

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Development and Engagement Committees Joint Meeting

Tuesday, October 1, 2024 – 4 PM – WTVP Executive Conference Room

AGENDA

1. Call to Order
 2. Agenda Approval / Additions
 3. Getting to know 'us'
 4. ID (identify-Discuss-Solve) – What are the Keys as We Become a Team?
 5. PBS Programming Overview – National and Local
 6. ID (identify-Discuss-Solve) – What do we all see?
 7. Jed's Update on Scheduling / Future Programming
 8. Healthy step from the committee to Staff – How can we truly help?
 9. Added Agenda Items?
 10. Adjourn
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MEETING MINUTES

October 1, 2024

The meeting of the Programming Committee was held on Tuesday, October 1, 2024 in the Executive Conference Room at WTVP.

The meeting was called to order by committee Chairman Dan Pearson at 4:02 p.m.

Attendees:

In-person: Kevin Hicks, Rick Lavendar and Dan Pearson.

Via Webex: none. Absent: none.

Staff present: Jed Klabunde, Mark Lasswell and Julie Sanders.

Meeting Summary:

The meeting focused on improving communication, discussing local programming, and considering the production of new shows for WTVP.

- There was a positive response from art and music teachers regarding a recent presentation, with plans for further follow-up.

- Participants expressed their passion for television and storytelling, emphasizing the importance of local programming and storytelling in a concise format.
- The main focus of the meeting was on communication and how to improve it within the team.
- The team discussed the purpose and function of their work, particularly in relation to local programming.
- The schedule for airing shows was discussed, including common carriage rules and available time slots.
- The programming lineup includes a mix of classic and lighthearted shows.
- Cost is a major consideration when developing new shows, with a focus on financial reliability.
- Local programming is popular but comes with challenges in terms of cost and manpower.
- WTVP wants to produce more documentaries and upgrade existing shows.
- They are considering bringing back the music show "State & Water" but it requires significant resources and editing.
- They are open to the idea of adding additional content, such as interviews, to the music show.
- Consider the costs of renting vs. owning equipment, including lighting, for future seasons.
- Volunteers help with production, but it's still a lot of work to film episodes over several nights.
- PBS provides various interstitials and fillers for programming, with flexible time lengths.
- Cable companies are only required to carry four of WTVP's five channels.
- Subscribers to YouTube TV or Hulu will get WTVP's main channel and packaged versions of two other channels.
- Remote channel is used to air shows that can't fit on the main channel, including adult and kid-friendly content.

Action Items:

- Follow up with the heads of the arts about the meeting with the superintendent at the end of October.
- Evaluate the cost and feasibility of local programming options
- Consider ways to accommodate viewer requests for specific programming
- Consider adding a second host for "You Gotta See This" to cut down on production workload
- Upgrade shows like AT Issue and consider adding video packages and more research
- Determine the placement and scheduling of existing shows based on audience preferences and ratings

- Bring back the music show "State and Water" and explore the possibility of recording it live to tape.
- Determine the cost of renting vs. owning equipment for future seasons
- Coordinate with Rocky Baker, a volunteer with connections to local bands, for future music shows
- Explore the possibility of creating a secondary program for in-depth interviews with musicians
- Consider reaching out to theaters or other organizations to potentially borrow lighting equipment
- Assess the financial implications of developing new shows
- Explore ways to reduce costs for future seasons, such as using current lighting equipment and additional pieces to achieve a similar effect at a lower cost
- Explore options for streaming rights for other channels
- Continue discussions about potential programming ideas and resources
- Consider adding live content, such as sports coverage, involving local journalists and news directors
- Freshen up the issue program to make it more engaging and less stodgy

The meeting was adjourned at 5:18 p.m.

Minutes submitted by:

Jed Klabunde
Chief Programming | Operations Officer