

**WTVP Community Broadcasting Advisory Council**  
**Tuesday, April 10, 2012 Noon in the WTVP Conference Room**

Present: Adam Sloan, Steve Tarter, Linda Zears, Cindy Kennedy, Sally Hanley, Linda Miller, Chet Tomczyk

Linda Miller reviewed some of the coming attractions including the second slate of "Sherlock" mysteries set for May.

Adam Sloan suggested that "The Story of Elmo," a program he viewed recently on PBS, was "fascinating television."

Chet Tomczyk told the group that the 47 board recently adopted a new strategic plan. "We are in the content business," he said. Tomczyk said key components of the plan are quality programming delivered in the highest technical quality along with customer service. "It's a living document, written in the sand - not concrete," he said.

The WTVP GM also spoke about a development on the horizon that could impact public television: TV's share of the digital spectrum.

"The Federal Communications Commission has ruled that a portion of the digital spectrum will be auctioned off by the federal government over the next two years. The FCC will be asking TV stations to give up a portion of that spectrum. Channel 47 will go away and that frequency will be reassigned," he said. Future numerical assignment for TV stations will be under 30, said Tomczyk, adding that "channel numbers really don't mean anything anymore." With most of the public watching on cable, Channel 47's three channels are all carried on different numbers at present, he said.

"The next conversion will make the analog-to-digital conversion look like child's play," said Tomczyk, suggesting that that the station might require a new transmitter and antenna, changes that could cost between \$1.5 and \$2 million. "We hear that there might be federal compensation but we don't know that yet," he said.

Linda Miller credited Adam Sloan and Carole Hill for helping with the candidates' debate that recently aired on Channel 47. Miller said it was all part of a regular service report to the community that the station is now required to make.

Linda also spoke of "Next Avenue," a show aimed at viewers over 50, providing information on finance and health issues. At the same time, the station seeks to boost its audience of younger viewers with efforts such as "PBS for Older Kids." The station continues efforts to make its website, wtv.org "the place to go for information," she said.

Various programs were handed out for review purposes to board members.

The next meeting was announced as July 10.

Respectfully submitted,  
Steve Tarter