

# **Panhandle PBS Advisory Council Meeting**

**Wednesday, December 10, 2014**

The Panhandle PBS Advisory Council met on Wednesday December 10, 2014 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; Matt Morgan, Jason Crespín, Robert Balliett, Linde Shadle, Jamie Johnson, Don Nicholson, Roy Uruttia

## **Panhandle PBS Staff Present:**

Ellen Green, Lynne Groom, Chris Hays, Julie Mann, Jacob Workman, Lee Proctor, Kyle Arrant and Brandy Socha

## **Welcome and Introductions--Dave Walker, Chair and Ellen Robertson Green, CEO Panhandle PBS**

Advisory Chair, Dave Walker, welcomed all and called the meeting to order at 4:05 p.m.

## **Minutes of August 27, 2014 Meeting-- Dave Walker, Chair**

Dave Walker asked for a review of the August 27, 2014 meeting minutes and asked if there were any revisions or additions. Bob Balliett moved to accept the minutes as presented. Matt Morgan seconded the motion. Motion carried.

## **Panhandle PBS Reorganization – Ellen Green**

With the resignation of Linda Pitner as General Manager of Panhandle PBS, Ellen Green discussed the reorganization structure of the station and the appointments of Lynne Groom as Manager of Development and Communication Services and Chris Hays as General Manager. Job duties were discussed and a flowchart handout was given of the new structure of the station.

## **Local Content Report- Lynne Groom**

Lynne went over the Local Content Report which is an overview of station programs and accomplishments for the past year. The report is presented to the Corporation for Public Broadcasting who is one of the funders of Panhandle PBS. A copy is also provided to the Amarillo College Board of Regents and Major Donors along with a note from Ellen Green.

## **Big Idea Challenge – Julie Mann and Matt Morgan**

The Big Idea Challenge begins on April 1<sup>st</sup> and ends on May 1<sup>st</sup>. Currently recruiting teams, working on the web site, Facebook and Twitter. 90% of the money raised last year was “new money” or from sponsors that had not contributed to the station before.

### **National PBS Programming (Last Days of Vietnam) Ellen Green and Jackie Smith**

Rory Kennedy produced *Last Days of Vietnam*, a 2-hr documentary of North Vietnam army closing in and locals wanting out. Airs in spring of 2015. Short clip of film.

### **Local Programming (Live Here) Chris Hays**

Chris talked about the “home” show Live Here which is a 30-minute show on local topics. It will consist of 24 episodes per year – 12 in spring and 12 in fall.

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

Ellen led a group discussion with the questions;

- What are you passionate about?

Roy Urrutia:

Community. With his job he gets to tour the Panhandle and he is concerned about the communities he visits—concerns like what will happen to them in 10-15 years? Only (primarily) the older generation is staying in west Texas.

- What excites you?

Roy Urrutia:

He is excited about everyone’s involvement in community (Snack Pack) and about helping people and caring for everyone.

- What are you concerned about?

Jamie Johnson:

Learning. He retired 1 year ago. His father was the 1<sup>st</sup> to finish college in the 40’s and it took 9 years. Finishing at any age or time in life is good. He is passionate about prospects for people.

- What is important to you?

Jamie Johnson:

Concerned about politics, society and voting. Feels people need to just listen to one another.

### **Old Business/New Business- David Walker**

There was a short clip on the Panhandle PBS door decorating.

### **Adjournment:**

With no further business to discuss, Dave Walker adjourned the meeting at 4:57 pm.

2015 Meetings: 4:00 p.m. – February 25, 2015  
May 27, 2015  
August 26, 2015