

Radio and Television Center

600 Lincoln Avenue  
Charleston, Illinois 61920-3099

<http://www.eiu.edu/~weiu tv>

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April 1, 2013

EEO Staff  
Policy Division - Media Bureau  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Re: WEIU-TV, Charleston IL (Facility ID# 18301)  
Response to FCC EEO Audit Letter Request

Dear EEO Staff:

In response to your EEO audit letter request, dated February 26, 2013, a copy of which is enclosed (Attachment 1), Eastern Illinois University, licensee of Station WEIU-TV, Charleston, Illinois, is hereby providing this letter and the enclosed attachments. The subject Employment Unit includes WEIU-TV and WEIU(FM), also Charleston, Illinois.

**Audit Data Requested**

(a) Attachment 2 includes WEIU's two most recent Annual EEO Public File Reports, for August 1, 2011 through July 31, 2012, and August 1, 2010 through July 31, 2011. The website address for our two-station Employment Unit is [www.weiu.net](http://www.weiu.net). Our 2012 EEO Public File Report is on the website. There were no positions filled during the 2012 reporting period. However, during the 2011 reporting period, the following two full-time hires occurred:

Broadcast Equipment Operator, hired 10/26/2010; and  
Corporate Fundraising Specialist, hired 11/1/2010.

(b) Attachment 3 includes information for the Broadcast Equipment Operator and Corporate Fundraising Specialist. The Broadcast Equipment Operator position was filled in accordance with Illinois Civil Service rules and register procedures and University EEO/AA policies. For the Corporate Fundraising Specialist position, which followed University EEO/AA policies, Attachment 3 includes an advertisement as well as a list of sources to which the position was posted. There were no organizations that requested notification of job openings for any positions within our Employment Unit.

(c) Attachment 4 details the total number of interviewees for each vacancy and the referral source for each interviewee for all of the full-time Employment Unit vacancies filled during the period covered by the above-noted EEO Public File Reports.

(d) Attachment 5 contains documentation of WEIU's recruitment initiatives ("outreach activities") during the two periods under review, which initiatives are described in our two EEO Public File Reports. The Employment Unit personnel involved during 2011 and 2012 in these initiatives included Ke'an Armstrong, Rob Calhoun, Rameen Karbassioon, Fred Peralta and Jeff Owens. The total number of employees in our Employment Unit as of March 1, 2013, was 18, and the population of the Charleston IL (Champaign & Springfield-Decatur IL DMA) market exceeds 250,000. Therefore, our Employment Unit is required to perform four (4) initiatives in a two-year period. As our 2011 and 2012 Public File Reports show, we perform four or more initiatives each year.

(e) Our records indicate and to the best of our knowledge there are no pending or resolved complaints filed during the current license term of WEIU-TV, which began on December 1, 2005, before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of WEIU's Employment Unit on the basis of race, color, religious, national origin, or sex.

(f) From December 1, 2005, until the date of the FCC Audit letter, February 26, 2013, Jack Neal, WEIU's General Manager, has been responsible to ensure enforcement of the licensee's EEO policies and to inform employees and applicants of its EEO policies and programs. Applicants are made aware that Eastern Illinois University is an EEO/AA employer by a statement to this effect on all Position Vacancy Announcements and during the interviews. Details about the Equal Opportunity and Affirmative Action policy and plan are included in the licensee's Office of Internal Auditing-Internal Governing Policies #174, which is made available to all employees or potential employees at [www.eiu.edu](http://www.eiu.edu). The Annual EEO Public File Report is available at [www.weiu.net](http://www.weiu.net) and in print in the EEO section of both stations' public files.

(g) From December 1, 2005, until the date of the FCC Audit letter, February 26, 2013, WEIU has made efforts to analyze our EEO recruitment program to ensure that it is effective and to address any problems found as a result. The University requires that each and every hire adhere to its EEO/AA requirements. The University Human Resources office requires the departments to justify all persons selected for each position and to obtain General Manager and Provost Office approval for all hires.

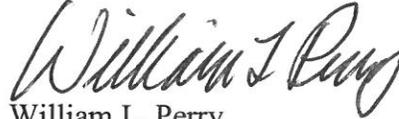
(h) From December 1, 2005, until the date of the FCC Audit letter, February 26, 2013, WEIU has made periodic efforts to analyze pay, promotions and selection techniques to ensure that they provide equal opportunity and do not have a discriminatory effect. Salaries are determined by the University's Human Resources Department and the Illinois Civil Service System. Benefits are determined by the State of Illinois.

(i) This subparagraph is not applicable to WEIU, because we are not a religious broadcaster.

**Time Brokerages**

This paragraph of the Audit request is not applicable to WEIU, because we do not have any time brokerages.

Sincerely,

A handwritten signature in cursive script that reads "William L. Perry".

William L. Perry  
President  
Eastern Illinois University

Enclosures (5)



Federal Communications Commission  
Washington, D.C. 20554

WEIU-TV ID#18301 Charleston IL  
EASTERN ILLINOIS UNIVERSITY  
600 LINCOLN AVENUE  
CHARLESTON, IL 61920

February 26, 2013

Dear Licensee:

1. In accordance with 47 C.F.R. § 73.2080(f)(4) of the Commission's rules, the station employment unit (the "Unit") that includes your above-referenced station (the "Station") has been randomly selected for an audit of its Equal Employment Opportunity ("EEO") program. A copy of Section 73.2080 of the Commission's rules is enclosed for your reference.
2. If the Unit is not required under our rules to have an EEO recruitment program due to the nature of its full-time workforce (having fewer than five full-time employees, defined as employees-regularly assigned to work 30 hours a week or more), you must still respond to this audit letter. However, in your response, you are required only to provide a list of the Unit's full-time employees, each noted by job title, the number of hours each is regularly assigned to work per week, and a response to Question 3(e) below. Also, in formulating your response, please see Questions 4(a)-(d) below regarding brokers and brokered stations for instructions for situations in which the applicable employment unit has fewer than five full-time employees.
3. **Audit Data Requested.** If the Unit employs five or more full-time employees (and all units, for Question 3(e)), provide the following information, including an explanation regarding any requested information that you are unable to provide:
  - (a) Copies of the Unit's two most recent EEO public file reports, described in Section 73.2080(c)(6). For any stations in the Unit that have websites, provide each web address. If the Unit's most recent EEO public file report is not included on or linked to on each of these websites, indicate each station involved and provide an explanation of why the report is not so posted or linked, as required by Section 73.2080(c)(6). In accordance with Section 73.2080(c)(5)(vi), provide the date of each full-time hire listed in each report provided. If the unit does not have its own website, but its corporate site contains a link to a site pertaining to the unit, then the unit's most recent EEO public file report must be linked to either the unit's site or the general corporate site, pursuant to 47 C.F.R. § 2080(c)(6).
  - (b) For each Unit full-time position filled during the period covered by the above EEO public file reports, or since your acquisition of the Station, if after that period, dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing the position, as described in Section 73.2080(c)(5)(iii). However, to reduce your burden of responding to this audit, if you have sent a job notice to multiple sources, you may send us only one copy of each such notice, along with a list of the sources to which you have sent the notice. In addition, indicate in your response whether you retain copies of all notices sent to all sources used, as required by Section 73.2080(c)(5)(iii). For on-air ads that aired multiple times, you may send us one log sheet indicating when the ad aired and tell us the other times it aired instead of providing multiple log sheets. Also, tell us whether you have retained all the log sheets for each

time the ad aired. We may ask for them for verification, but you need not provide them at this time. Include, however, copies of all job announcements sent to any organization (identified separately from other sources) that has notified the Unit that it wants to be notified of Unit job openings, as described in Section 73.2080(c)(1)(ii).

(c) In accordance with Section 73.2080(c)(5)(v), the total number of interviewees for each vacancy and the referral source for each interviewee for all full-time Unit vacancies filled during the period covered by the above-noted EEO public file reports.

(d) Documentation of Unit recruitment initiatives described in Section 73.2080(c)(2) during the periods covered by the above-noted EEO public file reports, such as participation at job fairs, mentoring programs, and training for staff. Specify the Unit personnel involved in each such recruitment initiative. Also, provide the total number of full-time employees of the Unit and state whether the population of the market in which any station included in the Unit operates is 250,000 or more. Based upon these two factors, determine and state whether the Unit is required to perform two or four initiatives within a two-year period, pursuant to Sections 73.2080(c)(2) and (e)(3). If you have performed more than four initiatives, you may provide documentation for only four and summarize the rest instead of providing documentation for all of them. If we believe any of the initiatives you have documented are inadequate, we may ask for more information, but documentation for four is all we need at this time.

(e) Disclose any pending or resolved complaints involving the Station filed during the Station's current license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the Unit on the basis of race, color, religion, national origin, or sex. For each such complaint, provide: (1) a brief description of the allegations and issues involved; (2) the names of the complainant and other persons involved; (3) the date the complaint was filed; (4) the court or agency before which it is pending or by which it was resolved; (5) the file or case number; and (6) the disposition and date thereof or current status. Note that all complaints must be reported, regardless of their status or disposition.

(f) In accordance with Section 73.2080(b), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the responsibilities of each level of Unit management responsible for implementing Unit EEO policies and describe how the Unit has informed employees and job applicants of its EEO policies and program.

(g) In accordance with Section 73.2080(c)(3), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze its EEO recruitment program to ensure that it is effective and to address any problems found as a result of such analysis.

(h) In accordance with Section 73.2080(c)(4), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze periodically its measures taken to examine pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect. If the Unit has one or more union agreements, describe how the Unit cooperates with each union to ensure EEO policies are followed for the Unit's union-member employees and job applicants.

(i) If your entity is a religious broadcaster and any of its full-time employees are subject to a religious qualification as described in Section 73.2080(a) of the rules, so indicate in your response to this letter and provide data as applicable to the Unit's EEO program. For example, for full-time hires subject to a religious qualification, only a record of the hire listed by job title and date filled, the recruitment sources used for the opening, and the source of the hiree must be provided. No other records are required for those hires. If five or more full-time positions are not subject to a religious qualification, the licensee must maintain and provide all records for such hires and complete the initiatives required under Section 73.2080(c)(2). Otherwise, a religious broadcaster is not required to perform these initiatives.

(j) Among items we do not need in your response to this letter are copies of applicants' resumes, your company training manuals, posters, employee handbooks, or corporate guidebooks. If you believe any of the information in various corporate manuals or posters are relevant to any part of this audit letter, you may summarize what is in them. If you believe this letter requires you to provide an unusually burdensome volume of documentation, you may contact us prior to the response deadline to discuss possible ways of condensing your response.

#### 4. Time Brokerage.

(a) **Licensee of brokered station(s).** If the Unit employs fewer than five full-time employees and any station included in it is subject to a time brokerage agreement, in addition to responding to this letter and providing us a list of the Unit's full-time employees listed by job title (and the number of hours each employee is assigned to work) and a response to Question 3(e) above, you must immediately forward a copy of this letter to the broker under each such agreement, which must respond to Question 4(b) below. If the Unit employs five or more full-time employees, the licensee must respond fully to paragraph 3 above, and also forward the letter to the broker so the broker may respond to Question 4(b) below.

(b) **Broker receiving audit letter from brokered station licensee.** If you are the broker of a station, and the station you are brokering receives an audit letter, the licensee of the brokered station must forward the audit letter to you. You should respond to the audit letter concerning EEO information relating only to your own full-time employees at the brokered station. See Section 73.2080(f)(3).

(c) **Broker receiving audit letter directly from Commission.** If you are a broker, but the target station in this audit letter is a station licensed to you, you must submit information requested herein for the EEO program at your station (or employment unit). If you maintain EEO data for a station you are brokering with that for your own station that is the target of this audit letter, and lack the ability to separate the information, you must include in your response the information requested herein pertaining to your full-time employees at the station(s) you broker. See Section 73.2080(f)(3).

(d) **Broker described under 4(b) or 4(c) above.** If your full-time employees at the station you are brokering, combined with your full-time employees at your owned station(s), total fewer than five, however, you need only respond to this letter by the deadline described below by submitting a list of your Unit's full-time employees (listed by job title and number of hours regularly assigned to work per week) and the same type of list for the full-time employees you employ at the brokered station(s), and a response to Question 3(e) above.

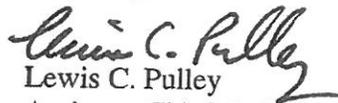
5. **Procedures.** Direct your response to EEO Staff, Policy Division, Media Bureau, Federal

Communications Commission, 445 12<sup>th</sup> Street, S.W., Washington, DC 20554. The response must be received by the Commission by April 8, 2013. You need only submit your original response; no copies are needed. You should direct your response to the above address, *not* the office of the FCC Secretary. The Secretary does not process responses to EEO audit letters. If you file your response in person and wish to have the filing date-stamped, personnel at the security desk in the 12<sup>th</sup> Street lobby of the FCC headquarters building can date-stamp the filing. The accuracy and completeness of the response must be certified by an officer, partner or other principal of the Station licensee or broker (as appropriate) or, in the case of a noncommercial educational station, by an officer, member or other principal of the licensee. (See Section 1.16.) The response may be in the form of a CD or other electronic medium, as long as the certification provided refers to the material submitted and is on paper with an original signature. To knowingly and willfully make any false statement or conceal any material fact in response to this audit is punishable by fine or imprisonment (*see* 18 U.S.C. § 1001; *see also* 47 C.F.R. § 1.17), revocation of any station license or construction permit (47 U.S.C. § 312(a)(1)), and/or forfeiture (47 U.S.C. § 503). Extensions of time must be requested in writing (or sent by e-mail to [lewis.pulley@fcc.gov](mailto:lewis.pulley@fcc.gov)) and will be granted only upon a showing of extraordinary circumstances. Unless and until the EEO Staff grants such a request the original deadline remains in effect. Failure to respond to this audit letter by the deadline is punishable by sanctions in accordance with Section 73.2080(g).

