

# **Panhandle PBS Advisory Council Meeting**

**Wednesday, May 27, 2015**

The Panhandle PBS Advisory Council met on Wednesday May 27, 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; Regina Dinga, Lindsey Murphy, Tad Fowler, Robert Balliett, Emily Quinn, Mackenzie Weir, Wes Reeves, Jason Crespín, Russell Lowery-Hart, Melissa Carter, Donald Nicholson, Roy Urrutia, Jamie Johnson, Judy Babcock and Matt Morgan

## **Panhandle PBS Staff Present:**

Ellen Green, Chris Hays, Matt Darby, Kyle Arrant, Lynne Groom, Julie Mann, Jackie Smith, Tiffany Shepherd and Jacob Workman

## **Welcome and Introductions--Dave Walker, Chair**

Advisory Chair, Dave Walker, welcomed all and called the meeting to order at 4:07. Introductions were made of all members and staff present.

## **Mission Minute—Julie Mann**

Mission Minute is a new regular meeting feature to remind us of the entire mission of the station and the PBS Network.

Julie gave example of impact. No video was available in the studio due to technical difficulty.

## **Minutes of March 4, 2015 Meeting –Dave Walker, Chair**

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

## **Nominating Committee Report—McKenzie Weir**

Discussed nomination report and stated that new nominee, Joel Kaplan, is a transplant from Chicago and will bring outside perspective to the board. Bob Balliett moved to appoint new council and approve changes. Jamie Johnson seconded the motion. Motion carried.

## **New Staff Members—Lynne Groom**

Tiff Shepherd, Data Management Assistant. Sheri Myers, Staff Assistant.

## **Big Idea Challenge update – Matt Morgan**

2014 showed 32 percent profit in contrast to 2015 showing 57 percent profit. Expenses saved in 2015

were \$9,000. 2014 had 91 percent new giving members vs 2015 with 70 percent new giving members. The Big Idea Challenge is reaching the target group. Matt Morgan and Julie Mann presented the council with the 2014 BIC 1<sup>st</sup> week puzzle for the council to take home and solve. This will provide an idea of what participants work through.

### **National PBS Programming – Jackie Smith**

Jackie discussed the trip to Austin, Texas for the annual PBS meeting. He also gave a list of this year's existing, returning and new shows. There were no questions from the council.

### **Local Programming – Chris Hays and Ellen Green**

Chris Has discussed the program "Live Here".

Ellen Green stated that PPBS will be the editorial lead for veterans' show and the Austin, TX partner will produce. The air date is Veterans' Day 2015.

### **Group Discussion – Ellen Green**

Ellen posed questions to Council members Bob Balliett and Russell Lowery-Hart

Bob: He said is core interest/concerns involve the condition of the military, US security and preserving democracy; as well as, pride in vested interests like Ascension Academy and the Texas Outdoor Musical.

Russell: He stated his core interest/concerns involve accessibility of education to all, inclusion, diversity, retention rate of student seeking higher education, family and social equality and acceptance.

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

There was no old business. Two members complimented PPBS on advertising and programming.

Lynne Groom responded that full episodes of "Live Here" will be on-line and these episodes are typically available the same day as air date.

### **Adjournment:**

With no further business to discuss, Dave Walker adjourned the meeting at 4:58 pm.

2015 Meetings: 4:00 p.m. – August 26, 2015