

WQPT PBS

**2024 LOCAL CONTENT AND
COMMUNITY REPORT**

A public media service of Western Illinois University

WQPT



2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“It. Was. Amazing. Congratulations on such a successful event! We are super proud of the impact this event has both on the QC but also for gospel music everywhere!”

Ursula Miniter
Royal Neighbors of America
Community Partner -
WQPT QC Gospel Celebration

Our Mission:

As a public media service of Western Illinois University, WQPT PBS actively serves a diverse audience throughout West Central Illinois and the Eastern Iowa region. WQPT PBS and our supporters are committed to providing free access to lifelong learning and entertainment, fostering educational success and cultural competency within our communities.



Now celebrating our 41st year as the Quad City region’s local and trusted public television station, WQPT PBS provides educational and civic leadership services on television, in classrooms, and in the community at large. We are uniquely positioned to serve the needs of our community by providing households in our region free access to public television programming and outreach activities designed to educate, entertain, and inspire. Our programming and outreach include local history, culture and community partnerships.

WQPT supplemented our on-air programming with in-person educational outreach. This outreach included visits to local libraries, ESL classes, GED classes, Imagination Station (one of the largest family events in the region), and the Multi-Lingual Education Conference for educators. We also partnered with teachers to place free books in the hands of at-risk-youth through our First Book Club. In total, we interacted face-to-face with more than 10,000 people through various outreach activities including community events, after school programs and visits to local classrooms.

WQPT made a lasting impact on our community. In January, 2024, along with the Friends of MLK, WQPT hosted *The QC Gospel Celebration* as a local companion to the national airing of *The Black Church: Gospel*. Attended by more than 700 people, this free concert that was taped, and continues to air on WQPT as a local documentary and concert. WQPT began the 15th season of our public affairs program, *The Cities*, and we helped children develop reading, math, and science skills while fostering a desire to learn. These initiatives have, and will continue to keep our community informed, entertained, and educated.



2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Now celebrating our 41st year, the founding of WQPT resulted from the community's need for a public television station that would serve eastern Iowa and western Illinois. At that time, the Quad Cities region was one of two metropolitan areas in the country not served by a local public television station. Today, WQPT continues to serve the region as a respected and innovative public broadcasting provider. We are committed to supporting education—at home and in the classroom.

We personally interact with our community to form meaningful partnerships and provide educational, entertaining on-air and streaming programming and in-person educational outreach that inspire lifelong learning in the Quad Cities region. In the past 12 months we were able to interact with more than 10,000 people through various local events and in local classrooms. While our license is held by Western Illinois University, WQPT is self-sustaining and receives no direct cash support from the University.

As the Quad Cities' only locally owned PBS station, WQPT's mission is to help create a better community by providing educational resources for the Quad Cities region. Being referred to as a "TV station" does not begin to express what we do. We transcend television by employing an integrated educational model, which includes in-person educational outreach, to complement the educational programming we broadcast over-the-air and on-line. As a result of the success of our integrated strategic direction, WQPT continues to dedicate resources, including a full-time education director, to provide in-person educational outreach and a full-time director of productions to create local content.

We partner with schools and organizations in our community to inspire and support lifelong learning for all. Through our partnerships with Title 1 classrooms, we strengthen educational opportunities for underrepresented children. To supplement the educational outreach of our 2,271 hours of on-air and streaming PBS KIDS programming, we provided a number of local initiatives this past year. These initiatives have, and will continue to keep our community informed, entertained, and educated.

In May, 2024, WQPT presented our Multilingual Education Conference for local educators, as a credited, continuing education conference. Attended by 80 local educators, the conference explored diverse topics in the theory and practice of multilingual education for students from early childhood to adults. We provided a keynote presentation and breakout sessions, along with opportunities for community organizations and vendors to share information. The conference closed with a public concert featuring Alina Celeste and Mi Amigo Hamlet. Professional development credits were earned for applicable conference sessions through ISBE and Gateways.



2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

First Book Club is WQPT's outreach program that provides five free books per year to at-risk-children by partnering with Title 1 classrooms. This literacy outreach ensures that children whose families cannot afford books, or might otherwise not have access to them, are provided the opportunity to build their own home library. First Book Club is vital to supporting education and diversity in the Quad Cities region. Through the years, we have had the honor of delivering upwards of 400,000 free books to children from low-literate, low-income, English-as-second-language, rural, and special needs families.

During the summer of 2024, we hosted "Summer of Adventure" outreach visits to 45 locations, including 23 libraries throughout our region. We provided the opportunity to watch a PBS KIDS program, listen to a story, and participate in a fun learning activity. Each child received a PBS KIDS Summer Activity booklet and learned how to access to free online resources on PBS KIDS that provide additional learning opportunities at home.

