

ALABAMA EDUCATIONAL TELEVISION COMMISSION

MINUTES

January 23, 2024

10:00 a.m.

*Alabama Public Television, Birmingham Conference Room
2112 11th Avenue S., Suite 400, Birmingham, AL 35205*

CALL TO ORDER

Before the meeting was called to order, Chairman Ferris Stephens, at 10:02 a.m., suggested that the representatives that were present from Morgan Stanley start with their oral version of their Investment Review before roll call was taken, as Commissioner Pete Conroy let the Commissioners present know that he was stuck in traffic and there was a written version of the Investment Review for his review. Accordingly, the oral presentation began, and Commissioner Conroy arrived during the oral Investment Review presentation.

Investment Review

1. Market Update and Investment Results Presentation by Morgan Stanley Representatives

- Frank Siegal and Greg Burchell from Morgan Stanley delivered a comprehensive market update, presenting investment results and estimated futures pertaining to the Endowment and Rainy Day Funds.
- The speakers acknowledged the inherent uncertainty surrounding future predictions and underscored the intricate nature of economic factors influencing Federal Reserve decisions, particularly in the context of an election year.

2. Discussion on Asset Allocation Strategies

- The presentation also encompassed discussions on asset allocation strategies tailored for the Endowment and Rainy Day funds.
- Distinctions between their intended use and investment policies were clarified for the commissioners' understanding.

3. Q&A Session

- The Morgan Stanley representatives fielded inquiries from the commissioners, providing clarifications and insights as requested.

PRIOR NOTICE

Sufficient prior notice was given as required by the Alabama Open Meetings Act, the FCC, the CPB, and the policies of the AETC, as reported by Mr. Wayne Reid, Executive Director.

ROLL CALL (VERBAL)

A verbal roll call was conducted by Mr. J. Holland, Secretary.

AETC Commissioners Present

Mr. Ferris Stephens, Chairman

Mr. J. Holland, Secretary

Mr. Les Barnett

Mr. Pete Conroy

The Alabama Educational Television Commission consists of seven members. Ms. Tijuanna Adetunji, Mrs. Bebe Williams, and Mr. William A. Green, Jr. were absent; however, a quorum was present and official business could be conducted.

REVIEW OF MINUTES

Minutes of the October 17, 2023, meeting had been provided in writing prior to the meeting for review by the Commissioners.

Commissioner Les Barnett pointed out a correction on Page 2 and it was confirmed by Mr. Hutcheson that the word "lease" should be "expense". Recording Secretary Lorraine Fancher indicated that change would be so reflected as part of the final copy of the minutes.

Motion by: Commissioner Pete Conroy to approve the October 17, 2023 minutes with the change noted above

Second by: Commissioner J. Holland

Discussion: No discussion

Motion Passed Unanimously

Chairman Stephens called for a motion to adopt the written Morgan Stanley Investment Report that was provided to all of the Commissioners that were present.

Motion by: Commissioner J. Holland to adopt the Investment Report as presented

Second by: Commissioner Pete Conroy

Discussion: No discussion

Motion Passed Unanimously

SETTING OF OTHER BUSINESS

There was no other business set.

NEW BUSINESS

Chairman Stephens noted that there were no new business items to add to the agenda.

Executive Director's Report – Wayne Reid

1. Introduction of Mike Ousley Productions

- Mike Ousley, representing Mike Ousley Productions, was introduced by Executive Director Reid.
- Production Portfolio includes:
 - *Alabama Stem Explorers*
 - *Alabama Scholars Bowl*
 - *Alabama Gospel Roots*
 - *Spotlight on Agriculture*
 - *Alabama Foster Care Show*
- Ousley Productions includes: 72 original hours of content annually and over 107 hours of on-air content broadcast throughout the year.
- Mr. Ousley shared additional details and showcased a clip of each program.

