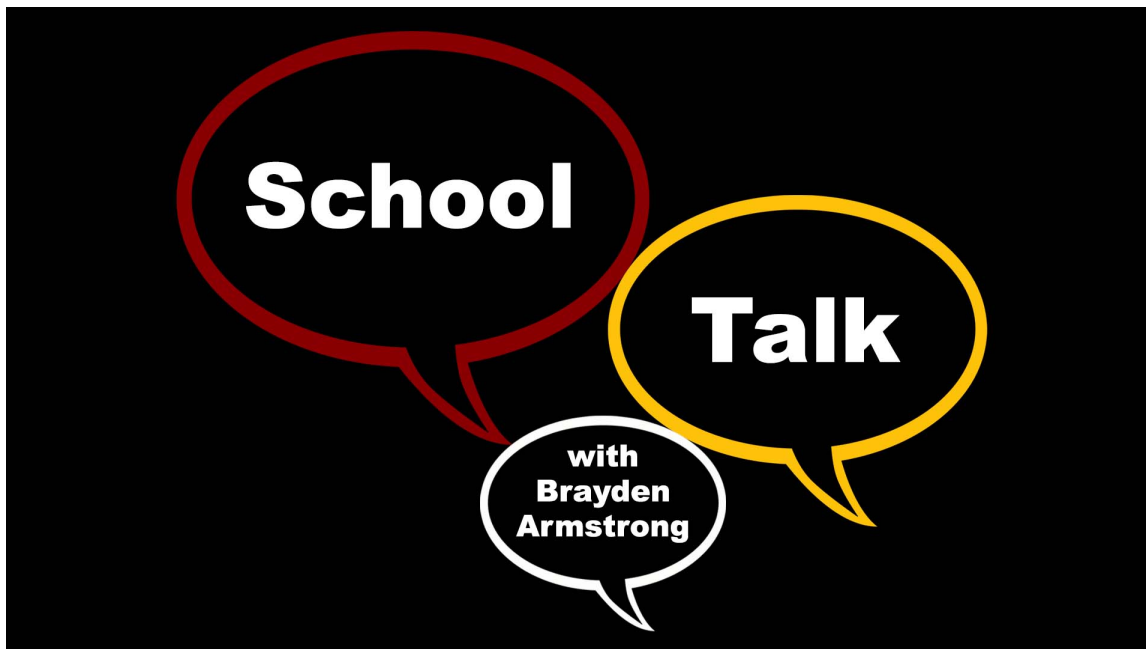
Altamont: This is Our Story

Aired: December 11, 2024

18 Storytellers

Total Dollars Raised: \$15,485





School Talk - Season 2 - 4 Episodes - 2 hrs

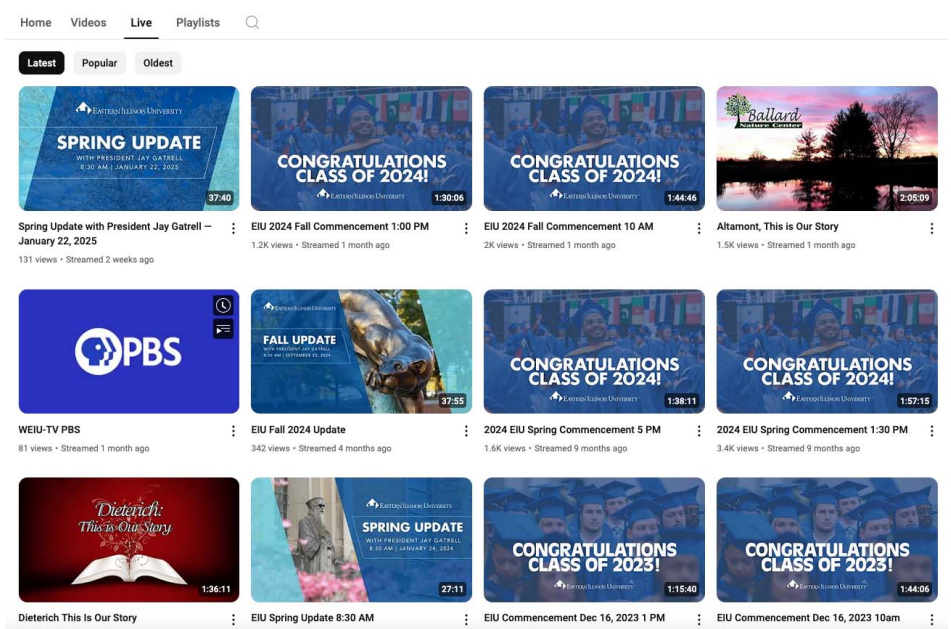
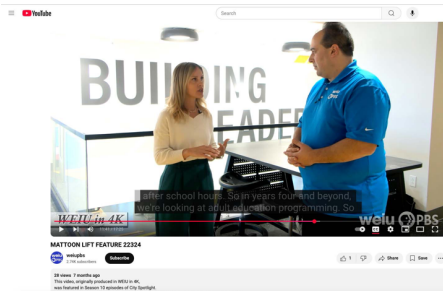
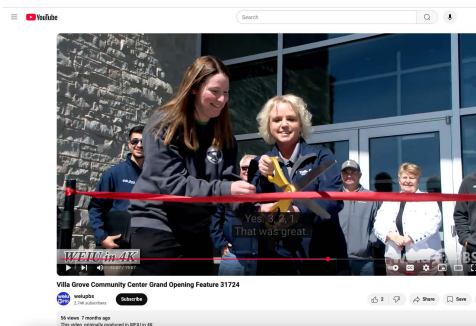
"School Talk", hosted by Brayden Armstrong returned for a second season. At the time of taping and airing, Brayden was a seventh grader in the Charleston, Illinois School District. This unique program, featuring kids talking about school, covered a variety of subjects of things impacting them at school and in the community. Eight, seventh graders were interviewed and were featured in three episodes. "School Talk" was taped on-location at WEIU TV in Charleston, Illinois.



Streaming and Online Content

The following aired on WEIU Facebook and/or YouTube pages...

- Villa Grove Community Center Grand Opening Feature 31724 – 19 mins (In 4K)
- Mattoon LIFT Feature 22324 - 17.25 min (In 4K)
- Altamont This Our Story Premiere Night 120424 - 6.5 min (In 4K)
- Dieterich This Our Story Premiere Night 41824 - 3.75 min (In 4K)
- Mt. Zion Boys Basketball 3A State Semifinal 30824 - 12.5 min (In 4K)
- 2024 EIU Fall Commencement 10 AM (Live) – 1 hour 30 mins
- 2024 EIU Fall Commencement 1 PM (Live) – 1 hr 15 mins
- Altamont: This Is Our Story (Live) – 2 hour 7 mins
- EIU Shout Out December 2024 – 2.5 mins
- EIU Shout Out November 2024 – 1.75 mins
