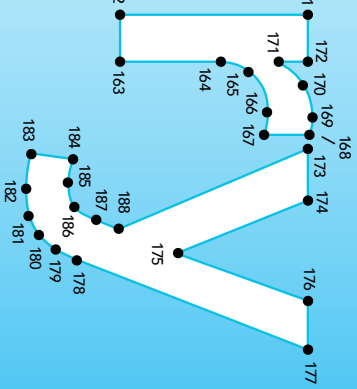
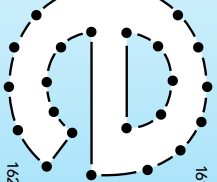
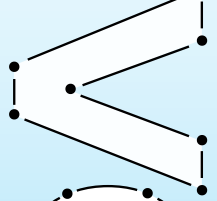
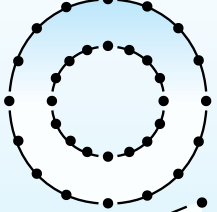
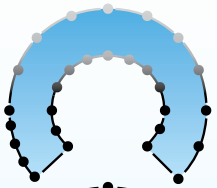




Dis





For everyone here at Illinois Public Media, 2016 was a year of discovery. We explored new ways to connect and collaborate—not just around the state, but across the country. We gave power to the Illinois story through original films. We offered diverse perspectives on local and national issues. We continued to grow our partnership with WTVP in Peoria. We delivered balanced, fair, and non-partisan election coverage. We empowered local citizens through debates and voter guides. We equipped local schools and children with innovative tools to develop critical skills. And we quite literally traveled the world with the Friends of WILL.

Throughout, we remained true to our foundation: Providing you with high-quality journalism, arts programs, classical music performances, agricultural news, gardening expertise, and educational materials. And I believe these to be the cornerstones of what makes us such a remarkable community resource.

Now, more than ever, it is critical we fulfill our mission to enrich the lives of those in our community through the power of public media. For Illinois Public Media, this means being a trusted media organization that provides a platform for differing opinions to come together as part of a healthy democracy while also inspiring lifelong learning through access to arts and culture.

A sincere thank you to you, the Friends of WILL, for making it all possible.

Moss Bresnahan
President and CEO

2016 at a glance

Reach

15,007
listeners stream
WILL Radio each month

2 annual
WILL Ag Conferences
more than **500** attendees

2 web series
14 episodes
7,893 views
2 Telly Awards

WILL-FM is the only on-air
source for opera in central Illinois

2,944 WILL Ag followers

9,751 **8** podcasts
subscribers

Support

Friends in **673** zipcodes
spanning **37** states

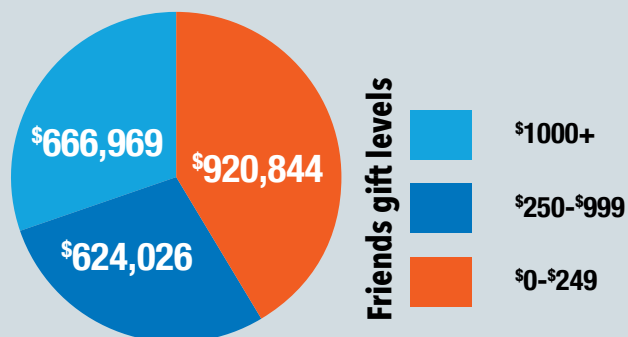
Cut the minutes
spent in
radio pledge by **56%**

\$2.8 million
in Estate Gifts

Engagement

40 Book Mentors
gave out **5,600** books
in **43** Head Start classrooms

\$2.2 million annual
gifts from Friends



Private grants totalling
\$243,000

Total donors
11,469

Illinois Radio Reader
More than **500** users
More than **50** volunteers
Content: **80** hours a week



Niala Boodhoo, host of **The 21st**, talked with children at the Boys and Girls Club of Danville about **Re:Dream**.

R eporting regionally

In March, Illinois Public Media launched a new hour-long, daily talk show **The 21st**, exploring news, culture, and stories that matter to Illinois. In addition to WILL-AM, three other public media stations across the state currently air **The 21st**. The WILL Newsroom also welcomed **Illinois Edition**, WUIS' capital city news magazine, to the WILL-AM midday lineup.

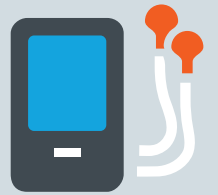
Illinois Public Media was one of 14 public media stations nationwide to host **Re:Dream** conversations around the idea of the American dream.



