Community Advisory Board Agenda
12/11/2020

• WELCOME AND ROLL CALL

• INTRODUCTION OF CONTENT TEAM DIRECTORS (NEWS/ARTS & CULTURE)

• PRESENTATION FROM CONTENT TEAM
  o Jonathan Seaborn and Kaysie Ellingson will present different content initiatives for art & culture and news as well as goals for 2021

• PRESENT RADIO PROGRAMMING’S TENTATIVE SCHEDULE
  o Go over the work of the programming committee
  o Get input on shows, positive or negative from board

• POTENTIAL NEW MEMBERS
  o Go over nominees suggested by board
  o Finalize list of nominees to reach out to

• MARKETING DIRECTOR POSITION DESCRIPTION AND RECRUITMENT

• SET DATE FOR NEXT MEETING

• ADJOURN

• ACTION ITEMS FROM MEETING
• APPENDIX – MINUTES CORRECTIONS/UPDATES
  o Emails with questions, updates or corrections for minutes
Community Advisory Board Agenda - MINUTES
12/11/2020

• WELCOME AND ROLL CALL

Paul opened the meeting with the Roll Call and petition to accept minutes from the CAB meeting of 12.11.20:

Roll Call – Patricia Johnson, Tammy Motley, Miguel Levario, Margaret Elbow Aaron Pan, Melanie Barnes, Keely Gnagy and Bryan Giemza. Jonathan Seaborn and Kaysie Ellingson were present in the meeting. Laura Camper was taking the minutes.

Paul asked for any corrections for the 11.11.20 meeting minutes. No corrections were requested. Paul called for a motion to accept the 11.11.20 CAB Meeting Minutes as written. Patricia Johnson called the motion at accept 11.11.20 minutes as written and Margaret Elbow seconded. 11.11.20 minutes passed with unanimous vote by all present.

Paul announced we won an Emmy from the National Academy of Arts and Sciences in the Lonestar Region.

• INTRODUCTION OF CONTENT TEAM DIRECTORS (NEWS/ARTS & CULTURE)

Paul introduced Kaysie Ellingston, Program Manager-New Director

• PRESENTATION FROM CONTENT TEAM

  o Jonathan Seaborn and Kaysie Ellingson will present different content initiatives for art & culture and news as well as goals for 2021

Kaysie gave the following updates on ongoing projects:

“We are not trying to compete with breaking news. We are trying to provide Lubbock and the surrounding communities with insightful, thoughtful, thought provoking and educational content that is unbiased. A deeper look about what’s going on in our
community. We use a lot of social media, web platform, Instagram, Facebook to report from the field.

Kaysie has been in the field reporting, continuing to report about the daily Covid-19 numbers.

- In 2021, we plan to grow our news teams and news room. Starting in January we have a new reporter due to the Frontline grant we received in collaboration with American Public Media and Texas News Room. She will be covering the rural hospitals. Covering the closures that has happened over the last decade.

- Kaysie would like to see our internship program grow and for them to become a vital part of our newsroom. This would bring up and coming journalists to the Lubbock and surrounding communities.

- To bring San Angelo and the Concho Valley area 2021 a news room also

- We are also looking to incorporate a weekly news show in Lubbock – a talk show about background of programs we have created, a chance to get and answer questions from the community

- State wide content – Texas Newsroom – we have had programs aired on the Texas Newsroom and National NPR a few times. To grow our relationship within these broadcasters.

  Supplying Texas Newsroom with news from Lubbock and our surrounding areas. Reminding people that Lubbock is here in the state and national news about what is happening in our communities.

Jonathan brags: “Since Kaysie has opened the relationship with Texas Newsroom, we have had one article a week play in state coverage from Lubbock over the past four months. They have relied on us pretty heavy for news from our area, as they do not have reporters in this area. Kaysie and Sarah’s work has been recognized in the state news.”

Patricia Johnson: “When will the internship programming open up, so we can encourage those who may want to apply?”

Kaysie: Internship program is open. We currently have one dedicated intern, Julia Sewing. She intern with us as a video intern at TV and with Betsy Blaney at radio. She is with us again as a Grad Student. We have another intern, Hannah interested in coming on, but hasn’t produced anything this semester. We would really like to increase our
interns to maybe three or four in the Fall 2021 semester. Kaysie will reach out to various areas on campus to let them know we our needs. If any of the CAB members have students interested, please let have Kaysie’s contact email. kaysie.ellingson@ttu.edu

**Melanie Barnes:** “There is a program in El Paso from a chemistry professor highlighting science research or researcher who came to give talks and presentations. He would invite them for a 15-30 minute radio show for the general public not the scientific community. He had tried to get program picked up by NPR, but no interest was shown at that time. Unless we know someone personally, we don’t what is going on in different areas. This could branch out to artists and others in different communities.

