

FY 11 Annual Report – WQPT Quad Cities PBS

Fiscal Year 11 has been, and continues to be, a year of immense transition for WQPT. Our first year with WIU really began a couple months prior to the beginning of FY 11, starting on May 1, 2010 when WQPT officially became affiliated with WIU and our staff became employees at WIU-Quad Cities. That date also saw the official switch of our master control operation from Black Hawk College to Fusion Communications in Davenport, Iowa.

Those transitions were the culmination of years of planning – by WQPT staff, WQPT's board of directors of the Greater Quad Cities Telecommunications Corporation, other community leaders, and our new partners at WIU - both in Macomb and the Quad Cities.

Goals and Objectives

Administrative: Our primary goal for FY 11 was to successfully transition to being a department of Western Illinois University.

Every facet of our operation has undergone substantial changes as we adapted and revised processes that have been in place for 27 years. Progress in adapting new methods was hampered by the previous business manager's decision to stay at BHC, and by the five-month delay before a new business manager was hired. Although new issues arise from time to time, staff feels fairly confident with our grasp of WIU policies and procedures.

Other goals included:

Personnel: Hiring a new business manager for the station

Dawn Schmitt was hired on Sept. 20 and began the process of learning about the public broadcasting industry and how WQPT works with various departments in Macomb. A full fiscal year cycle is needed to fully integrate our business practices into University policies and procedures, and we are close to that milestone. Dawn has now been through an annual audit as well as two major annual reports to CPB: the Annual Financial Report and the Station Activities Benchmarking Survey.

Personnel: Consolidating two Extra Help positions into one full time civil service position.

Amanda Bergeson, one of the two Extra Help employees was hired full time to add stability and reliability to our only support position.

Community Engagement: Establishing development and community advisory boards

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.

A community board has also been formed to assist the station in meeting its goals and to bring new ideas from the community into the station's operation. There are presently 19 people on that board, representing a broad spectrum of local businesses, media, non-profits and other departments within WIU.

Educational Outreach: Add a major, new outreach event to the annual schedule

Our "Freedom Riders" project, even though it won't happen until April 26, has already succeeded in creating new partnerships within the Quad Cities community, has helped us identify new funding sources, and has forged new relationships with constituencies that have not previously been engaged with WQPT.

Technology: Replace WQPT's video encoder at Fusion location

This goal was not achieved in this year since we wanted to identify new funding for this approximately \$35,000 project. One grant proposal for the project was not funded.

Technology: Upgrade video editing system at WQPT offices

An Apple computer, video editing software and related items were purchased with funding from the Harris Family Foundation (\$4,000).

Office Equipment Upgrades: *Allegiance (fundraising software)*

Upgrades to our fundraising database system had been delayed because the existing server was inadequate for the upgrades. Working with the WIU IT department, we were able to acquire a repurposed server from the University.

Office Equipment Upgrades: *Conference room*

It was our desire to replace the hodgepodge of used furniture in our conference room. A grant request for that purpose resulted in WQPT acquiring a \$2,000 Smart Board to use in that room for presentations, rather than furniture (at the donor's request).

Development: *Increase in major giving by 10%*

FY 10 major giving was \$21,300. With four months left to go in the fiscal year, the FY 11 total is \$24,050.

Development: *Obtain 750 new members by June 30, 2011*

365 members have joined as of March 1.

Development: *Increase sponsorships and attendance at special events*

Champagne on the Rocks attendance was up by nearly 25% and the profit was the highest ever for the event. Brew Ha Ha attendance was maintained at past levels.

Development: *Establish an effective development board that will support the station financially*

This group is meeting regularly and has made individual contributions and/or created contacts for new funding possibilities.

Development: Creation of a case statement/brochure for major funder visits.

In progress

Obtain new funding for operational purposes. Successes include:

Hubbell-Waterman Foundation - \$50,000

Modern Woodmen - \$11,500

Jane Folwell - \$10,000

Local Production: The primary goal for FY 11 was to produce a weekly public affairs program.

With the assistance of Jim Mertens, Fusion Communications and the Doris and Victor Day Foundation, the program was launched on Thanksgiving Day, 2010. Among the guests to date have been local mayors, state representatives, present and former congressional representatives and a variety of non-profit groups discussing their impact in the community.

Local Production: Sponsor and air a candidate's debate for the 17th Congressional District.

This was successfully produced and aired on WQPT on 10/28/10 and was later broadcast by the Springfield, Illinois public TV station (which also serves Macomb). All three candidates participated. Program underwriting was received from Excelon Nuclear.

Local Production: Use our own air time more effectively to promote WQPT and the community.

- Out & About was created as a one-to-two minute weekly spot to highlight programs on the station that week as well as give publicity to a variety of events sponsored by non-profit groups in the area. The spot airs throughout the schedule and also within "The Cities".
- Spots were also created with two board members and a major donor to promote community engagement with WQPT. More such spots are being planned.

- A local spot was created to inform the viewers about the present funding situation in Congress, as well as using spots provided by PBS and 170MillionAmericans.org.

Additional Programming

WQPT adopted a 24 hour schedule, replaying the primetime schedule during the overnight hours.

“WIU Presents” debuted this year, featuring performances from WIU in Macomb. WIU Sports aired in the overnight schedule.

Website programming: Our goal was to have new local programming available via YouTube, and that is underway, with all episodes of “The Cities” soon to be available, and fully closed-captioned.

Looking ahead to FY 12

Identify funding and convert channel 48 translator to digital. \$40,000

Identify funding and purchase new encoder. \$35,000

Identify funding and replace most of WQPT’s office PC’s. \$10,000

Increase solicitation of businesses for program underwriting

Identify potential larger donors and increase number of personal contacts to bring in more \$1,000 donors.

Attract additional corporate support for sponsorship of events

Identify funding to continue “The Cities”