



## **WTVP Community Broadcasting Advisory Council**

**November 19, 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
- Fundraising
- Feedback and Questions

### **Scope of Work: Roles & Responsibilities**

- Identify and recommend strategies to grow WTVP membership.
- Help define the listening community.
- Review the programming goals established by the station.
- Review the service provided by the station.
- Review the significant policy decision rendered by the station
- Advise the governing board whether the programming and other policies of the station are meeting the specialized educational and cultural needs of the communities served by the station. Make recommendations to the governing board to meet those specialized needs.
- Help with fund-raising.
- Serve as ambassadors for WTVP to the community.
- Be the voice of the community, linking it back to WTVP.

In attendance, Henry Blackwell, Tom Bower, Steve Kouri, Lee Maki, Maeve Reilly, Jeff Woodward, Jacobie Proctor, Per Ellingson, and Tom Zimmerman. Meeting started at 4:05 pm.

At our meeting, we had couple of new members, so we started with introductions and a brief review of the roles & responsibilities of the CBAC and an opportunity for questions on our role.

- Jeff asked about membership costs. I explained any amount is welcome. I explained the different levels of giving and benefits of each level.
- Can we look at best practices from other stations in regard to membership, events, fundraising, and community outreach?
- Could the committee bring in Larry Weinzimmer from Bradley to discuss some of the CBAC roles and generate some ideas for the station in membership, events and fundraising.
- Could we explore specific marketing of WTVP World and Passport to draw in new members?
- Can WTVP donate now button on email fundraising requests? Example the new Caterpillar matching program.

A brief PowerPoint presentation was shown and discussed covering the most recent events at WTVP and upcoming events. Events included Peoria Historical Society, Luxury Collection Event, Membership Drive (November 27 to December 10), Boxcar People screening at Peoria Riverfront Museum, potential events for A Shot of Ag, Virtual Golf (February 10-11), Quilt Auction (May 9-31) and Roundo (June 4).

- Suggestion to link McLean County Barn Travel Quilt Event (details will gathered by Jeff)
- Suggestion to link Bloomington Gold to Roundo (details will be gathered by Jeff)
- Could we have a Boxcar Documentary showing in Galesburg and Bloomington? It showed many years ago in Bloomington. Maeve thinks there would be interest. Jeff thinks a showing at the McLean County Museum would also be a good draw for people.
- Roundo - can we link with Bloomington Gold? Car museum in Roscoe, Illinois? State Farm? Driving experience from Autobahn?

The presentation continued with internal items including Development Team training on Allegiance for improving team's efficiency and better utilization of the system, Leaders on Loan partnership with McLean County and the Organizational Study with Bradley University. The acquisition of the Peoria Magazine was also discussed.

The presentation continued with upcoming programs over the next several months.

CBAC committee next meeting is Wednesday, February 9, 2022