- EIU Shout Out September 2024 – 3.75 mins
- EIU Shout Out August 2024 – 4.5 mins
- EIU Shout Out June 2024 – 2.25 mins
- 2024 EIU Spring Commencement 5 PM (Live) – 1 hour 38 mins
- 2024 EIU Spring Commencement 1:30 PM (Live) – 1 hour 57 mins
- 2024 EIU Spring Commencement 10 AM (Live) – 1 hr 24.25 mins
- Dieterich: This Is Our Story (Live) – 1 hour 36 mins
- EIU Fall Update – 38 mins
- EIU Spring Update – 27 mins
- EIU Shout Out May 2024 – 2.25 mins
- EIU Shout Out April 2024 – 3.25 mins
- Altamont: This is Our Story Thank You Spot – 1.5 mins
- Dieterich: This is Our Story Thank You Spot – 1.5 mins
- EIU Shout Out March 2024 – 3.75 mins
- EIU Shout Out February 2024 – 4.5 mins
- EIU Shout Out January 2024 – 3.25 mins



2024 Coles County Scholastic Bowl

7th Coles County Clash Scholastic Bowl – 50 minutes

WEIU recorded on 10/03/24, the 7th Coles County Clash Scholastic Bowl, which was recorded on-location at Eastern Illinois University’s Doudna Fine Arts Center. WEIU has recorded all seven of these annual scholastic bowl matches between Charleston and Mattoon High School Scholastic Bowl teams.







EIU Road To Success - 1 hr 23 min

EIU Road To Success is a production of Eastern Illinois University Athletics and WEIU TV. This program was originally recorded on June 1st, 2024, at EIU's Groniger Arena, in Charleston, Illinois. EIU Football legends Mike Shanahan, Sean Payton, Tony Romo, and Jimmy Garoppolo, tell stories of their journey and times at EIU, and in the NFL.





