Community Advisory Board Agenda

• WELCOME AND ROLL CALL (starts :00
  o Roll Call
    Melanie Barnes __ Margaret Elbow _X_ Autry Freeman _X_ Bryan Giemza__
    Keely Gnagy _X_ Patricia Johnson _X_ Miguel Levario _X_
    AJ McLeod _X_ Tammy Motley __ Aaron Pan __
  o Approval of minutes of last meeting.
    Vote Called: Paul Hunton   First: Margaret Elbow   Second: AJ McLeod
    Vote passed as called.

• Announcements (ends 6:57)
  o PBS Board of Directors Election
    Paul announced he was elected to the PBS Board of Directors.
  o Chris Cook Leaving Texas Tech -Reporting Structure Change
    Paul is over Public Media – then report up to Marketing and Communications to Chris. With Chris leaving TTU, Paul is in communications with the VP of Marketing and Communications, Matthew Dewey, and will probably report directly to him in the future. We have been under departments in the past, Provost, Chancellor and now the President’s office for the last eight years. As we reach such a wide area, we really need to have that direct link up to the President’s office. This gives us an easier communication line to bring needs and concerns from our listeners/viewers directly to the President’s office. At this time this seems to be the way the reporting structure is going to be set up with Chris leaving.

    **AJ:** will be leaving Lubbock going to Fort Worth on July 9th. He is taking the sports director of the three YMCA’s in Fort Worth. He and his family will be leaving Lubbock after 35 years.

    **Paul:** That is great news. It sounds like a very great job. You are a great leader and have done amazing things in this community. We wish you the best of luck and thank you for your service. You will do amazing this for Fort Worth. It is an amazing city. You have been
involved so many ways with different projects, whether being interviewed or giving insight on what we are doing. You are going to be missed. It will be a big gap to fill. Hopefully we will find some people to fill in. It will probably take multiply people to do all the things that you did by yourself. We wish you the best.

• PBS Kids Show Pitch Opportunity-The Adventures of Milo and Mia (6:57-42:39)
  o Education Director-Reagan Doyal

  **Reagan**: This came up shortly after the last meeting. Everything has been going fast and furious since then. There is a big grant from the Department of Education that comes up every four to six years. We were able to be part of the call from PBS to pitch the idea for a new PBS Kids show. They were wanting something that spoke about Functional Literacy.

  "What business do we have as TTPM pitching a show to PBS? Why are we doing this?"

  They are really open to working with someone they haven’t worked with before to create a network show. They like cultivating new people. We see this as an opportunity to provide a new resource to think about things in ways which PBS shows have not traditionally thought about before. We love kid’s shows. The shows are great. But most of the resources the share are not the most flexible and conducive to the needs of the community.

  With us being a small station and going through the struggles with that first hand. Sometimes PBS says use this but not a lot of flexibility on how to use it. So we are not able to use it in the most effective way. A big reason we are wanting to do this is so we can create flexible resources to serve the communities and our needs, to think about things and the way the smaller stations do. A lot of the times PBS shows don’t fit into a teacher’s pedagogy practice in the classroom. Especially for the pre-K through 3rd grade content area. Teachers like the PBS concepts but state they do need fit their needs. We want to do something that will fit in with what the teachers want, need to do comfortable with and known as best practices.

  We want to also do something which supports the whole Public Media System. If one of the local PBS station has an idea and wants to use a current PBS show, the station has to go through multiple levels at PBS before they let you talk to a producer. Most of the time you don’t even get there. There is not a lot of great feedback between stations and producers.
There isn't much communication there. We think we could collaborate with other stations really well.

This would also be an incredible opportunity to elevate Texas Tech, raise revenue and receive grant funding. If our show gets elected and becomes a national PBS show, Texas Tech Public Media will be on the end of every episode. It is really an incredible opportunity.

“What does PBS Kids Want?”

