

MISSISSIPPI AUTHORITY FOR EDUCATIONAL TELEVISION

Minutes of a Regular Meeting of the Board of Directors

Tuesday, March 10, 2009, 9:30 a.m.
Board Room
MAET Administration Building
3825 Ridgewood Road
Jackson, Mississippi

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

Directors absent: Bob Sawyer and Amy Whitten

Staff present: Marie Antoon (via telephone), Kathy Broom, Bob Buie, Teresa Collier, Maggie Gibson, Randy Harris, Mari Irby, Sherry Johnson, Jason Klein, Nikki McCelleis, Denise Miller, Shirley Mixon, Darryl Moses, Cindy Neal, Art Starkey, Cy Vance, and Jay Woods

Others present: Ty Warren

CALL TO ORDER

Chairman Sansing called the meeting to order.

APPROVAL OF MINUTES

Director Blakeslee made a motion to approve the Minutes of a regular meeting of the Board of Directors held on January 13, 2009, seconded by Director Smith, and upon a unanimous vote, the motion carried.

APPROVAL OF AGENDA

Director Lewis made a motion to amend the agenda by revising the order of agenda items, seconded by Director Kaase, and upon a unanimous vote, the motion carried.

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 Kaase, and upon a unanimous vote, **the meeting was closed.**

Director Kaase made a motion to go into Executive Session, seconded by Director Blakeslee, 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, Kaase, Lewis, Sansing, and Smith were present. Directors Sawyer and Whitten were absent. Marie Antoon was present via telephone. Sherry Johnson was present 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:

No action was taken.

ADMINISTRATION DIVISION REPORT

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

Maggie Gibson reported the agency received a \$217,000 refund from the Bureau of Building of the Department of Finance and Administration (DFA) following the close-out of the Digital Conversion project.

Maggie Gibson reported the agency submitted a revised appropriation allotment to the Department of Finance and Administration (DFA) reflecting an additional three percent, or \$249,014, reduction in State funding for a total of a five percent, or \$415,023, budget reduction for Fiscal Year 2009.

Maggie Gibson noted the agency's appropriation bill for Fiscal Year 2010 passed the House of Representatives at the Fiscal Year 2009 funding level.

Operating Budget

Director Blakeslee made a motion to accept the Operating Budget as of February 27, 2009, 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**.

Budget Modifications

Director Kaase made a motion to approve Budget Modifications in the amount of \$185,101 as of March 10, 2009, as presented by Maggie Gibson, seconded by Director Smith, and upon a unanimous vote, the motion carried. The Budget Modifications are made a part of these Minutes as **Exhibit B**.

Expenditure Contract

Director Blakeslee made a motion to approve an expenditure contract in the amount of \$58,133 with the Gertrude C. Ford Center at The University of Mississippi for pre-production, production, and post-production of recording *The Oxford Sessions* hosted by Marty Stuart, for the period February 2008 through April 2009, as presented by Maggie Gibson, seconded by Director Lewis, and upon a unanimous vote, the motion carried.

CONTENT OPERATIONS DIVISION REPORT

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

Jay Woods noted some recent Television productions, such as the live broadcast of the 2009 MHSAA/Cellular South State High School Basketball Championship Games March 5 through March 7, the State Spelling Bee on March 9, and the return of *Quorum*, the live call-in program with legislators now in its 34th season.

Jay Woods provided an update on Television productions currently in progress, such as a partnership with the Mississippi Arts Commission to broadcast Mississippi's *Poetry Out Loud* competition on March 13, *The War: The Mississippi Experience*, and a two-part *Writers* series celebrating the centennial of Eudora Welty's birthday with never-before-seen footage of Miss Welty reading from her stories scheduled for broadcast April 9 and April 16.

Jay Woods discussed collaborative efforts with the Department of Education to produce a series of curriculum-based instructional videos with the Office of Healthy Schools and to promote the *On the Bus* Dropout Prevention Program.

Jay Woods recognized Radio and Television Programming Director Jason Klein to discuss recent ratings which indicated the largest audience of individual radio listeners over a seven-year period. Jay Woods added that *Money Talks* hosts Nancy Lottridge Anderson and Chris Burford will be among financial experts participating in a panel discussion on the economy at Mississippi College on March 24, which will be recorded and broadcast as the April 7 episode of *Money Talks*.

Jay Woods recognized Communications Outreach Director Kathy Broom for a preview of the five sixty-second *My Source* testimonials from participants in the *Between the Lions* Preschool Literacy Initiative, which recently received the *My Source* Community Impact Award for Education from the Corporation for Public Broadcasting.

EDUCATION DIVISION REPORT

Nikki McCelleis presented the Education Division Report and noted several items.

Nikki McCelleis reported that Early Childhood mentors providing assistance to area childcare centers with the implementation of *Between the Lions* curriculum has been extended from 16 weeks to 27 weeks and post-assessments of children are scheduled to begin May 4. Nikki McCelleis added Rotary Club members have administered post-assessments of children participating in the *Between the Lions* Preschool Literacy Initiative in eleven childcare centers adopted by Rotary Clubs in Central District 6820.

Nikki McCelleis announced the 15th Annual *Reading Rainbow* Young Writers & Illustrators Contest for K-3rd graders was officially launched in January with a March 31 deadline for entries.

Nikki McCelleis reported on a collaborative effort with the Mississippi Museum of Art to produce a Teacher Guide, Curriculum Resource, and DVD to accompany the *Raoul Dufy: A Celebration of Beauty* exhibition and is available for downloading through *HotChalk*, the free online digital content distribution system for K-12 teachers and students.

Nikki McCelleis noted the *e-Learning for Educators* Initiative with the Department of Education has recruited ten additional facilitators to develop three online courses, and Mississippi State University's Research and Curriculum Unit (RCU) will now provide server space for all online courses.

TECHNICAL SERVICES DIVISION REPORT

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

Bob Buie reported the analog television signals at seven stations were shut-off at midnight on February 17 with no problems encountered and noted WMAE-DT (Booneville) was brought on-air on February 18 following equipment changes to move the broadcast channel frequency from Channel

55 to Channel 12. Bob Buie added a toll-free telephone number was established to respond to viewers' questions for three days following the analog signal shut-off.

Bob Buie reported that five of eight stations are currently operating on new FM broadcast antennas and transmission lines and added the project remains on schedule to meet the completion date of March 31.

Bob Buie reviewed the completion status of upgrading stations to full-power digital television transmitters to maintain FCC compliance and noted WMAE-DT (Booneville) and WMAV-DT (Oxford) are scheduled to be upgraded later in March. Bob Buie added the Federal Communications Commission (FCC) granted approval to increase the power of WMAB-DT (Mississippi State) from 4.3 kW Effective Radiated Power (ERP) to 8 kW ERP.

FOUNDATION REPORT

Ty Warren presented the Foundation Report.

EXECUTIVE DIRECTOR'S REPORT

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

CHAIRMAN'S REMARKS

Chairman Sansing expressed appreciation on behalf of the Board to the staff for their efforts on a seamless digital transition and for acquiring another national award. Chairman Sansing added the work performed by staff is important because it does affect people's lives in the state and noted what an honor it is to be a part of the agency.

ADJOURNMENT

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

SIGNED, this the 12th day of May, 2009.

Original signed by Perry Sansing

Perry Sansing, Chair
Board of Directors

Original signed by Marie Antoon

Marie Antoon
Executive Director