

Panhandle PBS

Local Content and Services Report

2024 - 2025





Mission

Panhandle PBS provides a gathering place for intelligent, trusted community engagement to enlighten, entertain and empower the people of the Texas Panhandle and the world.



Vision

Panhandle PBS will be the leading community resource empowering people to discover their world, broaden their horizons, and become active participants in shaping their future.



Values

- **Education** – Panhandle PBS believes that education is a fundamental element to empowering citizens and that lifelong learning is a critical element of effective citizenship
- **Excellence/Quality** – Panhandle PBS believes that excellence, quality and positive results should define any program or service that it offers to the community.
- **Meaningful Relationships** – Panhandle PBS believes that services provided should be based upon the needs and expectations of the community that we serve and that those needs must be discovered through meaningful relationships.
- **Service** – Panhandle PBS believes that we are accountable to the community for the programming and services that we provide and that the station exists to serve the community.
- **Trust** – Panhandle PBS believes that trust provides the critical foundation for the success of individuals and the community. We believe that trust is built through mutual respect, communication and working together.



Moving Forward

As we reflect on 2024–25, it is impossible to separate this year from its defining challenge: the elimination of federal funding for public media. It was an intense and, at times, uncertain period for Panhandle PBS. Yet in a year when federal support for PBS was eliminated, our station did not retreat, we continued to flourish.

This past year stands as a milestone in our history. It required focus, adaptability, and resolve as we navigated a rapidly evolving media landscape while staying true to our mission of service. Early in the year, we took a deliberate and honest look inward, examining our processes, evaluating what was working, identifying opportunities for improvement, and asking the difficult but necessary questions. That introspection sharpened our direction, clarified our priorities, and strengthened our team. It allowed us to set ambitious goals and move forward with purpose.

Our membership and engagement teams created experiences that educated, entertained, and inspired, bringing the community together through events with local chefs, businesses, and culinary students that blended food, learning, and connection. We expanded access through free public film screenings, delighted young audiences with PBS KIDS, and invested in the future by mentoring students who will become tomorrow's storytellers.

Local storytelling remained a cornerstone of our work. This year's productions explored issues, creativity, and culture unique to the Texas Panhandle. The Rain We Keep examined local water conservation efforts. In Open Air celebrated the evolution of public art in Amarillo. Broken Bread shed light on senior food insecurity in our region. Family Treats, a digital series, captured local interviews centered on family food heritage. We also began early production on Unmodified, a project exploring the storytelling and community behind tabletop and miniature gaming.

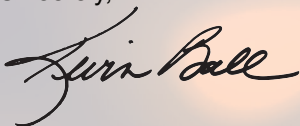
We continued our award-winning Savor the Goods dinner series and launched Studio Sessions, transforming our intimate 80-seat studio into a creative gathering space for evenings filled with food, conversation, entertainment, and fun. Across platforms, we also led community engagement tied to Ken Burns' Leonardo da Vinci, using this landmark documentary to spark dialogue, learning, and shared experience.

None of this work happens in isolation. Our continued success is made possible by the unwavering support of our members and community partners. As a trusted public media resource, we strengthen the fabric of our region through collaboration. With the support of our licensee, Amarillo College, and partnerships with local foundations, organizations, and creatives, we extend our reach and deepen our impact.

This Annual Report is more than a summary of the past year, it is a testament to the power of public media and the strength of community partnership. It also marks a turning point in our history. With our community as the backbone of our support, we must work harder, think smarter, and operate at the very top of our game. The responsibility we carry has never been clearer, nor has the importance of serving our region with excellence and integrity.

Thank you for being part of this journey and for believing in the enduring value of public media.

Sincerely,



Kevin Ball

Chief Executive Officer
Panhandle PBS

LOCAL CONTENT INITIATIVES

"The West Texas Boys"

