



2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



"WTVP has been a Godsend to me through its programming. WTVP is one of good things happening in this crazy world."

- Gloria in Peoria

Public media in Central Illinois has a long history of high-quality content and occupies a unique position in the media marketplace. WTVP is among the few remaining locally owned media outlets in the region, and during this past year, the staff has demonstrated our commitment to the region with many outstanding, award-winning local programs and community services.

We are honored to be a valued, trusted and essential local institution.



WTVP is a valuable part of Central Illinois.

In 2019, WTVP provided these vital local services:

WTVP's local services have deep impact in Central Illinois.

We **ENGAGE** the community with unsurpassed programming for children.

We **ENHANCE** life-long learning with programs that engage minds of all ages. We inform the citizenry with in-depth, balanced information.

We **INSPIRE** through the best in drama, arts and entertainment. We care for our community through information and activities.

WTVP public media enriches life in Central Illinois by delivering, engaging, enhancing and inspiring content.

- New **locally produced documentaries** that matter to our viewers. *Lydia: Ahead of Her Time* and *The Art of Deception*.

- Coverage of Illinois legislative activities on *Illinois Lawmakers*

- Access to local, state and national political leaders through *At Issue with H. Wayne Wilson*.

- Literacy initiatives with the PBS Kids Writers Contest, Rainbow Readers, PBS LearningMedia, and continued outreach.

WTVP participated in **58** community events, actively engaging viewers with our content.

Season four of an arts-focused music series *State & Water* featured **7** local artist groups. We opened our studio doors for events and brought in **2,037** to be inspired.

WTVP aired **26,352** hours of quality programming on **3** distinct channels, including **160** hours of local programs.



BROADCAST:



As the **PBS affiliate for Central Illinois**, we have rich programming resources from public television's trusted schedule. We are the home of ***Masterpiece*** and ***Frontline***. We are the source for the **news and public affairs teams that are #1 in public trust**. We are a haven for children's programming that delights imaginations while teaching skills for life-long learning. And we are the largest classroom for cutting-edge science and nature that opens windows to our world and universe.



As a **local broadcaster**, we also produce and pick original content for the demands of our home communities. ***At Issue***, our weekly public affairs series, covered topics from farmland conservation and race relations, to education and local political issues. ***Illinois Lawmakers*** offered live coverage of the happenings at the state capitol. ***Illinois Adventure*** continued with special programs highlighting the places that make Illinois unique. ***State & Water*** is an exciting live-audience musical performance series, featuring talented local musicians.



Original WTVP Productions were a fantastic way to celebrate the Central Illinois community in 2019. The documentary ***Lydia: Ahead of Her Time***, was about the life and journey of Lydia Moss Bradley. ***The Art of Deception*** showed an in-depth look at hand-carved duck decoys as an underappreciated form of American folk art. ***Consider This with Yvonne Greer*** featured newsmakers and interesting guests from across the area. Our ongoing collaboration with the Peoria Symphony Orchestra continues to flourish with the recording of ***Sound Bites***, which is designed to extend the cultural impact and facilitate the music to a wider audience through public media.



DIGITAL:

Our website, www.wtvp.org, is an evolving resource for station information, local program streaming and opportunities for user feedback. The site also acts as our gateway to special services for teachers through PBS LearningMedia Illinois Edition.

Our Facebook page and Twitter feed expanded, offering late-breaking news, behind-the-scenes production notes, and exclusive social media content links to further information.

EVENTS:

Preview Screenings

- Victoria
- Summer of Space
- Lydia: Ahead of Her Time
- Sanditon
- College Behind Bars

Program Tapings

- State & Water
- Sound Bites
- Musical Discoveries
- Consider This with Yvonne Greer
- At Issue, with H. Wayne Wilson
- Illinois Lawmakers
- 46th Annual WTVP Auction

Community Events

- WTVP Gone Country
- Mister Rogers Sweater Drive
- 47@47 Open House
- CEO Reception
- PBS Kids Writers Contest
- Pekin Friends of 47 Bowl-a-thon
- WTVP 46th Annual Auction
- Slide into Summer Reading
- World Wide Day of Play
- PNC Children's NYE Event
- WTVP Travels
- WTVP Spring String
- Member Events
- Annual Volunteer Recognition Event



TOWN HALL: THE OPIOID CRISIS

February 21, 2019



Every day, more than 130 people in the United States die after overdosing on opioids, including prescription pain relievers, synthetic opioids and heroin. The Centers for Disease Control and Prevention estimates that the economic cost of prescription opioid misuse is \$78.5 billion a year. WTVP explores solutions to the opioid crisis in Central Illinois on a special town hall edition of *At Issue*.

TOWN HALL: MAYORAL ROUNDTABLE

June 13, 2019

Bloomington Mayor Tari Renner, Galesburg Mayor John Pritchard, Normal Mayor Chris Koos and Peoria Mayor Jim Ardis answered questions submitted by viewers, through social media including questions on pension, marijuana, gaming, the state's capital bill, Connect Transit, crime, road maintenance and more.



TOWN HALL: ADDRESSING MENTAL HEALTH

November 11, 2019

With 44 million U. S. adults experiencing mental health issues, representatives of mental health service providers, jails, courts, schools and religion discuss new services. They include UnityPlace, a collaboration of UnityPoint Health, Human Service Center and Tazwood Center for Wellness designed to streamline services. In Bloomington-Normal, the McLean County Triage Center is providing similar services.



PLANNING FOR THE FUTURE:

WTVP'S MISSION is to enrich our community in an engaging and relevant way through the use of public media and outreach efforts. WTVP is a necessary source for education, scientific, entertainment and cultural content connecting Central Illinois on a local and world level.

WTVP is a PBS membership organization serving the public with programming and services of the highest quality using media to educate, inspire, entertain and express a diversity of perspectives. WTVP PBS empowers individuals to achieve their potential and strengthen the social, democratic and cultural health of the communities we serve.

And we will continue to explore shared content with other community partners like the Peoria Riverfront Museum, Heart of Illinois United Way Success by 6, Peoria Public Schools, Peoria Historical Society, Arts Alliance and many more.

