WQPT-TV
We serve viewers in Eastern Iowa and Western and North-Central Illinois. WQPT is a trusted, well-respected and innovative public media provider.

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Find answers to frequently asked questions online at wqpt.org/faq or contact us.

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WRITE US
3300 River Drive  |  Moline, Illinois 61265

CALL, FAX OR E-MAIL US
Voice .................. 309/764-2400
Fax .................. 309/764-2410
E-mail ............... wqpt@wiu.edu
Online Contact Form  wqpt.org/contact

FIND US ONLINE
wqpt.org

WQPT STAFF
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Amanda Bergeson  Assistant Development Director
Scott Brouette  Assistant Director of Student Services
Michael Carton  Education Director
Mary Pruess  Director of Capital Projects and Planning
Dawn Schmitt  Business Manager
Brian Williams  Underwriting Coordinator
Terry Wilson  Development Director
Cathy Gibson  Chief Clerk

WQPT is a public media service of Western Illinois University. Learn more about Western Illinois University, online at wiu.edu.

WQPT KIDS Club Birthdays
January is a great month to have a super, totally awesome birthday!

Alaina S.  Moline
Alivia S.  Dubuque
Azriel A.  East Moline
Calvin B.  Davenport
Charlie A.  Moline
Claire S.  DeWitt
Clara G.  Moline
Darrell B.  Galesburg
Emilia S.  Galesburg
Garrett S.  Silvis
Jacob M.  Prophetstown
Jaxon D.  Woodhull
Lily B.  East Moline
Lucy B.  East Moline
Sam M.  Morrison
Violet B.  Davenport

Learning and fun come together.

Daniel Tiger’s Neighborhood LIVE!
JANUARY 23  •  ADLER THEATRE
Meet & Greet + 2 Tickets
$125.00 ($90 for 2 tickets only)

309/764-2400
Available online: wqpt.org/tickets

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“I want young people to know that the world is a much bigger place than just what they see outside their own front door.”

Viewers like you are passionate about life-long learning through WQPT’s quality programs and exceptional educational outreach.

You can help ensure opportunities remain available for future generations by leaving WQPT a gift in your will.

Learn more, contact: Amanda Bergeson 309/764-2400
NOVA: APOLLO’S DARING MISSION

Apollo astronauts and engineers tell the inside story of Apollo 8, the first manned mission to the moon. Fifty years after the historic mission, the Apollo 8 astronauts and engineers recount the feats of engineering that paved the way to the moon.

THURSDAY, JAN 13 | 8:00PM

WITH INFINITE HOPE

SUNDAY, JAN 20 | 8:00PM

THE ILLINOIS RIVER

Peoria Lake is drowning in silt. Water that was an average of eight feet deep a century ago is now less than two feet deep outside the navigation channel. Explore plans to reduce the silt coming into the lakes and return the accumulated sediment to productive use on land again.

SUNDAY, JAN 27 | 8:00PM
VICTORIA & ALBERT
THE WEDDING

Enjoy a recreation of the wedding that changed British matrimonial ceremonies forever. Hosted by Lucy Worsley, this series celebrates an enduring love that was to melt the nation’s heart and set the standard for generations of brides to come.

THURSDAY, JAN 31 | 8 & 9:00PM

VICTORIA
ON MASTERPIECE

Season 3 of Victoria finds the Queen facing a crisis that threatens to end her reign.

Jenna Coleman stars as the young but fearless monarch who stands between order and chaos as revolution breaks out across Europe.

BEGINS MONDAY, JAN 21 | 8:00PM

ANTIOQUES ROADSHOW

A new season unfolds beginning in Albuquerque, New Mexico. It’s always part adventure, part history lesson, and part treasure hunt.

WEDNESDAY, JAN 16 | 7:00PM
<table>
<thead>
<tr>
<th>DAYTIME</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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<tr>
<td>SUNDAY</td>
<td>America's Heartland</td>
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1 TUESDAY
7:00 Rick Steves’ Europe
Scotland’s Islands
7:30 Joseph Rosendo’s Travelscope
Taiwan: Iron Pathways to Adventure, Part 2
8:00 Globe Trekker
Tough Trains: Vietnam
9:00 Beyond Your Backyard
Northern California
9:30 Illinois Adventure

10:00 Finding Your Roots
Funny Business Comedic guests Amy Schumer, Aziz Ansari and Maya Rudolph take a serious look at their family trees, learning contrasting stories of assimilation, independence, hardship and success all over the globe.

