KACV-TV Advisory Council Meeting Minutes
Wednesday, May 30, 2012

The KACV-TV Advisory Council met on Wednesday, May 30, 2012 at 4:00 p.m. in the KACV Conference Room of the Gilvin Broadcast Center on the Amarillo College Campus.

KACV Advisory Council Members Present: Melissa Carter; Chair, Gaynelle Riffe, Judy Babcock, Bev Harris, Robert Forrester, Drew Bergen, Zetta Riles, Bill Quackenbush, Don Nicholson, Mackenzie Weir

Others Present: Ellen Robertson Green - Chief of Communication & Marketing, College Relations

KACV-TV Staff Present:
Linda Pitner, Jackie Smith, Lynne Groom, Julie Mann, Shelley Stanton

Called to Order:

Melissa Carter, Council Chair, called the meeting to order at 4:00 p.m.

Welcome and Introductions: - Melissa Carter, Council Chair

Melissa Carter welcomed all present and called the meeting to order at 4:00 p.m.

Review of February 29, 2012 Meeting Minutes: -Melissa Carter, Chair

Melissa asked for a review the minutes of the February 29, 2012 meeting and asked if there were any questions or changes. After a need for a date correction to the minutes document, Melissa called for a motion to accept the minutes

- Leslie Cunningham moved to accept the minutes as written.
- Drew Bergen seconded the motion. Motion carried.

Nominating Committee Report: – Linda Pitner, General Manager

The Nominating Committee consisting of Melissa Carter, Bev Harris, Mackenzie Weir and Dana Walton met on Wednesday, April 25, in the KACV-TV Conference Room.

The Committee brings the following recommendation for consideration as a recommendation to the Amarillo College Board of Regents:

- Reappoint to a three-year term: (Expires 8-31-2015)

  Bud Andersen
  Melissa Carter
  Sabrina Sisneros

- Appoint to a three-year term: (Expires 8-31-15)

  Dave Walker
  Roy Urrutia
  Jason Crespin

- Appoint to fill a remaining one-year term: Expires 8-31-2014

  Christina Ritter

After a short discussion a motion was made by Robert Forrester to accept the recommendation of the Nominating Committee. Drew Bergen seconded the motion and the motion carried.

The recommendations will be submitted to the Amarillo College Board of Regents meeting in June for approval and appointment. New members will join the committee at the Advisory Council meeting on August 29, 2012.

Membership, Pledge and Underwriting: - Julie Mann and Lynne Groom

Membership/Pledge Report – Julie

- August Pledge dates are the 11 through 19. Julie will send out an email to Council members for those who would wish to volunteer as greeters on live nights, picking up food, and phone bank.

- KACV will hold a Garage Sale on June 28 and 29. Items will be priced by Advisory Council volunteers prior to the sale. There will be other opportunities to volunteer on the days of the event. The event will be posted on Facebook, Twitter, in the KACV Newsletter and in email to Amarillo College employees.

- Amarillo National Bank generously offered to match all new and increased sustaining memberships up to $10,000. A lapsed and add/gift mailing will go out in June informing members of the sustaining gift opportunity.

Underwriting Report– Lynne

- A list of corporate underwriters and supporters is listed each month on the center page of the program guide. Advisory Council members were asked to thank these donors for their support if possible.

- The Mary E. Bivins Foundation is underwriting *The Dust Bowl* and events associated with it.

- Graham Brothers is underwriting *America Revealed*.

- Area Agency on Aging and the Senior Ambassador Coalition are underwriting *Consider the Conversation* and *Live Strong. Die Well.*

- Mr. and Mrs. Robert Balliett are underwriting *Shelter Me* and *Nature*.

- *Consuelo Mack* (Season 8) will be underwritten by Merrill Lynch

Dust Bowl Activities Update and *A Conversation with Ken Burns*: - Linda

- KACV received a grant from WETA to fund community engagement activities related to *The Dust Bowl*. Cullen Lutz is serving as the project director. Numerous activities are planned including a K-12 social studies conference in August, a KACV staff speaker's bureau for presentations regarding the program, museum exhibits, and the development of lesson plans by master teachers from across the region.

- In October the Amarillo Reads program will a public lecture with Timothy Egan, author of *The Worst Hard Time*. Mr. Egan is also a contributor to *The Dust Bowl* documentary and will be interviewed by Ellen Robertson Green for KACV program. His book also serves as the Amarillo College Common Reader for fall 2012. Numerous activities are planned for the day that he will be in the area.

- A calendar of Dust Bowl events will be online at kacv.org/dustbowl.

- On April 15th, Ellen interviewed producer Ken Burns in the KACV studio. The interview was recorded with a live audience. The program will be scheduled to

air August or September. Council members were shown a clip from the interview.

- The visit from Ken Burns, Dayton Duncan and members of Florentine Films culminated in an event on the evening of April 15. Guests that evening heard from Ken Burns and Dayton Duncan about *The Dust Bowl and* the area's contribution to the production. They also saw a preview of the documentary to be aired on KACV in November.

Local Production – Coors Ranch Rodeo: - Jackie Smith

- The Coors Cowboy Club Ranch Rodeo production features the High Card, Frying Pan, Bravo, and LX ranches prior to the actual rodeo. The production also includes footage from the actual rodeo and a follow-up. The production will air in August.

- ArtZONE 5 features selections from the West Texas A&M Showcase of Music, the Process Art House and a local art club. It will run in June.

PBS Annual Meeting Report: -

The PBS Annual Meeting was held May 14th- 17th in Denver Colorado. Jackie Smith, Beau Waldrop, Cullen Lutz and Linda Pitner attended. Linda reported on the meeting including that KACV was highlighted on at least four occasions throughout the meeting:

- GM Planning Meeting, Linda was asked (with three other stations) to tell KACV's story of localizing national content through "The Dust Bowl."

- Paula Kerger, PBS President/CEO mentioned KACV with three other stations in her opening remarks as examples of the great work being done in the Arts area. KACV's contribution was on the national exhibit on PBS Arts last September using some of our work from *ArtZONE*.

- Cullen Lutz, Dust Bowl Project Director was invited to be a part of a concurrent session to share the specifics of KACV's Dust Bowl activities with other stations.

- KACV was listed in the PBS *NewsHour* session as one of 20 stations across the country to have localized the early stream of the *NewsHour*. It is streamed one-hour early on kacv.org

Honor Advisory Council Members Service:

Leaving the Advisory Council are Bill Quackenbush, Robert Forrester and Zetta Riles. Appreciation was given to all and they were presented with a gift of appreciation for their service to the station.

Open Discussion:

- Drew Bergen suggested Alibates Flint Quarries National Monument for a possible production in the future.

Adjournment:
With no further business, the meeting adjourned at 5:07 p.m.

Next Council Meeting Date:
Next Meeting: 4:00 p.m. – August 29, 2012