

2021 Annual Report Text

THEME: 100th anniversary, a look back, a look ahead

CENTER SPREAD: A photo collage of last 100 years

Left side

How and where people choose to get their information and be entertained may be ever changing, but one thing remains the same: the power of the public media mission.

Right side

2021 proved at the heart of it all, our community still depends on Illinois Public Media for trusted news and information; proven educational resources; top notch arts, culture, and entertainment; and a space to hear and share ideas.

[NEWS]

A trusted place for news

A look back:

High-quality, in-depth local news reporting has been an important fixture of WILL's programming since World War II. When WILL first signed on air in 1922, campus announcements and Illini sports results encompassed most of the news reporting. Over time, a need for local news gradually increased, and by the 1960s the news department was airing daily newscasts on WILL-TV. With director, TV producer, instructor, and anchorman Henry Lippold at the helm of the news department from 1959 to 1972, WILL built its reputation as a vital source for local news while also serving as a training ground for the next generation of journalists.

The 21st expands

Since 2017, Illinois Public Media has presented calm and compelling conversations about the people and places of Illinois on *The 21st*—our statewide talkshow hosted by Brian Mackey. This year, *The 21st* expanded its coverage to include your inbox. The program's newsletter includes links to specific segments, behind the scenes conversations with the team, and ways to help engage and shape the show coverage. Go to will.illinois.edu/signup to register.

That wasn't the only way the statewide talk show grew in 2021. On three different occasions over the course of the year, Mackey and team presented *The 21st at the Capitol*—a television special that providing a space to talk about what Illinois lawmakers are doing in Springfield and how it affects you, as an Illinoisian.

Topics included the effort to get Illinois switched to all clean and renewable energy sources by 2050; criminal justice, in particular reform vs. abolition and the future of the movement; and interviews with State Senate President Don Harmon and House Republican Leader Jim Durkin. You can stream *The 21st*

at the Capitol on Illinois Public Media's YouTube and Facebook pages, or anytime with the PBS Video app.

Risking It All

Every year thousands of people take to the fields of Illinois to plant, cultivate, and harvest the state's crops. Many farmworkers travel here from all over the country and world to do the essential work that props up Illinois' agricultural economy. Farmworkers were hit disproportionately hard by the pandemic due, in part, to their often-crowded living and working conditions and lack of access to health resources and a financial safety net.

Illinois Public Media reporters Dana Cronin and Christine Herman teamed up to track the pandemic's toll on this essential workforce in the reporting series "Risking It All." From uncovering one of the largest outbreaks at an Illinois migrant camp to documenting the state's vaccine rollout for this vulnerable population, together they told the story of how farmworkers in Illinois endured the deadly pandemic. These reports were heard on WILL-AM 580 and can still be explored at illinoisnewsroom.org/migrant-workers/.

State of Change

A derecho sweeping across the Midwest, flattening homes and crops. A thunderstorm dumping 10 inches of rain over hours in Ford County. Illinois is in a state of change, and scientists say these conditions are the result of human caused climate change and it's only getting started.

Tinisha Spain expanded her role at Illinois Public Media, beyond serving as the venerable host of *Mid-American Gardener*, to increase Illinois Newsroom's coverage of environmental issues. In the fall, she examined how Illinois' environment is changing now and could change in the future in the first installment of *State of Change*, a new yearly look at the evolving climate crisis.

This episode was the culmination of months of conversations with meteorologists, farmers, ecologists, and people eagerly tracking plants and animals in our state. We saw how farmers are racing to protect livestock from rising heat, invasive species are on the rise, and communities are divided on adding a natural gas pipeline. But it wasn't all doom and gloom, we also learned how Bald Eagles are back from the brink after once being considered endangered.

Production funding *State of Change* is provided by the Backlund Charitable Trust.

Who's in Charge of the News

It seems like there are more ways to receive news than ever before, but actual sources of trustworthy, independent, local journalism in Illinois are on a steady decline. Illinois Public Media spent U.S. Media Literacy Week (October 25-29, 2021) asking: "Who's in Charge of The News?" This weeklong special coverage spanned the WILL airwaves, from *Morning Edition* and *The 21st* to WILL-TV and the Illinois Newsroom website.

We learned about the newspaper scene in Ford County, where journalists launched local news coverage after downsizing of the local newspaper. We got insights on how dying newspapers impact local communities, and we found out whether new laws could save independent journalism in Illinois.

