

Job Vacancies Filled August 1, 2020 through July 31, 2021

JOB VACANCY #1

POSITION: PART TIME Development Assistant

This position provides clerical support for the WTVP Development Department (fundraising), has responsibility for assisting with the daily deposit, membership data, prospect file, premiums, and DVD inventory, and is a telephone contact point for WTVP members and viewers. The part-time position was filled on October 15, 2021. Between September 3, 2020 and September 25, 2020, we contacted representatives of the following agencies and businesses. These connections were made in person at various meetings, by phone and through websites and direct mail. Total referrals: 5 Total interviews: 2
Position was filled by the individual referred by the following two sources:

Recruitment Source:

WTVP Employee Referral

of total referrals generated for new position: 3

of total interviews generated for new position: 1

Recruitment Source:

Name: WTVP (website)

Address: www.wtvp.org

Contact Person: Personnel

Phone Number: (309) 677-4747

of total referrals generated for new position: 2

of total interviews generated for new position: 1

ADDITIONAL SOURCES RESULTING IN NO REFERRALS

Recruitment Source:

Bradley University

Smith Career Center

Burgess Hall, 1st Floor

1501 W. Bradley Ave. Peoria, IL 61625

(309) 677-2510

careers@bradley.edu

Contact Person: Kim Dunn

Associate Director and Career Advisor for the

Slane College of Communications & Fine Arts

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Recruitment Source:

Illinois Central College

1 College Dr. East Peoria, IL 61635

(309) 677-2510

Contact Person: Kim Armstrong

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Recruitment Source:

Illinois Broadcaster's Assoc.

200 Missouri Ave. Carterville, IL 62918

iba@iba.org

(618) 985-5555

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Recruitment Source:

Heart of Illinois United Way Agency

509 W. High St. Peoria, IL 61606

Contact Persons:

Jennifer Zammuto, Sally Snyder & Nicole Frederick

Phone Number: (309) 674-5181

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Recruitment Source:

Peoria Convention and Visitor's Bureau

456 Fulton St. Suite #300, Peoria, IL 61602

Contact Persons: J. D. Delfanso & Zack Oyler

Phone Number: (309) 676-0303

of total referrals generated for new position: 0

of total interviews generated for new position: 0

Recruitment Source:

Peoria Promise Foundation

1718 N. Sterling Ave., Peoria, IL 61604

Contact Persons: Mary Jo Schettler & Jim Shadid

Phone Number: (309) 999-4022

of total referrals generated for new position: 0

of total interviews generated for new position: 0

JOB VACANCY #2

POSITION: FULL-TIME Director of Philanthropic Relations

This position was created as a branch of our Development Department for the implementation of effective fundraising efforts which include major donor cultivation, planned giving, and grants. The position was filled on February 12, 2021 as a fulltime position. Between February 2 and February 11, 2020, we contacted representatives of the following agencies and businesses. These connections were made in person at various meetings and by phone. Total referrals: 21 Total interviews: 8. Position was filled by the individual referred by the following two sources:

Recruitment Sources:

Children's Home
2130 Knoxville Ave, Peoria, IL 61603
Contact Person: Matt George
Phone Number: (309) 685-1047
of total referrals generated for new position: 2
of total interviews generated for new position: 1

Recruitment Source:

Heart of Illinois United Way Agency
509 W. High St. Peoria, IL 61606
Contact Persons: Jennifer Zammuto & Sally Snyder
Phone Number: (309) 674-5181
of total referrals generated for new position: 3
of total interviews generated for new position: 2

ADDITIONAL REFERRAL SOURCES

Recruitment Source:

Goodwill Industries of Central Illinois
2319 E. War Memorial Dr., Peoria, IL 61614
Contact Person: Don Johnson
Phone Number: (309) 682-1113
of total referrals generated for new position: 2
of total interviews generated for new position: 1

Recruitment Source:

Peoria Area Chamber of Commerce & CEO Council
403 NE Jefferson Ave., Peoria, IL 61603
Contact Persons: Tim Erickson & John Sutherland
Phone Number: (309) 495-5900
of total referrals generated for new position: 2
of total interviews generated for new position: 1

Recruitment Source:

Peoria Convention and Visitor's Bureau
456 Fulton St. Suite #300, Peoria, IL 61602
Contact Persons: J. D. Delfanso & Zack Oyler
Phone Number: (309) 676-0303
of total referrals generated for new position: 2
of total interviews generated for new position: 2

Recruitment Source:

Illinois Central College Job Placement office
L221, East Peoria, IL 61635
Contact Person: Kim Armstrong
Phone Number: (309) 694-5321
of total referrals generated for new position: 1
of total interviews generated for new position: 0

Recruitment Source:

Peoria Promise Foundation
1718 N. Sterling Ave., Peoria, IL 61604
Contact Persons: Mary Jo Schettler & Jim Shadid
Phone Number: (309) 999-4022
of total referrals generated for new position: 2
of total interviews generated for new position: 0

Recruitment Source:

