

BECOME A LEADERSHIP SOCIETY MEMBER

Leadership Society Benefits

ALL LEADERSHIP SOCIETY MEMBERS RECEIVE:

- WSIU Passport – Access to your favorite PBS and WSIU programs, anytime, anywhere
- Acknowledgment listing in the WSIU Annual Report and WSIU Newsletter

WSIU LEADER

\$1,200 - \$7,999

Benefits include those of the **MEMBER** level, plus

- **ON-AIR CREDIT**, up to 15 runs/year
- **EXCLUSIVE** semiannual station programming updates

WSIU CHAMPION

\$8,000 - \$24,999

Benefits include those of the **LEADER** level, plus

- **ON-AIR CREDIT**, in Primetime, up to 50 runs/year
- **PRIVATE/PERSONALIZED WSIU** station tours
- **INVITATION** to a private reception with CEO and WSIU Friends Board

WSIU VISIONARY

\$25,000 - \$100,000+

Benefits include those of the **CHAMPION** level, plus

- **CUSTOMIZED ON-AIR CREDIT**, adjacent to a program of your choice, up to 200 runs/year
- **PRIVATE LUNCHEON** with WSIU's Executive Director and Friend's Board President
- **BEHIND THE SCENES** access to WSIU program tapings

PBS TV and NPR FM are doing their utmost to provide free, public access to quality educational and informational programming to enlighten our region.

Help WSIU ensure that people stay abreast of global news on WSIU World channel, regional news on WSIU HD Channel, kindergarten preparedness skills through PBS Kids, healthy meals and safe home improvement tips on WSIU Create and the headline news, arts and entertainment programs on WSIU NPR FM.

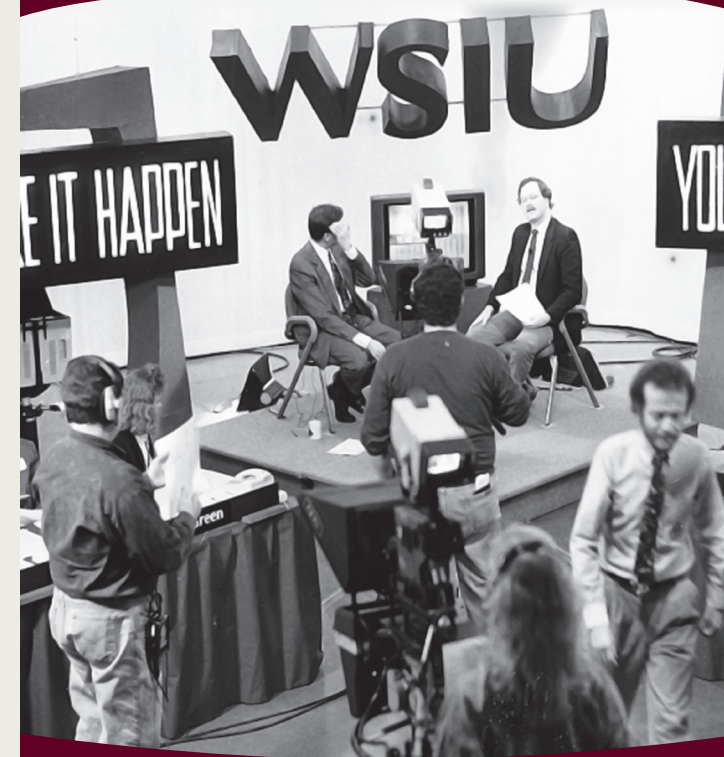
DEFUNDED BUT NOT DEFEATED

WSIU

POWERED BY YOU



Since 1958



Southern Illinois University
CARBONDALE

What hath man wrought — and how will man use his inventions?

The law that I will sign shortly offers one answer to that question.

It announces to the world that our Nation wants more than just material wealth; our Nation wants more than a “chicken in every pot.” We in America have an appetite for excellence, too.

While we work every day to produce new goods and to create new wealth, we want most of all to enrich man’s spirit. That is the purpose of this act.

It will give a wider and, I think, stronger voice to educational radio and television by providing new funds for broadcast facilities.

It will launch a major study of television’s use in the Nation’s classrooms and their potential use throughout the world.

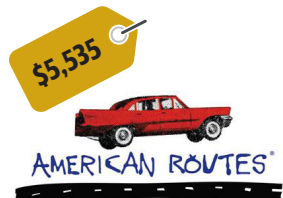
Finally — and most important — it builds a new institution: the Corporation for Public Broadcasting.

This Corporation will assist stations and producers who aim for the best in broadcasting good music, in broadcasting exciting plays, and in broadcasting reports on the whole fascinating range of human activity. It will try to prove that what educates can also be exciting.

It will get part of its support from our Government. But it will be carefully guarded from Government or from party control. It will be free, and it will be independent-and it will belong to **all of our people**.

— President Lyndon Johnson
Corporation for Public Broadcasting Act, 1967

WHAT DOES IT COST TO RUN THESE PROGRAMS ON WSIU?



WSIU PBS
CREATE
CHANNEL
8.3/14.3



WSIU PBS
HD
CHANNEL
8.1/14.1



FRONTLINE



AMERICAN
EXPERIENCE



MASTERPIECE

WSIU PBS
WORLD
CHANNEL
8.2/14.2

