Community Advisory Board Agenda - MINUTES
11/11/20 2:30 pm

• WELCOME AND ANNOUNCEMENTS

Paul opened the meeting with news of Emily Loya leaving TTPM and Sherril Skibell retiring at the end of 2020. Plans to fill these positions are in the works.

• INTRODUCTION FROM MEMBERS

  o Introduce yourself and say your favorite Public Media Program

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

    El Paso has been hard hit with Covid-19. All staff members are working hard to maintain station stability.

    Plans to include Reagan Doyal (Education) in futures meetings and to find ways to integrate education with Underwriting, Membership and Programming

• ACCEPT CAB BYLAWS

  o Please read over if you haven’t; we’ll do a quick scan

    One change to the Bylaws was recommended under Article 111-Membership, Section 3 Responsibilities. Paul made a motion to accept the change. Change seconded by Melinda and all agreed with change. Bylaws updated and attached with minutes of meeting. At this point Paul called for a vote to pass the bylaws with the current revision update. Aaron Pan seconded the vote and all present passed bylaws.

• POTENTIAL NEW MEMBERS?

    Passport is donation based. As we are a non-profit, all of our Education and News are always free and never go behind the Passport firewall.
• What community sectors are we missing?

• Bring any names you may already have

_Miguel_ – Lala Chavez with LISD school board; Mariann Lawson, East Lubbock Alliance

_Patricia_ – Autry Freeman – worked with Tent City; Covenant and Private Practice in the business community; High Schools – example LHS AV computer-based courses may even have broadcasting classes – create a student position at the station for a younger presence; Katy Holladay or Julie Holladay – Farming family – Katy goes to TTU, studying Ag and she is losing her hearing, very savvy with online forums and works with those with disabilities

_Margaret_ – low income in east Lubbock and rural communities; low income healthcare uninsured; Debra Lavender-Bratcher involved in east Lubbock and low income uninsured

_Melanie_ – region O (Lubbock) & region A (lower plains) state water planning groups - ranchers, farmers, dairymen, cattlemen – Ronnie Hopper has alternative farming education set up; from El Paso area topics included military and environmental, Marissa Limon – El Paso Hope Border Institute

_Ashton Alexander_ – internship with City of Lubbock

_Lola C Bryan (Brian)_

• **RADIO REFORMAT OVERVIEW**

_Paul_ worked in conjunction with Chuck Luck (Radio Producer) on Nielson ratings

_Current schedules and demographics and percentages_

_HD-1 – 89.1, HD-2 – Streaming, HD-3 – Streaming_

1. We are losing listeners once the news switch over to classical music.

2. New format 5am – 8pm on FM 89.1 to news/talk, 8pm – 5am Classical music
3. Move NPR programs on HD-2 to FM 89.1 allowing for underwriting and membership opportunities

4. Develop talent to host locally-produced programs

5. Hire more reporters and create journalism interns in collaboration with CoMC

6. HD-2 first ever 24/7-365 classical streaming channel

7. Bring back our app focused on classical music streaming service

8. Build marketing campaign around this new service and format changes

Next Steps

1. Hire new Marketing and Digital Strategy Director

2. Create programming committee to choose new programming schedule

3. Create and plan marketing campaign around new schedule on 89.1 focused on news/talk and around new classical streaming service and app

4. Hire part-time local host for Morning Edition, All Things Considered and news initiatives

5. Develop a local show “lab” finding and training new talent to pitch shows for air.

Timeline

1. Nov 2020 form Programming committee

2. Dec-Jan 20/21 Hire Marketing and Digital Strategy Director

3. Dec 20 Finalize new programming schedule across all medias

4. Jan-Feb 21 create and plan marketing campaigns for all medias

5. Jan 20 develop local radio show lab

6. 1st Qtr 21 Mar launch new schedule

Margaret – Will news be local content? Yes, local talent, programs and topics

Aaron – Does news program increase the cost of programming?

Paul – We apply for grants with foundations, such as the Helen Jones Foundation to support our classical music by making the HD-2 channel 24/7/365 classical. We can build more membership and corporate support by switching programs from
HD-2 to HD-1 news and talk programming. Cost offset by more underwriting available and membership increasing because of the switch.

**Margaret** -- Will some of the news be local, various communities or organizations?

Paul - Yes, we want to hire and create local talent for local programming, developing and opportunities. Which will leave Clint free to develop the classical side as well as write grants to different foundations.

Some examples: Think (free), Fresh Air, Sci Fri – Science Friday, This American Life. We became part of the Texas Newsroom, Texas Standard (free) and of course get local programs on air, Planet Money.

**Melanie** – Waylon BU, LCU, and South Plains have programs available, highlight some of the local unique museums, recitals for finals at College of Music on air using this as an opportunity for fundraising, Texas Legislative Sessions starts in Jan 21 – (Returning Ag seniors might put something together having been to DC)

**Aaron** – Do you have “On Point” as a potential program?

Paul - Yes, it is on the list of possible programs, as well as “The Daily” from the NY Times

**Question to Margaret** – How does you think this is going to affect the classical listeners? **Margaret** – Create a good campaign so the listeners know what is happening and when the classical music will be available and where.

Will HD-2 radio’s be available for pledge for listeners to get?

Paul - Yes, we are searching for a new supplier.

**Bryan** – What area of focus can the CAB work on?

**Paul** - Help identify programs to create the news/talk programming schedule
CAB members can review other NPR stations they are familiar with. Look for programs that may be a good fit for local broadcast. Send list to Paul’s email for compilation. Go to NPR website and review some programs to add to list.

• CONTENT UPDATE
  o We’ll hear from our Content Director, Jonathan Seaborn

  MOVED TO MEETING TO BE SCHEDULED THE FIRST or SECOND WEEK OF DECEMBER

• NEWSROOM UPDATE
  o We’ll hear from our News Director, Kaysie Ellingson

  MOVED TO MEETING TO BE SCHEDULED THE FIRST or SECOND WEEK OF DECEMBER

• ADJOURN

  Anything you may come up with please send to Paul at paul.hunton@ttu.edu

  ➢ Action Items:
    Compile list of names and program lists

    Paul to send out time slot request for next meeting.

    Laura will send out copies of minutes, updated Bylaws, power point presentation, link for recording of CAB meeting, and a link for membership

Link for meeting recording
https://vimeo.com/478233842/f12d6a9877

Link for Membership