



## 2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"95% of my TV time is spent with WTVP. Kids programming is second to none. Thank you WTVP!"*

*– Kevin E. Johnson*

**Using various media and outreach efforts, WTVP enriches the community as a necessary source for educational, scientific, entertainment, and cultural content that connects Central Illinois on a local and world level.**



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

From public affairs programs that explore issues of critical importance to the citizens of Central Illinois to literacy projects that provide books for children who might not otherwise have them to health care initiatives that educate the public on how to take better care of themselves and their families, WTVP is a significant media resource available to all citizens of Central Illinois.

### **In 2011, WTVP provided these key local services**

- Coverage of Illinois legislative activities on Illinois Lawmakers
- Literacy initiatives like First Books and PBS KIDS GO! Writers Contest
- Up to the minute information on medical advances
- Archived materials on [wtvp.org](http://wtvp.org)
- Flu Updates
- Election coverage
- Environmental educational resources
- Educational support on air and online

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

WTVP provided 1,896 free books to local children.

416 children and their families participated in the Science Treasure Hunt and toured WTVP.

WTVP educated the public on health issues and recent medical advances, and won recognition from the Illinois Public Health Association who said, "Illinois should take great pride in knowing that (WTVP) made a significant contribution in terms of preventing disease, reducing disparities and promoting healthier lifestyles."



## 2011 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

One of our favorite phrases at WTVP has always been “We Belong to YOU.” Every project and every program we bring to air happens with you, the viewer, supporter, and community member in mind. Be it by on-air programming, community outreach activities or new initiatives with partners from business and service organizations to better serve the public, we are proud of our involvement and focused on making a difference for Central Illinois.

Public Affairs programming is of great importance to us. Here are some of the program topics we’ve dealt with on programs like **At Issue with H Wayne Wilson** in the past year: neighborhood watershed management in Bloomington, Peoria schools, combating crime, medical advances being made locally, interviews with candidates for state and local office, the economics and safety of local food, the new Peoria airport, state finances, top health issues, gambling addiction, racial equality and siltation of the Illinois River. And that’s just scratching the surface.



The WTVP series **Interesting People with Ed Sutkowski** talked with outstanding personalities like Nancy Brinker, Founder and CEO of Susan G. Komen Race for the Cure; David Heinzmann, Chicago Tribune crime reporter and author; Methodist Medical Center CEO Michael Bryant; author Sara Paretsky; University Presidents Dr. Roger Taylor of Knox College and Dr. Jack Thomas of Western Illinois University; and, Dr. Sara Rusch, Regional Dean of the University of Illinois College of Medicine in Peoria.



The **Illinois Adventure** series travelled the state interviewing interesting individuals and visiting historical sites and important landmarks.

Our documentaries spotlighted sustainability (The Grass is Always Greener: Understanding Sustainability); Peoria High School’s rich history (Peoria High School: A History); medical innovations (47 Presents...Medical Innovations: Abdominal Aneurysm Repair); and, academic competitions among the best and brightest students in the area (Peoria District 150 Scholars’ Cup). We’ve been to Springfield to cover the legislative sessions of the Illinois General Assembly with Illinois Lawmakers. We’ve produced Bradley University men’s and women’s basketball games. We’ve made Pizza with Fr. Dominic Garramone.



We’ve reached out into the local communities to deliver books to youngsters who might not otherwise have them. We’ve introduced teachers to an exciting new digital library called Teachers’ Domain, which helps them bring additional resources to their classrooms so they can make their lessons come alive. We’ve opened our doors to students from 1st through 8th grade to find the answers to technology questions as they’ve participated in Science Treasure Hunt.

WTVP isn’t just one thing: it’s a rich and multi-layered resource available for all to use – not just providing great television, but being a good neighbor and an active community member. That’s what we’re about. We’re preparing to celebrate 40 years of service to Central Illinois – and looking forward to bigger and better accomplishments over the next 40 years.



## Healthy Family

Last year, the Johnson & Johnson Company released a study on community health on a county-by-county basis, nationwide. Among Illinois' 103 counties, Peoria County was ranked #1 in the quality of clinical care, but #74 in overall community health. To address the issue, WTVP partnered with the Peoria City/County Health Department to produce a series of programs and a companion website about how to keep families, especially children, safe and healthy. Initial programs covered topics such as crib safety, car safety, pre-natal good health practices, breast feeding and child dental care. As a result, the station received the 2011 Media Award from the Illinois Public Health Association.



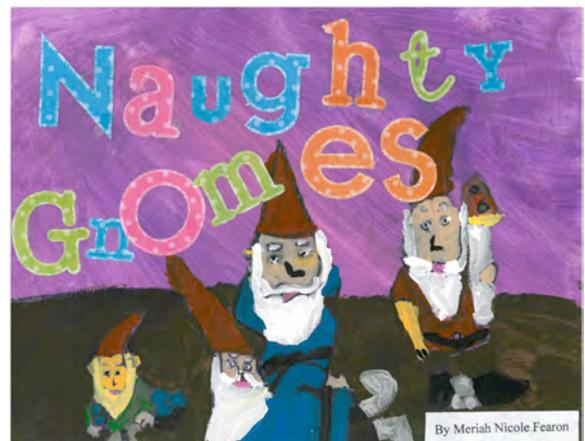
## Pekin Friends Bowlathon

This friend- and fund-raiser is an annual event run by the Pekin Friends of 47, a volunteer group dedicated to supporting WTVP programming and services. On March 5, 2011, 66 bowlers of all ages gathered at Sunset Lanes in Pekin for an afternoon of bowling, prizes and comraderie that raised \$5,327 in addition to the support of dozens of local businesses. The Pekin Friends invested all money from the event in new equipment for the station and program underwriting.



