



Fiscal Year 12 has been a year of significant progress for WQPT as we expanded our local programming and community outreach, and continued our assimilation into Western Illinois University.

Because the timing of this report excludes the last quarter of the fiscal year, some events from the final quarter of FY 11 will be included in this report.

Administrative

A major goal for FY 12 was to complete the assimilation into Western Illinois University and get better acquainted with other departments, and involve faculty, staff and students in WQPT projects.

Involvement with other WIU departments included Office Support Associate (and WIU grad) Amanda Bergeson's work with the RPTA classes. In addition to serving as the Student Recreation Association Adviser, Amanda also worked with Dr. Marcia Carter's RPTA 235 Programming Class. The students successfully planned and executed WQPT's annual Trivia Night fundraiser.

WIU-QC students were involved with our PBS Ambassador program, coordinated by Bea Brasel, and have served as volunteers and interns for a variety of projects:

- WIU students and faculty answered phones during a March Pledge Drive.
- WIU students and faculty were involved in our Freedom Riders Project (April & October)
- Tammy Werner was on the Freedom Riders committee and Dr. Earl Bracey was a speaker.
- Three WIU students were enrolled in the PBS Ambassador program in May.

- Kids Club week was held at 60th Street campus. Kid's Club spot was taped in the lobby.
- Curious George was guest at the WIU-QC Block Party
- Tammy Werner and WIU students helped organize "A Class Apart" in October.
- RPTA class organized WQPT's Trivia Night in October
- Bea works closely with the RPTA faculty and students and she is part of the Mentorship program.
- WIU students fulfill RPTA 199 fieldwork hours at WQPT.

WIU Instructor Debby Lee has been involved in planning our Ready to Learn conference that involves 250 area early childhood professionals and we've also used WIU faculty as presenters at the conference.

Because of the opening of the Riverfront campus, space became available at WIU-QC's 60th Street facility. After several months of planning, our staff completed the move from Crown Center during the week of Feb. 20. An open house was held Feb. 27 to greet other staff, faculty and students.

WIU personnel have also been featured in our weekly series, "The Cities with Jim Mertens". Within the past year, Jim has interviewed former President Al Goldfarb, President Jack Thomas, Dr. Joe Rives, Trustee Steve Nelson, Dr. Tammy Werner, Bill Brewer, and Marti Clyde.

Community Advisory Board

WQPT's local advisory group is meeting quarterly. In addition to receiving updates about station activities, members have offered advice that has resulted in creation of material for broadcast, as well as suggesting new contacts for a variety of WQPT initiatives.

Personnel

FY 12 is the first full fiscal year (at WIU) with a business manager in place for the entire year as well as our office support position. We were also able to add the critical position of videographer this year so that we're no longer dependent upon contractual help for local productions.

Technology

Acquired funding to convert our channel 48 transmitter to digital technology

Our channel 48 translator serves the Sterling-Rock Falls-Dixon area of Illinois. Because low power translators were not required to be converted to digital on the same schedule as our primary transmitter, we waited until funding became available from the Corporation for Public Broadcasting. We applied for and received a \$20,000 grant this year from CPB. The university purchasing department will be sending bid packages to vendors shortly. We hope to have the project completed by the end of September.

Encoder funding and purchase

We received a \$25,000 grant from the Scott County Regional Authority to purchase a new video encoder for our master control operation at Stratus Broadcast Solutions (formerly Fusion Communications). It has been delivered to Stratus and will be installed shortly.

Identify funding and replace most of WQPT's office PC's

This has not yet been accomplished. We will be applying for computer equipment funding to the Scott County Regional Authority on April 1. If that is not successful, we will likely take the funds from reserves for PC's and for a new server for the Allegiance fundraising software.

Upgrade of the Smart Board system

Because of the difficulty with using a separate projector in our meeting room, we obtained funding to upgrade the smart board so that it is a self-contained system with projector installed on the unit.

Equipment acquisitions related to office relocation to 60th Street

Two new flat screen televisions were needed to monitor and display WQPT's two channels in the new reception area. Also, because our offices are more spread out at 60th Street, six printers were purchased for use within individual offices.

Local Production and Promotion

Acquired funding to continue producing “The Cities with Jim Mertens”

An application was made to the Day Foundation for operational funding and we received \$25,000. Those funds will be applied towards continuing production costs for “The Cities”.

New program underwriting funding for “The Cities” was also obtained from AT&T, Bush Construction and The Singh Group, Merrill Lynch.

Created a new local series and individual programs during FY 12.

With \$50,000 in funding obtained from the Illinois Arts Council, we have started a new series, “Artists in Profile”, featuring Illinois artists. The first program was a one-hour Christmas concert featuring the Westbrook Singers. Programs yet to be aired are one-hour concerts with the Westbrook Singers (gospel music) and a performance of the Bucktown Revue. The remainder of the series will be 13 half-hour programs highlighting two or three artists per episode.

