



# COMMUNITY IMPACT REPORT

2022

**WSIU**  
POWERED BY YOU





**WSIU PUBLIC BROADCASTING**

A map of Illinois showing its 102 counties. Three broadcast areas are highlighted with semi-transparent circles and labeled with callouts:

- WUSI 90.3:** A large circle covering the central and eastern parts of the state, including counties from Lee in the north to Jackson in the south, and from St. Clair in the west to Warren in the east.
- WFSI 88.9:** A medium-sized circle located in the central-eastern region, covering counties from Madison in the north to Perry in the south, and from St. Clair in the west to Warren in the east.
- WSIU 91.9:** A smaller circle located in the southern-central region, covering counties from Madison in the north to Dunklin in the south, and from St. Clair in the west to Warren in the east.

The map also shows the state boundaries of Iowa, Missouri, Kentucky, and Tennessee, as well as Lake Michigan to the north and Lake of the Two Rivers to the south.

# ABOUT WSIU

WSIU Public Broadcasting exists to improve the quality of life of the people we serve. Through programs, services, and outreach, WSIU partners with other community organizations to promote positive change, and to support the academic and public service missions of Southern Illinois University Carbondale. WSIU's programs and services are partially funded by a grant from the Illinois Arts Council, a state agency, federal and state grants, corporate support and gifts, and from station membership.

WSIU Public Broadcasting is licensed to the Board of Trustees of Southern Illinois University and is an integral part of the Office of the President at SIUC and a key partner of the College of Arts and Media on the SIU Carbondale campus. Since our inception in 1958 we have continued to evolve to meet the growing needs of the region. In 2018 we expanded our station footprint to serve nearly five million people in parts of five states including Missouri, Iowa, Indiana, Kentucky, Tennessee, and 67-of the 102 counties in Illinois.

We reach our audience through five digital public television channels (WSIU TV, Carbondale; WUSI TV, Olney; WSEC TV, Springfield; WMEC TV, Macomb & WQEC TV, Quincy), three public radio stations (90.3FM Olney, 91.9FM Carbondale & 88.9FM Mt. Vernon), a radio information service - Southern Illinois Radio Information Service (SIRIS) for individuals who are blind or visually impaired, websites, the WSIU mobile app, and an education and community outreach department.

## SOCIAL MEDIA



facebook.com/wsiutv  
facebook.com/wsiuradio  
facebook.com/wsiuliteracy



@wsiutv  
@wsiuradio



youtube.com/wsiutv1  
youtube.com/wsiuextra



@wsiunextgen

## CONTACT US

Communications Building – Room 1003, SIU Carbondale  
1100 Lincoln Drive - MC 6602, Carbondale, IL 62901  
Phone: (618) 453-4344 • Fax: (618) 453-6186  
contact@wsiu.org • membership@wsiu.org

## MISSION

WSIU Public Broadcasting exists to improve the quality of life of the people we serve. Through programs, services, and outreach, WSIU partners with other community organizations to promote positive change, and to support the academic and public service missions of Southern Illinois University Carbondale.

## VISION

WSIU is an essential public resource that combines the power of media with the power of people to strengthen our communities.

## VALUES

WSIU strives to achieve our mission and vision by incorporating the values of integrity, fairness, balance, diversity, sustainability, collaboration, and excellence in making decisions and taking action.

## CHANNELS

### WSIU TV - Carbondale

HD: 8.1  
CREATE: 8.2  
WORLD: 8.3  
PBS KIDS 24/7: 8.4

### WSEC TV - Springfield

HD: 14.1  
CREATE: 14.2  
WORLD: 14.3  
PBS KIDS 24/7: 14.4

### WQEC TV - Quincy

HD: 27.1  
CREATE: 27.2  
WORLD: 27.3  
PBS KIDS 24/7: 27.4

### WUSI TV - Olney

HD: 16.1  
CREATE: 16.2  
WORLD: 16.3  
PBS KIDS 24/7: 16.4

### WMEC TV - Macomb

HD: 22.1  
CREATE: 22.2  
WORLD: 22.3  
PBS KIDS 24/7: 22.4

### WSIU Radio

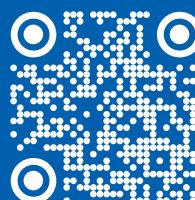
WSIU 91.9FM, Carbondale  
WUSI 90.3FM, Olney  
WVSI 88.9FM, Mt. Vernon  
Web Stream + Mobile App

Watch **WSIU TV LIVE**: [WSIU.ORG/LIVESTREAM](http://WSIU.ORG/LIVESTREAM)

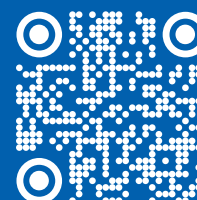
Watch **PBS KIDS LIVE**: [WSIU.ORG/PBS-KIDS](http://WSIU.ORG/PBS-KIDS)

Listen to **WSIU Radio Live**: [WSIU.ORG](http://WSIU.ORG)

### PBS KIDS LIVESTREAM



### WSIU TV LIVESTREAM



# 2022 KEY SERVICES

**MAINTAINED** our commitment to provide fact-based reporting and analysis of local, national, and international news stories.

**AMPLIFIED** local voices and perspectives with new episodes of our local television productions *CapitolView*, *Meet the Candidates*, and *InFocus*.