6. In accordance with Sections 73.3526(e)(10) (for commercial stations ) and 73.3527(e)(11) (for noncommercial educational stations), copies of which are enclosed, you must place a copy of this letter and your response in the public inspection file of each affected station. Consequently, your response should not include personal information about individuals, such as social security numbers, home addresses, or other personally identifiable information. We do not require that employment units retain such information in their records, or that such information be provided in response to this letter.

7. If our EEO random audits sent in 2011 or 2012 included the Station, or if the Station's most recent license renewal application was granted, by final order, within the past 18 months, you may not have to respond to this letter. If the Station falls within one of these categories, before responding, please tell us the dates of public file reports included in an audit response or the date of the Station's renewal, in an e-mail sent to [lewis.pulley@fcc.gov](mailto:lewis.pulley@fcc.gov). We will then advise you if a response is necessary. Should you have any questions, please contact the EEO Staff at (202) 418-1450. Thank you for your cooperation.

Sincerely,



Lewis C. Pulley  
Assistant Chief, Policy Division  
Media Bureau

Enclosures

## ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): August 1, 2010 through July 31, 2011  
Stations comprising the Station Employment Unit: WEIU-FM and WEIU-TV

### I. Full-time vacancies filled during period

1. Job Title: Broadcast Equipment Operator Date Filled: Oct. 26, 2010
2. Job Title: Corporate Fundraising Specialist Date Filled: November 1, 2010

### II. Each recruitment or referral source ("source") used to seek candidates for each vacancy

1. Job Title (from Section I above): Broadcast Equipment Operator Date Filled: Oct. 26, 2010

Source	Contact Person	Address	Tel. No.	Interviewed Person Hired?
<u>Human Resources</u>	<u>Penelope Miller</u>	<u>Civil Service Human Resources/Eastern Ill. University</u>		<u>YES (1) NO (1)</u>
<u>(Had to pick from top 3 candidates on Illinois Civil Service Exam, only 2 came for interviews)</u>				

2. Job Title (from Section I above): Corporate Fundraising Specialist Date Filled: November 1, 2010

Source	Contact Person	Address	Tel. No.	Interviewed Person Hired?
<u>PBS Connect</u>	<u>Jaileen Wang</u>	<u>www.pbs.org</u>		<u>(1) no</u>
<u>CPB Web Page</u>		<u>401 9<sup>th</sup> St., NW, Wash. DC</u>	<u>202-879-9600</u>	
<u>WEIU</u>	<u>Brenda Good</u>	<u>600 Lincoln Ave., Charleston IL 61920</u>	<u>217-581-5956</u>	<u>(1) yes</u>
<u>EIU Website</u>	<u>Penelope Miller</u>	<u>Charleston, IL</u>	<u>217-581-3514</u>	<u>(2) no</u>
<u>Broadcast Ed Assoc</u>	<u>Traci</u>	<u>Washington, D.C.</u>	<u>202-429-3935</u>	
<u>IBA</u>		<u>200 Missouri Ave, Carterville, IL 62918</u>	<u>618-985-5555</u>	
<u>Mattoon/Charleston Newspaper</u>	<u>T Benton; S Woller</u>	<u>Charleston/Mattoon IL</u>	<u>217-345-7025</u>	<u>(1) no</u>
<u>Effingham Daily News</u>	<u>Sarah Williams</u>	<u>PO Box 370, Effingham, IL 62401</u>	<u>217-347-7151</u>	
<u>Paris Beacon News</u>	<u>Angie Bierly</u>	<u>218 N Main, Paris, IL 61944</u>	<u>217-465-6424</u>	
<u>Terre Haute Tribune Star</u>	<u>Lynne Higham</u>	<u>222 S 7<sup>th</sup> St., Terre Haute, IN 47807</u>	<u>812-231-4233</u>	
<u>Champaign News Gazette</u>	<u>Joe Streit</u>	<u>Champaign IL</u>	<u>800-660-7320</u>	

III. Total number of persons interviewed for all full-time vacancies filled during period: 7

IV. Total number of interviewees for all full-time vacancies filled during period per source:

<u>WEIU</u>	<u>Brenda Good</u>	<u>600 Lincoln Ave., Charleston IL 61920</u>	<u>217-581-5956</u>	<u>1</u>
<u>PBS Connect</u>	<u>Jaileen Wang</u>	<u>www.pbs.org</u>		<u>1</u>
<u>EIU Website</u>	<u>Penelope Miller</u>	<u>Charleston, IL</u>	<u>217-581-3514</u>	<u>2</u>
<u>Mattoon/Charleston Newspaper</u>	<u>T Benton; S Woller</u>	<u>Charleston/Mattoon IL</u>	<u>217-345-7025</u>	<u>1</u>
<u>Human Resources</u>	<u>Julie Wilkerson</u>	<u>Civil Service Human Resources/Eastern Ill. University</u>		<u>2</u>

## V. Outreach activities during period

\*\*\*WEIU staff attended the CAREER FAIR at Eastern Illinois University on March 30, 2011. Staff talked to freshmen and transfer students in Communication Studies about radio and television media sales, production and on air promotions. WEIU staff talked with around 120 prospective students and their parents during Open House Dates at Eastern Illinois University on October 11, 2010, November 11, 2010, February 21, 2011, and April 16, 2011. About 20 prospective students and their families stopped by for a tour of WEIU. In April 2011, staff met with a team from WICD about WEIU and student job recruitment.

\*\*\*During the year, WEIU partnered with Eastern Illinois University Athletics to provide EIU Football Kids Day on October 30, 2010. There were characters, give-aways, and photo opportunities. Over 100 children attended.

\*\*\*WEIU's Ready to Lead in Literacy program provided 37 workshops to local child care providers 15 of which were Sesame Street Food for Thought based. These workshops provided information on television as a resource to reading, literacy and children's good health. WEIU distributed over 250 literacy kits to families and child care centers. WEIU provided 5000+ books to children during the year, with 340 children receiving one book per month for 9 months. WEIU sponsored a PBS Kids Go writer's contest which had 69 entries. WEIU continued to develop a PBS Kids Go website for children. WEIU sponsored the Kids Reading Club. There were 150 children, from 11 towns, who participated and read over 16,000 books. Nearly 1000 people attended the WEIU Kids Day on Sesame Street at Kiwanis Park. There were games, characters, and craft activities for young children and their families. WEIU made up Parenting Counts packets for new parents at the local hospital.

\*\*\*For the summer of 2011 WEIU sent out over 1200 fliers, in October 2010, to junior colleges, colleges and universities concerning our SUMMER INTERN PROGRAM. Each summer, WEIU has about 12 summer interns. The interns come in for 12 weeks to learn about all aspects of news production. WEIU's summer interns come from all over the US and a few have transferred to EIU to finish their degree.

\*\*\*WEIU offers around \$57,000 in SCHOLARSHIPS each year. Students apply for these scholarships. The scholarships are awarded only to journalism or communication study majors. The students must spend significant time in production and maintain a certain grade point average.

\*\*\*WEIU provided 11 tours involving 194 people of all ages. This provides the community with information about the station as well as information on the digital conversion/HD that has been taking place. All aspects of television production are discussed as well as some hands on experience with the weather center.

\*\*\*WEIU sponsored a screening event for "Returning to Paradise" as well as a "Fall into Membership" Open House. WEIU's General Manager, Jack Neal, spoke to 3 local civic groups (Mattoon Rotary, Mattoon Exchange Club, Mattoon Kiwanis) to inform them about the current trends in radio and television and what WEIU is doing to meet the demands of our viewers. WEIU sponsored an alumni event during the Eastern Illinois University Homecoming festivities including a reception and dinner for past alumni. WEIU also did a live radio remote at the Homecoming Parade. WEIU provided live, local election coverage in November 2010. The local community was invited to the taping of "The Jim Allen and the Country Classics" show in September and November of 2010. Over 250 people came to dance and listen to the music.

# ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): August 1, 2011 through July 31, 2012  
Stations comprising the Station Employment Unit: WEIU-FM and WEIU-TV

## **I. Full-time vacancies filled during period**

1. There were no full-time vacancies filled during this period.

## **II. Each recruitment or referral source ("source") used to seek candidates for each vacancy**

1. There were no full-time vacancies filled during this period.

**III. Total number of persons interviewed for all full-time vacancies filled during period:** 0

**IV. Total number of interviewees for all full-time vacancies filled during period per source:**

1. There were no full-time vacancies filled during this period.

## **V. Outreach activities during period**

\*\*\*WEIU staff attended the Broadcast Fair at Eastern Illinois University on April 4, 2012. Staff talked to around 65 freshmen and transfer students in Communication Studies about radio and television media sales, production and on air promotions. WEIU staff talked with around 2200 prospective students along with their families during 5 Open Houses at Eastern Illinois University. Prospective students and their families stop by for tours of WEIU throughout the day. On April 4, 2012, WEIU attended Career on Wheels in Kansas and talked with 100 students.

\*\*\*During the year, WEIU partnered with Eastern Illinois University ROTC and the local VFW Ladies Auxiliary to provide items for Carepacks for Troops. In January, 2012, WEIU TV partnered with the Eastern Illinois University Department of Journalism to broadcast a town hall session on "Bullying". About 100 people came to the town hall meeting. WEIU FM provided a remote during the 9-11 events. WEIU TV provided live coverage of the Eastern Illinois University Home Coming Parade and WEIU FM provided a live remote from the parade. Staff spoke to 48 members of the Charleston and Mattoon Exchange Clubs.

\*\*\*WEIU's Ready to Lead in Literacy program provided 21 workshops to local child care providers. These workshops provided information on television as a resource to reading, literacy and children's good health. WEIU distributed over 290 literacy kits to families and child care centers (196 kits featured Dinosaur Train and 97 kits featured Martha Speaks). WEIU provided 5000+ books to children during the year. WEIU sponsored a PBS Kids Go writer's contest which had 41 entries. WEIU continued to develop a PBS Kids Go website for children. WEIU sponsored the Kids Reading Club. There were 109 children who participated and read over 12,000 books. Nearly 1000 people attended the WEIU Kids Day on Sesame Street at Kiwanis Park. There were games, characters (Princess Pesto and Super Why), and craft activities for young children and their families. WEIU participated in the Festival of the Young Child (along with Curious George) at the local mall

and gave away 425 books to area children. WEIU also participated at the Eastern University's Celebration for the Arts (along with Curious George) and gave away 65 books to area children. WEIU made up Parenting Counts packets for new parents at the local hospital. WEIU worked with other Illinois PBS stations to facilitate the Illinois PBS Learning Media Pilot program. Dr. Marshall Lassak (Eastern Illinois University Math Professor) presented PBS Learning Media and other resources to 218 K-6<sup>th</sup> grade teachers in Martinsville during a Math and Science Day.

\*\*\*For the summer of 2012 WEIU sent out over 1200 fliers, in October 2011, to junior colleges, colleges and universities concerning our SUMMER INTERN PROGRAM. Each summer, WEIU has about 12 summer interns. The interns come in for 12 weeks to learn about all aspects of news production. WEIU's summer interns come from all over the US and a few have transferred to EIU to finish their degree.

\*\*\*WEIU offers around \$57,000 in SCHOLARSHIPS each year. Students apply for these scholarships. The scholarships are awarded only to journalism or communication study majors. The students must spend significant time in production and maintain a certain grade point average.

\*\*\*WEIU provided 11 tours involving 458 people of all ages. This provides the community with information about the station from news to programming and current technology. All aspects of television production are discussed as well as some hands on experience with the weather center.

\*\*\*WEIU continues to work with community members to provide programs involving local points of interest (*Heartland Highways*), local collectors and hobbyists (*Hobbies, Crafts and Collectibles*), local veterans (*Veterans' Matters*), local farm issues (*4 Rivers Ag Report*), local health issues (*Being Well*), Eastern Illinois University issues (*EIU Conversation with President Perry*), local civic issues (*Issues and Attitudes*), local news (*News Watch* and *News Watch in Focus*), local arts (*Backstage at Doudna*), local sports (*Sports Talk* and *WEIU Sports*), and local movie buffs (*Tumbleweed Theatre*).