**Margaret Elbow:** Related to the Frontline program, concerns for uninsured people in rural areas. UMC has a program which can cover uninsured/low income people. It is difficult to get people in the surrounding counties on similar programs. What do people do when they don’t know about hospital district indigent programs or if a program is even available to them in rural areas?

**Kaysie:** Area we are interested in covering. There is a program covering the uninsured rate coming out hopefully in January.

**Melanie Barnes:** Kaysie we definitely want to target the legislators with this information. This information was mention in the *Tribune* noon report. Three legislators spoke about want to reduce the number of uninsured this next session.

The following is the link Melanie spoke about.


This is the last day. There were five days about the upcoming session, one hour each, they are recorded. This link goes to today’s which is the last one. A Preview of the 2021 Legislative Session.

Kaysie left the meeting at this time.

Paul turned the meeting over to Jonathan Seaborn for the Arts and Culture information.

**Jonathan:** Frontline is a cross collaboration effort between News and the Arts and Culture side. One of several stories coming from both realms. The concerns about uninsured are something we want to address. Texas leads the nation in uninsured state. Trying to find out correlation with the counties with
the most uninsured rates with hospital closures, public or private. Most closures have been in east Texas. Closures and access don’t necessarily line up. More hospitals per population.

The state NPR organization has been helpful. They will have legislative fellows during the next legislative sessions. This will have multiple components: video, website, podcast and radio news.

The other cross collaboration is Beyond the Report. It goes beyond the report and shows how the people are impacted. First season was about Women’s Issues based off the YWCA 2017 report. The second season looking at lasting segregation in the city. Information coming in from Texas Houser’s and Lubbock Compact.

Last season we recycled information to multiply platforms by retooling it. This season all platforms will have complimentary information instead of just recycling it. All platforms will have different information which complement each other.

Paul: Throughout history Caucasian people have come in to tell different ethnic cultures and communities. When Beyond the Report started Jonathan and Kaysie reached out to the east side Lubbock groups to find young people who want to become film makers. To train them to become producers on the series. They have put together a group who will be editors and producers. This way they are heard not just in the story but also in the editorial.

Jonathan: We do have community advisors, just residents speaking from living or previously living there. Speaking with leaders of organizations who work for those in this area. They were working with students before Covid and are still in contact with them.

Both Kaysie and Jonathan agree it would be better to have information complimentary than recycled on all platforms. Over the different platforms a lot more information will be given. The goal is to have information roll out in February on the website. In March you will see the radio podcast series roll out. We are trying to make it interactive. Knights Foundation has Knightlab showing an interactive embeddable timelines on the website.

Melanie Barnes: do we have the toxic waste release map to put with the interactive map?

Jonathan: Yes we do have this information to add. Maps showing the progression of changes. We are digging in and making sure we do our due diligence. As a new News Team we are taking the time to confirm information.

Sound on Tap: Second season. Lubbock has a long rich musical history. This is a performance show. The difference in our program is we try to record in a personal spot for the band. As with other things Covid has rearranged how and where we can record. LHUCA has been kind to let us use one of their large warehouses. We keep it clean and socially distant. We are included bands further west from El Paso. Program is now more diverse with the larger area for culturally diverse talent. One goal for the next year is to get NETA to offer it for state wide distribution and into eastern New Mexico.

Global Weirding: A PBS digital series with Dr. Katherine Hayhoe – three seasons. Coming back this next year to record possibly five episodes in late January early February. Would like offer to NETA as a two minute interstitial. At this time they are 5-10 minute digitally. Would like to cut them down to see if they would be able to offer them nationally. Dr Hayhoe is working on writing a curriculum for the series as several universities are using them in their classes.
We want to break out into the podcast sphere this year. We did not have a set schedule on recording them. We want to get into a more consistent recording schedule with the podcasts. Rachel Boyd has been working with Dr. Vikram Baliga from the TTU greenhouse. They are working on a podcast called *In the Grow* which will launch in early spring. The podcast is looking at sustainable and affordable home gardens living in west Texas climate. Trying to keep in vague enough to give it regional appeal. Rachel is playing the part of someone wanting to start her first garden and Dr. Baliga is the expert helping her get it going.

We are starting an anthology podcast called “Texas the Podcast” or Texas Podcast“. It will be looking at a different unique Texas story each season. Jonathan has been in contact with Rick McLaren for the last year. He was the leader of the Republic of Texas in the ‘90s when they had the standoff in Ft. Stockton. He is currently in prison in Amarillo. He is serving time for domestic terrorism charges, kidnapping and other crimes.