**ENHANCED** student learning and skill building through WSIU's TV and radio production units, and via the station's marketing, digital services, and educational outreach departments.

**CONTINUED** partnerships with public media stations with collaborative reporting projects focused on state legislative activities.

**MAINTAINED** our commitment to civic engagement and local news with regular scheduled radio features with SIU administration, City of Carbondale leadership and the SIU Board of Trustees.

**COLLABORATED** with SIUC campus partners to produce a new season of *Blanket Fort Radio Theater* (dramatized readings of SIU Press publications).

**COLLABORATED** with the SIU School of Journalism and Advertising on a statewide COVID-19 public service radio campaign for the Illinois Department of Public Health.

**INCREASED** exposure to the arts with production and broadcast of a special 1-hour preview program for the Southern Illinois Music Festival.

**ENHANCED** public safety and community service with the installation of a new transmitter for WUSI 90.3 FM in Olney.

**ENCOURAGED** community support through the CARS Vehicle Donation program. 14-vehicles were donated on behalf of WSIU during FY22.

**SERVED** individuals who are blind or visually-impaired with approximately 8,736 hours of original descriptive and spoken language content through the Southern Illinois Radio Information Service (SIRIS).

**CONNECTED** with the community at WSIU Friends Connection events.

**ENGAGED** with the global SIUC community with the #SIUDay of Giving on March 2, 2022. The day-long fundraising event was organized in partnership with the SIU Alumni Association, the SIU Foundation, SIU Athletics and the university's academic units. The event was recorded live from the WSIU television studios for a global audience.

**FACILITATED** learning and appreciation of the natural world with our annual WSIU Family Day. The PBS KIDS World of Possibilities event in April 2022 was presented in partnership with Cedarhurst Center for the Arts.

**PARTICIPATED**, for a fifth year, as a producing partner in the PBS Short Film Festival. WSIU submitted *The Daily Aesthetics of Alexander Martin* by independent filmmaker Allison Walsh of Peoria. The film was designated by PBS and jurors as a finalist in the national festival.

**HOSTED** Indie Lens Pop-Up film screenings and community conversations in partnership with Carbondale Public Library and Independent Lens. WSIU held online screenings and face to face presentations for the following films: *Storm Lake*, *Missing in Brooks County*, *Apart*, *Writing With Fire*, and *Try Harder!*

**DEVELOPED** and delivered 23 in person and online professional development workshops for 637 educators from pre-K through university level in partnership with Southern Illinois Coalition for Children and Families, All Our Kids Network, Partnership for Resilience, Southern Illinois P-20 Education Alliance, SIU Center for English as a Second Language, and local school districts.

**EXPANDED** international education by hosting three German college students as part of the RIAS-Berlin journalism exchange program.

**EDUCATED** voters with an unprecedented primary election coverage (16 televised WSIU programs from April through June, 2022).

**GREW** educational outreach with visits to area high schools and planning for expanded internships.

**EXTENDED** our reach by offering a livestream of WSIU's broadcast television schedule for the first time.





# A WORD FROM THE DIRECTOR

At WSIU, we're so grateful for your support of public media. In this report, you'll read about a variety of accomplishments from July, 2021 through June, 2022. This fiscal year 2022 document is a required submission to the Corporation for Public Broadcasting (CPB). While WSIU receives federal funding from the CPB, we could not offer our wide range of services without support from donors like you, corporate partners, and state government.

My first six months at WSIU were extremely active, as we began the process of using our support to offer new and expanded initiatives:

- Launched unprecedented WSIU primary election coverage (16 televised WSIU programs from April through June, 2022)
- For the first time, provided live streaming of WSIU's television schedule
- Began planning and production to launch a weekly version of "In Focus" and the new weekly program "Eye on Education"
- Started work on a single news-focused website, offering a wide variety of regional, national, and world news
- Worked with the Southern Illinois University Carbondale Journalism department to host three German college students as part of the RIAS Journalism Exchange program
- WSIU arranged time for our German visitors to work with students at Southern Illinois University Carbondale, expanding international education
- Helped to secure a RIAS fellowship (three weeks in Germany) for SIU student
- Expanded educational outreach to area high schools with the goal of recruiting interns who can gain valuable editorial and technical training

I am particularly excited about this final accomplishment. In my first six months at WSIU, I visited several area high schools. On one of those visits, I brought our guests from Germany, offering a rare international experience in the classroom. To see the extraordinary engagement generated from these visits, I am motivated to offer more opportunities for area students. So, we're working on partnerships to offer training and mentors. I'm confident you'll see and hear work from these young people in the year ahead.

We also want to see you in the year ahead! Please join us at WSIU Friends Connection events. Make sure to sign up for our email newsletter for details. And we're always looking for ideas from you. Email your comments anytime to [contact@wsiu.org](mailto:contact@wsiu.org). WSIU is powered by you, and we are grateful.

To serve you better, I made partnerships a key part of our planning process in 2022. We are establishing new partnerships and growing existing ones. I'm excited to share examples of community, educational, and media partnerships that are making a difference:

## COMMUNITY:

YOU are the heart of this partnership. We need your help to sustain public media. To that end, we are beginning to host WSIU Friends Connection events throughout the region. We also welcome ideas with your emails to [contact@wsiu.org](mailto:contact@wsiu.org). And we need your financial support more than ever. In addition to financial contributions, the website will let you know how you can donate a vehicle or property and even make a gift to WSIU in your will or estate plan.