Stations airing **The 21st**



179,010
listeners streamed
WILL Radio



N etworking nationally

The 21st brought the **Re:Dream** project to the Multicultural Community Center in Rantoul and the Boys and Girls Club of Danville to ask people of all ages and backgrounds what it means to "make it" in the 21st century. **The 21st** produced two radio specials sharing the stories of those they met.

In the spring, **Illinois Newsroom** was awarded a \$200,000 grant from the Robert R. McCormick Foundation to strengthen its digital journalism model and regional engagement efforts. And in October, WILL's Scott Cameron accepted the Executive Editor position to lead this statewide, seven-station journalism collaborative.

During an atypical election year, **Voter's Edge Illinois** provided local citizens with a free, nonpartisan, online guide for voters. This was made possible through a partnership with MapLight.

WILL-FM also entered into a nationwide collaborative spanning 23 stations, known as **Classical Music Rising**. Stations are working together to carve a new path for classical music to keep it relevant in an ever-changing public media environment.



Prairie Performances, airing Friday nights at 7 pm on WILL-FM, spotlights performances from 11 area orchestras.

Telling Illinois stories



Charleston-based blacksmith Lorelei Sims featured in the second season of ART/BTS.

In celebration of the 18th Annual Roger Ebert's Film Festival came **Ebertfest 2016: Center of the Universe**, a documentary covering the life and legacy of Roger Ebert and the history of the festival, as well as providing a short preview of Ebertfest 2016.

Barns are practical. They store equipment, keep animals safe, and speak to our state's agricultural impact. The documentary **Barns: An Illinois Story** reveals the history and ponders the future of these iconic structures that dot our landscape.

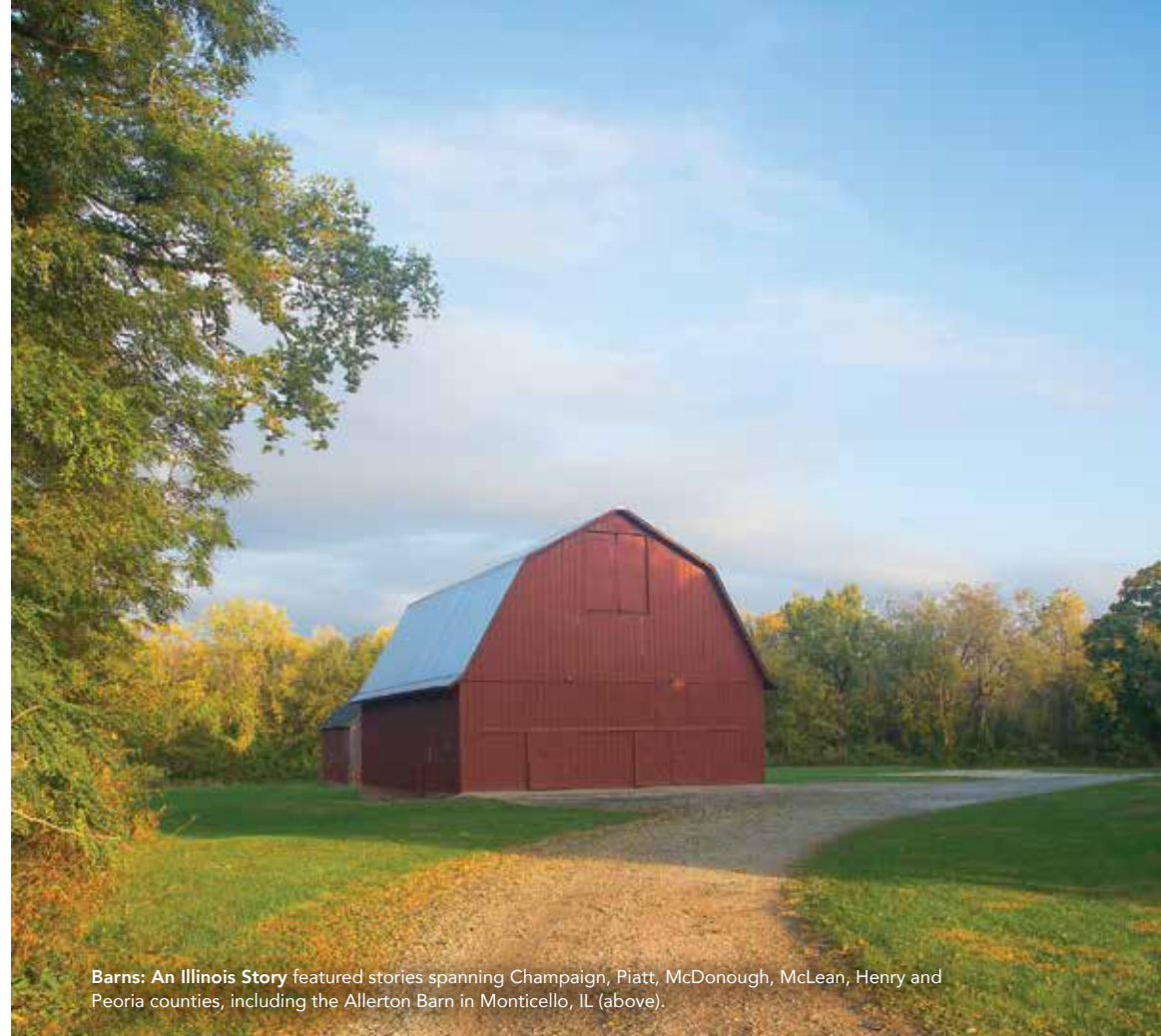
For the second year in a row **ART/BTS** was an award-winning web series, bringing home a Silver Telly in Videography/Cinematography and a Bronze Telly in the Web Series category.



