

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Program Committee Meeting

Monday, September 08, 2025 4:30 pm– WTVP Executive Conference Room

MEETING MINUTES

The Programming Committee's meeting was held on Monday, September 8, 2025, in the Executive Conference Room at WTVP. Committee Chairman Dan Pearson called the meeting to order at 4:34 p.m.

Attendees:

- In-person: Polly Barton, Kevin Hicks, Rick Lavender, and Dan Pearson.
- Via Webex: none.
- Absent: none.
- Staff present: Jenn Gordon, Jed Klabunde, Mark Lasswell and Todd Pilon.
- A quorum was not present, but there were no action items on the agenda.

New Show Presentations

Vibe 309 with Blake Worth

Show Concept:

- Early evening talk show format blending late-night style with local content
- Monthly episodes showcasing positive aspects of Greater Peoria area (309 region)
- Studio interviews combined with field segments

Pilot Episode Details:

- Guest: John Morris from Peoria Riverfront Museum
- Field segment: 5-minute piece at Dozer Park (Peoria Chiefs)
- Filmed July 3rd during hot weather and fireworks night
- Blake handles editing himself

Future Episode Ideas:

- Bradley University (President Chet, Dr. Reynolds)
- OSF Healthcare
- Distillery Labs innovation hub
- Various downtown/regional attractions

Funding Status:

- \$50,000 grant submitted to Greater Peoria Leadership Council (GPLC)
- Grant would fund 5 episodes
- Screening party planned for **October 16th**
- Show would air **first Thursday in November (November 6th)**

Production Partnership:

- Blake provides creative content and editing
- WTVP provides studio, crew, and production oversight
- Todd Pilon serves as senior producer/director
- New set built specifically for the show

Docs on Call

- **Host:** Mark Welp
- **Format:** Twice monthly medical information program
- Interactive component with viewer questions via Facebook/Instagram
- Rotating panel of experts from area healthcare agencies
- Partners: OSF Healthcare, Carl Graham Health Systems
- **Air Schedule:** Second and fourth Thursdays at 8:30 PM
- **Premiere:** This Thursday

Let's Talk Mental Health

- **Format:** Well-lit living room conversation style
- Panel of 4 mental health experts from different backgrounds
- First episode focuses on anxiety strategies and tools
- **Air Date:** Sunday, September 14th at 6 PM
- Potential future rhythm: 4 times per year (like Ecowatch)

Programming Updates

September Programming Highlights

- Continuing series: Professor T, Marlo Murderers, Unforgotten
- Most Thursdays at 8:30 PM will feature local shows
- New PBS kids show: **Weather Hunters** with Al Roker at 6:30 AM
- **Hispanic Heritage Month (Sept-Oct)**
- Austin City Opera: Belo Noches de Musica
- La Cua: The Pac Mule
- Rudolph Anya: The Magical Words
- 38th Annual Hispanic Heritage Awards
- Cuba documentary

October Programming

- **New Dramas:**
- **Brian and Maggie:** Margaret Thatcher/Brian Walden interview drama
- **Margaret, Magritte:** French Detective (6 episodes)
- **Gold:** British gold heist series (6 parts)

Documentaries:

- Henry Kissinger two-part series (Oct 27-28)
- American Experience: Marlee Matlin
- Hard Hat Riots (American Experience)

Halloween Programming:

- **Theater of the Mind:** Old-fashioned radio show format
 - Episodes: Wolfman, Frankenstein, Dracula
 - Features Foley artists for sound effects

Science Programming

- New Science of Big Cats
- Human series: 5-6 part exploration of humanity aspects

Technical Updates

Remote Channel Discontinuation

- **End Date:** October 31st
- Only 2 people called expressing concern
- Last show will be about zombies
- **Benefits:** Improved bandwidth allocation for remaining channels
- Better picture quality, less pixelation during fast motion
- **Technical Improvements**
 - New encoder provides better video compression
 - ATSC 3.0 upgrade potential for doubled picture quality
 - Bandwidth reallocation will improve existing channel quality

Membership and Fundraising

August Membership Drive Results

- **\$40,000 raised** - best August drive performance ever (typically ~\$20,000)
- **500 new members** since campaign launch
- Internal goal was 200 new members - significantly exceeded
- Strong positive community feedback

December Drive Plans

- Heavy focus on new member acquisition
- Sustaining members prioritized for long-term stability

Upcoming Projects

Winter High School Showcase

- **Schools contacted:** Dunlamp High School, Metamore High School, Normal High School
- Normal noted as having "best manual group in the area"
- **Filming timeframe:** First week of November (flexible to mid-November)
- Schools should have 3+ pieces ready by then

Set Infrastructure

- Two brand new sets built by studio supervisor Don Steadman
- Docs on Call set shares location with At Issue for easy transitions
- Vibe 309 set in new location allowing creative lighting opportunities

Key Dates

- **September 14:** Let's Talk Mental Health premiere
- **October 16:** Vibe 309 screening party
- **October 31:** Remote channel ends
- **November 6:** Vibe 309 series premiere
- **Early November:** High school showcase filming

The meeting was adjourned at 5:26 p.m.

Minutes submitted by:

Mark Lasswell
Director of IT/ Compliance Officer