## EDUCATIONAL:

In 2022, we began the planning process to debut the Top Teens project. Students are chosen by their respective schools. They excel academically and in a variety of co-curricular activities. Many are also involved in community service. Condensed versions of these interviews are being broadcast on WSIU-TV in 2023.

## MEDIA:

In 2022, we expanded our media partnerships. From special election programming to documentaries on how climate change is affecting the region, we reached out to public media partners to bring you some extraordinary programming. We also partnered with the Springfield Sangamon Growth Alliance and the Illinois Department of Natural Resources to broadcast a documentary in 2023 about the restoration of the old Illinois state capitol.

As you can see, partnerships are an essential part of what we do. I couldn't be more excited as we grow our partnerships with you and various community, educational, and media entities.



PHOTOS: Page 4: (Left) A production student operates a camera for an InFocus feature; Credit: Pearl Franz, WSIU. (Right) RIAS Journalism Exchange program participants are interviewed on InFocus; Credit: Pearl Franz, WSIU. (Page 5) Retiring WSIU Executive Director Jak Tichenor hands over his keys to the building as WSIU welcomes new Executive Director, Dr. Fred Martino; Credit: Pearl Franz, WSIU.

# LOCAL TELEVISION PROGRAMMING

## EXPANDING TELEVISION COVERAGE & ACCESS

For more than 60 years, the WSIU stations have enriched the lives of viewers through a combination of educational programming for children, community-driven news & reporting, intelligent talk from a diversity of voices, and family-friendly entertainment – all offered on a variety of broadcast and digital platforms.

In June, the station expanded our television service offerings with the addition of the WSIU local broadcast livestream – making a carbon copy of WSIU’s unified broadcast schedule available to both terrestrial viewers and cord-cutters alike. Access to the livestream was expanded to include areas in Quincy, Springfield, and Macomb, rounding out WSIU’s streaming options which also include the PBS KIDS 24/7 streaming channel.

In FY 22, WSIU served as an essential link in the community, connecting our audience to the wider world through programming focused on the arts, culture, and history. We amplified our region’s local voices and diverse perspectives with original programming such as *InFocus*, *Meet the Candidates*, *Scholastic Hi-Q*, and *InFocus*.

WSIU maintained our commitment to provide fact-based reporting and analysis of local, national, and international news with a stellar line-up of news and public affairs programs like *PBS NewsHour*, *BBC World News America* and *Firing Line with Margaret Hoover*. Regionally, we provided coverage of the Illinois General Assembly via *Illinois Lawmakers*, Illinois’ longest running public affairs programming, and *CapitolView*.



Host Jennifer Fuller discusses the latest news coming from the Illinois Statehouse each week with some of the region’s top journalists and political minds.

## ILLINOIS LAWMAKERS

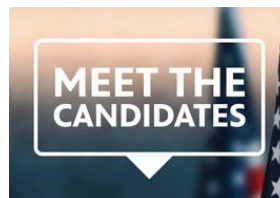
The program provides in-depth coverage and analysis of the Illinois General Assembly by veteran Statehouse reporters and features news and interviews with leading lawmakers from both sides of the aisle.

## ILLINOIS *Stories*

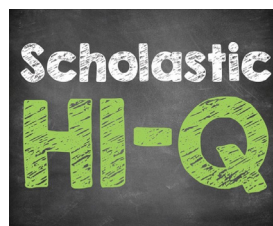
Find the out of the way places and iconic features that make Illinois famous. From Quincy’s river city architecture to Springfield’s political history - explore Illinois’ rich tapestry of people and places.

## InFocus

Follow WSIU’s award-winning team of reporters as they explore the major issues effecting the region and beyond, and meet the people and organizations hoping to make an impact. Produced in partnership with Spencer Films.



WSIU’s team of reporters interviews candidates running for Illinois state, House and Senate races to learn more about their views on key issues impacting Illinois voters such as the economy, the environment, education and public health. Produced in partnership with the League of Women Voters.



Produced by WSIU Television since 1985, *Scholastic Hi-Q* is an academically-based game show featuring high school teams from the central and southern Illinois region. *Scholastic Hi-Q* is a single elimination tournament in which 32 teams compete.

PHOTOS: Page 7: (Top) Vice Chancellor for Development and Alumni Relations & CEO, SIU Foundation at SIUC, Matt Kupec, hosts the SIU Day of Giving livestream event from WSIU’s Studio B; Credit: Pearl Franz, WSIU. (Bottom, left) Mark St. George instructs a student volunteer on camera usage during a shoot for Scholastic Hi-Q; Credit: Nicole Tillberg, WSIU. (Bottom, right) A production student operates a TV camera for a local production; Credit: Pearl Franz, WSIU.







# LOCAL RADIO PROGRAMMING

## REPORTING & SPECIAL PROJECTS

For over 60 years, WSIU Radio has served as a trusted source for local news, information, and civic conversation. Our team of journalists not only deep dive into the issues impacting our region such as health, economics, and education, but they also showcase a wealth of local voices and perspectives that make our region unique.



