

ILLINOIS VALLEY PUBLIC TELECOMMUNICATIONS CORPORATION
Community Advisory Board (CAB) Meeting

Tuesday, January 28, 2025, 4:30 PM - WTVP Executive Conference Room

MEETING MINUTES

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

- In-person: Lee Maki, Henry Blackwell, and Jess Hill
- Virtual Attending: Absent: Per Ellingson
- Absent: Tom Bower
- Staff Present: Jenn Gordon (CEO) and Jed Klabunde (Chief Programming & Operations Officer)

Meeting Summary:

Jenn called the meeting to order at 4:30pm. The meeting discussed programming, community engagement, representation, technical challenges, and funding support for local stations.

- CAB Member Updates: Jenn informed the group that Maeve Reilly has stepped down from serving on CAB due to scheduling conflicts. Jess Hill was introduced as the newest member of CAB. Everyone in attendance briefly introduced themselves to Jess.
- Jed Klabunde provided an overview of February and March Programming:
 - February programming includes black history month shows and interactive pledge programs and will feature new ways to engage audience members during pledge and a new local show featuring ICC's Jazz Vocal Choir.
 - March programming will focus on women's history month with various shows highlighting women's stories.
 - March Membership Drive will happen from March 1 thru March 16.
- The group gave feedback on the recent Peoria Mayoral Primary Debate Production:
 - The primary debate was well done, but there were some issues with radio broadcast.

- Questions for the debate came from the public, and the moderators determined the order.
 - WTVP is planning future debates and exploring partnerships with other organizations for similar programs.
 - Brainstormed ways to involve the community in local debates and interview, such as those for the school board and city council.
- The group discussed strategies on how to recruit CAB members who represent the community:
 - Assess program affinity of current members and identify areas of representation that need to be filled.
 - Look for diverse representation on the advisory board for PBS Kids programming and PBS Learning Media.
 - Identify different kinds of groups, communities, cultures, and life situations for potential representation on the community advisory board
 - Strategically recruit individuals who have program affinity in nature, science, history, civic news, DIY, children's programming, drama, culture, arts, and documentary
- Package a messaging statement for Facebook and e-blast to recruit members for the community advisory board
- The group discussed Viewer/Audience Fragmentation: The group discussed challenges with streaming platforms and IP addresses, but exploring strategies for localization.
- The group discussed upcoming concerns for REMOTE Channel:
 - Need to switch up content to include more evergreen material for teachers to use.
 - Focus on increasing math and science shows to balance with reading and phonics shows.
- The group discussed the April Audience Programming Survey noting:
 - Contract with Lawrence Welk is coming up, need to gauge enthusiasm for keeping the show.
 - Considering shifting kids programming to the morning, seeking feedback on preferences.

- Review survey from last year and send recommendations for updates to Jenn Gordon.

The meeting concluded at 5:45pm

Minutes submitted by:

Jenn Gordon
WTVP President / CEO