Attachment 3

Broadcast Equipment Operator

Human Resources      Penelope Miller      Civil Service Human Resources/Eastern Ill. University      217-581-3514

Corporate Fundraising Specialist Position

Source	Contact Person	Address	Tel. No.
<u>PBS Connect</u>	<u>Jaileen Wang</u>	<u>www.pbs.org</u>	
<u>CPB Web Page</u>		<u>401 9<sup>th</sup> St., NW, Wash. DC</u>	<u>202-879-9600</u>
<u>WEIU</u>	<u>Brenda Good</u>	<u>600 Lincoln Ave., Charleston Il 61920</u>	<u>217-581-5956</u>
<u>EIU Website</u>	<u>Penelope Miller</u>	<u>Charleston, IL</u>	<u>217-581-3514</u>
<u>Broadcast Ed Assoc</u>	<u>Traci</u>	<u>Washington, D.C.</u>	<u>202-429-3935</u>
<u>IBA</u>		<u>200 Missouri Ave, Carterville, IL 62918</u>	<u>618-985-5555</u>
<u>Mattoon/Charleston Newspaper</u>	<u>T Benton; S Woller</u>	<u>Charleston/Mattoon IL</u>	<u>217-345-7025</u>
<u>Effingham Daily News</u>	<u>Sarah Williams</u>	<u>PO Box 370, Effingham, IL 62401</u>	<u>217-347-7151</u>
<u>Paris Beacon News</u>	<u>Angie Bierly</u>	<u>218 N Main, Paris, IL 61944</u>	<u>217-465-6424</u>
<u>Terre Haute Tribune Star</u>	<u>Lynne Higham</u>	<u>222 S 7<sup>th</sup> St., Terre Haute, IN 47807</u>	<u>812-231-4233</u>
<u>Champaign News Gazette</u>	<u>Joe Streit</u>	<u>Champaign IL</u>	<u>800-660-7320</u>

Advertisement:

**Corporate Fundraising Specialist**

WEIU TV, licensed by Eastern Illinois University, is looking for a well-rounded, visionary sales veteran to build a corporate sponsorship effort as part of a dynamic team of professionals. Competitive salary and outstanding benefits. E-mail [asjacobs@eiu.edu](mailto:asjacobs@eiu.edu) for details. Application reviews start July 18, 2010. Eastern Illinois University is an EEO/AA employer.

Attachment 4

1. Job Title (from Section I above): Broadcast Equipment Operator Date Filled: Oct. 26, 2010

Source	Contact Person	Address	Tel. No.	Interviewed Person Hired?
<u>Human Resources</u>	<u>Penelope Miller</u>	<u>Civil Service Human Resources/Eastern Ill. University</u>		<u>YES (1) NO (1)</u>
<u>(Had to pick from top 3 candidates on Illinois Civil Service Exam, only 2 came for interviews)</u>				

2. Job Title (from Section I above): Corporate Fundraising Specialist Date Filled: November 1, 2010

Source	Contact Person	Address	Tel. No.	Interviewed Person Hired?
<u>PBS Connect</u>	<u>Jaileen Wang</u>	<u>www.pbs.org</u>		<u>(1) no</u>
<u>CPB Web Page</u>		<u>401 9<sup>th</sup> St., NW, Wash. DC</u>	<u>202-879-9600</u>	
<u>WEIU</u>	<u>Brenda Good</u>	<u>600 Lincoln Ave., Charleston Il 61920</u>	<u>217-581-5956</u>	<u>(1) yes</u>
<u>EIU Website</u>	<u>Penelope Miller</u>	<u>Charleston, IL</u>	<u>217-581-3514</u>	<u>(2) no</u>
<u>Broadcast Ed Assoc</u>	<u>Traci</u>	<u>Washington, D.C.</u>	<u>202-429-3935</u>	
<u>IBA</u>		<u>200 Missouri Ave, Carterville, IL 62918</u>	<u>618-985-5555</u>	
<u>Mattoon/Charleston Newspaper</u>	<u>T Benton; S Woller</u>	<u>Charleston/Mattoon IL</u>	<u>217-345-7025</u>	<u>(1) no</u>
<u>Effingham Daily News</u>	<u>Sarah Williams</u>	<u>PO Box 370, Effingham, IL 62401</u>	<u>217-347-7151</u>	
<u>Paris Beacon News</u>	<u>Angie Bierly</u>	<u>218 N Main, Paris, IL 61944</u>	<u>217-465-6424</u>	
<u>Terre Haute Tribune Star</u>	<u>Lynne Higham</u>	<u>222 S 7<sup>th</sup> St., Terre Haute, IN 47807</u>	<u>812-231-4233</u>	
<u>Champaign News Gazette</u>	<u>Joe Streit</u>	<u>Champaign IL</u>	<u>800-660-7320</u>	

III. Total number of persons interviewed for all full-time vacancies filled during period: 7

IV. Total number of interviewees for all full-time vacancies filled during period per source:

<u>WEIU</u>	<u>Brenda Good</u>	<u>600 Lincoln Ave., Charleston Il 61920</u>	<u>217-581-5956</u>	<u>1</u>
<u>PBS Connect</u>	<u>Jaileen Wang</u>	<u>www.pbs.org</u>		<u>1</u>
<u>EIU Website</u>	<u>Penelope Miller</u>	<u>Charleston, IL</u>	<u>217-581-3514</u>	<u>2</u>
<u>Mattoon/Charleston Newspaper</u>	<u>T Benton; S Woller</u>	<u>Charleston/Mattoon IL</u>	<u>217-345-7025</u>	<u>1</u>
<u>Human Resources</u>	<u>Julie Wilkerson</u>	<u>Civil Service Human Resources/Eastern Ill. University</u>		<u>2</u>



**Are You Interested in Broadcast News?**

Volunteer for an Award Winning Newscast  
In the 84<sup>th</sup> Television Market Area

***WEIU-T.V. NEWS WATCH***

WEIU is a Multi-Million Dollar PBS Station located  
on the campus of Eastern Illinois University

**Volunteers Work As:**

Anchors  
Reporters  
Videographers  
Directors  
Editors  
Production Assistants

**Come to an Informational Meeting**

**Monday January 23<sup>rd</sup> 2012**

**6:30pm**

**Buzzard Building Rm. #1712**



**Are You Interested in Broadcast News?**

Volunteer for an Award Winning Newscast  
In the 84<sup>th</sup> Television Market Area

***WEIU-T.V. NEWS WATCH***

WEIU is a Multi-Million Dollar PBS Station located  
on the campus of Eastern Illinois University

**Volunteers Work As:**

Anchors  
Reporters  
Videographers  
Directors  
Editors  
Production Assistants

**Come to an Informational Meeting**

**Monday FEBRUARY 4<sup>TH</sup> 2013**

6:30pm

Buzzard Building Rm. #1712

# **WEIU WEIU NEWS TEAM SCHOLARSHIP APPLICATION**

## **How do I apply?**

1. Complete the WEIU News Team application included in this packet.
2. Have it signed by at least two of your current teachers.
3. Submit a portfolio of examples of your work such as news stories, videography, anchoring, reporting, editing or other types of work.
4. Submit an original essay on why you want to pursue a career in broadcast news and what you expect to gain from the program.
5. If selected, WEIU will contact you and offer the scholarship.
6. A panel made of one faculty member each from journalism and communication studies joined by a WEIU staff member will review applications and recommend awards to WEIU.

## **WEIU News Team Standards**

All members of the WEIU News Team are expected to adhere to the WEIU Rules and guidelines provided to each news team volunteer and scholarship applicant, be responsible, have a great attitude, work hard, be dedicated and have fun! There will be opportunities to fill various news production and content positions. You are expected to fulfill the duties of any position to which you are assigned. The time commitment varies with different assignments but expect to spend 10-25 hours each week to fulfill your assignment. There are set times that all news team members are expected to keep open even though they may not always be scheduled at these times. These are Monday through Friday from 5:00 PM - 6:15 PM and Monday 6:15 PM – 8:00 PM. Different positions require availability at specific times and students often try to schedule their classes in order to be available for the assignments they want most. The News Director will work with you on finding assignments that fit your class schedule. An "all hands" mandatory meeting will also be scheduled each week by the news director. All News Watch volunteers are expected to attend this meeting.

## **Are any scholarships available?**

WEIU-TV will award about 20 scholarships to assist students with costs to attend Eastern Illinois University (EIU).

## **Who is eligible?**

News Team Scholarships are open to undergraduates in the Electronic Journalism and Communication Option majoring in Journalism or Communication Studies for at least 12 credit hours in the semester for which the scholarship is requested. The scholarship is also available to Geology majors with a broadcast meteorology concentration. A GPA of at least 2.5 for Eastern students and 2.75 for transfer students or incoming freshmen is also required. A current GPA (non cumulative) of 2.5 is required for the semester in which you are applying for the scholarship.

## **Are the scholarships renewable?**

Undergraduate students may re-apply for scholarships for each semester they meet the criteria up to a total of eight semesters. You can expect to keep your scholarship as long as you meet the WEIU T.V./WEIU News Watch standards. Fulfilling your responsibilities in a responsible, mature manner is critical. You must maintain the academic standards listed above and build a portfolio of your work. This portfolio will be reviewed each semester by a professional panel. They will help you recognize and build on your strengths, overcome weaknesses and make sure that you are progressing satisfactorily.

## **Additional**

It's recommended News Watch scholarship applicants reside in the Lincoln/Stevenson/Douglas Complex, University Apartments or in off campus housing.

## **Scholarship Recipients will be expected to work:**

- Labor Day
- Lincoln's Birthday
- Fall Break
- Thanksgiving Recess
- Final Exams Week
- Dr. Martin Luther King Holiday
- Spring Recess

## WEIU News Team Scholarship Application Spring 2013 Fall 2012

<b>Name:</b> _____	<b>Local Phone:</b> _____	<b>Cum. GPA</b> _____
<b>University E Number:</b> _____	<b>Email:</b> _____	
<b>Standing - Freshman Sophomore Junior Senior</b> _____	<b>Local Address:</b> _____	
<b>Expected Graduation Date:</b> _____	<b>Major:</b> _____	

List any radio/TV positions which you have previously held, where and time served.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List college courses (by name) you are taking or have completed that have helped prepare you in radio/TV production.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List other experiences (high school, trade school, internships etc.) that have helped prepare to work at WEIU.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many hours per week are you available to volunteer on the News Team \_\_\_\_\_

List in order of preference, the positions you would most like to work next semester ("1" for what you want most, then "2" ....)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

I have read the standards expected of students on the WEIU News Team, agree to accept the assignment I am given as a condition of my scholarship and will exert every effort to fulfill the responsibilities of my position on the Team.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

**RECOMMENDATION (please print)**  
 I am familiar with this applicant, have read the News Team Standards and feel confident that the applicant will prove to be a capable student and responsible, mature, and cooperative in serving as a member of the WEIU News Team.

Recommending Faculty/Supervisor Signature \_\_\_\_\_ Date: \_\_\_\_\_ Phone: \_\_\_\_\_

Recommending Faculty/Supervisor Signature \_\_\_\_\_ Date: \_\_\_\_\_ Phone: \_\_\_\_\_

# **weiu** NEWS WATCH JOB DESCRIPTIONS

## **News Anchor**

The News Anchor will be part of a team that exemplifies leadership, responsibility and diligence. The News Anchor will be required to work Monday through Friday (five days a week) from 5:30 until 7:30pm. This person will also be required to meet with the News Director on perfecting the performance. A News Anchor should be able to tell a story to the viewers, not simply read a story off the teleprompter. To qualify for the position of news anchor, a volunteer must have served in the positions of news/sports writer, reporter, producer, videographer, and production assistant (a minimum of five positions).

## **Weather Anchor**

The Weather Anchor should possess a strong knowledge of weather and climate, especially how it affects east central Illinois. A strong weather forecaster has experience in his or her field and is able to communicate the information in a conversational manner. This position will require the employee to arrive at work four hours prior to the newscast Monday through Friday to prepare several forecasts and create graphics for the evening edition of News Watch. Research should include information from the National Weather Service and include various other statistics from various Internet sites. The weather anchor will create the segment on the WSI weather system. To qualify for the position of Weather Anchor, a volunteer must be currently enrolled as a geology/geography minor and/or broadcast meteorology minor and have worked in the EIU weather center for a minimum of (1) semester.

## **Sports Anchor**

Like news and weather, the Sports Anchor exemplifies leadership, responsibility and knowledge of our local coverage area. As a leader, the Sports Anchor would be an important part of team planning and coordinating local sporting events (weekly and on the weekends) to cover as *news* events. The Sports Anchor would also be responsible for producing the nightly sports segment for WEIU News Watch. The Sports Anchor would be required to begin planning the sports segment four hours prior to news time Monday through Friday. The Sports Anchor would also, when needed, serve as Sports Reporter and Videographer for various sports events. To qualify for the position of news anchor, a volunteer must have served in the positions of news/sports writer, reporter, producer, videographer, and production assistant (a minimum of five positions).

## **News Reporters**

A strong team of Reporters will allow WEIU News Watch to adequately serve our 16 county viewing area by expanding our talents beyond Coles County. News Watch Reporters must be able to enterprise their own stories on a daily basis. They will be required to present story ideas to the Assignment Editor on a daily basis. News Watch Reporters will be asked to accomplish a package during their shift on top of other duties, including, but not limited to, VO's, VOSOT's, Readers, Reader Slates, SOT's, and police department beat calls. Reporters must be able to learn the community and make contacts within the community to help with story development and execution. To qualify for the position of news reporter, a student volunteer must have served in the positions of news/sports writer, reporter, videographer, and production assistant (a minimum of five positions).

### **Sports Reporter**

A talented Sports Reporter is able to look beyond telling a story with highlights rather highlighting why or how someone became a talented athlete. The Sports Reporter will also serve as Sports Videographer, shooting games and stories as needed. Sports Reporter will be asked to shoot and report Packages, VOSOT's, Readers, Reader Slates, and SOT's. The Sports Reporter will work closely with the Sports Anchor developing a top-notch local sports segment. The Sports Reporter will also be asked to work closely and get to know various coaches in the viewing area. Similar to a News Reporter, a Sports Reporter will be required to enterprise their own stories on a daily basis. They will be required to present story ideas to the Sports Anchor and Assignment Editor on a daily basis. The Sports Reporter must be able to look beyond telling the story with highlights. To qualify for the position of sports reporter, a student volunteer must have served in the positions of news/sports writer, reporter, videographer, and production assistant (a minimum of five positions).

