**KACV-TV Advisory Council Meeting Minutes**

**Wednesday, August 24, 2011**

The KACV-TV Advisory Council met on Wednesday, August 24, 2011 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; Judy Babcock, Mackenzie Weir, Tad Fowler, Dana Walton, Don Nicholson, Bill Quackenbush, Leslie Cunningham, John Hicks, Jane Stephens, Beverly Plank, Bev Harris

**KACV-TV Staff Present:**    
  
Linda Pitner, General Manager; Jackie Smith, Program Operations Director; Lynne Groom, Director of Development; Beau Waldrop, Web Communications Specialist; Julie Mann, Membership Coordinator; Lee Proctor, Director of Engineering; Shelley Stanton, Executive Secretary

**Called to Order:**

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

**Welcome and Introductions:**

Melissa greeted all in attendance. Introductions were made to new council members, Judy Babcock, Tad Fowler, Mackenzie Weir and Dana Walton.

**Recognition of Advisory Council Service of Beverly Plank:**

Council member, Beverly Plank’s service to the board has ended with this term. Linda  
Pitner and the Council thanked Beverly for her generous service and presented her with an engraved silver picture frame.

**Review of May 25, 2011 Meeting Minutes**

Melissa Carter asked for a review the minutes of the February 23, 2011 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.

**Election of Officers (Chair and Vice Chair)**

Linda Pitner shared that at the beginning of each fiscal year the Council must elect a chair and vice chair for the next year. Linda indicated that Melissa Carter and Alice Hyde would be happy to serve as chair and co-chair for the 2011-2012 year.

Bill Quackenbush moved to elect Melissa Carter and Alice Hyde as chair and vice chair respectively. Don Nicholson seconded the motion. Motion carried by unanimous vote.

**Station Annual Report For 2010-2011**

Traditionally, at the August Council meeting a year-end review of the station’s accomplishments is presented. A printed Annual Report was provided to Council members and each department presented a review of their activities for the year.

* General Manager – Linda Pitner

Linda discussed the budget from the past year and the challenges for this coming year. With the state budget challenges faced by the college, KACV also reduced spending for the coming year.

* Outreach Report – Linda Pitner

Outreach Coordinator, Missy Treiber, has resigned her position at KACV to go back to classroom teaching. Linda reviewed the highlights of the Outreach Department including *Trick$ of the Trade – Outsmarting Investment Fraud* , Autism Summit, National Family Week, View, Read and Do Family Reading Outreach Tubs, Clifford visits, Kids in the Kitchen, Night at the Museum, Curious George Summer Reading Tour and KidsFest.

* KACV Online Community – Beau Waldrop

Beau discussed the large increase in visitors to the KACV website, growing participation in social networking, a daily blog update by Jackie Smith, and the PBS Cove video player allowing local productions to reside online with national content. Beau also discussed the launch of PBS Learning Media.

* Programming and Production – Jackie Smith

Local Productions

During the last twelve months KACV produced *Ben Konis: The Artist’s Artist*, *Can You Dig It?, Goodnight: Panhandle Trailblazer*, and re-aired *Rick Husband: Man with a Mission*. KACV also produced five episodes of *Face to Face*, three episodes of *ArtZONE*, *God in America – A Panhandle Perspective, Trick$ of The Trade,* conducted Dust Bowl interviews, and held a *Candidates Forum* for the Amarillo city elections.

Amarillo College

KACV also supported the efforts of Amarillo College by taping commercials for enrollment efforts, Creative Mind Lecture Series, Listen and Learn sessions (web streaming), the Dr. Donna Beegle poverty training, and the panel discussion for the AC common reader – *Flags of our Fathers.* KACV staff is also working with the Center for Teaching and Learning to assist with the development of online courses.

Public Events

Public events that KACV participated in included the WTAMU Homecoming parade*, God in America* tour of downtown historic churches, Electric Light Parade, a *Nova: Making Stuff* event at The Discovery Center, Kids Fest, and the Amarillo Chamber of Commerce Business Connection. KACV also hosted V-Me president, Carmen DiRienzo.

National Program Highlights

Jackie reminded the Council of the successful year of national programming from PBS including *God in America*, Ken Burns’ *The Tenth Inning*, *Downton Abbey*, *Freedom Riders, Pioneers of Television* and *Trick$ of the Trade: Outsmarting Investment Fraud* as well as the popular PBS series such as *NOVA*, *American Masters*, *Great Performances* and American Experience.