You can still explore these topics and many more when it comes to “Who’s in Charge of the News?” at illinoisnewsroom.org/in-charge-of-the-news.

[CAMPUS + COMMUNITY SECTION]

A place to learn

A look back:

Initially conceived as an educational radio station, WILL has provided high-quality educational content for listeners of all ages since its inception. A mainstay of early radio programming was the children’s show *Stories ‘n Stuff*, which WILL-AM produced and distributed nationally for 16 years beginning in the late 1940s. The goal of the program was to teach children in an engaging and nonpatronizing way. In the 1960s, WILL-TV produced and distributed several children’s educational shows, including *Olive Lives Here*, *Mister Cane*, and *Tell Me Why*, even flying a plane over Illinois and Indiana to transmit them to schools. Educational content still accounts for a substantial portion of programming on WILL-TV and community outreach from Illinois Public Media, such as online learning resources and volunteer programs.

Social Justice Learning

The goal of any social justice learning exercise should be to gain a better understanding of others’ experiences with the hopes of achieving a more equitable and quality society for all peoples while also meeting their needs. A core part of the public media mission is lifelong learning, so Illinois Public Media’s Social Justice Learning space begins with our littlest ones and continues that work through adulthood, providing resources for early childhood, adolescents, and adults. Each learning level features videos, audio, and text to also facilitate a variety of learning styles. Throughout the year, this digital learning space explored the experiences of Native people; Asian, Asian American, and Pacific Islander people; and those with varying degrees of mental and physical abilities. You can explore all past lessons at will.illinois.edu/socialjusticelearning.

Book Mentor

Children in Head Start classrooms around central Illinois enjoyed a new lineup of wonderfully engaging books throughout the 2021-2022 school year thanks to a \$25,000 grant from the PNC Foundation in support of Illinois Public Media’s longstanding Book Mentor Project. From navigating the big city, to visiting a carnival, to helping kids celebrate diversity in one another and within different household dynamics, the seven book selections helped open new worlds to the children and their families.

This marked the 18th consecutive year the foundation funded this local volunteer reading program.

[FUN FACT]

Book Mentor Project serve more than 10,000 Head Start children in central Illinois since 2004

Real world experience

In the fall, Illinois Public Media and the University of Illinois Department of Journalism were thrilled to officially announce the founding of the Illinois Student Newsroom at Illinois Public Media (IPM)—a collaborative place for journalism students to work side-by-side with professionals in all facets of a public media newsroom.

The program is led by Chris Evans, clinical assistant professor in journalism whose position was created in 2020 to facilitate students gaining real-world experience at Illinois Public Media. The Illinois Student Newsroom at IPM offers space for students to learn how to report, write, interview, and anchor, as well as build a portfolio of work across audio, video, and multimedia platforms, right in the heart of a dynamic working newsroom.

For example, as an inaugural member of the Illinois Student Newsroom at IPM, Farrah Anderson—a rising sophomore in journalism at the time—reported on University of Illinois athletes’ response to the Black Lives Matter movement and their decision to lead a march in August 2020. This report would later earn first-place accolades in the Student Spot News category of the Public Media Journalists Association Awards (*see page XX*).

Not only do the students learn from the professional journalists and journalism educators, but the program is also structured where they can learn from each other. Both Anderson and fellow inaugural member, Vivian La, a sophomore in journalism, went from student reporter to senior student producer in their first year.

You can follow the students’ work at will.illinois.edu/studentnewsroom or hear their stories occasionally on WILL-AM 580 or illinoisnewsroom.org.

[FARRAH QUOTE]

“My experience with the Illinois Student Newsroom at IPM has been formative in my career as both a journalist and a multimedia storyteller,” Anderson said. “As a reporter, I was plunged into the world of audio storytelling and had the opportunity to report on the University of Illinois Urbana-Champaign campus and the surrounding community. By moving into my role as a producer in the student newsroom, I now edit and mentor other students that were in my same position just a year ago.”

[VIVIAN QUOTE]

“I’ve really enjoyed guiding new reporters on the complexities of audio journalism,” La said, “and hearing their stories on the air is so exciting! I’m very honored to be a part of the newsroom and tell stories that impact our local community. With the guidance of Professor Chris Evans and some of the full-time reporters, I’ve learned something new every week that solidifies my interests in the wide world of journalism.”

