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Page 2: Tell us who you are!

**Q1** Contact Information

Name	Ke'an Armstrong
Title	Publicity/Promotions Specialist
Station	WEIU TV
Email	ksarmstrong@eiu.edu
Phone Number	217-581-7193

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Page 3: Award Categories

**Q2** Select a category. **Special Achievement**

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Page 7: Special Achievement

**Q21** Project Title

This is Our Story

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**Q22** What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

This is Our Story is a local production/engagement opportunity for volunteer storytellers to share stories of their community. These storytellers tell stories of the local history, events and people that shaped their community told by the people who live there and call this town their home.

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## 2018 Development Awards - Application Form

**Q23** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

WEIU colleagues, Jana Johnson, Membership Manager and Ke'an Armstrong, Publicity/Promotions Specialist work as Project Managers with two station producers to produce "This is Our Story" which has been based in 9 different communities in East Central Illinois. Jana and Ke'an visit a community and recruit a group of "Champions" to spread the word throughout the town that WEIU will be producing a special program on their community. A meeting of Champions takes place and this group then recruits volunteer storytellers to share a variety of stories about their home town. A community meeting is held and anyone wanting to share a story must attend this meeting and commit to a production day/time. WEIU staff set up production and collect anywhere between 25-30 stories on average. The storytellers submit photos, videos, and other visuals to illustrate their story. Each story is on average 4 minutes in length. The final program is around 2 hours and is put on a dvd. During a Red Carpet Premiere, storytellers and underwriters are invited to watch the program for the first time. The following week, these folks are invited to WEIU to help answer phones for a LIVE night broadcasting this special program. The dvd's are offered as thank you gifts for people calling into support WEIU and their fellow family, friends, neighbors and co-workers who have shared stories on their home town.

**Q24** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Since October 2014, WEIU has produced 9 "This is Our Story" programs. The communities that have been showcased in order are Effingham, Mattoon, Charleston, Paris, Marshall, Arcola, Arthur, Shelbyville, and Casey, Illinois. We are currently working on the tenth episode in Tuscola, Illinois. In the nine programs we have produced, we have had 284 stories and 292 storytellers (some stories had more than one storyteller). We have gained \$145,650 in underwriting and \$105,125 in dvd orders totaling \$250,310 in fundraising. WEIU TV is a small PDP university licensee station with 12 full time employees and we serve 22 counties in East Central Illinois and partly into Vigo County, Indiana. This is the largest and most successful fundraising effort the station has ever had in the 32 years of existence.

**Q25** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

WEIU has been recognized with an Award for Merit by the Coles County Regional Planning and Development Commission - Historic Preservation Advisory Council for "This is Our Story". We are currently discussing a partnership with the Illinois State Museum in Springfield, Illinois in how to incorporate "This is Our Story" with the "Story of Illinois" at the museum. WEIU has been recognized in several newspapers and commercial tv and radio stations as well as social media accounts for showcasing local history, events and people that make up rural America.

**Q26** Do you have any supporting materials or items to upload? (optional) **Yes**

Page 10: Additional Items

**Q31** Please upload all materials as a single document. **Respondent skipped this question**

Page 11: Tell us what you thought!

**Q32** This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was helpful**