

MISSISSIPPI AUTHORITY FOR EDUCATIONAL TELEVISION

Minutes of an Annual Meeting of the Board of Directors

Tuesday, July 8, 2008, 9:30 a.m.
Board Room
MAET Administration Building
3825 Ridgewood Road
Jackson, Mississippi

Directors present: Perry Sansing, Chair, Rosemary Blakeslee, Daryl Lewis, and Eddie Smith

Directors absent: Amy Whitten

Staff present: Marie Antoon, Bob Buie, Teresa Collier, Maggie Gibson, Randy Harris, Mari Irby, Sherry Johnson, Jason Klein, Nikki McCelleis, Denise Miller, Shirley Mixon, Darryl Moses, Cy Vance, and Jay Woods

Others present: Regenia Shearrill and Onetta Whitley

CALL TO ORDER

Chairman Sansing called the meeting to order at 9:30 a.m.

APPROVAL OF MINUTES

Director Lewis made a motion to approve the Minutes of a regular meeting of the Board of Directors held on May 13, 2008, seconded by Director Smith, and upon a unanimous vote, the motion carried.

APPROVAL OF AGENDA

Director Blakeslee made a motion to approve the agenda as presented, seconded by Director Lewis, and upon a unanimous vote, the motion carried.

ADMINISTRATION DIVISION REPORT

Maggie Gibson presented the Administration Division Report and noted several items.

Maggie Gibson reported the annual audit of property inventory has been completed and noted from a total of 2,633 items, only six findings were identified and resolved, resulting in a satisfactory audit. Maggie Gibson added a recent rule change requires items valued less than \$1,000 be removed from property inventory.

Operating Budget

Director Smith made a motion to accept the Operating Budget as of June 30, 2008, as presented by Maggie Gibson, seconded by Director Lewis, and upon a unanimous vote, the motion carried. The Operating Budget is made a part of these Minutes as **Exhibit A**.

Expenditure Contracts and Purchases

Director Blakeslee made a motion to approve the following expenditure contracts and purchases for the amount indicated from the Fiscal Year 2009 budget, as presented by Maggie Gibson, seconded by Director Lewis, and upon a unanimous vote, the motion carried.

\$1,122,800 to Public Broadcasting Service (PBS) for National Program Service (NPS) annual assessment fee,

\$266,800 to Public Broadcasting Service (PBS) for annual membership assessment fee,

\$144,500 to Public Broadcasting Service (PBS) for Station Independence Program (SIP), PBS Plus and PBS World annual programming fees,

\$53,000 to BBC Worldwide Americas for annual programming fee,

\$322,500 to National Public Radio (NPR) for annual programming fee, and

\$53,000 to American Public Media for annual programming fee

CONTENT OPERATIONS DIVISION REPORT

Jay Woods presented the Content Operations Division Report and noted several items.

Jay Woods reported that *Morning Edition* staff represented one of the six radio stations throughout the country chosen to participate in NPR's *Morning Edition* Grad School held in Philadelphia, Pennsylvania, May 2-3.

Jay Woods reported that *Mississippi Edition* and weekday morning local Radio programs received audience ratings never before achieved during the period January through March and added the increase in podcast downloads continues.

Jay Woods noted new footage was combined with a previous interview with Jack Lucas to create a thirty-minute documentary, *Jack Lucas: War Hero*, which aired immediately following his funeral on the evening of June 9.

Jay Woods provided an update on productions currently in progress, such as the exclusive Web-based program, *Don't Lecture Me*; the Trent Lott Institute on Reconciliation Tour, documenting the month-long journey of eighteen students traveling to Northern Ireland and South Africa; and the two-hour documentary, *The War: the Mississippi Experience*, scheduled to air on December 7.

Jay Woods requested News and Public Affairs Director Teresa Collier to briefly describe the two Edward R. Murrow Awards recently presented by the Radio-Television News Directors Association (RTNDA) to Sandra Knispel for the news segment on the *Emmett Till Apology* and to Ron Brown for the news segment on *Delta Kids Write the Blues*. Teresa Collier added the 2008 Edward R. Murrow Award winners will be honored at an Awards Dinner in New York on October 13.

EDUCATION DIVISION REPORT

Nikki McCelleis presented the Education Division Report on behalf of Ann Copland and noted several items.

Nikki McCelleis reported the post assessments of literacy improvements of children participating in the *Between the Lions* Preschool Literacy Initiative for the 2007-08 year have been completed. Marie Antoon noted in addition to partnering with the Mississippi Library Commission, the Mississippi Federation of Women's Clubs, and the Foundation for Public Broadcasting to place *Between the Lions* classroom curriculum materials into participating library systems statewide and partnering with the Mississippi Rotary International to adopt childcare centers in Central District 6820, a partnership has also been developed with the Mississippi State University Extension Service and the Mississippi Department of Human Services. Marie Antoon added a partnership has also been developed with the Delta Revitalization Task Force to place *Between the Lions* classroom curriculum materials into a childcare center located in each of the 18 counties in the Mississippi Delta Region.