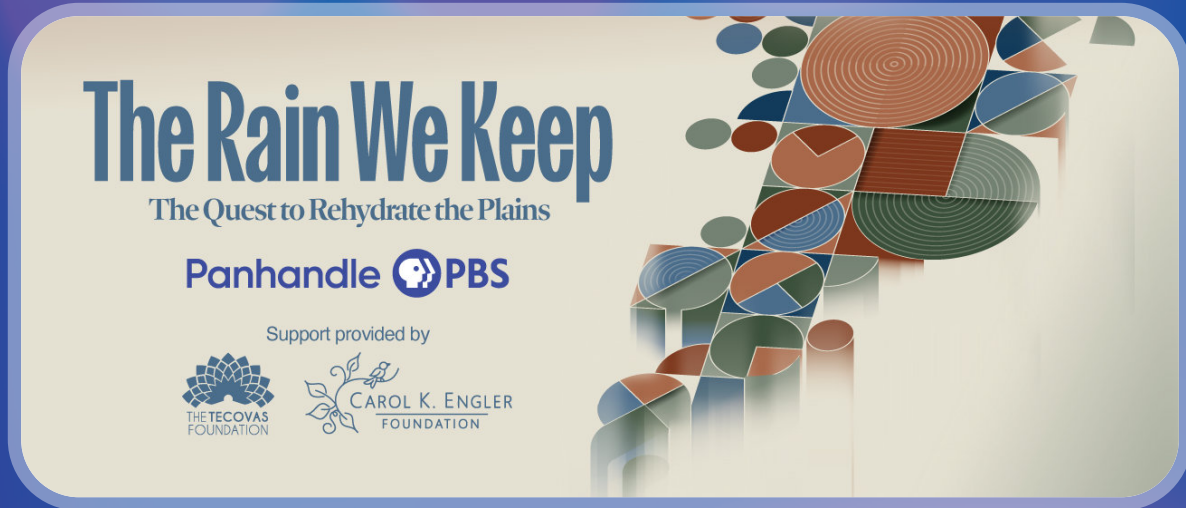
"The West Texas Boys," a new documentary feature about the Peña brothers from Dimmitt, Texas, premiered on December 5, 2024. "The West Texas Boys" tells the inspiring story of six brothers - The Peña brothers - who transitioned from migrant farm laborers to regional Mexican musicians and members of the Tejano Music Hall of Fame. The film captures their remarkable rise to success and the unbreakable bond that sustained them through it all. It also redefines the "American Dream" through the resilience and perspective of a Mexican-American Family from West Texas.

The documentary follows the Peña brothers through many stages of life, from children traveling around the country helping their parents harvest crops, to adolescents finding their footing with various musical instruments, navigating a time of racial injustice in the Texas Panhandle, their rise to fame and the lulls and changes in their careers, grappling with momentous loss both as band members and brothers, and much more. "A lot of people think our story's about a band," said Gilbert Peña. "But really, it's about a bunch of brothers never giving up."

"The West Texas Boys" received national and international recognition. The film was named Best Documentary at Indie House festival in Barcelona, Spain, an official selection for Sidewalk Film Festival in Birmingham, AL, and Viva Texas Film festival in Victoria, TX, among other honors.



"The Rain We Keep"



"The Rain We Keep" is a Panhandle PBS series that premiered on November 7, 2024, across television, streaming, and podcast platforms. The series examines water conservation in the Texas Panhandle and the condition of the Ogallala Aquifer, the region's primary water source. It covers land management, conservation practices, playa lakes, and efforts to rehydrate the land. Episodes aired on Panhandle PBS and are available on the station's website and YouTube channel.

EPISODE 1: MYTHS AND REALITY

This episode examines the origins of the Ogallala Aquifer, challenges common misconceptions, and shows how the aquifer was developed to support large-scale agriculture.

EPISODE 2: HYPERLOCAL RECHARGE

This episode follows local efforts to recharge the aquifer. Volunteers in Amarillo build natural dams to slow and absorb water into the ground. A farmer near Dawn, Texas, reports rising well levels after restoring playa lakes.

EPISODE 3: FARMING IS GENERATIONAL

Farmers discuss the shift from irrigated agriculture to less profitable dryland farming and the financial risks involved. A conservancy in Eastern New Mexico pays farmers to transition and preserve water rights. Producers also describe efforts to restore ecosystems.

EPISODE 4: PRESERVATION MINDSET

This episode explores the shift from extraction to conservation. It highlights actions by individuals, industries, and governments and argues that protecting the aquifer requires collective effort.





"The Rain We Keep" Podcast

"The Rain We Keep" podcast, hosted by Karen Welch, extends the series through additional reporting and interviews.

MUNICIPAL CONSERVATION

Experts discuss xeriscaping and the use of native plants to reduce outdoor water use in the Texas Panhandle.

