



STAFF PROFILE

- 1. Name:** Payton Frimel
- 2. Position:** Social Media and Marketing Intern
- 3. Describe what you do at West TN PBS?** I plan, record, and edit content for social media platforms to promote the station. Create and coordinate PR and marketing campaigns to market to the public. Monitor social media trends and algorithms. Write press releases and newsletters.
- 4. How long have you been on the West TN PBS Staff?** I joined the team in January of 2024.
- 5. Where is your hometown?** Clarksville, Tennessee
- 6. What is your favorite part of working at West TN PBS?** I love getting to use my creativity and communication skills, as well as working with a great team!
- 7. What is your favorite program on West TN PBS Channel 11?** I enjoy all the cooking and music programs!