

2024 LOCAL CONTENT AND SERVICE WTVP REPORT TO THE COMMUNITY



Trusted. Valued. Essential.

*"WTVP is a treasure for all...so superior to much of what is on regular TV.
All of us who watch need to shout it out!"* – Anonymous Station Supporter



WTVP Served As...

- An Essential Service for Children & Parents
- A Leader in Educational Resources and How-To Content for All Ages
- A Champion of Local Story Telling and Placemaking
- A Non-Partisan Platform for Diverse Perspectives
- A Purveyor of Arts and Cultural Experiences
- A Trusted Partner for Information and News
- A Place of Community Connection

WTVP Provided...

- **Commercial Free Broadcasting to seventeen counties in central Illinois** via **5 unique broadcast channels** including: WTVP-HD (47.1); WTVP PBS Kids (47.2); WTVP WORLD (47.3); WTVP Create TV (47.4); WTVP Remote (47.5)
- **Free Access to On-Demand** Local and National Content via our website and apps.
- **Free Curriculum Driven K-12 Educational Videos for Teachers and Students** via the PBS Learning Media Illinois Edition Website.
- Locally produced studio productions, field productions and documentaries.
- Community Events and Educational Outreach Opportunities

WTVP Delivered...

- **40,361 hours** of broadcast programming annually, including more than **1,000 hours** of local programs. On average, **147,064** people watch our broadcast each week.
- **98 hours** of WTVP produced local content.
- Free Educational Games and Videos Streaming to **24,109** number of kids each month.
- Streams to **19,134** number of People
- Learning Media to **2,374** Teachers each month
- Engaged with **1,000+** children and families, at live events.

2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



WTVP PBS serves **17 counties in central Illinois (390,000 households)** and is our region's only locally owned television station. We are committed to empowering and connecting our community through quality content that educates, informs, and inspires.

Broadcasting to: Logan, McLean, Fulton, Tazewell, Mason, Peoria, Woodford, La Salle, Bureau, Henry, Marshall, Knox, Menard,

Our Channels:



WTVP HD (47.1) Our premiere broadcast channel offers informative, entertaining, and enriching programs from PBS, parent-approved kids' programs, and locally produced content. Airing 24/7, 7 days a week! Live stream content and on demand content is available through the WTVP-PBS App and YouTube Channel.

PBS Kids (47.2) This broadcast channel offers 24/7 children's content. PBS Kids provides educational programming focusing on children between the ages of 2 and 9. In addition to the broadcast channel, WTVP -PBS Kids is available to live stream and stream on demand through the PBS Kids apps.



WTVP WORLD Channel (47.3): This broadcast channel offers the best in PBS documentaries, news, history, science and public affairs, plus original content from emerging producers. This channel is also available to live stream at WTVP.org.

WTVP Create TV (47.4) A dream channel for "do-it-yourself" viewers, this channel provides 24/7 content with viewer-favorite programs on cooking, arts and crafts, gardening, home improvement, travel and more.



WTVP REMOTE (47.5) A broadcast-only channel providing regional schools, educators and students with classroom learning alternatives, REMOTE especially serves households without reliable access to high-speed internet, cable TV or a computer, including low-income urban families, homeschooling networks, and rural residents.

2024 Community Events

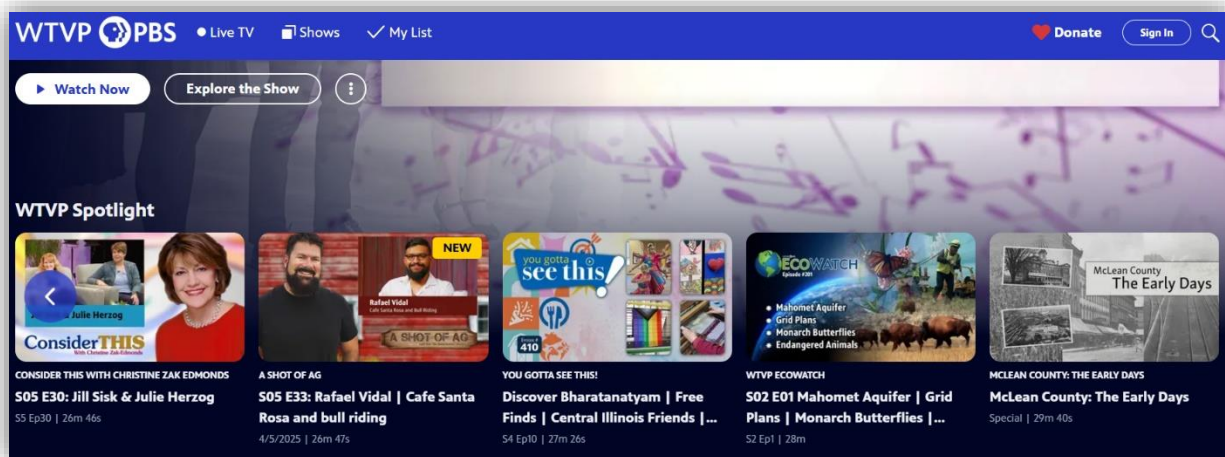
Reaching Thousands In-Person in Our Community

