



WQPT Quad Cities PBS and Western Illinois University



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WQPT Quad Cities PBS
and
Western Illinois University

Year One



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A look back...





Budget



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Budget Staffing



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Budget Staffing Programming



Budget Staffing Programming Delivery



Budget
Staffing
Programming
Delivery



Budget
Staffing
Programming
Delivery



Budget
Staffing
Programming
Delivery



Budget Staffing Programming **Delivery**



Budget
Staffing
Programming
Delivery





May 1, 2010



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May 1, 2010

WQPT's license transfers to WIU



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May 1, 2010

WQPT's license transfers to WIU
WQPT Staff becomes WIU
employees



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May 1, 2010

WQPT's license transfers to WIU
WQPT Staff becomes WIU
employees
WQPT begins operating from
Fusion Communications





May 31, 2010

WQPT completes the move to
Crown Center



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Technology

FY 11 Accomplishments



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Technology

FY 11 Accomplishments

- ✓ Successfully transitioned master control operation to Fusion
- ✓ Acquired new networking and phone systems for Crown Center
- ✓ Acquired new editing system to assist with local productions (thank you, Hunt and Diane Harris)
- ✓ Went from 17 hours a day to 24 hours a day (as IPTV reduced their hours)
- ✓ Upgraded PSIP encoder interface to the Rovi operating system
- ✓ Purchased a digital EAS encoder to comply with FCC regulations



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Technology

FY 12 Goals/ Desires/ Wishes



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Technology

FY 12 Goals/Desires/Wishes

- ✓ **New encoder needed at Fusion – without it, we're off the air – app. \$35,000**



Technology

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- ✓ **Upgrade ch. 48 translator in Sterling/Rock Falls market – app. \$40,000 – 90% federal funds may be available**



Technology

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Technology

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Technology

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- ✓ **Find funds to upgrade most WQPT PC's**





Locally Produced Programming



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Locally Produced Programming
(key item in long-range strategic plan)





Locally Produced Programming

(key item in long-range strategic plan)

Get Movin'

Supported by the Alcoa Foundation



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Get Movin'

See Video Link 1 *Get Movin'*



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Locally Produced Programming

(key item in long-range strategic plan)

Get Movin'

Supported by the Alcoa Foundation





Out & About

See Video Link 2 *Out & About*



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Locally Produced Programming

(key item in long-range strategic plan)

Get Movin'

Supported by the Alcoa Foundation

Out & About

***The Cities with Jim Mertens
(\$20,000 grant from the Day
Foundation)***



The Cities with Jim Mertens

See Video Link 3

The Cities with Jim Mertens



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Additional New Programming In FY 11



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***Additional New Programming
In FY 11***

WIU Presents



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*Additional New Programming
In FY 11*

**WIU Presents
WIU Sports**



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*Additional New Programming
In FY 11*

**WIU Presents
WIU Sports
Live pledge drives**





Additional New Programming In FY 12?



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Additional New Programming In FY 12?

Goal to create another weekly program.



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***Additional New Programming
In FY 12?***

Goal to create another weekly program.

No shortage of topics.



***Additional New Programming
In FY 12?***

Goal to create another weekly program.

No shortage of topics.

Depends upon finding a funding source.



***Special thanks
to
Chris Ryder***



Show me the money

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$



FY 11 Development Goals

Add significant revenue to accommodate administrative and program growth

Organize a development board

Grants application and management system

Secure new funding sources ->

Face-to-face requests

Annual challenge grant for major gifts – pending

Retain a monthly file averaging 3,800 members

750 new members by June 30 (365 to date)

Increase sponsorship and attendance at events





Some of our new funding sources:

Terrostar

Quad City International Airport

St. Ambrose University

Davenport Noon Optimists

Rock Island Kiwanis

Development and Community Board Members



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FY 11 Development Goals

Identify and obtain funding sources to help defray transition and operating costs.