*Paul:* This group believes Texas is not part of the United States. They think Texas was not put back into the union after the Civil War. They created their own government. Basically cosplay for angry white men.

*Jonathan:* It’s scary but a lot of comedy also. They have a senate and congress; which holds sessions and pass laws.

*Paul:* It’s dangerous as they create their own reality. But it plays into conversations going on now about separation. It shows how the past and present meet and how dangerous ideas can be created.

*Jonathan:* Want to show how the nation has softened towards this things. The reaction in ’94 is totally different from what the Bundies received. The essentially did the same thing: took hostages and had a standoff with the government. But the end result was very different. The pandemic has hit the prison very hard. Communication is very slow. Originally the idea goal was to have it out in April, but it may be pushed back.

We have several productions in the works within the University, such as Carol of Lights or Candlelight at the Ranch. COL was very well received as a virtual production. We do some kind of holiday program every year with the University.

On the radio side, producing *Music Crossroads of Texas, Noche de Tango, and Faith Matters*. Recently the production has moved under Jonathan’s responsibility. He wants to work with the producers and host to make the shows the best they can be. Wants to update the look, feel, graphically, a facelift so the shows can be all they can be.

Things to be proud of this last year. Since the creation of the news division and the push with *Sound on Tap* our website traffic has increased dramatically. We have doubled our twitter followers. A lot of that has to do with the news programs. Facebook has shown a lot more engagement with the videos posted there. There are some areas we need to address. One goal is to get our YouTube audience engaging as much as we are seeing on other social media platforms. Figure our VOICE for El Paso. There social media has been lacking a unified voice. We need to figure out what El Paso community wants to hear and how to get the audience engaged as well.
Paul mentioned we won an Emmi for *Minor Injustice*. Jonathan produced and Emily de Santos directed the program about youth being within the adult criminal system in Texas. Texas is one only three states that automatically charge 17 year olds as adults. We look at how this process works and what it means for them. Looking at a bill that gives second chances to youth whom were certified as adults, 15-17 years of age for serious crimes. It looks at the length of their prison term and the age they were committed to determine whether to offer early parole. It won the Emmi in the documentary area and won best documentary at a couple of film festivals.

*Dream with Me* a film on immigration, *Narratives of Modern Genocide* a film survivors of modern genocide directed by Paul, and *Between Earth and Sky* about climate change will all will be coming to Canopy and Amazon streaming platforms next year.

Paul opened up the forum for questions for Jonathan.

*Bryan Giezma:* He is working with Dr. Hayhoe on a series of live book readings with some well-known writers about climate change. Interviewed several writers already, Diana Johnson, a young writer has put together a topology of women climate writers; Naomi Arrestees, author of *Why Trust Science?* Recordings are available through the Climate Center. You might comb through to find useful information for radio or TV.

*Paul:* We will make sure the board sees early cuts of *Beyond the Report* for their input. We will make sure you get screening links, Nightlabs whether we meet on it or not. Paul has been in communications with the President’s office about changes. We want to make sure all data compiled and presented has been fully vetted for accuracy. We will have those that do not want or like the change or information. It will be helpful with many eyes upon the project. Last year was very successful partnering with the YWCA. There were several town hall meetings with some of the people whom were interviewed. The meetings were sold out crowds.

Paul read where they hoped to have Lubbock vaccinated by the summer of 2021. Not sure how accurate.

**PRESENT RADIO PROGRAMMING’S TENTATIVE SCHEDULE**

- Go over the work of the programming committee
- Get input on shows, positive or negative from board

*Paul:* *Fresh Air* is a program potentially leaving air, so we don’t want to bring a show on the air just to have to remove it. The following programs due to budget constraints, as members of the Texas Newsroom, *Think* and *The Texas Standard* are free programs.

*The Texas Standard* has been moved from 3:00 PM to 11:00 AM. *This puts it closer to when it is live state wide. Nothing is set in stone. Opened up for discussion.*

*Aaron Pan:* Do we have BBC overnight?
Paul: Classical music will be played in the overnight hours. We know we will take a hit because we are moving the schedule around. Refer back to the prior meetings info about listeners dropping off after the morning news programs. Some listeners will not be happy with the change no matter what we do. We do anticipate a hit to our budget. Due to budget constraints we can’t do 24 hour news. Clint is working on the numbers. BBC will still be available on our HD-3 Stream 24 hours a day. The committee is made up of Clint Barrick, Chuck Luck, Paul Hunton, Jonathan Seaborn and Kaysie Ellingson.

