

WTVP PUBLIC FILE REPORT
July 2022 – June 2023
Description of Long-Term Initiatives

Internship Program:

With the lifting of most COVID-19 restrictions, we have been able to work with Bradley University, Illinois State University, and Illinois Central College to attract interns interested in working in various aspects of broadcast media. Connor V. returned to WTVP for a third internship in the Production and Marketing Departments during the Spring/Summer 2023 semester. He experienced all aspects of production from learning to run the camera, setting up and striking sets, to going on location with the crew and coming back in house to edit. He was supervised by Todd Pilon, Senior Producer and Julie Sanders, Director of Marketing. In addition, Anita S. again interned in our Marketing Department during the Spring/Summer 2023 semester. Anita had a hand in many areas of marketing, from writing and production to event planning, member communication, fundraising and brainstorming strategies. Anita was supervised by Julie Sanders, Executive Director of Content and Marketing. All of these programs emphasized the viability of broadcast television as a career opportunity. Over the years, WTVP has attracted a variety of interns — several have ultimately gained full time employment with the station.

Training Program for Station Personnel:

Part-time crew members, unlike interns, come to us with some experience in studio work. They are encouraged to learn new skills and take on more responsibilities as they are cross trained for camera operation, lighting, sound, set preparation and remote production. These staffers are also supervised by our recently hired Studio Supervisor, Kayla Hollowell, Senior Producer Todd Pilon and other full-time producers and directors. The experience gained by crew members has prepared them for career opportunities in electronic media and related fields, both at WTVP and elsewhere. We hire year-round for these positions, but rarely use all the part-time crew at any given time, except perhaps during Auction week. Since we only use crew as they are available on any given week, most of them have other jobs and they regard working at WTVP as a “fun hobby that pays.”

Participation in Activities to Disseminate Employment Information:

Another means of obtaining entry-level employees is through our relationships with certain community organizations specializing in underserved populations. In addition to being notified of specific job openings at WTVP, these organizations are encouraged to refer job hunters to WTVP to apply for various positions. Examples include the Tri-County Urban League, the Carver Community Center, Boys & Girls Clubs, and other United Way agencies located in Peoria, Illinois, and surrounding communities. Our President and CEO, Lesley Matuszak, has 20 years of experience leading “not for profit 501c3 corporations” and has business contacts with a vast network of community-minded peers at several nonprofit agencies throughout Central Illinois. When we have a job vacancy or create a new position, Lesley goes to work on the phone and through email getting out the word and soliciting referrals. Through community meetings, Lesley is in touch with organizations that represent a diverse group of potential employees.

Sponsorship of Community Events:

At WTVP we love our community, and they love us. Our Marketing and Production Departments know how to put on a show or plan and execute an event. On half-a-dozen dates in Fall 2022, WTVP was able to open the studio to the public for live recordings of the State & Water music series, completing the sixth season of this popular program. Also in the fall, WTVP and Peoria Magazine hosted the annual 40 Leaders Under Forty Awards presentation at the Scottish Rite Theatre. The evening included a recognition of each honoree and an after-party. In November, WTVP and Peoria Magazine hosted a presentation of the 2022 Women of Influence honors at the Country Club of Peoria. In January 2023, WTVP and the Jewish Federation of Peoria collaborated to produce Reflect and Remember, a presentation of personal stories from family members of Holocaust survivors. The 90-minute program was recorded before an invited studio audience and later aired on WTVP. This was followed by an interview with Daniel Aschheim, deputy consul at the Consulate General of Israel to the Midwest, for a program titled A Conversation With Daniel Aschheim. For the second time since acquiring Peoria Magazine, WTVP hosted the Community Impact Celebration, this time at Bradley University in April 2023. The event recognizes and celebrates the work of the community’s nonprofit organizations, and is produced in conjunction with the annual publication of the Community Impact Guide. All of this activity was in addition to our regular studio shows, including brand new show—You Gotta See This! By Peoria Magazine, launched in Summer 2022.

In May 2023, WTVP utilized a generous grant from Fred Rogers Productions to participate in the Worldwide Day of Play presented by PNC at Glen Oak Park in Peoria. During 2022-23, WTVP continued to open our doors to the Peoria Historical Society for exhibits of historical artifacts, lectures and fundraising events. The Peoria Historical Society and McLean County Museum continued to collaborate on the What Is It? series of interstitials featuring a look at everyday items from the past. WTVP continues to collaborate with the Peoria Symphony Orchestra, offering the studio for performances and production crews for remote performances that later aired on the station.