Nikki McCelleis announced a *Super WHY!* Reading Camp will be offered to 4-5 year olds each morning during the week of July 21-25, and the MPB KIDS Club will host a kick-off event on Saturday, July 26 at LeFleur's Bluff State Park, featuring appearances by Clifford the Big Red Dog, *Super WHY!*, and Digit from *Cyberchase*.

Nikki McCelleis reported five of the thirteen professional development courses created by Mississippi teachers for *e-Learning for Educators* will become available on July 9 to approximately 200 participants.

Marie Antoon discussed the decision not to renew a contract with Discovery Education, Inc. to provide online digital download services to K-12 schools throughout the state.

TECHNICAL SERVICES DIVISION REPORT

Bob Buie presented the Technical Services Division Report and noted several items.

Bob Buie announced that Jampro Antennas, Inc. of Sacramento, California was awarded the equipment component of the project to replace FM

broadcast antennas and transmission lines. Bob Buie added the bid opening for the installation component of the project is scheduled for July 10.

Bob Buie reported that WMPN-DT (Jackson) is scheduled to be operating on full digital transmission power by July 15. Bob Buie added the maximization of digital transmission power at WMAU (Bude) and WMAO (Greenwood) is scheduled to begin in August.

Bob Buie provided an update on the relocation of the Translator W47BP broadcast tower from the campus of the University of Southern Mississippi to a nearby location. Marie Antoon added because the Hattiesburg proper area continues to experience signal difficulties, an amendment to an existing television license application for a new low-power non-commercial educational television station is pending before the Federal Communications Commission.

FOUNDATION REPORT

Regenia Shearrill presented the Foundation Report on behalf of Ty Warren and noted several items.

Regenia Shearrill reported the Television *Pledge* event in June resulted in 440 pledges for an amount in excess of \$67,000, and a recent direct-mail campaign resulted in an additional \$40,000.

Regenia Shearrill noted both membership dollars and underwriting dollars are expected to exceed the Fiscal Year 2008 goals and total operating revenues from all sources is projected to exceed expenditures.

EXECUTIVE DIRECTOR'S REPORT

Marie Antoon presented the Executive Director's Report and noted several items.

Marie Antoon discussed the possibility of a strategic investment proposal for a public/private partnership involving new children's programming.

Marie Antoon provided background information concerning EDNET and discussed its current relationship with Clearwire Spectrum Holdings, L.L.C. Marie Antoon added a meeting is planned in July with the management of Clearwire Spectrum Holdings, L.L.C. to discuss ways in which to encourage Clearwire to assist with the build-out of a statewide wireless broadband network and the possibility of providing access of the agency's statewide digital microwave system to Clearwire.

The Executive Director's Report is made a part of these Minutes as **Exhibit B**.

FISCAL YEAR 2010 BUDGET REQUEST SUMMARY

Marie Antoon provided an overview of the agency's budget request for Fiscal Year 2010 of \$12,725,164, which addresses particular areas identified and approved by the Directors on June 17, 2008.

Director Blakeslee made a motion to approve the Fiscal Year 2010 Budget Request, as presented by Marie Antoon, seconded by Director Lewis, and upon a unanimous vote, the motion carried. The Fiscal Year 2010 Budget Request is made a part of these Minutes as **Exhibit C**.

UPDATE

DTV Transition Consumer Outreach Campaign

Jay Woods reported on recent outreach activities to inform consumers about the transition to digital television and discussed why assistance from service organizations had to be abandoned. Jay Woods noted staff continues to seek opportunities to assist the elderly and disabled in obtaining and implementing

DTV converter boxes. Bob Buie added consumers continue to request assistance through the toll-free telephone number.

NEW BUSINESS

Meeting Schedule and Procedures

Director Lewis made a motion to approve the proposed schedule and procedures for meetings of the Board of Directors for Fiscal Year 2009, seconded by Director Blakeslee, and upon a unanimous vote, the motion carried. The Board of Directors' Meeting Schedule and Procedures for Fiscal Year 2009 is made a part of these Minutes as **Exhibit D**.

EXECUTIVE SESSION

Director Blakeslee made a motion to close the meeting to determine whether or not it should declare an Executive Session, seconded by Director Smith, and upon a unanimous vote, **the meeting was closed**.

Director Blakeslee made a motion to go into Executive Session, seconded by Director Lewis, and upon a unanimous vote, the Board voted to go into Executive Session, for the reason later reported by the Chairman in Open Session and stated in these Minutes as follows:

A personnel matter relating to job performance...of a person holding a specific position.

The Board sits in Executive Session.

Directors Blakeslee, Lewis, Sansing, and Smith were present. Director Whitten was absent. Marie Antoon remained for a portion of the Executive Session.

Director Lewis made a motion to return to Open Session, seconded by

Director Blakeslee, and upon a unanimous vote, the Board returned to **Open Session**.

The following report on the Executive Session was given by the Chairman:

The Directors conducted the annual performance review of the Executive Director, which shall become a part of the official personnel records.

ADJOURNMENT

Director Lewis made a motion to adjourn the meeting, seconded by Director Smith, and upon a unanimous vote, the motion carried.

SIGNED, this the 9th day of September, 2008.

Original signed by Perry Sansing

Perry Sansing, Chair
Board of Directors

Original signed by Marie Antoon

Marie Antoon
Executive Director