Though not typically known as a news station, WTVP has stepped up and expanded resources devoted to news and information during the COVID-19 epidemic. Multiple on-air initiatives are designed to keep viewers and the Central Illinois public engaged and informed.

**TOWN HALL BROADCAST**

WTVP President and CEO Lesley Matuszak moderated a 90-minute live broadcast from the WTVP studio — the first in our region to provide insights and answers about the developing crisis.

Guests included local health care, public health and education experts, and state and local political leaders. The program was scheduled during Sunday evening programming as the station’s spring pledge drive was concluding.

The entire town hall can be streamed at https://www.wtvp.org/local-programs/wtvp-peoria-citycounty-health-department/

**EXPANDED PUBLIC AFFAIRS PROGRAM**

WTVP’s weekly public affairs program, At Issue, has been expanded from a half-hour pre-recorded format to a 60-minute live format and will remain so for the foreseeable future.

The initial program on March 19 featured the region’s U.S representative, the Peoria mayor, local tourism representatives, and the superintendent of schools (via Skype connection).

Viewers submitted questions via email and social media. The program can be streamed at https://www.wtvp.org/local-programs/at-issue/
COVID-19 RESPONSE

VIDEO ENCOURAGEMENT, TIPS AND ADVICE

Beginning with a :30 and :60 public service announcements for the Peoria City/County Health Department that were recorded and posted on the station's website on March 3, WTVP has produced 50+ spots featuring business owners, health officials, law enforcement, faith leaders, educators, and others offering encouragement, advice and official information to the public. Spots have rotated into the on-air schedule before or after prime time programs. Several of the organizations have requested copies of their video for internal and external use, and others have linked to the videos on the WTVP website. Videos can be streamed online at:


They have been individually and collectively promoted on the station's Facebook, https://www.facebook.com/wtvp.org/

CHILDREN’S COVID-19 INFORMATION

WTVP added excellent content from WUCF in Central Florida to our website to help parents address the questions and needs of children. Meet the Helpers is a multi-platform initiative designed to teach children about important community helpers so they are better prepared in emergency situations.

https://www.wtvp.org/coronavirus-meet-the-helpers/

COMMUNITY TELEVISION SIMULCAST

On Friday, March 27, WTVP hosted seven regional television stations in a simulcast called Central Illinois United: A COVID-19 Town Hall.

WTVP's H Wayne Wilson was the moderator as news anchors from other stations questioned health care, government, education, and counseling professionals about the situation and outlook in Central Illinois.

Originating and produced by WTVP's staff, the 60-minute program was simulcast on WEEK (NBC), HOI ABC, WMBD (CBS), WYZZ (FOX), The CW and WAOE (MyNetwork). It can be streamed at:

https://www.wtvp.org/local-programs/wtvp-peoria-citycounty-health-department/