

## **ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION**

### **Community Advisory Board (CAB) Meeting**

Tuesday, January 27, 2026, 4:00 PM - WTVP Executive Conference Room

#### **MEETING AGENDA**

1. Call to Order
2. Feedback on Recent Programming & Local Productions (CAB Members)
  - a. MAIN, WORLD, CREATE, KIDS
3. Updates on Future Programming (Jed Klabunde)
4. Updates on Local Productions (Jenn Gordon)
5. On Deck: Program Guide Survey
6. Other Questions/Items
7. Adjourn

#### **MEETING MINUTES**

- Jenn Gordon called the meeting to order at 4:05 pm.
- In-person: Henry Blackwell, Marcia Lough, Lee Maki and Brittany Miller
- Via Webex: Jess Hill
- Absent: Carrie Roos.
- Staff Present: Jenn Gordon (CEO), Jed Klabunde (Chief Programming & Operations Officer) and Mark Lasswell (Director of IT / Compliance Officer)

#### **Summary**

The meeting discussed WTVP's programming updates, funding challenges, viewer engagement strategies, and new collaborations to enhance local content and outreach.

- Jed serves as the program manager for WTVP, facilitating communication within the team.
- Upcoming programming includes new seasons of popular shows like "Downton Abbey" and "Finding Your Roots."
- PBS faces challenges with declining federal funding but sees increased viewer engagement through digital platforms.
- WTVP launched a secure membership portal for easier donations and profile management.
- PBS is exploring partnerships with streaming services to enhance visibility and attract new viewers.
- Local programming continues to thrive, with successful series like "Docs on Call" and environmental shows gaining traction.

- WTVP successfully engages younger audiences through Vibe 309 show, achieving over 70,000 views on social media.
- A new collaboration with Distillery Labs will produce a monthly program called "In the Arena," highlighting local innovators.
- WTVP plans to broadcast a US Senate forum, collaborating with the League of Women Voters for statewide reach.
- The station aims to enhance communication with viewers through curated content and community event promotion.

## **Auction Items**

- Follow up with Carrie Roos regarding her absence in the meeting.
- Monitor the progress of new member recruitment toward reaching 2,500 by the end of the fiscal year.
- Ensure communication regarding the streaming capabilities and app usage is clear for members, especially those using LG smart TVs.
- Update members about the changes in Caterpillar's matching program for retirees effective March 31.
- Send out a copy of last year's program survey to the attendees for feedback.
- Look into including Galesburg information in the community calendar.
- Organize a recording session for testimonials from attendees about their experiences with the station at the next meeting.

The meeting was adjourned at 5 p.m.

Minutes submitted by:

Mark Lasswell

WTVP Director of IT / Compliance Officer

Next Meeting: Tuesday, April 28, 2026 at 5:01pm