- PNC Worldwide Day of Play!
- Lobster Boil
- Pekin Friends Bowl-a-thon
- Peoria Historical Society Art Exhibits
- Peoria Magazine's 40 Leaders Under Forty Event
- Peoria Magazine's Local Legends
- Roundo Fundraiser
- Virtual Golf Fundraiser

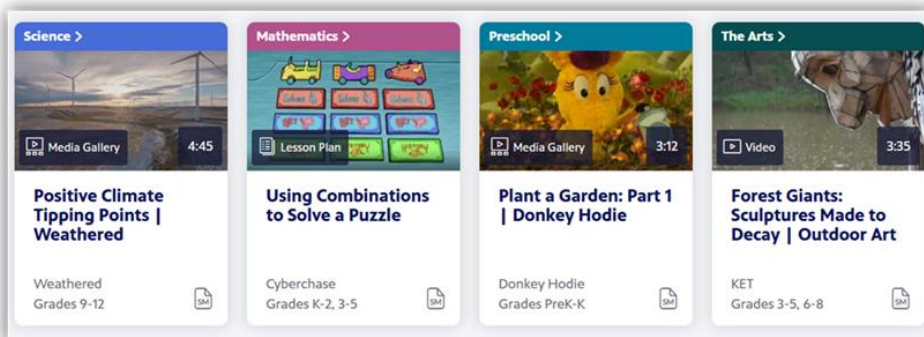


Digital Services & Learning Media

Our website, wtv.org and our media player app provides on demand access to all our locally produced content as well as our live stream for WTVP PBS, CREATE, WORLD, and PBS Kids. **Monthly video streams on our WTVP PBS Kids app alone averaged 724,000!**



WTVP and PBS have curated FREE, curriculum-aligned videos, interactives, lesson plans and more for Illinois teachers and students. **In FY2024, learning media videos streamed 222,757 times to students in central Illinois!**



2024 Local Production – Over 98 Hours of Original Content Produced!

An essential local service: For over 50 years, WTVP's in-house productions uniquely cultivated civic engagement, community participation, and regional pride. On WTVP, central Illinois' history comes to life, local musical and artistic talent takes center stage, and important business and civic issues are explored like no other media outlet.



At Issue with Mark Welp (34 Episodes)

Hosted by veteran broadcast journalist Mark Welp, this weekly public affairs program offers an in-depth look at people, issues and perspectives that are making news, and making a difference in central Illinois.



Business Forward with Matt George (26 Episodes)

Business Forward is the region's only locally produced business program. It will features one-on-one interviews and panel discussions about issues confronting every business in Central Illinois, from mentoring and minority-owned business strategies to local business success stories and creating a winning business plan. The half-hour, weekly interview program is hosted by small business owner, local nonprofit CEO and author, Matt George.



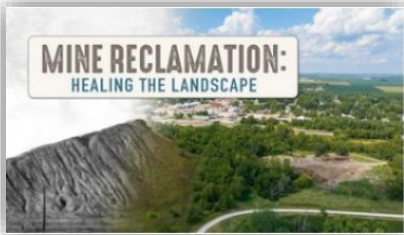
Leadership Lessons (4 Episodes)

Leadership Lessons for Home, Work and Life is a six-part series that examines different aspects of leadership through the eyes of more than a dozen local leaders in business, education, government and the nonprofit sector. Topics include: The Dirty F-Word (Failure), Boss Versus Leader, Creative Courage, Accountability and Presidential Leadership.