John Bearce Companies
1870 Washington Rd., Washington, IL 61571
Contact Persons: Jodi Bearce & Kelli Stickelmeier
Phone Number: (309) 444-4021
of total referrals generated for new position: 1
of total interviews generated for new position: 0

Recruitment Source:

Bradley University Placement Office
1501 W. Bradley Avenue, 239 Sisson Hall, Peoria, IL 61625
Contact Persons: Tom Bower & Paul Wayon
Phone Number: (309) 677-3223
of total referrals generated for new position: 1
of total interviews generated for new position: 0

Recruitment Source:

Knox College
2 E. South St., Galesburg, IL 61401
Contact Person: Sherry McGill
Phone Number: (309) 341-7000
of total referrals generated for new position: 1
of total interviews generated for new position: 1

Recruitment Source:

Boys & Girls Clubs of Greater Peoria, Inc.
806 E. Kansas St., Peoria, IL 61603
Contact Persons: Bud Jenkins & Lisa Fisher
Phone Number: (309) 685-6007
of total referrals generated for new position: 1
of total interviews generated for new position: 0

Recruitment Source:

OSF Healthcare System
530 NE Glen Oak Ave., Peoria, IL 61637
Contact Persons: Shelly Dankoff & Christine Kemper
Phone Number: (309) 999-4022
of total referrals generated for new position: 2
of total interviews generated for new position: 0

Recruitment Source:
Davis & Campbell, LLC
401 Main St. Suite #1600, Peoria, IL 61602
Contact Persons: Amanda Campbell & Abby Clark
Phone Number: (309) 673-1681
of total referrals generated for new position: 1
of total interviews generated for new position: 0

JOB VACANCY #3

POSITION: FULL-TIME Digital Development Assistant

This position was created as a support for our Development Department (fundraising), through digital applications to promote membership, contributions, partnerships, and viewership while working alongside IT, Production and Marketing. The position was filled fulltime on February 15, 2021. Between February 2, 2021 and February 12, 2021, we contacted representatives of the following agencies and businesses. These connections were made in person at various meetings and by phone. Total referrals: 26. Total interviews: 10. Position was filled by the individual referred by the following source:

Recruitment Source:
Peoria Journal Star
1 News Plaza, Peoria, IL 61643
Contact Persons: Phil Luciano and Romando Dixon
Phone Number: (309) 677-3223
of total referrals generated for new position: 4
of total interviews generated for new position: 3

ADDITIONAL REFERRAL SOURCES

Recruitment Source: Hult Marketing
619 SW Water St. #2a., Peoria, IL 61602
Contact Persons: Dave Brown & Jim Flynn
Phone Number: (309) 999-4022
of total referrals generated for new position: 2
of total interviews generated for new position: 1

Recruitment Source:
Bradley University Placement Office
1501 W. Bradley Avenue, 239 Sisson Hall, Peoria, IL 61625
Contact Persons: Tom Bower & Paul Waylon
Phone Number: (309) 677-3223
of total referrals generated for new position: 2
of total interviews generated for new position: 0

Recruitment Source:
Children's Home
2130 Knoxville Ave, Peoria, IL 61603
Contact Person: Matt George
Phone Number: (309) 685-1047
of total referrals generated for new position: 2
of total interviews generated for new position: 1

Recruitment Source:
Goodwill Industries of Central Illinois
2319 E. War Memorial Dr., Peoria, IL 61614
Contact Person: Don Johnson
Phone Number: (309) 682-1113
of total referrals generated for new position: 2
of total interviews generated for new position: 1

Recruitment Source:
Heart of Illinois United Way Agency
509 W. High St. Peoria, IL 61606
Contact Persons:
Jennifer Zammuto, Sally Snyder & Amanda Campbell

Phone Number: (309) 674-5181
of total referrals generated for new position: 4
of total interviews generated for new position: 2

Recruitment Source:
OSF Healthcare System
530 NE Glen Oak Ave., Peoria, IL 61637
Contact Persons:
Shelly Dankoff, Amy Paul & Christine Kemper
Phone Number: (309) 999-4022
of total referrals generated for new position: 3
of total interviews generated for new position: 1

Recruitment Source:
Peoria Area Chamber of Commerce
403 NE Jefferson Ave., Peoria, IL 61603
Contact Person: Tom Hammerton
Phone Number: (309) 495-5900
of total referrals generated for new position: 3
of total interviews generated for new position: 1

Recruitment Source:
Peoria Convention and Visitor's Bureau
456 Fulton St. Suite #300, Peoria, IL 61602
Contact Person: J. D. Delfanso
Phone Number: (309) 676-0303
of total referrals generated for new position: 2
of total interviews generated for new position: 0

Recruitment Source:
Peoria Promise Foundation
1718 N. Sterling Ave., Peoria, IL 61604
Contact Persons: Mary Jo Schettler & Jim Ardis
Phone Number: (309) 999-4022
of total referrals generated for new position: 2
of total interviews generated for new position: 0

WTVP PUBLIC FILE REPORT
July 2020 – June 2021

Description of Long-Term Initiatives

Internship Program:

Due to COVID 19 restrictions, we did not have many intern referrals from local colleges this year. Internship programs are established with Bradley University, Illinois State University, Illinois Central College and Eureka College in the hope of attracting new employees with a passion for working in broadcast media. We were fortunate to have one intern join us in the Production Department during this Spring/Summer semester. Connor V. was able to experience all aspects of production from learning to run the camera, setting up and striking sets, to going on location with the crew and coming back in house to edit. These programs have emphasized that broadcast television is still a viable employment opportunity and over the years have attracted a variety of employees. Interns also assist, as needed, with remote programming searches. Our Studio Manager, Tracy Simmons, supervises the interns. She has a well-rounded background in all aspects of Production and is very patient in guiding the interns through the varied processes.