PBS wants a show that has functional literacy curriculum. Not the sound of the letter, but the role of print in the world. Basic reading concepts of reading left to right. How text is used in different ways in the world, gives us different direction in life and strategies for understanding the text. They want ideas fun and engaging on multi-platforms. Not just broadcast but gaming platforms. PBS wants its mission statement Diversity, Equity and Inclusion to showcase in the program.

We submitted a proposal called The Adventures of Milo and Mia. If you combined Arthur and Star Trek you would be pretty close to Milo & Mia. The program is a journey in outer space with humans, aliens and even robots. Who live out their daily lives on an exciting galaxy traversing space colony called the Spaceship Curiosity.

Reagan's power point is attached for seeing the breakdown proposal of the program.

OVERVIEW

**Characters:** Milo, Mia, Goo, Ivy Celeste, T-om, Kadee, Kai, Aaron, Parents

**Format:** a two-dimensional animated cartoon show with eleven-minute, self-contained stories separated by an interstitial.

**Episodes:**

1 – List Off! - Interstitial - Mall Moon
2 – A Safe Sprint – Interstitial – The Little Dipper Shop
3 – Purple Pooch – Interstitial – Out of Space
4 – Word Olympics – Interstitial – Home Sweet Zoo
**Multi-Platform Strategy:** The program will empower local stations to engage with all levels of their local learning ecosystem. All aspects are designed through the lens of local stations' needs, including community events, family engagement, teacher resources, professional development, underwriting, and community partnerships. Our goal is to have episodes that children can watch, early-reader digital and pdf books to read, and digital games to play. We also want to provide hands-on activities that can be used at home, as learning stations in a classroom, and as manageable activity stations for community events. We also want to empower community partners to be able to play a role in the learning ecosystem and help local stations secure underwriting funders.

**Diversity and Inclusion:** Diverse Characters, hiring a diverse staff, Texas Tech students working on the show, research with diverse communities

Proposal was submitted about two weeks ago. Hopefully we will hear by the end of July our proposal was accepted for submission. We would then set up a meeting to start talking and working through the proposal. They will at this time create a show bible. Which would be a deeper dive into the characters and program. We would hire an animation house and get up to speed with them. After the commissioning fase, they will narrow down to two pilots they would want to create and have funding for. They will pick these two at the end of August. At this point we would hire more writers to come in and work with an animation house to come up with an art design. After the two pilots are created a series will be launched in 2022 and 2024.

PBS is also opening up another proposal process in August. This is our first go at this and we are learning some things. So if we don’t get selected, we still have another opportunity in August. Not sure what the topic will be at this time for the August proposal.

**Q&A**

**Paul:** Any feedback will be great to hear. As Reagan said, one of goals of our education initiative of the TTPM Education Department is PBS kids. It is one of the most well-known and renowned educational children’s program in the country. Having contact with all of the schools in the community and area has been a great accomplishment of Reagan’s hard work. He has been working the last year with Region 17 and teacher trainings. One of Paul’s and Reagan’s goals was to be creating a National program for Kids. PBS opened this opportunity and we had to swing for it. Reagan is the right person to do that. We not only have to create the characters and write the program, but also hire an animation house and the writers. The infrastructure and cost and coughing up the funds hoping we got picked up by PBS nationally. It’s a really hard road to go down. This actually helps us and hopefully achieving one of our goals. By jumping ahead and having all of the infrastructure built in. We get to skip all the cost of the infrastructure. It could be a very rewarding thing for us not only now but well into the future if we were able to become a National Producer. Most of the National Producers are KQED-San Francisco, WNET-Washington, and WGBH-Boston. All giant stations in major markets. To be able to do this would be a huge deal for us.

**Patricia:** I think it’s very impressive. Don’t know how long you have been working on it, but it is stunning.

**Paul:** Reagan pitched the idea to me. I said let’s do it but let’s add characters. We hired one other contract worker. He thought it would be a lot of hard work, but he brought back and presented it with characters. I was blown away with it. It was a fully rendered idea of what this world looked like.

**Keely:** Why did you choose a dinosaur?

**Reagan:** I like dinosaurs. We have a big universe. I figured dinosaur had to be better on another planet besides ours. What are fun characters to have? What would kids like? He is a dinosaur from another planet.
**Patricia:** I think you did well on what kid’s would like. You could also get into time warp things. Your dinosaur opens all kinds of realms.