### **Videographer**

Videographers will serve both News Watch and Sports Watch. Videographers would also be scheduled to cover both news and weather events beyond the current scheduled afternoon hours. Videographers would "essentially" be on call 24 hours a day to shoot news as warranted. Schedules would be varied to accommodate news, weather and sports. Videographers must also be prepared to cover news events alone if a Reporter is not available. To qualify for the position of videographer, a student volunteer must have trained a minimum of a semester with a current News Watch videographer.

### **Assignment Editor**

This person is sometimes defined as "The Traffic Cop". Ideally, the Assignment Editor should be available throughout the day as he or she coordinates stories and shoot times with the reporters and videographers. The Assignment Editor must be a master at developing sources and story ideas on a daily basis. On a daily basis, the Assignment Editor must be reading several local newspapers along with several news and governmental web sites. The Assignment Editor will also make the first round of police agency beat calls in the morning. The Assignment Editor will be responsible for creating a story assignment list with Reporter, Writer and Videographer assignments. The Assignment Editor may also be required to set up stories for reporters.

### **News Producer**

The core of the newscast relies on the expertise of the Producer. The Producer is the backbone of the newscast and is responsible for working with reporters on stories and story development. The Producer must be a strong writer and know how to stack a newscast in the most beneficial way to our customers. Like Reporters, a Producer must develop contacts within a community and also be able to come up with story ideas on a daily basis. The Producer is also responsible for making sure all the production aspects of the newscast are completed and done professionally.

### **Writer**

Writers will spend a minimum of two hours per work shift writing various stories for the newscast. Writers will be required to re-write press releases and stories from wire and satellite news services such as CNN and Associated Press. Writers may also be asked to call sources on stories and re-write the information they've gathered. A writer may also assist reporters, producers and assignment editors with various duties including police beat calls. Writers need to be trained on the iNews computer software system and the Avid News Cutter editing system.

## **Production Positions**

### **Technical Director (TD)**

This position is responsible for technically directing WEIU News Watch. The Technical Director must arrive ½ hour prior to news time and check all the machinery for proper operation. The TD will be responsible for reporting all problems on the switcher to the News Director and Broadcast Engineer. The TD must also be able to maintain professionalism during the newscast and be able to take direction from the person serving as director. After the show, the TD verifies all video was saved correctly to the editor's drive.

### **Director**

Responsible for "calling the shots" during the newscast. The Director controls the operation during the newscast by instructing all production positions on what to do during the newscast. The Director must arrive 2 hours prior to newscast to begin preparing scripts.

### **Avid Deko**

Responsible for all on-air graphics. The Avid Deko Operator must arrive two hours prior to news time to begin preparing all text needed on screen for the newscast. The Avid Deko Operator will also work with the news and sports producers in creating over the shoulder box graphics. This position requires knowledge of Photoshop. The Deko operator must also be able to maintain professionalism during the newscast and be able to take direction from the person serving as director.

### **Server Operator**

The Server Operator is responsible for editing (non linear) all CNN News Source video within the newscast. The operator may also be asked to assist news with editing any local, state or national video. The server operator must be available to begin working two hours prior to news time. The operator must also be able to maintain professionalism during the newscast and be able to take direction from the person serving as director.

### **Prompter, Audio, Studio Camera**

Prompter, Audio Operator and Camera Operator will all be expected to arrive ½ hour prior to news time. All are expected to be at their machines at that time to inspect the equipment for possible malfunction. The prompter operator, audio technician and camera operator must also be able to maintain professionalism during the newscast and be able to take direction from the person serving as director.



spend your summer on air.

## Want a career in broadcasting?

### The summer internship program at WEIU-TV is the perfect first step to your on-air career.

Through this paid internship program, you will work full-time to prepare, create and deliver the news on an award-winning newscast in the 83rd television market.

#### Positions available in the internship program include:

- news anchor
- weather anchor
- sports anchor
- reporter
- writer
- producer
- videographer
- editor
- assignment editor
- director

#### The internship is paid and provides:

- free apartment housing, three blocks from the station
- weekly cash stipend
- a two-week intensive training session in May
- experience working in an all-Avid news environment
- opportunities to work on-air through August
- training alongside a veteran news director with more than 15 years experience in commercial news
- optional enrollment in other summer courses
- a great professional development opportunity and an incredible chance to build your resume tape

#### How to apply:

If you are interested in WEIU-TV's paid summer internship program, visit [www.weiunet/news](http://www.weiunet/news). You can learn what the position qualifications are, fill out an application and take a peek at past summer programs.

#### For additional information, contact

**Kelly Runyon, WEIU News Director**

600 Lincoln Avenue

Charleston, IL 61920-3099

217-581-7356 or toll-free 877-727-9348

email: [karunyon@eiu.edu](mailto:karunyon@eiu.edu)



**WEIU** newswatch

## WEIU News Team Summer Internship Application (Summer 2013)

<b>Name:</b> _____	<b>Home Phone:</b> _____	<b>Cell Phone:</b> _____
<b>University Attending:</b> _____	<b>Email:</b> _____	
<b>Standing -</b> Freshman    Sophomore    Junior    Senior	<b>Permanent address:</b> _____	
<b>Expected Graduation Date:</b> _____	<b>Cum. GPA:</b> _____	
<b>Major:</b> _____	<b>Minor:</b> _____	

List any television positions that you have previously held, where and time served. Please include any previous television internships, positions held and time served.

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List college courses by name you are taking or have completed that have helped prepare you for an internship at WEIU Television.

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List other experiences that have helped prepare you to work at WEIU television.

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Give a brief statement of your ultimate career objectives and the reasons you want this internship opportunity.

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### REFERENCES *(please print)*

I am familiar with this applicant, have read the WEIU News Intern Application Standards and feel confident the applicant will prove to be a capable intern and be responsible, mature, and cooperative in serving as a member of the WEIU News Team.

1.		<b>Date</b>	<b>Phone</b>
2.		<b>Date</b>	<b>Phone</b>

# WEIU NEWS INTERN APPLICATION STANDARDS

## Preliminary Statement

Intern desires to provide services to WEIU in order to receive experience in the *broadcasting* industry. WEIU may select Intern to participate in its *paid* internship program (the "Internship") in order to provide Intern with a unique and challenging opportunity to gain first-hand knowledge and on-the-job experience in the *broadcasting* business. In exchange for the opportunity to participate in the Internship, Intern agrees to hold harmless WEIU from any liability arising out of such participation. The parties desire to reduce the terms of their relationship to writing as set forth below.

## Internship Requirements

Student must be a sophomore, junior or senior enrolled at a four year accredited university and maintain at least a 2.5 grade point average. Student must be pursuing a career as a journalist in the Broadcast Television News arena and be within 3 years of graduation. Student agrees to work full-time schedule week at WEIU, which may include evening and/or weekend hours.

If selected, WEIU-TV agrees to pay Intern \$50.00/week cast stipend and paid apartment housing in a shared facility. The position does not entitle the student intern to health, retirement, vacation or sick leave benefits. Student will be required to adhere to all standard employee rules and standards.

## Intern's Duties and Responsibilities

During the Term, Intern shall perform such duties as are specifically assigned to Intern by Intern's supervisors. Unless specifically set forth in writing as an Exhibit to this Agreement, Intern acknowledges and understands that Intern's duties shall be determined in the reasonable discretion of Intern's supervisors and/or the management of WEIU, and shall include a variety of projects. Intern shall not be considered an employee, agent or independent contractor of WEIU, and shall not have the power to obligate or bind WEIU, or take any action on behalf of WEIU unless specifically instructed in writing to do so by the management of WEIU.

## College Credit

WEIU agrees to reasonably assist Intern in receiving college credit for the Internship, provided that Intern completes the Internship to the satisfaction of Intern's supervisors and/or the management of WEIU, Intern provides all relevant documentation to WEIU necessary for the receipt of such credit, and Intern is eligible to receive credit for the Internship, as determined by Intern's college or university.

## Policies and Procedures

Intern agrees to read completely the *WEIU 51NewsWatch Ethics and Decision-Making Guidelines* and *News Watch's Rules and Procedures*, and notwithstanding the fact that Intern shall not be considered an Employee of Sponsor, fully abide by such policies and procedures during the Term.

## Term of Internship; Termination

The Internship shall commence on May 13, 2013, and shall conclude on August 2, 2013. Term of the internship dates are subject to change. WEIU shall provide a specific work schedule to Intern prior to the commencement of the Internship. Sponsor may immediately terminate this Agreement and the Internship at any time and for any reason upon notice to Intern.

**I have read the WEIU News Intern Application Standards, agree to accept the assignment I am given as a condition of my internship and will exert every effort to fulfill the responsibilities of my position on the Team.**

---

Applicant Signature

Date

# **RADIO APPLICATION**

**hit-mix 88.9**  
weiu radio

Started in 1985, **WEIU-FM** is a 4000-watt public radio station serving an 11-county area with a mix of music, sports, news, and public affairs over the air at 88.9FM and the web at [www.weiu.net](http://www.weiu.net).

**Open to a select number of students majoring in speech communication, journalism, or music.**



**The Odyssey** launched in Fall 2003 as an eclectic station delivered over the campus cable channel 5 and the web at [www.eiuodyssey.com](http://www.eiuodyssey.com).

**Open to anyone on campus who wants to experience the joy of radio.**

**Current Volunteer Openings:**

- DJ's, talk show hosts, you name it-This is your station!

## **WEIU Radio Team Standards**

1. Have a great attitude.
2. Be responsible, honest, hard working, dedicated, and fun.
3. Fulfill the duties of any position assigned (you may not get what you want to start, but it'll come).
4. Do your job well (positions require 1-20 hours each week).
5. Attend weekly team meetings (each station will schedule the team meeting to meet schedules).
6. Abide by FCC Standards.

## **DJ/Host Commitment**

1. Meet the requirements of your assignment every week for the semester.
2. Arrange time to be trained on how to use the equipment in the control booth.
3. Learn and uphold FCC regulations related to the operation of a broadcast station.
4. Be familiar with the music selection standards as they relate to your assignment.
5. FM & The Edge
  - a. Be able to read copy in an engaging and professional manner.
  - b. Arrive 15 minutes early to prepare for your show.
  - c. Be responsible for keeping CD's properly shelved.

## **How do I apply to be on the Team?**

1. Complete the Radio Team Application
2. Have it signed by your primary academic advisor.
3. Have it signed by another teacher or supervisor from a work or intern experience.
4. FM & The Edge
  - a. Submit a recording showing your ability as a DJ, newscaster, sportscaster, etc.
  - b. Submit a copy of your class schedule as soon as you have one.

## **Scholarships**

1. WEIU-FM awards scholarships ranging from 50% to 100% of EIU tuition.
2. Must be an undergraduate majoring in Communication Studies or Music.
3. Enrolled for at least 12 credit hours.
4. Have a qualifying GPA (2.5 for current EIU students, 2.75 for transfer or incoming freshman).
5. Can be renewed up to a total of eight semesters as long as the qualifying standards are maintained.
6. Recipients build a portfolio to be reviewed each semester by a professional panel which help recipients recognize and build strengths, overcome weaknesses, and achieve satisfactory progress.
7. Check the Scholarship box on the application form.
8. Submit an original essay on why you want a career in radio and what you expect to gain from the program.
9. A faculty/staff panel will review applications and recommend awards to WEIU.
10. If selected, WEIU will contact you and offer the scholarship.

# RADIO TEAM APPLICATION

WEIU FM Application		
I am available to work at WEIU-FM as a <input type="checkbox"/> Volunteer <input type="checkbox"/> Student employee <input type="checkbox"/> Scholarship recipient _____ hours per week		
Name _____	Home Phone _____	Cell Phone _____
SSN/Security Number _____	Email _____	
Standing - Freshman    Sophomore    Junior    Senior	Home address _____	
Expected Graduation Date _____	Cum. GPA _____	
Major _____	Minor _____	
List any radio positions (including internships) that you have previously held, where and time served.		
List college courses by name you are taking or have completed that have helped prepare you to work at WEIU.		
List other experiences that have helped prepare you to work at WEIU.		
Number these positions in order of your preference		
____ DJ	____ Promotion Director	____ Office Assistant
____ Music Director	____ Promotion Assistant	____ Field Recording Assistant
____ Sportscaster	____ News Reporter	____ Studio Recording Assistant
I have read the standards expected of students on the WEIU Radio Team, agree to accept the assignment I am given and will exert every effort to fulfill the responsibilities of my position on the Team.		
Applicant Signature _____	Date _____	
<b>RECOMMENDATION</b>		
I am familiar with this applicant, have read the WEIU Radio Team Standards and feel confident that the applicant will prove to be capable, responsible, mature, and cooperative in serving as a member of the WEIU Radio Team.		
Primary Faculty Advisor Signature _____	Date _____	Phone _____
Additional Recommending Faculty/Intern or Work Supervisor Signature _____	Date _____	Phone _____

**Brenda Good**

---

**From:** Karenlee Spencer [kspencer@eiu.edu]  
**Sent:** Thursday, September 16, 2010 8:58 AM  
**To:** 'Jeffrey Owens'  
**Subject:** RE: EIU Open House invite

Thank you! Your table will be located in the Grand Ballroom, as usual.

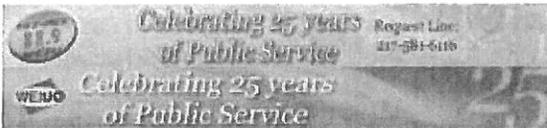
Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
Eastern Illinois University  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)  
217-581-7661

---

**From:** Jeffrey Owens [<mailto:jdowens@eiu.edu>]  
**Sent:** Wednesday, September 15, 2010 1:59 PM  
**To:** 'Karenlee Spencer'  
**Subject:** RE: EIU Open House invite

Thanks WEIU will be there.

