

Panhandle PBS Advisory Council Meeting

Tuesday, August 29, 2017

The Panhandle PBS Advisory Council met on August 29, 2017 at 4:00 p.m. in the Oak Room of the Amarillo College Washington Street Campus.

Panhandle PBS Advisory Council Members Present

Matt Morgan, Chair; Lindsey Murphy, Vice-Chair; Jason Crespin, Tad Fowler, Joel Kaplan, Patrick Miller, Neal Nossaman, Wes Reeves, Dave Walker

Panhandle PBS Staff Present

Kyle Arrant, Kevin Ball, Chip Chandler, Connie de Jesus, Corby Fails, Mike Fuller, Hilary Hulsey, Joyce Knight, Cullen Lutz, Tiff Shepherd, Jackie Smith, Mike Smith, Karen Welch

Welcome and Introductions – Matt Morgan, Chair

Advisory Chair, Matt Morgan, welcomed and thanked all for being there and called the meeting to order at 4:04 PM.

Minutes of March 31, 2017 Meeting – Matt Morgan, Chair

Matt Morgan asked if everyone had reviewed the May 30, 2017 meeting minutes. From the previous meeting, Neal Nossaman had motioned to approve the minutes and Tad Fowler had 2nd the motioned. The Lindsey Murphy made a motion to approve the minutes as amended, Jason Crespin 2nd, the motion carried and the minutes were approved.

Vietnam Project

Introductions were made of Panhandle PBS production staff.

Cullen Lutz discussed the 10 part, 18 hour documentary *The Vietnam War* series by Ken Burns and Lynn begin airing September 17th through next spring. Hilary Hulsey has been a project website working on called PanhandleRemembers.org that will have videos and listings of community events.

The Wall that Heals, which is the half-scale replica of the Vietnam Veterans Memorial in Washington D.C. be in Amarillo from December 6 – 10, 2017. There will be many opportunities to volunteer and take part in that.

Cullen announced that Amarillo Little Theatre is a new Community Partner to Panhandle PBS. Jason Crespin shared how ALT will also be highlighting the Vietnam War by presenting a theatrical piece based on discussions, interviews conducted, and information shared by Panhandle PBS and put it to the stage in Spring 2018.

Chip Chandler talked about the first upcoming Yellow City Sounds Music Festival – Music that Changed the World. The event will take place from noon to 10:00 p.m. at Memorial Park, Saturday, September 2nd. There will be about 6 food trucks or booths providing food for sale as well as vendor and sponsor booths with information. There will also be a Panhandle PBS Kids area with kids activities from 2 – 5 p.m. Of course the highlight of it all will be the music which will open with the *Dust Jackets* at noon, an Amarillo folk-rock band, Maggie Burt at 1:00 p.m. *Insufficient Funds* at 2:00 p.m., Jam Session at 3:30 p.m., *The Deltaz* at 5:00 p.m., *hONEYhoUSE* at 6:00 p.m., and featured act Zack Wilkerson at 7:00 p.m., headliners are the *Band of Heathens* at 8:15 p.m.

Kyle Arrant reminded those who aren't already on the Facebook Advisory Council group to contact him so he can send you a link to that page. He also extended a big thank you to the Amarillo College Physical Plant and Police Departments for all their help for an event that had never been done before.

Kevin Ball has hopes that this will become an annual event and offer concerts every fall.

Content

Kyle Arrant – A video clip with Dennis Elliot from the upcoming Vietnam series and then turned it over to Karen.

Karen Welch – *Live Here*

Dennis Elliot is one of about 20 veterans that has been interviewed for one of shows that will air this fall on *Live Here*. They have also interview Vietnamese refugees, and people who were involved in the peace movement. The new season will begin September 7th with an episode talking with the Texas Cattle Feeders Association's celebrating their 50th Anniversary, then the Veterans episodes will begin.