GIVING TUESDAY
weiu  **PBS**

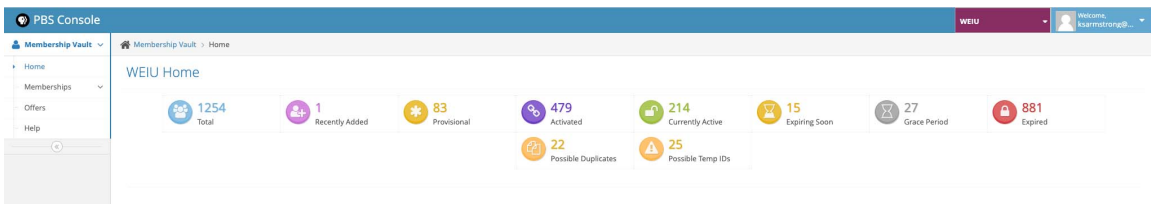
1 (877) 727-9348
Please call to pledge your best gift today!

VISA
MasterCard
American Express
DISCOVER

Scan with a Cellphone Camera to Give Online
(or visit weiu.net)

Giving Tuesday - Tuesday, December 3rd. On air and online day of giving to support the efforts of WEIU TV. Members becoming donors supports the local productions that WEIU TV produces and offers to the communities that we serve. Members make a difference in keeping public broadcasting alive and well.

WEIU Passport



Passport is another revenue opportunity for viewers to become members. WEIU offers Passport for extended programming anywhere/anytime! When viewers give a minimum of \$5/monthly or \$60 annually they receive a one-year subscription to Passport to binge watch their favorite shows or receive early access to some of the programs they just don't want to wait for!

[Programming Broadcast Hours on WEIU 2023](#)

Total Hours of Programming Broadcast: **8240**

Total Hours of Children's Programming: **2713**

Total Hours How-To, Life, Travel, Public Affairs, Documentary: **2824**

Total Hours Local Programming: **593**

[Donors Matter...](#)



WEIU has 359 total donors


\$85,660 given in total gifts

The average donation per donor is \$239

Viewer Comments...

Kids Day Comments...

We had the best time!! A great event for the kids!! Our little one was only one but he smiled through all the activities  Thank you for hosting such an amazing family-friendly event 

So much fun glad to see everyone's smiling faces especially the kids smiling faces.  makes people appreciate the little things in life.

This is Our Story Comments...

These are so full of history and personalities. We love them.

Enjoyed this very much (especially as a retired Dieterich teacher, live in Effingham (grew up on a farm in Clay County))

WEIU TV Special Fundraising Opportunity

Just one of the many ways that we partner to raise funds!



The graphic features the WEIU PBS logo at the top left. The main text reads "ENTERTAINMENT MEMBERSHIP DRIVE" in large, bold, blue letters. Below this, a dark blue rounded rectangle contains the text "ONLY AVAILABLE TO THE FIRST 25 NEW MEMBERS!". At the bottom, it says "To become a member, visit weiu.net". On the right side, a circular collage of images shows various WEIU programs and their associated gifts: "One-Year WEIU Passport subscription" (with a star icon), "Two Tickets to a 2024 Doudna Show", and "Two Tickets to EIU Football Game vs. Charleston Southern". A central blue circle contains the text "\$200 GIFT GETS YOU:".

WEIU TV October 2024 Entertainment Membership Drive
First 25 new members or current member one-time additional donation...

Donation: \$200

Thank You Gift: You will receive a one-year subscription to PBS Passport, 2 Tickets to a Doudna Fine Arts Center show this year, and 2 Tickets to the November 16th EIU Football game vs. Charleston Southern.

WEIU offers On-Air Pledge Opportunities throughout the year!

Spring, Summer, Fall, Winter, New Year's Day and many more times!

Donate Opportunities are always available online and by calling the station!