**Reagan:** It’s a whole universe of possibilities. It’s one of things that made it exciting about this. We didn’t want to be limited to a town or neighborhood. PBS has a kid’s program that shows a world of possibilities so are you. So we thought a whole universe of possibilities and kids can help in all these different ways.

????????: It really helps that we have a production team that are sci-fi buffs also.

**AJ:** I have a question about the younger kids. My kids use tablets and iPad. How would that be compatible on these kind of platform in the future? As we get down the line the more the technology is used. Will it be on PBS.org or will be like they could just tap into the individual episodes? How would this work going forward it you are awarded the grant?

**Reagan:** Everything would be available on PBS.org. Episodes would stream there. We will have games that will tie into specific episodes that will live there. The printable story books will be accessible from PBS.org, but we will also a digital version. The characters will be able to read the story to you. There are other PBS programs that they do some aspects of this with the programs. We want to take the reading aspect further by being printable. We know everyone does not have electronic devices. We are thinking how can all episodes be streamed, broadcast and have a digital component? Something that can be shared with teachers and families. One frustration I have come across working with the teachers is an episode that teaches something but because of the individual producers they can’t always get access to those episodes. Our thoughts are that we want this to be as universal as possible as a resource. On the PBS Learning website, we planned on having almost every episode so teachers could access them whenever they want. There would be regular streaming available for On Demand for the families at PBSkids.org. We are definitely thinking of the tablet world or smart device world. WE want to have engaging things there. Also with the amount of funding that comes with allows for a standalone app. Where we could a multiple games that tie into this. We would be able to pass out codes at events. We would let them know the code is for a free app. We are definitely thinking multi-platform. We haven’t figured out the podcast on this yet. We are tinkering with it in the back of our minds.

**Keely:** It might be more common for people not to have printers instead of screens. Printable books are probably not going to be super popular in the family home.

**Reagan:** That is a great point. One of the big reasons we wanted it was for teachers or station events. At some events we only have a moment of interaction with family. Being able to hand off more than a coloring sheet is a valuable resource. It can have tips in the book also to have a powerful story time with your kids. It’s a tool that would be cheap for stations to produce and more powerful than a lot of the other printable things available.

**AJ:** Down the line do you think you would have an episode about safe usage of the different type of devices available? Whether it be tablets, cell phones or computers. Using these characters could we teach kids how to be safer and teach parents how to monitor differently using the different electronic devices? With these characters do you think this is something you would explore?

**Reagan:** I think there is a huge opportunity. Especially once parents start trusting these characters. We didn’t have the parents ready for the proposal. We want Milo and Mia’s parents to be a really good parent role model. I think there is more opportunities as families start trusting these characters more and more. Either as a stand-alone episode, sharable web content or as two minute video on Facebook.

**Keely:** In terms of Inclusion and Diversity, I know you want to teach the kids to write left to right. But there are several other ways to write, like Japanese. But include examples of other types of writing.
Reagan: You just opened up another realm of whole possibilities.

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• Beyond the Report Launch (42:41-49:15)
  o News Director-Kaysie Ellingson

Paul: Kaysie has done an incredible job. Last time she was her with Jonathan and spoke about Beyond the Report which is our signature series. Today is our launch day. If you see anything on social media, we would love for you to share it to get the word out. Thanks’ AJ for your input in the group.

Kaysie: Beyond the Report season two launches today. The video is going live today at 7:00 PM. It will be on Facebook as well as on the website. The website is Beyondthereportlbk.com. This season we are focusing on Plan Lubbock 2040 and how well the city is planning out this exciting vision. For much of city our historically black neighborhoods are still heavily impacted by racist zoning practice from past. There are four main components to the series: video, radio every Wednesday, podcast element which will come out every other Friday (AJ is featured in the program the week after he moves away.) and the web component which is live. Later this summer we will have live events. We will be bringing them to the east Lubbock community. We are looking for ideas on locations, streaming and how we are going to conduct those. One of the things about this program is not to shine a lit on the disparities, but to highlight the incredible people who make up the community of east Lubbock. AJ is included in that.