Modern Woodmen: \$11,500

Harris Family Foundation \$4,000

Bechtel Trust in progress

Other major gifts:

Hubbell-Waterman: \$50,000

Jane Magnusson: \$10,000

Jane Folwell: \$10,000



FY 12 Development Goals

Grow major gifts of \$1,000 or more annually

Sustain individual membership of 3,800

Attract more corporate support – sponsorships and program underwriting

Seek ways to decrease expenses through trades and in-kind sponsorships



Special Events



Champagne
on the
Rocks

Gross:	\$49,676
Net:	\$39,087
Attendance:	204



Champagne
on the
Rocks

Gross: \$49,676
Net: \$39,087 (best ever!)
Attendance: 204





Brew Ha Ha 2010





Brew Ha Ha

See Video Link 4 *Brew Ha Ha*



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Net:
\$17,600



According to the auditors...

	2008	2009	2010
Operating Revenue	2,074,475	1,898,018	1,608,288
Non-operating Revenue	125,557	171,911	84,769
Operating Expenses	2,578,184	2,290,044	2,057,257
Loss	(378,152)	(220,115)	(364,200)
Excluding Depreciation	(76,965)	110,699	(5,745)



What we actually receive in a year...sort of

	2008	2009	2010	2011
Federal (CPB)	645,081	661,404	669,109	(in the bank) 691,353
State of Illinois	146,507	153,537	151,272	(not in hand) 188,333
Membership	448,696	418,090	399,737	(as of 3/3/11) 262,579
Other grants & local funds	277,341	332,037	200,738	(as of 3/3/11) 151,898





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Educational Outreach and Community Engagement



FY 11 Activities

Workshops for parents, providers and teachers on appropriate TV viewing and use of the TV as a positive learning tool.



FY 11 Activities

Workshops for parents, providers and teachers on appropriate TV viewing and use of the TV as a positive learning tool.

Workshops for low literate, low income, rural and special needs children in Title 1 classrooms.



FY 11 Activities

Professional development for 250 early childhood professionals at the Ready to Learn Conference. Partners: RI County Regional Office of Education and the Mississippi Bend Area Education Agency.







FY 11 Activities

Distribute about 5,000 books per year at events and through the First Book Club where teachers from select sites receive free books five times per year for classroom readers which are then given to students for their home libraries.



FY 11 Activities

Alcoa supported project (\$20,000) at the Rock Island Center for Math and Science.



FY 11 Activities

Participate in and promote events for families at libraries, museums and community centers.

Reading Adventures
Music on the Lawn
Blossoms at Butterworth





Super Why! visit and WQPT's Kid's Club

See Video Link 5 *WQPT's Kid's Club*



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Reading Adventures 2010 with The Cat in the Hat



Promote literacy through story writing and illustrating by coordinating the PBS Writers Contest for children in grades K - 3



Moline's Deere-Wiman Home

FY 11 Activities

Sit on various community boards that share our mission of helping children be “ready to learn” when they enter school.

Quad Cities Early Childhood Leadership

*United Way
Community Foundation of the Great River Bend*





Looking 4 Leadership.org

See Video Link 6 *Looking 4 Leadership.org*



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AMERICAN EXPERIENCE  PBS

FREEDOM RIDERS



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FY 11 Activities

Freedom Riders

New connections with schools and several non-profit and social service agencies.

Strengthen relationship with Putnam/IMAX

Many new individual connections

Uncovered new funding sources



FY 11 Activities

Freedom Riders ***WIU Connections***

Student Government Association
Association of Latin American Students
Society of Educators
Dr. Tammy Werner
Dr. Earl Bracey (Keynote Speaker)





Community Partnerships



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Community Partnerships

- Alcoa and Alcoa Foundation
- Bettendorf Public Library
- Bi-State Literacy
- Black Hawk Area Education Center (E. Moline)
- Black Hawk College Family Literacy
- Butterworth Center & Deere-Wiman House
- Child Abuse Council
- Children's Village at Hoover (Davenport)
- Children's Village at Monroe (Davenport)
- Community Child Care Resource & Referral
- Community Foundation
- Davenport Public Library
- Denkmann Elementary (RI)
- Ericsson Elementary (Moline)
- Family Museum
- Floreciente Head Start (Moline)
- Francis Willard Elementary (RI)
- Figge Art Museum
- HOPES/Building Blocks (IA)
- Literacy Connection
- Longfellow Elementary (RI)
- Midwest Writing Center



