



"The Proenneke Museum episode of Illinois Stories was great! Thank you for promoting interest in the library/museum. The Donnellson people have worked so hard on this project

-Laura Zechin

2017 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 is one of the few remaining public licensees and continues the commitment to the local communities they serve.



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 2017, Network Knowledge provided these key local services:

- Local destination for all political coverage including local, state and federal.
- 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 12th season “Illinois Stories” has become a staple of viewers of Network Knowledge.
- **ILLINOIS LAWMAKERS:** Illinois Lawmakers is the longest-running television series providing continuing coverage of the Illinois General Assembly. Launched in 1986, the program provides in-depth coverage and analysis of the General Assembly by veteran Statehouse reporters, news features, and interviews with leading lawmakers from both sides of the aisle. Illinois Lawmakers is broadcast during the spring session of the Illinois General Assembly and fall veto session. The series also provides live coverage and legislative reaction to the Governor’s State of the State and Budget Message speeches.
- **Cardia: Hearts and Sciences:** Back for it’s 3rd season Cardia a 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.



2017 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



Network Knowledge provided our viewers with access to all government races including local, state and national races. Committed to bring viewers unbiased information on all races we were able to broadcast many different candidate forums and debates. NK brought it's viewers 13th Congressional, State Comptroller, State Senate as well as Presidential and Vice Presidential debates.

Mark McDonald “Illinois Stories” Bus Trip:



Network Knowledge's flagship program “Illinois Stories” highlights area attractions from the Decatur Celebration and the Farm Progress Show to the storied ferris wheels of Jacksonville; from Lincoln's footsteps in Springfield and New Salem to the historic barns of the Macomb area; from the river heritage of Quincy and Hannibal to the bounty of the richest farmland on earth, Mark McDonald takes us through a Central Illinois we thought we knew. Veteran host Mark McDonald took our viewers on a live Illinois Stories. The tour bus toured different locations where Illinois Stories program had been filmed.

Evaluating Outcomes, Measuring Impact



Mrs. Paula Gruebel shares a book with one of the many classes she visited over the year. Mrs. Gruebel has over 25 years of education experience and works with many teachers and students to encourage and help reading. 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 2017, 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. Facebook has become a platform for us to answer fewer questions and comments.



Network Knowledge's YouTube channel has more than 1400 subscribers and has had more than 62,500 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.

Network Knowledge's monthly newsletter has grown to over 2150 subscribers. Newsletter informs our viewers on our programming as well as local events provided by the station.

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.