Training Program for Station Personnel:

Part-time crew members, unlike interns, come to us with some experience in studio work. They are encouraged to learn new skills and take on more responsibilities as they are cross trained for camera operation, lighting, sound, set preparation and remote production. These staffers are also supervised by Tracy Simmons who has a good rapport with the mostly younger crew members as she started her career this way as well. The experience gained by many crew members has prepared them for career opportunities in electronic media and related fields, both at WTVP and elsewhere. We hire year-round for these positions, but rarely use all the part-time crew at any given time, except perhaps during Auction week. Since we only use crew as they are available on any given week, most of them have other jobs and they regard working at WTVP as a “fun hobby that pays.”

This July 2020 through June 2021 season saw our productions drastically reduced. We didn’t go out in the field, and we didn’t entertain a studio audience. Though we did still produce our regular talk shows in the studio, the crew consisted mostly of our full-time production staff to eliminate the need for bringing in additional people during the pandemic.

Participation in Activities to Disseminate Employment Information:

Another means of obtaining entry-level employees is through our relationships with certain community organizations specializing in underserved populations. In addition to being notified of specific job openings at WTVP, these organizations are encouraged to refer job hunters to WTVP to apply for various positions. Examples include the Tri-County Urban League, the Carver Community Center, Boys & Girls Clubs, and other United Way agencies located in Peoria, Illinois, and surrounding communities. Our President and CEO, Lesley Matuszak, has 20 years of experience leading “not for profit 501c3 corporations” and business contacts with a vast network of community minded peers at several non-profit agencies throughout central Illinois. When we have a job vacancy, Lesley goes to work on the phone and through email getting out the word and soliciting referrals. Through community meetings, Lesley is in touch with organizations that represent a diverse group of potential employees.

Sponsorship of Community Events:

At WTVP we love our community, and they love us. Our Marketing Department and Production Department know how to put on a show, and we had to be creative this year to share our mission during the pandemic. Following COVID protocol and restrictions WTVP could not host any “in person” events. WTVP did find other ways to meet our communities needs through the reach of “over the airwaves”.

Black History Month: February 2021 Working with Pierre Paul, an African American student at Bradley University, a series of interstitials were created that related pivotal moments in Black History. These spots air not only on the main channel but also on Remote and Word.

Annual African American Hall of Fame Museum Celebration: Also featured during Black History Month, but recorded due to the pandemic, the 33rd annual event featured the recognition of scholarship recipients.

Our Remarkable Local History: Seventh and eighth grade students at the Glen Oak Community Learning Center researched and developed scripts for a series of three public service announcements on historically significant African American Peorians. Subjects included Edward Gaines, the first African American firefighter in Peoria, Dr. Maude Sanders, a pioneering local physician, and Annie Malone, Peoria's first Black female millionaire.

Memorial Day 2021: Due to the pandemic there was concern that the public would be unable to attend the yearly Memorial Day Celebration. The station created a half hour special to air that day featuring community leaders and a flag presentation from members of the local American Legion. In conjunction with that special the station presented a local production with Lt. Colonial Buzz Hefti, who help found TAPS (Tragedy Assistance Program for Survivors) an organization that provides emotional support to those who are grieving the death of someone lost due to military service. The program was hosted by Phil Luciano, a reporter with the Peoria Journal Star.

WTVP Roundo: June 5, 2021

WTVP held the first-ever Roundo and Car Show fundraiser under the direction of our new Director of Philanthropic Relations, Tom Zimmerman! Tom is a car enthusiast and brought this fundraising idea to our Development dept. who became the pit crew, so to speak, handling all the logistics of an event that took place all over the city. The Roundo is a gathering of classic and contemporary cars on a scavenger hunt tour. WTVP Supporters hit the road with their four-wheeled pride and joy on this exclusive excursion through the Peoria area, which concluded with a public show of Roundo cars, fun, and awards in the WTVP parking lot.

Events with Educational Institutions relating to Broadcast Career Opportunities: WTVP encourages tours of our facility by school groups, community agencies and the public. Over 150,000 people have visited our facility over the past seventeen years. During tours, we emphasize broadcasting as a career choice and WTVP's specific need for talented individuals. This has resulted in a continuing varied pool of applicants. Some of these applicants have gone on to be employed by the station in various capacities.

At the time of this report, we are still under the influence of the Covid pandemic and though our staff has continued to work in house, we have for their safety, restricted the general public from entering our building.