HYDROPONIC FARMING

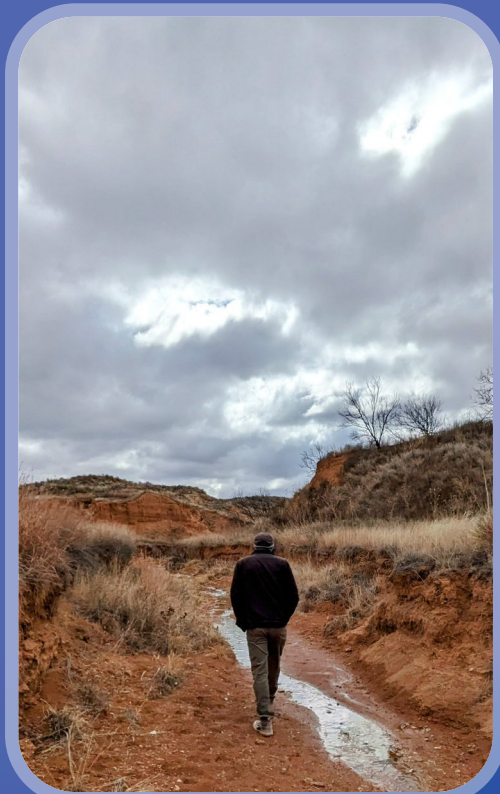
Producers explain how growing crops in nutrient-rich water solutions can reduce water use while supplying regional markets.

THE RANGE AMARILLO

Leaders outline plans to develop Amarillo as a regional food hub and discuss how water scarcity will shape future production.

CONVERTING THIRSTY LAWNS

City officials explain policies and infrastructure strategies designed to reduce residential water consumption.





"In Open Air"

"In Open Air," a three-part documentary series, premiered February 20, 2025, produced for Panhandle PBS by Cole Brakebill of Roosevelt Road Video. The series showcases our region's creative spirit and cultural evolution, delving into the rich history, vibrant present and promising future of public art in our own backyard.

The series begins by uncovering the diverse history of public art in Amarillo. It highlights Georgia O'Keeffe's time in the area, the artistic inspiration drawn from Palo Duro Canyon, the construction of the iconic Amarillo Ramp, and the globally recognized Cadillac Ranch. These landmarks serve as milestones in Amarillo's artistic journey and reflect the unique cultural heritage of the Panhandle.

Next, the documentary shifts its focus to the contemporary explosion of murals in downtown Amarillo and beyond. It spotlights the Hoodoo Mural Festival, an event that attracts artists, performers, and visitors from around the globe, and showcases the work of local artists who are transforming the town's walls into vibrant canvases.

Finally, "In Open Air" explores the evolving art scene in Amarillo and the surrounding areas. From tattoo artists and motorcycle painters to historic building preservation efforts led by Center City Amarillo, the series highlights the diverse creative expressions shaping the region. It also shines a spotlight on Arts in the Sunset, a hub for local artists that features galleries, studios, and an outdoor sculpture garden making art more accessible to the community.



Texas PBS: “Made in Texas” Initiative

“Made in Texas” was launched during this reporting period - a content initiative from Texas PBS that features Texas filmmakers and celebrates the diverse storytelling, cultural richness, and vibrant film community of our state. Produced in combination with station teams and independent producers, each film tells a compelling and unique Texas story. The series ranges from a film about a couple who walk the coastline, to Central Texas researchers who uncover when man first settled in this land, to a San Antonio artist who explored his heritage through painting.

Panhandle PBS was pleased to have one of its local productions included in Season One of the initiative. “The West Texas Boys” aired statewide on February 17, 2025, telling the story of a family who went from migrant farm laborers to becoming an award-winning, Tejano Music Hall of Fame band.



Digital Transformation Program: “Sustain the Plains”

In October 2024, Panhandle PBS was one of 50 public media stations selected for the Digital Transformation Program from the Poynter Institute - a well-known journalism and advocacy organization.

Through Poynter workshops on digital innovation and growth spanning nine months, combined with independent research, our producers developed 26 “Sustain the Plains” videos from April through October exclusively for YouTube – leaning in to where audiences are increasingly finding content. Expanding our content and reach around “The Rain We Keep” content on water conservation and the Ogallala Aquifer, “Sustain the Plains” was an invaluable learning opportunity on making content directly for this platform. Content from “The Rain We Keep” as well as newly produced content on environmental sustainability included updated graphics and other digital elements to make it more attractive for YouTube audiences.