Additional local production activities:

Spots featuring people in the early childhood field to encourage others to consider the profession.

Spots highlighting mentors and students for the Achieve Quad Cities initiative.

Promotional video presented at the Quad Cities Chamber of Commerce’s annual gala to let attendees know about program underwriting on WQPT.

Video compilation prepared for WQPT’s Champagne on the Rocks to highlight local programming accomplishments.

Special episode of “The Cities” shot on location during the grand opening celebration for WIU-QC’s riverfront campus.

Re-editing of a WQPT documentary from 1983 about local Holocaust survivors, with the addition of new content and narration.

Testimonials from friends of WQPT about why they support the station.

All local programs, including all episodes of “The Cities”, are now available on WQPT’s YouTube Channel.

Audio from episodes of “The Cities” is now available for download as a podcast from iTunes.

“Out and About” a video community calendar that plays throughout the week, continues to be produced each week and features a broad range of notices for other non-profit activities.

“WIU Presents” is a one-hour program that is broadcast each month on WQPT that features performing artists appearing at the Macomb campus. The program is produced by the UTV department.

Community Engagement

Achieve Quad Cities Project

With the help of a \$20,000 grant from the National Center for Media Engagement, WQPT became a partner in Achieve Quad Cities, a project of the United Way and Community Foundation of the Great River Bend (and many other local partners) to bring attention to the issue of high school graduation rates and to increase the number of mentors working with students to encourage them to stay in school.

WQPT production staff created spots that featured mentors and mentees, to air on WQPT and other local stations. We also broadcast a one-hour program on this topic featuring several community leaders, and hosted a community conversation at WIU-QC's Riverfront campus. The program and the event were moderated by WQPT Community Board Member Leigh Geramanis.

Freedom Riders Screenings and Keynote Speakers

Starting late in FY 11 and continuing into FY 12, WQPT organized several events around the PBS film, "Freedom Riders." In April, at the Putnam IMAX theater, WQPT showed a portion of the film for high school and middle school students, followed by a discussion with original Freedom Riders Dion Diamond and Joan Trumpauer Mulholland. Another showing enabled students to meet and hear from civil rights activist (and WIU professor) Dr. Earl Bracey.

Building upon the success of those events, WQPT acquired funding to bring Diane Nash to the Quad Cities in October, 2012. Ms. Nash was featured prominently in the PBS film and is a much sought-after speaker. In partnership with the Martin Luther King Center, we welcomed the public to hear Ms. Nash and view a portion of the film. We also provided Ms. Nash as a keynote speaker to the statewide NAACP conference that coincided with our event. Overall, the Freedom Riders project was one of the most ambitious series of outreach events ever conducted by WQPT. Funders for the project included the Illinois Humanities Council, Trinity Health Foundation, NAACP and the Rock Island Community Foundation.

“A Class Apart”

The community engagement committee (including WIU’s Dr. Tammy Werner) that was formed to assist with the Freedom Riders project wanted to keep the momentum going for more projects. A screening of the film “A Class Apart” at the Moline Library was accompanied by a discussion with Alfred Ramirez, Ernie Rodriguez and Henry Vargas. The screening and discussion event and Hispanic Heritage Month programming on WQPT was underwritten by Ascentra Credit Union with additional support from The Moline Public Library, Greater Quad Cities Hispanic Chamber of Commerce and Western Illinois University.

Holocaust Remembrance Activities

The next project of the community engagement committee will be centered around Holocaust remembrance activities. In partnership with the Jewish Federation of the Quad Cities, the Putnam Museum and Ballet Quad Cities, WQPT will be re-editing and adding new content to “The Three Esthers”, a WQPT documentary from 1983 that featured three local women who were Holocaust survivors. We will also videotape and broadcast a local ballet, “From the Pages of a Young Girl’s Life”. A public screening at WIU-QC of “The Three Esthers” will also be accompanied by a presentation from Dr. Al Goldfarb.

Educational Outreach

Many projects that Ana Kehoe has developed over the years continued on through this past fiscal year. In addition, new projects have developed over the past year such as the PBS Learning Media project with other Illinois public TV stations, the Martha Speaks Reading Buddies Program, the “Cat in the Hat week, and the Looking for Leadership project.

The educational outreach department and its projects are supported by our operating funds from the Corporation for Public Broadcasting as well as a number of grants from sources like the Hubbell-Waterman Foundation and the Mumford Family Foundation. Ana works closely with Development Director Jamie Lange to secure a number of smaller grants and donations to make these projects possible.