Consider This (15 Episodes)

Christine Zak-Edmonds is no stranger to broadcasting in Peoria and Consider This is the perfect match for her skills, interests and experience. On Consider This, Christine connects with the leaders, entertainers, personalities and everyday people who define our region. In a casual, one-on-one conversations she asks questions that reveal the people and personalities of the day. Relax with Christine and consider the possibilities.



Mine Reclamation (Documentary)

Continuing a series of original documentaries on environmental issues, WTVP is pleased to present a new production that looks at the legacy of coal mining in Illinois and efforts to reclaim once unusable land for recreation and other purposes. For nearly a century, Illinois was one of the top coal-producing states, with peak production in the 1940s. In Peoria County, a “dog hole” mine in what is now Rocky Glen Park produced more than 1.5 million tons and descended two miles into the hillside. In Toluca, which once boasted more than 1,000 mining jobs, only “The Jumbo” remains.



Mark's Furry Friends (52 Spots)

Mark travels to the TAPS No-Kill Animal Shelter in Pekin each week to introduce you to three animals looking for good homes!



Local Legends Broadcast

Peoria Magazine and WTVP honor seven Local Legends at a community celebration July 11, 2023, at the WTVP studio. Hear the stories and discover the lasting legacies of Seshadri Guha and Meenakshy Aiyer, MD, Deveraux Hubbard, Lorene Ramsey, Kevin and Lisa Schoepfle, and Honorable James Shadid. Their distinguished careers and legendary vision have had a profound impact across central Illinois.



WTVP EcoWatch (4 Episodes)

Veteran journalist Mark Welp brings us important and interesting environmental stories from central Illinois and around the state. We'll meet people finding unique ways to make the Land of Lincoln a better place for mankind and animals, by protecting plants, water, soil, and crops. Plus, we'll show you how to make a positive difference in your community!



Shot of Ag (31 Episodes)

There's a new generation of farmers out there. Rob "The Shark Farmer" Sharkey is one of them and *A Shot of Ag* gives them a bold new voice in Central Illinois. Rob is not your average Illinois grain farmer. On *A Shot of Ag*, he and his guests shake things up with a no-nonsense look at farming and farm life. If you're looking for commodity prices, you'll have to look elsewhere.



State and Water (11 Episodes)

State & Water is a live music showcase featuring talented performers from across central Illinois. It is recorded in front of a live studio audience in the WTVP studio at the corner of entertainment, State & Water



WTVP NOW (3 Episodes)

Tune in to a special WTVP NOW as we reveal insights from our latest audience survey. Since 1971, WTVP has been central Illinois' voice, reflecting your values. Discover what matters most to our viewers and how we're shaping programming to reflect our community. Join us in celebrating our shared journey, made possible by viewers like you.



You Gotta See This! (24 Episodes)

Get ready for a fun and lively ride with *You Gotta See This!* A WTVP PBS original production, this show brings you the most captivating, quirky, and downright fascinating people, places, and stories from central Illinois. From heart-pounding wildlife encounters to fresh takes on local history, we take you behind the scenes in our community, discovering hidden gems and untold treasures.



Sound Bites with the Peoria Symphony Orchestra (2 Episodes)

This series, a collaboration between the Peoria Symphony and WTVP, is designed to extend the cultural impact and presence of the PSO beyond performances on the stage through local public TV broadcasts reaching many people who may not have the ability or opportunity to attend the Peoria Symphony concerts.

PLANNING FOR THE FUTURE:

WTVP will continue our mission to connect and empower our community through content that educates, informs, and inspires.

To do this, WTVP will...

Broadcast and Stream Content of the highest quality, partnering with PBS, APTS, and NETA, to include educational children's programs, documentaries that open new worlds, news programs that keep citizens informed on world events and cultures, and programs that bring the worlds of music, theater, dance and art all free of commercial interruption and influence.

Expand our audiences and increase awareness of the free educational programming and resources that we offer for children and teachers, promoting **WTVP REMOTE** and **PBS Learning Media** in central Illinois.

Increase our audience and increase our membership.

Refine, develop and launch local programming to uniquely connect, educate, and engage our community with civic and cultural components.

Empower individuals to achieve their potential and strengthen the social, democratic, and cultural health of the communities we serve.

Explore content partnerships within the community like the Peoria Riverfront Museum, Heart of Illinois United Way, Peoria Public Schools, Peoria Historical Society, Arts Alliance and more.

