

**KBYU-TV AND KBYU-FM COMMUNITY VOLUNTEER COUNCIL MEETING MINUTES
FRIDAY, FEBRUARY 12, 2016**

BYU Broadcasting
Brigham Young University

CVC Members present: Bob Williams, Linda Walton, Steve Densley, Lynn Flinders, Sherrie Hall Everett, Mitchell Adams, Bill Hulterstrom, Suzanne Nimer, Gayleen Gandy, and Drew Browning (by phone).

Linda Walton, CVC Chair, conducted the meeting.

Eric Glissmeyer, Classical 89 station manager, confirmed that the public had been notified of the meeting and invited to attend.

Minutes from the October 2015 were previously emailed to all CVC members. They were accepted without alteration.

CVC members were asked to “follow,” “like” and repost KBYU Eleven and Classical 89 social media posts as their schedule and interests allow. CVC members were also encouraged to check the station websites and provide feedback to station managers about the use of these digital platforms.

Platform	Classical 89	KBYU Eleven
Website	Classical89.org	kbyueleven.org
App	App Store “Classical 89”	in development
Facebook	Classical89	KBYU Eleven
Twitter	n/a	@kbyueleven
Instagram	n/a	@kbyueleven
YouTube	Classical 89	KBYUEleven

Linda Walton announced that the KBYU TV/FM Governance Board Annual Meeting will be held following the CVC meeting. It is a public meeting and CVC members are welcome to attend. BYU Broadcasting legal counsel gave a brief review of the role of the Governance Board.

REPORT ON OCTOBER 2015 ACTION ITEMS

Non-profit document: Staff reported that the non-profit document was sent to the Utah Nonprofit Association as advised.

211 Radio PSA’s: Classical 89 aired the new 211 PSAs for the first time in November. The United Way did see an increase in calls, although the PSAs were likely not the only factor as calls for assistance with winter utility bills and the holidays were just starting. The PSAs are

targeted at those who need services as well as the “helpers” and “facilitators” in the community who will hear the 211 announcements and then refer those in need to this important community resource.

Board Book Review: The contents of the KBYU Community Council notebooks suggested by Linda Walton were reviewed and council members were asked to suggest additional content or note any revisions that should be made.

DISCUSSION

Possible programming changes for Classical 89

Additional choral music hours on Sunday afternoon

“Music for a Sunday Morning,” featuring choral music currently airs on Classical 89 Sunday mornings from 8:00-11:00 am. It is a popular program with some of the station’s highest listening. Over the years some listeners have requested that choral music also be played on Sunday afternoons. Classical 89 recently surveyed listeners to gauge their interest in adding additional choral music on Sundays. Listeners who signed up for the Classical 89 e-newsletter received the survey via email, while those who liked the station’s Facebook page received the survey via private Facebook post. There were 389 responses. Based on results, Classical 89 is ready to add two hours of choral music on Sundays from 4-6pm but would like to know if the CVC members have any concerns about the change or if there are factors staff may not have considered. CVC members were in favor of the change. They asked about the current ratings for the 4-6 pm slot (fair), the type of choral music that is included (approachable music from all sources, both national and international performers including BYU choral groups, Utah Chamber Artists and other talented local groups, etc.), and the intent of the program (the producer looks for a basic sound that lends itself to Sunday). Suggestions were also solicited for a new name for the program that would cover both the morning and afternoon show.

Replacement of “The Record Shelf” with a second airing of “The Score.”

“The Record Shelf,” hosted by Jim Svejda at KUSC, has aired on Classical 89 since the 80’s. Rebroadcasts of the series can currently be heard Saturdays at 8:00 am. The program is acquired from Public Radio International (PRI) at an annual cost of about \$3,600. The program offers reviews of old and new recordings, presents artist retrospectives, and conducts interviews with performers, conductors, etc. The host retired several years ago and no new episodes are being produced. Much of the content is esoteric, limiting the program’s audience appeal. The time period has the potential to reach more listeners than it currently does. Classical 89 would like to replace “The Record Shelf,” with a second airing of “The Score,” a very popular free program devoted to film scores. CVC members were asked to offer their opinion about this change. CVC members were in favor of the change.