One thing we have heard again and again during the production of this series that there is a negative stigma that is attached to east Lubbock. One thing we are hoping to do with this project is to dismantle that through holding stories and events there. Speaking of the CAB; one thing that is important is the three project leads is with me, Jonathan Seaborn and Sarah Self-Walbrick. We are all white folks who don’t live in the neighborhood that we are reporting on it. We want to work around our own blind spots by relying on the CAB. The CAB has played an important role in this project. Those board people are featured on the website in About the Project section where you can read more about that process.

Q&A

Margaret: I heard the interview on Friday about Beyond the Report and it was so good. So informative. Keep it up.

Kaysie: If you want more information from the project and where we started with this. I did a Listen in Lubbock” episode and it had some sneak peaks of Sarah’s and my content. That’s at radio.kttz.org.
**AJ**: If we want to go back and hear those episodes we missed is every episode going to be available at some time?

**Kaysie**: It will all live on that website. It will slowly come out. You will be able to find all of the content on the website.

**Paul**: It will always live there after it comes out. You have spoken about the launch. We are going to have podcasts, stories on the radio and videos. All content will live on the website.

**Kaysie**: If you go to the website, you can see how it will flesh out throughout the season. You will see where all information for the programs are in the menu drop down.

**AJ**: Are they sharable for those that don’t have a platform? Can we share them to our platform?

**Kaysie**: Yes. All videos are going to be embedded through YouTube so you can share. We will also be uploading them to Facebook to share. There will be multiply ways you share. The podcasts episodes will be uploaded through Sound Card so we can embed them within the website. It will have a sharable link. Every sharable radio feature will have its own special URL.

- **Radio Reformat Update (49:17-1:07:01)**
  - **Pledge Report- $10,000 down from fall**

**Paul**: As we reported, I knew the spring pledge would be down from the previous drive. Obviously with the change from classical music to the news format, no matter how much marketing you do there will be people who push back. Of course, that would be not pledging your support. I respect that and understand where that is coming from. We were down about $10,000 from our previous fall pledge which was about $26,000. Spring pledge was around $16-$17,000. It was a little bit higher than I was forecasting at around $8,000. This is growing pains. Whenever you make a change like this no matter how necessary you think is. When we go to the community they feel like we are changing something they are invested in and are not going to want to continue their support. We communicated, we got the word out, and at the end of the day we will still have people scorned by it. We respect that. Our goal is to build that back. To show them the value. The station probably has had no more than 11-15 emails or letters from supporters upset about the change. Many are willing to give us a chance. They said I am
going to stop giving but I am going to continue to listen. I think that is the most important thing to not have someone walk away completely. I want to see what this about. Kaysie has done a great job of keeping great content on the air. Showing that value of how we are building out our reporting, our news coverage, and local news coverage. We have added a part-time reporter. We have someone doing news briefs in the morning. He graduated from Tech and is coming from KTXT. We are building out this new presence. We really hope will show people we are a valuable asset of news and information here in our community. We are down more than I wanted to be, but nothing to be alarmed by.

- Feedback from CAB

**Miguel:** It sounds great to me. In my car I have access to both 89.1 and the HD channel for classical music. I don’t always have to go to some other device. I think it has been a nice transition. No complaints and I don’t feel like I have lost any access.

**Margaret:** One problem I have heard about is that not everybody has HD radios in every part of their house nor in their cars. Some of the older cars don’t have HD radio. There is a little concern there that some people are expressing.