Social Media Insights

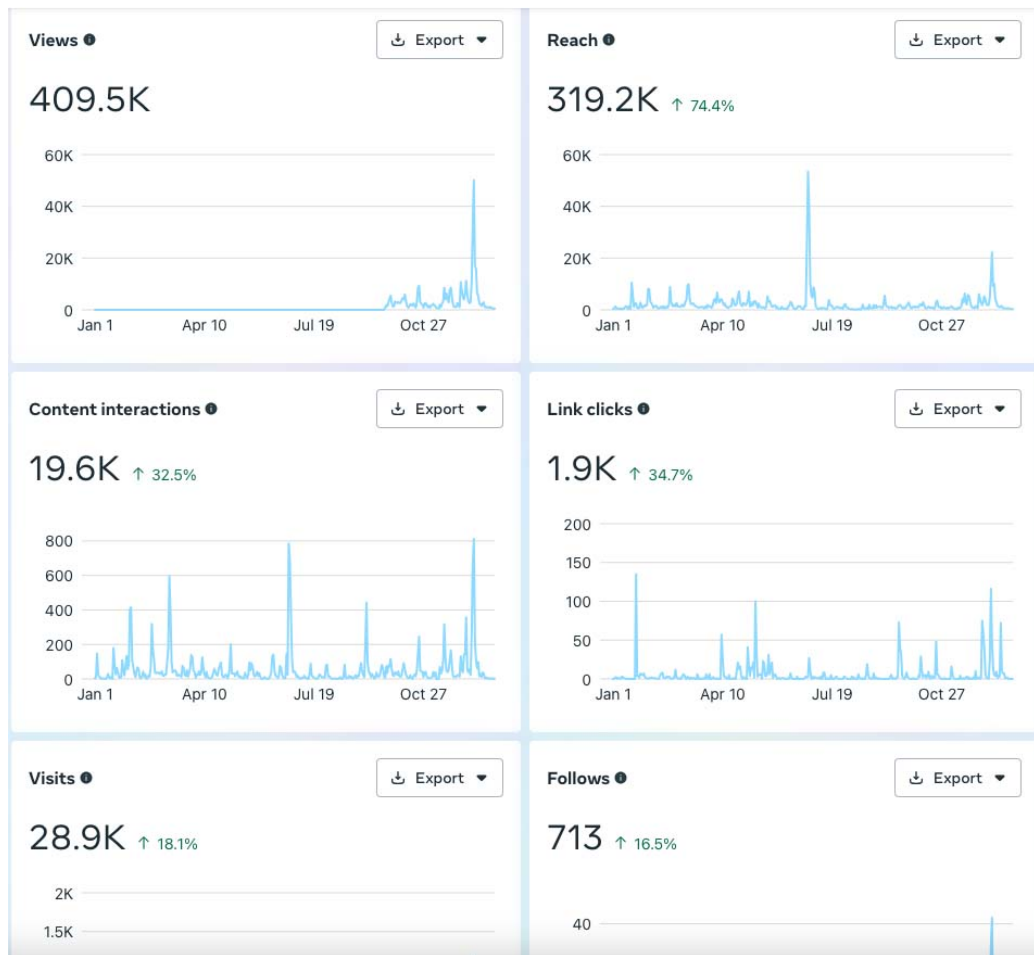
Manage Page
WEIU TV Public Broadcasting Station
Professional dashboard
Insights
Ad Center
Create ads
Boost Instagram post
Settings
More tools
Meta Verified
Leads Center
Meta Business Suite

weiu PBS
WEIU TV Public Broadcasting Station
6.6K likes · 7.7K followers
Visit Group · Liked · Message

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Shorts
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You
History
Sign in to like videos, comment, and subscribe.
Sign In
Explore
Trending

weiu PBS
weiuPBS
@weiuPBS · 2.73K subscribers · 4.3K videos
WEIU-TV is a 25 percent PBS affiliate television station and service of Eastern Illinois University...more
weiu.net
Subscribe

Home Videos Live Playlists



More Social Media Engagement Opportunities

Instagram



weiupbs Edit profile View archive 


178 posts 38 followers 0 following

WEIU TV Public Broadcasting Station
EIU, 1521 Buzzard Hall, 600 Lincoln Ave., Charleston, Illinois 61920
www.weiu.net

