



Peoria ■ Bloomington ■ Galesburg  
Public Media for Central Illinois



*WTVP is ... a free learning avenue towards what I like best: culture, nature, space and history pertinent to our local area."*

- Felicia Whitelow

## 2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

**WTVP enriches Central Illinois as a necessary source for educational, scientific, entertainment, and cultural content that connects our community 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, to fine arts programs which enrich minds and feed the spirit, WTVP provides significant media resources to all citizens of Central Illinois.

### **In 2012, 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
- Live coverage of Bradley University basketball
- Live debates for local races and other local/national election coverage
- Educational support on air and online
- Archived materials on [wtvp.org](http://wtvp.org)

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

WTVP provided 1,155 free books to local children.

WTVP hosted 20 station tours, introducing more than 300 children and their families to the marvels of modern TV technology.

WTVP educated the voting public with three locally-produced candidate debates.

WTVP aired 25,632 hours of quality programming on three distinct channels, including 98 local productions.



## 2012 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Worldwide Day of Play

On September 29, 2012, WTVP hit the street to bring the fun of television to the Worldwide Day of Play—a day-long celebration of the power of play held in Uptown Normal. We welcomed 490 children and parents on to our mobile production truck for special behind-the-scenes tours, let them try out the special effects of a Green Screen in front of a live camera, introduced them to some of our favorite characters, and gave them an opportunity to take home educational materials from PBS Kids shows. The event was made possible in part by a partnership with the Children's Discovery Museum.



### Illinois: Art In The Works

To celebrate the contributions of local artists to Illinois' culture and economy, WTVP turned the spotlight on 14 artists who are making their art work in and for Illinois. The result was Art In The Works, a beautifully produced high definition series of short programs showcasing the artists' processes, works and impact. The broadcast series was backed by an extensive web presence, [www.wtvp.org/artworks](http://www.wtvp.org/artworks), featuring the programs, further information on the artists, and links to additional resources. The project was accomplished in partnership with ArtsPartners of Central Illinois and its members, and made possible by a grant from the Illinois Arts Council, a state agency.



### WTVP Travels

WTVP-public television has always been your window to the world. Now, WTVP Travels is your passport to experience it for yourself. These exciting trips are exclusively designed for the WTVP audience and highlight the rich historical significance, breath-taking natural beauty and exotic cultures of the places you've visited through your favorite public television programs. In 2012, WTVP Travels took 43 people on a tour of Scotland and Ireland, and 70 people on a Rhine River cruise.





## 2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### WTVP is, first and foremost, a content provider.

Whether we deliver that content through our *broadcast* channels, over the *Internet* or in person during *community events*, our focus remains on bringing you, our viewers and supporters, the quality information and entertainment you 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 the international phenomenon of *Downton Abbey* and engrossing national stories from filmmaker Ken Burns. We are your source for information and ideas from the news and public affairs teams that are #1 in public trust. We are your trusted 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* that is part of and beholden to Central Illinois, we also pick and produce original content for the demands of our home communities. **At Issue**, our weekly public affairs series, covered topics from economic development to reducing hate crimes, and featured discussions with city, state and national legislators. **Interesting People**, our in-depth interview series with individuals of national impact, expanded to a weekly broadcast. Bradley University Basketball broadcasts and The Geno Ford Show brought home-grown sports entertainment back to the airwaves. **Illinois Lawmakers** offered coverage of the happenings at the state capitol. And **Illinois Adventure** continued with new programs highlighting the places and personalities that make Illinois unique.

Other specials included a pilot for a new local series called **Philosophy on Tap**, a tribute to the founder of public broadcasting in Central Illinois, **Phil Weinberg: A Visionary**, and **We Mean Business**, an in-depth review of the local business climate.

WTVP also continued producing short-form programming covering a variety of topics. We added two new episodes to **Healthy Family**, our wellness initiative in collaboration with the Peoria City/County Health Department. We partnered with ArtsPartners of Central Illinois and the Illinois Art Council on **Art In The Works** and a daily Arts & Humanities Month Celebration. **At Issue in Brief** continued with timely topics, including a breakout series on a community awareness program known as Common Ground, a joint project with the Peoria Public Library.



#### Debate Time

An informed electorate is critical in an election year, so WTVP produced three debates for hotly contested local/national races.

- Illinois 17<sup>th</sup> U. S. Congressional District Democratic Primary Debate *Featuring Greg Aguilar, Cheri Bustos and George Gaulrapp*
- 46<sup>th</sup> District Illinois State Senate Debate *Featuring Democratic incumbent Dave Koehler and Republican challenger Pat Sullivan*
- Illinois 17<sup>th</sup> U. S. Congressional District Candidate Debate *Featuring Republican incumbent Bobby Schilling and Democratic challenger Cheri Bustos.*

The debates were offered in partnership with the League of Women Voters of Illinois and the Institute for Principled Leadership in Public Service at Bradley University, and were covered by television, radio and print media in Peoria, Rockford and Quad Cities, and webcast on [www.wtvp.org](http://www.wtvp.org).