**Paul:** Yes that is a concern and most of the letters that came through mentioned that. We did do a giveaway. I apologize I did not get the number of smart devices we gave away. I think this is our next marketing push. Smart device is technology that is not in a lot of cars, especially the older ones. It’s not something one owns at home. Back in the ‘80’s we were bringing in new types of devices from cassette players to boom boxes with TV and antenna. People don’t own a stand-alone HD2. Smart streaming devices are something you can get like Amazon, Alexa or Goggle home. These devices are starting to make it into a lot of homes now. We are going to try to give these away. Make sure we inform the public this is another way to listen to it. I have people say they don’t want to stream it on a computer. I understand that as well. Smart devices are another option that we are really pushing out there. The technology is not something everyone can do. But to be able to hook it up to a Bluetooth speaker and run it off the app. The next step on our roadmap for the classical streaming service is to start to create more local content. The program I speaking about will probably air in the evening. One of the things we are doing during our shift, we still believe in classical and want it on our evening and the weekends. We want people to know that. We are looking at a program that takes local music directors from schools, theatre groups or other afflicted groups out there. It is kind of like On the Top taking young players interviewing them and have them then play a piece. We are going to do that locally. We are going to do a big marketing push for that. Put it on the local streaming service, also on the evenings and weekends. More classical, not just music or Clint and Alexa hosting shows, engagement in the community. It will be the first time we have done this in the last five or six years. We want to invest back into the classical aspect not just make a streaming service. Next steps are to produce that and get it off the ground and more marketing on the smart devices and activation on your phone. We are in talks with the School of Performing Arts to get more of their content. They record everything. That is local content, local recitals and faculty performing. We want to get some of that on the air. Hosting besides what Clint and Alexa do. Of course it will be on evenings and weekends on the main signal and the streaming service. This is probably a six month roadmap. Marketing things will have to be done first over the next couple of months and producing the show in four to six months to get some new content on the air.
**Margaret:** That sounds great. I will pass that on.

**Keely:** So I lost a lot of free time to listen to the radio when I got this job. So I haven’t actually listened to the new programming. I do listen to some of it in podcast format. Because I can choose what I get to listen to when I have the opportunity. I was thinking the TV station sends out a program guide. The local programs are listed and I don’t know how many have podcast options. But something that would show in case someone was interested in like subscribing to. That is not listening to the radio when it happens to be on the radio.

**Paul:** We happen to have a News newsletter that is dedicated to our news stories send out by email. I think you can sign up to that on the website. You’ve sparked something in me here. We need to get better at in that program guide to show my vision of being one company, Public Media. You can find us in all the different ways from sound, audio, video, television, radio, digital, etc. etc. Content has so many places to live now. My vision over the next five years is to bring us together to show we are not a radio station or TV station but all of these things together. I have gone over this with you before. If we need to put more tidbits in to our program guide that goes out it is more about TTPM not just that. We need to have a content letter that shows all this with easy quick links in emails. Click on demand. Is this what you were getting at?

**Keely:** Yes it is.

**Paul:** I will check on this and get back with you on this. I will get with our marketing team and get working on that. I really like this idea and really brings everything together in a strong way. It meets the vision of what we are trying to do here.

**Autry:** I love that idea too. I would personally appreciate that also. My mother is still listening to the big classical music.

**Paul:** The majority of those I have spoken with understand why this has happened even if they disagree with it. People that do support aren’t as vocal. People are liking the news stuff and local stuff is doing really well. We are happy with the work the News team has done.

**Margaret:** The local reporting is tremendous. It’s not something you can just get anywhere. It is really in-depth and I appreciate it very much.

- **Antenna Update**
Paul: We need a new antenna. In March I talked about the fact that our antenna is 20 plus years old and used at that time. We really don’t know how old it is and it’s amazing how it has hung on this long. We have the money to replace it with a Corporation of Public Broadcasting grant. I think we are going to be down in July. Those of you that are former Texas Tech employees know that getting things purchased, moved or scheduled with physical plant, contracts and purchasing can take some time. We wanted it done this month but there was some slowdown in the contract. Especially with everyone coming back on campus and getting back into the swing of things. The contract and process took a little bit longer than we were hoping. Now we are probably looking at a late July. One thing I don’t like because we have not been able to message as I like due to the scheduling of things. You might have heard and Evergreen promos saying hey we are going to be replacing our antenna and there may be some interruptions. The message has been going out over the last couple of weeks. We have saturated the air with it. We are trying to make sure people are not caught off guard. As soon as we have the dates we are going to be down we will have a bigger marketing campaign to inform the listeners. We will send off a letter so the people aren’t caught off guard. We will still be streaming but we will not be able to do air. We want to make sure that message is out. This has been crazy. These things have come up at the same time. We have had the radio reformat and the antenna go out. It’s good that all these things are being fixed right now. We are taking a hit on donations right now. But get it all done, rip the band aid off and start to build back something for our community. Something they have pride in and want to invest in. Now that the changes will be and have been made we can go forward and grow and give something back to our community.

