



WTVP Community Broadcasting Advisory Council

January 17, 2019

Meeting Notes

- **INTRODUCTIONS**

- 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**

- We discussed Passport as a member benefit and important marketing tool to acquire new members.
- We spoke about how this is a necessary tool for staying up to date on how people consume media now.
- Committee members suggested more marketing about Passport in the monthly Program Guide, Social Media and Website.
- 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**

- ***Country Music – Ken Burns – Fall 2019***
 - Everyone was excited about the potential of this 16.5 hour long series coming this fall.
- ***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.

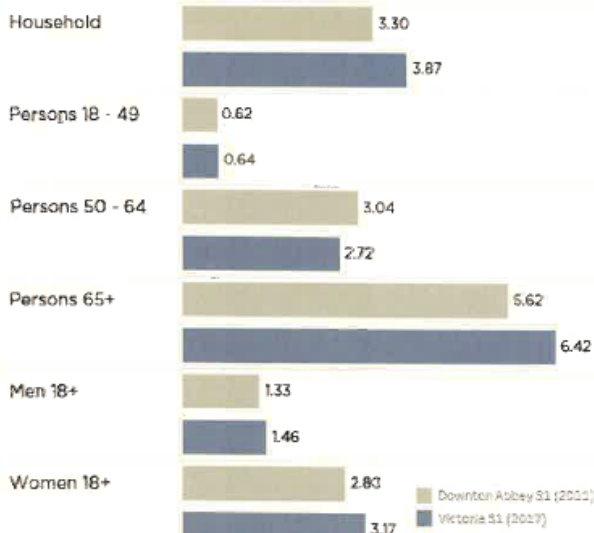
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VICTORIA VS. DOWNTON ABBEY, SEASON 1

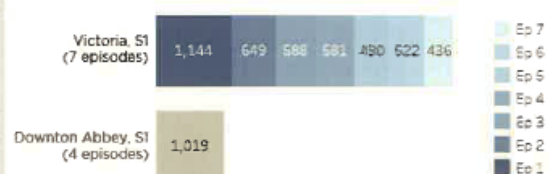
TV

Victoria Season 1 ratings exceed Downton Abbey's inaugural run



Digital

Victoria streamed more than all of Downton S1



Victoria proved to be a suitable successor to Downton Abbey. At a 3.87 HH rating, Victoria nearly tripled PBS primetime average and placed 17% above Downton Abbey's inaugural run. Moreover, Episode 1 of Victoria was streamed more times than all of Downton Abbey Season 1.

On TV, Victoria boasted the longest Time Spent Viewing (56 minutes/hour) of any 2016-17 PBS series. In addition, 1-in-5 Victoria streams were in Passport, driven by a special "binge" promotion to members.

- ***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.
- ***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**
 - ***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

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- Local Programming
 - Historical Programming
 - Masterpiece
 - Access of Information
 - Local (in-depth programming like Town Halls)
 - Diversity
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- **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

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