

# WTVP Community Broadcasting Advisory Council

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## Tuesday, Oct. 12, 2010 Noon in the WTVP Conference Room

In attendance: Adam Sloan, Linda Zears, Cindy Kennedy, Steve Tarter, Linda Miller, Chet Tomczyk

Chairman Adam Sloan raised the need to improve attendance and diversity at advisory council meetings.

Chet Tomczyk spoke about the need for WTVP to remain neutral in political matters. "We have to be beyond reproach. We can't be partisan," he said. The GM mentioned that public stations must also be mindful of Federal Communications Commission enforcement actions. "A California station was fined \$380,000 for language that was aired on the Ken Burns 'Jazz' program," he said.

Linda Miller raised the issue of getting the message out about what the station is doing. "Social media is a growing field but using it can be a challenge," she said. Tomczyk added that it was important for WTVP to reach younger viewers. "We need to reach people in their 50s. We also need to bring the next generation of viewers into the station," he said.

Miller added that bylaws need to be updated for advisory council meetings. Tomczyk said the station was dealing with a number of issues this fall including the installation of a new air conditioning system. "We're also dealing with a new health care carrier and working on our mortgage loan. The three year bubble comes up in February and we have to deal with that," he said.

Bradley basketball is back in a big way on the WTVP airwaves, said Tomczyk. "We've done one or two men's games in past years. This year we're doing 10 along with covering BU women's basketball for the 12th year. Games will be aired on 47.2, 218 on Comcast cable. Underwriting support for the games is coming around," he said.

Citing upcoming program highlights in November, Miller mentioned the "Circus" series along with a show on Tina Fey from Kennedy Center and several specials on John Lennon. Tomczyk said that a locally-produced program on the history of Peoria High School that's due to air in March includes an entrance exam from 1857.

Miller also mentioned a number of programs on sustainability that are upcoming. The next meeting is set for Tuesday, January 11, 2011.

Respectfully submitted,

Steve Tarter