

Panhandle PBS Advisory Council Meeting  
Minutes  
Tuesday, November 28, 2017

The Panhandle PBS Advisory Council met on November 28, 2017 at 4:00 p.m. in the Oak Room on the Amarillo College Washington Street Campus.

**Panhandle PBS Advisory Council Members Present**

Aaron Pan, Stephanie Nielsen, Russell Lowery-Hart, Matt Morgan, Lindsey Murphy, Wes Reeves, Jack Thomas, Sally Jennings

**Panhandle PBS Staff Present**

Kyle Arrant, Kevin Ball, Chip Chandler, Corby Fails, Mike Smith, Karen Welch, Mike Fuller, Hilary Hulse, Joyce Knight, Cullen Lutz

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

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

**Minutes of the August 29, 2017 Meeting – Matt Morgan, Chair**

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

**Kevin Ball, CEO Report:**

Staff undertook a strategic planning meeting. In October key staff attended a PBS national meeting and a Texas PBS meeting to parallel national fundraising techniques. There will be a follow up meeting in Dallas in January. The Corporation for Public Broadcasting (CPB) is looking to this Texas PBS initiative as a model.

**Development Update:**

Joyce Knight encouraged the Advisory Council to thank our supporters; asked if they could call and thank them for donations. She will provide names and numbers. The group was agreeable. New underwriters include Aim Bank, Broome Optical (returning), Education Credit Union will hopefully be a new sponsor of Learn Here. ANB's support of radio has been extended as well as supporting Biz Here, Yellow City Sounds Music Festival, 30<sup>th</sup> Anniversary, and Live Here. Pam's Quilting, Brady Dental, Panhandle-Plains Historical Museum, Happy State Bank, and City Place are all returning sponsors. Working on 30<sup>th</sup> anniversary sponsors, including First Capital Bank of Texas, Budweiser, Brown & Graham, Krause Landscape, Herring Bank. It was shared that grants will be a more strategic focus, as we'll be utilizing AAF's grant research center. Even though we're not a basic needs organization, we will be digging deeper for new funding sources. We can thank Randy Burkett for billboard usage. A new giving mailer is also going out.

**Membership Update:**

Corby Fails shared that The Vietnam War was strong on membership growth. We'll be strategic on different mailings. Pledge this week has gone well. We are looking for fun,

engaging activities in the spirit of Big Idea Challenge and are currently at an all-time high on membership.

### **Community Engagement Update:**

Cullen Lutz provided information about The Wall that Heals and Mobile Education Center coming to John Stiff Memorial Park in partnership with the City of Amarillo and others 12/6/17 – 12/10/17 – all part of the station’s engagement around the Ken Burns and Lynn Novick film, *The Vietnam War*. Advisory Council Members were encouraged to take part, either as a visitor or volunteer.

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

Hilary Hulse reported that we are nearing 10,000 “likes” on Facebook and have a promotional campaign/thank you organized, with support from Aim Bank and Broome Optical. The photo contest on why folks love living in the Panhandle will be judged by community judges, with prizes involved.

### **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 upcoming Live Here episodes on Vietnam, WWII, and refugees
- **Chip Chandler** discussed Play Here (including The Season), December Calendar of Events, and upcoming Symphony Christmas Concert Program.
- **Mike Smith** discussed Learn Here including WT and AISD school board content.
- **Mike Fuller** explained that the next Yellow City Sounds Live concert will be January 12<sup>th</sup>, with YCSL can now build its financial support by working on developing email lists, etc.

Kyle provided a 2018 30<sup>th</sup> anniversary preview, including a focus on original content that tells the story of our community, and that we exist to educate and do local best. The group was encouraged to mark calendars for Saturday, September 1<sup>st</sup> for the 2017 YCSL Music Festival. 2018 will be “the year of us.” Two new digital series will include “Made Here” and “Now Y’all Know.” Kyle also shared the new Panhandle PBS, 30<sup>th</sup> anniversary, and FM90 logos.

### **Old Business/New Business: Matt Morgan**

Matt congratulated Chip Chandler for receiving the 2017 Outstanding Media Award at the National Philanthropy Day Luncheon. New Advisory Council Members will be inducted at the next meeting, pending a quorum.

### **Adjournment**

With no further business, Matt Morgan adjourned the meeting at 5:05 p.m.