

WTVP PUBLIC FILE REPORT
July 2021 – June 2022
Description of Long-Term Initiatives

Internship Program:

With the lifting of most COVID-19 restrictions, we were able to work with Bradley University, Illinois State University, and Illinois Central College to attract interns interested in working in various aspects of broadcast media. **Connor V.** returned to WTVP for a second internship in the Production and Marketing Departments during the **Spring/Summer 2022** semester. He experienced 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. He was supervised by **Todd Pilon, Senior Producer** and **Julie Sanders, Director of Marketing**. In addition, **Anita S.** interned in our Marketing Department during the Spring/Summer 2022 semester. Anita had a hand in many areas of marketing, from writing and production to event planning, member communication, fundraising and brainstorming strategies. **Stephanie M.** also interned in Marketing during the Spring 2022 semester. Anita and Stephanie were supervised by Julie Sanders. All of these programs emphasized the viability of broadcast television as a career opportunity. Over the years, WTVP has attracted a variety of interns — several have ultimately gained full time employment.

Year Round 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 our recently hired **Studio Supervisor, Kayla Hollowell, Senior Producer Todd Pilon** and other full-time producers and directors. The experience gained by 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.”

Year Round 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 has business contacts with a vast network of community-minded peers at several nonprofit agencies throughout Central Illinois. When we have a job vacancy or create a new position, 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 or plan and execute an event. As COVID-19 restrictions began to be lifted, WTVP productions and studio events increased. With some restrictions still in place, we were able to reintroduce studio audiences to the recording of the **State & Water music series** in the WTVP studio. This was in **Fall 2021**. Also in the Fall on **September 17**, WTVP hosted the **Knock-Out Bash, a promotion for Ken Burns’ film about Muhammad Ali** as well as a member appreciation celebration, the first in more than a year. In **September 2021**, WTVP utilized a generous grant from Fred Rogers Productions to participate in the **Day of Play** presented by PNC in Uptown Normal, Illinois. **During 2021-22** we opened our doors twice to the Peoria Historical Society for **exhibits of historical art from Peoria artists and historical flags**. WTVP has also produced a series of interstitials in cooperation with the Peoria Historical Society and continues to collaborate with the Peoria Symphony Orchestra. In **May 2022** WTVP hosted a **Community Impact Celebration** spotlighting the impact of nonprofits in the community (in conjunction with the publication of the Community Impact Guide by Peoria Magazine), and in **July 2022**, local leaders were recognized and celebrated at the **Local Legends event** at the WTVP studio (also in conjunction with Peoria Magazine). In addition, we produced our regular studio shows, introducing four new programs in 2022, two that require location shooting.

Black History Month: February 2022 Throughout the month of February 2022, WTVP aired a wide variety of programming spotlighting the important history and contributions of Black Americans. From music and literature to the struggle for social justice, these entertaining and enlightening programs invited viewers to join in the celebration, learn, empathize, and take action for change. Many of these programs were repeated on World (47.3) along with additional programming on that channel. Earlier, in **August 2021**, WTVP premiered an original production from our **WTVP Production Dept., My Journey with Anne Malone** at the Giant Screen Theater at the Peoria Riverfront Museum. The 30-minute, locally produced film tells the story of Annie Turnbo Malone, daughter of former slaves and one-time Peoria resident who went on to become one of the nation's first Black female millionaires. The screening was part a larger celebration of famous Peorians and an exhibit, Community: African American Freedom, Perseverance and Leadership During Migration, at the museum.

Memorial Day 2022: Again in 2022, **WTVP produced** and aired a half hour Memorial Day special featuring community leaders and a flag presentation from members of the local American Legion. In conjunction with that special the station presented an encore showing of 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 longtime Peoria journalist now a staff writer for Peoria Magazine.

WTVP Roundo: June 4, 2022

WTVP held the second annual Roundo and Car Show fundraiser **produced by the WTVP Development Dept.** 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. This year's event was enhanced by guest appearances by John Davis, longtime host of MotorWeek on PBS. John participated in a special fundraising dinner, made an appearance at community events, and interacted with guests throughout the Roundo event.

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, **WTVP Marketing Director, Julie Sanders and members of the Production, Programing and Development departments** 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.

Covid restrictions continue to dictate our ability to sponsor tours for the above-mentioned groups. Not until **May 2022** were we able to schedule a tour for ten students from a community Girl Scout troop. Whether ten or two hundred, our **WTVP department managers** make the experience memorable.