

Panhandle PBS Advisory Council Meeting

Tuesday, May 30, 2017

The Panhandle PBS Advisory Council met on May 30, 2017 at 4:00 p.m. in the Panhandle PBS Conference Room on 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 all and called the meeting to order at 4:04 PM. Introductions were made of all members and staff present.

Kyle Arrant announced that Kevin Ball was the newly appointed CEO as of May 31, 2017. Everyone should have received a press release via email, if not to see Tiffany Shepherd or Joyce Knight for a copy. Kyle suggested that a list be sent around at the next meeting to verify email addresses.

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

Matt Morgan asked if everyone had reviewed the March 31, 2017 meeting minutes. Matt motioned for an approval of the minutes the motion carried and the minutes were approved.

Vietnam Project

Joyce Knight started by giving a description of the clips she previewed at the PBS Annual Meeting from episodes 9 and 10. More than ten years went into the production of the series that will start September 17, 2017. From the Q&A session, she learned this was the single most difficult project he has ever encountered because it reached across so many years, so many oceans, and so many people, but they had to tell the whole story. They could have continued to interview for another ten years, but they wanted to make sure the story was told and believe it is time for the country to heal. The music alone from the movie will reach out to your heart and your soul. Each episode will be 2-3 hours long per night over 10 nights.

Kevin Ball added that he believes the Vietnam War is not old enough for the world to look historical at this point, yet it looks very contemporary and it's going to be a massive impact project, from what they saw at the PBS Conference in San Diego.

Cullen Lutz discussed how Panhandle PBS has been one of a handful of stations tapped by Washington Educational Television Association to receive a grant on community engagement around the topic. Cullen then presented a two minute video clip from *The Vietnam War* series by Ken Burns and Lynn Novick.

Some stations around the country are choosing not to engage their local communities on this topic because of its controversy, not just then but now. Panhandle PBS, however, has decided to really jump in and make this a cornerstone of engagement through the end of the year.

Karen explained that as they are doing in the documentary, Panhandle PBS is also doing interviews with diverse perspective from our Vietnam Veterans, and their families', people who were active in the peace movement, as well as

stories of the refugees that came here due to the war. Those are being put out on social media as they are produced and then will all be compiled for an on air show as the time nears for the documentary series. Some of the audio will also be used for radio. One thing that Karen and Cullen have come to learn after speaking to so many groups like Veterans of American, VFW, and American Legion, is that they want to be heard and want to talk about it.

Kyla introduced and presented a video clip of Fred Rangel, President of the Texas Panhandle War Memorial.

Joel Kaplan asked when these would be broadcast in relation to the series. Kyle said some of them will be in vignettes before, but the bulk of them will be following the program in the local perspective. The interview videos in their entirety will be posted online to social media first, including the Fred Rangel video just presented.

Cullen explained how some of these stories will be used as educator resources and part of the basis of for some curriculum in local schools across the Panhandle. The partners of Panhandle PBS, Region 16 and AISD will be looking at how they can incorporate local stories and local content into their lesson plans and about what is taught about the Vietnam War. In addition to sharing these stories across our region, PPBS can also contribute to a national resource center, PBS Learning Media, so teachers all across the US can access them as well.

Cullen announced that Region 16 will be holding a Conference on June 30, 2017. The purpose is for educators to learn more about how to teach all the different facets of the Vietnam War and the topics that can be addressed for middle school and high school classrooms. This event will also be open to the general public and free of charge.

Cullen noted that they have over a dozen partners for the Vietnam Project and are working with multiple museums around the Panhandle including the Panhandle Plains Historical Museum, the Amarillo Museum of Art, the Amarillo Public Library Consortium, Amarillo College and WTAMU. A new addition to the lineup will also be the *Yellow City Sounds Music Festival* taking place from 12:00 PM to 10:00 PM on September 2, 2017.

Joyce told everyone that the event will take place at Memorial Park that will have family activities and will explore the music of the era from the 60's to the early 70's. At the end of the day, the artists will collaborate together on a particular song. Food trucks will be available and the event will be free to the public. Kids 24/7 will have an official kick-off that day, as well.

Cullen invited everyone to come enjoy the festival and/or volunteer and asked that if you or others that you're affiliated with are interested in sponsorship, Panhandle PBS welcomes support for the music festival.

Chip Chandler spoke of how he and Mike Fuller have been in charge of the band selection. The bands selected include the Band of Heathens, Zac Wilkerson, Honey House, The Deltas, Insufficient Funds, Maggie Burt, and Playa Lake. There will also be a jam session/song swap with eight solo musicians that will feature our very own Mike Fuller, Amy Chase, Tennessee Tuckness, Ray Wilson, Dan Johnson, Eddie Esler, Tyler Horning, and Wendy Clay.

Kevin Ball further noted that it is a goal to make the music festival an annual and signature event if all goes well.

Cullen said the capstone for the project is bringing the mobile replica of the Vietnam Veterans War Memorial Wall to Amarillo. The replica is the half size of the original and will be installed at John Stiff Park on December 6, with the opening ceremony on December 7, 2017, which is Pearl Harbor Day. The Wall will be open 24 hours a day and uninstalled on December 10, 2017.

The replica has a mobile education center that Cullen is working with schools to set up many visits from all over the Panhandle and would love to have your involvement as a volunteer for shifts and to help get the word out. Cullen is very grateful to the generous supporters of the project, Mary E. Bivins Foundation, WETA and Xcel Energy.