Illinois Public Media also launched a new production initiative with the goal of bringing Illinois to the world and the world to Illinois. Our **National and International Productions** team played a critical role in getting the films **Stephen Hawking's Favorite Places** and **All The Queen's Horses** to the screen.



Chaz Ebert in Ebertfest 2016: Center of the Universe.

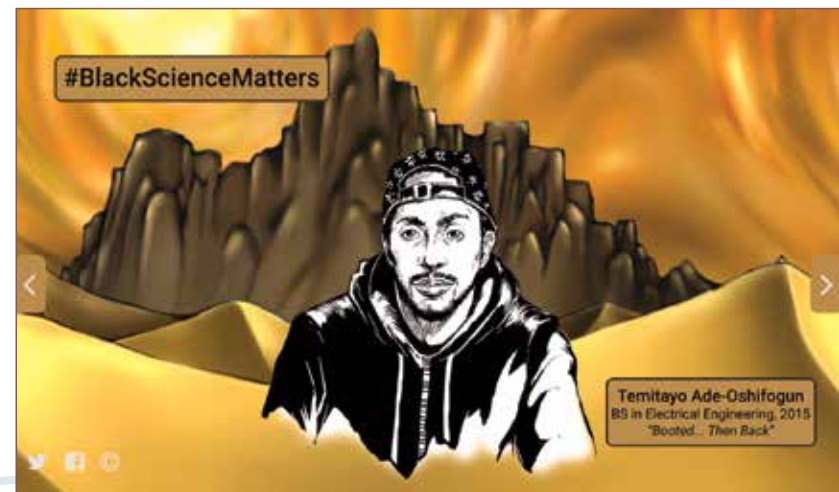


Barns: An Illinois Story featured stories spanning Champaign, Piatt, McDonough, McLean, Henry and Peoria counties, including the Allerton Barn in Monticello, IL (above).

Diversifying perspectives

In December, Illinois Public Media was proud to bring **#BlackScienceMatters** to WILL-TV and Facebook. The film series—produced by University of Illinois students under the leadership of journalism professor Charles “Stretch” Ledford—examines the larger pervasive national issue of the severe underrepresentation of African-Americans in the sciences

through the lens of individuals' experiences within the University of Illinois at Urbana-Champaign community.





Illinois Public Media hosted an Illinois 13th Congressional District debate between incumbent Republican Rodney Davis (back left) and Democratic challenger Mark Wicklund (front left) with moderator Niala Boodhoo (middle back) live in the WILL-TV studio on October 13, 2016.

Empowering communities

Illinois Public Media captured oral histories of local Vietnam veterans and war refugees as a part of the **Downstate Vietnam Stories** project. With the help of local teachers, these oral histories became lesson plans offered on the **Illinois Edition of PBS Learning Media**, including both one-day lessons and lengthier units.

Thanks to grants from the Community Foundation of East Central Illinois and the Illinois State Library, a donation from Mervis Industries, and proceeds from the Vintage Vinyl sale, **Illinois Radio Reader** received more than \$46,000 in support.

The **Book Mentor Project** received another year of funding from the PNC Foundation in its 13th year. In addition, advertising students from the College of Media worked closely

with Illinois Public Media during the fall semester to create social media and fundraising campaigns tailored around the project.