The CVC asked which programs are most popular on Classical 89. Answer: Music for a Sunday Morning, classical music during the morning drive, and whenever people are in their cars!

KBYU Eleven Productions and Schedule Changes

Call-in Show “Ask Eleven”

KBYU Eleven is planning to produce four episodes of “Ask Eleven,” a call-in program that links the audience with experts on a specific topic, in 2016. Topics under consideration are autism, heroin and prescription drug abuse, mental health and suicide prevention, caregiving and preparing for end-of-life. CVC members were asked to comment on these topics and to suggest others. Their suggestions include: homelessness; emotional resilience to counter the huge problem of anxiety in youth and young parents; perfectionism; pornography; young people whose problems become manifest with the stress of serving LDS missions; and the problem of parents misusing medications that have been prescribed for their children.

Election Coverage

The Utah Debate Commission will sponsor seven candidate debates in 2016. Eleven will host one of the debates at BYU Broadcasting. KBYU will also produce voter information spots that will show viewers how to register, vote, and actively participate in the political process. KBYU will also sponsor the KBYU/Utah Colleges Exit Poll and provide live election night coverage. A CVC member suggested that the station produce programming about education and S.B. 54, also referred to as the Count My Vote bill.

Proposed KBYU Eleven schedule changes

KBYU staff asked the CVC to offer guidance regarding two possible changes to the station’s broadcast schedule. First, shift The Lawrence Welk Show, with a rapidly shrinking, but loyal audience, from Saturday at 7:00 pm to Saturday at 6:00 pm and second, extend weekday children’s programming from 6:00 to 7:00 pm. No objections were raised to these changes.

Request for Topics and Guests for Thinking Aloud, Community Connection

Staff asked CVC members to suggest topics and guests for two programs.

“Thinking Aloud,” produced by Classical 89 features in-depth discussions with experts on a variety of topics, those that are top of mind, as well as those that are off the beaten path. CVC members can send their suggestions at any time to the program’s producer Mark Burns at mark.burns@byu.edu or 801-422-8333. It airs weeknights at 8:00 pm and is available online.

“Community Connection,” produced by KBYU Eleven, features short interviews with non-profit organizations and agencies that provide services and events of interest to Utah children, families, and seniors. It airs at various times during the week. CVC members can send their suggestions to the program’s producer Rob Sibley at rob.sibley@byu.edu or 801-422-8409.

STAFF REPORTS

Classical 89 app

The radio station app is now available on IOS and Android platforms. The app will be promoted to listeners once it is operating perfectly on both platforms. There is currently a problem with

the stream on the Android platform. The developer is working on the problem and it should be resolved soon.

Classical 89 Membership

Staff provide a review of Classical 89's very successful fundraising efforts in 2015. The chief focus of the year was acquiring more sustaining members or sustainers, those who contribute a set amount each month through automatic withdrawal from their bank account or charge to their credit card without a determined expiration date. Sustaining members provide the stations with stable and reliable funding. Special sustainer events were held throughout the year including tapings of "Highway 89" at the BYU Museum of Art and in BYU Broadcasting's Radio Studio 6. By the end of the year, the number of sustainers nearly doubled. 2015 was the best year ever for Classical 89 membership.

The station's Facebook friends increased from 3,000 to 7,000.

KBYU Eleven 2016 Original Production plan

In 2016 KBYU Eleven will produce new episodes of "Ask Eleven," "Community Connection," "20 to Ready" and "Up to Date," as well as live candidate debates and election night coverage. Other productions include a new music special, "Time Janis Celebrate America Across Utah" featuring choirs from 12 Utah high schools along with Utah performers, Alex Boye, Dallin Vail Bayles, and the vocal trio, Gentry that will air in March. The station is also developing a documentary about the settlement of the San Juan River Valley, which will include the heroic story of the pioneer's treacherous descent through the Hole in the Rock, that will air in December.

NEXT MEETING

The next CVC meeting will be held at 10:00 am on Friday, May 20, 2016.