* KACV Membership & Underwriting –Lynne Groom & Julie Mann

Julie reported on membership activities and compared membership with other previous years. The Double Your Donation pledge event was very successful with matched money accounting for $10,000 of the increase over the 2010. August 2011 was down in comparison to last fall and due to several factors such as shorter pledge time and the downturn in the economy. The funds from August Pledge will carry over to the 2012 budget.   
  
Lynne reported on the June “Mini Pledge” experiment of late night musical pledge programming during the entire month. It was moderately successful but did not generate significant amount of dollars to warrant repeating.

Lynne also reported that underwriting sponsorship was strong during the past year-with a $30,000 increase. Two long-term underwriting commitments will end this year and will challenge staff to explore and engage new underwriters, as well as retain current underwriters.

Julie thanked the council for stepping up during the August Pledge as volunteers.

* Engineering Report 2010-11 – Lee Proctor

Engineering has been very busy over the past year with projects on numerous broadcast system upgrades which include increased archive space, beginning work on the channel change project (purchase of a new transmitter, antenna, studio to transmitter link, remote controls and issuing a contract for electrical and HVAC upgrades at the new transmitter site), progress on the design of the master control remodel project, conversion of all five of KACV translators to digital broadcast, securing a digital translator license for a future translator in the Gruver area, relocating the RTV Academic Lab for the AC Mass Communications program, and installing a new automation system for FM90.

Linda reminded the Council that the KACV Engineering Department continues to provide support to all local production activities and daily operation of KACV-TV, KACV FM and the RTV lab.

**2011-2014 Strategic Plan** - Linda Pitner

Linda reviewed the station Strategic Plan.

**American Graduate Community Engagement Grant** - Linda Pitner

KACV received one of 41 grants nationwide through the Corporation for Public Broadcasting for community awareness regarding the high school dropout crisis. KACV’s activities will take place August-December 2011 and will focus on two primary audiences – K-12 students and adult stakeholders. KACV has sought two key collaborators for this project: AISD and Panhandle Twenty/20, in addition to other community partners. There are 4 components to the project:

* Community Conversation - on on-air broadcast in October 2011 with panel discussion hosted by Ellen Green preceded by a special edition of *Face to Face* with Dr. Donna Beegle, poverty expert and researcher.
* Community Summit - Guest lecturer Damen Lopez, founder of No Excuses University. The event will be held October 26th at the Amarillo College Business & Industry Center followed by a second special edition of *Face to Face* to air on November 3 with Lopez.
* Electronic Town Hall Meeting – Ongoing web-based discussion will take place throughout the fall on a project Facebook page.
* Youth Involvement to create messages – KACV will reach out to students/classes through AISD personnel to develop messages and create videos to encourage students’ friends/peers to stay in school. Top messages will be produced into a professionally produced public service announcement.

The KACV project personnel are Linda Pitner, Cullen Lutz and Beau Waldrop.

**Local Production and Fall Special Programming – Jackie Smith**

For nine weeks beginning October 14th, PBS will present its Fall Arts Festival on Friday nights. Programming will feature the performing arts and there is a three-minute opt-in that KACV will use to highlight the local arts. There will also be a web presence for local arts and a community arts calendar.

In September at PBS.org/arts will have an online national arts exhibition and will feature Amarillo with KACV’s *ArtZONE*.

**Upcoming Events**

Lynne reported that Mr. Steve is coming! For those of you unfamiliar with Mr. Steve, he is that fun, singing, guitar playing guy that is featured in the pre-school block on PBS. The kids love him but so do adults. He will be KACV’s guest November 3-4th and will be holding a free concert at the Amarillo College Concert Hall Theater on November 3rd with a KACV member meet and greet afterwards. On November 4th, he will be the guest at the Underwriter Appreciation Breakfast.

Linda announced that Ken Burns, producer of the upcoming PBS documentary, *The Dust Bowl* will be in Amarillo in April 14, 2012. Details of his visit are currently being worked out.

**Open Discussion:**

Linda indicated that the station is seeking grant funds from PBS for a back-up power system (generators) to allow KACV to meet its obligations under the WARN Act. This new system will allow emergency alerts to be sent via text messages to commercial mobile phone providers.

**Adjournment:**

With no further business, the meeting adjourned at 5:12 p.m.

**2011-12 Meeting Dates @ 4:00 PM:**

November 30, 2011  
February 29, 2012  
May 30, 2012  
August 29, 2012