Jeff Owens  
WEIU FM Director  
WEIU TV/FM/DVS Sales Director  
Eastern Illinois University  
1745 Buzzard Hall  
Charleston, IL 61920  
[jdowens@eiu.edu](mailto:jdowens@eiu.edu) or [jeff@weiu.net](mailto:jeff@weiu.net)  
Office: 217.581.6954  
Cell: 217.549.9535  
Fax: 217.581.6650



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**From:** Karenlee Spencer [<mailto:kspencer@eiu.edu>]  
**Sent:** Monday, September 13, 2010 4:29 PM  
**To:** [jdowens@eiu.edu](mailto:jdowens@eiu.edu)  
**Subject:** EIU Open House invite

Dear Mr. Owens ,

This email will inform you about both the October and November Informational Fairs and both the October and November Department Showcase participation opportunities. You will be asked to confirm your participation in both events at the same time.

Eastern Illinois University's Fall **Open House Visit Days** of 2010 will be held on Monday, October 11<sup>th</sup> and Thursday, November 11<sup>th</sup>.

EIU's Open House Visit Day Program is open to all high school freshmen, sophomores, juniors and seniors who are interested in investigating their post-high school options and learning more about Eastern. We also encourage students who are considering transferring to EIU to attend an open house.

**The Informational Fairs will take place in the Grand and University Ballrooms from 9:30-11:30 a.m.** You may begin setting up as early as 9:00 a.m. We ask that you are "ready to go" no later than 9:20 a.m. While we make every effort to keep our guests out of the Ballrooms until 9:30 am, we are unable to guard the doors. If you finish setting up early and would like to guard the doors until 9:30 am please feel free to do so.

Space assignment for both Info Fairs will be sent by email upon confirmation of your department's participation in the fairs. Continental breakfast will be available in both rooms (behind stage curtains in the Grand Ballroom & behind the partition in the northeast corner of the University Ballroom).

**Please consider increasing your department's visibility during the open house by hosting a Department Showcase during both the October and November Open Houses in addition to participating in the Informational Fairs.** Department Showcases give prospective students opportunities to take a closer look at academic programs and support services at EIU. You may schedule your Department Showcase between the hours of 1 and 3 p.m. If you choose to host a Department Showcase during the October 11<sup>th</sup> and November 11<sup>th</sup> Open Houses, please email me with the times of your showcase, along with building name and room number. Please include a brief description of your showcase. **Please confirm your department's participation in both the October 11<sup>th</sup> and November 11<sup>th</sup> Open House Informational Fairs and Department Showcases by Thursday, September 16<sup>th</sup>.** If you have any special requests, include those as well.

Thank you,

*Karenlee Spencer*

Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
Eastern Illinois University  
581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

**Brenda Good**

---

**From:** Karenlee Spencer [kspencer@eiu.edu]  
**Sent:** Wednesday, October 06, 2010 2:14 PM  
**To:** 'Jeffrey Owens'  
**Subject:** RE: Open House reminder

Thank you. Your table will be located in the Grand Ballroom for both the Oct. and Nov. Open House Visit Day Programs.

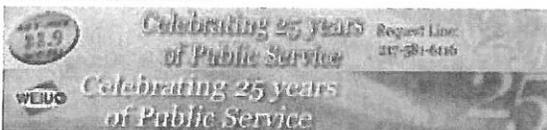
Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
217-581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

---

**From:** Jeffrey Owens [<mailto:jdowens@eiu.edu>]  
**Sent:** Wednesday, October 06, 2010 1:06 PM  
**To:** 'Karenlee Spencer'  
**Subject:** RE: Open House reminder

We will be there.

Jeff Owens  
WEIU FM Director  
WEIU TV/FM/DVS Sales Director  
Eastern Illinois University  
1745 Buzzard Hall  
Charleston, IL 61920  
[jdowens@eiu.edu](mailto:jdowens@eiu.edu) or [jeff@weiu.net](mailto:jeff@weiu.net)  
Office: 217.581.6954  
Cell: 217.549.9535  
Fax: 217.581.6650



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**From:** Karenlee Spencer [<mailto:kspencer@eiu.edu>]  
**Sent:** Tuesday, October 05, 2010 2:31 PM  
**To:** [jdowens@eiu.edu](mailto:jdowens@eiu.edu)  
**Subject:** Open House reminder

Dear Mr. Owens,

**Reminder:**

Monday, October 11, 2010

EIU Open House for Prospective Students

Informational Fair

Grand and University Ballrooms

Set-up begins at 9:00 am.... please be set up by 9:20 am

Continental Breakfast in both rooms for EIU faculty /staff only (on the stage behind curtain in Grand Ballroom...behind screen in northeast corner of University Ballroom)

Remember: doors open to students and their families at 9:30 a.m.

Informational Fair ends at 11:30 a.m.

Please do not leave early.

If you have not RSVP'd please do so  
by noon tomorrow...

Thank you,

*Karenlee*

Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

**Brenda Good**

---

**From:** Karenlee Spencer [kspencer@eiu.edu]  
**Sent:** Thursday, November 04, 2010 4:07 PM  
**To:** 'Jeffrey Owens'  
**Subject:** RE: Open House Info Fair Reminder

Thank you!

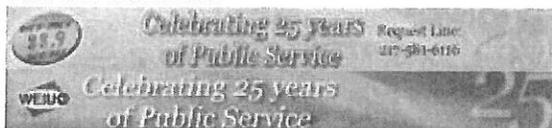
Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
217-581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

---

**From:** Jeffrey Owens [<mailto:jdowens@eiu.edu>]  
**Sent:** Thursday, November 04, 2010 12:55 PM  
**To:** 'Karenlee Spencer'  
**Subject:** RE: Open House Info Fair Reminder

We will be there!

Jeff Owens  
WEIU FM Director  
WEIU TV/FM/DVS Sales Director  
Eastern Illinois University  
1745 Buzzard Hall  
Charleston, IL 61920  
[jdowens@eiu.edu](mailto:jdowens@eiu.edu) or [jeff@weiu.net](mailto:jeff@weiu.net)  
Office: 217.581.6954  
Cell: 217.549.9535  
Fax: 217.581.6650



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**From:** Karenlee Spencer [<mailto:kspencer@eiu.edu>]  
**Sent:** Thursday, November 04, 2010 9:49 AM  
**To:** [jdowens@eiu.edu](mailto:jdowens@eiu.edu)  
**Subject:** Open House Info Fair Reminder

Dear Mr. Owens ,

Reminder:

Thursday, November 11, 2010

EIU Open House for Prospective Students

Informational Fair

Grand and University Ballrooms

**If you have not RSVP'd...please do so today.**

Set-up begins at 9:00 am.... please be set up by 9:20 am

Continental Breakfast in both rooms for EIU faculty /staff only  
(on the stage behind curtain in Grand Ballroom...behind screen in northeast corner of University Ballroom)

Doors open to students and their families at 9:30 a.m.

Informational Fair ends at 11:30 a.m.

Please do not leave early.

Thank you,

*Karenlee Spencer*

Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

Brenda Good

---

**From:** Karenlee Spencer [kspencer@eiu.edu]  
**Sent:** Wednesday, July 20, 2011 9:25 AM  
**To:** 'Jeffrey Owens'  
**Subject:** RE: FY 2011 Dates

October 11, 2010  
November 11, 2010  
February 21, 2011  
April 16, 2011  
July 15, 2011

Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
Eastern Illinois University  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)  
217-581-7661

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**From:** Jeffrey Owens [<mailto:jdowens@eiu.edu>]  
**Sent:** Wednesday, July 20, 2011 7:49 AM  
**To:** [kspencer@eiu.edu](mailto:kspencer@eiu.edu)  
**Subject:** FY 2011 Dates

This is has been an annual email for me. What were the dates of the open house for last year – we need them for a report.

Thank you!!

Jeff Owens  
WEIU FM Director  
WEIU TV/FM/ Sales Director  
Consolidated Communications TV Networks Sales Manager  
Eastern Illinois University  
1745 Buzzard Hall  
Charleston, IL 61920  
[jdowens@eiu.edu](mailto:jdowens@eiu.edu) or [jeff@weiu.net](mailto:jeff@weiu.net)  
Office: 217.581.6954  
Cell: 217.549.9535  
Fax: 217.581.6650

**weiu** 

**hit-mix 88.9**  
weiu radio

Brenda Good

---

**From:** Karenlee Spencer [kspencer@eiu.edu]  
**Sent:** Friday, September 16, 2011 2:17 PM  
**To:** 'Jeffrey Owens'  
**Subject:** RE: EIU Open House Information Fair October 10th

Thanks so much.

Your table will be located in the Grand Ballroom as always.

Karenlee

Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
Eastern Illinois University  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)  
217-581-7661

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**From:** Jeffrey Owens [<mailto:jdowens@eiu.edu>]  
**Sent:** Wednesday, September 07, 2011 8:15 AM  
**To:** 'Karenlee Spencer'  
**Subject:** RE: EIU Open House Information Fair October 10th

WEIU will be there.

Jeff Owens  
WEIU FM Director  
WEIU TV/FM/ Sales Director  
Consolidated Communications TV Networks Sales Manager  
Eastern Illinois University  
1745 Buzzard Hall  
Charleston, IL 61920  
[jdowens@eiu.edu](mailto:jdowens@eiu.edu) or [jeff@weiu.net](mailto:jeff@weiu.net)  
Office: 217.581.6954  
Cell: 217.549.9535  
Fax: 217.581.6650

**weiu** 

**hit-mix** 88.9  
weiu radio

---

**From:** Karenlee Spencer [<mailto:kspencer@eiu.edu>]  
**Sent:** Tuesday, September 06, 2011 3:31 PM  
**To:** [jdowens@eiu.edu](mailto:jdowens@eiu.edu)  
**Subject:** EIU Open House Information Fair October 10th

Dear Mr. Owens,

Eastern Illinois University's next **Open House Visit Day** will be held **Monday, October 10<sup>th</sup>**.

EIU's Open House Visit Day is open to all high school freshmen, sophomores, juniors and seniors who are interested in investigating their post-high school options and learning more about Eastern. We also invite students who are considering transferring to EIU to attend the open house.

**The Informational Fair will take place in the Grand and University Ballrooms from 9:30-11:30 a.m.** You may begin setting up as early as 9:00 a.m. We ask that you are "ready to go" no later than 9:20 a.m. While we make every effort to keep our guests out of the Ballrooms until 9:30 am, we are unable to guard the doors. If you finish setting up early and would like to guard the doors until 9:30 am please feel free to do so.

Space assignment for the Info Fair will be sent by email upon receipt of confirmation of your department's participation in the fair. (Please note: I will be out of the office from June 6-10 and will respond to all email upon my return). Continental breakfast will be available in both rooms (behind stage curtains in the Grand Ballroom & behind the partition in the northeast corner of the University Ballroom).

Please confirm your department's participation the October 10<sup>th</sup> Open House Informational Fair by Friday, Sep0tember 9<sup>th</sup>.. If you have any special requests, please, include those as well.

Thank you,

*Karenlee Spencer*

Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
Eastern Illinois University  
581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

Brenda Good

---

**From:** Karenlee Spencer [kspencer@eiu.edu]  
**Sent:** Thursday, October 25, 2012 1:52 PM  
**To:** 'Jeffrey Owens'  
**Subject:** RE: CHS@EIU Night

We are very short on space...we will squeeze you in...glad to have you. See you Tuesday.

Karenlee

Karenlee Spencer  
Special Events Coordinator  
Eastern Illinois University  
217-581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

---

**From:** Jeffrey Owens [<mailto:jdowens@eiu.edu>]  
**Sent:** Thursday, October 25, 2012 1:44 PM  
**To:** 'Karenlee Spencer'  
**Subject:** RE: CHS@EIU Night

Can we still get a table for WEIU-FM?

Jeff Owens  
WEIU FM Director  
WEIU TV/FM/ Sales Director  
Consolidated Communications TV Networks Sales Manager  
Eastern Illinois University  
1745 Buzzard Hall  
Charleston, IL 61920  
[jdowens@eiu.edu](mailto:jdowens@eiu.edu) or [jeff@weiu.net](mailto:jeff@weiu.net)  
Office: 217.581.6954  
Cell: 217.549.9535  
Fax: 217.581.6650

---

**From:** Karenlee Spencer [<mailto:kspencer@eiu.edu>]  
**Sent:** Friday, October 19, 2012 4:26 PM  
**To:** 'Karenlee Spencer'  
**Subject:** CHS@EIU Night  
**Importance:** High

Good afternoon

You may have received an email recently asking you to be part of our second CHS@EIU Night to be held Tuesday, October 30<sup>th</sup>. We will again be hosting Charleston High School juniors and seniors and their families in Old Main and around campus. We would like you to be part of the Mini Academic and Student Support Services Fair, which will begin at 6 pm and end at 7:30 pm. We will have desserts and punch for you and our CHS guests to enjoy. President Perry, Brenda Major, and two CHS to EIU students will welcome our guests at approximately 6:45 pm. Other CHS graduates who are enrolled at EIU will chat with families and then help with campus tours.

