

"...Illinois Stories is a treasure! We base many of our travel destinations on the show.

Marti Yocom Williams

2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Network Knowledge serves all of Western Central Illinois and Northeast Missouri with the finest in educational services, local and entertainment television through a network of volunteers, universities, hospitals and business partners in communities.



Network Knowledge serves all of West Central Illinois with the finest in educational and local programming. Network Knowledge consists of 3 local public television stations. WMEC/Macomb WQEC/Quincy and WSEC/ Springfield which is where our stations are headquartered. Network Knowledge's Board of Trustees has defined our Goals: Excellence In Programming and Community Involvement as two of our key goals.

In 2016, Network Knowledge provided these key local services:

- Local coverage of community topics and issues that would have a direct impact on our communities.
- Provided resources to teachers and schools and distributed books to hundreds of children.
- Broadcasts of weekly programs featuring stories and people of Western and Central Illinois.

Network knowledge reaches more members of each of our communities served each day.

Our mission is: "To collaborate with people and enterprises in the communities we serve to bring quality programs, learning opportunities and economic development to our region.

"Our vision is: "To be broadly recognized for excellence in Public Television."

Network Knowledge: “Your local public television station”

Network Knowledge strives to be the best, most intelligent television station. We have proven to air more local programming each year in response to our viewer requests. Network Knowledge covers a wide range of local issues for the communities we serve. WSEC/WQEC/WMEC is the leading force in the community with engaging and educating programming. Below you will find some brief descriptions of only a few of our local programs Network Knowledge brings to our viewers.

- **ILLINOIS STORIES:** Producer and host Mark McDonald travels the viewing area and beyond to highlight the people, places, issues and events that make central Illinois special. This 30-minute program has been recognized for excellence by winning the Emmy, Telly and other prestigious awards. Now in its eleventh “Illinois Stories” has become a staple of viewers of Network Knowledge.
- **CARDIA: In Any Given Week:** A four part series of 30-minute programs that follow heart patients and their doctors and nurses from their presentation at the hospital through their treatment and release. Patients' conditions include heart attack, bypass surgery, electrophysiological treatments and other catheterization lab procedures. Viewers get the benefit of unprecedented access to surgeries and other procedures.
- **Cardia: Hearts and Sciences:** A four part series of 30-minute programs shot in our studio with surgeons and cardiologists as guests. Again, the video provided is unprecedented in the access that was granted to obtain it. Our in-studio doctors describe the intricacies of the procedures as our audience watches and learns as though they were in the surgery suite or cath lab.
- **CAPITOLVIEW:** Each week while the Illinois General Assembly is in session, Network Knowledge brings viewers reports from the Statehouse newsroom with reporters, political scientists and other experts discussing the week’s events in this 30 minute weekly program.



WSEC Provides Local, State and National Governmental Debates to Viewers

Network Knowledge provided our viewers with access to all government races including local, state and national. NK brought it's viewers the only televised debate for Illinois comptroller between Leslie Munger (R) and Susana Mendoza (D).



Cardia Wins Mid-America Emmy Award

October 1st at the NATAS Mid-America EMMY Awards in Branson, Missouri, our locally produced program *Cardia: Hearts and Sciences* won an Emmy Award in the Interview/Discussion category! This program featured host Mark McDonald and Dr. Gregory Mishkel interviewing Dr. Jeffrey P. Christy as he performs heart by-pass and ablation surgery. The premise of the health-oriented program was to create a dialogue with local health experts around heart health issues and procedures during an in-studio Q&A session, featuring questions from viewers around central Illinois.



Professional Pianist Jacqueline Schwab

Network Knowledge brought professional pianist Jacqueline Schwab to perform concerts for their members in Springfield and Quincy. Chosen by the renowned Ken Burns for numerous public television documentaries due to the emotional expression in her playing, Jacqueline has performed on the soundtracks for the Grammy award-winning *Civil War*, the Emmy award-winning *Baseball* and *Mark Twain*, among others. She has performed at the White House for President Clinton in 1997 to celebrate Burns' Lewis and Clark series and also at the Smithsonian in 2000 celebrate its exhibition on the Presidency.



Jacqueline Schwab

jacqueline@jacquelineschwab.com
www.jacquelineschwab.com

Evaluating Outcomes, Measuring Impact



Network Knowledge continues with their goal and passion to have an impact as set by its Board of Directors on reading by children. Pictured above is Paula Gruebel at the Early Learning Center. Mrs. Gruebel, with over 25 years of education experience, has worked closely with many teachers at the Early Learning Center for several years. With the assistance of the Springfield Downtown Rotary WSEC has distributed nearly 500 new books to the children for them to keep as their own.



In 2016, we continue to use our Facebook page to connect with viewers. Along with promoting national programming, we share local content and photos from shoots around the state. We continue to spend about \$50 per month on Facebook ads.



Network Knowledge's YouTube channel has more than 980 subscribers and has had more than 60,000 minutes watched each month. Most local programming is uploaded to the channel, covering genres such as politics & public affairs, lifestyle, current affairs, health and community issues such as chamber of commerce events.

In 2016, Network Knowledge continued its monthly e-newsletter with more than 2,100 subscribers that highlights news on upcoming programs, special events, and station news.

Network Knowledge reaches approximately 735,000 viewers a month.

Last year nearly 3500 people donated a membership gift while nearly 100 friends to the stations donated their time.

Network Knowledge's mission to keep our viewers informed as well as educate children and provide life long learning has kept us a vital part of the communities it serves.

WSEC/WQEC/WSEC continues their commitment and vision to be broadly recognized for excellence in Public Television. Network Knowledge A Safe Place For Your Children to Watch Television. Serving all of West Central Illinois with the finest programming for education and entertainment.
