ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION
Community Advisory Board (CAB) Meeting
Tuesday, April 22, 2025 4:30 PM - WTVP Executive Conference Room

MEETING AGENDA

1. Call to Order
2. High-Level Program Updates
3. Discuss Annual Program Survey Results to Date
    a. Note: Survey will remain open until April 30 with results published in the June Program Guide
4. Review Recruitment language and strategy for Future Community Advisory Board Members.
5. Determine representation at June Board Meeting.
6. Other Business
7. Adjourn

MEETING MINUTES

Tuesday, April 22, 2025

Jenn Gordon called the meeting to order at 4:40 PM.

In-person: Lee Maki and Per Ellingson

Via Webex: Henry Blackwell

Absent: Jess Hill

Staff Present: Jenn Gordon (CEO), Jed Klabunde (Chief Programming & Operations Officer) and Mark Lasswell (Director of IT / Compliance Officer)

Meeting Summary:

- Jed provided high-level updates on programming including:
    - Results of March Pledge Drive
    - Local Specials
        - Forty Leaders Under 40
        - Peoria Symphony Orchestra Seasons at the Cathedral
    - Upcoming programming
    - June Pledge.

- Jenn reviewed with the group the to-date results of the annual programming survey.
- Key takeaways include:
    - Very low participation from anyone ages 0 – 49.
    - Audiences want to keep our current block programming schedule for our main channel.
    - Feedback on Remote tells us that people who took the survey value the evening content, but not the day time programs.
    - Local programming: Audiences would like to see *State and Water* return, also more history/documentaries, and arts and culture.
    - *At Issue* and *You Gotta See This* had robust audience response.
- We deferred the discussion about the Recruitment Language due to time.
- Henry Blackwell volunteered to represent the CAB at our June Board Meeting.

The meeting was adjourned at 5:47 p.m.

Minutes submitted by:

Jenn Gordon
WTVP President / CEO