



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Thank you for your programming. With about 100 channels to choose from it was WTVP and specifically Poldark that entertained us for three Seasons"

- Peoria Viewer

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 trusted and valued local institutions.



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.

In 2018, WTVP provided these vital local services:

- New **LOCALLY PRODUCED DOCUMENTARIES** that matter to our viewers. *The Sinking of the Columbia, The Illinois River Documentaries, A Golden Cross to Bear*
- 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's local services have deep impact in Central Illinois.

WTVP participated in **48** community events, actively engaging viewers with our content.

Season two of an arts-focused music series **STATE & WATER** to featured **12** local artist groups and bringing **1,080** viewers into our studios to be inspired

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



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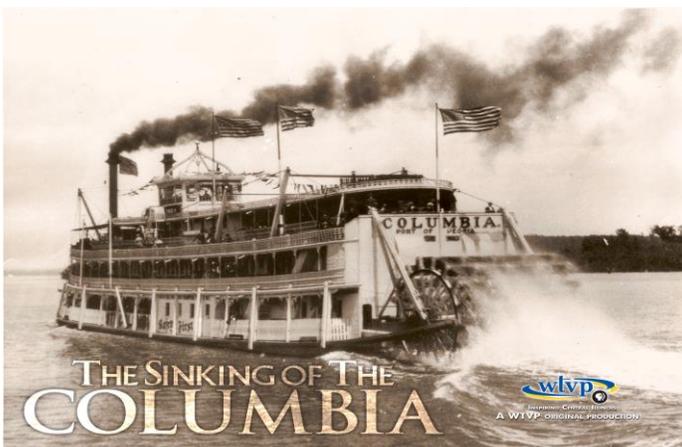


BROADCAST:

As the **PBS affiliate for Central Illinois**, we have rich programming resources from public television's trusted schedule. We are your home for **Victoria and Frontline**. We are your source for the news and public affairs teams that are #1 in public trust. We are your haven for children's programming that delights imaginations while teaching skills for life-long learning. And we are your 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 new programs highlighting the places that make Illinois unique. **State & Water** is an exciting live-audience musical performance series, featuring local talented musicians.



Original WTVP Productions were a fantastic way to celebrate the Central Illinois community in 2018. The documentary **The Sinking of the Columbia**, took us back 100 years to largest maritime disaster on the Illinois River. **Illinois River Documentaries** showed an in-depth look at the state of the Illinois River. **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** that is designed to extend the cultural impact and facilitate the music to a wider audience through public media.



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DIGITAL:

Our website, www.wtvp.org, received an upgraded look and feel in March of 2018, but it remained a rich 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

- The Sinking of the Columbia
- The Illinois River Documentaries
- 200 on 200: Illinois Bicentennial
- A Golden Cross to Bear
- Little Women
- Victoria –Season Two Premiere

Program Tapings

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

Community Events

- Julie Taboulie Lebanese Cuisine Experience
- Mister Rogers Sweater Drive
- 47@47 Open House
- Virtual Golf Outing
- PBS Kids Writer's Contest
- Pekin Friends of 47 Bowl-a-thon
- WTVP 45th Annual Auction
- World Wide Day of Play
- WTVP Travels
- WTVP Spring String

Member Events

- Chairman's Reception - Klystron Event
- 30th Annual Volunteer Recognition Event

Meet & Greets

- Bob the Builder
- Daniel Tiger
- The Fab Four



People of all ages enjoy meeting Daniel Tiger at WTVP 47@47 Open House

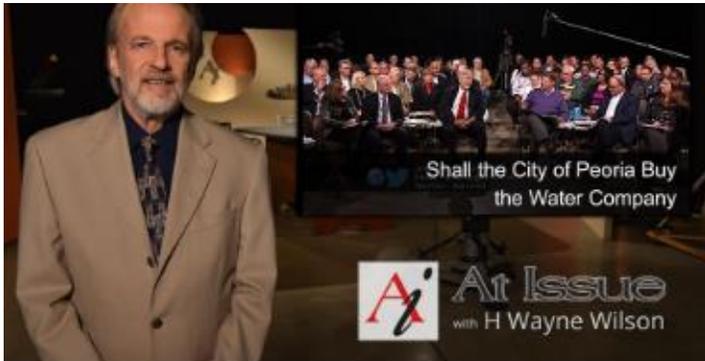


A Young Family enjoying Open House Activities

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STORIES OF IMPACT

Live Town Hall: Water Company Buyout



Representatives of the CEO Council and Illinois American Water Company discuss whether the city of Peoria should accept the CEO Council offer of \$400,000 to begin due diligence for a potential City of Peoria purchase of the water company in a special two-hour program before a studio audience.

200 Objects on 200 Years



200 Objects on 200 Years looks at key rare and significant items from the Peoria Riverfront Museum's Illinois Bicentennial Exhibit. Celebrate Illinois: 200 Years in the Land of Lincoln.

Live Town Hall: Education



Education Live town Hall discusses topics of teacher shortages, harassment policies, funding difficulties, property taxes, and a safe environment for children are just a few of the issues facing schools. Superintendents and school board members from across central Illinois will address these and other topics in a special 90-minute live Town Hall edition of At Issue.



2018 LOCAL CONTENT AND SERVICE REPORT SUMMARY

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 has taken a progressive marketing effort to promote PBS Learning Media. We have employed a part-time Education Outreach Coordinator to promote and cultivate PBS Learning Media in central Illinois. We are launching a pilot program in 2018 to gather information and feedback about this resource and continue to spread the word about this free educational tool.

And we will continue to explore shared content with other community partners like the Peoria Riverfront Museum, Heart of Illinois Unity Way Success by 6, Align Peoria, 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.