## LOCAL/STATE REPORTING TRANSITIONING FROM COVID TO RECOVERY

The WSIU News Team put a large focus on the coverage of COVID-19 from its arrival in the United States through the ensuing emergency orders, shutdowns, and restrictions. As 2021 moved into 2022, the emergence of vaccines and boosters allowed for some normalcy to return. Our team focused our coverage on what that transition looked like: we talked with health and education leaders about what to expect as students and teachers returned to the classroom; we followed athletes as they learned how to compete on a new and different stage with some restrictions still

in place and others phasing out; we worked with scientists on new ways to track not just coronavirus, but other potentially hazardous organisms, as well – and learned how new technologies would help inform and protect the population in the future.

We also explored how COVID-19 impacted our economy – from a global to a local level. We worked with regional businesses to understand how the supply chain can be bolstered and hampered by decisions made on both an international and local level. We followed business owners as they made difficult decisions on the future of their restaurants, stores, and services, and we told the stories of people who made transitions into new and exciting opportunities as resources opened back up.

COVID-19 was not just one story for WSIU. But it informed nearly all of what we have reported on for another year. Our ability to tell a more in-depth story, and paint a more detailed picture of what was happening, was just another example of the power of public media.

## ELECTION 2022 PRIMARY COVERAGE

WSIU embarked on an ambitious project in the spring of 2022, to expand our award-winning election coverage to include our newly expanded coverage area, including Springfield, Macomb, and Quincy. We partnered with local League of Women Voters (LOWV) chapters all over Illinois to engage with candidates and campaigns, bringing them to TV via our new *Meet the Candidates* program which debuted ahead of the 2022 Illinois Primary Election, which was held in June.



Candidates from the Carbondale, Olney, Mt. Vernon, Springfield, Macomb, and Quincy areas were pleased to have an outlet to answer questions for potential voters. We asked identical questions of each candidate, whether they chose to participate in a forum-style program with their opponent, or appear separately. Voters were given the opportunity to learn about their potential leaders by submitting questions to both the LOWV and WSIU through the process.

Political and election coverage remains a staple of WSIU and of public broadcasting on the whole.

### WHEN:

July 1, 2022 - present

### WHERE:

Illinois and the surrounding region

**PARTNERS:** Illinois Department of Public Health, SIU School of Medicine, and regional businesses

**RESULTS:** WSIU provided a critical analysis and recap of the state's COVID-19 preparation and mitigation strategies, exploring these activities from both a global and local lens to help our audience understand the full impact of the pandemic in the region.

### WHEN:

May 2022 – November 2022

### WHERE:

Illinois

### PARTNERS:

Illinois League of Women Voters  
League of Women Voters of Jackson County

### RESULTS:

By providing coverage not seen anywhere else, the power of public media was leveraged once again as a resource for information without political bias or persuasion.



## BLANKET FORT RADIO THEATER PODCAST

### EXPANDING LOCAL STORYTELLING

WSIU Radio continued its successful collaboration with SIU Press and the SIU Creative Writing Program to produce the radio drama podcast *Blanket Fort Radio Theater*. This fiscal year, the podcast featured two dramatizations based on SIU Press titles: “Survived By One: The Life and Mind of a Family Mass Murder” written by Robert E. Hanlon, PhD with Thomas V. Odle and “Undaunted Women of Nanking: The Wartime Diaries of Minnie Vautrin and Tsen Shui-fang,” edited and translated by Hua-ling Hu and Zhang Lian-hong. A total of 50 podcast episodes were produced and aired weekly from July 2, 2021 to April 21, 2022. Work is in progress on two additional books that are planned for podcast during FY ’23.



In addition to the weekly podcast, *Inside The Blanket Fort*, a six minute weekly on-air radio segment was produced by SIU Press and WSIU to provide a behind the scenes look at the weekly podcast episodes as well as to introduce and discuss other books published by SIU Press. Forty-two episodes of *Inside The Blanket Fort* aired during FY ’22.

## THE SOUTHERN ILLINOIS RADIO INFORMATION SERVICE (SIRIS)

The Southern Illinois Radio Information Service (SIRIS) is a reading and information service for individuals who are blind, visually-impaired, and print-disabled.

The National Federation for the Blind estimates there are about 3,200 visually-impaired individuals in our service area and each year WSIU serves this population via the SIRIS Service. A group of 35 volunteers consisting of community members and SIU Students provided 2,707 volunteer hours for local readings during FY22. WSIU provided 8,736 total hours of SIRIS programming and 1,560 hours of local programming which included daily readings of news articles, grocery store ads, community calendars, obituaries, original descriptive arts, and nature-related content. WSIU Radio provided 2,132 hours of classical music and 2,156 hours of general music programming.

SIRIS reaches approximately 1,300 community members in our 7-county service region via our over-the-air radio service accessed from a special closed-circuit radio and via an online web stream. The services is funded in part by WSIU Public Radio, Southern Illinois University Carbondale, the United Way of Southern Illinois, the Illinois State Library, and from donations from supporters throughout the region.

# SIRIS

Southern Illinois  
Radio Information Service



### WHEN:

July 2, 2021 - April 21, 2022

### WHERE:

Global audience

### PARTNERS:

SIU Press and the SIU Creative Writing Program

### RESULTS:

WSIU produced 50 podcast episodes of *Blanket Fort Radio Theater* and 42 episodes of *Inside the Blanket Fort*. The series is planning to highlight two more SIU Press publications in 2023.