Live Here content will include more than just the Vietnam War. There will also be a scheduled an interview with the last survivor in Texas of the USS Indianapolis and will be touching on homelessness in our community as well as refugees and people who have experience in Sudan.

Panhandle PBS will be putting out an new podcast called *Biz Here* that will come out every Monday. You can subscribe/follow the podcasts through iTunes or SoundCloud and search for Panhandle PBS. They will be reporting business news on this podcast and it will have a coordinating blog that will go along with it.

Chip Chandler – *Play Here*

The new season of The Season will focus on the Amarillo Museum of Art. Chip presented a video clip of the AMoA Biennial 600: Architecture exhibition, which is the current exhibition and Family Fun Day. October will feature the Vietnam War exhibition and later Achievement in Art exhibition: The Collection of Dr. and Mrs. Engler, and several other exhibitions with behind the scenes looks as well as a tour of the vault. Don't forget to follow on Facebook and the blog.

Mike Smith – *Learn Here*

Mike is excited that school is starting again so he can get out and see what districts are doing. He is working on the American Graduate project that you'll be hearing more about. Mike's highlight summer project was the total solar eclipse. He spoke to Dr. Neal Nossaman and Brent Cavanaugh of the AC Photography department and spent a lot of time trying to educate people on safe ways to view it, the best ways to look at it, who was offering glasses, etc. Mike presented a video that included his geeked out response of the eclipse from Atchison, Kansas.

Yellow City Sounds Live – Mike Fuller

In June YCS had a show with the *Hard Road Trio* and presented a video clip from that event. The next show is Thursday, September 21st, and will feature Michael Ching. Michael is a highly acclaimed and prolific composer who has written and performed works throughout the U.S. He is closely associated with the Amarillo Opera and will be in Amarillo as a guest conductor. There will also be another show in October, but the guest has not been announced at this time.

Kevin Ball and Dr. Lowery-Hart mentioned how incredible the shows are and encouraged everyone to go.

Matt Morgan added that it's a great way to volunteer, get plugged in, help out and it's fun.

Hilary Hulsey – Digital Content

Kyle let everyone know that all of the content efforts from Karen, Chip, and Mike are being multiplied on a digital platform with social and web and being coordinated by Hilary. When she started in February, Facebook likes were at 7,500 and are on target to 10,000 by October. There has been an uptick in engagement in the last 6 weeks especially with Karen's piece on Oscar's Burritos on *Biz Here*. It was shared in Amarillo Restaurant Review and shared over 100 from that group with total reach about 23,000 and 3,000 people clicking on the article to read it or Panhandle PBS, or a person who was tagged in the post. This shows how much people are engaging with the content.

Mike's eclipse piece that was shown reached over 5,000 has over 2,000 views, but that was only one of several videos that went along with it and was livestreaming during the event. The raw, organic human interest is really showing in the numbers.

Hilary explained that she was able to see what it was like to have an influencer share a post. Chip Chandler is considered an "influencer", which is someone in social media who has a lot of followers. His article on AQHA's celebrating their 10th year of America's Horse in Art was AQHA's national page which has almost one million likes shared it.

Development/Membership/Community – Joyce Knight

Joyce gave the following information received from monthly CDP report. Numbers are through the end of July.

Sustainers

2016 – \$36,000

2017 – \$46,000 (Increase of \$10,000)

Web Giving

2016 – \$4,400

2017 – \$13,700 (Increase of \$9,300)

Total Membership Giving

2016 – \$184,000

2017 – \$192,000 (Increase of \$9,300)

There were two mailings that went out.

Mailers

2016 Combined Total – \$12,000

2017 First Mailer – Over \$15,000 (sent to people who used to be donors or hadn't given in a while)

Target – Music Festival

2017 Second Mailer – Just sent out (sent to 5 zip codes in Amarillo based on income, number of people, and age)

Target – Wall That Heals

Goal for over the next year will be to send out at least one mailer each quarter. Each mailer will have a specific target that will be on the calendar which will be planned out for one year.