Kevin shared his appreciation to everyone for their work on this massive local project.

Hilary Hulsey will be setting up a page for people to share their own photos and stories that can be featured on Facebook, Instagram, and other social media. These will be taken from all standpoints including veterans, refugees, and family members. Cullen handed out a sheet with contact information.

Content

Kyle Arrant – The day to day content had an 114,000 reach on social media in April. A lot of that went to Karen Welch and her local election coverage and some went to Mike Smith and his pieces on education including a piece on Bowie, and also included Chip Chandler’s coverage.

Karen Welch – *Live Here*

Karen discussed how the Vietnam and refugee theme will be the emphasis for projects. They are starting a project where they are following a refugee family through the process with Habitat for Humanity. Karen will follow up more with that at the next meeting. Karen showed a clip of the “Lion Dance” that was performed when she and Brian went to a Sunday Service of a Vietnamese Church during the celebration of the Vietnamese New Year, Tet.

Kyle mentioned that this video is available on Facebook, please like and share these video. Engagement increases through those Likes and Shares.

Chip Chandler – *Play Here*

Chip said that the arts and entertainment slow down a little in the summer, but he has posted the Activity Roundup for summer outdoor concerts, movies, and other things going on and is available online. For the video series of *The Season*, the most recent followed what happened when a surprise came up with a costume process during *Young Frankenstein*. The next series of *The Season* will be documenting the Amarillo Museum of Art. Chip showed a clip from recently aired episode of *The Season* that is available online.

Mike Smith – *Learn Here*

Mike showed a clip from *Set for Success*, which is a GED program for adult education that can be done at their own pace, even on their phone. The program is expanding to be set up with businesses so employers can give employees a chance to get an education and set aside some time and teach them there. One of the places this is available is the Potter County Detention Center. Mike attended the graduation ceremony and showed a clip of one the recent graduates.

Yellow City Sounds Live – Mike Fuller

Mike offered tickets to the Friday show featuring *Sadie’s Rangers* to anyone who wanted to come and enjoy the show. The next YCS will be June 30, 2017. Mike presented a video from the previous YCS show that featured *The Deltas* that will also be one of the featured acts at the music festival in September. Kyle gave an open invitation to Advisory Council members to sit in the control room during the YCS. If you’re interested, please contact him.

Development/Membership/Community – Joyce Night

Joyce thanked those who attended the ribbon cutting event the previous Thursday night. Panhandle PBS is now officially a member of the Chamber of Commerce. There was a good turn out with ages ranging from children to senior citizens who were able to enjoy looking through the camera and getting on the stage.

Joyce mentioned that Corby Fails has been working very hard to clean up the 14,000 names from the membership list since they had only been communicating with the active members. Now they are up to 11,000 and have also found another list that is put out by National PBS through passport to reach people on a local level in an effort to get them donate, become a member and let them know Panhandle PBS is here. The more people we get involved the better off we are.

Joyce explained the remittance envelopes that were given to members at the meeting. Joyce and Kevin came up with the idea of these envelopes as a simplified method to for people to donate money or become a member. The preprinted envelopes will be going out with all communications. They have been more customized for major donors with different

levels and made it more localized. Kevin added that these envelopes can also be handed directly to someone when they ask how they can help.

New Advisory Council Membership Committee – Matt Morgan & Kevin Ball

Matt discussed the fact that the Council is about to lose six members in 2017 that will all need to be replaced, as well as six members in 2018. These members are welcome to renew if they would like for a vote.

Advisory Council Sub-Committees – Matt Morgan

Matt stated the importance of commitment to the council because the committees that will be formed need to be diligent and about bringing new committed folks, otherwise they will just slowly fall to the wayside. If you want to be involved in some capacity with the committee, please let Matt know.

Kevin explained that the committees are advisory groups that are meant to just help out and how he wants people to enjoy it and not have it be too much work. Some of the committees will be the Development Committee, Content Committee, Community Engagement, Membership Committee, and Events Committee.

Joyce mentioned the addition of the private Panhandle PBS Advisory Council Facebook group. Everyone should have received an invitation to the group on Facebook. If you haven't or if you have any questions, please contact Kyle.

Old Business/New Business

Old Business – Kevin Ball announced that Amarillo College and Panhandle PBS will be working with AEDC will be working on a project with *INC Magazine* over the next year talking about why Amarillo is such a great place to bring business.

This summer Amarillo College will be sponsoring a Chalk Art drawing contest for 35-40 artists in the Ware Commons area in July. This had previously been done at the Botanical Gardens, but they are no longer doing it so Kevin has brought it to AC.

The funding for PBS has been taken out of the next governmental budget, but it hasn't been passed yet. You can show your PBS support by adding the "I ♥ PBS" Facebook button to your profile frame by going to <https://www.facebook.com/profilepicframes>.

Kyle added that you can also find talking points and additional information at www.pbs.org/value

New Business – Matt Morgan shared that there is a relatively new Non-Profit organization called The PARC at 6th and Jackson. This is a day shelter for homeless citizens in Amarillo, of which many of them are working homeless with unique stories. Matt has been teaching there once a month for about the past 8 months and gotten to know many of them and their stories personally. He encouraged everyone to take a look at The PARC.

Adjournment

With no further business to discuss, Matt Morgan adjourned the meeting at 5:08 p.m.

Next meeting: 4:00 p.m. August 29, 2017