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

The KACV-TV Advisory Council met on Wednesday, February 29, 2012 at 4:00 p.m. in the Badger Den at the College Union Building on the Amarillo College Campus.

KACV Advisory Council Members Present:
Melissa Carter-Chair, Tad Fowler, Mackenzie Weir, Jane Stephens, Judy Babcock, Sabrina Sisneros, Bud Anderson, Dana Walton, Bev Harris, Alice Hyde, Leslie Cunningham, Bill Quakenbush

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

KACV-TV Staff Present:
Linda Pitner, Jackie Smith, Beau Waldrop, 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 November 30, 2011 Meeting Minutes: -Melissa Carter, Chair

Melissa asked for a review the minutes of the November 30, 2011 meeting and asked if there were any questions or changes.

- Alice Hyde moved to accept the minutes as written.

- Leslie Cunningham seconded the motion. Motion carried.

FY2011 KACV Audit – Linda Pitner, General Manager

Linda went over the KACV 2011 Audit with the Advisory Committee. Overall, in spite of some shifts in personnel and cuts to the budget, KACV had a very productive year.

- Linda discussed revenue, expenses and changes in net assets and defined the contributions from Amarillo College, The Corporation for Public Broadcasting and the Community. Linda underscored the importance of contributions to our budget from Amarillo College.

- The audit numbers not only reveal where our support comes from, but also that we must continue to focus on giving back to Amarillo College and the area communities and members to further justify their support.

- This audit is also a part of our accountability to the CPB and become a part of our annual report to them.

- Linda added that anyone could feel free to contact her if there were any questions concerning the audit.

Nominating Committee – Linda Pitner, General Manager

Every year at this time we take a look at the terms of the Advisory Council members to determine whose terms expire in August of the present year. According to bylaws, Advisory Council members can serve 2 consecutive 3-year terms and then must stay off for a year if they so desire to be reappointed.

- Members Terms Expiring August 2012:

  Three year terms expiring 8-31-2012 and eligible for reappointment to a three year term:

  Bud Anderson
  Melissa Carter
  Zetta Riles
  Sabrina Sisneros

- Three year terms expiring 8-31-2012 and not eligible for reappointment:

  Robert Forrester
  Bill Quakenbush

  Linda asked for three members to volunteers to serve as a nominating committee. Members will meet in March or April to gather names to present to the May Advisory Council for consideration and then take to the AC Board of Regents meeting in June.

- Volunteering to serve on Nominating Committee:

Melissa Carter
Mackenzie Weir
Dana Walton

The Council thanked those who volunteered and Linda said a meeting would be set up soon.

March Pledge: Julie Mann, Membership Coordinator

Julie Mann talked about the upcoming March Pledge details and highlights.

- The dates for March Pledge are March 19-April 1st. March 19-23rd will consist of taped breaks into core programming followed up by traditional programming until the end of the drive on April 1st.

- Three live nights; March 24, 25, and 26th.

- New sustaining member program "You Choose" has been created to encourage the current sustaining members to stay and entice new sustaining members by making it simpler for them to sign up. To further encourage participation, Amarillo National Bank will match sustaining pledges during the drive up to $10,000.

- March Pledge Drive programming highlights include traditional music programs, a Downton Abbey special, a Adele concert, Tran Siberian Orchestra and local production, "Back to the Table with Chef Bud".

- There will be volunteer opportunities for Council members during March Pledge. Julie will be contacting members via email.

Local Production: - Jackie Smith, KACV Program Operations Director

Jackie Smith shared the details of the newest local production and what is "in the works" and on the horizon for KACV's Production Team.

- KACV's latest production is "Back to the Table with Chef Bud" which will debut during March Pledge. It was a lot of fun and stars Advisory Council member, Bud Anderson. The show premieres on March 26th.

- Production is currently working on "Dust Bowl" interstitials.

- Ken Burns will be taping an interview with Ellen Robertson Green, during his visit to Amarillo on April 15th.

- Plans are to develop a production based on the Coors Ranch Rodeo in June.

Amarillo College – "No Excuses" Video: - Linda Pitner, KACV General Manager and Ellen Robertson Green, Chief of Communications and Marketing, Amarillo College

Linda and Ellen shared information about Amarillo College;s "No Excuses" educational model and the KACV-TV produced video.

- One way KACV provides value to the College is to help with educational needs of the college. Amarillo College has become the first "No Excuses" model for achieving higher education in the country.

- As a result of being awarded an American Graduate Community Engagement Grant, KACV, Amarillo College and AISD brought No Excuses University founder Damon Lopez to Amarillo. KACV worked with Ellen's staff and the College to create a video for Amarillo College's application to No Excuses University. Damen Lopez was so impressed with the video that he uses it in his lectures across the country.

- Members present viewed a clip of the video.

American Graduate Community Engagement Project Winning Student Videos: - Linda Pitner and Beau Waldrop, Web Communications Specialist

KACV held a student video contest as part of the American Graduate grant. The contest challenged area students, classes and student groups to create a video with a message to their peers about staying in school.

- All 21 submissions were put online for view and for voting.

- Prizes were awarded to the top winners in each group and the winning videos will be professionally produced by the students and KACV to create a PSA that will be shared with all the local media.

- Members present viewed clips of the winning student videos.

Texas Feeding Minds Project: - Linda Pitner, Beau Waldrop

KACV is honored to be the lead station on the statewide "Texas Feeding Minds: Texas Takes on Hunger and Obesity" collaboration project. The statewide collaborative production was shown across Texas on February 23rd.

- The program focused on the overlapping problems of childhood hunger and obesity and looked at how state entities, communities, groups, congregations and individuals are providing solutions. Hosts were Jeremy Everett and Camille D. Davis. Seven stations contributed content to the program. The program was aired at 8:00 p.m. on PBS stations all over the state of Texas.

- "Texas Feeding Minds" was followed by a KACV televised panel discussion "Community Conversation: Feeding Minds", hosted by Ellen Robertson Green at 9:00 p.m. that focused on childhood hunger and obesity in the Texas Panhandle.

- The impact of the program was felt statewide and the video was viewed 4,000 times online. Twitter and Facebook discussions were also part of the statewide initiative.

- Video clips of the production were shown to members in attendance and full episodes of both shows are available for viewing online.

KACV.org/shop – Beau Waldrop, Web Communications Specialist

Beau Waldrop unveiled a new shop link now available on KACV.org with the council.

- PBS merchandise that is available on shopPBS.org can be purchased through KACV.org/shop with 13% of proceeds for PBS merchandise coming back to KACV when shoppers entered through the KACV.org website.

- Many of the local KACV productions are also available for purchase at KACV.org/shop and are processed and shipped within two to three business days. All proceeds from local productions go back to the station.

An Evening with Ken Burns – Lynne Groom, KACV Development Director

Lynne Groom visited with the Council about the upcoming visit from Ken Burns, Dayton Duncan and others from Florentine Films in conjunction with the fall 2012 PBS program "The Dust Bowl."

- "An Evening with Ken Burns" – April 15, 2012 at the Amarillo Botanical Gardens has been scheduled for major donors and underwriters to the station. "Save

the Date" cards have been mailed and actual invitations will come later.

- The evening is sponsored by the Mary E. Bivins Foundation. The Foundation is also one of the underwriters of the program this fall.

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

Next Council Meeting Date:
Next Meeting: 4:00 p.m. – May 30, 2012