

KACV-TV Advisory Council Meeting Minutes
Wednesday, November 30, 2011

The KACV-TV Advisory Council met on Wednesday, November 30, 2010 at 4:00 p.m. in the KACV Conference Room at the Gilvin Broadcast Center on the Amarillo College Campus.

KACV Advisory Council Members Present:

Melissa Carter-Chair, Bill Quackenbush, John Hicks, Don Nicholson, Sabrina Sisneros, Mackenzie Weir, Leslie Cunningham, Judy Babcock, Bev Harris, Gaynelle Riffe, Alice Hyde, , Dana Williams Walton, JoAnn Cruz-Perez, Ellen Robertson Green, Tad Fowler, Drew Bergen, Zetta Riles

Others Present: Dr. Paul Matney - Amarillo College President, Ellen Robertson Green - Chief of Communication & Marketing, College Relations

KACV-TV Staff Present:

Linda Pitner, Jackie Smith, Beau Waldrop, Cullen Lutz, Lynne Groom, Julie Mann, Shelley Stanton

Called to Order:

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

Welcome and Introductions:

Melissa welcomed all present and introductions around the table were made. The council also welcomed Amarillo College president, Dr. Paul Matney to the meeting.

Review of August 24, 2010 Meeting Minutes:

Melissa asked for a review the minutes of the August 24, 2010 meeting and asked if there were any questions or changes.

John Hicks moved to accept the minutes as written. Don Nicholson seconded the motion. Motion carried.

December Pledge Update: Julie Mann, KACV Membership Coordinator

December Pledge dates are December 2-11 with three live nights. Julie thanked the council members that have volunteered for helping with pledge by being a live night greeter, picking up food and to be on the phone bank on December 3rd, which is Advisory Council Night. She added that during this pledge drive messaging will be more mission focused and that December Pledge promises a lot of great programs and Christmas specials.

Feeding Minds Project Update: Cullen Lutz, KACV Special Project Coordinator

Cullen spoke of the community and statewide initiative on childhood obesity and hunger issues that KACV has become the state leader on with Texas PBS. The project is made possible with grants from Blue Cross Blue Shield and Blue Bell Ice Cream and consists of an online component and a production component. Four station partners have contributed to the online component by providing 283 video clips on the topic featuring how their area is getting involved.

On February 23rd KACV will broadcast a documentary production with contributions from seven partner Texas PBS stations followed by a local Community Conversation hosted by Ellen Robertson Green.

Council members viewed a clip of from Feeding Minds documentary.

American Graduate Community Engagement Project Update: Cullen Lutz, KACV Special Project Coordinator

Cullen gave an update on the American Graduate Community Engagement Project. KACV has partnered with Panhandle Twenty/20 and Amarillo Independent School District on the project.

The project consists of 4 components:

- **Community Summit:** Which took place in October at the Amarillo College Business & Industry Center with Damen Lopez, Founder of the No Excuses University Network of Schools.
- **On Air Productions:** Including *Face to Face* with Donna Beegle (Oct. 6th), *Success by Degree: A Community Conversation* Hosted by Ellen Green (Oct. 13th), and a special edition of *Face to Face*, with guest Damen Lopez, founder of the No Excuses University Network of Schools. (Nov. 3rd)
- **Electronic Townhall:** Through online social media. (Facebook)
- **Student Video Contest:** Students will create videos focused on messaging to help keep their friends in school. Prizes will be awarded to the winners and the winners will have their PSA professionally produced to air as PSA's on T.V. and radio.

The project is funded through a CPB grant.

Local Projection Update: Jackie Smith, KACV Program Operations Director
Jackie discussed some of the production projects KACV is working on.

- After the first of the year there will be a new season of *Face to Face* featuring interviews with Shannon Miller, Jonathan Safran Foer, Dr. Harry Haines and Eric Berry.
- *Texas Feeding Minds* – hunger/obesity project and a Community Conversation on the topic of hunger/obesity on February 23rd.
- New episode of *ArtZONE* - December 9th with local pianist and student photography. Additional episodes to come.
- Dustbowl project interstitials.
- Under consideration are a Coors Ranch Rodeo production and a cooking show.

Development Update: Lynne Groom, KACV Development Director and Julie Mann, KACV Membership Coordinator

Lynne said that we are off to a great start this year due to everyone's hard work. We have new underwriters coming on board and we are also beginning year two of the Producer's Circle.

On Nov. 2nd Mr. Steve from PBS Kids paid Amarillo a visit. The public was treated to a free concert and members attended a "meet and greet".

On Nov. 3rd, Mr. Steve entertained at the Underwriter Appreciation Breakfast and everyone there was treated to fun and music. The morning's speaker was Advisory Council member, Bev Harris. During the breakfast Mr. Steve sang a special song to Bev and later made a video clip of his song to her, which was played at the Advisory Council meeting.

Julie shared that KACV is exploring and trying out new strategies for membership and perks include highlighting the benefits of membership, rather than focusing on pledge premiums.

Channel Change and Master Control Upgrade Projects Update: Linda, KACV General Manager

Linda showed photos of the antenna construction at the transmitter site and reported on the status of the project. On December 14th, KACV will be turning on the new system to broadcast with increased power to 30,000 watts. The new system will provide a

more reliable signal to the region. KACV will be broadcasting information to viewers who receive their signal over-the-air on how to scan for the best reception.

The new transmitter, antenna and HVAC/electrical at the transmitter site were funded for half of the cost by a grant from the Corporation for Public Broadcasting.

At present KACV is upgrading the master control and data center, including new equipment and HVAC. The upgrades will begin during the Christmas break. In temporarily relocating the control room, it has been literally taken apart, relocated and will be reassembled again with very little time off the air.

In addition to the channel change and the master control upgrade projects, a grant request to PBS has been submitted for \$321,000 for backup generators.

Web and Online Community Update: Beau Waldrop, KACV Web Communications Specialist

Beau gave an update on KACV's web activity.

- Pledge – The website information will be matching the on-air ask with gift tags.
- Facebook – New technology on Facebook allows us to target our audience better.
- Advisory Council Newsletter – Launched last year and distributed quarterly to give information on productions, shows and to keep members in the loop between quarterly meetings.
- We now have 600 Twitter fans and 800 fans on Facebook.
- We broadcast a live stream of Beethoven's *Christ on the Mount of Olives* from St. Andrew's Church earlier in October.

Adjournment:

With no further business, the meeting adjourned at 4:53 p.m.

Next Council Meeting Dates:

Next Meeting: 4:00 p.m. – February 29, 2012

May 30, 2012

August 25, 2012