

KBYU-TV/FM GOVERNANCE BOARD MEETING MINUTES
Friday, February 12, 2016

A regular meeting of the KBYU-TV/FM Governance Board (the “Board”) was held February 12, 2016, commencing at 11:45 a.m., in Meeting Room A of the BYU Broadcasting Building on the campus of Brigham Young University.

Present:	Matthew Richardson	Scott Halvorsen
	McKay Christensen	Paul Behrmann
	Brad Neiger	Derek Marquis
	Ed Adams	Norma Collett

Excused: President Kevin Worthen

Invocation: Scott Halvorsen

Matthew Richardson, Vice Chair, presided and conducted the meeting.

Scott Halvorsen confirmed that reasonable notice of the meeting was provided to the public.

Minute Entry

1. Report by Community Volunteer Council (“CVC”)

Linda Walton, CVC Chair, provided an overview of the CVC, which met earlier in the morning, and the priorities set forth this past year for Classical 89 and Eleven, including cultural understanding, family and parenting, education, citizenship and civic engagement, and health. Linda described Classical 89’s efforts to address community priorities through Thinking Aloud programming, concert previews, and public service announcements. She also described Eleven’s emphasis on service to children, seniors, and families. Linda addressed the alarming statistics of homeless children enrolled in Utah County public schools, a topic Classical 89 and Eleven may explore in the new year. She addressed the need for interfaith collaboration and particularly of the need for the *211* program to strengthen families economically and temporally. Linda expressed her appreciation for the staff and for Marian Howe-Taylor for accepting the role as Vice-Chairman.

The Board inquired about the homeless children and also inquired whether or not the CVC felt like it was playing an important advisory role with the stations and if its feedback was being considered. Linda responded that the CVC’s input was being considered. Linda expressed her concern that things in Utah County are changing so quickly and that the population is expected to double in the next ten years. She expressed her belief that the systems are in place for KBYU to keep up with the change. The Board expressed appreciation for the CVC’s and station managers’ work with Classical 89 and Eleven.

2. Classical 89 Staff Report

Eric Glissmeyer, station manager of Classical 89, invited Adam Anderson to present regarding Classical 89’s fundraising efforts. Adam used a PowerPoint presentation to instruct the Board about the success Classical 89 has had this year in increasing donations and interaction with the viewers and community. Adam reported that in 2015 the station raised more funds than in any prior year. Adam highlighted the community ensemble competition as one of the highlights for

the year. The Board asked about the the pledge program and discussion occurred providing details about the lead generation and other efforts undertaken by Classical 89, including special events, mailings, telefunding, and Facebook advertising. Eric expressed his gratitude for Adam and other employees who have worked so diligently to increase exposure and funding for the station.

3. Eleven Staff Report

Diana Simmons, station manager of KBYU Eleven, presented the Eleven Staff Report. She identified projects and initiatives undertaken in 2015. Diana expressed her appreciation for the University community and the students. She highlighted the station's "Be My Neighbor" campaign in which the station interacted in significant ways with the community to promote literacy and emotional development among preschoolers through Daniel the Tiger, a PBS children's character. Of the 67 PBS stations from the country who sought a grant to assist in this initiative, KBYU Eleven was one of eight stations selected. To develop and fulfill the initiative, KBYU Eleven focused on family activities like gardening and combined that with sought-after character traits such as kindness, sharing and gratitude. This initiative resulted in several interactive events with the community including a kickoff event at Wheeler Farm with over 1,500 people in attendance and another gathering at the BYU Farmer's Market. Diana expressed her belief that the goodwill generated by this initiative was significant and the participation by the community far exceeded the expectations of the staff. The program changed lives of many of those living in the community served by KBYU Eleven.

Diana also reported on the creation of a documentary film regarding the Great Salt Lake which was produced by the station and premiered this year. Diana reported it was well-received by the community and helped strengthen appreciation for the community in which the station operates.

4. KBYU-TV/FM Diversity Policy

Scott Halvorsen briefly reviewed the 2015 BYU Broadcasting Diversity Statement and Annual Report with the Board focusing on the diversity of KBYU's employees and audience.

5. Conclusion

Derek Marquis closed with comments about how he feels privileged to work with such great individuals. He described his sense of gratitude when he compares KBYU's situation to other PBS and public broadcasters. He is grateful that KBYU is a bright star in the national PBS system.

Adjourned: 12:24 p.m.



Scott Halvorsen
Secretary, KBYU-TV/FM Governance Board