Here are the key pieces of information regarding the Mini Academic and Student Support Services Fair:

- You will be provided with a (approximately)4 to 5 foot space (on long tables shared with other departments) to arrange hand-outs.
  - We will provide signage and a tablecloth, as well.
  - We will spread the tables throughout the hallway of Old Main so that both you and our guests will have room to talk comfortably.
  - Please plan to arrive at Old Main Cougill Foyer between 5:30 and 5:45 pm on Tuesday, October 30<sup>th</sup> and plan to be set up and ready to go by 6 pm.
  - The Mini Academic and Student Support Services portion of the fair will end at 7:30 pm.
  - If you would like to take a group of interested students and their parents back to your department/building to show them around a bit, you may do that at 7 pm, if there are a significant number of families “ready to go” at that time. This is optional. If you choose this option, please let me know what building/room(s) you will show our guests.
  - You may wish to wait and take a group back to your department/building at 7:30 pm. Again, this is optional. If you choose this option, please let me know what building/room(s) you will show our guests.
  - Families will have other opportunities to tour campus and a residence hall at 7:30 pm.
  - If you do choose to take families to your departments, please escort them back to the Clock Tower, just south of Booth Library-either at 7:30 pm or at 8:00 pm, so that they may head out on a tour.
- Please let me know if you will join us for this important recruiting event by Monday, October 22<sup>nd</sup>.

I look forward to hearing from you!

Sincerely,

*Karenlee Spencer*

Karenlee Spencer  
 Special Events Coordinator  
 Eastern Illinois University  
 217-581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

Brenda Good

---

**From:** Karenlee Spencer [kspencer@eiu.edu]  
**Sent:** Wednesday, November 07, 2012 4:16 PM  
**To:** jdowens@eiu.edu  
**Subject:** Open House reminder

Dear Mr. Owens,

Reminder:

- Monday, November 12<sup>th</sup> EIU Open House for Prospective Students
- Academic and Student Services Fair
- Grand and University Ballrooms
- NEW HOURS: 9:45-11:30 am
- Set-up begins at 9:15 am.... please be set up by 9:35 am
- Continental Breakfast in both rooms for EIU faculty /staff only (on stage behind curtain in Grand Ballroom...behind screen in northeast corner of University Ballroom).
- Doors open to students and their families at 9:45 a.m.
- Informational Fair ends at 11:30 a.m.
- Please do not leave early.
- If you have not RSVP'd...please do so by 9:00 am tomorrow.

Thank you,

*Karenlee Spencer*

Special Events Coordinator  
Office of Admissions  
581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

Brenda Good

---

**From:** Karenlee Spencer [kspencer@eiu.edu]  
**Sent:** Monday, October 15, 2012 2:32 PM  
**To:** 'Karenlee Spencer'  
**Subject:** FW: November 12 2012 Open House Invitation

Eastern Illinois University's second Fall Open House Visit Day for the 2012-13 academic year will be held Monday, November 12, 2012.

EIU's Open House Visit Day is open to all high school freshmen, sophomores, juniors and seniors who are interested in investigating their post-high school options and learning more about Eastern. We also invite students who are considering transferring to EIU to attend the open house.

We would like you to host a table at the Academic and Student Services Fair during the open house. Prospective applicants and their families will have the opportunity to learn more about majors, minors, support services, and student life in an informal setting. We have decided to return to our 11:30 am end time. Many parents and students told us they needed more time at the fair. The fair will take place in the Grand and University Ballrooms from 9:30-11:30 a.m. You may begin setting up as early as 9:00 a.m. We ask that you are "ready to go" no later than 9:20 a.m.

Space assignment for the fair will be sent by email after receipt of confirmation of your department's participation in the fair. Continental breakfast will be available in both rooms (behind stage curtains in the Grand Ballroom & behind the partition in the northeast corner of the University Ballroom).

**Please confirm your department's participation the November 12<sup>th</sup> Open House Informational Fair by Thursday, October 18<sup>th</sup>.**

We would also like you to consider participating in the Department Showcase portion of the Open House Visit Day. Department Showcases give prospective students and their families the opportunity to take a closer look at academic programs and support services at EIU. You may schedule your showcase between the hours of 1 and 2 p.m. Your showcase might include a brief welcome and a tour of your facilities. In the past some departments have used the full two hours while others have designed a one hour showcase.

I would like to have your commitment to participate in the Department Showcase portion of the November 12<sup>th</sup> Open House Visit Day Program by Thursday, October 18<sup>th</sup> thus assuring that your showcase will be included in the printed program. I will need the times of your showcase, along with a building and room number where visitors can gather. Please provide a brief description of your showcase as well.

If you have any special requests, please, include those.

Please note-if you are no longer the best contact for this information-please forward this email to the proper contact and kindly send me that contact information.

Thank you,

*Karenlee Spencer*

Karenlee Spencer  
Special Events Coordinator  
Eastern Illinois University

**Brenda Good**

---

**From:** Karenlee Spencer [kspencer@eiu.edu]  
**Sent:** Monday, January 14, 2013 11:40 AM  
**To:** 'Jeffrey Owens'  
**Subject:** RE: Feb. 18 2013 Open House

Thank you, Jeff. Grand Ballroom, north window wall, as always.

Karenlee

Karenlee Spencer  
Special Events Coordinator  
Office of Admissions  
Eastern Illinois University  
(217) 581-7661  
[kspencer@eiu.edu](mailto:kspencer@eiu.edu)

---

**From:** Jeffrey Owens [<mailto:jdowens@eiu.edu>]  
**Sent:** Monday, January 14, 2013 11:12 AM  
**To:** 'Karenlee Spencer'  
**Cc:** [mcalthoun@eiu.edu](mailto:mcalthoun@eiu.edu); [erloring@eiu.edu](mailto:erloring@eiu.edu); Ke'an Armstrong  
**Subject:** RE: Feb. 18 2013 Open House

Thanks. WEIU will be there.

Jeff Owens  
WEIU FM/TV Sales Director  
Consolidated Communications TV Networks Sales  
Eastern Illinois University  
1745 Buzzard Hall \* Charleston, IL 61920  
Office: 217.581.6954  
Cell: 217.549.9535  
[jdowens@eiu.edu](mailto:jdowens@eiu.edu)

**weiu** 

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weiu radio

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**From:** Karenlee Spencer [<mailto:kspencer@eiu.edu>]  
**Sent:** Monday, January 14, 2013 10:49 AM  
**To:** 'Karenlee Spencer'  
**Subject:** Feb. 18 2013 Open House  
**Importance:** High

Good morning,

We are excited about the next Open House for prospective students and their families. We will be welcoming our guests in the Doudna Concourse Monday, February 18<sup>th</sup>. We are thrilled to have the opportunity to begin the day's activities/sessions in that beautiful space. We think it will set the tone for a superb open house.

We would like your commitment to participate in the Academic and Student Support Services Fair and the Department Showcase portion of the program today so that we may complete our program, maps, etc. Please take a moment now to RSVP if you have not done so. I would appreciate your commitment to participate by the end of business today.

- Monday, February 18<sup>th</sup> EIU Open House for Prospective Students
- Academic and Student Services Fair
- Grand and University Ballrooms
- 9:45-11:30 am
- Set-up begins at 9:15 am.... please be set up by 9:35 am
- Continental Breakfast in both rooms for EIU faculty /staff only (on stage behind curtain in Grand Ballroom...behind screen in northeast corner of University Ballroom).
- Doors open to students and their families at 9:45 am
- Informational Fair ends at 11:30 am
- Department Showcases from 1-2 pm (Please provide building, room number, start /end times, and a short description of your showcase).

You may click on this link to view the online schedule for the day-  
[http://www.eiu.edu/admissions/oh\\_schedule.php](http://www.eiu.edu/admissions/oh_schedule.php)

Thank you,

Karenlee Spencer

Brenda Good

---

**From:** Rob Calhoun [mailto:rncalhoun@eiu.edu]  
**Sent:** Thursday, March 28, 2013 11:04 AM  
**To:** jdowens@eiu.edu  
**Subject:** FW: Hit-Mix Training Team

---

**From:** Rob Calhoun [mailto:rncalhoun@eiu.edu]  
**Sent:** Wednesday, September 12, 2012 2:07 PM  
**To:** 'kquill1728@yahoo.com'; 'jamoore@eiu.edu'; 'tporter@eiu.edu'; 'aprichardson@eiu.edu'; 'bgmartin@eiu.edu'; 'zblair@eiu.edu'; 'bdmcbeth@eiu.edu'; 'mdreilly@eiu.edu'; 'ajbentley@eiu.edu'; 'sdstewart@eiu.edu'; 'wwilliamson@eiu.edu'; 'qjmaggard@eiu.edu'; 'paboston@eiu.edu'; 'kadunbar@eiu.edu'; 'jnwitt@eiu.edu'  
**Cc:** 'Jeffrey Owens'  
**Subject:** Hit-Mix Training Team

Hello all:

Welcome to the Hit-Mix Training Team. We will have informational meetings on Thursday, September 20 at 1:00 p.m. and Friday, September 21 at 10:00 a.m. The meetings will be held in the FM Student Office, room 1724 of Buzzard Hall. You must attend one of the meetings.

Please let me know which meeting you will attend. If you can't attend these meeting because of class, set up another meeting time with me.

Thank you,

Rob Calhoun  
WEIU-FM Production Supervisor  
600 Lincoln Ave.  
Charleston, IL 61920

Ph: 217.581.8470  
Fax: 217.581.6650

hit-mix 88.9

Brenda Good

---

**From:** Rob Calhoun [mailto:rncalhoun@eiu.edu]  
**Sent:** Thursday, March 28, 2013 11:03 AM  
**To:** jdowens@eiu.edu  
**Subject:** FW: 2013 Hit-Mix Radio Training Team

---

**From:** Rob Calhoun [mailto:rncalhoun@eiu.edu]  
**Sent:** Monday, February 11, 2013 11:27 AM  
**To:** 'jnmortka@eiu.edu'; 'smstukel@eiu.edu'; 'mdrienbolt@eiu.edu'; 'cekesier@eiu.edu'; 'tismiley@eiu.edu'; 'ysreed@eiu.edu'; 'rbergman@eiu.edu'; 'bgbrantley@eiu.edu'; 'amnozicka@eiu.edu'; 'glhayes@eiu.edu'  
**Cc:** 'jdowens@eiu.edu'  
**Subject:** 2013 Hit-Mix Radio Training Team

Hello all:

Welcome to the Hit-Mix Radio Training Team. This is the first step to securing a spot on our Fall 2013 team. Please check your e-mail routinely for any important information we will pass along.

There will be an informational meeting on Wednesday, February 20<sup>th</sup> at 10:30am and on Thursday, February 21<sup>st</sup> at 1:00pm. You only need to attend one of the meetings. Both meetings will be in Buzzard Hall Room 1724.

Please let me know which meeting you will be attending. If you can't make either meeting because of class, we can set up an alternate time. Just let me know.

Thank you,

Rob Calhoun  
WEIU-FM Production Supervisor  
600 Lincoln Ave.  
Charleston, IL 61920

Ph: 217.581.8470  
Fax: 217.581.6650

hit-mix<sup>88.9</sup>

[eiu.edu](#) » [career services](#) » [employers](#) » [career fairs](#) » [broadcast industry fair](#)

# Broadcast Industry Fair

**Wednesday, April 10, 2013**  
**10:00 am - 12:00 pm | MLK, Jr. University Union**

The Broadcast Industry Fair is an excellent opportunity for your organization to meet our talented and career focused graduating seniors and current students who are seeking full time and internship opportunities.



## **REGISTER NOW!**

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### **Registration Includes:**

- 8' table
- Parking
- Electric & Wireless access

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### **Event Information**

- [Directions to EIU](#)
- [Campus Map](#)
- [Hotel Accommodations](#)

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### **Ship Materials**

You are welcome to ship your display or career fair materials to our office prior to your arrival. Please send packages to:

Eastern Illinois University  
Career Services, 1301 Human Services Center  
600 Lincoln Avenue  
Charleston IL 61920  
Attn: Broadcast Industry Fair

---

Brenda Good

---

**From:** Jeffrey Owens [jdowens@eiu.edu]  
**Sent:** Thursday, March 28, 2013 11:16 AM  
**To:** 'Jack K Neal'; 'Brenda Good'  
**Subject:** FW: Annual Spring Meeting

I don't know if this one applies – but Rob & I are on this board and we always welcome transferring LLC students who work at WLKL then transfer to EIU.

Jeff Owens

---

**From:** Gregory Powers [mailto:gpowers@lakeland.cc.il.us]  
**Sent:** Tuesday, March 19, 2013 2:43 PM  
**To:** [trafficwqr1@frontier.com](mailto:trafficwqr1@frontier.com); Bub McCullough; Carol Floyd; Doc Kralman; Greg Sapp; JC Fultz; [jdowens@eiu.edu](mailto:jdowens@eiu.edu); [larry\\_blackerby@wrtv.com](mailto:larry_blackerby@wrtv.com); Randy Miller; Rob Calhoun; Tim Sanders  
**Cc:** Salisa Olmsted; Edward Thomas  
**Subject:** Annual Spring Meeting

Good Afternoon RTV Board Members:

Another year has flown by and I am looking at scheduling our annual LLC Radio/TV Advisory Board Meeting. Fridays seem to work well, so here are a few options we have in April.

Friday, April 19<sup>th</sup>

Friday, April 26<sup>th</sup>

I'm hoping one of these days works for the majority of you. Could you please reply if one of these dates does not work? I'm looking forward to our annual meeting. I will forward a finalized date by the end of the week and an agenda towards the beginning of April.

Thank you in advance for your service to Lake Land College and the Radio/TV Department!