Black History Month: February 2023 Throughout the month of February 2022, WTVP aired a wide variety of programming spotlighting the important history and contributions of Black Americans. From music and literature to the struggle for social justice, these entertaining and enlightening programs invited viewers to join in the celebration, learn, empathize, and take action for change. Many of these programs were repeated on World (47.3) along with additional programming on that channel. During the June 2023 membership drive and at other times WTVP aired its original production, My Journey with Anne Malone, a 30-minute, locally produced film that tells the story of Annie Turnbo Malone, daughter of former slaves and one-time Peoria resident who went on to become one of the nation's first Black female millionaires.

Memorial Day 2023: Again in 2023, WTVP aired a half-hour Memorial Day special featuring community leaders and members of local military service organizations.

Events with Educational Institutions relating to Broadcast Career Opportunities: WTVP encourages tours of our facility by school groups, community agencies and the public. Over 150,000 people have visited our facility over the past 17 years. During tours, we emphasize broadcasting as a career choice and WTVP's specific need for talented individuals. This has resulted in a continuing varied pool of applicants. Some of these applicants have gone on to be employed by the station in various capacities. With COVID restrictions now lifted, we expect to be able to bring more students and the public into the studio to explore opportunities in broadcasting.

Job Vacancies Filled August 1, 2022 through July 31, 2023

JOB VACANCY #1

POSITION: Full Time Environmental Producer/Reporter

This position is for a full-time Producer/Director. Ideal candidates should have a passion for environmental issues and possess excellent written, verbal, and personal communication skills as well as demonstrated knowledge of script writing, editing, computer skills, and working with budgets. Ideally, candidates will have at least four years' experience in producing/reporting in both field and studio environments. This individual will join the station's production staff, must be a self-starter, and report to the Executive Director of Production. Responsibilities will include researching, writing, and producing at least one long format documentary per year and short videos for air and social media. Additionally creating content geared for radio and contributing to magazine articles.

The position was filled full-time on February 3, 2023. Between December 7, 2022 and February 3, we contacted representatives of the following agencies and businesses. These connections were made through websites, email, and direct mail.

Total referrals: 5 Total interviews: 1

Position was filled by the individual referred by the following source:

Name: WTVP (website)

Address: www.wtvp.org

Contact Person: Personnel

Phone Number: (309) 677-4747

of total referrals generated for new position: 1

of total interviews generated for new position: 1

IN-HOUSE SOURCES

WTVP Employee Referral

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Name: WTVP (website)

Address: www.wtvp.org

Contact Person: Personnel

Phone Number: (309) 677-4747

of total referrals generated for new position: 1

of total interviews generated for new position: 1

ADDITIONAL COMMUNITY SOURCES

Illinois Central College

Career Services, CC206

1 College Dr. East Peoria, IL 61635

(309) 677-2510

Contact Person: Kim Armstrong

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Bradley University Placement Office

1501 W. Bradley Avenue, 239 Sisson Hall, Peoria, IL 61625

Contact Persons: Tom Bower & Paul Waylon

Phone Number: (309) 677-3223

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Heart of Illinois United Way Agency
509 W. High St. Peoria, IL 61606
Contact Persons: Jennifer Zammuto, Sally Snyder
Phone Number: (309) 674-5181
of total referrals generated for new position: 1
of total interviews generated for new position: 0

Illinois Broadcaster's Assoc.
200 Missouri Ave. Carterville, IL 62918
iba@iba.org
(618) 985-5555
of total referrals generated for new position: 1
of total interviews generated for new position: 0

Peoria Area Chamber of Commerce
403 NE Jefferson St., Peoria, IL 61603
Contact Persons: Joshua Gunn
Phone Number: (309) 495-5900
of total referrals generated for new position: 0
of total interviews generated for new position: 0

ONLINE SOURCES

www.indeed.com
of total referrals generated for new position: 2
of total interviews generated for new position: 0

<https://careerservices.illinoisstate.edu/hire/>
of total referrals generated for new position: 0
of total interviews generated for new position: 0

JOB VACANCY #2

POSITION: Full Time Producer/Director

This position is for a full-time Producer/Director who can visualize and take projects from conception to completion while engaged in all facets of the process. This individual will join the station's production staff, must be a self-starter, and report to the Executive Producer and the Senior Producer/Director. Responsibilities include planning, writing, shooting, editing, and finalizing productions for distribution. **The position was filled fulltime on March 13, 2023 with a second hiring on June 1, 2023.** Between March 4 and March 13, 2022, we contacted representatives of the following agencies and businesses. These connections were made through websites, email, and direct mail.

