



WTVP Community Broadcasting Advisory Council

August 11, 2021

WTVP's mission is to enrich our community in an engaging and relevant way through the use of public media and outreach efforts. WTVP will be a necessary source for education, scientific, entertainment, and cultural content that connects Central Illinois on a local and world level.

Meeting Agenda:

- Introductions
- CBAC Role
- WTVP Program Guide
- Program Overview
- WTVP REMOTE
- Passport
- Local Production
- Fundraising
- Feedback and Questions

In attendance, Henry Blackwell, Tom Bower, Connie Eldert, Steve Kouri, Lee Maki, Maeve Reilly, Julie Sanders and Tom Zimmerman. Meeting started at 4:05 pm.

Conversation started with explanation of the CBAC role, expectations of the volunteer members of the Council and tools and resources available for members to assist them in their role. In addition, we discussed how subsequent meeting format will be more focused on receiving inputs from members and updates from me on new events, programs and policy decisions from WTVP.

As this was the first meeting of these new council members, Julie and I gave a walk through our station's program guide, a breakdown of our five broadcast channels and accessibility of these channels. Next, I provided a programming overview including of the variety of programming with short program clips of

materials currently on-air or coming shortly. The members gave personal comments on their past or current programs. As part of the orientation, Julie and I explained WTVP REMOTE, Passport and local production services available to the public. Lastly, I shared with members the recent past and upcoming fundraising events scheduled until next spring encouraging council member participation and attendance.

Feedback and Questions:

- 1) Would we be interested in having a booth at the Marigold Parade in Pekin to promote station awareness and possibly gaining new membership? Contact information will be provided by member.
- 2) Do we work with Bradley University? I will be discussing that with council member after meeting to discuss history and potential future opportunities.
- 3) Would we be interested in expanding our presence in Galesburg? I will be discussing with council member ideas on different approaches to accomplish this in Galesburg, but also Bloomington / Normal, Princeton, Canton and other major towns in our coverage area.