Community Advisory Board Minutes  
Date: 07/26/22

- **WELCOME AND ROLL CALL**  
  - Roll Call  
    Melanie Barnes _X_ Margaret Elbow _X_ Autry Freeman _X_ Bryan Giemza ___  
    Keely Gnagy _X_ Patricia Johnson _X_ Miguel Levario ___ Aaron Pan _X_  
  - Approval of minutes of last meeting.  
    Vote Called __Paul_______ First__Melanie____ Second __Margaret____

- **Announcements**  
  - **Summer Adventure at Science Spectrum**  
    *Paul* – About 1,500 attended  
  - **Office Space Shuffle – Radio and TV**  
    *Paul* – Lubbock looking to start capitol campaign in 5-10 years to merge both offices together. In the next 12 months, Paul, Reagan and the development team will move into the Radio offices. All production/news teams will be moved to the TV station. This will help with infrastructure and set up of equipment. AC at radio is off half of the time.  
  - **PBS Kids Family Fun Run and 5K – October 30**  
    *Paul* - Waiting on TTU approval for race and course setup. Volunteers are needed to handout water and anything else needed. Volunteers can be anyone wanting to help the race.  
  - **Education Director- Reagan Doyal**  
  - **Adventure Event**  
    School Readiness was address with handouts for Handwriting Grip.  
  - **API institute Update/info**  
    *Reagan* - Attendance: Teachers in Lubbock didn’t have local training. APSI 2021 had a $19,000 Grant funding - 2021 (40) Teachers; 2022 (55) Teachers  
    >Savings in 2021 $45,000, still gathering teacher data, so far $90,400 in College savings.  
    45% of children are not ready for kindergarten  
  - **Kindergarten Framework**  
    >How to hold a pencil – Play-Doh & Crayons – Balloon Game – Sorting Games – School Readiness Skills – Math  
    >Free Book and parent guide to help make reading time more active  

Examples of how this can help students are listed in the power point attached to the minutes.
Partnering with local districts and community partners to create a checklist of skills list - Contextualizes resources - Provide resources to build on those skills – Eventually running on-air spots to inform and support these skills – Coordinating all outreach events around this goal – Sharing resources with community partners

Research Projects: Partnering with TTU Professors to research how parents and friend groups can support adolescent mental health – Creating social media PSAs to equip parents and friends to support adolescent mental health. PSAs will be written by other adolescents
  Partnering with Burkhart Center for Autism Education and Research to research how Daniel Tiger’s Neighborhood keeps children with Autism engaged as opposed to other children’s media content.

Framework for CAB input moving forward
  > Need help finding funders for ongoing programs and new national programs.
  > Out reach for Grandparents

Fill out Google form: [https://forms.gle/3necyRc2CMHHpUpY9](https://forms.gle/3necyRc2CMHHpUpY9)

Melanie: Where are the books coming from? Grant money – Scholastic Books
Melanie: Contact Friends of the Library – New project – trying to get rid of kids books. They might want to help. They have last Friday (members)/Saturday (public) of the month sales.

Reagan: There are two new kids programs camping out Rosies ’ Rules (Oct. 2022) and Working It Out Wombats (Jan/Feb 2023). Help find partners to fit in with us.

Trying to find Puzzles to help with eye-hand coordination.
Keely: Try Lego’s – check to see if they will donate kits to help

Reagan: Event with Slaton Library

Melanie: SPAG (South Plains Association of Governments) set up meeting to see if they know of any funding that might help.

Paul: TTU has specifications on who can go after certain grants

Margaret: Library has great programs – Stacy McKenzie, Director of Libraries)

Sarah: Maybe a learning idea with OLLIE

Margaret: SPAG has a listing of all senior citizens

Melanie: See what is available for grand parents

Local News and Content Update – Paul and Sarah Self -Walbrick
  o News Team Changes – Kaysie moved to KERW; Jaime to TX Tribune
>Daily Content – Newscast – airs at 7:19 and 8:19am; posted online
>Features – twice a week at 7:45am and 5:44 pm; two-way interviews and reported stories
>Other news programming: *Morning Edition, 1A, Texas Standards, Here and Now, Think!, All Things Considered, The World*
>Produced by staff
Hired: Brad Burt – web presence; Julia Sewing - morning host
*Listen in Lubbock* was presented 1st place in public affairs programs by Public Media Journalist Association while Kaysie was hosting. Sarah Self-Walbrick is now hosting program. She sits down with expert guests/other reporters from the region and state to discuss issues and how they’re impacting our city.
List of recent episodes can be seen on the attached power point from Sarah.