11:00 National Parks: Beyond The Crowds

2 WEDNESDAY
7:00 Antiques Roadshow
Albuquerque, Hour 1: Discover the treasures of Albuquerque, including a 1969 Woodstock jacket and program, a silk wedding gown, ca. 1875, and a Jane Peterson oil painting, The Answer, ca. 1925. And visit the International Balloon Museum.
8:00 Doctor Blake Mysteries
If the Shoe Fits
10:00 Grantchester
Season 3, Episode 5
11:00 Antiques Roadshow
Albuquerque, Hour 1

3 THURSDAY
7:00 The Cities
7:30 Whitney Reynolds
NICU Hope
8:00 Painting Albuquerque

4 FRIDAY
7:00 America’s Test Kitchen from Cook’s Illustrated
Vibrant Mediterranean Cooking
7:30 Cook’s Country
A Trip to Tarheel Country: A top secret recipe for North Carolina dipped fried chicken and a classic version of North Carolina lemon pie.
8:00 Martha Stewart’s Cooking School
Sautéing
8:30 Martha Bakes
Dried Fruit
9:00 Christopher Kimball’s Milk Street Television
The Japanese Quick Cook
9:30 Pati’s Mexican Table
Tijuana: Stories from the Border
10:00 Ask This Old House
10:30 This Old House
Jamestown, Modern Barn Raising

5 SATURDAY
7:00 Classic Gospel
Best of Sue Dodge
8:00 State & Water
Elizabeth Moen, Part 1
8:30 State & Water
Storytellers: Kevin Stein
9:00 Austin City Limits Hall of Fame New Year’s Eve

11:00 Austin City Limits Hall of Fame New Year’s Eve

11:30 Sun Studio Sessions
Don Bryant

6 SUNDAY
7:00 Civil War: The Untold Story
Bloody Shiloh

Rick Steves’ Europe
SCOTLAND’S ISLANDS
Tuesday, December 1 | 7:00PM

Season 3, Episode 5

11:00 Antiques Roadshow
Albuquerque, Hour 1
7 MONDAY
7:00 Doctor Blake Mysteries
If the Shoe Fits
8:00 My Mother and Other Strangers on Masterpiece

Part 4

9:00 Arthur & George on Masterpiece Mystery
Part 1: An adaptation of a novel by Julian Barnes based on a real event. Outraged by injustice to an Anglo-Indian solicitor, Doyle uses the methods of his own fictional detective to get at the truth.

10:00 Jamestown
Farlow and Redwick's disdain for the women intensifies.

11:00 Indian Summers on Masterpiece
Season 2, Episode 9

8 TUESDAY
7:00 Rick Steves' Europe
Glasgow and Scottish Passions
7:30 Samantha Brown’s Places to Love

8:00 Globe Trekker
Tough Trains: India’s Independence Railroads: Zay Harding takes on an epic journey across one of the world’s biggest railway networks.

9:00 Beyond Your Backyard
Thanksgiving

9:30 Illinois Adventure

10:00 Finding Your Roots
The Stories We Tell: Guests include Donna Brazile, Ty Burrell and Kara Walker.

11:00 Jackson Pollock’s Mural: The Story of a Modern Masterpiece
Truths and myths surrounding this mammoth painting.

9 WEDNESDAY
7:00 Antiques Roadshow Albuquerque, Hour 2: Highlights include a 1969 Jasper Johns flag print, and a 1939 inscribed Pinocchio book.

8:00 Doctor Blake Mysteries
Game of Champions

10:00 Grantchester on Masterpiece
Season 3, Episode 6

11:00 Antiques Roadshow
Albuquerque, Hour 2

10 THURSDAY
7:00 The Cities

7:30 Whitney Reynolds Awareness

8:00 Chihuly Fire & Light
Watch the artist at work with his team as he conceives and creates his ambitious exhibition—Chihuly at the de Young.

9:00 Chihuly Outside

10:00 Defying Gravity: A Historic Achievement in Glass
Featuring Josh Simpson

11:00 NOVA
Apollo’s Daring Mission: Apollo astronauts and engineers tell the inside story of the first manned mission to the moon.

11 FRIDAY
7:00 America’s Test Kitchen from Cook’s Illustrated
Pork Chops and Oven Fries

7:30 Cook’s Country
New Recipes for the Grill

8:00 Martha Stewart’s Cooking School
Dumplings Watch as Martha makes three kinds of dumplings, shaping each according to tradition.