Patricia: How long do you anticipate it being down?

Paul: We are going to do the work Friday through Sunday. The weekend is our slower time. Once the contract is in place the company will give us a better time frame. Our chief engineer thinks we can do this within that time span. The plan is to be back on air on Monday when people are driving to work. Barring any weather delays.

• COMMITTEE VOLUNTEER / OPEN DISCUSSION-Paul Didn’t Send Survey Monkey so we’ll talk this meeting about it. Apologies! (1:07:05-1:14)

Paul: I have been thinking about the committees. I did not send out the survey monkeys which would have gauged interests. We have looked at the four topics listed where to have the committees. Where I would like to start because we are in such a new era in our content with the radio reformat, our news team taking off, and now that the community is coming back. Let’s start with just those two committees: content and community engagement. Then by the next meeting we will add development or maybe the next two meetings. I want to see how it goes. The structure I am seeing for those are:

1) We will format the committees for Content and Community Engagement

2) I will make introductions to those leaders within our organization

3) We will have those leaders schedule a couple of meetings before the next CAB meeting.
What you are looking at are two extra meetings and the CAB meeting. There are four CAB meetings a year so you would be looking at an extra four to six meetings a year just to focus on these two aspects. On average you are looking at a meeting once a month. If you don’t have time I understand that. You will be directly engaged with the leaders in our organization that oversee these departments. You will give direct feedback.

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

*Paul:* We will probably set you up with Content. The content leader will probably send you content to look at before it goes out on the air. Talk to you about the different things we have going on. We will get direct feedback on what you feel about it. How we could do it better. Where we should be marketing it. Not just a sounding board but also your input on what content we should be making. Autry I know you had a great idea for a show that I want to talk with about with you. I would still like to do the show. What can we be doing differently with our content that engages our community.

- **Development** - pending for startup at next or later meeting

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

*Paul:* Community Engagement would help find places for events. Where we would be screening events. Maybe you would help do the event. Ken Burns’s next film is Mahomed Ali and we are going to do a screening event. Sometime this summer. If you are on this commit, it would be great to have you there to greet people and hand out things.

*Paul:* Some Swag for you all. Laura will reach out and contact you for addresses. Just some T-shirts and fun things for you as a token of our appreciation for you being part of this. Anywhere from 10-12 meetings possible. Not sure where this will be at.

- **Education** - pending for startup at next or later meeting

• **SET DATE FOR NEXT MEETING**

*Paul:* I don’t mind sending out the Straw Poll. I was thinking at the end of August instead of September. A lot of things happen in September. We will be launching new programs. We would like to have you more involved in August. We want you to be actively engaged in what is going on instead of telling you what is going on.

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** – Motioned by Keely Gnagy  Second Patricia Johnson

• **ACTION ITEMS FROM MEETING**

AJ if you have any names to nominate for your position, please email me and cc Laura on the email. That goes for any of you that might have an idea.

Paul: Check on program guide and menus on websites for program and podcast listings.
Laura: Addresses for SWAG.

• **APPENDIX – MINUTES CORRECTIONS/UPDATES**

• **LINKS**

CAB Meeting: [https://vimeo.com/569411607/631043f6b3](https://vimeo.com/569411607/631043f6b3)

Beyond the Report: [Beyondthereportlbk.com](http://Beyondthereportlbk.com)

Listen in Lubbock: [radio.kttz.org](http://radio.kttz.org)