



Peoria ■ Bloomington ■ Galesburg
Public Media for Central Illinois

2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"Thanks for the excellent programming.
TV is a wasteland without you."*

*- Tom Grabenstetter
Metamora, IL*

WTVP enriches life in Central Illinois, using the the power of public media to inform and inspire.



WTVP is a valuable part of Central Illinois.

We **teach** letters and numbers with unsurpassed programming for children. We **fuel** life-long learning with programs that engage minds of all ages. We **inform** the citizenry with in-depth, balanced information. We **open** hearts through the best in drama, arts and entertainment. We **care** for our community through information and activities.

WTVP-Public Media advances life in Central Illinois by delivering engaging, inspiring and entertaining content.

In 2015, WTVP provided these key local services

- Downstate Gubernatorial Debate
- New documentaries on local tornado recovery and regional advances in cancer treatment
- Coverage of Illinois legislative activities on *Illinois Lawmakers*
- Access to local, state and national political leaders through *At Issue*
- Literacy initiatives with the PBS KIDS Writers Contest and WTVP's Video Book Report series
- Educational support through collaborative RTL Transmedia online events and resources

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

WTVP provided **1,733 free books** to local children.

WTVP participated in **20 community events**, actively engaging viewers with our content.

WTVP connected the community with cutting edge cancer research happening in Central Illinois through local productions and engagement activities.

WTVP **aired 25,632 hours of quality programming** on three distinct channels, including **160 hours of local programs**.

Service through content. WTVP serves Central Illinois by delivering content and experiences through our *broadcast* channels, *Internet* sites and *community events*, always focusing on bringing our viewers and supporters the quality information and entertainment they deserve.

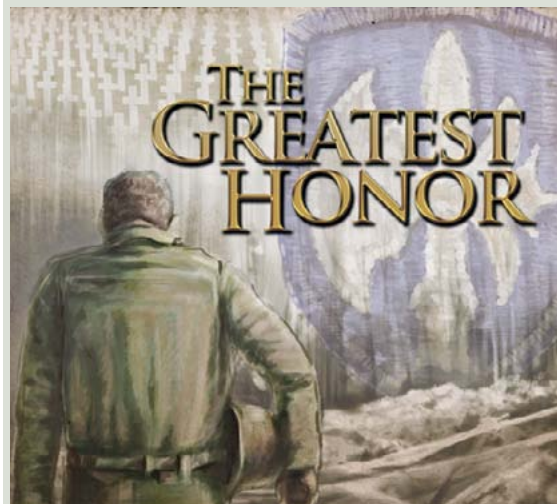
Broadcast:

As the *PBS affiliate for Central Illinois*, we have rich programming resources from public television's trusted schedule. We are your home for *Downton Abbey* and *The Roosevelts: An Intimate History* by filmmaker Ken Burns. 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. **The Screening Room**, featuring independent short films by filmmakers with Illinois connections, continued to bring a diverse young audience to local public television. And our ongoing collaboration with the Peoria Symphony Orchestra produced experiences and programming for adults with **Sound Bites** and children with **Musical Discoveries**.

Special productions included the **Downstate Gubernatorial Debate**, produced in consortium with WILL, WSIU, WUIS and the League of Women Voters and broadcast statewide on all public media outlets and beyond. **November 17th: Finding Strength After the Storm** followed a year of recovery efforts and community rebuilding after tornadoes that ripped through Tazewell County. **Living with Cancer in Central Illinois**, a three-part series in collaboration with WILL-Urbana, showcased medical innovation and advances happening right here in Central Illinois. And **Jazz from Studio 47** showcased numerous local jazz legends in three new concert tapings.

Local picks included **The Greatest Honor**, a WWII documentary about Pontiac veteran John Amm, and **Caterpillar Diesellettes: The Girls of Summer**, a look at the world-renowned women's fast-pitch softball team.



Internet:

Our website, www.wtvp.org, 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, and Baby Boomers through Next Avenue. Our Facebook page and Twitter feed expanded, offering late-breaking news, behind-the-scenes production notes, and exclusive social media content. And our dedicated Illinois Adventure website, www.illinoisadventuretv.org supported by Country Financial, offers convenient access to points of interest around the state, including video clips, directions and links to further information.



Events:

WTVP broadens the reach of our content through community engagement and educational initiatives.

Preview Screenings

- The Roosevelts: An Intimate History (2)
- November 17: Finding Strength After the Storm (1)
- Downton Abbey Season 5 on Masterpiece (5)
- Cancer: The Emperor of All Maladies (2)

Program Tapings

- Sound Bites with Peoria Symphony Orchestra (3)
- Musical Discoveries with the PSO (3)
- Jazz from Studio 47
- Illinois Gubernatorial Downstate Debate

Studio Tours

- GM Farewell Tour
- Bradley OLLI Study Group Tour & Talk (2)
- Scouts Tours (15)

Book Events/Educational Initiatives

- Central Illinois Black Expo
- Valeska Hinton Family Reading Night
- Joy of Christmas Toy Giveaway for Taft Homes
- Headstart Transition Fair
- PBS KIDS Writers Contest
- WTVP Rainbow Readers Video Book Reports

Community Events

- Washington Public Safety Thank You Festival
- WTVP Virtual Golf Outing
- Pekin Friends Bowlathon

Education Initiatives

- RTL Transmedia Demo./IL Education Collaborative
- PBS KIDS Writers Contest
- WTVP Rainbow Readers Video Book Reports



Participatory Government

WTVP put democracy in action with the only live televised Gubernatorial debate in Downstate Illinois. The one-hour debate was sponsored by four Illinois public broadcasters and the League of Women Voters of Illinois and was broadcast live throughout the state on Public TV and radio stations and online at wtv.org and other station websites. Teaching civic engagement, the live studio audience was rounded out with students from Bradley University, Eureka College and Pekin High School.



