

WTVP Community Broadcasting Advisory Council
Monday, October 10, 2011 Noon in the WTVP Conference Room

Present: Adam Sloan, Chair; Steve Tarter, Carole Hill, Maggie Heppner, Felicia Hazzard, Henry Litchfield, Linda Zears; Chet Tomczyk and Linda Miller, Staff

Adam called the meeting to order and asked for approval of the Minutes of July 19. He then welcomed new Council member Felicia Hazzard, who shared her enthusiastic view of Public Television and her desire to help the station bring the best television has to offer to viewers.

Chet talked about the new business programming that is in the works for WTVP, in collaboration with the Heartland Partnership. Renee Charles will be working with Jim McConoughey and others at the Chamber of Commerce to produce monthly "Business Briefs", which will spotlight new business projects and talk about important issues in and around Central Illinois. The hope is that the initial short "interstitial" segments will morph into longer programs and perhaps a series.

Chet also said that the station is currently working on a Strategic Plan that will outline what course the station will pursue in the next two to three years. He mentioned that we will be televising Bradley Men's Basketball and maybe a BU soccer game, and working on improving our social media communications in the coming year.

Linda gave an update on the new PBS LearningMedia service, formerly known as Teachers' Domain. The service, which provides free materials for use in classrooms, is now more robust, with more than 16,000 supplemental materials such as video and audio clips, essays, lesson plans and more. The materials come from trusted PBS programs like NOVA, Nature, American Experience and Cyberchase, and outside institutions like the Library of Congress, NASA and other government agencies, noted universities and museums.

WTVP is now involved in a PBS LM pilot project with other public stations across the state. Local teachers have been recruited to utilize the service, evaluate its materials, and make suggestions on how the service can be improved and expanded in the future. The pilot ends Nov. 30, after which time the data gathered from teachers will be analyzed and a final report generated in January.

PBS LM Education Collaborative members are also working with state agencies on ways Public Television can help educators better utilize technology in their classrooms.

The recent Prohibition Preview Party, which was held at the Apollo Theatre to introduce Ken Burns' newest project, was a rousing success, with over 60 people in attendance. Steve Tarter was a great help in arranging the venue and acting as chief projectionist, and Jennifer Davis and her team did a wonderful job of meeting and greetings guests. Thanks also to Jenni and to Richard's for providing snacks and beverages.

Everyone was reminded of the Volunteer Recognition event, scheduled for Wednesday, Oct. 12 at 6 p.m. All Advisory Council members welcome!

Next meeting April 10, 2012.