



Peoria ■ Bloomington ■ Galesburg  
Public Media for Central Illinois

## 2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"The programs on WTVP are superior to anything else available."*

*-Christine Steele, East Peoria*

**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 2013, WTVP provided these key local services**

- Coverage of Illinois legislative activities on *Illinois Lawmakers*
- Access to local, state and national political leaders through *At Issue*
- Book giveaways, reading events and literacy initiatives such as the PBS KIDS GO! Writers Contest and Rainbow Readers Video Book Reports
- Educational support through PBS LearningMedia training events, online resources and on-air program
- Live telethon for Tornado Recovery efforts
- Emergency service pathway through WARN

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

WTVP provided 1,405 free books to local children.

WTVP hosted 25 station tours, introducing 300 kids and their families to the marvels of modern TV technology.

WTVP created a telethon that raised \$896,809 for victims of the Nov. 17 tornados that hit Washington, Pekin and East Peoria, Illinois

WTVP aired 25,632 hours of quality programming on three distinct channels, including 81 local productions.

### Boxcar People

This exceptional WTVP Production tells the story of Mexican workers recruited in the early 1900s to work the railroads in Galesburg, Illinois. It is a truly inspiring story of immigrants rising up against all odds and puts local history into a national context. The film made its debut at the Orpheum Theatre in Galesburg to an audience in excess of 800. It earned WTVP a Telly Award and garnered an Emmy nomination. Writers/producers Will and Luz Nuncio Schick continue to travel throughout the state for community screenings and discussions.



### Rainbow Readers

WTVP welcomed 26 grade schoolers into the studio this summer to tape video book reports for broadcast on WTVP. A collaboration with public libraries throughout our viewing area, this literacy initiative was created as a cool incentive for kids to join their local summer reading programs. The reports air between programs throughout the school year and serve to motivate our youngest audience to continue reading by letting them know what their peers are enjoying.



### Crazy for Downton

Downton Abbey on MASTERPIECE is an international sensation and a major ratings grabber for PBS, bringing audiences of all ages and both genders to the network. For WTVP, the program has also served as an amazing way to connect with our viewers. We ushered in 2013 with more than 100 costumed fans at a gala event to preview season 3. We bridged the gap between seasons by hosting 75 fans at an event starring Jessica Fellowes, author of the series' companion books. And we ended the year with 2 sneak peeks at season 4—in Bloomington, IL with 208 fans, and in Peoria with 68 fans. Along the way, our social media audience increased with every episode and event.



## 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.

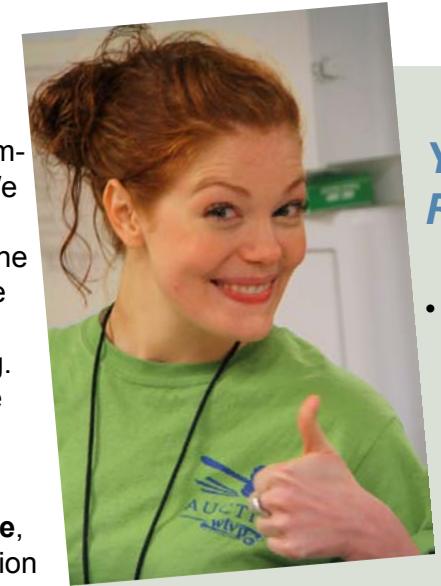
### Broadcast:

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 engrossing national stories from 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 education to honor flights, and featured discussions with city, state and national legislators. **Interesting People** continued with in-depth interviews with individuals of national impact. **Bradley Basketball** 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. **Illinois Adventure** continued with new programs highlighting the places that make Illinois unique. And **The Screening Room**, a new series featuring independent short films by filmmakers from Illinois, is bringing a diverse young audience to local public television.

Other specials included **Boxcar People**, an historical documentary about Mexicans recruited to work the railroads in Galesburg, a look at a local school's launch of a weather balloon in **Studying the Atmosphere with Emily Dawson**, a how-to for quilters called **Outside the Block**, a look at family meals in **Homemade in the Heartland**, and a live telethon to benefit the victims of the tornados that hit Washington, Illinois.