TikTok

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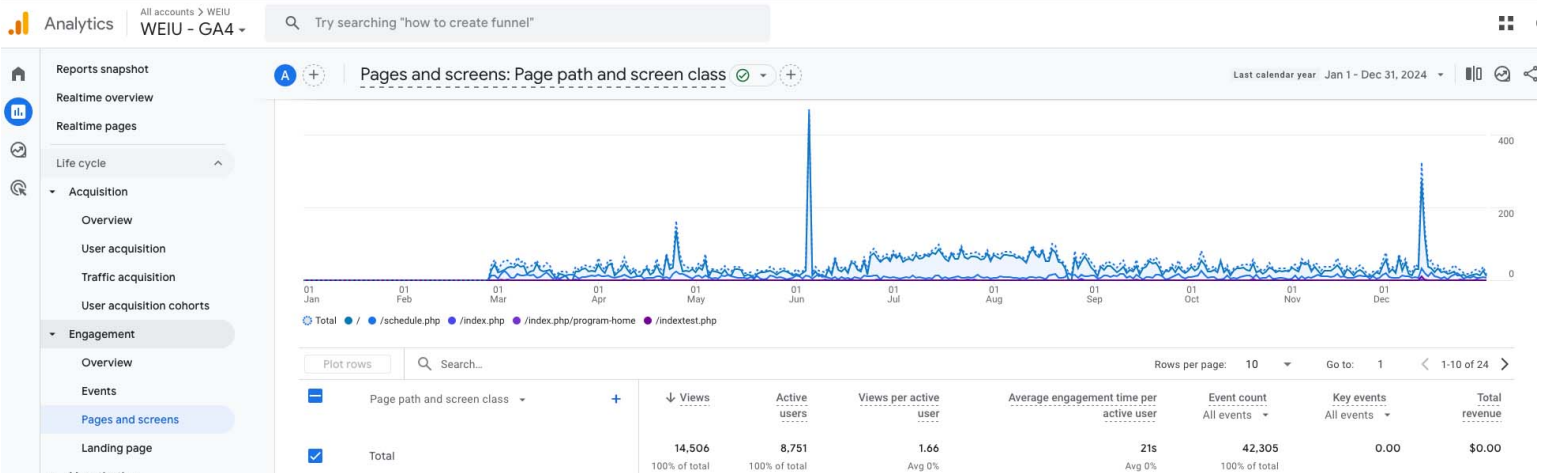
weiu tv and radio WEIU

Edit profile Promote post  

41 Following 185 Followers 40 Likes

 WEIU TV & Hit-Mix 88.9 WEIU FM 
Central IL
🌟 Local With Purpose 🌟
weiu.net

www.weiu.net Website Analytics



FNX

FIRST NATIONS EXPERIENCE®

WEIU TV broadcasts FNX on a second digital channel 51.2

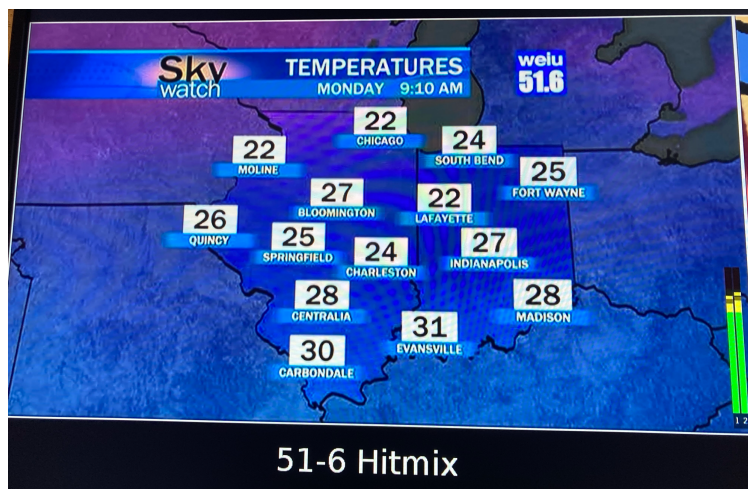
FNX|First Nations Experience is the first and only broadcast television network in the U.S. dedicated 24/7 to Native American and World Indigenous Programming.