Capturing lives and legacies

Illinois Public Media spent the fall semester working with students from the College of Media at Illinois to create video vignettes for an exhibit opening at Spurlock Museum of World Cultures in January 2022. *Sewn in Memory: AIDS Quilt Panels from Central Illinois* features over a dozen quilt panels originally made in the 1980s and early 1990s for the AIDS Memorial Quilt, in Washington, DC. Each of these panels commemorates a person who died of AIDS, or of an AIDS related ailment, and marks the first showing of them since 1993, when they were displayed in the Illini Union.

Under the guidance of Kimberlie Kranich, director of engagement and educational outreach at Illinois Public Media, and College of Media Professor Charles “Stretch” Ledford, these students interviewed those closest to the individuals to capture who they were, what they endured, and how their legacy perseveres.

Each person’s video vignette is displayed alongside their quilt and can be viewed in person through July 10, 2022. They are also available for viewing on Illinois Public Media’s YouTube channel and at will.illinois.edu/sewninmemory.

Sewn in Memory: AIDS Quilt Panels from Central Illinois is a community-curated show created for Spurlock Museum with the following partners: the Greater Community AIDS Project of East Central Illinois (GCAP), who holds the panels and assisted in exhibit research and creation; History Harvest, a University of Illinois course which seeks to gather historical stories and documents from local communities; the Department of Journalism at the University of Illinois whose independent study class interviewed people who knew the men on the quilt panels with the help of Illinois Public Media.

[OWEN QUOTE]

“As a member of the queer community, I very rarely see our history represented. I hope that this project helps to personalize and illuminate a part of our history that’s rarely talked about or taught, especially for people who thought of the AIDS epidemic as something that they’d never be affected by.” -- Owen Henderson, a junior in the Department of Journalism.

A space to talk

News, Brews & Beatz

Illinois Public Media wanted to create a space for diverse voices to engage in breakthrough conversations regarding pressing community issues and allow for realistic solutions to be identified. It was important these events be engaging, informative, and entertaining while also tackling difficult topics and situations in a head on and direct way.

Out of that came News, Brews & Beatz, our quarterly conversations around different aspects of the gun violence crisis going on in our community—and communities across the country—and what individuals and community groups are doing to combat it. These events are co-hosted Illinois Public Media News and Public Affairs Director, Reginald Hardwick, and Facilitator of the Champaign County Community Coalition, Tracy Parsons.

Each quarter, Hardwick and Parsons are joined by notable community leaders and higher education experts for subjects ranging from helping today’s youth navigate through the emotional impact and influence of social media, to showcasing several successful area youth programs—such as the HipHop Express Bus that teaches recording skills and the Midnight Basketball Program. News, Brews & Beatz also showcases local artists and musicians and their work.

Illinois Youth Media

For more than 20 years, students at University of Illinois Laboratory High School (Uni High) have worked with Illinois Public Media professionals to create radio documentaries and short series on topics ranging from equality in athletics and gender, integration and disability barriers, the Holocaust, and many others.

Champaign County represents one of the largest immigrant communities in Illinois with an immigrant population of about 12 percent. Of this population, approximately 30% are undocumented. In an effort to share the stories of those in our local community as well as explore the history and current state of immigration in the United States, Uni High students interviewed immigrants, refugees, asylum seekers, and allies in the Champaign-Urbana community.

“Immigrants’ Journeys: Challenges and Opportunities in Champaign-Urbana” is a powerful audio documentary that explores individual immigrants’ journeys to central Illinois as well as the journeys of people who came to be vocal advocates for immigrants’ rights.

Following the premiere of the documentary on WILL-AM 580 in the spring, Illinois Youth Media (IYM) launched a podcast, taking deeper dives into each of the characters’ lives and experiences as immigrants in central Illinois and bringing their stories to new audiences.

The second installment in the *IYM Podcast* was four-part series called “Changing the Narrative: Preventing Gun Violence in Champaign-Urbana,” which focused on giving a voice to individuals in the community who are working to prevent gun violence.

Through the perspective of the interviewees, we learned more about efforts to combat the rising number of gun shootings occurring in Champaign-Urbana. Topics for the four episodes ranged from the balance between safety and liberty that various gun legislation seeks to achieve, to community-led programs trying to offer help, to the prevalence of gun-related suicides around the country.

The *Illinois Youth Media (IYM) Podcast* is available wherever you get your podcasts.