Community Partnerships

- Mississippi Bend Area Education Agency
- Moline Public Library
- Mumford Family Foundation
- Port Byron Public Library
- Putnam Museum
- Quad Cities Association for the Education of Young Children
- Quad Cities Early Childhood Conference
- Quad Cities Early Childhood Leadership
- Quad City Times
- Red Cross of the Quad Cities
- Ridgewood Elementary (E. Moline)
- Rock Island Botanical Center
- Rock Island Center for Math & Science
- Rock Island Regional Office of Education
- Terrace Bluff Head Start (Davenport)
- Two Rivers YMCA
- United Way of the Quad Cities
- Wells Elementary (E. Moline)



Community Partnerships

- Western Illinois University
- RTL Conference
Presenters: Susan Massey and Andrea Hyde
- Debbie Lee – Assistant Professor of Early Childhood Education
- Dr. Isele and SGA answered phones during March pledge drive





Start spreadin' the news...



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Start spreadin' the news...

*or...how to get the word out
about WQPT with no marketing
budget...*



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WQPT.org



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WQPT.org

Program guide



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Program guide

Facebook



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Facebook

Twitter?



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Twitter?

YouTube



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Community Engagement



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Community Engagement

- *East Moline Rotary Club (Pres.)*
- *Davenport Rotary Club*
- *Bettendorf Rotary Club*
- *The Network (2nd Vice-Chair)*
- *United Way's Media Alliance*
- *Run With Carl (PR Chair)*



Community Engagement

- *QC Chamber of Commerce*
- *Association of Fundraising Professionals (Past Pres.)*
- *The Women's Connection*
- *WIU Leadership Council*
- *QC Chamber 2012 Silver Ball Committee*



Community Engagement

- *Moline DARE Board*
- *Advisor to WIU-QC Student Recreation Program*
- *WIU-QC RPTA Mentor Program*
- *Wheelock/ Velie Moline Neighborhood NPC*
- *YP Awards Committee*



Community Engagement

- *Viva Quad Cities (Board member)*
- *Quad Cities Hispanic Chamber*
- *Two Rivers YMCA – Strong Kids Campaign Committee*
- *Association of Latin American Students (BHC and WIU)*



Community Engagement

- *BHC Speakers Bureau*
- *WIU Past Adjunct Instructor*
- *Guest speaker for various WIU classes*
- *Agency Internship Supervisor for WIU Students*
- *Speaker at RTPA Conference on Macomb*



Community Engagement

- *Butterworth Center & Deere-Wiman House (Board)*
- *Quad Cities Early Childhood Conference (Board)*
- *Quad Cities Early Childhood Leadership (Board)*
- *Reading Adventures (Board)*



Community Engagement

- *Living Lands & Waters*
- *Tri-City Garden Club*
- *Curtainbox Theatre*
- *Churches*
- *Symphony*
- *etc., etc., etc*



Community Engagement

Community Advisory Board

- Amy Kolker
- Tim D'Avis
- Bruce Biagini
- Chris Glass
- Leigh Geramanis
- Jeff vomSaal
- Carmen Darland
- Jeff Ashcraft
- Marshall Porter
- Jim Albracht
- Andy Borst
- Frank Coyle
- Jesus Delgado
- Kim Findlay
- Paul Kreider
- Kathy Michel
- Julie McHard
- Cheryl Salley
- Terry Wilson



Community Engagement

Development Board

Leo Schubert

AJ Loss

Carrie Bull

Chris Curran

Steve Dembosky

Elisabeth Norwood

Howard Press

Ed Slivken

Lenore Sprague





Industry Trends



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Industry Trends

Less reliance on over-the-air broadcasting



Industry Trends

Less reliance on over-the-air broadcasting

More reliance on web, streaming, video on demand



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Consolidation – particularly in master control operations (Illinois and Indiana)



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Mergers? Hampered by distance and types of licensees



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More reliance on web, streaming, video on demand

Consolidation – particularly in master control operations (Illinois and Indiana)

Mergers? Hampered by distance and types of licensees

Funding sources are being diminished or eliminated



Industry Trends



Industry Trends



Federal Funding



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Welcome aboard...



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Welcome aboard...

Dawn Schmitt



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Welcome aboard...

Dawn Schmitt

Amanda Bergeson



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WOW!



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Thank you!!!!!!!!!!

WQPT Staff

WIU-QC Admin Team and Staff



Thank you!!!!!!!!!!

WQPT Staff

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