

# 2021 LOCAL CONTENT AND SERVICE WTVP REPORT TO THE COMMUNITY



"I wanted to reach out because we have been watching Donkey Hodie on our PBS Kids app almost daily. My kids LOVE the theme song and turn that 30 seconds into an all-out dance party, and then of course we love watching what Donkey Hodie is up to in each episode. It's a great message. We hope there will be much more Donkey Hodie to come in the future!" -Megan McKeighan, 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 50 years, WTVP has provided these vital local services:

- **Locally produced documentaries** that matter to our viewers like *Coping with Climate Change: A Central Illinois Perspective* and *My Journey with Annie Malone*.
- Expanded coverage of Illinois business topics on *WTVP's Business Forward*
- Featured community agricultural issues on *A Shot of Ag, with Rob Sharkey*.
- 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 **WTVP REMOTE** 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. **A Shot of Ag, with Rob Sharkey** showcases our agricultural community concerns and **Consider This with Christine Zak-Edmonds** highlights the people and stories that make central Illinois unique. **State & Water** is an exciting live-audience musical performance series, featuring talented local musicians. A refreshing addition to the WTVP line up 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 **Coping with Climate Change: An Illinois Perspective**, takes a look at our local changing environment. **My Journey with Annie Malone** takes the viewers back in history to discover one of the first Black female millionaires with Peoria roots. **At the Root of Achievement**, talks to Randy Root whose vision was to create the premier duck hunting club in the Midwest, focusing on conservation, not hunting. **A Conversation with Doug Hoerr Landscape Architect** had our audience blooming with new ideas for landscaping. WTVP's ongoing musical 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**

*My Journey with Annie Malone*

**Program Tapings**

- A Shot of Ag with Rob Sharkey*
- State & Water*
- Sound Bites*
- Leadership Lessons for Work, Home and Life*
- Musical Discoveries*
- Consider This with Christine Zak-Edmonds*
- 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*
- What is it?*
- From the Horse's Mouth*
- Word of the Week*





**STATE OF MENTAL HEALTH IN ILLINOIS**  
September 2021

Representatives of UnityPoint Health-Methodist, Unity Place, Chestnut Health Systems and the McLean County Center for Human Services offer insight into the growing number of individuals living with mental health issues. Topics include telemedicine, the stigma associated with mental health, a collaboration between agencies and the role of clergy, teachers and family members.

**LESSONS IN LEADERSHIP**  
**THE DIRTY LITTLE "F" WORD**

Summer 2021

Failure is almost always a step to success. Join Jim Scherer, owner of Scherer Lincoln Volvo Mazda; Angela Moriarity, vice president for human resources for Advanced Correctional Healthcare and Rev. Marvin Hightower, president of the Peoria NAACP, for a conversation on how to turn failure into a force for growth.



**BUSINESS FORWARD**  
**LEADERSHIP AND COLLABORATION**  
AUGUST 2021

Washington mayor Gary Manier and chief of police Mike McCoy talk with Matt George about enhancing public safety and a prosperous business community through leadership and collaboration.

**AT ISSUE**  
**PEORIA'S LATINO COMMUNITY**  
JULY 2021

Members of the Latino community, including Friendship House of Christian Service and the University of Illinois Extension, discuss the challenges of being a minority and their efforts to assimilate into a broader society.

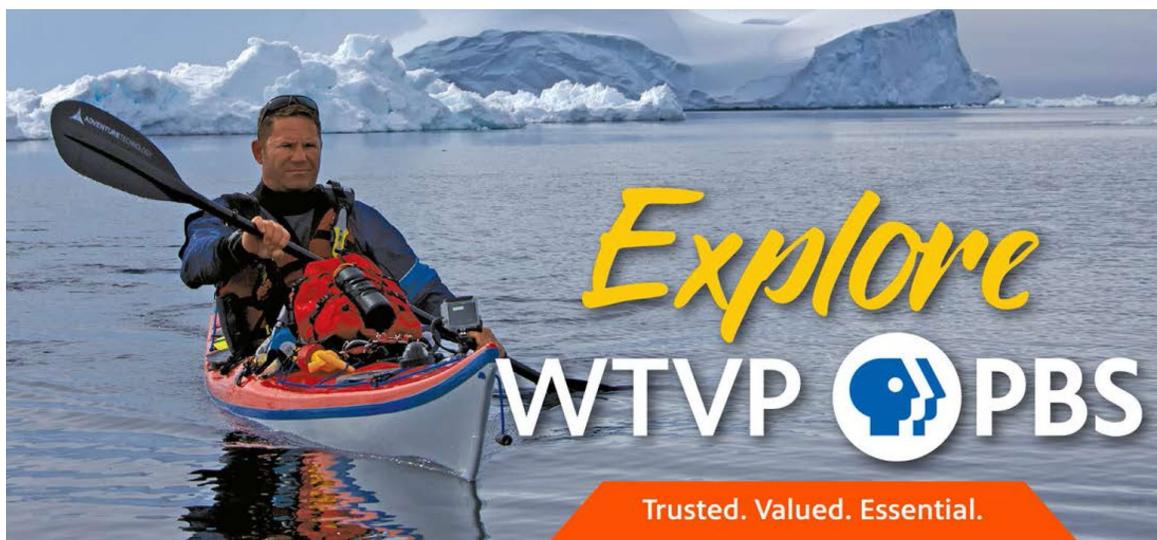


**PLANNING FOR THE FUTURE:**

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.**