

Panhandle PBS Advisory Council Meeting

Wednesday, August 26, 2015

The Panhandle PBS Advisory Council met on August 26, 2015 at 4:00 p.m. in the Studio of Panhandle PBS on the Amarillo College Washington Street Campus.

Panhandle PBS Advisory Council Members Present:

David Walker, Chair; Bob Balliett, Regina Dinga, Patrick Miller, Lindsey Murphy, Neal Nossaman, Linde Shadle, Roy Urrutia, Mackenzie Weir, Jason Crespin, Nola Hagemeyer, Joel Kaplan, Matt Morgan, Wes Reeves, Dr. Russell Lowery-Hart

Panhandle PBS Staff Present:

Cullen Lutz, Jackie Smith, Tiffany Shepherd, Lee Proctor, Sheri Myers, Kyle Arrant, Matt Darby, Jaime Carrillo, Lynne Groom, Ellen Robertson Green, Julie Mann

Welcome and Introductions –Dave Walker, Chair

Advisory Chair, Dave Walker, welcomed all and called the meeting to order at 4:05. Introductions were made of all members and staff present.

Mission Minute—Lynne Groom

Video about the importance of the programming of the Public Broadcasting System told by one viewer.

Minutes of May 27, 2015 Meeting—Dave Walker, Chair

Dave Walker asked for a review of the May 27, 2015 meeting minutes and asked if there were any revisions or additions.

Welcome incoming council members

Three new members attended new member orientation held at 3:30 p.m.: Nola Hagemeyer, Cameron Monroe and Joel Kaplan. New Board of Regent members are Neal Nossaman and Patrick Miller. Re-appointed members are David Walker, Jason Crespin and Roy Urrutia. Each introduced themselves and expressed their enthusiasm for the advisory council.

Recognition of outgoing advisory council members—Ellen Robertson-Green

Outgoing members Melissa Carter, Christina Ritter and Sabrina Sisneros were not in attendance. Dave Walker is stepping down as chair and was presented with a gift card to Crush restaurant.

Election of officers

Matt Morgan will serve as the new Advisory Council chair, having served as vice chair with Dave Walker. Lindsey Murphy was nominated for vice chair. These appointments will be for the 2016 fiscal year. Wes Reeves moved that nominations cease. Motion seconded by Cameron Monroe. Vote unanimous.

Local programming update—Jackie Smith

The new season of *Live Here* starts October 1, 2015 following a successful first season. A video promotion was viewed. Some of the topics that will be featured are first generation students, the AISD and CISD superintendents and downtown Amarillo revitalization.

National programming update—Jackie Smith

Watched video preview of *I'll Have What Phil's Having*. This cooking/travel show begins September 28. A handout highlighting programming over the next few months was provided.

Lidia Bastianich event—Julie Mann

Watched a video promotion for the cooking show. Lidia Bastianich will be visiting Amarillo on November 8. Plans for her arrival and events while she is here are underway.

American Graduate Day—Cullen Lutz

Televised event is 7 hours on October 3, 2015. It is a national day of programming. PPBS was 1 of 35 nationally and 1 of 4 in Texas to receive a grant for this. There will be four short segments leading up to Graduate Day to highlight locals Tim Bryant (Crockett Middle school), Mike Bella (the Finishers), Pat Mullen (Amarillo Public Library) and Shannon Peoples (teacher of the year). Promotions on air and online with live studio event.

Group Discussion—Ellen Green

Ellen posed questions to Council members Mackenzie Weir and Jason Crespin.

Mackenzie: She said she is passionate about the role optometrists play with young children. Other passions include customer service, being a mom and her work in Hope and Healing as a member of the Junior League. She enjoys a walk or run every morning followed by a little quiet time. She gets excited when a patient she is treating tries glasses or contacts for the first time and is able to see more clearly. One of her concerns is the state of the Amarillo city council. Highlighted items of importance are health, mothers, family and faith.

Jason: He is passionate about the arts in Amarillo. He loves how everyone is equal on stage. Jason is excited about how much art is in our community; opera, the art walk and the Amarillo Little Theatre, to name a few. He is concerned with youth who seem to desire instant gratification in their lives and who do not see education as a priority. He cited an example of fewer season tickets being sold at ALT and fewer sustaining members for PPBS. Items of importance include education, creating a safe environment for youth and providing a positive environment.

Old Business

Bob Balliett expressed his appreciation for benefits received by Ascension Academy. He said he was moved to see students from Ascension Academy working the phone bank during the August Pledge. Julie Mann thanked volunteers from the Advisory Council who helped with the August pledge drive.

New Business

Lynne Groom proposed a new meeting day because a mass media class will have a lab in the studio on Wednesdays. After a short discussion it was determined that the last Tuesday of the month is a good day for future Advisory Council meetings.

Adjournment

With no further business to discuss, Matt Morgan adjourned the meeting at 4:48 p.m.

Next meeting: 4:00 p.m. – November 17