### WHEN:

June 30, 2021 – July, 30, 2022

### WHERE:

WSIU's 7-county service region

### PARTNERS:

Southern Illinois University Carbondale, the United Way of Southern Illinois, and the Illinois State Library

### RESULTS:

WSIU provided 8,736 total hours of programming to approximately 1,300 community members with visual-impairment who live within our 7-county service region. Five English as a Second Language (ESL) students from China gained the opportunity to practice conversational English skills while reading local newspapers for the program.

PHOTOS: Page 8: (Top) WSIU's Jennifer Fuller speaks to former U.S. Health & Human Services Deputy Secretary, Eric Hagen, for an InFocus feature on healthcare access; Credit: WSIU. (Bottom) WSIU's Steph Whiteside interviews 96th House Candidates Dr. Lisa Smith and Prescott Paulin, Credit: WSIU. Page 9: (Top) Blanket Fort Radio Theater logo, Credit: SIU Creative Writing Program. (Bottom) SIRIS programming is broadcast on a sub-carrier frequency of the WSIU-FM and WWSI-FM main signal. The broadcast can be heard over-the-air by a special radio receiver that is provided free of charge; Credit: Pearl Franz, WSIU.

**WHEN:**

September 2021 - October 2022

**WHERE:**

Carbondale + virtual events

**PARTNERS:**

Carbondale Public Library, SIU School of Journalism, Southern Illinois Local Media Group, Daily Egyptian, SIU Career Services, Carbondale Community High School, and SIU Undergraduate Admissions

**RESULTS:**

The film screening series helps citizens uncover commonalities and celebrate differences while touching lives authentically and sometimes, surprisingly.

**INDIE LENS POP UP****FILM SCREENINGS & COMMUNITY CONVERSATIONS**

Indie Lens Pop-Up is a neighborhood film screening series that brings people together—virtually and in-person—for film screenings and community-driven conversations. Featuring documentaries seen on *Independent Lens*, the series draws residents, leaders, and organizations to discuss what matters most - from newsworthy topics and social issues to family and community relationships. Indie Lens Pop-Up is a longstanding partnership of WSIU and Carbondale Public Library. Our continuing teamwork produces local programs that help citizens uncover commonalities and celebrate differences while touching lives authentically and sometimes, surprisingly.



During the 2022 season, WSIU screened the following films: *Storm Lake* (September 2021) from filmmakers Jerry Risius and Beth Levison; *Missing in Brooks County* (December 2021) from filmmakers Jeff Bemiss, Lisa Molomot and Jacob Bricca; *Apart* (February 2022) by Jennifer Redfearn and Tim Metzger; *Writing with Fire* (February 2022) from filmmakers Rintu Thomas and Sushmit Ghosh and *Try Harder!* (April 2022) by filmmaker Debbie Lum.

**STORM LAKE FILM SCREENING****HIGHLIGHTING THE IMPORTANCE OF LOCAL JOURNALISM**

The *Storm Lake* screening, which was recorded for use by the SIU School of Journalism, attracted journalism alumni, students and faculty, community members, returning Indie Lens Pop-Up participants, and local media organizations in our first in-person event since the COVID-19 pandemic began early in 2020. Discussion moderators for this event included news reporters from regional media organizations and small-town weeklies. WSIU succeeded in implementing two new engagement tools at this event: Kinema and DocScale.



**“This opportunity to premiere *Storm Lake* on the SIU campus highlights WSIU’s aim to foster discussion that imagines the future of local news and explores ways to support journalism as it transforms our understanding of the world.”**

- BETH SPEZIA,  
WSIU FIELD REPRESENTATIVE AND  
SCREENING EVENT HOST

PHOTOS: Page 10: (Top) The Daily Egyptian’s Annie Hammock, Southern Illinois Local Media Group’s Renee Trappe, and WSIU Radio’s Jennifer Fuller moderate a discussion on the importance of local journalism after the screening of *Storm Lake* at SIU’s Morris Library; Credit: Pearl Franz, WSIU. (Bottom) Local community members ask questions following the community screening of *Storm Lake*; Credit: Pearl Franz, WSIU.



## TRY HARDER FILM SCREENING

### THE TRUE COST OF EXCELLENCE

The final film of the season, presented during Asian-American History Month, was *Try Harder!* The film documents San Francisco's academic pressure cooker Lowell High School, where stressed-out seniors chase college dreams. WSIU's aim for this Indie Lens Pop Up event was to challenge assumptions about educational pathways and the definitions of success by bringing high school and college counselors together with resources inspired by the film, such as a student workbook.



PHOTOS: Page 11: (Left) Career and College Counselors Krista Antrim and Lori Koester of Carbondale Community High School participate in the conversation following the film, *Try Harder!* and received student workbooks, guides, and other resource materials; Credit: Nicole Tillberg, WSIU. (Right) Amanda Everett, Director of Undergraduate Admissions at SIU, was on hand to answer questions about college and exchanged information with high school counselors following the film screening; Credit: Nicole Tillberg, WSIU.



## PBS SHORT FILM FESTIVAL

### EXPANDING OPPORTUNITIES FOR INDEPENDENT FILMMAKERS

WSIU's film submission, *The Daily Aesthetics of Alexander Martin*, was selected as one of 27 films featured in the 2022 PBS Short Film Festival. The short-form documentary, produced and directed by independent filmmaker Allison Walsh from Peoria, Illinois, explores the realities of navigating gender identity, expression, and representation in rural America.

