

Panhandle PBS Advisory Council Meeting

Tuesday, November 29, 2016

The Panhandle PBS Advisory Council met on November 29, 2016 at 4:00 p.m. in the Studio of Panhandle PBS on the Amarillo College Washington Street Campus.

Panhandle PBS Advisory Council Members Present

Lindsey Murphy, Vice-Chair; Bob Balliett, Jason Crespin, Regina Dinga, Alise Dixon, Jamie Johnson, Russell Lowery-Hart, Cameron Monroe, Neal Nossaman, Roy Urrutia, Dave Walker

Panhandle PBS Staff Present

Kyle Arrant, Kevin Ball, Chip Chandler, Connie de Jesus, Charlie Fuller, Mike Fuller, Lynne Groom, Chris Hays, , Cullen Lutz, Julie Mann, Tiff Shepherd, Jackie Smith, Karen Welch, David Lovejoy, Joel Beanes

Welcome and Introductions – Lindsey Murphy, Vice-Chair

Advisory Vice-Chair, Lindsey Murphy, welcomed all and called the meeting to order at 4:04 PM. Introductions were made of all members and staff present.

Mission Minute – Karen Welch

Karen presented a video that introduced the new Masterpiece series that will premier Sunday, January 15, 2017. The series follows Victoria as a tiny neglected teenager, who becomes queen overnight, then eventually the most powerful woman in the world.

Cullen Lutz, Community Engagement Specialist, discussed some community engagement in January with a screening and partnership with the Amarillo Public Library. Watch the website and January Program Guide for the date that should be around the 12th or the 15th. Cullen received some books from the Co-author of the book and will be giving one away in a raffle at the screening in January.

Minutes of August 30, 2016 Meeting – Lindsey Murphy, Vice-Chair

Lindsey Murphy asked if everyone had reviewed the August 30, 2016 meeting minutes and asked if there were any revisions or additions. Motion to accept Jason Crespin, second by Neal Nossaman.

Kevin Ball Introduction – Chris Hays

Chris Hays introduced Kevin Ball as the new General Manager of PPBS and explained how he also works with Communications and Marketing.

Kevin Ball introduced himself to everyone and mentioned those he knew well from prior business and personal relationships and went on to give his background for those who didn't know him. Kevin has lived here for 14 years and was recruited by John Marmaduke to build and work at Hastings store on Georgia, with a background in retail marketing and development.

In 2013 Kevin started working at the Botanical Gardens and ran it for three years. He returned to Hastings during their closing to help work through their bankruptcy and closing. Now he has joined the AC Family and he loves it here.

Programming

Karen Welch – *Live Here*

Karen showed a video clip from the *Live Here* episode called *Refugee Reality* that aired November 3rd. The episode is an effort to correct the misinformation that is on the internet and to clarify what's real and what's not. This season will continue to look at the refugee issues that affect the community and how they are dealt with as well as continue to share true stories while dispelling disparaging claims.

The story that was ran last spring about the Snack Pack Program in Perryton, TX. The Snack-Pack group was seeing a lot more kids that they needed to pack meals for due to the impact of oil prices going down in the economy. Since the show aired, they have had 5 local fundraisers and have raised almost \$13,000 which would pay for approximately a years' worth of food. This shows what a great impact this show was to their community.

The November 17th *Live Here, Amarillo Since MLK*, featured progress in race relations in the community since the Civil Rights Movements. Karen's interviews span two generations including a graduate of the first integrated class of seniors in Amarillo, the Chief Diversity and Inclusion Officer for WT A&M University, and Patrick Miller, the second African-American to serve on the Amarillo College Board of Regents.

Right on Q will air a special edition on December 1st featuring some local "smokers" and received some extra smoking tips. Some Steven Raichlen cook books will be used for pledge premiums.

The December 8th *Live Here, Witness*, will feature Amarillo's Steve Walton. His grandmother Maria Madi, hid a Jewish friend and her nephew in Budapest during the holocaust. She was honored with a posthumous award from Yad Vashem, the World Holocaust Remembrance Center in Jerusalem. The diaries that Maria kept are now a part of the US Holocaust Museum and readable as a PDF. There will also be an interview with Alfred Lakos who was 7 years old at the time and it around age 80 now.

Coming in the spring: Legislature preview, Philanthropy Day, High Plains Food Bank, Jamie Ford – Author of the AC Common Reader (*House on the Corner of Bitter and Sweet*), Green Girl Producer, Inc 5000 Enterprise Challenge Winners, Cowboys talking about the West, and Mental Health Initiative with Laura Street.

Kevin complimented Karen for all her work during the political season and for putting so much out on social media.

Chip Chandler – *The Season*

Chip had posted a round-up of all the arts and entertainment activities on so if you're looking for something to do over the holidays go check that out on Facebook and share it. Please remember to share the things that you like so it gets PPBS information out into the community.

Chip is following ALT for 2015-2016 Season and just got back from trip to New York with a group of their supporters and staff members. He is working on the next episode about that trip and shared a video clip.

Mike Fuller – *Yellow City Sounds Live / FM 90*

FM 90 will have a new program starting the first week of December... Rock En Español to meet the needs of our student demographics. The show will be on Wednesday nights and be an hour long.

