



## 2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"Thank you for your programming. With about 100 channels to choose from it was WTVP and specifically Poldark that entertained us for three Seasons"*

- Peoria Viewer

Public media in central Illinois has a long history of high-quality content and occupies a unique position in the media marketplace. WTVP is among the few remaining locally owned media outlets in the region, and during this past year, the staff has demonstrated our commitment to the region with many outstanding, award-winning local programs and community services. We are honored to be trusted and valued local institutions.



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

We **ENGAGE** the community with unsurpassed programming for children.

We **ENHANCE** life-long learning with programs that engage minds of all ages. We inform the citizenry with in-depth, balanced information.

We **INSPIRE** through the best in drama, arts and entertainment. We care for our community through information and activities.

**WTVP-Public Media enriches life in Central Illinois by delivering, engaging, enhancing and inspiring content.**

### In 2017, WTVP provided these vital local services:

- New **LOCALLY PRODUCED DOCUMENTARIES** that matter to our viewers. *Nature Returns to Emiquon, Main Street Memories: Peoria in the 1950's and Illinois Adventure, Jim Wilhelm's Journey*
- Coverage of Illinois legislative activities on Illinois Lawmakers
- Access to local, state and National political leaders through At Issue with H. Wayne Wilson now celebrating its 30<sup>th</sup> season on WTVP
- Literacy initiatives with the PBS KIDS Writers Contest, Rainbow Readers and PBS LearningMedia

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

WTVP participated in **42** community events, actively engaging viewers with our content.

Season two of an arts-focused music series **STATE & WATER** to featured **10** local artist groups and bringing **950** viewers into our studios to be inspired

WTVP aired **26,352** hours of quality programming on **3** distinct channels, including **160** hours of local programs.

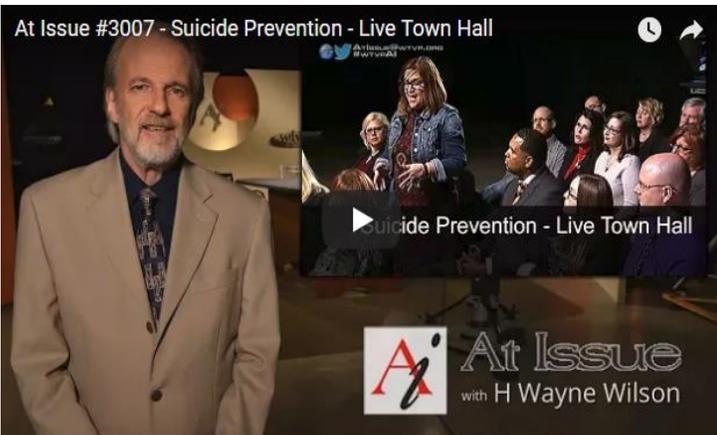


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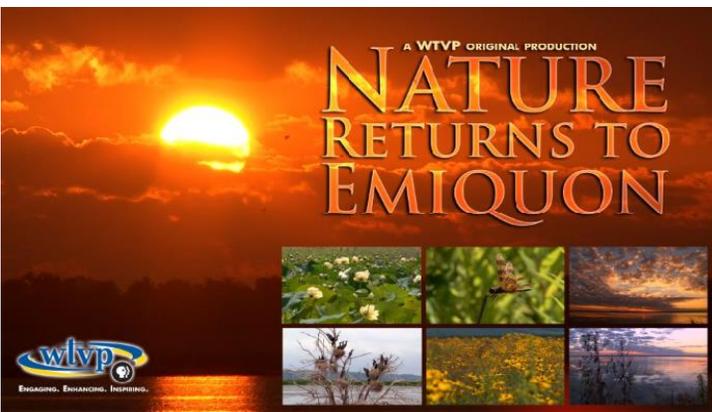


### BROADCAST:

As the **PBS affiliate for Central Illinois**, we have rich programming resources from public television's trusted schedule. We are your home for **Victoria and Frontline**. 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. **State & Water** is an exciting live-audience musical performance series, featuring local talented musicians.



Original WTVP Productions were a fantastic way to celebrate the Central Illinois community in 2017. The documentary **Main Street Memories: Peoria in the 1950's**, took a nostalgic drive down memory lane to Peoria just few decades ago. **Nature Returns to Emiquon** is a cinematic journey of how beauty has returned to a parcel of land that has been dormant for 80 years. **Consider This with Yvonne Greer** featured newsmakers and interesting guests from across the area. Our ongoing collaboration with the Peoria Symphony Orchestra continues to flourish with the recording of **Sound Bites** that is designed to extend the cultural impact and facilitate the music to a wider audience through public media.



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### DIGITAL:

Our website, [www.wtvp.org](http://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**.

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](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.

### EVENTS:

#### Preview Screenings

- Nature Returns to Emiquon
- Main Street Memories Peoria in the 1950's
- Victoria
- Great Scenic Railway Journeys
- Victoria –Season On Premiere
- Vietnam War: Personal Reflections

#### Program Tapings

- State & Water
- Sound Bites
- Consider This with Yvonne Greer
- At Issue, with H. Wayne Wilson
- Illinois Lawmakers

#### Community Events

- Virtual Golf Outing
- PBS Kids Writer's Contest
- Pekin Friends of 47 Bowl-a-thon
- WTVP 44<sup>th</sup> Annual Auction
- World Wide Day of Play
- WTVP Travels
- Morton Pumpkin Festival Parade

#### Member Events

- Chairman's Reception - Klystron Event
- 30<sup>th</sup> Annual Volunteer Recognition Event

#### Meet & Greets

- Nature Cat
- Arthur
- Clifford
- Ready Jet Go!
- Daniel Tiger
- Sid the Science Kid
- Curious George



## 2017 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### Live Town Hall: Suicide Prevention



At Issue host H. Wayne Wilson explores the topic of suicide prevention in the Nation and throughout Central Illinois. Suicide is a public health issue that claims the lives of 44,000 Americans every year, more than homicides or accidents. A panel of 25 central Illinois-based professionals share methods on identifying suicidal tendencies in both adults and adolescents. The discussion centers on support services for those individuals considering suicide and for family and friends of those who die by suicide.

### Live Town Hall: Economic Opportunities for Minorities



A panel of 14 individuals plus a live studio audience discussed the issue of race relations and police-community relations in a special two-hour live show. Representatives of the NAACP, Not In Our Town, Black Lives Matter, area police departments, Illinois Black Chamber of Commerce, social service agencies, and the Latino and Muslim communities join in the discussion.



## 2017 LOCAL CONTENT AND SERVICE REPORT SUMMARY

### 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 including launching an overhauled website in 2018.

WTVP has taken a progressive marketing effort to promote PBS Learning Media. We have employed a part-time Education Outreach Coordinator to promote and cultivate PBS Learning Media in central Illinois. We are launching a pilot program in 2018 to gather information and feedback about this resource and continue to spread the word about this free educational tool.

And we will continue to explore shared content with other community partners like the Peoria Riverfront Museum, Heart of Illinois Unity Way Success by 6, Peoria Historical Society, Arts Alliance and many more.



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