"Sustain the Plains" episode titles included:

TX Water Emergency? Amarillo Eyes 'Toilet-To-Tap'

5 THINGS TO KNOW ABOUT THE OGALLALA AQUIFER

FARMING FOR WATER: One West Texas Family's Story

That's ANCIENT Water in Your Glass

TREATING WATER LIKE COAL - Mining the Ogallala Aquifer

A MYTHICAL LAKE IN THE GREAT AMERICAN DESERT

High Plains Water: "GONE WITHIN A GENERATION"

The Math of Unsustainable Aquifer Pumping

RESTORING a Wetland Corridor at Wildcat Bluff

What's a Microclimate? HOLD MY BEER

A TALE OF TWO CREEKS – in Texas and Australia

Where's the water in your SMARTPHONE?

LAND OF 20,000 LAKES: The Texas High Plains

SHRIMP on the PRAIRIE? We'll explain

WATER: When Less Means More

An Artist Returns to the Farm

Water BELOW Affects Water ABOVE

Who MINDS the Aquifers in TX?

A 50-50 Approach to Water

When WATER becomes TOO COSTLY to pump

Ag Has Major FIELD Goals

5 Things to Know About LAWNS

Floating The Canadian River in Texas

5 THINGS About Lake Meredith's WATER SUPPLY

\$1B PLAN for West Texas Water Demand

WIN a RAIN BARREL?!?!

All videos are viewable on the Panhandle PBS YouTube Channel's "Sustain the Plains" playlist.

“Broken Bread: Examining Senior Food Insecurity in the Texas Panhandle”

“Broken Bread: Examining Senior Food Insecurity in the Texas Panhandle” premiered on April 3, 2025. The three-part Panhandle PBS series covers causes, regional disparities, and diverse impacts of food insecurity among older adults and seniors in the area. As the local population ages, more seniors are struggling to access nutritious food, often facing this crisis without adequate resources or support. Through personal stories, expert insights, and local solutions, this series sheds light on both the challenges and opportunities within our broken food access system.

Chapter One: “Hidden Hunger in West Texas” uncovers the major drivers of food insecurity among older adults, including rising costs, limited mobility, and fragmented support systems. It also highlights the growing need among adults aged 50-59, the fastest-growing age group facing food insecurity. Interviews with seniors, advocates, and researchers reveal how food insecurity affects not only nutrition but also dignity and well-being among those in need.

Chapter Two: “Distant Resources” takes viewers to rural towns of the Texas Panhandle. With grocery stores and assistance programs many miles away, this chapter examines the unique challenges rural seniors face in accessing food. It spotlights the decline in local resources and its impact on longtime residents in need. The chapter also explores the deep connection between nutrition and both physical and mental health, exposing the impact of rising medical costs and limited healthcare access on food security.

Finally, Chapter Three: “A Path to Food Security” shifts focus to innovative solutions, from food pantries designed with older adults in mind to community-driven partnerships bridging service gaps. This chapter highlights the people and organizations working to ensure that no senior in the Texas Panhandle goes to bed hungry. Through these initiatives, we explore how local solutions can inspire long-term changes across different generations of residents.

Following the series premiere on Panhandle PBS and the Panhandle PBS YouTube channel, the station continued development on a multifaceted media effort through 2025, including animated content, video diaries, and more.



“Family Treats”

On April 15, 2025, Panhandle PBS premiered “Family Treats,” a new, limited digital series inspired in part by the popular PBS series “Finding Your Roots with Henry Louis Gates, Jr.” “Family Treats” features local interviews on family food heritage, including Serbian, Turkish, Paraguayan, and North American recipes and stories. These content pieces were also released on the Panhandle PBS YouTube channel, social media pages, and panhandlePBS.org with a compilation airing on Panhandle PBS.



“Unmodified: Real People, Fantastic Worlds” Early Production Work

During this reporting period, Panhandle PBS advanced early production work on “Unmodified: Real People, Fantastic Worlds,” a documentary exploring the power of storytelling within the tabletop and miniature-gaming community of the Texas Panhandle. This work included developing story outlines, conducting on-camera interviews, capturing still photography, and beginning graphics development.



