

WTVP Community Broadcasting Advisory Council
Tuesday, July 19, 2011 Noon in the WTVP Conference Room

Present: Adam Sloan, Chair; Sally Hanley, Carole Hill, Mary Jo Lewellen, Henry Litchfield, Linda Zears; Chet Tomczyk and Linda Miller, Staff

Chet introduced Jennifer Davis who has joined the staff as Director of Development. Jennifer said she is in the third week of the new job and hopes to get acquainted with everyone. She formerly was a reporter for the Journal Star.

Adam called the meeting to order and asked for approval of the Minutes of April 12.

Linda called attention to the award received by the station from the Illinois Public Health Association for the Healthy Family messages produced with assistance from the Peoria City/County Health Department. Several other PBS stations in Illinois have asked to run the messages on their stations. Announcements and messages from the Health Department are posted on our web site.

Chet reviewed the scripts for new Healthy Family spots being produced to run beginning in September. One subject is teen STD's from the parent perspective. A discussion ensued with several suggestions from the group including a disclaimer or preamble to introduce the spots perhaps with statistics about the problem. Chet thanked the group for suggestions and will work on the scripts.

Chet announced the new officers and members of the Board of Directors. Andrew Rand is the new Board Chair, replacing Wayne Baum, who will continue on the Board as Immediate Past Chair.

Linda said the "Teachers' Domain" that WTVP has used in the past through a contractual agreement has been modified with the addition of the Digital Learning Library. There are more materials than ever and the new title is PBS LearningMedia. Stations in Illinois have worked with the schools and hope to receive funding that is available from the state for education.

The August pledge drive will include a program by the Kaizers, "Bach to Jazz." Another program, "Beethoven to Boogie Woogie" has been produced and will air in September.

Linda reviewed a handout listing the new fall lineup.

Chet said that there will be special national programming on 9/11 and that Peoria will have a remembrance program at O'Brien Field on Saturday, 9/10, which WTVP will televise.

Next meeting October 11, 2011.