

**Panhandle PBS Advisory Council Meeting**  
**Minutes**  
**Tuesday, February 27, 2018**

The Panhandle PBS Advisory Council met on February 27, 2018 at 4:00 p.m. in the Badger Room on the Amarillo College Washington Street Campus.

**Panhandle PBS Advisory Council Members Present**

Matt Morgan-Chair; Jason Crespín, Neal Nossaman, Russell Lowery-Hart, Sally Jennings, Cameron Monroe, Bob Balliett, Emily Quinn, Jack Thomas, Matt Sanders

**Panhandle PBS Staff Present**

Kyle Arrant, Kevin Ball, Chip Chandler, Corby Fails, Hilary Hulseley, Cullen Lutz, Jack Light, Tammy Conner, Amy Presley

**Welcome and Introductions – Matt Morgan, Chair**

Matt Morgan welcomed the group and called the meeting to order at 4:05 p.m.

**Minutes of the November 28, 2017 Meeting – Matt Morgan, Chair**

Being no quorum, the group tabled approval of the minutes.

**Kevin Ball, CEO Report:**

Introduced new staff members, Amy Presley-FM 90 Program Director, Tammy Conner-Member Development Specialist and Jack Light-Director of Development and Community Engagement.

**Advisory Council Open Forum:**

Kevin Ball and Kyle Arrant asked the Advisory Board Members what they have heard around the community. Neal Nossaman said he has heard so many positive comments on the Vietnam Wall and Ken Burns series and said that it was extremely powerful. Cameron Monroe was told that it was an eye opening message and he appreciated all the effort put into that. Sally Jennings has heard nothing but great things about PBS and what we are doing. Jason Crespín has been approached with the concern of the newness of all the new people at Panhandle PBS. Kevin assured him that it is for the better of the station and that our goal is to have a certain amount of revenue and he made a commitment to them that we will be financially sound, this commitment was also made to Russell Lowery Hart. Jason also wanted to know if we can plan on a way to tell the community on why we have made these changes. Matt Morgan wanted to know our plans on mid-term election coverage. Kyle advised that due to the amount of time and labor to cover the election and short staff, we would not be covering this election. Jack Thomas wanted to know what the geographic reach of the station was, Kyle said it is a 75 mile radius which is the Panhandle area. Kevin Ball covered 4<sup>th</sup> quarter collaborations which included WTAMU, Amarillo Symphony Program 2016, Amarillo Area Foundation videos and that we will be working with the Laura W. Bush Institute for Women's Health on the Power of the Purse.

### **Membership Update:**

Corby Fails shared that the year-end mailing brought in over \$20,000.00 this total being up 25% from the year before. Our Spring mailing will be on the CREATE channel and the launch on Suddenlink in March. Corby talked about the direct mail and the email she is sending out weekly highlighting events and focusing on features; the open rate for the email is 25%. Jack Thomas suggested we do an email with two different ads to see which one the people focus on, Corby liked the suggestion. Corby talked about March 2018 Pledge and that it will run for 9 days and that it is Mr. Rogers' 50 yr anniversary. Neal Nossaman asked about the list of lapsed members and if we have had a change in that. Corby said it is her goal to target those members this year.

### **Vietnam/Wall That Heals Recap:**

Cullen Lutz provided information about The Wall that Heals and Mobile Education Center - all part of the station's engagement around the Ken Burns and Lynn Novick film, *The Vietnam War*. This event was the capstone event of the year, from a June Teachers' event, September film launch, 16 community events, curriculum development and The Wall that Heals that ran from December 6- December 10. There was great feedback from the council members.

### **10K Likes Campaign:**

Hilary Hulsey reported that we reached 10,000 "likes" on Facebook in December and the photo contest was a success, with support from Aim Bank and Broome Optical. The photo contest on why folks love living in the Panhandle had 40-50 submissions and it was judged by community judges, prizes were awarded. It was a successful promotion and contest targeting our community.

### **Content Update:**

**Kyle Arrant** explained the station's strategic posting around our content to maximize engagement. He introduced content producers to discuss their respective areas:

- **Karen Welch** discussed 806ology, Live Facebook stream and local government. Coming up next: Tiny houses and zoning, Biz here podcast sponsored by Amarillo National Bank.
- **Kyle Arrant** talked about things happening at the council and digging deep.
- **Chip Chandler** discussed Play Here -The Season, Engler Exhibition of minimalist art work at Amarillo Museum of Art, the Oscar live streams starting tonight. He also discussed our March 5<sup>th</sup> Indie Lens Pop-Up screening of the highly acclaimed documentary "Dolores". He explained the Deltaz event to show AC Community and student appreciation and that we will be partnering with student groups to present.
- **Mike Smith** discussed WT/Happy State Bank donation and the coverage of the Olympic piece with Carver Early Childhood Academy.
- **Kyle Arrant** "Things made here"/"Bands made here" will be the theme of our Yellow City Sounds Music Festival on 9/1.

**Old Business/New Business: Matt Morgan** No old/new business discussed.

### **Adjournment**

With no further business, Matt Morgan adjourned the meeting at 4:56 p.m.