Total referrals: 7 Total interviews: 2

Position was filled by the individual referred by the following source:

WTVP Employee Referral
of total referrals generated for new position: 1
of total interviews generated for new position: 1

Name: WTVP (website)
Address: www.wtvp.org
Contact Person: Personnel
Phone Number: (309) 677-4747
of total referrals generated for new position: 1
of total interviews generated for new position: 1

IN-HOUSE SOURCES

WTVP Employee Referral

of total referrals generated for new position: 1

of total interviews generated for new position: 0

Name: WTVP (website)

Address: www.wtvp.org

Contact Person: Personnel

Phone Number: (309) 677-4747

of total referrals generated for new position: 1

of total interviews generated for new position: 0

ADDITIONAL COMMUNITY SOURCES

Bradley University Placement Office

1501 W. Bradley Avenue, 239 Sisson Hall, Peoria, IL 61625

Contact Persons: Tom Bower & Paul Waylon

Phone Number: (309) 677-3223

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Heart of Illinois United Way Agency

509 W. High St. Peoria, IL 61606

Contact Persons:

Jennifer Zammuto, Sally Snyder & Amanda Campbell

Phone Number: (309) 674-5181

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Illinois Broadcaster's Assoc.

200 Missouri Ave. Carterville, IL 62918

iba@iba.org

(618) 985-5555

of total referrals generated for new position: 2

of total interviews generated for new position: 0

Peoria Area Chamber of Commerce

403 NE Jefferson Ave., Peoria, IL 61603

Contact Person: Tom Hammerton

Phone Number: (309) 495-5900

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Peoria Promise Foundation

1718 N. Sterling Ave., Peoria, IL 61604

Contact Persons: Mary Jo Schettler & Jim Ardis

Phone Number: (309) 999-4022

of total referrals generated for new position: 0

of total interviews generated for new position: 0

ONLINE SOURCES

www.iHireBrroadcasting.com

of total referrals generated for new position: 0

of total interviews generated for new position: 0

www.indeed.com

of total referrals generated for new position: 3

of total interviews generated for new position: 0

JOB VACANCY #3

POSITION: Full Time Studio Supervisor

The Studio Supervisor/Crew Manager reports to the Executive Producer but interacts with all departments and is primarily responsible for the upkeep, general maintenance of WTVP's studio and the television production facility; the recruiting, training, scheduling, and supervision of production crew; and the preparation and lighting of the studio for all production (studio or remote) and events. **The full-time position was filled on June 5, 2023.** Between December 7, 2022 and June 5, 2023 we contacted representatives of the following agencies and businesses. These connections were made through websites, email, and direct mail.

Total referrals: 7 Total interviews: 2

Position was filled by the individual referred by the following source:

Name: WTVP (website)
Address: www.wtvp.org
Contact Person: Personnel
Phone Number: (309) 677-4747
of total referrals generated for new position: 5
of total interviews generated for new position: 2

IN-HOUSE SOURCES _____

Name: WTVP (website)
Address: www.wtvp.org
Contact Person: Personnel
Phone Number: (309) 677-4747
of total referrals generated for new position: 5
of total interviews generated for new position: 2

ADDITIONAL COMMUNITY SOURCES _____

Bradley University Placement Office
1501 W. Bradley Avenue, 239 Sisson Hall, Peoria, IL 61625
Contact Persons: Tom Bower & Paul Wayon
Phone Number: (309) 677-3223
of total referrals generated for new position: 0
of total interviews generated for new position: 0

Illinois Central College
Career Services, CC206
1 College Dr. East Peoria, IL 61635
(309) 677-2510
Contact Person: Kim Armstrong
of total referrals generated for new position: 0
of total interviews generated for new position: 0

Illinois Broadcaster's Assoc.
200 Missouri Ave. Carterville, IL 62918
iba@iba.org
(618) 985-5555
of total referrals generated for new position: 0
of total interviews generated for new position: 0

Heart of Illinois United Way Agency

509 W. High St. Peoria, IL 61606

Contact Persons:

Jennifer Zammuto, Sally Snyder

Phone Number: (309) 674-5181

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Peoria Convention and Visitor's Bureau

456 Fulton St. Suite #300, Peoria, IL 61602

Contact Persons: J. D. Delfanso & Zack Oyler

Phone Number: (309) 676-0303

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Peoria Promise Foundation

1718 N. Sterling Ave., Peoria, IL 61604

Contact Persons: Mary Jo Schettler & Jim Shadid

Phone Number: (309) 999-4022

of total referrals generated for new position: 0

of total interviews generated for new position: 0

ONLINE SOURCES

www.iHireBrroadcasting.com

of total referrals generated for new position: 0

of total interviews generated for new position: 0

www.indeed.com

of total referrals generated for new position: 2

of total interviews generated for new position: 0