8:30 Martha Bakes
Apples

9:00 Christopher Kimball’s Milk Street Television
Middle East Favorites

10:00 Nova
Pluto and Beyond: The New Horizons spacecraft zooms toward an object 4 billion miles from Earth.

10:30 John Glenn: A Life of Service

12 SATURDAY
7:00 Classic Gospel
Best of Ivan Parker

8:00 State & Water
Harvest Sons, Part 1

8:30 State & Water
Phanerae & The Soul Shakers, Part 1

9:00 Austin City Limits
Jamestown Shorty & Orleans Avenue

11:00 Ray Stevens Cabaray
Nashville Guest: Steve Wariner

11:30 Sun Studio Sessions
Marcella & Her Lovers

13 SUNDAY
7:00 NOVA

11:00 Legends of Airpower
Colonel John Glen

11:30 Legends of Airpower
Buzz Aldrin
**14 MONDAY**

7:00 Doctor Blake Mysteries
   Game of Champions
8:00 My Mother and Other Strangers on Masterpiece
   Part 5
9:00 Arthur & George on Masterpiece Mystery
   Part 2: Sir Arthur and Woogie get a shock after they order their driver to “follow that carriage!”
10:00 Jamestown

When Massinger tries to cause trouble for Silas, Alice unearths a damning secret from the plantation owner’s past.

11:00 Indian Summers on Masterpiece
   Season 2, Episode 10

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**15 TUESDAY**

7:00 Rick Steves’ Europe
   The Heart of England
7:30 Samantha Brown’s Places to Love
8:00 Globe Trekker
   Wild West: USA
9:00 Beyond Your Backyard
   Christmas
9:30 Illinois Adventure
10:00 Finding Your Roots
   In Search of Freedom
11:00 American Experience
   Space Men: Meet the pioneering Air Force scientists and pilots whose Project Manhigh, laid the groundwork for the United States Space program.

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**16 WEDNESDAY**

7:00 Antiques Roadshow
   Meadow Brook Hall, Hour 1: Visit the grounds of the historic Meadow Brook Hall in Michigan and learn the story behind beloved family heirlooms, thrift store finds and more.
8:00 Doctor Blake Mysteries
   Someone’s Son, Someone’s Daughter

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**17 THURSDAY**

7:00 The Cities
7:30 Whitney Reynolds
8:00 Forgotten Ellis Island
   Visit the abandoned immigrant hospital on Ellis Island. During the great wave of immigration, 22 medical buildings sprawled across two islands adjacent to Ellis Island, the largest port of entry to the United States.
9:00 Statue of Liberty
   A Ken Burns film.

**18 FRIDAY**

7:00 America’s Test Kitchen from Cook’s Illustrated
   Chocolate Delights
7:30 Cook’s Country
   Spaghetti House Classics
8:00 Martha Stewart’s Cooking School
   Grains: Martha provides an overview of the most popular grains.
8:30 Martha Bakes
   Cultured Dairy
9:00 Christopher Kimball’s Milk Street Television
   New Breads
9:30 Jamie’s Quick & Easy Food
   Tuna/Meatballs/Cookies
10:00 Ask This Old House
   Swing Set, Robotic Construction

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**19 SATURDAY**

7:00 Classic Gospel
   The Gospel Music of Johnny Cash
8:00 State & Water
   The Wild Reeds, Part 1
8:30 State & Water
   The Deep Hollow, Part 1
9:00 Austin City Limits

Residente: Join a musical world tour with this Puerto Rican superstar.

10:00 Speakeasy
   Sting and Shaggy
11:00 Ray Stevens Cabaray
   Nashville Guest: Paul Overstreet
11:30 Sun Studio Sessions
   Chuck Mead & His Grassy Knoll Boys

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**20 SUNDAY**

7:00 NOVA
   Einstein’s Quantum Riddle: Join scientists as they grab light from across the universe to prove quantum entanglement is real.
8:00 With Infinite Hope: MLK and the Civil Rights Movement
   Look back at the life, leadership, and legacy of The Reverend Dr. Martin Luther King, Jr.
9:00 Fannie Lou Hamer:
   Stand Up

Examine the life of civil rights legend Fannie Lou Hamer.