2. Updates from Executive Director Wayne Reid

Director Reid reported on the following subjects:

- Nielsen Ratings from February to November indicate growth potential in total station viewership averaging over 900,000 viewers each month.
- Emphasized the station's consistent reach over ten months.
- Introduction of five new team members that included digital, production, and education roles.
- Status update on the Deputy Director/CFO search.
- APT Research Projects updates from University of Alabama, Troy University, and Samford University on Alabamians' viewing habits and preferences.
- Educational Initiatives:
 - Highlighted activities such as teacher awards, workshops, and participation in conferences to engage educators and students.
 - APT Education's participation in the Montevallo Christmas Parade and recognition by Fred Rogers Productions for early childhood education efforts.
- Digital Department's efforts to create engaging and educational content for social media platforms such as Instagram and Facebook, with planned expansion on YouTube.

- Montgomery News and Public Affairs preparations for the legislative session and discussions with new State House architects regarding studio space design for the new State House.

3. Updates from Daniel Black, Chief Engineer

- Infrastructure Projects:
 - Completion of the Montgomery Tower base modification.
 - Bids for WIIQ Tower in Demopolis.
 - Completion of UPS installation in Montgomery, Birmingham, and Huntsville transmitters.
 - Ongoing UPS work on Florence and Cheaha towers.
 - Engagement of Pinnacle Networks for security camera and keyless door entry system installation.
- Transmitter and Equipment Updates:
 - Discussed the upcoming transmitter bid for WLRH in Huntsville.
 - Completion of equipment installation at the State House studio.
- Personnel Changes:
 - Promotion of Sandy Boyd and Tyler Best to Deputy Broadcast Directors for North and South Alabama, respectively.
 - Appointment of Jadotte Pierre to Deputy Broadcast Director, who oversees production equipment in the Montgomery studios.
 - Promotion of Matthew Bender to Assistant Deputy Broadcast Director that oversees the Montgomery transmitter.
- Lease Renewal and Budget Allocation:
 - Commissioner Conroy inquired about the lease renewal at the Cheaha Tower. Executive Director Reid informed the group about negotiations with the park's department for a five-year lease.
 - Discussion included setting aside funds for a building facelift and creating a memorial for planned giving donors.

4. Updates from Chris Holmes, Vice President of Production

- Expressed excitement about the national distribution of *Shuttlesworth* by PBS.
- Provided updates on new episodes of *Monograph* and *Subcarrier*.
- A special edition of *Journey Proud* focuses on banking, archiving, and traditions of seed saving in Alabama.
- The documentary *Big Mama Thornton* is scheduled to premiere in summer 2024.

5. **Updates from Mike McKenzie, News and Public Affairs Director**
 - Outlined new programs and events for the first quarter.
 - Highlighted Alabama-focused productions and community events screenings.
 - Broadcast statistics: 68.5 hours of new productions; 146 hours, 46 minutes of local Alabama-based programming aired in the first quarter of 2024, that surpassed last year's numbers.
6. **Conclusion by Executive Director Reid**
 - Shared ratings and success stories from broadcasting the AHSAA football championships.
 - Noted significant viewership increases and future underwriting opportunities.
 - Commissioner Holland acknowledged the impact of football broadcasts on attracting new viewers.

(See pre-meeting prepared report booklet for additional information)

OTHER BUSINESS

There was no other business.

SCHEDULING OF NEXT MEETING

The next AETC meeting will be held on Tuesday, April 30, 2024, in the Birmingham office.

Motion by: Commissioner Les Barnett to approve April 30, 2024, as the date of the next meeting

Seconded by: Commissioner J. Holland

Motion Passed Unanimously

Chairman Stephens said, as there was no further business for the meeting, that he would entertain a motion to adjourn; such was moved and seconded, and the motion passed unanimously.

ADJOURNMENT

Motion by: Commissioner Les Barnett
Second by: Commissioner Pete Conroy
Motion Passed Unanimously
The meeting was adjourned at 12:52 p.m.

Respectfully Submitted,

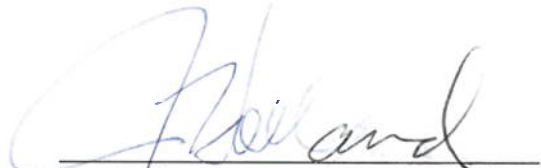


Lorraine Fancher
Recording Secretary

APPROVED – DATE: _____



Mr. Ferris Stephens
Chairman



Mr. J. Holland
Secretary