

# **Panhandle PBS Advisory Council Meeting**

**Tuesday, August 30, 2016**

The Panhandle PBS Advisory Council met on August 30, 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**

Matt Morgan, Chair; Lindsey Murphy, Vice-Chair; Judy Babcock, Bob Balliett, Jason Crespin, Regina Dinga, Alise Dixon, Tad Fowler, Russell Lowery-Hart, Patrick Miller, Neal Nossaman, Emily Quinn, Wes Reeves, Mackenzie Weir

## **Panhandle PBS Staff Present**

Kyle Arrant, Nicole Chellino, Connie de Jesus, Mike Fuller, Alan Greer, Lynne Groom, Chris Hays, David Lovejoy, Cullen Lutz, Julie Mann, Tiff Shepherd, Karen Welch

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

Advisory Chair, Matt Morgan, welcomed all and called the meeting to order at 4:03 PM. Introductions were made of all members and staff present.

## **Mission Minute – Lynne Groom**

Lynne presented a video that took a look at students engaging with digital content.

## **Minutes of March 1, 2016 Meeting – Matt Morgan, Chair**

Matt Morgan asked if everyone had reviewed the May 31, 2016 meeting minutes and asked if there were any revisions or additions. Motion to accept by Lindsey Murphy, second by Bob Balliett.

## **Re-appointment of Advisory Council Members – Lynne Groom**

There are no new members and Re-appointed members are Bob Balliett, Alise Dixon, Jamie Johnson, Matt Morgan, Emily Quinn, and Wes Reeves for three year terms. There are no outgoing members to recognize.

## **Election of Officers (chair and vice-chair) – Matt Morgan**

Matt Morgan will continue to serve as the Advisory Council chair and Lindsey Murphy will also continue to serve as vice-chair. There were no nominations from the floor. Judy Babcock moved that they continue another term and a second. Vote was unanimous. These appointments will be for the 2017 fiscal year.

## **AC Story, the AC Pantry – Jordan Herrera**

Jordan Herrera, Director of Social Services, presented a video of AC student Michelle Ridder, a success story in the making. It demonstrated how services in the Advocacy and Resource Center can benefit students in need through the Food Pantry, Adult Student Program, and Emergency Assistance through the No Excuses Fund, which is coordinated through the Social Services Program. The new space for the Advocacy Center is located on the first floor of the Ware Student Commons.

If you want to contribute to the Food Pantry, you can email Jordan at: [jaherrera@actx.edu](mailto:jaherrera@actx.edu)

## **Programming**

Karen Welch showed clips of *Live Here* which debuted on September 1<sup>st</sup>. *Live Here* will be showing the connection between AC and Panhandle PPS to demonstrate how they use the studio to mentor students, educate, and use PBS Learning Media to do outreach in the community. Karen expressed gratitude to her fantastic crew for making it work for her to do a panel discussion with 7 people around a table at a North Heights café.

Kyle Arrant presented a clip of *The Season for Chip Chandler* which is following Amarillo Little Theatre this season. The clip was from episode three in which Chip recently profiled Jason Crispin and his kids in the ALT Academy.

Karen Welch show from a clip from the interview she did with Dusty and Nikki Green of *Two for the Road* which will air 8:00 PM on Thursday nights after *Live Here*.

Mike Fuller showed a clip from a couple of YCS events and explained that Yellow City Sounds is bringing in singer/song writers in to use for which is filmed and broadcast live on FM90. There have been five shows done so far and the October show will present acoustic folk singer-songwriter, Darryl Purpose based in Colorado. On November 11<sup>th</sup>, YCS will feature singer-songwriter, Dana Hubbard known for his Folk and Blues Festival music.

Chris Hays showed a video clip of what would be coming up for the political season and made the reminder that *Frontline* and *News Hour* would have political coverage on every night and special episodes along the way. You can also find information at: [pbs.org/2016election](http://pbs.org/2016election)

## **Thank You Note Project – Julie Mann**

The Thank You Note project started in the Development and Community Services Department by challenging each other to handwrite more thank you notes and then to each write 100 each. This grew out by inviting other staff members to join in and by that by Julie running into Patrick Miller, who

thought it would be a good idea for the Council members to also participate. Julie put out thank you cards on the back tables for everyone to help write out by donor types and invited members to take them to help.

### **PBS Learning Media – Cullen Lutz**

Cullen Lutz discussed how PBS Learning Media has become the number one source of educational media in the classroom setting for teachers and students. For the last three years Panhandle PBS has been communicating with educators through Region 16 and AISD to share with them PBS Learning Media. PBS Learning Media includes video clips, lesson plans, quizzes, and other guides for teachers' pre-K through 12<sup>th</sup> and up. It also has a portal for students and teachers to access PBS and trusted partner content. Cullen also showed a video clip and distributed a flyer with the website and other information.

### **Group Discussion with Emily Quinn & Nola Hagemeyer**

Chris Hays explained the purpose of the discussion group and how it's will be used to find out what Panhandle PBS is doing that is valuable or what could be done to better serve the community.

Emily Quinn shared that what they found that was valuable about PPBS is that it is the last truly local TV station. Other "local" TV stations gear their trends towards the national trends in both programming and news. Panhandle PBS spends more time on local subject matter issues than other stations, such as Karen's round table discussion as well as the children's programming. The ability to get Nova on the PBS app on Apple TV is great and educational. Emily and her children both love it. Masterpiece Theatre is also very valuable to PBS.

Things the station could be doing better are: doing a better job of getting the word out to the public about upcoming events.

Nicole Chellino, the new Digital Communications Coordinator for PPBS, offered her contact information for anyone to send her ideas for getting out information.

Email: [nicole.chellino@actx.edu](mailto:nicole.chellino@actx.edu)

Phone: 371-5478

### **Old Business/New Business**

Lynne Groom presented a video to Matt Morgan congratulating and thanking him for his service to Panhandle PBS. She also reminded everyone that Matt would be honored Outstanding Volunteer Fundraiser at the National Philanthropy Day Luncheon on Wednesday, November 16<sup>th</sup>, in the Heritage room at the Civic Center.

### **Adjournment**

With no further business to discuss, Matt Morgan adjourned the meeting at 5:02 p.m.

Next meeting: 4:00 p.m. November 29, 2016