

KBYU-TV and KBYU-FM Community Volunteer Council Meeting Minutes
October 14, 2016

BYU Broadcasting
Brigham Young University

CVC Members Present: Mitch Adams, Kim Corrigan, K. Newell Dayley, Steve Densley, Sherrie Hall Everett, Lynn Flinders, Gayleen Gandy, Marian Howe-Taylor, Bill Hulterstrom, Suzanne Nimer, Amanda Peterson, Linda Walton, Frederick Wenger, Bob Williams

Excused: Carl Hernandez, Drew Browning

Diana Simmons, KBYU Eleven station manager, confirmed that the public had been notified of the meeting and invited to attend.

Minutes from the May 2016 Community Volunteer Council meeting were accepted with the correction that Fred Wenger was absent and excused from that meeting.

Council members unanimously elected Bill Hulterstrom as CVC Vice Chair. He will serve as council chair in 2018.

The Council approved a motion to appoint five new council members before the next CVC meeting. The term of service for the class of 2019 will begin the second Friday of February 2017 and end the second Friday of October 2019.

Members of the Class of 2016 – Kim Corrigan, Newell Dayley, Gayleen Gandy, Carl Hernandez and Linda Walton — were recognized and thanked for their years of service.

Discussion

Council members discussed the current Community Service Priorities established by the council in 2014. At that time the council suggested regular review of the priorities with an in-depth study and revisions every five years.

Council members suggested that the current list of priorities may be too long, it is difficult to have 17 issues as a priority. The discussion turned to how the priorities might be narrowed to allow for greater focus, while also recognizing that many of the issues are linked. For example, it was noted that Utah leads the nation in women starting college, but not finishing their degree. This is an education, family and poverty issue. It was also suggested that focusing on building a sense of community will help with many of these priorities.

Staff explained that KBYU-FM, through its original weekday discussion series Thinking Aloud, is able to address a wide variety of issues on a timely basis. Because video production is much more expensive than audio production, Eleven relies on programs acquired from other sources for most of its programming on community issues.

Council members had questions and suggestions about the following priorities.

Cultural Understanding: In response to a question from the CVC, staff explained that the Eleven station and program manager actively look for programs representing a wide variety of faiths. These programs air each week on Sunday morning. A number of CVC members have strong connections in the faith community and a council member suggested that the council could be of assistance by identifying potential programs and community partners.

Education: A council member suggested combining related items in the area of education. For example STEM/Arts. Another proposed that classical music education and appreciation could be emphasized by Classical 89 announcers.

Health: The council identified the growing number of suicides in Utah as an important issue to address. A council member suggested putting less emphasis on wellness/prevention and healthcare as there are many other community resources addressing these issues and concentrating efforts on mental health and children's health. Others proposed that the stations provide more information on insurance options as well as the impact of poor air quality on health and the economy.

Ask Eleven offered a night of programs on mental health in October including a live viewer call-in program that featured a panel of local experts. A similar evening on preparing for end of life will air in November.

Civic Engagement: A council member advised extending voting-type coverage throughout the year to promote knowledge of the constitution. Another suggested that David Campbell, Professor of Political Science at the University of Notre Dame and co-author of *American Grace: How Religion Divides and Unites Us* and *Why We Vote: How Schools and Communities Shape Our Civic Life*, would make an excellent Thinking Aloud guest.

Staff asked the council for their thoughts on continuing *20 To Ready*, an Emmy-winning series of short features demonstrating how families can prepare for disasters and emergencies 20 minutes or \$20 at a time. The council advised that the series continue and suggested topics for future episodes including: community disaster drills, financial preparedness and informing parents of local school disaster plans.

Other topics: The council identified Utah's refugee population and homelessness as two issues that should be consider as station priorities.

The council will continue this discussion at the next meeting.

Staff Reports

Classical 89

The Classical 89 app is being download 50-60 times per week with about 2000 total downloads.

Due to cost, *From the Top* was dropped from the Classical 89 schedule several years ago. The station is now in a position to bring it back. The series focuses on young artists and their hopes for the future

OrganFest 2016, featuring the organists from the Cathedral of the Madeleine and Mormon Tabernacle Choir, will be held at the Salt Lake Tabernacle on November 11th. While donations will not be solicited that evening, attendees will be invited to visit the KBYU FM

website if they would like to contribute. The proceeds will help fund organ programming on Classical 89. Seats will be reserved in the VIP section for CVC members and their guests.

Membership

Eleven's donations are running slightly behind but hopefully the December pledge drive will help the station make its goal. The new KBYU documentary, Hole in the Rock Expedition, will be one of the featured pledge programs.

While Classical 89 contributions are also behind goal, overall revenue is up a bit from last year thanks to the last pledge drive. A new fundraising initiative used a "sales funnel" approach that encouraged listeners to visit the KBYU FM website to order a free Classical 89 mug. Those ordering a mug were also invited to make a contribution. Eight thousand people visited the page, 319 gave contact info, 256 ordered mugs, 19 joined at the \$100 level and 2 signed up for the maestro program.

Spectrum Auction and Repack Update

The Federal Communications Commission will be conducting another round of the national television spectrum auction. Due to the mandatory "quiet period" stations are precluded from discussing their participation in the auction. Hopefully this will be resolved by the next CVC meeting. After the auction, remaining stations will be assigned new frequencies and repackaged into another area of the spectrum.

2016 Election Coverage and voter information

KBYU hosted a live debate on October 12 between the Republican and Democratic Party candidates for US Senate. All the commercial television stations in the market, as well as KUED, carried it live.

Eleven also produced ten voter information features designed to educate the public about issues surrounding the election process, including how and where to register and vote. In addition to airing on Eleven the spots are available online and for use in Utah classrooms.

KBYU will once again partner with the Utah Colleges Exit Poll and provide live coverage on election night.

Eleven

Two KBYU TV productions won regional Emmy awards, Great Salt Lake: Utah's Sanctuary and 20 To Ready.

Utah author Gerald Lund is the host of Hole in the Rock Expedition, a KBYU documentary that will premiere in November. CVC members and their guests are invited to a screening on November 17.

KBYU joined with KUEN and KUED to participate in the national American Graduate project which seeks to raise high school graduation rates. The project has recently expanded to address early childhood education. Participating public television stations were invited to nominate an "American Graduate Champion" and record a short testimonial featuring their nominee. Five of these testimonials were featured in the national American Graduate broadcast. Congratulations to Bill Hulterstrom, KBYU's nominee, for being one of the five national winners.

In his testimonial Bill highlighted the achievements of the United Way of Utah County's Welcome Baby and Help Me Grow programs.

Eleven is continuing to work with the United Way and other community partners as part of the South Franklin Neighborhood Project. During the summer KBYU staff, with the help of BYU volunteers, provided fun and educational activities based on PBS KIDS program one afternoon a week for 10 weeks for children at the center. Eleven will expand its participation in the project and Welcome Baby Playgroups in 2017.

The next CVC meeting will be February 10, 2017.