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

- 32 At Issue episodes
- 12 Interesting People episodes
- 10 Illinois Lawmakers
- 5 The Screening Room episodes
- 3 Bradley Basketball games
- 2 Illinois Adventure episodes
- 1,405 Books delivered
- 5,985 Volunteer hours served
- 2 International trips
- 4 Full-length original productions
- 50 Interstitial programs
- 8 Major special events
- 3 live webcasts



**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, Crittenton Centers/Crisis Nursery, Trewyn School and Armed Forced Family Readiness groups. We inspired 69 kids to write their own books through the **PBS KIDS GO! Writers Contest**. We've hosted 25 school groups, scout troops and summer camps 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 *Downton Abbey* in partnership with The Normal Theater and *American Experience: JFK* and *Chihuly Outside* with Peoria Riverfront Museum), and **community events** like the Worldwide Day of Play and the HOI Fair.

**Content Partners**

In September of 2013, WTVP embarked upon a formal partnership with Illinois Public Media (WILL)—our fellow public broadcaster based at the University of Illinois in Urbana. 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 partnership started with the WTVP CEO also assuming General Manager duties at WILL TV-FM-AM.

**Chihuly Outside** on Nov. 7, marked our first joint live broadcast. The collaboration was an opportunity for both stations to make their audiences aware of shared arts opportunities in their communities, and show the benefits of sharing resources between stations.

The broadcast resulted in plans to do several more in the coming months.

**Up, up and Away!**

**WTVP & PBS LearningMedia Inspire Hands-On Learning**

Science teacher Emily Dawson and her junior high students at Riverview Grade School pushed the boundaries of their classroom to the very edge of the earth's atmosphere in an exciting, hands-on learning experience inspired by resources available through WTVP.

The students launched their own weather balloon 100,000 feet up to collect weather data, take photos and see their world from an entirely new perspective.



The launch took place Wednesday, May 22 at the Caterpillar Inc. Edwards Demonstration and Learning Center in front of an audience of 300 students from East Peoria, Metamora and Brimfield. Students gathered at 9:00 a.m. for set-up, assembly and related activities, and the launch took place around 10:50 a.m. Teachers, students and citizens everywhere were able to witness the launch through a webcast on wtvp.org.

The day's events—including recovery of the balloon and analysis of the data—were developed into a half hour program, **Studying the Atmosphere with Emily Dawson**, that premiered on WTVP November 7, 2013.



PBS LearningMedia is a free digital library of more than 30,000 classroom-ready, curriculum targeted materials.

**Event Partners**

The school project was made possible through funding from **PNC's FirstGrant** to Riverview Junior High teachers Emily Dawson, JoAnn Lowry-Emery and Luann Kuehn.

The helium required to fill the balloon was provided by the University of Illinois Urbana-Champaign and arranged by WILL-TV.

The launch site and equipment were Production and broadcast made possible by WTVP-Public Media with support from WILL.



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



## Help on the Homefront

In response to the devastation left by the EF4 tornado on Nov. 17, 2013, WTVP organized a telethon to raise funds to help the victims in our communities of Washington, Pekin and East Peoria. Following receipt of a waiver from the FCC to raise the funds, WTVP produced a 3.5 hour live broadcast/webcast in our studio on Nov. 20, 2013. All the local commercial stations simulcast the first hour and provided their news and weather people to help emcee the event. Coverage was also provided by three Chicago stations: WGN, WLS and WFLD. WCBU-FM, Peoria's public radio station, also provided their news staff to serve as emcees and carried the WTVP stream of the event on their site.



Appearing on the telethon were Illinois Governor Pat Quinn, Congressman Aaron Schock, many state and local political leaders and administrators, and IL Lt Gov Sheila Simon who played the banjo with her bluegrass group.

Money and pledges received were on behalf of the American Red Cross and designated for Illinois Storm Relief.



## Outcomes

- \$896,809 raised for Illinois Storm Relief through the American Red Cross, Central Illinois Chapter
- WTVP brings together all local TV media outlets for the benefit of the community
- More than 100 volunteers look to WTVP to help them participate in the recovery effort.

*"This is one of the shining hours envisioned that television was meant to be. This is what Public Media can do that perhaps no other entity could or would be able to do."*

- Elwin Basquin,  
Peoria



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.