Lifelong Learning

WTVP challenged the community to “get their geek on” and show us their PBS and general knowledge prowess during a throwback mix-and-mingle event featuring old-school trivia, retro clips from favorite PBS shows, and prizes for the best PBS personality look-alike costume. In addition to being lots of fun, our WTVP Nerd Night Trivia Challenge attracted an audience of 75% new faces to our studio, engaged a variety of age levels, and resulted in three new branding interstitials for broadcast, website and social media.



Experience the Arts

America’s quintessential art form came alive as we turned our studio in to a “jazz cafe” for the taping of Season 2 of “Jazz from Studio 47”. These concert events welcomed 120 people into the studio to experience live music and television tapings, while continuing partnerships with Bradley University professor Ed Kaizer and musicians from the Central Illinois Jazz Society. The venture resulted in three programs for broadcast, building on our commitment to local arts.



Living with Cancer in Central Illinois

WTVP and WILL team up to produce a local multi-platform companion to the PBS series, Cancer: The Emperor of All Maladies

Incredible advances are being made in cancer research and treatment right here in Central Illinois. To spotlight the local doctors, researchers, and institutions on the cutting edge of cancer care, WTVP and WILL teamed up to produce a multi-platform companion to the national PBS series, *Cancer: The Emperor of All Maladies*.

This joint initiative included two half-hour documentaries, “Strategic Treatment” and “Seeking a Cure”, on the medical research underway at University of Illinois and the latest in treatment and care in greater Peoria. This **Living with Cancer in Central Illinois** series was rounded out by “Diagnosis & Decisions”, studio-based community talk back with area medical leaders.

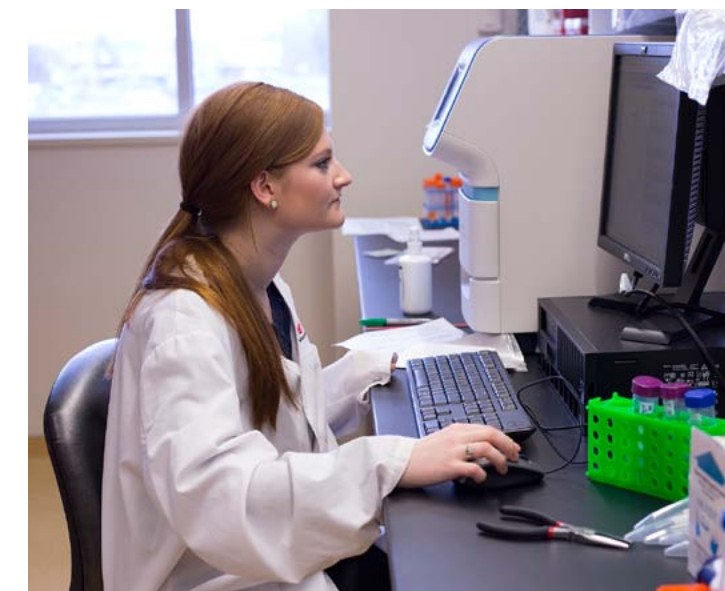
The collaboration also included a series of screenings for the medical community and general public throughout central Illinois, radio segments for Illinois Public Radio, and online resources.



Partners

- WILL-Urbana/Champaign
- University of Illinois College of Medicine at Peoria (UICOMP)
- Carle Cancer Center
- Children’s Hospital of Illinois
- Illinois Cancer Center
- OSF Saint Francis Medical Center
- St. Jude Midwest Affiliate
- UnityPoint Methodist Medical Center
- University of Illinois

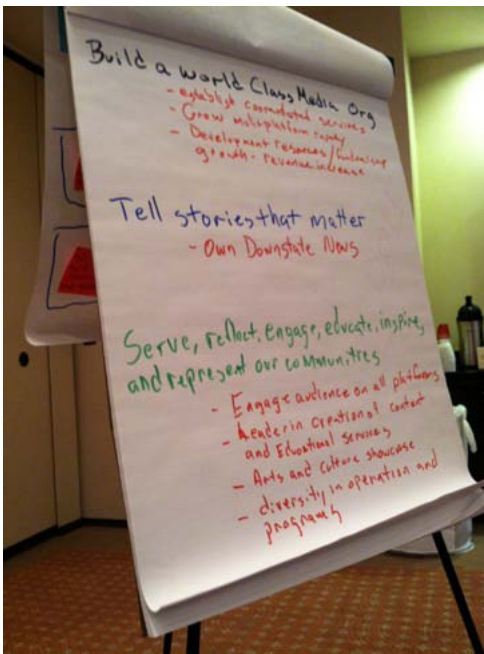
Major support for provided by:
 Advanced Medical Transport
 Dynegy
 Illinois Cancer Care





“We love the programming and the people. WTVP-Public Television has earned our respect and our support.”

- Jerry & Yvonne Herbstreith, Pekin, IL



Planning for the Future

As technology changes and audiences diversify, WTVP will continue to serve Central Illinois with quality content in new and exciting ways.

Our collaboration with Illinois Public Media (WILL-TV-FM-AM) has solidified with a shared CEO, a joint strategic plan and an exchange of strengths.

And we will continue to explore shared content initiatives with community partners like the Peoria Riverfront Museum, Peoria Historical Society and Peoria Symphony Orchestra.



WTVP provides the Central Illinois community with unique content and engagement opportunities that offer a local voice, global perspective and universal knowledge.