- **News strategy – Goals:** give a peak behind the curtain on how journalists cover big stories; go deeper on topics; have thoughtful, smart conversations that inform listeners
  >Cover info no one else is covering. Such as Monkey Pox and Covid #’s Weekly
Margaret: *NY Times* maintains Covid #’s
**Story ideas:** “Good Line Brewing” what’s it like to open a business during a pandemic; “Cut Gas Lines” why is there so many gas leaks – happens weekly almost.
>Future Goals: More web stories; weekly features; One in-depth project a quarter – such as the voting centers; Report for America – help place a reporter for story on education and health, family issues – reported dedicated to raising diversity is or how it’s changing
Margaret: housing and absent landlords; substandard housing; forcing payment for rent in cash

- **Beyond the Report Season 3**
This year’s season will be made in honor of Thomas McGovern. He had a lifelong dedication to mental health. $85,000 was raised from West Texas Mental Health Collaborative. [https://www.ttuhsc.edu/medicine/psychiatry/mental-health-initiative/west-texas-mental-health-collaborative.aspx](https://www.ttuhsc.edu/medicine/psychiatry/mental-health-initiative/west-texas-mental-health-collaborative.aspx)
Melanie: Interview Mary Vines with Carillon.
Suggestion made to check out the Meadows reports

Sarah has a Google form for your input:
[https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fforms.gle%2FrH7kuGxiwpVXcjmV9&data=05%7C01%7CLaura.Camper%40ttu.edu%7Ca323713b2a1e4d1ec2cf08da6f32d8d1%7C178a51bf8b2049ff65556245d5c173c%7C0%7C0%7C637944561701177261%7CUnknown%7CTWFpBGZsb3d8eyJWjojMC4wLjAwMDAiLCJQIlciV2JuMzliLCJBTiI6Ik1haWwiLCJXViLj6Mn0%3D%7C3000%7C%7C%7C&data=iKFxGRcvulivwVFlorwBwBuBVmKZ9V5TslhRCZmTVw38%3D&reserved=0](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fforms.gle%2FrH7kuGxiwpVXcjmV9&data=05%7C01%7CLaura.Camper%40ttu.edu%7Ca323713b2a1e4d1ec2cf08da6f32d8d1%7C178a51bf8b2049ff65556245d5c173c%7C0%7C0%7C637944561701177261%7CUnknown%7CTWFpBGZsb3d8eyJWjojMC4wLjAwMDAiLCJQIlciV2JuMzliLCJBTiI6Ik1haWwiLCJXViLj6Mn0%3D%7C3000%7C%7C%7C&data=iKFxGRcvulivwVFlorwBwBuBVmKZ9V5TslhRCZmTVw38%3D&reserved=0)
• **Committees**
  
  o **Framework for committees moving forward** – virtual meetings
  
  o **Content**- Margaret Elbow- Keely Gnagy-Autry Freeman – Jon will set up monthly meetings
  
  o **Community Engagement**- Keely Gnagy- Patricia Johnson-Miguel Levario – Paul and/or Becky will schedule monthly meeting

• **SET DATE FOR NEXT MEETING** – Next meeting will be scheduled for September. The last meeting for 2022 will be end of November beginning of December.

  There are two spots open on the board. Would like suggestions for someone outside TTU, within education and is familiar with fundraising.

  Sarah has included a page in her power point to help find our content.

  ttupublicmedia.org – everything we produce goes on our website

  Podcasts – All audio content is on the NPR One APP
  
  *Listen in, Lubbock* and some of our other programs are available on most podcast services

  Twitter – newscast share here daily @ttupublicmedia
  
  Feature stories and shows are shared on our other platforms, too, like Facebook and sometimes Instagram

  On the air – Newscast is a 7:19 and 8:19 am; Feature stories are at 7:45 am and 5:44pm; *Listen in, Lubbock* airs Fridays at 10:30am