

**KBYU-TV AND KBYU-FM COMMUNITY VOLUNTEER COUNCIL MEETING MINUTES  
FRIDAY, MAY 20, 2016**

BYU Broadcasting  
Brigham Young University

CVC Members present: Newell Dayley, Steve Densley, Marian Howe-Taylor, Bob Williams, Linda Walton, Lynn Flinders, Carl Hernandez, Sherrie Hall Everett, Mitchell Adams, Bill Hulterstrom, Suzanne Nimer, Gayleen Gandy, Amanda Peterson, and Drew Browning

Excused: Gayleen Gandy, Kim Corrigan

Luke Peterson has resigned from the council due to other commitments. We are pleased to welcome Amanda Peterson as a new member of the council. Amanda is an expert educator and career counselor.

Eric Glissmeyer, Classical 89 station manager, confirmed that the public had been notified of the meeting and invited to attend.

Minutes from the February 2016 Community Volunteer Council meeting were accepted without additions or corrections.

## **DISCUSSION**

### **Increasing Awareness of the Stations**

Council members were invited to share information about the programming and services of the stations with their connections and networks in the community. The council discussed ways in which the stations could enhance both their community service and station awareness.

Many community social services and community arts and culture resources are underutilized because members of the public and other agencies do not know what is available. The stations could be of great assistance in building awareness of these services and opportunities through on-air and digital content, broader community partnerships and community events.

The stations were advised to take a communicate, coordinate and collaborate approach to community building. The two areas of greatest opportunity and need are with early childhood education, the arts and voter participation.

KBYU Eleven's Community Connection should increase the number of arts organizations it features

- Groups to reach out to/suggestions regarding childhood education resources
  - Families who homeschool their children
  - Pediatricians and clinics providing well-baby check-ups
  - Title 1 schools
  - Preschool educators

Daycare centers  
Senior Centers

- Groups to reach out to/suggestions regarding arts and culture resources
  - Senior Centers
  - Arts organizations – trade promotion
  - City and county arts councils
  - Arts educators
  - Zions’s Bank annual art exhibitions
  - Utah Arts Council – Newell Dayley is a past chair and will help with introductions
  
- Groups to reach out to/suggestions regarding voter participation
  - League of Women Voters
  - Concentrate of specific issues
  - Information on how audiences can organize on a neighborhood level to better understand issues and instigate change
  - Concentrate on less prominent races – state legislature, county and city government, judiciary
  - Increase service to Spanish-speaking citizens through Centro Hispano and Spanish language radio stations
  - College and high school government classes
  - Social media to reach young voters
  - Voter registration deadline countdown

### **Request for Topics and Guests for Thinking Aloud, Community Connection**

Staff asked CVC members to suggest topics and guests for two programs.

“Thinking Aloud,” produced by Classical 89 features in-depth discussions with experts on a variety of topics, those that are top of mind, as well as those that are off the beaten path. CVC members can send their suggestions at any time to the program’s producer Mark Burns at [mark.burns@byu.edu](mailto:mark.burns@byu.edu) or 801-422-8333. It airs weeknights at 8:00 pm and is available online.

“Community Connection,” produced by KBYU Eleven, features short interviews with non-profit organizations and agencies that provide services and events of interest to Utah children, families, and seniors. It airs at various times during the week. CVC members can send their suggestions to the program’s producer Rob Sibley at [rob.sibley@byu.edu](mailto:rob.sibley@byu.edu) or 801-422-8409.

### **STAFF REPORTS**

#### **Classical 89 app**

The radio station app is now available on IOS and Android platforms. It has 1,500 users and is growing. Full service began at the end of February.

### **Classical 89 Sunday Choral Classics**

This new program block began at the end of April and has been doing well.

### **Classical 89 Membership**

The number of sustainers continues to grow. Now emphasizing additional gifts. Another effective tool has been to invited listeners to make a pledge in the name of a local performance group, the group with the most support will receive an on-air appearance and promotion on Classical 89.

### **KBYU Eleven App**

The app is now in development. It will provide schedule information, program highlights and access to program clips and selected full-length programs.

### **KBYU Eleven Utah history documentary – Hole in the Rock Expedition**

Production has started on a 60-min documentary about the settlement of the San Juan River Valley, which will include the heroic story of the pioneer's treacherous descent through the Hole in the Rock. It will premiere in November. CVC members will be invited to a screening before the broadcast.

### **KBYU Utah 2016 election coverage and voter information**

KBYU TV/FM are continuing to participate in the Utah Debate Commission and KBYU Utah Colleges Exit Poll. The stations will air the seven candidate debates sponsored by the commission and will host the US Senate Debate in October. In addition to national PBS election specials, KBYU Eleven will produce live election night coverage, a portion of which will be carried live on Classical 89. Eleven has also produced 10 voter education spots that will air and will be posted on the Utah Education Network website for use in schools.

### **NEXT MEETING**

The next CVC meeting is scheduled for 10:00 am, Friday, August 12, 2016. KBYU staff will consult with the CVC in advance to determine if this optional meeting is warranted.