9:30 Mr. Civil Rights:
   Thurgood Marshall and the NAACP
10:30 1964: The Fight for a Right
11:30 Education of Harvey Gantt
   Narrated by Tony-winning actor Phylicia Rashad, explore the pivotal, yet largely forgotten, story of desegregation.
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<tr>
<th>Day</th>
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<tbody>
<tr>
<td>MONDAY</td>
<td>7:00</td>
<td><strong>Doctor Blake Mysteries</strong></td>
<td>Someone’s Son, Someone’s Daughter</td>
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<td>8:00</td>
<td><strong>Victoria on Masterpiece</strong></td>
<td>Season 3</td>
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<td>9:00</td>
<td><strong>Arthur &amp; George on Masterpiece Mystery</strong></td>
<td>Part 3: Sir Arthur and Woodie close in on the Wyrley Ripper. But have they found their man?</td>
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<td>10:00</td>
<td><strong>Jamestown</strong></td>
<td>Jocelyn learns who possesses the map. Henry pursues the gold.</td>
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<td><strong>The Collection on Masterpiece</strong></td>
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<td>TUESDAY</td>
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<td><strong>Rick Steves’ Europe</strong></td>
<td>Lisbon</td>
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<td>7:30</td>
<td><strong>Samantha Brown’s Places to Love</strong></td>
<td>Food Hour: Sicily</td>
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<td><strong>Globe Trekker</strong></td>
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<td><strong>Joseph Rosendo’s Travelscope</strong></td>
<td>California’s Tri-Valley</td>
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<td><strong>Illinois Adventure</strong></td>
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<td>10:00</td>
<td><strong>Finding Your Roots</strong></td>
<td>Grandparents and Other Strangers: Andy Samberg and George R. Martin.</td>
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<td>11:00</td>
<td><strong>With Infinite Hope: MLK and the Civil Rights Movement</strong></td>
<td>Look back at the life, leadership, and legacy of The Reverend Dr. Martin Luther King, Jr.</td>
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9:00 Victoria & Albert: The Wedding
Episode 2: Witness the most accurate reconstruction of Victoria & Albert’s wedding ever staged, followed by a sumptuous wedding breakfast, a prelude to the first night that began a marriage so iconic, it heralded constitutional monarchy as we know it today.

10:00 Antiques Roadshow
Meadow Brook Hall, Hour 3
Highlights include a Civil War presentation sword and portrait; Danny Lyon Civil Rights posters; and a copy of The First Men in the Moon signed by Neil Armstrong.

8:00 Doctor Blake Mysteries
This Time and This Place

9:00 Endeavour on Masterpiece
Season 3: Arcade

10:30 Prime Suspect:
Tennis on Masterpiece

30 WEDNESDAY

7:00 Antiques Roadshow
Meadow Brook Hall, Hour 3
Highlights include a Civil War presentation sword and portrait; Danny Lyon Civil Rights posters; and a copy of The First Men in the Moon signed by Neil Armstrong.

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This Time and This Place

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10:30 Prime Suspect:
Tennis on Masterpiece

31 THURSDAY

7:00 Globe Trekker
North East England

8:00 Globe Trekker
Surprising Toronto

9:00 Endeavour on Masterpiece
Season 3: Arcade

7:30 Whitney Reynolds

8:00 Victoria & Albert: The Wedding
Episode 1: Join the experts preparing to reconstruct the wedding that changed history. Investigate stories about the wedding.

30 WEDNESDAY

7:00 Antiques Roadshow
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Highlights include a Civil War presentation sword and portrait; Danny Lyon Civil Rights posters; and a copy of The First Men in the Moon signed by Neil Armstrong.

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Surprising Toronto

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Season 3: Arcade

7:30 Whitney Reynolds

8:00 Victoria & Albert: The Wedding
Episode 1: Join the experts preparing to reconstruct the wedding that changed history. Investigate stories about the wedding.
Recently my wife and I welcomed twin boys to our family. Andrew and Jacob arrived early, so they spent some time in the NICU at Genesis East, which meant Michael (big brother) wasn’t able to see them right away.

I’m sure all parents who add to their families worry about how the older siblings will take to their new siblings, and I was no different. I knew Michael was anxious to meet his brothers because when I finally took him to the hospital for a visit, he talked non-stop the entire way there. When we got out of the van, I jokingly said, “Are you excited to meet your brothers, Michael?” He looked up at me with his big blue eyes and said three words that I had never heard from him. “I’m pumped, Dad!” he said.

