WTVP Community Broadcasting Advisory Council
January 17, 2019

Meeting Notes

• INTRODUCTIONS
  o We gathered nine members of the CBAC for a quarterly update. Those present included: Steve Tarter, Sally Hanley, Linda Zears, Jill Terry, Colleen Runkle, Julie Sanders, Chris Bollwinkle, Margo Conahan and Per Ellingson.

• PASSPORT
  o We discussed Passport as a member benefit and important marketing tool to acquire new members.
  o We spoke about how this is a necessary tool for staying up to date on how people consume media now.
  o Committee members suggested more marketing about Passport in the monthly Program Guide, Social Media and Website.
  o We discussed how once people get logged onto Passport the tool is easy to use, but we need to think of ways to help people over that clunky initial process.

• PBS NATIONAL PROGRAMMING
  o **Country Music – Ken Burns – Fall 2019**
    ▪ Everyone was excited about the potential of this 16.5 hour long series coming this fall.
  o **Victoria – Season 3 – Sundays 8 PM**
    ▪ Most are enjoying this series because of the history, beautiful scenery and the feminist storyline.
    ▪ There were questions about how *Victoria* and how it compares to *Downton Abbey* as in terms of success.
    ▪ Below is a chart on how *Downton Abbey* compares to *Victoria* in both of their inaugural seasons.

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o **Finding Your Roots – Season 5 – Tuesdays 7 PM**

- Several of the committee members were intrigued and had not been watching. We played the season 5 series sell promo and they were very interested in the history aspect.

o **Mister Rogers – Won’t You Be My Neighbor? – February 9th, 7 PM**

- We first gave a report of the 2018 Mister Rogers Sweater Drive we held in November. We gathered 2000 sweaters for Goodwill’s homeless veteran program to distribute free of charge.
- We then discussed the upcoming pledge opportunity in February for “Won’t You Be My Neighbor?”

• **LOCAL PROGRAMMING**

  o **At Issue, with H. Wayne Wilson**

- Town Hall – Opioid Crisis – February 21st, 8 PM
- Several members were appreciative for *At Issue* and the chance for WTVP to do more in-depth interviews that are important locally.

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Consider This, with Yvonne Greer
- We showed a clip of Yvonne Greer interviewing our guest Julie Taboulie, PBS Lebanese Cooking Show host.
- Committee members liked the cultural and educational ties that this program provides.

State & Water
- We viewed a clip of Harvest Sons to the committee. They liked that this was way for brought musical arts and local talent into WTVP.

Reel Midwest
- The group was excited to hear more about this Midwest-focused documentary series brought to us in partnership with our sister PBS station, WILL.

Illinois River Documentary
- The local topic and environmental spin to this series was very appreciated.

Lydia Moss Bradley Documentary – September 2019
- This topic was highly anticipated.
- Members offered suggestions for Bradley sponsorship opportunities with Alumni and others.

Prairie Documentary – Spring 2010

EDUCATION OUTREACH
- Our Remarkable History Vignettes
- Align Peoria Tours

FEEDBACK AND QUESTIONS
- After discussing programming and community outreach we asked each member what their favorite elements of WTVP were. Here are a few that they listed:
  - Create – and all creative DIY programming
  - DW News and News in general

PBS is regularly named the most trusted media brand, according to national polls. At WTVP we do not take that title lightly.
- Local Programming
- Historical Programming
- Masterpiece
- Access of Information
- Local (in-depth programming like Town Halls)
- Diversity

**FUTURE MEETING DATES**

- Thursday, April 18th 12 pm at WTVP Studio
- Thursday, July 18th 12 pm at WTVP Studio
- Thursday, October 17th 12 pm at WTVP Studio