



## WTVP Community Broadcasting Advisory Council

October 17, 2019

### Meeting Agenda

- **Station News**
  - **Meet the New CEO**
    - Lesley Matuszak was introduced to the group.
  - **Station Repack**
    - The station repack process and the rescan communication plan was discussed.
  - **Rebranding**
    - The new brand was revealed and the timeline for roll-out.
- **Local Programming**
  - At Issue, with H. Wayne Wilson
  - A we discussed upcoming and potential topics for At Issue including possible guests.
    - Oct 17 – Peoria Combined Sewer Overflow Efforts
    - Oct 24 – Illinois Legislative Update
    - Oct 31 – Opportunities for Foster Children
    - Nov 7 - Veterans Helping Veterans
    - Nov 14 - College for Inmates
    - Nov 21 - Town Hall – Addressing Mental Health Issues – November 21, 8 PM
    - Nov 28 - Thanking Those Who Give Their Talent and Time
  - Lydia Moss Bradley Documentary – December 5<sup>th</sup>
    - Discussion of the upcoming documentary, underwriting potential, our screening and pledge event.
  - Art of Deception – Duck Decoys – December 20<sup>th</sup>
    - Discussion of the upcoming documentary, underwriting potential
  - Peoria Park District – Spring 2020
    - Discussion of the upcoming documentary and underwriting potential
  - Prairie Documentary – Spring 2021
    - Discussion of the upcoming documentary and underwriting potential
- **Community Outreach**
  - Sesame Street 50<sup>th</sup> Anniversary Presentations
    - We talked about how we are giving PowerPoint presentations to community organizations about the impact Sesame Street has had on society. We already have scheduled several library and club presentations.
  - WTVPeople

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At WTVP we do not take that title lightly.



- We discussed our new mission to reach out to community members and businesses to share why they support WTVP. We are recording these interviews and playing them as interstitials.
- Easter Seals
  - We discussed our partnership with Easter Seals to create “Better Together” interstitials. We will be pairing clients of Easter Seals and then pair them with videos from PBS LearningMedia and how they are “Better Together”.
- **PBS National**
  - We showed clips of current and upcoming shows they should be on the lookout to watch.
  - Programming
    - Retro Report
      - Mondays – Tuesdays Oct 7 – 29
    - Press
      - Passport
    - College Behind Bars
      - Monday, Tuesday Nov 25 – 26
- **CBAC Guidelines**
  - We talked about needing to recruit new members and what type of members we are looking for in CBAC committee.
- **Feedback and Questions**

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