

# 2020 LOCAL CONTENT AND SERVICE WTVP REPORT TO THE COMMUNITY



*"Just spent an hour watching **WTVP REMOTE**. It was an unexpected time spent, but well worth it. LOVE this channel. Even the program designed for kids was informational for me, at 60. If there had been something like this available 50 years ago, my life would have been completely different."* -Deb Hoshor, 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. The staff has demonstrated commitment to the region with many outstanding, award-winning local programs and community services.

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



### WTVP is a valuable part of 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.**

### For 49 years, WTVP has provided these vital local services:

- **Locally produced documentaries** that matter to our viewers in Central Illinois *Peoria's Playground* and *Preserving Illinois Prairies*.
- Expanded coverage of Illinois business topics on *WTVP's Business Forward*.
- Featured community newsmakers on *Consider This with Yvonne Greer*.
- Access to local, state and national political leaders through *At Issue with H Wayne Wilson*.
- Literacy initiatives with **WTVP REMOTE, PBS Kids Writers Contest, Rainbow Readers, PBS LearningMedia** and continued outreach.

### WTVP's local services have had deep impact in Central Illinois in the past year.

WTVP created **COVID Outreach Programming** to inform our community and actively engage viewers with our content.

Season four of the arts-focused music series *State & Water* featured **7** local artist groups, bringing inspiring original music to our viewers.

WTVP aired **43,920** hours of quality programming on **five** distinct channels, including more than **200 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 consistently ranked #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. This year WTVP has expanded our programming to five channels to serve our viewers best: WTVP HD (47.1), PBS Kids (47.2), World (47.3), Create (47.4) and WTVP REMOTE (47.5).



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, covers topics from farmland conservation and race relations to education and local political issues. **Illinois Lawmakers** offers live coverage of the happenings at the state capitol. **Illinois Adventure** continues with special programs highlighting the places that make Illinois unique. **State & Water** is an exciting live-audience musical performance series, featuring talented local musicians. A refreshing addition to the WTVP line up this year is **Business Forward**, the region's only locally produced business program, featuring one-on-one interviews and panel discussions about issues confronting every business in Central Illinois.



Original **WTVP Productions** are a fantastic way to celebrate the Central Illinois community. The documentary **Lydia: Ahead of Her Time**, is about the life and journey of Lydia Moss Bradley. **Preserving Illinois Prairies** takes viewers on a geological journey that begins more than 8,000 years ago when changing weather patterns and glacial forces shaped a magnificent, rolling landscape that thrived for thousands of years. **Consider This with Yvonne Greer** features newsmakers and interesting guests from across the area. WTVP's ongoing collaboration with the Peoria Symphony Orchestra continues to flourish with the recording of **Sound Bites**, a series designed to extend the cultural impact and deliver the music to a wider audience through public media.



**DIGITAL:**

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

Facebook and Instagram offer program highlights and previews, late-breaking news, behind-the-scenes production notes and exclusive social media content links to further information. You can now live stream WTVP and PBS Kids from wtv.org.

**EVENTS:**

**Preview Screenings**

*Peoria's Playground*  
*Sanditon*

**Program Tapings**

*LIVE Community Television*  
*Simulcast*  
*State & Water*  
*Sound Bites*  
*Musical Discoveries*  
*Consider This with Yvonne Greer*  
*At Issue with H Wayne Wilson*  
*Virtual WTVP Auction*  
*WTVP Luxury Auction*  
*Business Forward*  
*A Conversation with Lt. Col. Hefti*  
*Peoria's Memorial Day Remembrance*  
*Rainbow Readers*

**Community Focused Interstitials**

*WTVP People*  
*Staying Healthy*  
*COVID 19 Updates*





## GENDER INEQUALITY

June 2020

An Illinois State University professor, president of the League of Women Voters of Greater Peoria and the vice president of diversity at Illinois Central College discussed the status of the Equal Rights Amendment, gender wage gap, availability of child care, women in leadership, human trafficking, parental leave laws and more.