Aaron Pan: Recommended we run BBC 5:00 – 6:00 AM. This would give a world look as well as national look at news.

Paul wrote suggestion in as a possible update to this time slot and will take it to the committee.

If you would like to listen to some of these programs and come back with your thoughts, please feel free to share.

Think deals with news related items but not necessarily the news. We are going to be doing Science Friday.

The 9:00 AM we would like to leave open for local programs. We would like to use Marfa as an example to use their 11:00 AM – 1:00 PM local hour in our 9:00 AM.

Marfa schedule
https://marfapublicradio.org/schedule click on Full Schedule (Example included with minutes)

Between the University and the citizens of Lubbock we should be able to find someone who would like to host their own show. Process would as follows: Host would put a one page pitch together about what the program would be about, then work with our team to record a pilot. The idea is the pitch team would be made up of a committee from the CAB of three – four members. They would listen with Jonathan and Kaysie to the pitches, after the group goes over the pitches they would decide which two – four pitches get to make a pilot. At the beginning we will need to get quite a few pitches and pilots together. Once we have feedback we will not need as money pitches. After the pilots are created, as a group we would listen and make a decision which will go to air or green light. We will refine this process as time goes on. As a start it could be two or three days of the week for local programming at the 9:00 AM hour.
Patricia Johnson: Is Think only available at noon? It seems like local news would be more enticing for more people to tune into on their lunch hours.

Paul: The reason why we have Think at the noon hour is because it is live and it is a call in show. The premise is someone may hear someone else from the Lubbock area and realize they could participate in the program. We don’t have a local news program hour built yet. Kaysie has news two – four minute news articles. We don’t have a 30 minute to hour long program yet.

Aaron Pan: What would be the program on Science Friday?

Paul: It is a two hour program that would replace the Here & Now at 1:00 – 3:00 PM.

Please take time to listen an episode of any of these programs and give Paul feedback through email. We would like to have the program list set by the first of February. Then we can start marketing the change through February and beginning of March. We would like to launch mid-March the first of April. We would like to coincide this with bringing in the new Marketing Director. Job will be posted on December 14. But with the holidays coming up it will be after we return before any interviews are happening. We would like to have someone on board by February. So they can lead this marketing effort.

• KTTZ-FM Main Signal Working Proposal

• 5:00 Morning Edition (Possible BBC)
• 6:00 Morning Edition/MMR (6:51) (Marketplace Morning report 10 minute segments)
• 7:00 Morning Edition/MMR (7:51) (Marketplace Morning report 10 minute segments)
• 8:00 Morning Edition
• 9:00 The Takeaway
• 10:00 1A
• 11:00 The Texas Standard
• 12:00 Think
• 13:00 Here & Now
• 14:00 Here & Now Hour 2
• 15:00 ATC
• 16:00 ATC
Miguel Levario: Is this schedule be for Monday – Friday only or seven days a week?

Paul: The schedule is Monday – Friday. The weekend is still be worked on. We would like to keep the weekend similar to the HD-2 schedule as it is now. The following is the Saturday Schedule at this time.

**KTTZ HD2 Radio Schedule**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 AM</td>
<td>Jazz Overnight</td>
</tr>
<tr>
<td>7:00 AM</td>
<td>Classical 24</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>TED Radio Hour</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>RadioLab</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Innovation Hub</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Ask Me Another</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>The Splendid Table</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Classical 24</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Only A Game</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>Jazz Overnight</td>
</tr>
</tbody>
</table>

Paul: The weekend schedule will flip flop from HD-2 to main station and vice versa.

**KTTZ-FM Radio Schedule**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 AM</td>
<td>KTTZ Overnight</td>
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</table>
Paul: The considerations are the budget. The ratings are not there yet for the weekends. We want to find out what those reasons for lower ratings on the weekend, which may be due to programing. We also realize with the small staff and bandwidth it is difficult to morph a seven day a week schedule. Our main day schedule is where the majority of our funding is supported through the different revenue streams. Ratings come in on a quarterly basis. This change will start at the beginning of second quarter of 2021. Once we have the ratings in the third quarter, based on the ratings we will address everything else. We will start focusing on the weekend schedule during the summer.

Bryan Giemza: Takeaway is more of a digest and commentary program about the news. Some stations put it in a later time slot because of the type of program it is. A lot of stations play BBC in this time slot.

