KACV-TV Advisory Council Meeting Minutes
Wednesday, August 29, 2012

The KACV-TV Advisory Council met on Wednesday, August 29, 2012 at 4:00 p.m. in the KACV Conference Room of the Gilvin Broadcast Center on the Amarillo College Washington Street Campus.

KACV Advisory Council Members Present: Alice Hyde; Chair, Bud Andersen, Christina Ritter, Bev Harris, Roy Urrutia, Jason Crespin, Dave Walker, Leslie Cunningham, Raynelle Riffe, Joann Cruz-Perez

KACV-TV Staff Present:
Linda Pitner, Jackie Smith, Lynne Groom, Beau Waldrop, Shelley Stanton

Called to Order:

Linda Pitner, General Manager, called the meeting to order at 4:00 p.m. substituting for Melissa Carter, Chair who was ill.

Welcome and Introductions: - Linda Pinter

Linda welcomed all present and introductions were made, including new council members; Christina Ritter, Roy Urrutia, Jason Crespin and Dave Walker.

Review of February 29, 2012 Meeting Minutes: -Linda Pitner, General Manager

Linda asked for a review the minutes of the May 30, 2012 meeting and asked if there were any questions or changes and called for a motion to accept the minutes. Leslie Cunningham moved to accept the minutes as written. Roy Urrutia seconded the motion. Motion carried.

Election of Officers (Chair and Vice Chair): – Linda Pitner

Melissa Carter is stepping down after two years of serving as Council Chair.
Alice Hyde, vice chair, has agreed to step up to serve as the new Council Chair. Bev Harris has agreed to serve as Vice-Chair.

With that being said, a motion was made by Gaynelle Riffe to accept them both as Council Chair and as Vice Chair, respectively. Bud Andersen seconded the motion. Motion carried.

Local Production and Fall Programming update: - Jackie Smith

Jackie Smith, KACV's Program Operations Director, spoke to the Council about recent and upcoming local productions and upcoming PBS network shows including *Braggin'Rights: The Coors Cowboy Club Ranch Rodeo, A Conversation with Ken Burns,* : *artZONE 6* featuring cowboy poet Baxter Black, Blue Dogs in Texas, and the anime, comic, steam punk convention, Ama-Con, *A Conversation with Tim Egan*, Author of "The Worst Hard Time,", *Memories of Black Sunday* and a program that will be ready for Christmas featuring Tenor Eric Barry, internationally known tenor and Panhandle native. Other local programs for later in the year include *artZONE 7* and *Boots and Saddles.*

Membership Update: - Lynne Groom

Lynne shared a list of helpful membership terms in the hand out packet created by Julie Mann, membership coordinator. The August Pledge drive numbers were down a bit, but final totals are not in yet. Revenue from August Pledge is generally deferred to the next fiscal year and will be this year as well. Nationally, pledge dollars were down 18-20% - most likely because of the decision from PBS to begin pledge on the last weekend of the Summer Olympics.

Lynne expressed thanks to all of the council members who helped with the pledge drive. Bev Harris and Don Nicholson came to the station and took pledges by phone. Several members served as greeters and picked up food for the live nights phone banks and Dave Walker and Bud Andersen were live night hosts.

Dust Bowl Update: - Linda Pitner

Linda shared the various The Dust Bowl/Days of Dust events in which KACV is involved and provided the Council with the brochure Days of Dust: Texas Panhandle Dust Bowl Events noting that

- The Region 16 Education Service Center and AISD worked with KACV to develop new lesson plans for educators regarding the Dust Bowl. The lesson plans target elementary and secondary teachers and students on a variety of subjects. They will be available online on our website locally and also through PBS Learning Media.

- The Amarillo Museum of Art will display *Dust and depression: Farm Security Administration Photographs from the 1930s – October 4-28.*

- The Panhandle-Plains Historical Museum's exhibition, *Another Day, Another Dollar: The Legacy of the Civilian Conservation Corps in the Texas Panhandle* will feature Dust Bowl era photographs and artifacts through January 2012.

- The Amarillo College and the Amarillo Public Library has chosen Timothy Egan's book *The Worst Hard Time* for the library's Amarillo Reads program and as the

Common Reader for Amarillo College. ccMr. Egan will speak at the Amarillo Civic Center on October 11, at 7:00 p.m. in the Heritage Room. He will also be interviewed by Ellen Robertson Green for *A Conversation with Timothy Egan* to be shown on KACV.

- *The Dust Bowl*, Ken Burns' Documentary premiers on November 18-19 from 7-9 p.m. KACV will also air a local production with Panhandle residents' Black Sunday recollections as well as Ken Burn's interview, *A Conversation with Ken Burns* with Ellen Robertson Green.

Newhour Election Tools: - Beau Waldrop

Beau Waldrop gave a demonstration of how the PBS NewsHour online website election tools and Map Center work. The website is full of wonderful interactive tools, information and statistics for anyone who is really interested following in this year's elections. PBS.org is also providing 24-hour coverage of the party conventions online. PBS NewsHour broadcasts of the conventions begin at 6 p.m. each evening.

Open Discussion:

Linda shared that two new bloggers we will featured on our webpage for Downton Abbey and other projects that will begin this fall.

Master Control Renovations Tour:

The Council was taken on a tour of the renovated master control area of the by Lee Proctor, Director of Engineering.

Adjournment:

With no further business, the meeting adjourned at 5:00 p.m.

Next Council Meeting Dates:

Next Meeting: 4:00 p.m. – November 28, 2012
February 27, 2012
May 29, 2013
August 28, 2013