

Panhandle PBS Advisory Council Meeting

Tuesday, March 21, 2017

The Panhandle PBS Advisory Council met on March 21, 2017 at 4:00 p.m. in the Studio of Panhandle PBS on the Amarillo College Washington Street Campus.

Panhandle PBS Advisory Council Members Present

Matt Morgan, Chair; Lindsey Murphy, Vice-Chair; Bob Balliett, Regina Dinga, Russell Lowery-Hart, Patrick Miller, Cameron Monroe, Neal Nossaman, Roy Urrutia, Guest, Randy Hahn

Panhandle PBS Staff Present

Kyle Arrant, Kevin Ball, Connie de Jesus, Corby Fails, Mike Fuller, Alan Greer, Chris Hays, Hilary Hulse, Joyce Knight, Cullen Lutz, Tiff Shepherd, Jackie Smith, Mike Smith, Karen Welch

Welcome and Introductions – Lindsey Murphy, Vice-Chair

Advisory Chair, Matt Morgan, welcomed all and called the meeting to order at 4:06 PM. Introductions were made of all members and staff present but noted that there were not enough members present for a quorum.

Minutes of November 29, 2016 Meeting – Matt Morgan, Chair

Matt Morgan asked if everyone had reviewed the November 29, 2016 meeting minutes and said they would be approved at the May 30, 2017 meeting.

Content (Programming)

Kyle Arrant – *The Season*

Kyle Arrant presented information about *The Season* in Chip Chandler's absence...

Karen Welch – *Live Here*

Karen discussed the upcoming episode of *Live Here* which features the 11 candidates running for City Council positions. Karen and the PPBS crew have been spending time doing video segments of each of them that will air on April 6, 2017.

New Staff Introductions – Kevin Ball

Kevin Ball introduced the following new Panhandle PBS employees; Joyce Knight as the new Director of Development and Community Engagement, Corby Fails as Membership/Development Coordinator, Mike Smith as Digital Content Producer of Children & Education, Hilary Hulse as Digital Content Producer. Kevin also gave a little background on each of them. Randy Hahn was introduced as a new, possible, Advisory Council Volunteer.

Organizational Update – Chris Hays

Chris Hays and Kevin Ball gave a presentation and discussed the changes and new positions, and new directions of Panhandle PBS that will include more involvement of Advisory Council Volunteers and the role of the Advisory Council Members.

Group Discussion – Chris Hays

Chris Hays led a group discussion that started with a presentation of the funding of PBS. CPB funding is two years ahead.

Cameron Monroe commented on the great questions on the content strategy page and wanted to know the difference between "reach and organic" and also how "likes" bring viewers?

Regina Dinga knows a person from the UK that asked how we make decisions about how to vote, she commented that she reads and asked how do we get people to read? Karen Welch explained that SnapChat and other social media are tools to lead them to our website.

Does Chip Chandler go to high schools? Chris Hays explained that this is Mike Smith's job

Regina Dinga does want to read the ROAR review.

Joyce Knight had gone through the database of members and found that there were only 1,100 active members of the total 14,000.

Regina Dinga asked if the content could make money. Chris Hays explained that Panhandle PBS receives money from local underwriters.

Neal Nossaman asked that if we wanted to produce a piece that we wanted to go national with, would we get money. Chris Hays explained that yes, through distribution and channels. But there is not a lot of money to be made from that so we will focus on local programming.

Matt Morgan asked about the connection to PBS and local programming. Chris Hays explained that we aren't affiliated, we are members, not pushed from the top down. Money is for programming and that some shows have to be aired, although we can opt out with formal notice. Kevin Ball added that PPBS is owned and operated by Amarillo College and that Mike Smith's goal is to focus on education, which is a very fundable. He will be working with AISD to make ourselves that important to them.

Old Business/New Business

There was no old business.

Matt Morgan asked that anyone wanting to be part of the Membership Committee to contact him.

Adjournment

With no further business to discuss, Matt Morgan adjourned the meeting at 5:22 p.m.

Next meeting: 4:00 p.m. May 30, 2017