[ABRHAM QUOTE]

“I learned about the importance of having a conversation. Everyone’s perspective has the potential to enrich your own, you just have to open the door.” – Abraham Han (Uni High class of 2019), student producer on “Immigrants’ Journeys.”

[ANYA QUOTE + PHOTO]

“We chose this topic because of its multilayered significance to the Champaign-Urbana community. People hold such divisive opinions about gun ownership, but we wanted to move past political arguments and discuss how gun violence affects neighbors and families on a human level,” said Anya Kaplan-Hartnett, student producer (Uni High class of 2020). “Hopefully, this project will inspire listeners to reconsider their own opinions and get involved to make our community a better place for all.” – Anya Kaplan-Hartnett (Uni High class of 2020), student producer on “Changing the Narrative.”

Shavonne’s Year

Throughout the fall, we followed along as Shavonne Cole—a Media and Cinema Studies major in the College of Media at Illinois—documented her junior year (Aug. 2020-May 2021) amid COVID lockdown. We got a glimpse into what it was like for Shavonne, and other college students like her, trying to

navigate classes, jobs, and life during a pandemic. From attending classes virtually, to working and living on campus, to celebrating holidays and birthdays, Shavonne shared a slice of her life with us as part of Illinois Public Media's *American Portrait | Central Illinois* series. You can now stream all ten episodes of *Shavonne's Year*, edited together in one easy to find package, on the PBS Video app.

[VIDEO + FM PRODUCTIONS]

A place to share music

A look back

Did you know that WILL used to have its own chamber orchestra? In the 1930s, the WILL Sinfonietta, composed of area musicians, played live in the studio. Concerts by University of Illinois School of Music faculty and students, as well as concerts and musicals from area public schools were also a frequent fixture of programming during our first decades on air. The development of high-quality tape and long-playing records made live music less necessary, but Illinois Public Media's commitment to supporting the local arts community has never waned, with programs like *Illinois Country*, *Classical:BTS*, and *Prairie Performances* providing a platform for local musicians today.

Julia Escobar

Thanks to the generosity of two local couples and long-time Friends of WILL, Illinois Public Media was excited to start the year the creation of the John Frayne Classical Music Graduate Student Work Experience. This gift from Terry and Barbara England and Herb and Jane Lasky fully funds special classical-first projects created by a University of Illinois School of Music graduate students for the WILL Classical service for years to come.

Julia Escobar joined the Illinois Public Media team as the first John Frayne Classical Music Fellow in the summer. She has a Masters of Music in Flute Performance and Literature from the University of Illinois and is currently working towards her doctorate with the hopes of becoming a flute professor. Escobar was a natural fit for this graduate fellowship with her passion for teaching flute and experience in audio recording. In her role, she hopes to strengthen the connection between the local community and the School of Music through the WILL Classical service.

Escobar's first project was "The Fantastic Flute," a curated two-hour special episode of *Prairie Performances*. She pulled performances from Roger Cooper's extensive archive by favorite local groups such as Sinfonia da Camera and University of Illinois Symphony Orchestra featuring an assortment of composers, from Bach to Stravinsky. The program showcased pieces containing orchestral flute writing at its finest. The goal of the program was to educate both musicians and non-musicians about the capacities of this instrument in a variety of musical settings. Additionally, Escobar believed flutists could gain valuable insights by listening to the full orchestral works from which famous flute solos originate.

[JULIA QUOTE]

“I have taught flute to high schoolers and really enjoy teaching. I hope to use my dissertation as an opportunity to find valuable tools for teaching my students. Reaching out on public media is just another way to educate the masses on classical music.”

[JOHN FRAYNE QUOTE]

“I am deeply honored that this internship bears my name. It is vital that young people be invited in the strongest way to gain experience in taking part of so noble a task of sharing the great music of the past with a new generation.”

Classical:BTS Season 2

Illinois Public Media’s Emmy-nominated series devoted to revealing the lesser-seen and -heard stories around classical music in central Illinois had a triumphant return at the end of 2020 as we got a look into the personal musical journey of cellist Nomin Zolzaya.

The sophomore season of *Classical:BTS* continued well into 2021 with in-depth personal portraits of five other performers and classical craftspeople, focusing on each of their journeys and elevating the beauty of their music. We met bass performer and vocalist Tonina, conductor William McClain, luthier Richard Brune, pipe organ maker John Paul Buzard, and youth choral educator Charmian Bulley.