Alan Greer told Joyce the week before the meeting that for the first time, PPBS is over \$200,000 in Membership Giving.

Joyce shared information about giving: Individual giving is growing by 8% in the last 2 years, and out pacing every other kind by 6.8%. Things that are going down are corporation and request giving. Foundation giving, included with individual giving is 88% of all giving. Individual without Foundation is 72%. For every new 10 donors 9.9 are lost. For every \$10 gift, \$9.50 is lost from those who have stopped giving. This is why getting young people involved is important and including social media.

Other events schedule for the year on the calendar are monthly emails will start in September that will start as informational and then finally get to the "ask" to see how many donors can be gained through email. Panhandle Business Society is a business club for special events in order to get more business partners in the community. On October 24th there will be a major donor event in the studio and invite someone else to come with them who are currently not donors. There will be a tax advantage mailing in November as well as Pledge that will go through December 3rd. In January there will be a membership push, but this is currently being determined. In January there will also be a Yellow City Sounds Underwriter Appreciation Event. PPBS Programming event in February. Pledge in March and a collaboration event. Club event, this will be a major event for 20 to 40 year olds that will be fun and affordable and interesting to younger audiences. May will be Membership Month, devoted just to membership. Volunteer

Appreciation. Summer 2018 will be another mailer and Kids event and then finishing with Pledge in August and a Donor of the year event.

Questions – Joel Kaplan: Are you able to determine the number of televisions that are tuned in to a certain program

Answer – Kyle Arrant: The short answer is no. The ratings cost more than they would get out of them. This opinion varies between PBS stations, but PPBS doesn't feel that the Nielsen rating is an efficient use of money. We do know some numbers on national shows but not locally

Questions – Joel Kaplan: Is there someone responsible for picking out programming that would target a 20 year old who either is or is not in college?

Answer – Kyle Arrant: The 25 to 45 year old group doesn't sit down and watch linear television, they look for shows that they can watch on demand. But the short answer is yes, they are looking at that. The digital first strategy begins with content on the web and social media and then that ends up on air. PBS as a system is also looking at how to evolve the Passport on demand system, which is on Apple TV, Roku, Amazon Fire, etc.

Member Recognition – Joyce Knight

Joyce recognized two of the three people who have been serving on the Advisory Council for 6 years: Tad Fowler, Judy Babcock. The third person wasn't present.

Advisory Council Membership Report – Matt Morgan

Two candidates were present who have submitted paperwork to become Council members. Neal Nossaman and Matt Sanders took a few minutes to introduce themselves. Jack Thomas couldn't make it but Matt gave a little background information on him. Kevin Ball introduced Sally Jennings who joined the Council as the representative of the AC Board of Regents for the council.

With no questions for them, Matt entertained a motion to accept the three candidates for the Advisory Council. Patrick Miller motioned and Lindsey Murphy second, all were in favor and the motion carried. Matt welcomed the two new present members to the council.

The other two open spots have willing candidates lined up, the paperwork just needs to be finished. The first meeting of the year will be November 28, 2017.

Advisory Council Sub-Committees – Kevin Ball

Before November you will be contacted to find out what committee you're interested in that have been created. All of them should be relatively easy and fun.

Old Business/New Business

New Business – Kevin Ball announced that the Texas PBS Cooperative Initiative applied for a grant from the Corporation of Public Broadcasting for analyzing how Texas PBS stations could cooperate on efficient projects such as marketing, technical issues, and content sharing. They received that grant and are very interested in what Texas is going to do from a state point it's one of the big states and because it has bigger stations and smaller stations and it's our chance to shine. Kevin and Kyle will be attending meetings in October.

Jason Crespin invited everyone to come enjoy Mary Poppins starting September 21st through October 8th at Amarillo Little Theatre. He will be playing the role of Burt.

Adjournment

With no further business to discuss, Matt Morgan adjourned the meeting at 5:11 p.m.

Next meeting: 4:00 p.m. November 28, 2017