

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION

Community Advisory Board (CAB) Meeting

Tuesday, October 1, 2024, 4:30 PM - WTVP Collaborative Space

MEETING MINUTES

Jenn Gordon called the meeting to order at 4:30 PM.

In-person: Lee Maki, Henry Blackwell, Per Ellingson and Maeve Reilly

Absent: Tom Bower

Staff Present: Jenn Gordon (Julie Sanders and Jed Klabunde joined the meeting later.

Meeting Summary:

Jenn opened the meeting by answering questions regarding the recent publication of the CPB audit of WTVP, as well as the finished police report.

- Jenn highlighted that as indicated in WTVP's audit response, an annual touch point between the CAB and the full Board will be implemented moving forward, where a representative from the CAB will give a brief formal report to the board. It was discussed that the April Board Meeting could be good for this report back.
- CAB reflected that WTVP Staff and Board have done a good job keeping the community informed maintaining a posture of transparency.
- Jenn will be going to Lutheran Hillside Village in October to talk with their folks. Jenn mentioned she is willing to answer any questions or speak to community groups.
- Jenn shared with the group the CPB's timeline for processing the audit and the anticipated return of funds.
- The group discussed the Peoria Magazine and that the community is still asking about if/when this publication will return.
- The group gave positive feedback on the news that WTVP is bringing back the Forty Under 40 program.
- Jenn updated the group on some outreach activities including the Day of Play in Bloomington, and the forthcoming Spooktacular Halloween Open House at the station on October 24.

- The group asked about the state of our membership and major gifts. Jenn walked through current strategies to reengage donors. Jenn reported that membership dipped about 10% in the course of this past year.
- Group talked a bit about the Nielsen Dashboard metrics.
- The group thought WTVP PBS was doing with maintaining a neutral, independent stance especially considering it being an election year.
- Lee mentioned how much he likes nature documentaries and watches quite a bit of CREATE. Lee mentioned sometimes the foreign language programs with subtitles can be difficult to maintain a focus. Amanpour continues to be strong.
- The group discussed Local on National opportunities and the station's efforts to highlight local nonprofit leaders utilizing this space.
- The group talked about aspirational programs: the group talked about having some type of programming that dovetails with First Fridays and the local art scene here.
- Maeve mentioned that a new Community Arts Center has just opened in Galesburg.
- The group discussed what their role is: gathering community feedback on our programming, providing personal feedback on specific shows.
- The group talked about referring new people to this committee. An active effort will be made to bring a few new more names.
- The group talked about the need to be intentional in getting a variety of age ranges, ethnicities, people with the kids.
- Jed Klabunde arrived and introduced himself to the group. He explained a little bit about what he does and let the group know that he receives quite a bit of feedback in the everyday course of his job.
- Jed talked about the PBS Kids Channel and explained why we have kids programming on our main channel and kids programming on our dedicated kids' programs.
- Jed highlighted some November programs coming up including Leonardo DaVinci and the Veterans programming.
- Jed explained how he and PBS kind of follow themes with scheduling: Friday is Art, Tuesday is History, Wednesday is Science, etc.
- When the group reconvenes, they will discuss the annual programming survey.

The meeting was adjourned at 5:34 PM.

Minutes submitted by Jenn Gordon