You can stream both seasons anytime with the PBS Video app and at will.illinois.edu/classicalBTS.

The Holiday Special

We celebrated the holiday season by bringing music back into our studio space thanks to a few of the artists you have come to know through *Classical:BTS* and *American Portrait | Central Illinois* series. Harpist Julia Kay Jamieson, singer Ollie Watts Davis, and organist Fred Bahr each performed holiday favorites and sat down with host Sarah Edwards to discuss how the pandemic has affected their lives and careers. We also enjoyed a special performance from flutist Julia Escobar, Illinois Public Media’s first-ever John Frayne Classical Music Fellow.

[SARAH QUOTE]

“We’ve wanted to get performers back in our studio space for many months. Inviting a few of the musicians we’ve featured in both our *Classical:BTS* and *American Portrait* series is the perfect way to celebrate getting back to business in the studio and the start of our 100th anniversary year.”

A place to grow

A look back

Providing informative content to the region’s farmers has been a fixture of WILL programming ever since the first broadcast on April 6, 1922, which featured a piece on “Turning Cream into Gold.” By 1928, specialists from the University of Illinois College of Agriculture were brought on to discuss land, crops, livestock, and other issues, and in 1935, WILL began to report market prices, becoming an essential resource for area farmers. At the time, many rural central Illinoisians did not yet have electricity, so farmers would tune in for agricultural reports on battery-powered radios. Illinois Public Media continues

to be an invaluable source of agricultural information, with WILLAg market reports and analysis available across multiple platforms and our weekly favorite among local green thumbs, *Mid-American Gardener*.

Mid-American Gardener

Illinois Public Media's how-to mainstay *Mid-American Gardener* continues to think outside the studio with more plant swaps, more events, and more learning from the field. For host Tinisha Spain, it was important to keep the show in production, keep people safe, and stay connected with audience members, talking about plants and gardening, throughout the pandemic.

In the spring, the show visited panelists' homes to learn how to plant, weed, and label plants. We even got to visit with fellow *Mid-American Gardener* viewers in their home gardens. The show was able to safely return to the studio later in the year with a hybrid format: one panelist joining on set to do a demonstration or answer questions, and a second guest joining via Skype.

Thanks to these efforts, the audience has still been able to observe the step-by-step process of starting seeds, getting the ground or outdoor containers ready, transplanting seedlings, watering, pests, and everything else someone might need to know to get that green bean from seed to your dinner table.

[TINISHA QUOTE]

"I think we've done a really good job of bringing the garden to our viewers. Many of our viewers have taken up plants and gardening for the first time, and we've been able to be on that journey with them and share successes and stumble right along with them."

[NATIONAL]

Beyond this place

A place among the rest

A look back

In addition to its numerous awards, WILL has the distinction of playing an instrumental role in the development of public broadcasting. Discussions begun at WILL, led by Professor of Communications Wilbur Schramm, ultimately led to the creation of the National Association for Educational Broadcasters (NAEB). This began as an informal association of educational broadcasters and grew into a network of educational stations that produced and distributed programs. To secure federal funding for noncommercial stations, the NAEB eventually moved from their Urbana headquarters in the basement of Gregory Hall to Washington, D.C. Due to their efforts, the Public Broadcasting Act was passed by congress in 1967, which established the Corporation for Public Broadcasting (CPB). Out of CPB came the Public Broadcasting System (PBS) in 1969 and National Public Radio (NPR) in 1970.

Regional Edward R. Murrow Awards

The Radio Television Digital News Association (RTDNA) honored Illinois Public Media with three Regional Edward R. Murrow Awards for Illinois Newsroom's coverage of the COVID-19 pandemic and overall coverage of Illinois people and issues.

Dana Cronin reported on the growing food insecurity issues across Illinois in partnership with Harvest Public Media. "No Wiggle Room" shared the many ways a mother struggling with the slowing economy due to COVID-19 found ways to feed her family. The story aired nationally on NPR during a *Weekend All Things Considered* program focused on food insecurity issues around America.

Also related to the newsroom's ongoing coronavirus coverage, Christine Herman and Lee V. Gaines tracked the University of Illinois COVID-19 saliva testing program, from creation to roll out to possible FDA approval for emergency use. Some of these reports were heard nationally on NPR.

IllinoisNewsroom.org was also recognized for excellence in digital news coverage.

