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**COMPLETE**

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Page 2: Tell us who you are!

**Q1**

Your Contact Information

Name	<b>Lesley Matuszak</b>
Title	<b>President/CEO</b>
Station	<b>WTVP</b>
Email	<b>Lesley.Matuszak@wtpv.org</b>
Phone Number	<b>309-495-0501</b>

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Page 3: Which award are you submitting for?

**Q2** **Special Achievement/Innovation**

Select an award.

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Page 7: SPECIAL ACHIEVEMENT/INNOVATION

**Q21**

Project Title

Ex-Mayor's Roast of WTVP President/CEO

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**Q22**

What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

WTVP's involvement in the Ex-Mayor's Roast was calculated to generate funds for the station's children's educational and outreach programs, including funding for WTVP REMOTE, the broadcast-only channel that brings classroom educational content to underserved rural and urban communities without access to cable TV or high-speed internet. The goal was to generate revenue that could be used to bring the educational power of public media into the classroom and the home for all children.

WTVP REMOTE had been in the spotlight since going live in September 2020 during the first year of the COVID-19 pandemic. The Ex-Mayor's Roast had originally been planned for Spring 2020, but COVID ultimately delayed it until fall 2021. In promotional material and at the event, participants and donors were introduced to WTVP Children's Charities as the initiative supporting the station's educational and outreach programs.

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**Q23**

Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

In 2021, the Ex-Mayor's Roast (previously known as the Mayor's Roast but rebranded when the mayor resigned after 16 years at City Hall) continued the long-standing tradition of roasting a prominent leader in the community at a gala fundraising event. Proceeds from tickets sales, sponsorships, silent and live auctions, and other activities are designated for a charity chosen by the person being roasted.

When the mayor asked WTVP President and CEO Lesley Matuszak to be the "victim" of his roast she jumped at the opportunity. From past experience, she knew that the gala event had the potential to raise a significant sum of money. Lesley had become CEO less than a year before the original date of the Roast, so it was only natural that she would choose WTVP to benefit. She also envisioned future benefits from working with the City of Peoria and others in the community to promote WTVP's children's programs.

After a pandemic delay of more than a year, the Ex-Mayor's Roast finally took place at the Peoria Civic Center in October 2021. Lesley's elevation to the hot seat was noteworthy as the first local media outlet to be placed in the limelight. She was also the first woman to be roasted. It should be noted that Lesley did not seek the honor. Her respected leadership and tireless work to raise the profile of WTVP in the giving community put her in the spotlight, making her an ideal choice for the honor. WTVP could not have asked for a better venue or a more influential audience than those in attendance that night.

All funds were designated for the WTVP Children's Charities and committed to enhancing children's programming and outreach on WTVP HD-47.1, PBS Kid and WTVP REMOTE, the broadcast-only channel targeting underserved rural and urban areas without access to cable TV or high-speed internet.

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**Q24**

Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Even after more than a year of delays, a large and enthusiastic crowd turned out for the event under COVID precautions. More than 293 tickets were sold prior to the event, with prices ranging from \$175 for a single and \$350 for a couple and \$1,750 for a table of 10. There were 15 major sponsors, ranging in sponsorship levels from \$25,000 to \$2,500. In the final tally, the Ex-Mayor's Roast of Lesley Matuszak yielded more than \$350,000 for WTVP Children's Charities. This was the highest roast proceeds in the event's history and also the largest fundraising event ever for WTVP.

A less tangible but important outcome was elevated profile of WTVP in the philanthropic community. After 50 years of service in Central Illinois the station has its faithful supporters and major donors. However, following the Ex-Mayor's Roast, the significance of WTVP in the community and the depth of support became much clearer. Individuals, corporations, foundations and grant-makers could now see the critical role WTVP plays in the life of the communities it serves.

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**Q25**

Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

PBS Kids content — specifically Sesame Street characters — was employed to identify sponsorship levels, from the Big Bird level (\$25,000) and Daniel Tiger level (\$15,000) to the Cat in the Hat level (\$2,500). PBS characters we also used for the decorations and environmental graphics at the venue. The event was promoted on air, through direct mail invitation and in emails to members.

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**Q26**

Yes

Do you have any supporting files, links, or other items? (optional)

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Page 10: Additional Items

**Q33**

Please upload all items as a single file.

**WTVP Development Awards-2022-Special-Achievement-Innovation.pdf (1.1MB)**

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**Q34**

Respondent skipped this question

You may use this space to provide links/URLs. Please provide a brief description for each.

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Page 11: Tell us more!

**Q35**

**Respondent skipped this question**

The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station, or the system as a whole.

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