## STAYING HEALTHY INTERSTITIALS

Summer 2020

Leaders in Central Illinois have come and continue to come into the WTVP studio to share their thoughts about how to cope with COVID-19 in all phases of the pandemic. These videos offer great tips for living in a coronavirus world.



## CENTRAL ILLINOIS UNITED: COVID-19 TOWN HALL

MARCH 30, 2020

A live, primetime town hall event, *Central Illinois United: A COVID-19 Town Hall*, was simulcast from WTVP's studio with all Central Illinois television broadcast stations participating. The event included medical and health officials, along with other local leaders providing clear and concise information as Central Illinois and the nation confronted the COVID-19 pandemic.

## TOWN HALL: COVID-19

MARCH 15, 2020

WTVP President and CEO Lesley Matuszak moderated a 90-minute live broadcast from the WTVP studio — the first in our region to provide insights and answers about the developing crisis. Guests included local health care, public health and education experts, and state and local political leaders. The program was scheduled during Sunday evening programming as the station's spring pledge drive was concluding.

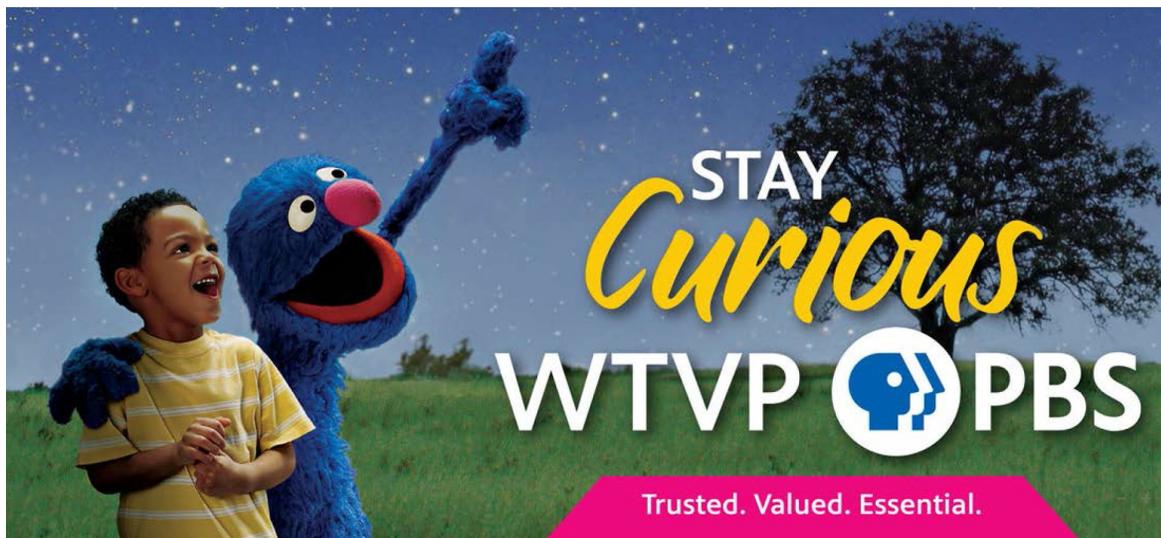


**PLANNING FOR THE FUTURE:**

WTVP’s mission is to create and broadcast content that educates, informs and inspires everyone throughout Central Illinois. To do this, WTVP offers programming that expands the minds of children, documentaries that open up new worlds, news programs that keep citizens informed on world events and cultures, and programs that bring the worlds of music, theater, dance, and art to your living room, all free of commercial interruption and influence.

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. WTVP has taken a progressive marketing effort to promote and cultivate learning options such as WTVP REMOTE and PBS Learning Media in Central Illinois.

Moving forward, WTVP will continue to explore shared content with other community partners like the Peoria Riverfront Museum, Celebrating High School Innovators, Heart of Illinois Unity Way Success by 6, Align Peoria, District 150, Peoria Historical Society, Arts Alliance and many more.



**WTVP provides the Central Illinois community with unique content and engagement opportunities that offer a local voice, global perspective and universal knowledge.**