Paul: That is accurate. The reason it is there is because it does take the news and talks about it. The committees thought was you have heard the hard news this morning and here is people unpacking it a little bit more. Second we want to get the local content developed. He doesn’t feel that Takeaway is the best show there. He doesn’t want to put IA in this time slot and then move it after the local content starts up. Paul dislikes the idea of putting a weak show there. But the idea is it will help with the unpacking of the local programming. We don’t want to get a loyal listener at this time with a program we end up moving.

Aaron Pan: What is the thought behind Takeaway instead of On Point?
**Paul:** Paul likes *On Point*, but the committee voted for *Takeaway*. The committee’s thoughts were *On Point* is a little more East Coast issues discussed. There is more elitism with the stories they choose to tell. They believe *Takeaway* is a little broader in their views on the stories they unpack. It’s a possibility that *On Point* will make it on this schedule. But express your opinions and Paul will take it back to the committee.

**Aaron Pan:** You get a lot broader callers on the *On Point* program. *On Point* usually brings in a broader audience.

Please listen to shows you are not familiar with. Paul will take recommendations back to the program committee. Plan on meeting late January early February so we can get some final input on the schedule before it is finalized for the air. Please send recommendations by email to Paul and he will share with the program committee.

- **POTENTIAL NEW MEMBERS**
  - Go over nominees suggested by board
  - Finalize list of nominees to reach out to

**Potential new CAB Members**

*Debra Lavendar Bratcher* – she is with TTU – very active in community – potential

*Lala Chavez* – a lot of work in Lubbock – community organized – reelected to LISD school board

*Autry Freeman* – works in the community – worked at LHUCA – well connected in community – a great sense about what is needed – works as a consultant – actively in LGQBT

*Ronnie Hopper* – active in agricultural – looking for new ways to do things – has a good following – might bring in ag groups – regional water planning – potential but need ethnic diversity – maybe a contact for Jonathan or Kaysie – maybe a connection for content team

Ashton Alexander – great choice – Tammy thinks he may have already had an offer out of the city. We might see if he might want to help on a special project. Maybe ask for his help on *Beyond the Report*

*Mariann Lawson* – on board of east Lubbock Art House – active member in east Lubbock – community organizer – supportive of LGQBT – ran for school board – actively works in groups
AJ McCleod – Paul knows

Lola C Brian – unsure who mentioned – dropped from list

Katy Holladay – reach out to Katy – a younger generation potential – upper classman at TTU – has a great knowledge about farming – special ability with hearing loss that progressively will get worse – online blogs or FB

Keely had emailed Paul about some of the diversity areas we were missing, but at this time we will vote on the five listed.

Paul called for a vote to pass the five bolded and highlighted names listed. Aaron Pan called the motion and Keely Gnagy seconded the motion. All voted unanimously to ask the individuals to become part of the CAB board.

• MARKETING DIRECTOR POSITION DESCRIPTION AND RECRUITMENT

Take a look at the job description. Think of someone you might want to recommend or places we can post the job.

• SET DATE FOR NEXT MEETING

A straw poll will be sent out in January for a meeting late January early February.

• ADJOURN

Paul called for a motion to adjourn and everyone seconded.

ACTION ITEMS

➢ Please listen to programs you are not familiar with and email Paul any feedback concerning the programs

➢ Paul will take feedback to the program committee
➢ Paul will send out straw poll concerning available times for next meeting for late January early February

➢ Please read through Marketing Director Position. If you have someone to recommend or a place to post job at please send feedback to Paul.

➢ Please send Laura your mailing address and shirt size. Paul wants to get a swag bag sent out to you. laura.camper@ttu.edu.

➢ Laura will email a copy of the minutes with links and contact information for Jonathan and Kaysie

EMAIL ADDRESSES

Jonathan Seaborn – jonathan.seaborn@ttu.edu

Kaysie Ellingson – kaysie.ellingson@ttu.edu

Laura Camper – laura.camper@ttu.edu

Links mentioned in meeting

The following is the link Melanie spoke about.


This is the last day. There were five days about the upcoming session, one hour each, they are recorded. This link goes to today’s which is the last one. A Preview of the 2021 Legislative Session.

Marfa schedule

https://marfapublicradio.org/schedule (click on Full Schedule) The link is a pdf on Marfa’s website

12.11.20 Meeting recording link

https://vimeo.com/kttz/review/490911961/55ddc1f928

APPENDIX

   Emails from: Melanie Barnes 12/11/20, Keely Gnagy 12/18/20, Tammy Motley 01/05/21, Miguel Levario 12/2/20, Melanie Barnes 12/28/20, Paul Hunton 01/06/21, Aaron Pan 01/06/21, Paul Hunton 01/06/21, Melanie Barnes 01/06/21, Margaret Elbow 01/06/21

LC Updated 01.04.21