

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Community Advisory Board (CAB) Meeting

Tuesday, July 22, 2025, 4:00 PM - WTVP Executive Conference Room

MEETING AGENDA

1. Call to Order
2. Feedback on Recent Programming (CAB Members)
3. Updates on Future Programming (Jed Klabunde)
4. Updates on Local Productions (Jenn Gordon)
5. Discussion on Future of REMOTE Channel
6. New CAB Member for Consideration: Carrie Roos
7. Other Questions/Items
8. Adjourn

MEETING MINUTES

Jenn Gordon called the meeting to order at 4:07 PM.

In-person: Henry Blackwell, Marcia Lough, Lee Maki, and Per Ellingson

Via Webex: None

Absent: Jess Hill and Per Ellingson

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

Summary

The meeting covered several key topics:

- Financial challenges due to federal funding cuts
- Upcoming membership drive and fundraising campaign
- New and upcoming programming
- Potential discontinuation of the Remote channel
- Introduction of a new committee member

Financial Situation and Fundraising

Federal Funding Update

- Federal funding for two years has been pulled back
- Possibility of funding being included in the fiscal year budget
- Currently positioned well financially due to:

- Reserve fund
- Healthy endowment
- Received two years of CPB funding in May

"We Believe in WTVP" Campaign

- Two matching grant opportunities:
 1. Public matching grant up to \$300,000
 - Encourages donors to increase their contributions
 - Matching additional donations above last year's level
 2. Board members matching grant up to \$200,000
- Total goal: \$1 million to fill funding gap

Membership Drive

- August is a membership drive month
- Reach: 390,000 households across 17 counties
- Current members: 6,000
- Goal: 200 new members
- Runs in tandem with "We Believe in WTVP" campaign

Upcoming Programming

New Shows in September

1. Docs on Call

- Hosted by Mark Welp
- Partnering with local medical community
- Interactive format with expert doctors
- Hospitals involved: Carl, OSF (potential: Graham)

2. Mental Health Panel

- One-hour panel discussion on anxiety
- Featuring mental health practitioners
- Goal: Provide resources and multiple perspectives on mental health

Upcoming Programs

- Revolutionary War (Ken Burns series)
- New seasons of:
 - Grand Chester
 - Professor T

- Marlon Murders
- Unforgotten
- Various documentaries and performances

Remote Channel Discussion

Current Status

- Created during COVID for educational content
- Low viewership
- Considering discontinuation

Potential Next Steps

- Discontinue September 1st
- Explore adding programming on World Channel
- Potential focus on:
 - Great Performances at the Met
 - Opera broadcasts
 - Broadway performances

Other Highlights

- Ongoing local programming like "You've Got to See This"
- Emphasis on diverse, community-focused content

Action Items

- Continue "We Believe in WTVP" fundraising campaign
- Promote August membership drive
- Evaluate Remote channel's future
- Prepare new shows for September launch

The meeting was adjourned at 5:01 p.m.

Minutes submitted by:

Mark Lasswell

WTVP Director of IT / Compliance Officer

Next Meeting: Tuesday, October 28, 2025 at 4pm