PBS LearningMedia
Illinois Edition

Monthly average

4,423 users

21,253 page views

Reaching further

Hanging out at the intersection of sports and culture, **Bandwagon** enjoyed a successful first season, discussing everything from ping pong to dressage to famous rivalries. It joins other WILL Radio podcast regulars: **Legal Issues in the News; Environmental Almanac; The 21st; Commodity Week; and Ag Market Reports.**

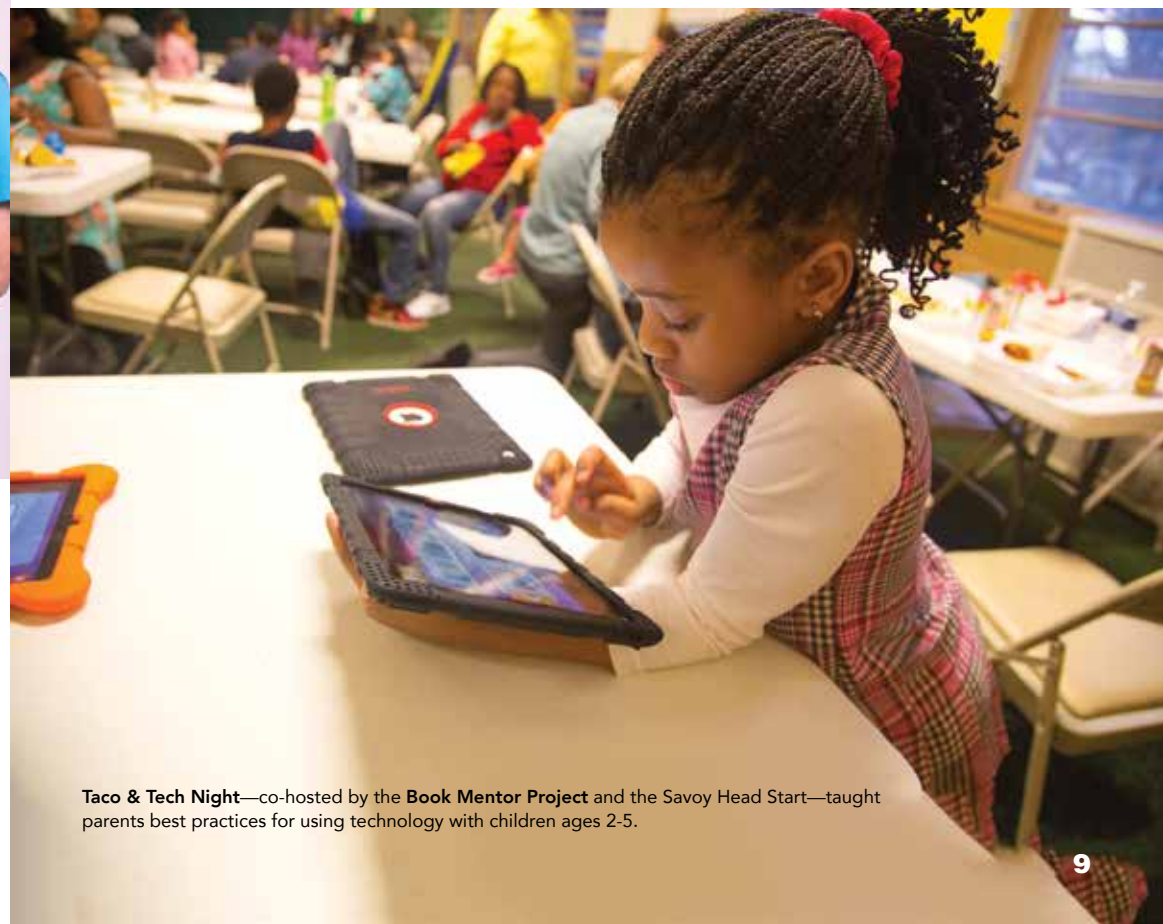
The **Dave Benton Internship** was established with a generous gift from Helen Miller. The internship gives students the opportunity to spend time in both WCIA and WILL newsrooms while focusing on digital news production. It joins the **Donald P. Mullally Internship** on Illinois Public Media's list of ongoing opportunities for students to work and learn in the WILL Newsroom.

Plowing Ahead—the latest public radio series to come out of the long-standing partnership between Illinois Public Media and the University of Illinois Laboratory High School (Uni High)—painted a portrait of farming in east central Illinois in the 21st century.



