

Panhandle PBS Advisory Council Meeting

Wednesday, March 4, 2015

The Panhandle PBS Advisory Council met on Wednesday March 4, 2015 at 4:00 p.m. in the Conference Room 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 and Matt Morgan

Panhandle PBS Staff Present:

Ellen Green, Chris Hays, Matt Darby, Kyle Arrant, Shelley Stanton, Lynne Groom, Lee Proctor, Julie Mann, Alan Greer, Jaime Carrillo, Jackie Smith and Jacob Workman

Others Present:

Dr. Russell Lowery-Hart, Amarillo College

Welcome and Introductions--Dave Walker, Chair

Advisory Chair, Dave Walker, welcomed all and called the meeting to order at 4:06. Introductions were made of all members and staff present.

Mission Minute, Lynne Groom and Chris Hays

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

Lynne and Chris introduced a clip on how important PBS is in the area of educational children's programming and content.

Minutes of December 2014 Meeting-- Dave Walker, Chair

Dave Walker asked for a review of the December 2014 meeting minutes and asked if there were any revisions or additions. Regina Dinga moved to accept the minutes as presented. Matt Morgan seconded the motion. Motion carried.

Big Idea Challenge update – Matt Morgan

Matt went over the details for the Big Idea Challenge which kicks off on April 1st at Our City Realty and finalizes on May 1st.

The council saw a video explaining the event and why it is special, different and challenging from other types of fundraisers. The BIC will engage Gen X, Gen Y and Millennials in a fun and challenging game while raising money for Panhandle PBS.

Teams are forming now and more information is available at <http://www.bigideatexas.org>

National PBS Programming, Cancer – Jackie Smith

Ken Burns has produced a new documentary entitled *Cancer: The Emperor of all Maladies* which runs March 30, 31st and April 1st on PBS. The documentary discusses the history, the science and the breakthroughs, as well as the hope there is now for victims as compared to the past.

Jackie showed a clip of the program.

Local Programming, Local Cancer Stories – Chris Hays

In partnership with the Ken Burns documentary, *Cancer: The Emperor of all Maladies* and with the help of a WETA grant, Panhandle PBS is bringing the local stories of cancer victims to the web and will be part of the *Live Here* local production.

Chris played a clip of a local cancer story.

There will also be 40 minute screenings of the Ken Burns documentary at various locations and volunteers are needed to help. Information can be obtained on the website at www.panhandlepbs.org

In addition *Live Here* will feature a Candidates Forum on the local city elections to be aired on April 2, in a special 2-hour program.

Group Discussion – Ellen Green

Ellen asked Council member Lindsey Murphy the following “get to know me” questions

- What are you passionate about?

Lindsey: She said she is passionate about volunteering in the community and at Martha’s Home, donating blood to the Coffee Memorial Blood Center and the importance of taking family vacations.

- What excites you?

Lindsey: She said she gets excited watching her 5-year old learn something new and said that children’s programming on PBS is essential to her learning. She is also gets excited about really good advertising—those ads that get the message across in an interesting and creative way. Lindsey is also excited about her son graduating from high school this year and enrolling in the Amarillo College Fire Academy soon.

- What are you concerned about?

Lindsey: Laughing, she said she is concerned that the construction on 34th street will never be finished. She is also concerned about the homelessness in Amarillo and that is why she volunteers for Martha’s Home.

- What is important to you?

Lindsey: She said that family, friends and her community are important to her and she really wants to make a difference in her community. She also says that taking time for herself is also important.

Budget Overview – Ellen Green

Amarillo College is in the process of working on the new budget. AC enrollment is down and all areas are asked to cut their budgets by 5%. \$17,500.00 is what we have to shave off our part of that budget and its being done by salary savings, supplies, etc. That gives us the challenge of making up for that loss in other ways of fundraising. A full budget will be reported to the Council at a later date.

Staff Retirement/New Staff—Lynne Groom

Shelley Stanton is retiring. Her 25 years of service to Amarillo College and nine years of service to Panhandle PBS were noted.

Matt Darby, Corporate Support Coordinator, started at Panhandle PBS at 4 weeks ago. He will be over corporate underwriting for Panhandle PBS, V-me and will assist with the underwriting of FM 90.

Brandy Socha, Data Management Assistant, has left her position and she and her husband moved back to Portland, Oregon. That position has been reposted and applications are being taken.

Old Business/New Business- David Walker

March Pledge drive is currently under way. PPBS is one of 13 stations in the US that is participating in transitioning pledge drives around core programming and focusing on sustaining memberships. In a recent report on pledge performance, Panhandle PBS shows 33% of pledges are from donors who are becoming sustaining members.

We are currently offering Celtic Woman tickets for their concert in May. They are prime seats with a portion of the price going to Panhandle PBS.

The Council viewed 3 spots featuring Dr. Russell Lowery-Hart that are currently running on local stations promoting Amarillo College and were created by the Panhandle PBS creative team.

Lynne Groom will send out an email asking for volunteers to be on a nominating committee for next year's Advisory Council. She will include a list of members eligible to serve more terms.

Adjournment:

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

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