In September, 2024, during National Suicide Prevention Week, WQPT hosted a screening and discussion panel of *A Reason to Live*, a documentary on teen and young adult depression and suicide. This mental wellness conversation was attended by 40 people. The panel was moderated by Dr. Carrie Alexander-Albritton, professor, Western Illinois University's Department of Counselor Education and College Student Personnel. The panel was comprised of Clinical Mental Health Counseling student interns.

October, 2024 marked another year of enjoyment for the 3,000 people that attended WQPT's Imagination Station. The excitement and energy of this educational day continued as everyone attending enjoyed being part of one of the largest FREE family experiences held in the region. This popular day of learning provided engaging educational activities that built on the foundation of the whole child educational ecosystem employed by PBS KIDS programming. Each PBS KIDS character's educational "station" provided activities to build core competencies in science, technology, engineering, arts, math, and literacy through demonstrations, hands-on experiments and reinforcing the learning concepts on which each PBS KIDS program is focused. This year's activities were supported by 168 community volunteers. By hosting Imagination Station at Western Illinois University's Quad City Campus, we were able to ensure all activities were fully ADA accessible. We also provided a sensory friendly room that catered to children who might otherwise have been overstimulated by all the fun and excitement that surrounded the event.



2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

As a public media provider, WQPT is a member of the Public Broadcasting Service (PBS). In 2008, we converted our PBS membership status to become one of only 17 stations in the country serving their community through PBS' Program Differentiated Plan (PDP). Our PDP status allows us to access PBS' National Program Service (NPS) programs, and it provides us with additional local programming opportunities to better serve our community. We air a reduced number of PBS' NPS programs (25% or less), with the remainder of our schedule comprised of other public media content that would otherwise be unavailable to our viewers. WQPT's desire is to create a pathway for education, which in turn will create an opportunity for our region to enjoy a higher quality of life through lifelong learning opportunities. WQPT broadcasts two channels, 24 hours a day, delivering enriching programming to a potential viewing audience of approximately 335,000 households representing a population of 824,000. In addition to programs that originate from national sources, we also generate local content.

In January 2024, along with the Friends of MLK, WQPT hosted *The QC Gospel Celebration* as a local companion to the national airing of *The Black Church: Gospel*. Attended by more than 700 people, this free concert was filmed live at the Davenport's Adler Theatre, and continues to air on WQPT as a local documentary featuring the uplifting music and powerful performances of local gospel groups with exclusive interviews and behind the scenes footage.

In April 2024, we produced *Wharton: A House of Legacy*, a historical and intimate tale of the local legacy of Wharton Field House, told through a myriad of multi-generational stories and experiences that highlight the importance this facility has to the Quad Cities community.

In May 2024, we produced *More Than Monopoly - The story of Lizzie Magie*, a local documentary about Elizabeth "Lizzie" Magie of Macomb, Illinois, who invented *The Landlord's Game*—the little-known precursor to *Monopoly*. The beloved origin story of *Monopoly*, often shared with the game's packaging, tells of Charles Darrow, an unemployed man in 1930s Philadelphia who created the game and sold it to Parker Brothers. However, this tale is only partially accurate. The true roots of *Monopoly* begin with Elizabeth "Lizzie" Magie, a progressive woman whose contributions were largely ignored.

In December 2024, we produced *Communalism in the Colonies: The Story of the Amana Colonies*. Located in Amana, Iowa this community was founded by 'The Inspirationalists,' a religious group from Germany who, fleeing persecution, migrated to America in the mid-1800 and established a communal society centered on self-sufficiency, resource sharing, and cooperative labor grounded in their faith and values.

QC Gospel Celebration

With its powerful rhythms and uplifting lyrics, Gospel music has the unique ability to inspire, heal and unite communities—a universal language of hope and faith. In January, 2024, along with the Friends of MLK, WQPT hosted The QC Gospel Celebration as a local companion to the national airing of *The Black Church: Gospel*. Attended by more than 700 people, this free concert that was taped, and continues to air on WQPT as a local documentary and concert.



First Book

First Book Club is an outreach program that provides five free books per year to at-risk children by partnering with Title 1 classrooms. By supporting classroom teachers, First Book Club has grown to play a vital role in supporting education and diversity in the Quad Cities region. Through the years, we have had the honor of delivering more than 400,000 free books to children from low-literate, low-income, English-as-second-language, rural, and special needs families. In 2024 alone, we placed 4,886 books into the hands of children.



Summer of Adventure

During the summer of 2024, WQPT PBS made guest appearances at 45 locations, including 23 libraries throughout our region. We provided the opportunity to watch a PBS KIDS program, listen to a story, and participate in a fun learning activity. Each child received a PBS KIDS Summer Activity booklet and learned how to access to free online resources on PBS KIDS that provide additional learning opportunities at home.