## PBS KIDS GO! Writers Contest

Designed to spark young children's love of books and reading, WTVP conducted its 17<sup>th</sup> annual young writers and illustrators contest, now dubbed the PBS KIDS GO! Writers Contest. Open to children from kindergarten through third grade, this local/national contest attracted more than 25,000 entries nationwide, including 136 entries to WTVP from communities as far flung as Edwardsville and Lombard. At the national level, local first grade winner Meriah Fearon's story, "Naughty Gnomes," competed against 90+ finalists in two rounds of judging and a final placement round to bring home the ***national first place prize***.





## The Grass Is Always Greener: *Understanding Sustainability*

In the summer and fall of 2010, the word “sustainability” seemed to be creeping into conversations with regularity. But a definition was elusive – what exactly did that mean? Was it important? Should the average person worry about getting involved? With the help of a grant from the Blueprint America project and the Rockefeller Foundation, WTVP set out to explore the concept of sustainability.

Early activities included the production of short informational videos that focused on local projects centered around sustainability. One featured Robert Cole, city of East Peoria Facilities Manager, who described East Peoria’s efforts to promote energy efficiency and renewable technology and also provide ways to lower costs for taxpayers. Another introduced Mary Beth Mahoney, Founder of Verdant Living, who talked about packaging and recycling and how smart decisions made by consumers can help them create a more sustainable lifestyle.

These segments were also used to promote the 2010 Illinois Central College Green Expo, held Sept. 10 & 11 of that year. The two-day event attracted hundreds of people and featured exhibits by local vendors, workshops, demonstrations and various activities. WTVP representatives H Wayne Wilson and Bob Wodja conducted a session entitled “The Grass is Always Greener: A Video Idea Exchange” which showcased videos of sustainable projects and encouraged participants to share ideas which might be developed into future programming on WTVP.

The centerpiece of the project was a 30-minute program called “The Grass is Always Greener: Understanding Sustainability,” that explained the concept of sustainability. It told the story of a small high school in Cuba, Illinois, where the students not only learn in a green environment, but participate in sustainable projects as part of the learning process. The response was greater than anything the station has experienced in quite some time. There were multiple requests from individuals, school districts, libraries and others for copies of the program and for additional information on various technologies utilized in the building of the school.



### Viewer Feedback

“Our high school, Washington Community High School, just passed a building referendum to do some major renovation and it would be fantastic if they could take some ideas from your documentary to use in their upgrades. In fact, one of our library patrons started telling me about the neat program he’d seen the night before about a high school using green technology and how they were changing not just the school building but the way they taught the children. He said he hoped the program would give the high schools in central Illinois some food for thought.” –*Pam Tonka, Librarian, Washington, IL*

“I was very impressed with the way the program was put together and the focus on both the environmental benefits and the education benefits. My pedagogical approach to science education matches quite well with the focus you took and so I found the program very informative. Please continue to make these programs whenever possible so that more might adapt some of the practices you highlight.” –*Dr. Larry Kellerman, ICC Adjunct Faculty, MSE*

“I’m involved with the East Peoria Green Team and also work with the Global Warming Solutions Group and the Sierra Club. Could we have a copy of the program to use as a base for discussion and can we link our websites to yours?” –*Bob Jorgensen*



*“I am so pleased to be able to trust in Channel 47 for safe programs for my six year old to watch...”*

*- Jamie Hafele, Princeville*

## Year in Review

- 25,632 Hours of programming on 3 distinct channels
- 28 At Issue episodes
- 12 Interesting People episodes
- 2 Illinois Lawmakers
- 1 Gubernatorial Debate
- 1 State Senate Debate
- 10 Bradley Basketball games
- 1 Peoria Chiefs Baseball game
- 286 Science Treasure Hunters
- 1,764 Books gathered
- 5,721 Volunteer hours served
- 2 International trips
- 6 full-length original productions
- 1 Major special event



WTVP connected more than 500 fans to their travel guru, Rick Steves, by bringing him to town for a live event at the Peoria Civic Center on February 18, 2011.

## Partnerships

ArtsPartners of Central Illinois, Barnes & Noble Booksellers, Bradley University, Illinois Central College, Illinois Public Broadcasting Council, Peoria Chiefs, Peoria City/County Health Department, Peoria Journal Star, Peoria Park District, Peoria Public Library, Peoria School District 150, The Sun Foundation, Tri-County Regional Planning Commission, University of Illinois College of Medicine Peoria, Water Street Media Works, Wilson Visual Enterprises

---

**Through innovative uses of technology and unparalleled local collaborations, WTVP provides the Central Illinois community with a service that offers a safe and nurturing media environment for children and access to knowledge and diverse points of view for lifelong learners.**

---