

2022 LOCAL CONTENT AND SERVICE WTVP REPORT TO THE COMMUNITY



"WTVP programming gives us hope, introduces us to good people and promotes compassion," Christine Bollwinkle of Peoria says. "If we can recognize our shared background we can let go of our differences and unite."

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.

WTVP provides these vital local services, including:

Locally produced documentaries that matter to our viewers, like *At the Root of Achievement* and *A Fix for Combined Sewer Services: The Cost of Cleanliness*.

Creation and distribution of a community-driven and enlightening magazine, **Peoria Magazine**.

Producing diverse local programs like *Self Made with Dee Brown, CEO* and *#HBCYou*.

Expanded coverage of Illinois business topics on *WTVP's Business Forward*.

Featuring 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*.

Showcasing community stories on *Consider This* and *You Gotta See This!*

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 **500 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. **WTVP's** programming spans 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 conservation to race relations and everything in between. **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. **Business Forward**, the region's only locally produced business program, features one-on-one interviews and panel discussions about issues confronting every business in central Illinois. New diversity programming spoke to our community through the shows **Self Made with Dee Brown, CEO** and **#HBCYou**, which delves into Historically Black College issues and graduates. A refreshing addition to the WTVP line is **You Gotta See This!**, which cross-promotes interesting stories from Peoria Magazine and brings them to life on air.



Original **WTVP Productions** are a fantastic way to celebrate the central Illinois community through long-form documentary storytelling. **At the Root of Achievement** tells the story of Randy Root, whose vision was to create the premier duck hunting club in the Midwest, focusing on conservation, not hunting. **A Fix for Combine Sewer Services: The Cost of Cleanliness** views a century of efforts to reduce the overflows of sewage into the Illinois River.

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 broader 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 livestream WTVP and PBS Kids from wtv.org.



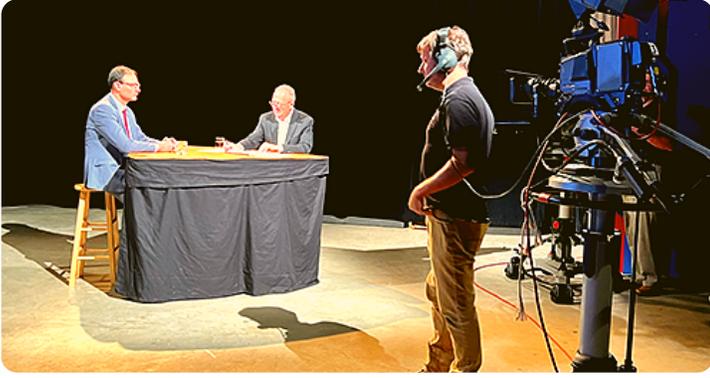
Fundraising and Community Events:

- Carver Center and WTVP PBS Kids Virtual Preschool Collaboration
- Klystron Garden Party
- NOVA Creatures of Light with Peoria Riverfront Museum Collaboration
- Pekin Friends Bowl-a-thon
- Peoria Historical Society Flag Exhibit
- Peoria Magazine's 40 Leaders Under Forty Event and Broadcast
- Peoria Magazine's Community Impact Event
- Peoria Magazine's Local Legends Event and Broadcast
- Peoria Magazine's Women of Influence Event
- PNC 's Noon Year's Eve for Kids
- Quilt Auction
- Roundo
- Steve Simon Photography Class
- Virtual Auction
- Virtual Golf
- WTVP Luxury Collection

Program Tapings

- *A Conversation with Daniel Aschheim, Deputy Consul at the Consulate General of Israel to the Midwest*
- *A Shot of Ag with Rob Sharkey*
- *At Issue with H Wayne Wilson*
- *Business Forward*
- *Consider This with Christine Zak-Edmonds*
- *#HBCYou*
- *Leadership Lessons for Work, Home and Life*
- *Musical Discoveries*
- *Reflect and Remember Holocaust Special*
- *Self Made with Dee Brown, CEO*
- *State & Water*
- *Sound Bites*
- *WTVP's Backyard Journeys*
- *You Gotta See This! by Peoria Magazine*





**A CONVERSATION WITH DANIEL ASCHHEIM
DEPUTY CONSUL AT THE CONSULATE
GENERAL OF ISRAEL TO THE MIDWEST**

Peoria Magazine's editor-in-chief Mike Bailey sits down for a fascinating discussion with Daniel Aschheim. They dive into international topics, including the relationship between Israel and the United States. They also reveal some surprising connections between central Illinois and Israel.

