Community Advisory Board Minutes
11/09/21

• WELCOME AND ROLL CALL
  o Roll Call
    Melanie Barnes _X_ Margaret Elbow _X_ Autry Freeman _X_ Bryan Giemza _X_
    Keely Gnagy _X_ Patricia Johnson _X_ Miguel Levario _X_
    Aaron Pan _X_
  o Approval of minutes of last meeting.
    Vote Called _____Paul______ First__Margaret_____ Second ____Aaron_____

• Announcements
  o Welcome!
  o NPR Fall Fund Drive Result

Paul: On screen is a comparison of the pledge drives from spring 2020 pledge through fall 2021 pledge drives. We only changed four hours of the format and added streaming.

Bryan: What was the 2019 spring totals? Laura will include a spreadsheet with the minutes showing all pledge drives from 2019 through 2021.

• Marketing Director- Rebecca Cushman
  o Overview of marketing initiatives and strategic vision

Rebecca: Branding who and what is Lubbock. How do we reach more audience? A funnel is used to help build public awareness. What platform would work best? Have a good concept.

Example funnel

Image Source: https://sproutsocial.com/glossary/marketing-funnel/
**Miguel:** Rebecca will you be doing El Paso Marketing also?

**Rebecca:** Yes for all four stations, KTTZ-TV and FM, KCOS and KNCH.

**Paul:** We are open to NPR in El Paso, but UTEP owns it. El Paso was on last year of waiver from CPB when we acquired the station. NPR Amarillo is run by a company from Colorado. We serve a wide audience on the PBS side. NPR is a narrower view.

Our PBS audience love the program guide and wanted it back in 2015. Let’s get back to fundamentals Passport is very high.

- **Round Table Discussion**
  - **Local voices, local programs**

**Paul:** Kaysie and the news team are doing a great job replacing the newspaper. Covering local news to bring value to Lubbock. We want to report more local news. One staff on *Frontline* grant covering rural medicine. Podcast will air on *Frontline*. Julia Sewing will be announcing local news on air. This will give Clint time to devote to classical music.

Jon and Paul are working on a radio incubator. They will need someone to host a 30 minute local show.

One of the Regents likes the *Listen in Lubbock* program.

We need feedback on people, shows and concepts.

Nick Birdfield pitched an idea which we recorded cultivating local content.

**Autry:** Maybe local gardening 30 minute program. Promote the Lubbock Arboretum.

**Miguel:** Local to Regional history feel like they are being left out. We could host Texas history tournament.

**Aaron:** Food is always important to local restaurateurs.

**Paul:** Art what is missing. *Front Row on Friday* with Clint. Aaron what is happening in different classes. Maybe cliff notes on what is happening. We never want them to public think we are just marketing for TTU.

**Melanie:** Setup a calendar showing what public speakers are coming to different departments.

**Paul:** We need at least 12 episode plans for weekly programs.

**Melanie:** Maybe a civic show

**Margaret:** A program for those we haven’t reached, north and east Lubbock, Spanish programs or history of business.
East Lubbock art house?

**Melanie:** Do a debate
**Paul:** An elevator pitch – a 2 minute spot for politicians. Build a reputation for someone who does this.
**Jon:** election forum

- **Committees**

  **Paul:** Lead sends an email for brainstorming ideas on finding people and/or organizations.

  Autry asked to take Lead in Content group. Autry accepted.

  - **Content- Margaret Elbow- Keely Gnagy- Autry Freeman**

    Autry asked to take Lead in Content group. Autry accepted.

    **Margaret:** Mayors race would be a good one for the candidate forum

    **Patricia:** We have a huge medical field, mental health

    **Bryan:** People look at local news trustfully – Podcast – TTU library

    **Paul:** We have *In the Grow* podcast, Humanities has a podcast

    **Bryan:** Sounds on the South Plains. Set up a glass booth recording mobile or popup. See about a grant for a mobile unit.

  - **Community Engagement- Keely Gnagy- Patricia Johnson- Miguel Levario -Autry Freeman**

    Reagan is working on a grant for free books

- **Sound on Tap Update (and general content)**

  - **Jonathan Seaborn**

    Digital series examines literacy. *Global Weirding* wrapping up last six episodes.

    *Sound on Tap* is now state wide in Texas and New Mexico. The program has been nominated for two Emmys.

    *Beyond the Report* has been nominated for an Emmy. There are three acts that are totally Spanish and one episode is totally in Spanish.

    *Frontlines’* next project is on water.
• **SET DATE FOR NEXT MEETING**

Please remember to include Laura in all emails for distribution. Laura.camper@ttu.edu. Laura will add links and/or copy of information to the minutes.

• **ADJOURN** Motion to Adjourn___Melanie_____ Second____Miquel______

  All in favor Yes___X___ No______

• **ACTION ITEMS FROM MEETING**

  2022 Community Engagement think of ideas for programs.

• **APPENDIX – MINUTES CORRECTIONS/UPDATES**

  FM Pledge Drive Comparisons 2019-2022

  Content Engagement email for program ideas

• **LINKS**

  CAB Meeting: no link for this meeting

  Image Source: https://sproutsocial.com/glossary/marketing-funnel/