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

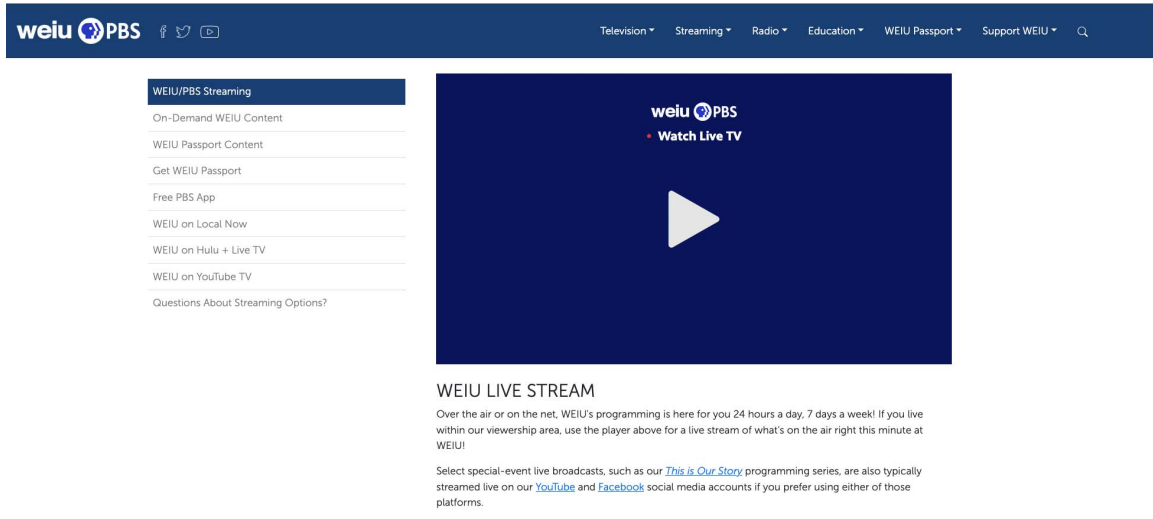


WEIU TV broadcasts a 24/7 Weather Radar on a third digital channel 51.6

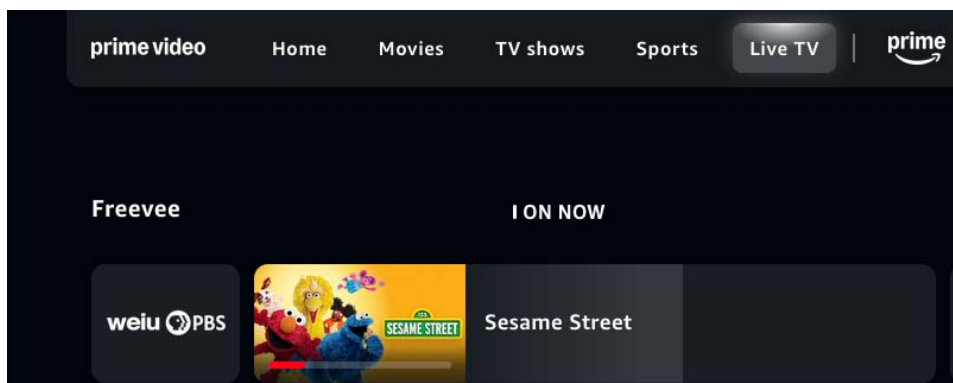
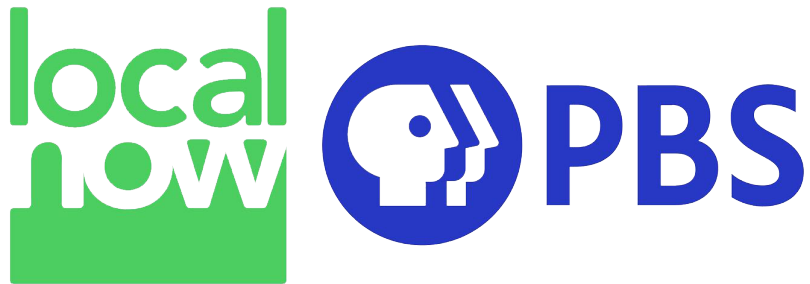
with Hit-Mix 88.9 WEIU FM radio as background music.



WEIU TV Streaming Platforms



The screenshot shows the WEIU website's navigation menu with options for Television, Streaming, Radio, Education, WEIU Passport, and Support WEIU. A sidebar on the left lists streaming options: WEIU/PBS Streaming, On-Demand WEIU Content, WEIU Passport Content, Get WEIU Passport, Free PBS App, WEIU on Local Now, WEIU on Hulu + Live TV, WEIU on YouTube TV, and Questions About Streaming Options? The main content area features a 'Watch Live TV' button and a video player. Below the player, text states: 'WEIU LIVE STREAM Over the air or on the net, WEIU's programming is here for you 24 hours a day, 7 days a week! If you live within our viewership area, use the player above for a live stream of what's on the air right this minute at WEIU! Select special-event live broadcasts, such as our *This is Our Story* programming series, are also typically streamed live on our [YouTube](#) and [Facebook](#) social media accounts if you prefer using either of those platforms.'