Rock Island Center for Math & Science Partnership

- Grant from Alcoa to sponsor “Cat in the Hat” science activities for 125 early elementary students
- Provided field trips, speakers, robotics, free books and activities

Ready To Learn Conference

- Early Childhood Conference for 250 early childhood providers
- Partnered with Child Abuse Council, Community Child Care Resource & Referral, QC Assn. for the Education of Young Children, Mississippi Bend Area Education Agency and RI County Regional Office of Education

PBS KidsGo! Writers Contest

- K – 3rd graders submit original stories every spring
- Selected 16 local winners and honored at a family celebration
- Partnered with Butterworth Center & Deere-Wiman House, Family Museum, Figge Art Museum and Midwest Writing Center

Ready To Learn Workshops

- Hosted 70+ workshops for parents, providers and kids with “basic training” on appropriate TV viewing and early literacy
- Partnered with Black Hawk College Family Literacy, schools, libraries, churches and museums.

First Book Club

- Free books distributed to 500 students in low literate, low income schools 5 times during school year
- Teachers selected books for reading in class but children get to keep them for their home libraries
- Partnered with foundations, businesses, Rotarians and Optimists

Looking4Leadership

- Created website (<http://www.looking4leadership.org/>) for Bi-State Early Childhood Leadership, a committee of organizations interested in encouraging leadership in the early childhood field.
- Partnered with Community Foundation of the Great River Bend and United Way

Cat in the Hat Week

- Visited libraries, Head Starts and local events with Cat in the Hat costume
- Hosted free kids activities focused on science

PBS Learning Media

- New free digital library of resources for educators
- Partnered with Illinois Public Broadcasters on statewide teacher pilot to test service (illinois.pbslearningmedia.org)
- Offered workshops to area teachers

Martha Speaks Reading Buddies

- Received \$2,000 grant from program producer to sponsor 6 Rock Island classrooms with free books and materials
- Partnered with Longfellow and Willard Schools

General Community Outreach

- Participated in events throughout the community on an ongoing basis such as: Red Cross Safety Day, Reading Readiness Fair, Little Conductor's Day, Blossoms at Butterworth, Music on the Lawn, Reading Adventures, 19th Century Christmas etc.
- Partnered with Butterworth Center & Deere-Wiman House, Rock Island Regional Office of Education, QC Botanical Center, Quad City Times, Red Cross etc.

Near Future:

- Possible second teacher pilot for PBS Learning Media with Illinois teachers
- Week of activities based on "Martha Speaks" with participation from area animal shelters

Development Activities

WQPT's development department, headed by Jamie Lange, has been involved in nearly all of the projects described earlier in this report, either by raising funds to make the projects possible and/or by organizing and implementing many of the projects.

In addition to bringing in 345 new donors over the past year, there were seven individual donors in the \$1,000 and above category, with one being a \$10,000 donor.

Grants

Grants were obtained over the past year from sources such as the Riverboat Development Authority, the Scott County Regional Authority, the Doris and Victor Day Foundation, the Hubbell-Waterman Foundation, the Mumford Family Foundation, Bituminous Insurance, the CD Wiman Memorial Trust, Rock Island Optimists, Rock Island Community Foundation, Community Foundation of the Great River Bend, the Moline Foundation and the National Center for Media Engagement.

Program Underwriting

Funding for program underwriting was obtained from Ascentra Credit Union, AT&T, Busg Construction, Dahl Ford, Deere & Company, Growmark, Illinois Farm Bureau, Mississippi Valley Quilters Guild, Royal Neighbors of America, and the Singh Group – Merrill Lynch.

Event Sponsors

Funding to sponsor specific events was obtained from Rhythm City Casino, Modern Woodmen, Deere & Company, The Singh Group, Andich and Andich, Royal Neighbors of America, David Andich, Mulligan's Valley Pub, Monkey Joe's, Weerts Funeral Home, Lujack's, and Wells Fargo Advisors.

Case Statement Brochure

A major accomplishment was the creation of a full-color case statement brochure to present to potential donors. The design was donated by Howe Creative and the printing was donated by Modern Woodmen.

Valley Bank Calendar Project

Jamie Lange coordinated a project with Valley Bank and a group of local photographers that resulted in the printing and distribution of 20,000 calendars throughout the Quad Cities area. WQPT was featured in the calendar and it will create many lasting impressions in thousands of area homes and businesses.

“A Taste of PBS”

One of the goals for the year was the creation of a donor cultivation event. Planning for the event is underway, and later this spring, potential donors will be invited to the Lujack Lexus showroom where they will see demonstrations of WQPT’s impact throughout the community and will be asked to consider a donation to the station.

Development Board Members

With assistance from WIU-QC administration and previous WQPT board members, a development committee has been created to assist with fundraising efforts. Eight individuals are assisting Chief Development Officer Jamie Lange and other WQPT staff in identifying prospects and making calls to those prospects.

Current members are Chris Curran, Beth Dunn, Leigh Geramanis, AJ Loss, Kristin McDaniel, Elisabeth Norwood, Howard Press and Tony Singh. Advice and assistance from this group has resulted in new donors, program underwriters, event sponsors and leads for other potential donors.

For more information about WQPT activities and our impact upon the community, go to:
<http://wqpt.org/mywqpt/>