The film follows Alexander as they use their artwork to take viewers on a journey through gender identity, expression, drag, and being queer in a small Midwestern town. Through on-screen interviews, Alex tells their personal story in a way that feels universal to all identities among the gender spectrum.

The PBS Short Film Festival is part of a multiplatform initiative to increase the reach and visibility of independent filmmakers from across the country and amplify the voices of diverse content creators. Since its inception in 2012, hundreds of films celebrating love, acceptance, family, strength, equality, friendship, loyalty and more have been presented under the festival's banner.



PHOTO: Screenshot from WSIU's PBS Short Film Festival submission, *The Daily Aesthetics of Alexander Martin*, directed by independent filmmaker Allison Walsh; Credit: Allison Walsh.

#### WHEN:

June – July 2022

#### WHERE:

Virtual event

#### RESULTS:

WSIU participated in the festival for the fifth year with our submission: *The Daily Aesthetics of Alexander Martin*. WSIU Radio held interviews with the filmmaker/director to promote the festival.

**"I hope Alexander's inspirational and heartwarming story connects with viewers and teaches people to embrace who they are and appreciate those around them."**

- ALLISON WALSH

FILM DIRECTOR/PRODUCER

## LUCKY HORSESHOE EVENT

### SUMMER LEARNING ACTIVITIES

#### WHEN:

June 6 and June 12, 2022

#### WHERE:

Robin Roberts Stadium, Springfield, IL

#### SPONSORS:

Lucky Horseshoes Baseball Team

#### RESULTS:

1,923 stadium visitors were exposed to PBS KIDS media and learning materials in an event supported by five WSIU staff members and community volunteers.



WSIU distributed free PBS KIDS summer learning activity books and wristbands and guests enjoyed photo opportunities with PBS KIDS costume characters SuperWHY and Daniel Tiger who helped spread the word about the Lucky Horseshoes' summer baseball season. Children of all ages enjoyed meeting and greeting these popular characters at Robin Roberts Stadium in Springfield, IL.



Page 12: (Left) SuperWHY makes an appearance at Robin Roberts Stadium in Springfield, IL; Credit: Meredith Dumyahn, WSIU. (Right) Daniel Tiger poses with a group of children at Robin Roberts Stadium in Springfield, IL; Credit: Brian Flath.

## WSIU EDUCATIONAL SERVICES

### PROFESSIONAL DEVELOPMENT SERVICES ADDRESSING THE NEEDS OF ALL LEARNERS

In FY22, WSIU's educational service department organized 37 educational activities and events attracting 3,540 participants with support from 27 volunteers and contributions of 160 volunteer hours. Here's what international university students had to say about using media to enhance learning and to achieve sustainability goals:

**"I definitely could tell you are developing connections between people and the community - which helps people not only with being educated but also to feel that they are needed, and recognized."**

- MIKU TOMITA, ENGLISH LANGUAGE LEARNER

**"I want to thank you for speaking about sustainable development goals. I learned a lot about children's media and it's impact, what we need to focus on, and how education is the key to improving resilience, and supporting social mobility - especially for people who don't have the same access to technology and so on."**

- ALEXIS YABUTA, ENGLISH LANGUAGE LEARNER

**"I found the collective impact the most interesting as this made me realize the importance of working together with other organizations and agencies. Not just to avoid duplication in solutions but collaborating with many people allows us to come up with the most optimized solution."**

- MOMOKA KIRIHATA, ENGLISH LANGUAGE LEARNER



# WSIU FAMILY DAY AT CEDARHURST

## PBS KIDS WORLD OF POSSIBILITIES WITH SPLASH AND BUBBLES

The annual free WSIU Family Day took place in April at Cedarhurst Center for the Arts in Mt. Vernon. New and returning participants and sponsors took their places on the Cedarhurst grounds and in the performance hall to celebrate the fun of learning.

Families enjoyed taking photos with a beautiful mermaid near the pond, while PBS KIDS costume characters Splash and Bubbles made their appearances on a decorated dock behind the museum. The Bubble Bus and a Shave Ice Truck provided outdoor fun and refreshment. Guests enjoyed book giveaways, watercolor diffusion art with the Girl Scouts, and a musical performance by students from SIU School of Music rounded out the activities. Corporate sponsors greeted participants, provided information and giveaways, and played games in the Grand Corridor of the Cedarhurst Museum.



**"We had a lot of fun!  
Thanks for the family  
friendly event and for  
allowing it to be free!"**

- WSIU FAMILY DAY PARTICIPANT



**"Always enjoy this  
event. We've taken  
both of our kids since  
they were toddlers."**

- WSIU FAMILY DAY PARTICIPANT

**"This was our first time at a PBS event.  
I brought my two kids and my cousin's three  
children and we had such a wonderful time.  
We look forward to it next year."**

- WSIU FAMILY DAY PARTICIPANT



### WHEN:

April 30, 2022

### WHERE:

Cedarhurst Center for the Arts, Mt. Vernon, IL

### PARTNERS:

Cedarhurst Center for the Arts, the SIU School of Music, and the Girl Scouts of Southern Illinois

### SPONSORS:

SSM Health, YMCA, SIU Credit Union, General Dynamics, Aisin Group, and the Mt. Vernon Convention & Visitors Bureau

### RESULTS:

450 participants from multiple communities attended the event which was supported by 20 SIU student and community volunteers. WSIU distributed 200 new children's books and members of the community enjoyed experience-based learning activities focused on art, sculpture, music and more.

