

## 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

#### Recruitment Source:

Bradley University  
Smith Career Center  
Burgess Hall, 1<sup>st</sup> 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:

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

#### 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:

#### Recruitment Source:

Illinois Central College  
Job Placement Office L221  
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](mailto:iba@iba.org)  
(618) 985-5555  
# of total referrals generated for new position: 0  
# of total interviews generated for new position:

#### 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.

#### 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

#### 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 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:

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:

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:

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:

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

#### 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:

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:

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:

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:

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

### **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

##### **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:**

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

##### **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.”

#### **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 33<sup>rd</sup> 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 helped 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. The most enthusiastic group tours are the grade school children. We chose the eight to nine ages because they are old enough to pay attention but young enough to be awed by the tour of a TV station. In conjunction with Peoria Public Schools, WTVP had arranged for every third grader, approximately 1,500 students, to participate in an interactive tour to learn the skills needed to work in a television studio, master control and production editing. Our producer, director, master control supervisor, studio manager and various crew members all participated as they did their jobs while answering questions and calling out volunteers to help with pre-planned tasks. The students learned that math, reading, computer science, teamwork and listening skills are necessary to keep a public television station broadcasting.