

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Program Committee Meeting

Monday, June 02, 2025 4:30 pm– WTVP Executive Conference Room

AGENDA

1. Call to Order
 2. Discussion Items
 - a. Survey Results
 - b. Content Development
 - c. Programming Highlights
 3. Meeting Schedule 2025-2026
 4. Adjourn
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MEETING MINUTES

Monday, June 2, 2025

The Programming Committee's meeting was held on Friday, Monday, June 2, 2025, in the Executive Conference Room at WTVP.

Committee Chairman Dan Pearson called the meeting to order at 4:35 p.m.

Attendees:

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

Summary

These notes cover a comprehensive meeting discussing various aspects of WTVP's programming, content development, survey results, and upcoming projects. Key focus areas include local programming, new show concepts, pledge drive updates, and strategic planning.

Survey Results Highlights

Viewership Insights

Survey Participation:

- 580 people took the survey (approximately 10% of membership)
- 68% female viewership
- 32% watch via antenna

Programming Preferences:

- 58% want to keep current programming block
- 81% still value printed program guide
- Low engagement from 20-49 age group

Channel Utilization

- Main channel viewership: 97.99%
- Remote channel viewership: Only 9%

Content Development Projects

South Town Documentary

- **Partnership:** Peoria Historical Society
- **Focus:**
 - Documenting neighborhood history through photos
 - Collecting community stories and remembrances
- **Timeframe:** Ongoing development

Vibe 309 Show

- **Concept:** Showcase fun activities in Peoria area
- **Target Audience:** 20-30 year olds
- **Format:** Half-hour show with multiple segments
- **Collaborator:** Blake Worth
- **Potential Underwriters:** Choose Greater Peoria

Mental Health Panel Show

- **Working Title:** "Let's Talk About It"
- **Format:**
 - One-hour panel discussion
 - Focus on demystifying mental health issues and reducing barriers to seeking treatment
 - First topic: Anxiety
- **Panelists:** Diverse experts from local mental health practitioners
- **Potential Timeframe:** September

Ask the Doc Show

Concept: Medical expert Q&A show

- **Collaboration:** OSF and Carl medical groups
- **Format:**
 - Half-hour segments
 - Every other week
 - Community-submitted questions
- **Potential Timeframe:** August

Programming Highlights

June Programming

- **Pledge Drive:**
 - Goal: \$20,000
 - Current progress: \$2,000
- **Featured Non-pledge Shows:**
 - Walking with Dinosaurs
 - Black Sox Scandal documentary
 - Al Capone documentary
 - Various American Masters programs

July Programming

- **Highlights:**
 - Capitol Fourth
 - American Flying History series
 - Memphis Bell documentary
 - Tuskegee Airmen documentary

Key Meeting Takeaways

- Strong commitment to local programming
- Focusing on diversifying content to attract younger viewers
- Exploring collaborative content creation
- Continuing to leverage community partnerships

Strategic Focus

- Increase engagement with 20-49 age group
- Develop more locally-focused content
- Maintain strong community connections

The meeting was adjourned at 5:35 p.m.

Minutes submitted by:

Mark Lasswell
Director of IT/ Compliance Officer