**AT ISSUE: 50 YEARS OF EFFORT FOR THE
EQUAL RIGHTS AMENDMENT**

Congress passed the Equal Rights Amendment 50 years ago, handing it over to the states for ratification. Since then, there's been a debate over the time limit for ratification, states that have voted to rescind their ratification and more. The program updates continuing efforts to approve the amendment.



**BUSINESS FORWARD
COMMUNITY, MENTAL HEALTH, AND
TRANSPARENCY**

Matt George talks with Peoria Police Chief Eric Echevarria about the importance of caring for the community, mental health, transparency and hiring.



**CONSIDER THIS
WITH CHRISTINE ZAK EDMONDS**

She grew up in Peoria with parents who always encouraged her. And at an early age, Retired USAF Colonel Laura Radley knew she would somehow take to the skies. From Richwoods High School to the Air Force Academy and on to becoming the first female pilot to fly Special Ops, she is now a civilian member of the Space Force.



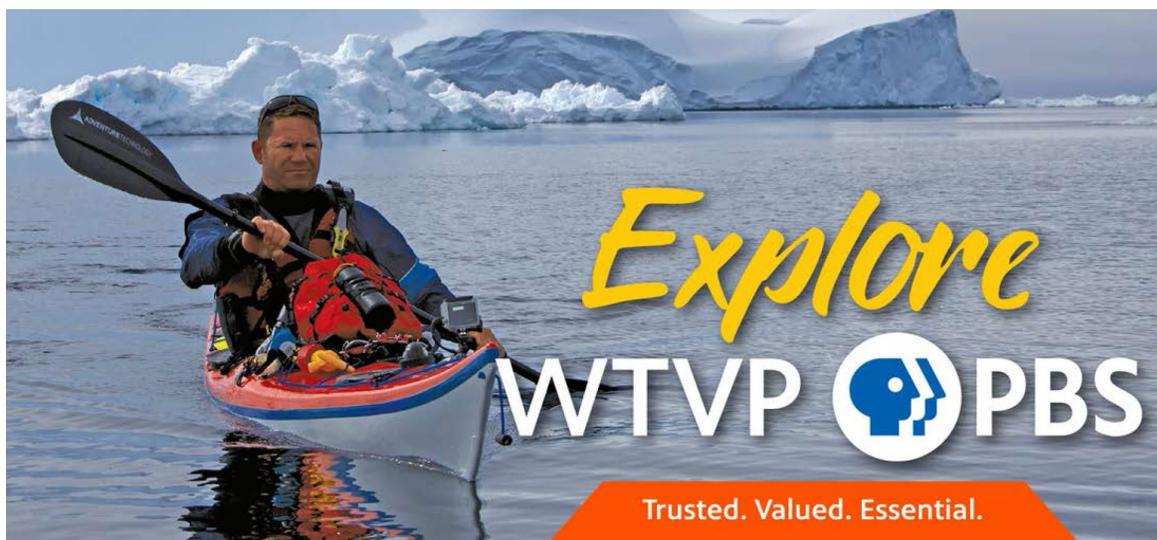
PLANNING FOR THE FUTURE:

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 diverse perspectives.

WTVP PBS empowers individuals to achieve their potential and strengthen the social, democratic and cultural health of the communities we serve. **WTVP** has made a progressive marketing effort to promote and cultivate learning options such as **WTVP REMOTE** and **PBS LearningMedia** 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 United Way, Success by 6, Peoria Public Schools, 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.