Mike is working on building a library for a program to feature "Oldies", music from the 50's and 60's, because no one else is playing this genre currently and he has had several requests.

There have been 6 very successful Yellow City Sounds Live performances in the last year. They just had their first show of the second season and Mike is currently looking for sponsors.

Mike presented a video clip from the past two shows. The next Yellow City Sounds Live show will be on December 15th, featuring local singer and song writer, Yvonne Perea.

Giving Tuesday – Kevin Ball

Tuesday, November 29th is “Giving Tuesday”. Kevin asked those on the Council if they like the programs that Karen, Chip and Mike are doing please be a part of supporting them.

Kevin’s goal is to raise incrementally over what has been done in past years; the baseline is \$250,000. This will give PPBS a position to be as self-sufficient as it can. PPBS helps the community and organizations in the community because it speaks to so many of their customers through viewership. So it’s more than just raising money, its doing good for our community, giving help for those people, and giving sound for the local voice.

Packets were available regarding “Giving Tuesday”. These packets were going out to non-profits all over the country.

There will be an educational component added, much like what Karen does, to work with Cullen Lutz does, on things that PBS can bring to the community that are very educationally important.

With all these things wrapped up together, PPBS could become the premier local media in the area. But the only way that can be achieved is with your support. Kevin promise that with your support, he and the PPBS staff will make all these things happen for you.

The Vietnam War – Cullen Lutz

Cullen discussed the new large scale Ken Burns film *The Vietnam War* that will air next September, 2017. This will round out the trilogy of films that Burns has produced on wars. This film was co-directed with Lynn Novick. Cullen showed a video clip from the film.

Robust community engagement plans already include a discussion with Burns and Novick at the LBJ Presidential Library in Austin this spring. Local conversations will include a three pronged community engagement effort;

1. First collecting and sharing stories with the production team through various station production outlets including FM 90.
2. Second, they will be utilized as the foundation for newly developed classroom curriculum that will be shared with local educators in the Texas Panhandle including at the Region 16 Education Service Center Conference in June, as well as nationally through PBS Learning Media with educators around the country.
3. Third, working with over a dozen Panhandle Partners to have various conversations around the topic of the Vietnam War including everything from art exhibits and music concerts to film screenings and panel discussions.

All these things will be done to bring our region together to share, listen, discuss, and cross the divide of the many viewpoints around the topic of the Vietnam War.

Cameron Monroe shared the fact that Texas Tech is getting ready to construct a museum and archive of the Vietnam War. The groundbreaking could possibly be sometime next year.

Regina Dinga reminded everyone how many of our Vietnam Veterans go through our VA Hospital. Karen plans to use them as a resource.

Cullen ask that anyone has contacts, ideas or suggestions to contact her. She is formulating her plans now.

Group Discussion with Chris Hays

Chris Hays had Kevin Ball answer the questions for the group discussion in order to hear his thoughts on why he likes PPBS, why he is here, and what he wants to do.

Kevin has been with PPBS and AC for two months and sees the strengths as the leadership of the staff and the PPBS Advisory Council.

Kevin thinks that the social media could be done significantly better. He thinks the \$250,000 increase can be done fairly easily with the programs they’re putting together. He also thinks that PPBS can communicate with other organizations on collaborations. PPBS is the media that can put life in the community. He has faith in tying in the social media with the things that can be done for the younger generations.

Kevin believes that FM 90 is a strength leader in the community for years. With Mike's leadership there is a tremendous amount of interest in the community that some people don't even know about and over the next year it will become even stronger.

Visibility of the station is so important because of how fragmented it has become that it's important to not only produce programming, but to tie it back into our own community to make it robust and something that none of the other stations in Amarillo are going to touch. This can be done through the Council, through social media, campaigns through the college and other organizations.

Chris added that PPBS brought in two really fantastic story tellers with Karen and Chip. With the grant funds he is looking to hire a Children and Education Content Producer that would be somewhere in the middle of the work that Karen and Chip do. Seventy-Five percent of the duties will focus on children and education issues with Cullen to work with teachers to get the PBS Learning Media in schools and the teachers using the Learning Media Projects. This will help PPBS connect better with AISD and Region 16. The other 25% will be working on the production of *Live Here* with Karen.

Jamie Johnson gave praise to PPBS and the *Live Here* program for the outcome after the Perryton episode. The fact that the local organization was able to raise enough money to fund the Snack Pak program for almost a year is incredible. He also commended outreach of PPBS regarding the immigration issue, saying that the various clips and things discussed during the meeting all tie together with children's education and issues are a place to make the public discourse become less divisive because everyone believes in the value of children, regardless of political affiliation.

Old Business/New Business

Lynne Groom mentioned that Joel Kaplan wasn't present due to a death in his family and to give your condolences if you see him.

Karen and both said that if you have any sources, recommendations, a particular interest, please contact her anytime.

Kyle would like all Council members to know that he wants an open line of communication. Please feel free to contact Karen, Chip, or himself anytime about any ideas you have.

Adjournment

With no further business to discuss, Lindsey Murphy adjourned the meeting at 5:04 p.m.

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