It was great to know that he was more than excited to meet his brothers (he was “pumped!”), but I still worried that those initial feelings would go away once he understood that they would do little more than sleep, eat, and need their diapers changed. I knew he couldn’t wait to meet them for the first time, but what would it be like after that, when the twins invaded his home?

**We are blessed that our boys were pretty healthy.** The amazing team of nurses and doctors who took care of them in the NICU were able to send them home within three weeks of delivery. Andrew came home first, and Jacob followed a few days later.

Before Jacob was even home, though, all my worries evaporated.

**Michael was amazing—and not just with his baby brother!** From holding doors for my wife, to helping me pack his lunches, it was like he matured overnight. He wanted to help out however he could!

One morning before school, he was ready early—which RARELY happens—so he sat down next to his brother and read him a book. It warmed my heart to see him reading to Andrew, and it led me to think about the First Book Club that I manage here at WQPT.

Each year, the WQPT First Book Club gives five free books to children in kindergarten classes throughout the Quad Cities area. **We don’t just give away the books**—we visit classrooms and read to the students. We also encourage them to read the books at home with their family members.

**WQPT First Book Club** exists because we know how important it is to have quality books in the hands of children at home if we want them to succeed at school. However, I never considered the impact those books could also have on the siblings of my very own First Book Club members!

Research suggests reading aloud to an infant sets the stage for school readiness, builds their vocabulary, and stimulates both language and cognitive thinking skills. It also helps an infant bond with the person reading.

Every night, Michael grabs a book, sits down next to his brothers, and reads to them. They aren’t long books, but those moments are creating a bond that will last a lifetime (while preparing them for future success at school). It’s awesome to think that the same thing could be happening all over the Quad Cities area because of the free book program I oversee here at WQPT.

**Learn more about WQPT’s First Book Club:** wqpt.org/firstbook

Michael Carton is WQPT’s Director of Educational Outreach
FRIDAY, JANUARY 25
THE OUTING CLUB | DAVENPORT

CHAMPAGNE ON THE ROCKS
YOU ARE CORDIALLY INVITED TO JOIN US
AS WE CELEBRATE WQPT’S 35TH ANNIVERSARY
WITH SPECIAL GUEST AND KEYNOTE SPEAKER
PAULA KERGER, PRESIDENT & CEO OF PBS

6:00 P.M.
COCKTAIL RECEPTION & SILENT AUCTION

7:30 P.M.
DINNER & LIVE AUCTION

$100 PER PERSON • GUESTS HAVE AN OPPORTUNITY TO WIN AN EXQUISITE PIECE OF JADE JEWELRY.*
Learn more, purchase tickets and view our auction items online at wqpt.org/champagne

BID ON A VARIETY OF GREAT AUCTION ITEMS

OVERNIGHT, SPA & RESTAURANT
Donated by Hotel Julien Dubuque

LECLAIRE FIRE FIGHTER KIDS BIRTHDAY BASH
Donated by LeClaire Fire Fighters Association

TWO NIGHT STAY & GOLF FOR TWO
Donated by Grand Geneva Resort & Spa

PIZZA PARTY FOR UP TO 40
Donated by Streets of Italy Wood Fired Pizza

ONE YEAR COUNTY CLUB MEMBERSHIP
Donated by The Outing Club

QC BREWERY EXCURSION FOR TWO
Donated by altSTATES Travel

Proceeds benefit WQPT’s Educational Outreach services & programming. *Winner responsible for all taxes associated with prizes.
Thank You! Like you, these community-minded businesses, organizations, and individuals—our sponsors and underwriters—provide support of our programming, educational outreach, and events.

**WQPT Events**

- Champagne on the Rocks
- Breedlove Legal LLC
- Eastern Iowa Baking Company
- Expressions Jewelers
- Imagination Station
- A.D. Huesing
- Carpetland USA
- Cobham Mission Systems
- Edwards Creative
- Exelon Generation
- Family Museum
- Christopher Gramkow & Associates
- IH Mississippi Valley Credit Union
- Imeg Corporation
- Jaycees of the Quad Cities
- Johannes Bus Services
- Juarez Enterprises Inc. (Prestige Productions)
- Kiwanis Club of Moline
- Modern Woodmen
- Oak Knoll Animal Hospital
- Quad Cities CVB
- Rauch Family Foundation I
- Scott County Regional Authority
- Skip-A-Long
- Taylor-Debord Catering
- The Planning Center
- Tyson
- United Way Quad Cities
- USO of Illinois
- Villa Montessori School
- Wells Fargo
- Western Illinois University

