

BYU Broadcasting (KBYU-TV and KBYU-FM) Community Volunteer Council Meeting Minutes

Friday, February 9, 2018, 10:00 a.m.

BYU Broadcasting, Meeting Rooms A-C
Brigham Young University, Provo UT 84602

CVC Members Present: Drew Browning, R. Mitchell Adams, Marian Howe-Taylor, Steve Densley, Lynn Flinders, Reverend Sandra Jones, Amanda Peterson, Bill Hulterstrom

Excused: Randy Boothe, Sherrie Hall Everett, Suzanne Nimer, Karen Brown, Stephanie Tanner, Bob Williams

The minutes from the November 2017 CVC meeting were approved without change by unanimous vote.

Staff confirmed that the public had been notified of the meeting and invited to attend.

Presentation: Classical 89 and KBYU Eleven Transition Plan – Starting Friday, June 29, Classical 89 will end its service and BYUradio will be heard on 89.1/89.5. Beginning Monday, July 2, KBYU Eleven will discontinue and BYUtv will move to channel 11; BYUtv International will also discontinue as a 24/7 channel on this date. BYUB transitioned the Create Channel to KUED (7.4) in January. CVC members were provided with a summary of the station's transition plan for their review and feedback. The following areas of the plan, centered on audience notification, were discussed.

On-air Announcements

Members asked if the stations had begun on-air announcements of the format changes. The answer is not yet, the current plan calls for those to begin in May.

Timeline

The intent of the plan is to give listeners and viewers sufficient notice and information to find other sources for the content they currently enjoy on Eleven and Classical 89, while not turning them away from the stations prematurely. Staff asked the CVC for suggestions regarding the timing of various messages.

Viewer Contributions/Membership

The stations have not held on-air pledge drives since September of 2017, nor have donors been sent renewal or reminder notices. The stations also ceased direct mail and telephone donation solicitations at about the same time and the online donation sections of the stations' websites have been removed. However, should viewers/listeners call and ask to donate, the stations will accept their gifts.

Helping Listeners and Viewers find other content sources

BYUB has a plan in place to educate listeners and viewers, as well as provide alternative sources for classical music and PBS programming. Classical 89 is working on comprehensive instructions for various platforms so all types of listeners will be able to find alternatives starting in March. CVC members expressed some concerns that this might be too early. A member of the CVC will send information to the staff about new technology specifically for classical music lovers that may be helpful.

KBYU and KUED will send a joint letter about the change to the stations' respective membership lists. Michael Dunn and James Morgese, General Manager of KUED, will appear together in an on-air spot to air on both stations in June that will discuss what the transition means for public television in Utah. KBYU will begin airing general information spots about the change in May, with on-air announcements around specific programming beginning in June. These genre specific spots will point viewers to KUED and KUEN for programs that overlap with Eleven.

A CVC member noted that many Eleven viewers and Classical 89 listeners may not have much contact with BYUtv and BYUradio so it is important to clearly present the content of these channels to our audiences. BYUB will send a copy of a BYUtv/BYUradio brochure that highlights the content on both stations to BYUtv, KBYU Eleven and Classical 89 members living in Utah in May.

The CVC expressed appreciation to the staff for their sensitivity in handling this transition. The staff asked CVC members if there are any groups or locales where the stations should focus their messaging.

A CVC member asked about programs on Eleven that do not appear on KUED or KUEN. The staff estimates that about 20-30% of the content on Eleven is unduplicated and that every effort will be made to refer viewers to another source for that content.

The CVC also asked why the transitions were happening on different days. The reason is that radio would like to make the change live on-air in order to pay tribute to the listeners and staff who built Classical 89 over the years. For TV, it is better to make the switch overnight when there are few viewers so that the engineering staff has time resolve any issues. Also, many sets will automatically rescan for any changes when they are turned on again on the morning; this is of particular importance to our over-the-air viewers. Late Sunday/early Monday was also selected so that staff will be in the office to answer questions and help viewers with any reception issues immediately following the change.

BYU Broadcasting Presentation and Q&A – Michael Dunn thanked the CVC for staying with BYUB during this difficult transition. He shared a quote from PBS President, Paula Kerger, about how major PBS stations are also looking for opportunities to focus on the highest and best use of resources. He expressed confidence that there are great things in store for both BYUtv and BYUradio in the coming year.

The CVC asked about changes in listening and viewing habits, particularly among young adults, and how BYUB is prepared to handle these changes. Michael Dunn shared that due to technological advances radio is in a Golden Age with podcasts and satellite radio offering expanded coverage; for television, BYUB's plan is to catch Millennials as they age into the family viewing demographic. Staff suggested that many listeners are agnostic about how they get the content, they are driven by what they want to listen to so they will find us on the platform that works best for them. BYUradio is putting efforts into expanding its podcasting platform.

BYUradio Content Presentation – Don Shelline, BYU Radio Station Manager, shared that changing formats is very common in the radio industry. Classical 89 is an anomaly for not changing formats for 50 years which speaks to the excellent programming and service it has provided. BYUradio has a mandate

to offer original content to adults 25-54 years of age and their families. The goal is to be an ally with parents as they raise their families by offering a 24/7 service.

The station will air five Major Types of Programming:

1. Faith and Inspiration: Headed by Steven Kapp Perry with his flagship show *In Good Faith*. Reverend Sandra Jones was a recent guest. The CVC can be of particular help with this content area by suggesting topics and guests.
2. Music: Programs featuring different music genres, including classical, will be the focus in the evenings and on Sunday. This effort is being led by Mark Wait.
3. Sports: BYUradio will carry Cougar sports with deeper coverage headed by Greg Wrubell.
4. Information & News – Headed up by Julie Rose, the intent is to offer all the things that are talk-worthy in talk radio with insightful content that asks tough questions without being polarizing. CVC members are encouraged to check out her current show *Top of Mind*.
5. Storytelling (Co-Listening): Headed by Sam Payne. *The Apple Seed* and other full-length and short programs will offer stories in various formats that appeal to families.

A member asked how BYUradio programming decisions are made. Is there data? Staff explained that data from ratings services as well as from BYUBs digital streams will be used to inform programming decisions.

BYUtv Content Presentation – Wendy Thomas, BYUtv Program Manager, presented an overview of BYUtv's program strategy and content. The primary focus is on co-viewing audiences which BYUtv defines as youth 7-16 years of age and their parents. Programs will be scheduled under broad thematic umbrellas such as: Clean Comedy (e.g. Studio C); Family Competition (Just Like Mom & Dad); Feel Good Unscripted (Random Acts, Kindness Diaries); Drama (Hetty Feather); Family Adventure; Sports; and Natural History. To meet this goal BYUB will license the broadcast rights to existing appropriate content, partner with other entities to co-produce new content, commission original production from external producers, and create new programs internally. Whenever possible BYUB will secure streaming and international rights to content in order to make BYUtv programs available anytime anywhere.

A CVC member asked how the audience will become aware of this new programming. BYUtv and BYUradio will continue to promote programs on BYBU platforms – broadcast, e-newsletters, email blasts and social media, with particular emphasis around highly-viewed events such as LDS General Conference and major sporting events. The staff has also identified the six largest Christian markets in the United States and will sponsor specific advertising campaigns in these areas including events and trailers in theatres. On a national level, BYUtv marketing staff work with a New York based agency to reach the national press, television writers, social media influencers, etc. to secure earned media coverage. BYUtv also places paid advertisements around affinity programming on cable and streaming services, on social media platforms and in print publications.

The meeting was adjourned at 11:47 a.m. The next meeting will be held May 11th.

