



500 E. Capitol Ave. * Springfield, IL 62701
Phone: (217) 525-7440 * Fax: (217) 525-7438
Email: illinoischannel@aol.com * Website: www.illinoischannel.org

For Immediate Release
July 31, 2008

Contact:
Terry Martin: (217) 525-7440

**The Illinois Channel and the Illinois Manufacturers' Association launch
*Making it in Illinois***

SPRINGFIELD - Beginning the first week of August, the Illinois Channel will air the first episode of a new series, *Making it in Illinois*, which highlights Illinois' manufacturing sector.

Produced in cooperation with the Illinois Manufacturers' Association, each 30 minute episode will showcase the employees, employers, and firms making products here in Illinois that are used around the world.

In the first episode, two firms are showcased. The Illinois Channel first visits FlagSource in Batavia, Illinois -- one of the few remaining American flag manufacturers still operating in the United States. FlagSource owner Janice Christiansen details not only the various flags and banners produced at her firm, but she also shares the struggle to lead the firm back to financial health after the death of her husband.

The show then takes viewers to Effingham and Peerless of America where aluminum and copper tubing are formed, bent, cut, and chopped into an array of applications such as heating and air conditioning units.

Illinois Channel Executive Director Terry Martin, who hosts the series, notes, "We want citizens across the state to discover how many of the products they use are made right here in Illinois and the issues involved in keeping and building a business."

"*Making it in Illinois* gives viewers of the Illinois Channel a glimpse of the depth and breadth of manufacturing in our state," says Gregory W. Baise, President & CEO of the Illinois Manufacturers' Association. "Member companies of the IMA account for 13 percent of Illinois' GDP, the largest single contributing sector."

Martin notes that manufacturing firms face a constant challenge of rising costs, rising competition, ever changing technologies, and ever increasing government regulation.

Noting that Illinois Channel is known for its unedited style of covering state government, Martin added, "As a statewide channel, we're always looking to develop programs that tell the story of Illinois citizens where they live and work. By covering events in the Capitol and showing citizens at work in their communities, we can help people understand how government policies affect people on main streets across the state."

-more-

"We applaud the outstanding efforts of the Illinois Channel for bringing a sampling of our state's robust and extensive manufacturing sector into Illinois living rooms," said Baise. "We look forward to continuing to share our story with families from Zion to Cairo and Danville to Quincy on the Illinois Channel."

The Illinois Channel is nonprofit broadcast service seen in over 1.4 million cable homes across the state. It is presently aired in 127 communities from Rockford to Carbondale. Martin notes that in addition to televising the series, the Illinois Channel video-streams its programs, so anyone across the state with a high speed Internet connection can view the series. The Illinois Channel will also archive episodes on its website so viewers will be able to watch episodes they may have missed.

The Illinois Channel website is www.illinoischannel.org.