

KBYU-TV and KBYU-FM Community Volunteer Council Meeting Minutes

Friday, February 10, 2107, 10:00 a.m.

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

CVC Members Present: Amanda Peterson, Steve Densley, Bob Williams Lynn Flinders, Stephanie Tanner, Reverend Sandra Jones, Randy Boothe, Drew Browning, Karen Brown, Sherrie Hall Everett, Fred Wenger, Bill Hulterstrom

Excused: Marian Howe-Taylor, R. Mitchell Adams

The meeting was conducted by Bill Hulterstrom, CVC Vice Chair.

Diana Simmons, KBYU Eleven station manager, confirmed that the public had been notified of the meeting and invited to attend.

Eric Glissmeyer introduced new CVC members: Randy Boothe, Associate Professor in the BYU School of Music; Karen Brown, Provo High School Principal; Reverend Sandra Jones, Deacon at St. Mary's Episcopal Church in Provo; and Stephanie Tanner, writer and homemaker.

Minutes from the October 2016 Community Volunteer Council meeting were accepted unanimously.

Discussion

Refine Community Service Priorities – The CVC discussed the number of priorities the stations might effectively address. The desire of the council is to provide the stations sufficient breadth to take reflect the variety of needs in the community and audiences the stations serve, while not diluting the stations' impact with a long list that looks impressive but does not realistically align with station resources. Staff agreed that while the current list is robust and offers flexibility, it does not provide a focused direction.

It was suggested that the stations look to address topics that are currently important, for example growth and air quality are major issues in Utah, as is civility. A member encouraged the stations to maintain a comprehensive list but, as community priorities change, not to feel constrained or bound to issues that may not be as important.

The council members then discussed specific community priorities and made the following recommendations for updating, simplifying and focusing the stations' efforts.

- **Health:** Eliminate the broad categories of Healthcare and Wellness and Prevention and focus on the specific categories of Healthy Aging and Air Quality. The council also recommended adding Addiction, and emphasizing Mental Health.
- **Citizenship:** Add Community Growth to address issues related to Utah's rapidly increasing population. It is crucial to engage Utah citizens in issues surrounding growth and its impact on quality of life and the environment. Add Community Involvement to better reflect the role of the stations' in facilitating and encouraging Utahns to become actively involved in public issues. The council felt that this was an important priority, but will need more development. The council agreed that while Refugees, Immigration, Homelessness and Volunteering are important issues, they are being addressed by other

community organizations and media. When considering these issues the stations were advised to approach them through other priorities. For example, immigrant children for whom English is a second language, may need additional educational services and assistance.

- Education – Add Child Development 0-3. After some discussion regarding STEAM vs STEM, it was recommend that the stations maintain the current priorities of STEM and Fine Arts. The point is to make sure students are well-rounded. Other issues surrounding education were discussed and will need to be further developed at a later meeting including: overall funding for education, kindergarten readiness; the impact of early childhood emotional and social development on school readiness and performance; the need to educate parents on how to ensure their child’s optimal development; dyslexia / learning disabilities; and the “summer slump.
- Family and Parenting – Move Media Literacy from Education to Family and Parenting. There was extensive discussion on the need for media and technology literacy in the home. Providing parents with training and resources to teach and model wise use of media is important. Critical thinking is key to addressing media bias, fake news, over use of screen time, etc. The stations were advised to remove Military Families and Family Communication from the list. The areas of Social/Emotional Skills for Children and Parenting Strategies need more development and focus.

CVC members recommended that the conversation continue and counseled staff not to view the priorities as separate silos. Staff thanked the CVC members for their insight saying that it clarified some points and provided greater focus for KBYU Eleven and Classical 89 community service.

Staff Reports

Federal funding update – The current administration has proposed eliminating all federal funding for public media. Though such a cut is unlikely in 2017, grassroots efforts by voters to advocate for public media with members of Congress are being encouraged by national public media organizations. While KBYU does not engage in lobbying efforts or formally encourage others to do so, listeners and viewers who ask what they can do to help are directed to protectmypublicmedia.org. CPB is currently forward funded by two years to insulate public media from political pressure and to provide stations time to leverage federal dollars and garner local financial support. The vast majority of the \$ 445 million dollars allocated annually to CPB is distributed directly to public radio and television stations. Federal funding makes up about 25% of KBYU’s budget.

Thinking Aloud and Community Connection - Classical 89 and Eleven welcome suggestions for guests for both of these programs, particularly those with a tie to community service priorities. CVC members are invited to contact the station managers at any time with ideas.

Classical 89 Audience Ratings – Eric Glissmeyer shared data about audience engagement with the station. Classical 89 is comfortably above the CPB required listener threshold to qualify for federal support. In fact, in the metric of “Weekly Cume Rating” (percentage of the potential population that tunes in each week), it is one of the top 5 Classical stations in the country. Ratings have increased around the additional Saturday morning airing of “The Score” and the Sunday choir programs.

Spectrum Auction and Repackaging Update – Scott Halvorsen, KBYU counsel, shared that the quiet period has ended for the auction and BYU Broadcasting can now disclose that it did not participate in the auction. However, as a result of the auction, Eleven and six other stations in Utah have been assigned a new broadcast frequency/channel number. This will require moving the station’s broadcast signal to another portion of the

broadcast spectrum and means extensive revisions to our broadcast operation and the purchase of new equipment. Most of the costs will be covered by proceeds from the auction via a reimbursement program from the Federal Communications Commission. Our engineering staff is working with a consortium of other Utah broadcasters and expert consultants. When the move occurs the station will educate the public on any action they will need to take.

Utah State Resolution honoring Public Television – In honor of the great work done by Utah’s three public television stations (particularly in the area of Early Childhood Education) and the 50th anniversary of the Public Broadcasting Act, State Representative Lowry Snow has drafted a resolution that is making its way through the Utah house and senate to recognize the contribution of KBYU, KUED and KUEN.

Eleven conducted a small summer learning pilot program at the South Franklin community center in Provo during the summer. For 10 weeks KBYU staff and BYU volunteers provided science and math related activities for a group of children ages 5 to 8. The CVC asked if such a localized project was of value to the station. The point is very well taken and is an issue of concern. In person activities do have value in that they strengthen the stations’ tie to the community, better inform the work of the stations and fulfill part of the mission of public media. However these efforts are resource heavy and the stations currently do not have the staff or funding to expand them beyond Utah County.

Membership Report – KBYU 11 had its second-best January fundraising campaign in history. Classical 89 broke all of its previous records last year with its highest number of listeners and donors ever. Programming expertise and technological innovations are largely responsible for these great results.

The meeting was adjourned and annual CVC photo taken.

The next CVC meeting will be by May 12, 2017.