**General Support**

- Chris Connolly
- Wells Fargo Advisors
- Dahl Ford
- Greater Quad Cities Hispanic Chamber of Commerce
- Illinois Arts Council
- Lagomarcino’s
- MetroLink
- The Moline Foundation
- QC Family Focus
- Quad City Bank & Trust
- Quad-Cities Community Foundation
- Quad City Symphony Orchestra
- Radish Magazine
- Rauch Family Foundation II
- River Cities Reader
- Riverboat Development Authority
- Rivermont Collegiate
- Scott County Regional Authority
- WVIK Quad Cities NPR

**WQPT KIDS Club**

- Family Museum
- Niabi Zoo
- Whitey’s Ice Cream

**Pledge Support**

- Adler Theatre
- Quad City Symphony Orchestra
- TaxSlayer Center

**Programming**

- Adler Theatre
- Roger Clawson/State Farm
- Dahl Ford
- Davenport Chordbusters
- Eastern Iowa Baking Company
- Esterdahl Mortuary and Crematory
- Eye Surgeons Associates
- Figge Art Museum
- Flooring America of Davenport
- Christopher Gramkow & Associates
- Innovative Investment Solutions
- Java Lab Grind and Dine Café
- Jewish Federation of the Quad Cities
- Mid-American Basement Systems
- Oelrich & Associates
- Public Accounting Firm
- Linda Powell
- Putnam Museum
- Quad City International Airport
- Quad City NECA/LMCC Chapter
- Rauch Family Foundation II
- River Bend Foodbank
- Rivermont Collegiate
- Shield’s Sewing Center
- Joyce & Tony Singh Family Foundation
- The Singh Group
- Tamara Wendt Events
- U.S. Bank
- Susan Zelnio

**Outreach**

- Butterworth Center & Deere Wiman House
- Doris & Victor Day Foundation
- Geneseo Education Foundation
- Geneseo Foundation
- Geneseo Library
- Hubbell Waterman Foundation
- Mumford Family Foundation
- U.S. Bank

**Embracing Our Military**

- AUSA RIA Chapter

**LEARN HOW YOU CAN SPONSOR A WQPT PROGRAM OR EVENT.**

Contact:

Brian Williams
309/764-2400 ext. 65016
WHY SPONSOR ON PBS?
OUR NON-COMMERCIAL ENVIRONMENT IS AN UNMATCHED BENEFIT!

THE PBS NON-COMMERCIAL ENVIRONMENT IS IMPORTANT
OVER HALF OF ALL VIEWERS AGREE

PBS CONTENT IS...
TRUSTED
#1 in trust among nationally known institutions, including commercial TV networks.

UNBIASED
42% of all viewers agree.

CREDIBLE & OBJECTIVE
4 of the top 10 most “credible” & 5 of the top 10 most “objective” television sources watched by opinion leaders were PBS programs.

PBS SPONSORS STAND OUT WITH FEWER PRIMETIME NON PROGRAMMING MINUTES

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<tr>
<th>PBS</th>
<th>Commercial</th>
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PBS VIEWERS PAY FULL ATTENTION WHEN WATCHING
51% when watching PBS
37% when watching network TV

PBS SPONSORS BENEFIT FROM BEING ON OUR AIR
71% say companies who sponsor PBS provide a valuable public service.
68% agree that sponsors are committed to quality & excellence.
68% say PBS sponsors are committed to education.
64% agree that PBS sponsor messages are seen as different & better.

PBS SPONSORS BENEFIT FROM HIGH EXPECTATIONS WHEN COMPARED TO OTHER NETWORKS.
62% agree that sponsors are industry leaders.
68% agree that sponsors create compelling advertising that is better than the ads on other networks.

PBS VIEWERS TAKE ACTION AFTER WATCHING PBS PROGRAMMING
36% research more on the company, product or service.
24% told a friend about a company or product seen on PBS.
18% bought the product or service.

76% agree that sponsors are committed to quality and excellence.
THIS MONTH ON WQPT

NOVA
SUNDAY, JAN 13 | 8:00PM

ROYAL WEDDING
THURSDAY, JAN 31 | 10:00PM

RICK STEVES EUROPE
TUESDAY, JAN 1 | 7:00PM

Moving? Please let us know.
Call 309-764-2400 with your new address.

3300 River Drive, Moline, Illinois 61265

Address Service Requested