**KACV-TV Advisory Council Meeting Minutes**

**Wednesday, December 1, 2010**

The KACV-TV Advisory Council met on Wednesday, December 1, 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, Alice Hyde, Leslie Cunningham, Beverly Plank, Bill Quackenbush, Robert Forrester, Bev Harris, Zetta Riles, Drew Bergen, Beverly Plank, Don Nicholson

**KACV-TV Staff Present:**

Linda Pitner, General Manager; Jackie Smith, Program Operations Director; Lynne Groom, Director of Development; Missy Treiber, Outreach Coordinator; Beau Waldrop, Web Communications Specialist; 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 present and introductions were made. The council welcomed Don Nicholson as a new representative from the Amarillo College Board of Regents.

**Review of May 26, 2010 Meeting Minutes:**

Melissa asked for a review the minutes of the August 25, 2010 meeting and asked if there were any questions or changes.

Alice Hyde moved to accept the minutes as written. Beverly Plank seconded the motion. Motion carried.

**December Pledge Event and End of Year Strategy:**

Pledge begins on December 1 and will run through December 12, with three live nights. Phone banks for those nights will consist of KACV staff, Zip Print staff, and the Parent Education Advisory Board (PEAB). The goal for this pledge drive is to raise $20,000.00.

Pledge programming lineup consists of the premiere of KACV’s new series *artZONE*,

*Polk Street Jazz*, holiday programs, and musical performance shows.

The Kimble Foundation Trust will match donations made beginning November 17, through December 17, 2010. A “Double Your Donation” multimedia campaign has been launched through direct mail, a web component and on-the-air. Beau Waldrop, KACV Web Communications Specialist, has created a virtual goal “thermometer” for the webpage that will track the donations progress. He has also created a “light box” to alert webpage visitors of this special “Double Your Donation “challenge.

A holiday greeting postcard was sent through intercampus mail to all of our Amarillo College family notifying them of KACV’s special December programming.

***artZONE*:**

Jackie Smith introduced *artZONE* as a new series that focuses on art events and local talent in the areas of dance, theater, music, painting, photography and writing. artZONE premiers on December 1st during the first live pledge night.

Episode 1 features local musicians Doug Storey and Jim Gardener playing “Sonata for Clarinet” by composer Mike Garson. The program was recorded before a live audience at St. Andrews Episcopal Church. A short clip from the episode was shown.

Other events and artists will be featured in upcoming episodes throughout the year. Advisory Council members were asked to forward information about events or artists that could be featured.

**Local Production Plan Update:**

Jackie Smith presented upcoming productions that are in the works for KACV including:

* **The Perryton, TX Indian garden project and archeological dig**. (scheduled to premiere during March Pledge)
* **Charles Goodnight** – Heritage of ranching production is in the works.
* **Texas Dance Halls** – Features historic Texas dance halls from around the state.
* **Dust Bowl** (local oral histories) In conjunction with Ken Burns’, *The Dust Bowl* which premiers on PBS in 2012
* **Carver High School Remembrances –** Historical production in conjunction with *The Freedom Riders* in May 2011.

**Website and Online Community Update**

Beau Waldrop, Web Communications Specialist, discussed the new KACV website and how it is being changed to be more intuitive and usable. He recently conducted a “usability test” with individuals outside the organization providing valuable insight to what was working well and what wasn’t. He discovered that every page of the website is a potential “front door” and that each page should be as functional as the main page.

The KACV monthly email newsletter will include more “hot links” directed to areas of the KACV website. It was pointed out that the name “newsletter” may not be enticing enough to get people to sign up for the service on the website. Staff will look at other possibilities to identify the newsletter.

Beau has created a new *artZONE* Facebook page to help build a relationship with local artists and has created a *Tricks of the Trade* Facebook page and Twitter profile to use for tips and information. Both will be regularly updated. KACV Twitter followers are being asked to “retweet” in order to help to spread information through Twitter.

**Education and Outreach Update:**

Missy Treiber reviewed the KACV Outreach accomplishments and goals for 2010-2011:

* **Programs participated in include** Region 16 Migrant Workers Program, guest reader for Opportunity School, community member of Region 16 Head Start/Early Head Start Policy Council and CC Child Lab School Halloween “Trunk or Treat”.
* **View Read and Do Family Reading Outreach Tubs** are checked out a good number of times this year by parents, teachers, caregivers and children. This puts a large number of books in the hands of children.
* **Grant from WQED** was received in the amount of $5,000.00 for outreach activities associated with *Tricks of the Trade: Outsmarting Investment Fraud*. KACV is reaching out to 67,000 residents with promotional inserts and flyers in water bills, Meals on Wheels and area churches. We will also run financial tips on the air and online, a Spanish and web component and distribute promotional items. “Tricks of the Trade” will air in January to be followed by a local community conversation with an expert panel and call-in opportunities for questions. A seminar type event will follow in late March.
* **National Family Week** is a Family oriented week of events to help bring families closer together. KACV ran spots highlighting activities to do as a family and partnered with Amarillo’s Parent Education Advisory Board for a free family night dinner with AC students and their families. During that week KACV gave away free family fun packs at the station reaching approximately 275 family members with these combined events.
* **Learning Centers** have been well received and Missy indicated that every time she goes to restock the sites she finds that the books are gone and the parents and children are watching KACV on the televisions. The program has been supported with a partnership with Amarillo National Bank. KACV hopes to expand this outreach during the upcoming year.
* **Email Blast** is provided monthly to Pre K-12th grade teachers, daycare providers, parents, mom clubs and educatorsand reaches 240 people who share this information to others individuals in their field. The mailing list continues to grow.

KACV conducted historic church tours with Center City Amarillo in conjunction with the *God in America* documentary series. The tours were well received and participation was very good. The churches included in the tours were: First Presbyterian Church, Mt. Zion Baptist Church, Polk Street United Methodist Church, St. Mary’s Catholic Church Central Church of Christ and First Baptist Church.

DVDs of *God in America* were distributed to every library in the Panhandle as well as given to the six participating churches in the historic tour through the generosity of the Mays Foundation.

**Open Discussion:**

KACV will participate in the Electric Light Parade in downtown Amarillo on the evening of December 3rd. The KACV van will be decorated with lights, Clifford and will be joined by Cookie Monster and Elmo.

Council member, Robert Forrester asked if KACV was doing a lot of publicity on “Double Your Donation”. He was told that we are doing a lot of promotion and messaging on it on the air, web, and through direct mail and email.

**Adjournment:**

With no further business, the meeting adjourned at 4:55 p.m.

**Next Council Meeting Dates:**

Next Meetings: 4:00 p.m. – February 23, 2011

 May 25, 2011