Imagination Station

October 19, 2024 marked another year of enjoyment for the 3,000 people that attended Imagination Station. The excitement and energy of this educational day continued as everyone attending enjoyed being part of one of the largest FREE family experiences held in the region. This popular day of learning provided engaging educational activities that built on the foundation of the whole child educational ecosystem employed by PBS KIDS programming. Each PBS KIDS character’s educational “station” provided activities to build core competencies in science, technology, engineering, arts, math, and literacy through demonstrations, hands-on experiments and reinforcing the learning concepts on which each PBS KIDS program is focused. This year’s activities were supported by 168 community volunteers.

A Reason to Live – Suicide Prevention:

WQPT hosted a special screening of excerpts from *A Reason to Live*, a powerful documentary on teen and young adult depression and suicide. It featured honest and introspective stories of despair and hope, shedding light on the mental illness behind the second leading cause of death among 15–24 year-olds. The screening was followed by a panel discussion on suicide prevention and mental wellness. This mental wellness conversation was attended by 40 people.

Partnerships:

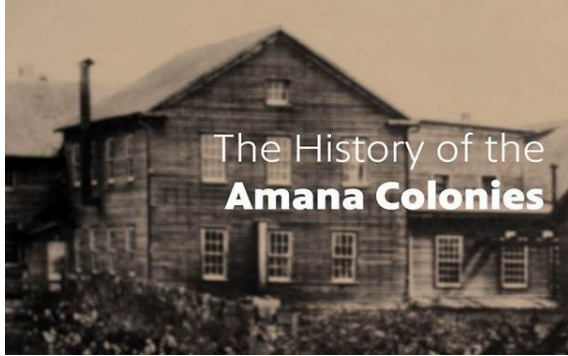
The screening and panel discussion for *A Reason to Live* was moderated by Dr. Carrie Alexander-Albritton, Professor, Department of Counselor Education and College Student Personnel at Western Illinois University — along with panel members comprised of Western Illinois University Department of Education Clinical Mental Health Counseling interns, including: Leah Jorgensen, Rachael Kelley, Will Rice, and Annulka Willard.



WQPT’s 2024 Imagination Station featured unique learning stations, with STEAM based activities.

“A Big Thank-You to WQPT PBS for recently hosting Imagination Station. It was a fun-filled event for my granddaughter, having her meet some of her favorite TV characters and also participating at the different craft and learning stations... My granddaughter was very interested and also entertained by all the hands-on activities that were available. The event was very well organized and must have taken a large effort to plan.... I’m sure many grandparents as myself and also parents and their children were much appreciative of the event as from what I could tell, all were having a very good time.”

**Brian Forsberg
Moline, IL**



WQPT Presents

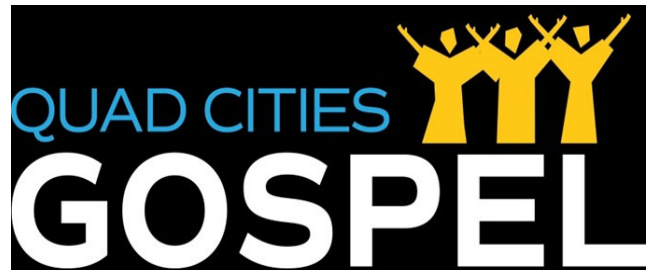
This past year, WQPT expanded its local productions with documentaries about local people and places, connecting our communities through shared history and culture. This past year our new productions included *QC Gospel Celebration*, *More Than Monopoly - The story of Lizzie Magie*, *Wharton: A House of Legacy*, and *Communalism in the Colonies: The Story of the Amana Colonies*.

Educational Outreach

To help demonstrate the effectiveness of our integrated education programs, we would like to share the story of Gaby and her family.

We first met Gaby as she attended the WIU Quad-Cities Parent Mentor Group. Gaby has now been promoted to organizer, which means she is a leader of Parent Mentor Groups in several area schools. Gaby also attended GED preparation classes taught by WQPT. We were there to share in the celebration when Gaby graduated. Her next goal is to enroll in Western Illinois University's teacher education program, to pursue the dream of becoming a teacher. She also was a presenter at WQPT's Multilingual Education Conference, and served as a translator during the event.

Gaby's son Sebastian has received books through our First Book program in his elementary classroom. He learned about the educational value of PBS KIDS apps during our Summer of Adventure outreach. Gaby's daughter Camila is a regular volunteer at WQPT's educational events.



WQPT believes it is important to provide our community with lifelong learning opportunities. The programming flexibility of our PDP status allows us the opportunity to share local and regional productions with our viewers.

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