



## **WTVP Community Broadcast Advisory Board Meeting**

**Thursday, June 13, 2024**

### **Summary:**

The group discussed ways to expand their reach and engagement by exploring streaming platforms, expanding community events, and targeting new audiences while addressing financial issues, implementing tighter policies, and investigating mismanagement of funds.

- The group discusses ways to enhance their involvement and contribution to the committee and board.
- They are exploring ways to engage a wider audience, particularly those who are not currently watching PBS.
- They are looking into different streaming platforms, such as YouTube and Roku, to make PBS content more accessible.
- The meeting discussed the need to expand the demographic reached by the community events and programs.
- There was a suggestion to have office hours where people can come in with their tech questions and devices.
- The importance of reaching new audiences, such as teachers and parents of younger kids, was emphasized.
- The committee needs more people to handle the large amount of programming on five channels.
- A survey showed that over 70% of respondents were happy with PBS's current offerings.
- The magazine has been discontinued due to financial reasons and may not come back anytime soon.
- The board has implemented tighter term limits and a whistleblower policy.
- The organization received a maximum insurance reimbursement of \$250,000 for mismanagement of funds.
- There is an ongoing investigation by the police department regarding the mismanagement of funds.
- The organization is considering implementing a policy for dual signatures on transactions over \$5,000 to improve internal controls.

### **Action items:**

- Investigate the missing \$2500 from a donation made in February or March last year
- Research qualified minimum distributions and consider holding a workshop on the topic

- Explore ways to enhance engagement with the audience, including marketing outside of the normal channels and utilizing platforms like YouTube and Roku
- Address barriers to accessing streaming content, such as compatibility issues with different devices and service providers
- Explore the possibility of hosting office hours for tech questions and device assistance
- Develop a formal strategy for community outreach by early fall
- Consider creating interstitials or teasers on social media platforms to promote content and encourage app usage
- Reach out to specific demographics, such as teachers and parents of young children, to gather feedback and ideas
- Create a survey to gather information on how people watch content
- Rewrite the bylaws to include tighter term limits for board members
- Implement a whistleblower policy for board members
- Complete the audit process and receive initial findings in July
- Work with the finance team to make adjustments to return of accounts and budgeting process
- Follow up with Ollie to discuss barriers and solutions for getting involved in local government
- Check with Distillery Labs to see if there are any potential connections for collaboration
- Investigate reinstating the auction, but be cautious due to past theft incidents
- Conduct a post-pledge analysis to identify ways to improve the pledge drive process
- Explore the opportunity for local advertising through PBS's passport program