

CBAC Meeting – March 2nd, 2023, at 4:30 pm at WTVP

In attendance: Thomas Zimmerman, Tom Bower, Henry Blackwell, Per Ellington, and Lee Maki.

Agenda:

- 1) Update on station news – staff transitions retirements (William Baker and Luann Claudin) and new staff (Mark Welp and Bill Porter). Diversity Training for all staff.
- 2) Fundraising – Virtual Golf completed, upcoming events include WTVP Auction, WTVP Rounds Up A Real Cowboy, and the 2023 Roundo.
- 3) WTVP Travels – Spring of 2024
- 4) WTVP Programming –
 - a. Collaboration with other news media on United for Peace Searching for Solutions – efforts to end violence in our community. January 2023
 - b. Reflect and Remember – Interviews of families of Holocaust survivors – January 2023
 - c. A Conversation with Daniel Aschheim, Deputy Consul at the Consulate General of Israel to the Midwest – January 2023
 - d. Sustaining Our Future – Illinois Farm Bureau – February 2023
 - e. Discussed many of the new episodes and shows scheduled over the next several months.
- 5) Updates from Peoria Magazine and events
- 6) Discussion on programming
 - a. Fight the Power was very well done but should have had more music. Good retrospect on the period and what was going on. Very good Peoria Magazine also covered Black History month.
 - b. Mystery programs are a particular favorite Miss Scarlet and the Duke, reruns of Professor T and New Tricks.
 - c. Nature and Nova always high quality
 - d. Local shows – always good – Consider This, At Issue, and Leadership Series all relevant and informative on issues covered. A Shot of Ag has more mixed reviews by the committee.
 - e. One member has Passport, not utilizing it. Watches only what his wife watches. A question asked, how to optimize program access for people? The committee thinks it is under viewed, a great asset to share, but there needs better marketing for both on-air and online programs. They find WTVP websites tricky to use.
 - f. Cooking shows were highlighted as enjoyable.
 - g. Ideas for additional local show – local sports Rivermen, Chiefs, possible print copy as well. Great enthusiasm for sports in our area and local sports high school and college.