Greg

Greg Powers  
Radio/TV & Speech Communication Instructor  
Station Manager  
WLKL 89.9 FM  
Lake Land College  
Mattoon, IL 61938  
(217) 234-5335

**weiu**  
**News**  
**watch**

**SUMMER INTERNSHIP**

**2012**

**TRAINING MANUAL**



Session 1-Welcome  
Day 1  
9am – 11am  
Newsroom



Session 2-The Big Picture  
Day 1  
11am – Noon  
Newsroom



Session 3-Assignment Editor  
Day 1  
1pm – 2pm  
Newsroom

By the end of this session you will be able to:  
Define the job responsibilities of the assignment editor  
List resources available for newsgathering



Session 4-News Reporter  
Day 1  
2:15pm – 4:00pm  
Newsroom

By the end of this session, you will be able to:  
List three elements that make a well planned  
Describe a reporter's workday



Session 5-News Package Field Shoot  
Day 2 or 3  
9:30am – Noon  
Meet in Newsroom

By the end of this session you will be able to:  
Demonstrate proper check out/in, setup and care of remote equipment  
Define what filter is used under what lighting conditions  
Explain what channel nat sound and VO/SOT should be recorded on  
Execute proper shot framing for an interview  
Execute correct white balance



Session 6-I-News Software  
Day 2 or 3  
9:30am – Noon, 1pm – 4pm  
Newsroom

By the end of this session, you will be able to:

- Log onto the I-News system
- Create a news story
- Search the Pathfire server
- Search for file video
- Add graphic information to a news story



Session 7-News Package Editing  
Day 2 or 3  
1pm – 4pm  
Avid Edit Bay

By the end of this session, you will be able to:

- Log onto system
- Launch an avid project
- Transfer media from Field Cameras to Avid Bin
- Sub clip shots
- Capture video from News Save DVDs
- Record Voice Over
- Perform video edit
- Perform audio edit
- Transfer story to Video Server
- Archive story



Session 8-Campus Tour  
Day 2  
4pm – 5pm  
Meet in Newsroom



Session 9-News Package Critique  
Day 3  
4pm – 5pm  
Production Control A (PCA)

By the end of this session, you will be able to:  
give and receive constructive criticism



Session 10-News Production Jobs Overview

Day 4

9:00am – 10pm

PCA



Session 11-Studio Camera/Floor Director  
Day 4  
10am – 11am  
Studio

By the end of this session, you will be able to  
Demonstrate ability to operate studio camera  
Demonstrate proper floor directing cues  
Define camera shots as listed on shot sheet (1-S, 2BR, 3-3, 2-2)



Session 12-Avid Command/Teleprompter  
Day 4  
10am – 11am  
Production Control Digital (PCD)

By the end of this session, you will be able to  
Start up teleprompting system  
Operate prompter for an anchor  
You will also be able to operate Avid Command.  
Command is the video playback device used by News Watch



Session 13-Avid Deko  
Day 4  
1pm/2pm  
PCD

By the end of this session, you will be able to  
Recall graphic page  
Change text on a graphic page and resave  
Align full-page text



Session 14-Audio  
Day 4  
1pm/2pm  
PCD

By the end of this session, you will be able to  
Perform microphone checks with correct audio levels  
React accordingly to director's cues for audio operator



Session 15-Coles County Scavenger Hunt  
Day 5  
8:45am – 10am  
Meet in the Newsroom  
At 8:30am



Session 16-Producing  
Day 5  
10:00am – 12pm  
Newsroom

By the end of this session, you will be able to understand the duties required to produce WEIU-TV News Watch



Session 17-Technical Directing  
Day 5  
1pm or 2pm  
PCD

By the end of this session, you will be able to:  
Define what each bus is used for on the switcher  
Explain what a source is  
Explain what a key is  
Demonstrate ability to switch from 1 source to another  
Demonstrate ability to add and remove a key



Session 18-On Air Talent  
Day 5  
1pm or 2pm  
Studio



Session 19- Directing  
Day 5  
3:15pm – 4:30pm  
PCA

By the end of this session, you will be able to:  
Demonstrate ability to mark a director's script  
Describe cues for production team members during a newscast

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**ADDITIONAL INSTRUCTIONS**

# WEIU Kids Day!!

## August 20, 2011



Join WEIU TV and  
Hit-Mix 88.9 WEIU FM  
for Kids Day on Sesame Street!  
See Super WHY! and Princess Presto  
August 20th from 11am-1pm  
Kiwanis Park ~ Charleston

*Bring a camera to take a picture with the your favorite Super Hero!  
Characters will rotate throughout the day and may be unavailable at times.*

- Snacks, Games, and Activities for the kids
- School Supply Drive- to benefit area schools
- Live Hit-Mix 88.9 Radio Broadcast
- Door Prizes
- Community Area
- FREE children's books

**weiu**  
Here for you.  
**hit-mix 88.9**  
weiu radio

For more information:  
217-581-7912 or [kids@weiu.net](mailto:kids@weiu.net)  
[www.weiu.net](http://www.weiu.net)

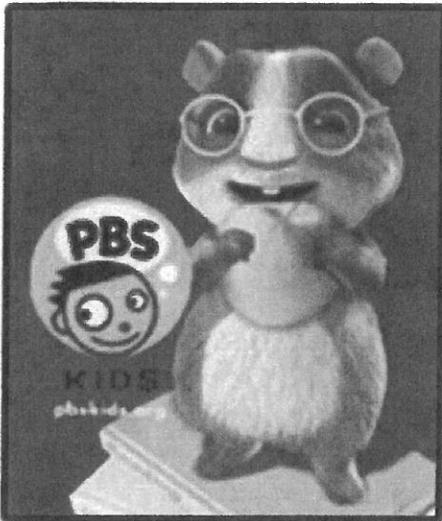
*Thank you to our generous sponsors who  
helped support Kids Day this year!*

EIU Student Community Service, Wood Rentals, Mangy Moose, Pop's BBQ, Megan's Closet, Charleston Appliance Center, School of Continuing Education, Doudna Fine Arts Center, Carle Foundation, Lake Land College, Pet Tropics, Arrow Travel, Just Ask Rental, Lincoln Garden, McHugh's, Unique Homes, EIU Alumni Association, Drake Roofing, A Citizens Law Office, EIU ROTC, Whole Body Health Center Dr. Jamie D. Stephens D.C.

# WEIU Kids Day August 18, 2012

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hit-mix 88.9  
weiu radio

For More Information  
217-581-7193  
ksarmstrong@eiu.edu



**Join WEIU TV and  
Hit-Mix 88.9 WEIU FM  
for Kids Day on Sesame Street!  
See "Hooper" from PBS Kids  
August 18th from 11am - 1pm  
Kiwanis Park, Charleston, IL**

- \* Snacks, Games, and Activities for the kids
- \* Live Hit-Mix 88.9 Radio Broadcast
- \* Free Children's Books
- \* Door Prizes
- \* Community Area focusing on Healthy Kids

**Eat  
Smart for a  
Great Start**



**Participants: Local Bike Club (Bicycle Safety), Douglas-Hart Nature Center, SBLHC Healthy Heroes, Dental Bus, I Sing the Body Electric, Girls on the Run, EIU Health Resource Center, U of I Extension, Charleston Library, Charleston Fire Truck, Ambulance, Smoke Trailer, American Red Cross, Child Care Resource & Referral, Big Brothers/Big Sisters, EIU Athletics (Obstacle Course) WEIU Activities, Snack Booth and Hit-Mix 88.9 WEIU Live Radio Broadcast**

**Underwriters: EIU Continuing Education, Megans Closet, A Citizens Law Office, Wood Rentals, County Market, Eddie Book Farms, Charleston Appliance Center, Twice is Nice, Drake Roofing, Lake Land College, Arrow Travel, Lincoln Garden, Doudna Fine Arts Center, Pops BBQ, Britton & Swann, LLC, Bob Cotting & Associates, Charleston Moose Lodge, EIU ROTC, Dance Life, McHugh**



**First Federal Savings & Loan Association of Central Illinois is the "Hooper" Character Underwriter and will be offering a bicycle giveaway for one girl and one boy. They will have a special tent to Meet & Greet "Hooper" and will give balloons to children visiting their tent. Don't forget your camera!**

**of CHARLESTON**  
TOURISM

Funding provided in part by City of Charleston Tourism Fund [www.charlestontourism.org](http://www.charlestontourism.org)

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**WEIU TV and Hit-Mix 88.9 WEIU FM**

cordially invites you and your guests to  
*"Annual Awards Night"*  
**Friday, May 6, 2011**

Watch the final *News Watch* production for seniors  
at **5:30 p.m. in the TV Studio at Buzzard Hall**  
and/or tour the **Hit-Mix 88.9 Radio Studio**  
with your graduating senior

Dinner and awards presentation will immediately  
follow at **6:30 p.m. across campus in the**  
**EIU University Union/7<sup>th</sup> Street Underground**

6:30pm Dinner  
7:00pm Awards

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weiu radio

**WEIU TV and Hit-Mix 88.9 WEIU FM  
Annual Awards Night  
Friday, May 6, 2011**

**Dinner**  
(6:30pm)

**Award Presentations**  
(Immediately Following Dinner)

**Welcoming Remarks**

By Mr. Jack Neal, WEIU General Manager

**Outstanding Senior in Radio Broadcasting**

By Mr. Jeff Owens  
Hit-Mix 88.9 WEIU FM Director

**Outstanding Senior in Television Broadcasting**

By Mr. Mike Bradd, Faculty  
Department of Communication Studies

**Outstanding Senior in Broadcast Journalism**

By Dr. Janice Collins, Faculty  
Department of Journalism

**Recognition of Graduating Seniors**

By Mrs. Kelly Runyon, News Watch Director  
By Mr. Jeff Owens, Hit-Mix 88.9 WEIU FM Director

**Closing Remarks**

By Dr. Blair Lord, Provost and Vice President for Academic Affairs  
Eastern Illinois University

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weiu radio

**WEIU TV and Hit-Mix 88.9 WEIU FM**

cordially invites you and your guests to

*"Annual Awards Night"*

**Friday, May 4, 2012**

Watch the final *News Watch* production for seniors  
at **5:30 p.m. in the TV Studio at Buzzard Hall**  
and/or tour the **Hit-Mix 88.9 Radio Studio**  
with your graduating senior

Dinner and awards presentation will immediately  
follow at **6:30 p.m. across campus in the**  
**EIU University Union/7<sup>th</sup> Street Underground**  
6:30pm Dinner and 7:00pm Awards

**\$15.00 per person**

Please RSVP to 217-581-5956

**WEIU**

**c/o Senior Awards Night**

**1521 Buzzard Hall**

**600 Lincoln Avenue**

**Charleston, IL 61920**



**WEIU TV and Hit-Mix 88.9 WEIU FM  
Annual Awards Night  
Friday, May 4, 2012**

**Dinner**  
(6:30pm)

**Award Presentations**  
(Immediately Following Dinner)

**Welcoming Remarks**

By Mr. Jack Neal, WEIU General Manager

**Outstanding Senior in Radio Broadcasting**

By Mr. Jeff Owens  
Hit-Mix 88.9 WEIU FM Director

**Outstanding Senior in Television Broadcasting**

By Mr. Mike Bradd, Faculty  
Department of Communication Studies

**Outstanding Senior in Broadcast Journalism**

By Dr. Janice Collins, Faculty  
Department of Journalism

**Recognition of Graduating Seniors**

By Ms. Kelly Runyon, News Watch Director  
By Mr. Jeff Owens, Hit-Mix 88.9 WEIU FM Director  
By Mr. Fred Peralta, WEIU Producer/Director  
By Mr. Rameen Karbassioon, Producer/Director

**Closing Remarks**

By Dr. Blair Lord, Provost and Vice President for Academic Affairs  
Eastern Illinois University

## RTLL Outreach FY11 (July 1, 2010-June 30, 2011)

### 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
<u>250</u>	Literacy Kits- featuring Martha Speaks
<u>15</u>	Sesame Street Food for Thought workshops

### Other Outreach

- 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 free books
- Celebration- (Martha & Clifford) 300+ children in attendance, gave our 300 free 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 – Jeni 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.
- WEIU Kids Day- estimated 1000 people attended
- Conference Presence: Eastern Illinois University 54<sup>th</sup> 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.

## **RTLL Outreach FY12 (July 1, 2011-June 30, 2012)**

### **WORKSHOPS:**

21 Workshops  
293 Total Adult Participants  
    123 RTL (Parents)  
    59 Pre-K (includes 49 Head Start teachers)  
    48 K-12  
    51 Pre-Service (students)  
    2 Faculty  
    0 Other  
293 Children reached  
5000 + Children's books  
196 Literacy Kits- featuring Dinosaur Train  
97 Literacy Kits – featuring Martha Speaks

### **Other Outreach**

- PBS KIDS GO Writers Contest (41 entries)
- WEIU Reading Club 109 participants, 12,000 books read, 700 books given away
- Festival of the Young Child (Curious George) 425+children in attendance, gave out 425 free books
- Celebration- (Curious George) 65+ children in attendance, gave out 65 free books
- Provided 16 Sesame Street Food for Thoughts kits to area Girl Scouts.
- Provided additional Sesame Street Food for Thought kits to area Head Start classrooms.
- Provided 500 Sesame Street Food for Thought kits to Coles County Health Department for Body Walk.
- 550 Newsletters to area Child Care Providers
- Parenting Counts resources to Sarah Bush Lincoln Health Center
- Healthy Families 4 Life Committee – Jeni 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.
- WEIU Kids Day- estimated 1000 people attended
- Arcola Public Library Activity Day – for Summer Reading Club and a Mom and Tots group.
- Baskets donated to: Big Brothers, Big Sisters, Charleston Joint PTA, EIU Spring Fling, CASA (Court Appointed Special Advocates), HOPE of East Central Illinois
- Moms For Moms (a local group for stay at home Moms)- we provided an activity day for them.
- Multiple presentations to area schools and Charleston School District #1.
- Worked with other Illinois PBS stations to facilitate the Illinois PBS Learning Media Pilot.
- Dr. Marshall Lassak (Math Professor at EIU) presented PBS Learning Media and other resources to 218 Kindergarten through 6<sup>th</sup> grade teachers in Martinsville during a Math and Science day.
- Provided Arthur and other literacy resources to Mrs. Bosler a 3<sup>rd</sup> grade teacher at Carl Sandburg

**Festival of the Young Child**

**Saturday, April 16, 2011**

10:00 A.M. - 2:00 P.M.

