

WTVP Community Broadcasting Advisory Council

Minutes of the WTVP-TV Citizens Advisory Council - July 21, 2009

In attendance: Charlotte Gettman, Carole Hill, Adam Sloan, Norma Rossi, Steve Tarter WTVP Staff: President & CEO Chet Tomczyk & Vice President, Programming Linda Miller.

Linda Miller presented a preview of material in the WTVP August newsletter, noting that a push is on to get more people involved in the citizens' advisory group. She also said that PBS favorite, Mr. Rumbold, will be the featured guest at a tea on Aug. 30 at 3 p.m. at the Embassy Suites. Adam Sloan suggested Her Majesty's Tearoom in Dunlap, as English tea specialists. The next pledge drive will be Aug. 1-9, added Miller, who said a new children's lineup would be rolled out on PBS this fall - without "Reading Rainbow" - a show that was being retired after 25 years.

Chet Tomczyk reported that new 47 board members included Cindy Fisher, Greg Hill and Dr. Sally Perry. The new chairman was Wayne Baum, succeeding Joe O'Neill, stepping down after three years at the helm. O'Neill was credited with "saving the station personally" from recent financial difficulties by Tomczyk.

Tomczyk said that the station had its present financial challenges "in hand" although an uncertain economy could always give rise to trepidation. "We anticipate a good year but we're not sure what will happen (with funding) at the state level," he said.

After three years of focusing on finances and fundraising, "We've got to get back to creating content," said Tomczyk, referring to local programming. "It doesn't matter how we deliver that content (either TV or Internet) but we've got to get out there with more live - and less edited - material," he said.

Miller spoke of a WTVP project involving the Peoria Ballet and Youth Symphony. She said an estimated \$30,000 would be needed to produce the collaboration.

Sloan said more people were needed on the station's citizens panel. People need to be engaged in becoming advocates for public TV - they don't necessarily need to attend meetings, he said.

Norma Rossi mentioned that she thought PBS did a good job in getting the word out on their Web site. There was also discussion about local TV ratings and their viability for the station. Tomczyk announced that WTVP was discontinuing its subscription to the Neilson rating service.

The group then previewed a portion of the upcoming Ken Burns feature on America's National Parks as well as a segment of a PBS program about building pianos.

The meeting was adjourned at 5:10 p.m.