PMJA

Out of nearly 1,300 entries from across the country, Illinois Public Media was honored with four Public Media Journalists Association (PMJA, formerly PRNDI) awards for the following reporting efforts from Illinois Newsroom.

Dana Cronin reported on the gender disparities prevalent in the Midwest agriculture industry, including the stories of female farmers who face significant challenges and health-related risks due to continual farming with tools designed for men.

Lee V. Gaines' story on the University of Illinois' former mascot chronicled the University's decision to retire Chief Illiniwek and its ever-looming presence on campus today. The story also aired nationally on NPR during the weekday program *Here & Now* produced by WBUR. Gaines' second award-winning story detailed the response of Champaign-Urbana community members to recent acts of police brutality against people of color, in particular the killing of George Floyd by police in Minneapolis.

Farrah Anderson's story "U Of I Athletes Lead Black Lives Matter March Through Champaign" reported on University of Illinois athletes' response to the Black Lives Matter movement and their decision to lead a Black Lives Matter march in August of 2020.

[REGINALD QUOTE]

"Our mission is to inform and engage people in Illinois through high quality journalism. Our reporters focused on the personal stories of the pandemic as well as the mounting statistics." -- Reginald Hardwick, news and public affairs director at Illinois Public Media.

PBS Newshour

Reporting from Dana Cronin aired nationally on *PBS NewsHour* in October. Cronin's story detailed the struggles Illinois livestock farmers are facing in keeping their livestock cool enough, amid rising temperatures, and dangerous heat caused by climate change. The segment features interview footage with pig farmer Phil Borgic of Borgic Farms, goat farmer Wes Jarrell of Prairie Fruits Farm & Creamery, climate scientist and University of Illinois professor Don Wuebbles, and more.

[NOTE ON THE PAGE]

Illinois Newsroom is powered by Illinois Public Media and provides news about Illinois as well as in-depth reporting on agriculture, education, the environment, health, and politics.

IDA Awards

Illinois Public Media's curated independent film series *Reel Midwest* was nominated for "Best Curated Series" in the 36th Annual IDA Documentary Awards, hosted by the International Documentary Association (IDA). *Reel Midwest* was in good company with fellow nominees *30 for 30*, *American Experience*, *American Masters*, and *Reel South*.

[DEVELOPMENT]

A look back

Established in 1974, the Friends of WILL have played an integral part in securing WILL's future. The Friends organization grew out of an American Association of University Women study group on the media, who asked then-general manager Don Mullally if they could start a group to raise funds for the station. The Friends' first membership drive garnered \$12,236 in pledges from 513 people. Patterns was soon developed as an exclusive membership benefit that provided a program guide in a convenient, pocket-sized format. The first volunteers opened WILL to the greater community outside of the university and got them to invest in the organization's future.

Leaving a lasting legacy

Long-time Friends of WILL Barbara and Raymond Slanker enjoyed a variety of programs on both WILL-TV and Radio over the years. Barbara was especially a fan of Illinois Public Media's classical music service. For them, it was important to leave a lasting legacy for the community they lived in and loved so much. In that vein, they created the Barbara O. and Raymond L. Slanker Illinois Public Media Fund, which supports programming, promotional outreach, and other operational expenses for years to come. Their incredibly generous endowment totals more than \$2 million.

To learn more about how you can leave a lasting gift for your community via the power of local public media, visit will.illinois.edu/support/giftplanning. You can also contact Erin Lippitz directly by calling 217-333-7300 or emailing her at elippitz@illinois.edu.

Moss' letter

Illinois Public Media's roots go back to the earliest days of broadcasting in America when innovators at the University of Illinois wanted to experiment with a brand-new medium. They saw the potential for a new technology and what it could mean for the area's citizenry. When we fired-up our fragile vacuum tube transmitter for the first time in 1922, our AM station was among the country's first public radio stations.

WILL—or WRM (We Reach Millions) as it was known back then—was founded on a progressive concept: all Illinoisans deserve an educational service that informs and inspires. That concept has endured and evolved over the past 100 years, growing into what we know it to be today: an important part of the

health of our democracy; a place to share vital information about our region; a space to talk and share ideas; and a way to present the best that our culture has to offer.

The media landscape has changed dramatically over the past 100 years, it's true. But we hope this annual report demonstrates how we have been able to evolve with the times while staying true to our core values.

As always, thank you for believing in the power of public media, at all levels.

Maurice "Moss" Bresnahan

Executive Director