Cross County Mall

Mattoon, Illinois

**Please return by April 6 to:**

Linda Lacy

ERBA Head Start

P.O. Box 307

Greenup, Illinois 62428

Fax: 217/923-3867 email: [linda@erbainc.org](mailto:linda@erbainc.org) Phone: 217/923-5141

Yes, we will have an activity at the **Festival of the Young Child**.

**Please describe the activity you plan to provide:**

We will bring Martha Speaks, PBS KIDS character and star of the books of the same title for a meet and greet with children. Families can bring cameras to get their picture taken with Martha and we will also be giving away children's books.

**We will need:**

The approximate size of the booth area is 10' X 10'. How many booths will your program need? 2

\*We will only have 1 table, but our character tends to draw a large crowd. It might be helpful to have 2 booths so we aren't in another groups space. Last year we were right in front of Sears which worked out well since we need a place for our character to take breaks in private area. We are able to utilize the back rooms over by the mall bathrooms by Sears. If possible it would help us to be in that area again. Thank you!

Number of tables needed:  one  two      Number of chairs needed:  1  2

Electrical outlet needed:  yes  no (Outlets are in the ceiling. Please bring your own 25' or 50' heavy duty electrical drop cord.)

Each booth is responsible for their own clean-up. Be sure to bring trash bags.

Organization Name: WEIU TV Educational Services

Contact Person: Jeni Huckstep

Address: 600 Lincoln Avenue

Charleston, IL 61920

Phone Number: 217-581-7912

Email Address: jlhuckstep@eiu.edu

**Festival of the Young Child**

**Saturday, April 21, 2012**

10:00 A.M. - 2:00 P.M.

Cross County Mall

Mattoon, Illinois

**Please return by April 5 to:**

Linda Lacy

ERBA Head Start

P.O. Box 307

Greenup, Illinois 62428

Fax: 217/923-3867 email: [linda@erbainc.org](mailto:linda@erbainc.org) Phone: 217/923-5141

Yes, we will have an activity at the Festival of the Young Child.

**Please describe the activity you plan to provide:**

We will bring Curious George, a PBS KIDS character for a meet and greet with children.

Families can bring cameras to get their picture taken with Curious George and we will also be giving away children's books.

**We will need:**

The approximate size of the booth area is 10' X 10'. How many booths will your program need? 2 (we will need space to do 2 tables for books along with an area our character can stand and families can form a line waiting to see our character).

Number of tables needed: one  two Number of chairs needed: 2

Electrical outlet needed: yes  no (Outlets are in the ceiling. Please bring your own 25' or 50' heavy duty electrical drop cord.)

**Each booth is responsible for their own clean-up. Be sure to bring trash bags.**

Organization Name: WEIU TV

Contact Person: Jeni Huckstep

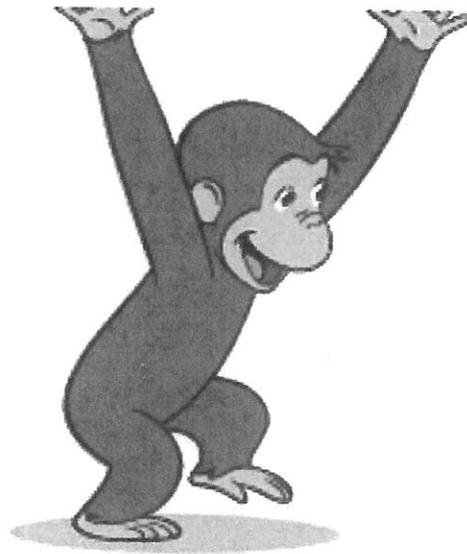
Address: 600 Lincoln Avenue, Eastern Illinois University, Charleston, IL 61920

Phone Number: 217-581-7912

Email Address: jlhuckstep@eiu.edu

***It's Play Time  
with Curious  
George!***

***Curious George***®



WEIU invites you to join us at two fun events to monkey around with Curious George on April 21st and 22nd!

**Festival of the Young Child  
Cross County Mall  
Mattoon**

**April 21st 10 am-2 pm**

\*Please note that our character will rotate and may be unavailable at times while taking a break!

**EIU Celebration  
A Festival of the Arts  
Charleston, EIU Campus**

**April 22nd 12-4 pm**

\*Please note that our character will rotate and may be unavailable at times while taking a break!

- Meet Curious George at both events!
- Please bring your camera if you would like a picture with Curious George.
- The first 300 children in attendance will get to choose a FREE children's book!

**Catch Curious George weekdays on WEIU at 7:30 am**

**weiu**  **kids**

For more information on these events or PBS KIDS programming visit our website at [www.weiu.net](http://www.weiu.net) or contact us by email [kids@weiu.net](mailto:kids@weiu.net) or phone 217-581-7912.



**PBS KIDS GO!**

## **Writers Contest Rules 2011**



**Entries must be postmarked no later than March 25, 2011**

**For questions please contact: Jeni Huckstep**

**Email: [kids@weiu.net](mailto:kids@weiu.net) Phone: 217-581-7912**

The PBS KIDS GO! Writers Contest 2011 is being coordinated by WNED-TV, Buffalo/Toronto ("WNED"). WNED supports local station development for this year's Contest until a national sponsor can be secured. The Contest traditionally runs from January through March, with the judging taking place in April. Local winner announcements should be made no later than May 31<sup>st</sup> to allow for consistency. The WEIU Contest will run from January 3, 2011 through March 25, 2011. These contest rules are subject to modification by WNED.

### **Eligibility & Entry Guidelines**

- Entrants must be in kindergarten, first, second or third grade.
- Children of employees of WEIU, WNED, sales representatives, subsidiaries or parent companies, advertising/sales promotion agencies, and judges are not eligible.
- Only one entry per person will be accepted; all subsequent entries will be disqualified.
- Only single author stories qualify (no co-authored stories).
- Stories can be fact or fiction, and prose or poetry.
- Any failure to adhere to these Contest Rules may result in disqualification from the contest.
- No purchase is necessary.

### **Word Count**

- Kindergarten and first grade stories must have a minimum of 50 words and a maximum of 200 words.
- Second and third grade stories must have a minimum of 100 words and a maximum of 350 words.
- The word count includes "a," "an," and "the," but not the words on non-story pages such as the title page or those that enhance the illustrations.
- Text must be printed or written legibly or typed.
- Children who cannot write may dictate their story to be printed, written legibly or typed.
- Text may be integrated into the illustration pages or on separate pages.
- Non-English text must be translated on the same page and the translation text must adhere to word count.
- Invented spelling is accepted.

### **Format & Illustrations**

- Stories must have at least 5 original, clear and colorful illustrations.
- Original art can include drawings, photographs, collages, and 3-D.
- Stories must be created on one side of the paper and numbered on the back of each page.

### **Official Entry Form**

- Each entry must include the official PBS KIDS GO! Writers Contest Entry Form 2011, with the required signature of a parent/guardian (and, if appropriate, the optional signature of the sponsoring teacher), confirming that the story and art are original, and granting certain rights to the entry materials.
- The entry form must be complete and legible.

### **Judging, Awards & Notification**

Entries will be judged on originality, creative expression, storytelling and integration of text and illustrations. WEIU will judge local submissions. All decisions of the judges are final and not subject to appeal or review. Odds of winning depend on the number of entries received at participating stations. Local prizes for the 2011 Contest are prizes to be provided by WEIU and are yet to be determined. Prizes could include books, games, DVD, and other possible prizes. Prize recipients must allow a minimum of 4 to 6 weeks from notification to delivery. Prizes are non-transferable.



# WRITERS CONTEST

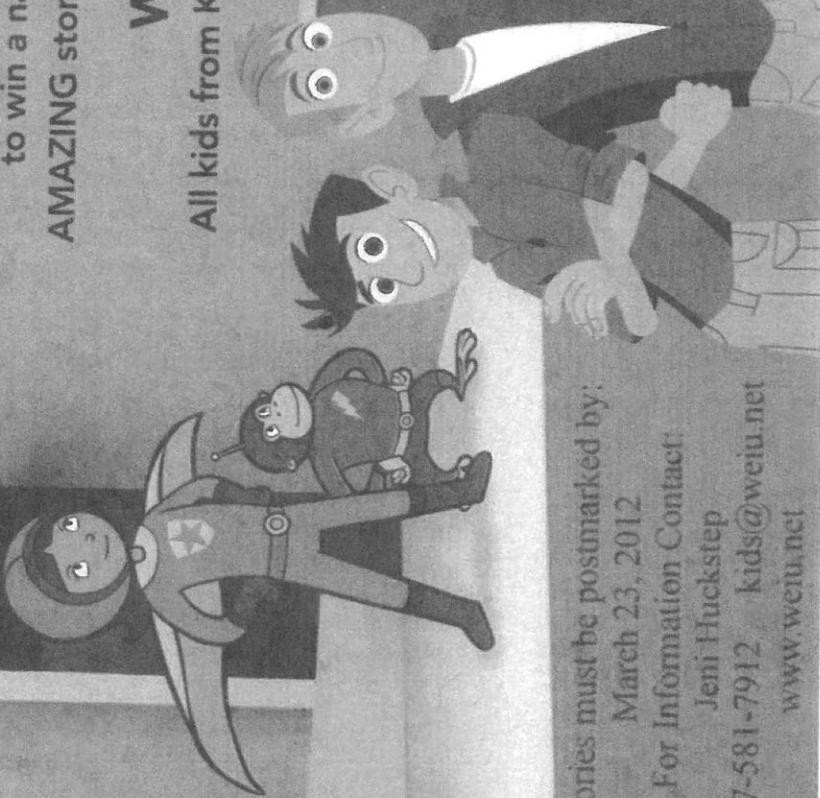
## Give us your best stories!

### You could be a winner!

Students from your area will have a chance to win a national contest and have their AMAZING stories published at [pbskids.org/read](http://pbskids.org/read).

### Who can enter?

All kids from Kindergarten through third grade.



To enter go to:  
[pbskids.org/read](http://pbskids.org/read)

Stories must be postmarked by:  
March 23, 2012  
For Information Contact:  
Jeni Huckstep  
217-581-7912 [kids@weiu.net](mailto:kids@weiu.net)  
[www.weiu.net](http://www.weiu.net)

**weiu** Kids



The PBS KIDS GO! Writers Contest is produced by PBS KIDS and managed by WNEB-TV with corporate funding from StudentPublishing.com.





# You are invited!



To attend WEIU Kids Reading Club kick-off party

Join us on Saturday, September 10, 2011  
2:00pm - 3:00pm

This free informative and exciting event will be taking place at  
Charleston Carnegie Public Library  
712 6<sup>th</sup> Street

Light refreshments will be served

We would like to invite your child to enjoy a wonderful book club that will encourage reading and developing fundamental literacy skills that will last a lifetime. *WEIU Kids Reading Club* is a **FREE** book club for children from age 2 years to 6<sup>th</sup> grade. Upon joining, he/she will receive a membership kit containing a membership card, reading logs, and a few goodies. Your child (or parent if they cannot write well yet) will record on the reading record each book the child reads, or is read to, until all lines on the reading record are filled. Then mail in the reading record to WEIU TV station and your child will be sent a special prize. The book club will run from September 2011 through May 2012. To celebrate a year of reading success, in May each child will be invited to a special book club member's party with cake, games, and prizes.

Share the love and excitement of reading with your child. To enroll your child for free, or for questions contact Michelle Lassak by phone at 581-7912 or [pmlassak@eiu.edu](mailto:pmlassak@eiu.edu) or visit [www.weiu.net](http://www.weiu.net) for a downloadable registration form.

**weiu** kids



Thank you to Subway of Charleston  
for underwriting our  
WEIU Kids Reading Club!!!

"Pursuant to the Charleston Community Unit District #1 policies permitting community organizations to reach a larger audience through schools, attached is an informational sheet regarding WEIU TV Educational Services. The views expressed in the attached advertisement are solely those of WEIU TV Educational Services and do not reflect the views of or are not endorsed by the school district, and of the Board members, administration, faculty, staff, or any other persons associated with the school in any way."

The *WEIU Kids Reading Club* is a **FREE** reading club for children from age 2 years to 6<sup>th</sup> grade. Every August we invite children to participate in this wonderful opportunity that will encourage reading and developing fundamental literacy skills that will last a lifetime. Upon joining, the child will receive a membership kit containing a membership card, reading logs, and a few goodies. The child (or parent if they cannot write well yet) will record on the reading record each book the child reads, or is read to, until all lines on the reading record are filled. Then mail in the reading record to WEIU TV station and the child will be sent a special prize. The reading club runs from September through May 2012. To celebrate a year of reading success, in May each child will be invited to a special reading club member's party with cake, games, and prizes.

Share the love and excitement of reading with your child. We will start taking new enrollment in August 2012. For questions contact Michelle Lassak by phone at 581-7912 or [pmlassak@eiu.edu](mailto:pmlassak@eiu.edu).