



Peoria ■ Bloomington ■ Galesburg  
Public Media for Central Illinois

## 2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"PBS and local public television continues to be a last bastion of culture and quality."*

- Samuel DePino  
Chatsworth, IL

**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.**

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 2014, WTVP provided these key local services**

- Downstate Gubernatorial Debate and Republican Primary Debate
- Coverage of Illinois legislative activities on *Illinois Lawmakers*
- Access to local, state and national political leaders through *At Issue*
- Literacy initiatives such as the PBS KIDS Writers Contest and Video Book Reports
- Educational support through PBS LearningMedia training events and online resources
- New documentary following one year of recovery from the 2013 tornadoes

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

WTVP provided **1,523 free books** to local children.

WTVP hosted **15 community events**, actively engaging viewers with our content.

WTVP produced the **only televised downstate debate** of the 2014 Gubernatorial election, broadcasting it statewide on Illinois public media outlets and beyond.

WTVP **aired 25,632 hours of quality programming** on three distinct channels, including 168 hours of local programs.

## PBS LearningMedia Teacher Training

They were dying to get in when WTVP hosted a teacher training event inspired by “The Science of Sherlock”. Designed to introduce teachers to PBS LearningMedia—a free online digital library of educational videos and lesson plans—this hands-on seminar showed educators how to adapt the real science and lab procedures of crime scene investigation into their classrooms. Teachers received continuing education credits, free materials and plenty of incentive to continue using PBS LearningMedia.



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## Making Music with the PSO

WTVP and the Peoria Symphony Orchestra began an on-going collaboration designed to extend the cultural impact and presence of the arts beyond the concert hall. This partnership brings classical music into homes with two on-going television series. *Sound Bites with the Peoria Symphony Orchestra* is a performance series that features players and guest artists of the Peoria Symphony in concert in front of an intimate audience in the WTVP Studio. *Musical Discoveries with the PSO* educates and entertains children while introducing them to the instruments that make up an orchestra. Three episodes of each series were taped in 2014.



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## Joint Master Control

Public Television broadcasting in the Quad Cities came home to Illinois on July 1, when WTVP officially took over control of WQPT-Quad Cities PBS' technical broadcast operations. This business arrangement, fiscally beneficial to both stations, has resulted in valuable technological advances and served to foster collaboration and communication between the sister stations outside the control room.



## 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 *Downton Abbey* and *The Roosevelts: An Intimate History* filmmaker Ken Burns. We are your source for 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*, we also pick and produce original content for the demands of our home communities. **At Issue**, our weekly public affairs series, covered topics from the war on poverty, to mental health services, and local political issues. **Interesting People** continued with in-depth interviews with individuals of national impact. **Bradley Basketball** brought home-grown sports entertainment back to the airwaves. **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. And **The Screening Room**, featuring independent short films by filmmakers from Illinois, is bringing a diverse young audience to local public television.

Other specials included a **primary debate** with the Republican candidates for Governor and 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, this was the only live debate produced downstate.

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 again partnered with ArtsPartners of Central Illinois and the Illinois Art Council to continue our artist profiles in **Art In The Works 2**. And **At Issue in Brief** continued with timely topics.



### Year in Review

- **25,632** Hours of programming on 3 distinct channels

- **33** At Issue episodes
- **8** Interesting People episodes
- **8** Illinois Lawmakers
- **6** The Screening Room episodes
- **3** Bradley Basketball games
- **2** Illinois Adventure episodes
- **1,523** Free books delivered
- **4,955** Volunteer hours served
- **2** International trips
- **7** Full-length original productions
- **48** Interstitial programs
- **15** Community events
- **4** Emmy nominations
- **1** Emmy win

## Internet:

The station website, [www.wtvp.org](http://www.wtvp.org), is a rich resource for information and communication. In addition to expanded information on our programming and events, the site features archived local programs, live webcasts 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 ([www.facebook.com/wtvp.org](http://www.facebook.com/wtvp.org)) and Twitter feed (@WTVP) offer late-breaking news, behind-the-scenes production news, 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 career 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, Head Start, the Peoria Housing Authority, and Crittenton Centers/Crisis Nursery. We inspired 69 kids to write their own books through the **PBS KIDS GO! Writers Contest**. We've hosted many school groups and scout troops to learn about communication technology during **tours of the WTVP studio**. And we've brought our content out into the community through **free preview screenings** of some of our most popular programs (including *Sherlock*, *The Roosevelts: An Intimate History* with the Peoria RiverFront Museum and numerous *Downton Abbey* previews), and **community events** like the Worldwide Day of Play in Peoria and in Normal.

## Content Partners

WTVP formally renewed our partnership with Illinois Public Media (WILL)—our fellow public broadcaster based at the University of Illinois in Urbana—with a three year contract and a new boss to oversee both stations. The purpose of the partnership is to explore and implement ways the two stations can work together efficiently and affordably to create more local content that is meaningful, useful, and relevant to our viewers.

The collaboration has continued with a second joint live pledge broadcast, the Gubernatorial Debate, educational initiatives and interstitials, production work, and shared best practices.

More is on the way with joint strategic planning, local programming partnerships and shared best practices.

## November 17th: Finding Strength After the Storm

*A new WTVP documentary looks back at lessons learned, lives changed and communities strengthened by the tornadoes that devastated Tazewell County in 2013*

Three days after two tornadoes ravaged parts of our viewing area, WTVP responded with a live broadcast/webcast telethon that raised \$896,809 to benefit Illinois Storm Relief through the American Red Cross, Central Illinois Chapter. [November 17th: Finding Strength After the Storm](#) was born from this effort, striving to find out what happened next.

The new special celebrates one year of recovery. From personal stories of residents who lost everything to testimony from volunteers and officials involved in the clean-up, the documentary follows recovery efforts throughout the past year, looks at the lessons learned in the aftermath, and reveals the triumphs and inspirational spirit of a community coming together to rebuild.

Scheduled to broadcast on the one-year anniversary of the storm, the film premiered to a sell-out crowd and standing ovation at Five Points Washington the eve before the broadcast.



### *Sponsors*

Major support for the broadcast and preview event was provided by:

Caterpillar Inc.  
CEFCU  
Country Financial  
Homefield Energy, a Dynegy Company  
Steger's Furniture

Additional support provided by:  
Otto Baum Company, Inc.  
Menold Construction and Restoration

Special thanks to [Five Points Washington](#)

## Downstate Debate

Incumbent Democratic Governor Pat Quinn of Chicago, and Republican nominee Bruce Rauner of Winnetka met for the Illinois Gubernatorial Downstate Debate on Thursday, October 9 at 8 p.m. in the WTVP Studio. 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 [wtvp.org](http://wtvp.org) and other station websites. This was the only live television debate in Downstate Illinois.

Always with an eye on showing democracy in action and teaching civic engagement, the live studio audience was filled with students from Bradley University, Eureka College and Pekin High School.



## Partners

- WTVP, WILL, WSIU, WUSI, League of Women Voters of Illinois

## Additional Broadcasters

- WWTTW (Chicago), WEIU (Charleston), WQPT (Quad Cities), WSEC (Springfield), WMEC (Macomb) and WQEC (Quincy). Other radio stations broadcasting the debate are WBEZ-FM (Chicago), WCBU-FM (Peoria), WVIK-FM (Quad Cities) and WNIJ-FM (DeKalb).



*“Like so many supporters, I really enjoy the quality programming. I don’t watch a lot of television, but when I do it’s usually almost always PBS.”*

*- Dianne Mockler,  
Goodfield*

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.