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

In 2024, WEIU gave 20 station tours to approx. 250 individuals

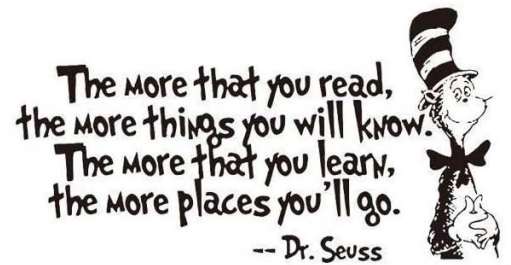
And, over 6 speaking engagements to approx. 100 individuals



WEIU also participated in (6) Eastern Illinois University Open House activities where over 2200 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 2024, student volunteer Brayden Armstrong packaged Summer Reading Program materials and delivered them to 23 libraries in the WEIU TV broadcast viewing area. 207 packets were created with Summer Reading Logs, and PBS Kids educational information and activities to help children learn and grow. 188 packets were English, 19 packets were Spanish.

PBS KIDS My Reading Chart

Name: _____

Book Title	Did you read with someone? <small>(parent, grandparent, brother, sister...)</small>	Date

There's more to explore at: pbskids.org

PBS KIDS Read Together & Share

Download the **PBS KIDS Video** app to watch your favorite shows anytime!

- Choose a book. Invite a parent, grandparent, or friend to read it with you and take turns reading out loud.
- Talk about the book together:
 - Name the **characters** in the book.
 - Describe the **plot** of the book.
 - Explain how the story ends.
- Great job! Flip this page over and add your book to the reading chart.

Find fun, summer games and activities on pbskids.org

WEIU TV brought back Kids Day in 2024!



Games! Prizes! Fun! Music!

Character Visits with Daniel Tiger & Katerina Kittycat!

WEIU-FM is broadcasting live at Kids Day 2024 in Buzzard Hall.

Participating Vendors: True Force Martial Arts, Child Care Resource and Referral, Dance Life, SBLHC Healthy Kids Car "Healthy Hero", Cub Scout Pack 41, Mid-Illinois Big Brothers Big Sisters, Mattoon Area Family YMCA, Douglas-Hart Nature Center, Mattoon Public Library, Girl Scouts, Charleston Parks & Recreation Department, HOPE of East Central Illinois, Phoenix Elite, Bunches of Treasures Art Studio, Fit-2-Serve, Lincoln Log Cabin, Children's Advocacy Center, EIU Sky Watch Weather, Camp New Hope, Charleston Fire Department, Charleston Police Department, Urban Butterfly Initiative, EIU Chemistry RSO, EIU World & Language Cultures, EIU Police Department, Birth to Five Illinois, EIU College of Education, EIU Music Department, Head Start, Project Help, Charleston Carnegie Public Library and an appearance from Billy the Panther.



WEIU KIDS DAY

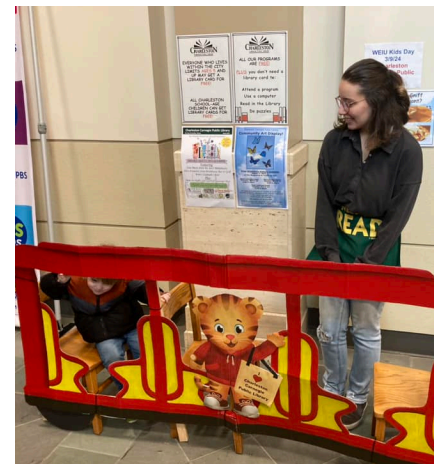
Eastern Illinois University
Buzzard Hall
1920 9th Street

March 9th 2024, 10 a.m. - Noon

weiu  PBS

Funding provided in part by City of Charleston Tourism Fund, Sarah Bush Lincoln, EIU, IAC and Local Underwriters

WEIU Kids Day Photos



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.