## 2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### Internet:

Online, WTVP has expanded our content and services. The station website, [www.wtvp.org](http://www.wtvp.org), now features a complete archive of our on-going local series and interstitials, more program information, and gateways to special services for teachers through PBS LearningMedia Illinois Edition, and Baby Boomers through Next Avenue. Our Facebook page ([www.facebook.com/wtvp.org](http://www.facebook.com/wtvp.org)) and Twitter feed (@WTVP) offer late-breaking news, behind-the-scenes looks at the workings of the station, and access to exclusive online content. And our dedicated Illinois Adventure website, [www.illinoisadventuretv.org](http://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.



### Community Events:

In the community, WTVP broadens the reach of our content through events and special partnerships. Through the Adopt-a-School program, WTVP has increased

our educational impact on teachers and students at Franklin School through reading events, professional development information, and field trips to the station. We've expanded on the educational content of PBS Kids through reading events and book giveaways with Valeska Hinton, Common Place, Friendship House, and the Peoria Housing Authority. We've hosted more than 20 school groups, scout troops and summer camps in our studio where they learn about communication technology during studio tours. And we've brought our content out into the community through preview screenings of some of our most popular programs (including **Sherlock** in partnership with Apollo Theater, and Ken Burns' **The Dust Bowl** with Peoria Riverfront Museum), and community events like the Worldwide Day of Play.

### Year in Review

- 25,632 Hours of programming on 3 distinct channels
- 29 At Issue episodes
- 12 Interesting People episodes
- 9 Illinois Lawmakers
- 1 Congressional Primary Debate
- 1 Congressional Debate
- 1 State Senate Debate
- 10 Bradley Basketball games
- 1,155 Books delivered
- 6,044 Volunteer hours served
- 2 International trips
- 6 full-length original productions
- 3 Major special events



## 2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### WTVP and PBS LearningMedia: A Great Team!

WTVP is pleased to be working closely with PBS station partners across Illinois to bring educators the Illinois Edition of **PBS LearningMedia**. The service is a FREE, powerful, on-demand media tool developed especially for PreK-12 educators. **PBS LearningMedia** provides instant access to thousands of classroom-ready, curriculum-targeted interactives, videos, images and audio clips from PBS and other trusted institutions like NASA, the Smithsonian, and libraries and universities across the country. The service includes more than 20,000 digital assets that encourage student achievement; classroom resources that support Common Core and State Standards; and content that can be saved, tagged and easily shared with colleagues and students.

In November of 2012, Illinois Public Broadcasters hosted the first one-hour **PBS LearningMedia** webinar for Illinois educators. East Peoria teacher Emily Dawson, the 2011-2012 Exxon Mobil/Illinois Science Teacher Association Outstanding Teacher of Science—and a strong supporter of WTVP and **PBS LearningMedia**—gave the feature presentation. She demonstrated how easy this FREE service is to use, talked about its features, practical applications, and how information that can enrich subjects for all disciplines can be incorporated into classroom activities. Over 2,000 Illinois teachers have signed up and are currently using the service.

WTVP, with the help of talented educators like Emily, is spreading the word about this valuable service for not only educators, but for home schoolers, families concerned about having the best, most reliable information for their children, and for everyone who understands the importance of a strong educational foundation.



#### *Meet Emily Dawson*

Emily Dawson is one busy lady! In addition to raising her own family, she's a Junior High Science Teacher at Riverview Grade School in East Peoria, IL. She teaches 5th grade General Science, 6th Grade General Science, 7th Grade Physical Science, 8th Grade Life Science, 7th and 8th grade Health, and is the RTI District Coordinator.

She also volunteers to help other teachers learn how to use technology in the classroom, and uses the opportunity to introduce teachers to PBS LearningMedia – her go-to source of content for use in the classroom.



Visit **PBS LearningMedia** at  
[illinois.pbslearningmedia.org](http://illinois.pbslearningmedia.org)



*“Thank you for all your quality programs—the ones that expand our minds and the shows for pure enjoyment. You have given us many years of joy and we look forward to being avid viewers for many years to come!”*

*- Yvonne R. Dowsing, Tonica*

## Building Common Ground Collaboration

In conjunction with the Peoria Public Library, WTVP created a campaign designed to help viewers better understand what being “civil” means and to encourage them to be more aware of the needs of others and what part they can play in building a more compassionate community.

Aided by a grant from the Public Insight Network, the campaign included promotion online, on air, and the production of “interstitials,” or short informational segments. Early segments focused on the importance of developing understanding and compassion among young people. Ultimately, a half-hour program was developed to bring together representatives of groups quietly making a difference in our communities.

(The program, part of WTVP’s **At Issue** series, aired on Dec. 27, 2012 and can be viewed online at [www.wtvp.org](http://www.wtvp.org).)



*Host H Wayne Wilson (right) and Building Common Ground guests on the set of **At Issue**.*

## Outcomes

This project helped us to reach out and receive feedback from organizations that were previously unknown to us. It has allowed us to extend our program reach and inform the public that there are a number of organizations whose members truly demonstrate compassion.

In addition, because of the project, many organizations have become more aware of the breadth of WTVP program offerings. It has helped us to fulfill our mission to provide educational opportunities and enlightenment through various media to members of the communities we serve.

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

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