PHOTOS: Page 13: (Top, left) Jefferson County Girl Scouts volunteer at WSIU's Family Day at Cedarhurst Center for the Arts; Credit: Pearl Franz, WSIU. (Top, right) WSIU Field Representative and Education & Outreach Specialist Beth Spezia, poses with Jim Henson's Splash and Bubbles characters; Credit: Pearl Franz, WSIU. (Middle, left) WSIU student graphic designer, Coley Zralka poses as a mermaid with WSIU Family Day guests; Credit: Pearl Franz, WSIU. (Middle, top) On the lawn of Cedarhurst Center for the Arts children play with bubbles courtesy of The Bubble Bus; Credit: Pearl Franz, WSIU. (Middle, bottom) Families were able to enjoy seating in the shade while enjoying - complementary treats from the Shave Ice Truck; Credit: Pearl Franz, WSIU. (Bottom) Event sponsors from Mt. Vernon Convention & Visitors Bureau, SIU Credit Union, SSM Health, and Aisin Group pose for a photo in front of WSIU's ocean backdrop; Credit: Pearl Franz.

The WSIU Public Broadcasting Leadership Circle consists of households and businesses investing \$1,000 or more to support our public broadcasting services. For acknowledgement purposes, this honor roll includes support for the period of July 1, 2019 - June 30, 2020. Some donors have committed to multi-year pledges; the acknowledgement levels listed below include only fiscal year 2020. We are deeply grateful to these generous supporters, each of whom has set an important example in their efforts to sustain WSIU Public Broadcasting as an educational and cultural resource.

## COUPLES, INDIVIDUALS & CHARITIES

### 10,000 & ABOVE

Estate of Josephine L. Dickens  
Estate of Gloria Frances Calovini

Mr. Dale W. Harrell  
Mrs. Gayle P. Klam

Dr. Candy Isberner & Dr. Fred Isberner  
Mr. Jan T. Pasek

### \$5,000 - \$9,999

Mrs. Trish Hite & Mr. Robert Hite

Mary Disseler

Mr. Michael R. McGrath

### \$2,500 - \$4,999

Mr. R. Matthew Donkin  
Ms. Carolyn B. Ferdinand  
Dr. Bill M. Herr - Deceased  
Dr. John S. Haller and Mrs. Robin M. Haller

Mr. Donald Monty & Ms. Anne Gaylord  
Mr. Robert Loftus  
Mr. John S. Morrison  
Mr. Howard A. Landon

Drs. Connie and Michael Shanahan  
Dr. Georganne Syler & Judge William Syler, Jr.  
Mr. Robert D. Walker

### \$1,000 - \$2,499

Drs. Gary and Mary Kinsel  
Mr. and Mrs. Michael D. Roegge  
Ms. Mel Watkin & Mr. Jerry Monteith  
Mr. Frank Houdek & Ms. Susan Tulis  
Mr. Robert Marsh & Dr. Jan Bowman-Marsh  
Drs. Carolyn and Herb Donow  
Mr. Howard Saver & Ms. Robin Russell  
Ms. Sheryl Rincker  
Dr. Dorothy R. Bleyer  
Ms. Mary Rudasill & Mrs. Nancy Clementz-Behimer  
Mr. Edward J. Kohler, Jr.  
Mrs. Ardell Kruse  
Mr. Harold Sargent  
Mrs. Susan Fiello & Mr. Mike Fiello  
Mr. John C. Boyd, Jr.  
Mr. and Mrs. Jeff A. Williams

Ms. Wenona Y. Whitfield  
Dr. John W. Hooker and Mrs. Carolyn J. Hooker  
Mrs. Amanda Robertson & Prof. Ralph Robertson, Jr.  
Mr. and Mrs. Mike P. Henry  
Ms. Karen L. McDougall  
Mrs. Doreen M. O'Brien  
Mrs. Cherie B. Watson and Mr. John M. Watson  
Mrs. Karen A. Hartlieb and Dr. Gary G. Hartlieb  
Ms. Alice Ballard and Mr. William Ballard  
Mr. and Mrs. Ken L. Loving  
Mr. Thomas C. Britton & Mrs. Molly Edwards-Britton  
Mrs. Gayl S. Pyatt

Mrs. Pat D. Arey  
Mr. and Mrs. Tom L. Stewart  
Mr. Daniel J. Parker  
Drs. Mary and John Pohlmann  
Mrs. Veronica M. West  
Ms. Joyce E. Fogleman  
Mrs. Susie L. Phillips  
Dr. Dan B. Cotner  
Mr. Bob Glezen and Mrs. Diane Glezen  
Mr. and Mrs. George E. Hopkins  
Ms. Barbara W. McGinty  
Mr. and Mrs. Keith Dennis  
Mrs. Susan Craft & Mr. Leonard Craft, Jr.  
Ms. Doris M. Krueger  
Mr. Gregory M. Feeny  
Ms. Delores Estell  
Mr. Jarl Mohn



# SPONSORS

AES Solar  
 AISIN Manufacturing Illinois, LLC  
 Alumni Services-SIUC  
 Arthur Agency  
 Baldwin Piano & Organ Center  
 Black Diamond RV  
 Blacklock Financial Strategies Group of Wells  
 Fargo Advisors  
 Cape Air/Nantucket Airlines  
 Carbondale Convention & Tourism Bureau  
 Carbondale SLF II, LLC  
 Carle Foundation  
 Cars For Charity  
 Cass Cable TV, Inc.  
 Cedarhurst Center for the Arts  
 CEFCU  
 Character Blossom Books  
 Charitable Adult Rides & Services, Inc.  
 Dianna G. Gaultney, D.D.S.  
 Etcetera Flowers, Fine Gifts & Gourmet, LLC  
 F-W-S Countertops  
 Farm Credit Illinois  
 First Southern Bank  
 Food Works  
 Forbes Financial Group, LLC  
 Frank S. & Julia M. Ladner Family Foundation, Inc.