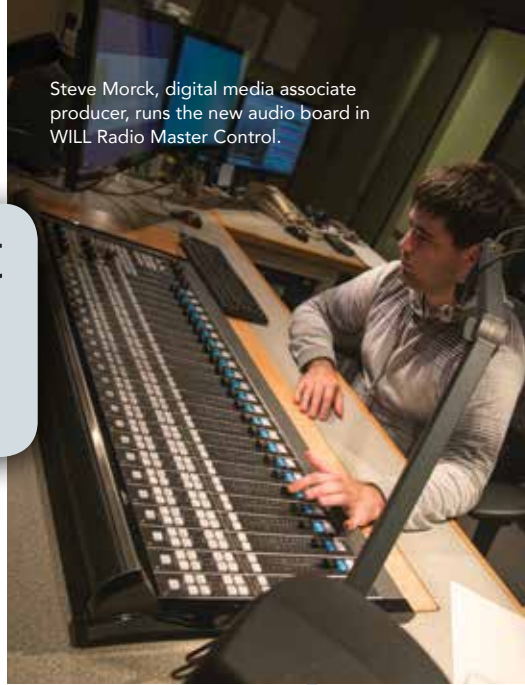
From left: John Steinbacher, Lisa Bralts and Brian Moline of Bandwagon.

6 Interns
got **2,375** hours
of real world experience



Taco & Tech Night—co-hosted by the **Book Mentor Project** and the Savoy Head Start—taught parents best practices for using technology with children ages 2-5.

Steve Morck, digital media associate producer, runs the new audio board in WILL Radio Master Control.



WILL | Passport

1,566 Friends activated Passport since February launch

Strengthening the future

Donors often wish to help with a specific need—e.g., new technology or support for a particular type of program, like science, the arts, or children’s education. With two separate estate gifts totaling \$2.8 million, Illinois Public Media was able to meet both types of needs in 2016.

With **The Geneva and R. Linn Belford Fund** Illinois Public Media upgraded the audio boards in each of the WILL Radio studios over the summer. These new boards provide higher quality audio for the listener as well as ease of operation for reporters, hosts, and production and technical staff.

Illinois Public Media devoted the **Howard Rutan Endowment** to support the British programming he loved so much. Because of this thoughtful estate planning, we can continue to bring local viewer favorites such as **Call The Midwife, Indian Summers, The Tunnel,** and the wide variety of series from **Masterpiece.**



The **New Friend February** thank you gift for helping Illinois Public Media put its best foot forward.

2016 **2015**

Operating revenues:

University Funding*	1,354,289	1,296,130
Membership Contributions**	2,843,036	2,192,338
Program Underwriting	331,106	324,399
State Grants	30,329	192,918
Other Grants	36,544	18,431
Community Service Grants		
and other Federal Grants	1,512,298	1,390,769
Other income	316,213	84,212

Total operating revenues 6,423,815 5,499,197

Non-operating revenues:

Indirect Support	1,701,451	2,489,425
Other	2,618,146	2,526,599

Total revenues 10,743,412 10,515,221

Operating expenses:

Local Programming and Production	3,153,026	2,505,948
Broadcasting	1,004,551	1,446,838
Promotion and Development	1,948,118	1,355,433
Management and General	945,146	524,715
Other	200,039	239,979

Total operating expenses 7,250,880 6,072,913

Non-operating expenses:

Indirect Support	1,701,451	2,489,425
Other	526,337	49,216

Total expenses 9,478,668 8,611,554

Increase in Net Position 1,264,744 1,903,667

*On-behalf payments have been moved out of the Non-operating revenues into the University Funding in Operating Revenues to reflect a more true contribution.

**Includes in-kind contributed revenue.

Going places

Whether it was to experience the exquisite costumes of **Downton Abbey**, breathtaking Italian countryside, bountiful gardens of P. Allen Smith, or skyscrapers of Chicago, 179 Friends of WILL traveled across the country and around the world with Illinois Public Media.



Kevin Hinders and Friends stop at the Calder Flamingo on Federal Plaza during the walking tour of Chicago.



Friends of WILL enjoy the breezy front porch of P. Allen Smith’s home during the garden-to-table tour with **Mid-American Gardener.**



From left: Moss Bresnahan, University of Illinois President Timothy L. Killeen, and Roberta M. Johnson enjoy the **Downton Abbey** finale event at Allerton Park.

FLOURISHING friendships

For the second year in a row, we were successful in making more than 100 new Friends during **New Friends February**. And Illinois Public Media was excited to introduce the all-new member benefit **WILL Passport** in February as well. Friends now have on-demand access to an extensive library of binge-worthy, quality local and national public television programs, which includes full seasons of many current and past series.

In March, 125 Friends joined us at Allerton Park to bid a fond farewell to **Downton Abbey**. Together we enjoyed afternoon tea with special guest speaker Cele Otnes, Ph.D., followed by a champagne toast and screening of the final episode of this treasured series.

LOOKING ahead

Friends of WILL help ensure we can provide central Illinois with high-quality, regional journalism, unparalleled arts programs, great classical music performances, access to early childhood educational tools, and so much more in 2017.

- WILL KIDS 24/7
- Illinois Newsroom
- From the Stage at Krannert Center
- Reel Midwest

Discovery