

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Development Committee

Minutes of the Jan. 16, 2012 meeting

Present: Steve Backlund, chairman; Elwin Basquin, Jerry Herbstreith, Barb Leiter, Chet Tomczyk.
Staff: Luann Claudin, Jennifer Davis, Angie Spears.

The meeting convened just after 10 a.m. in the 2nd floor conference room at WTVP.

The committee reviewed: Pledge drives, the status of underwriting, the endowment and calendar year-end requests and ideas for a major Klystron event next year.

Ms. Davis gave a brief summary of her recent Pledge-related conference through TracMedia, including how many stations pledge more hours and more days than WTVP. Many pledge children's programming and overnight. One campaign that could be easily adopted is from VegasPBS called "Do Your Part," and it successfully focused viewers to support the station during pledge, not the thank you gifts.

Ms. Davis reported to the committee that WTVP's December Pledge drive was \$20,000 shy of its goal of \$55,000, the third pledge drive in a row not to meet goal, but the largest gap to date. She noted that many changes need to be made, including more promotion, new talent and more focus on programming.

She also noted plans to secure Transportation Secretary and former Congressman Ray LaHood for a major Klystron event once he leaves the administration. LaHood has verbally agreed.

The committee spent the majority of the meeting brainstorming ways to increase the bottom line of the Auction. Several ideas were offered, including: adding new, younger volunteers to add excitement, having a lightning board going at all times; more promotion; bidding online simultaneously; items online pre-auction and increasing Auction underwriting.

Also discussed was hosting a pre-Auction upscale dinner in the studio. Backlund, Basquin and Leiter all agreed that for this to be successful, there needs to be significant board investment, both in securing major items to auction off live and in selling tables. A tentative date of Saturday, April 14 was set. Committee members Nancy Levenick and Lorrie Wu were suggested as event co-chairs. Staff will seek out catering bids.

The committee will meet again at 11 a.m. Jan. 30 to discuss the event further.

The meeting adjourned at noon.

Respectfully submitted,



Jennifer Davis, Director of Development