Harbaugh's Cafe  
 Herrifesta Italiana  
 Illinois Heartland Library System  
 IllinoisSouth Tourism  
 Infinity Marketing, Inc.  
 Jump Company  
 Knights Action Park, Inc.  
 Luther F. Carson Four Rivers Center  
 Lutheran Social Services  
 Marion Mitsubishi Subaru  
 Megabytes Incorporated  
 National Alliance on Mental Health  
 Neighborhood Co-op Grocery  
 NOTS Logistics, LLC  
 Pisoni Insurance & Financial Services  
 POSS Music Works NFP  
 Prevent Child Abuse Illinois  
 R&J Tactical Lazer Tag  
 RARE Chop House  
 Raymond James Charitable Endowment Fund  
 Regional Economic Development Corporation  
 Rotary District 6510  
 Rural King Holding Co.  
 Schwab Charitable Fund  
 Sharp-Hundley, P.C.  
 Shawnee Health Service and Development

Corporation  
 SIU Credit Union  
 Southeast Missouri Childrens Museum, DBA  
 Discovery Playhouse  
 Southeast Missouri Hospital  
 Southern Illinois Collegiate Common Market  
 Southern Illinois G. I. Specialists, LLC  
 Southern Illinois Healthcare  
 Southern Illinois Irish Festival  
 Southern Lights, LLC  
 Southern Recycling Center  
 Springfield Mass Transit District  
 St. Nicholas Brewing Company  
 Staley Family Foundation  
 T K Ellet Plumbing, Inc.  
 The Bernard and Naomi L. Podolsky Charitable Trust  
 The Stage Company, Inc.  
 The Villas of Holly Brook Herrin  
 The Villas of Hollybrook Effingham  
 The Women's Center Inc.  
 Timothy J. Loughran, DDS, P.C.  
 Venus Properties, LLC  
 Voss Heating & Air Conditioning, Inc.  
 Williamson County Airport Authority  
 Williamson County Tourism Bureau

# PROJECT PARTNERS

Ag in the Classroom  
 All Our Kids Network  
 American Public Media (APM)  
 American Public Television (APT)  
 Astronomical Association of Southern Illinois  
 Belleville News-Democrat  
 Big Muddy Film Festival  
 Carbondale Community Arts  
 Carbondale Community High School  
 Carbondale Park District  
 Carbondale Public Library  
 Cedarhurst Center for the Arts  
 Center for English as a Second Language (SIU)  
 Centerstone  
 Child Care Resource & Referral  
 City of Carbondale  
 College of Arts and Media (SIU)  
 Corporation for Public Broadcasting (CPB)  
 Crab Orchard National Wildlife Refuge  
 Cypress Creek National Wildlife Refuge  
 Daily Egyptian  
 First Book  
 Friends of WSIU  
 Girl Scouts of Southern Illinois  
 Head Start Programs

Honors Program (SIU)  
 Illinois Arts Council  
 Illinois Department of Natural Resources  
 Illinois Education Association  
 Illinois Humanities  
 Illinois League of Women Voters  
 Illinois News Broadcasters Association  
 Illinois Public Broadcasting Council  
 Illinois Public Media, Urbana  
 Illinois Public Radio  
 Illinois State Board of Education  
 Illinois State Library  
 Independent Television Service (ITVS)  
 Int'l Association of Audio Information Services  
 Lions, Kiwanis & Rotary Clubs  
 Local Municipal Governments  
 Marion Chamber of Commerce  
 Mt. Vernon Chamber of Commerce  
 Mt. Vernon Fall Festival  
 Multicultural Center (SIU)  
 NAACP - Carbondale  
 National Educ'l Telecommunications Assoc.  
 National Public Radio (NPR)  
 Paul Simon Public Policy Institute  
 Public Broadcasting Service (PBS)

Public Radio Exchange  
 Regional Chambers of Commerce  
 Regional Law Enforcement Agencies  
 Regional Offices of Education  
 Regional Pre-K-12 Schools  
 Regional Public Libraries  
 Resilient S.I.  
 Shawnee National Forest  
 SIU School of Medicine  
 Southeast Health  
 Southern Illinois Coalition for Children & Families  
 Southern Illinois Healthcare  
 Southern Illinois Healthy Communities Coalition  
 Southern Illinois Local Media Group  
 Southern Illinois P-20 Education Alliance  
 Southern Illinois University Carbondale  
 Southern Illinois University: Colleges & Dept. Units  
 Stage Company  
 The Planetary Society  
 The Southern Illinoisan  
 Unity Point Environmental Club  
 WGBH Boston  
 WTVP TV Peoria





Design: Pearl Franz & Katrina E. Stackhouse  
 PHOTO: Garden of the Gods in Southern Illinois; Credit: Eli Nelson, Getty Images.