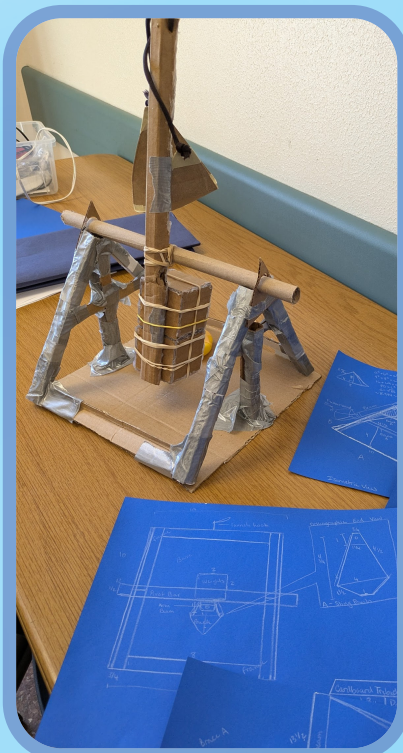
COMMUNITY ENGAGEMENT INITIATIVES

"Leonardo da Vinci"

Panhandle PBS partnered with Amarillo College, Amarillo Public Library, Amarillo Museum of Art, Arts in the Sunset, and the Discovery Center Collective from September through December 2024 to engage approximately 2,000 Texas Panhandle residents through community events connected to Leonardo da Vinci.



- From September through December 2024, Amarillo Museum of Art presented After da Vinci: Experiments & Expressions, an exhibition inspired by Leonardo da Vinci's work featuring art, film excerpts, and STEAM activities.
- On September 26, 2024, Panhandle PBS and Amarillo College hosted a Lunch & Learn screening and discussion exploring the film's themes and modern-day relevance.
- On October 12, 2024, Amarillo Public Library hosted "Da Vinci 102: Intro to Art," a free teen program exploring da Vinci's contributions to art and medical science.
- On October 26, 2024, Amarillo Museum of Art hosted a Saturday Studio workshop where children designed and tested catapults inspired by da Vinci's experiments.
- On November 14, 2024, Amarillo Museum of Art and Panhandle PBS hosted Amarillo College students and faculty for a film screening and guided exhibition tour.
- On December 6, 2024, Arts in the Sunset hosted a 3D art printing workshop and film screening during its First Friday Art Walk.
- On December 7, 2024, Amarillo Public Library hosted "Da Vinci Codebreakers," a youth program exploring ciphers and backward writing inspired by da Vinci's journals.
- On December 14, 2024, Amarillo Museum of Art hosted a STEAM-focused workshop where youth participants built gliders inspired by da Vinci's inventive designs.





"Savor the Goods"

Savor the Goods is an award-winning dinner series hosted by Panhandle PBS, bringing local chefs, producers, and the public together. This reporting period featured one unique educational event with a beautifully crafted meal as the station inspired and entertained 150 guests from the Texas Panhandle.

Elevated comfort food was the culinary theme for this event held at Reed Beverage in October 2024. Chef Jessica Higgins of Girasol Cafe and Bakery helped craft a menu of locally sourced elevated comfort foods, including a canape trio, blackened catfish salad, veggie platter, an entree of butter-poached potato with raclette and shoestring potatoes, country-fried steak, and collard greens with a peach tart with lavender ice cream for dessert. Panhandle PBS content pieces provided insight into Jessica's background and approach to her dishes, along with a look at her local suppliers, Dannerland Farms and Fortenberry Land & Cattle.



Halloween Costume Giveaway

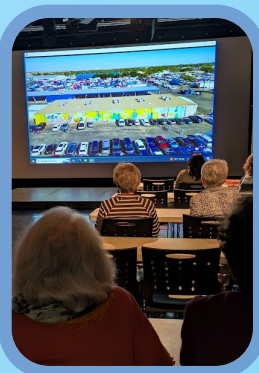
In partnership with Amarillo College's FM90, Panhandle PBS organized and hosted its first Halloween costume drive and giveaway to benefit area families in need. The drive for costume donations ran from September through October 2024, with the giveaway for families taking place on October 18 in the Panhandle PBS studio. Refreshments and PBS KIDS resources for parents and children were also provided. 150 children and their family members took part with over 100 costumes given away.



“The West Texas Boys” Film Screening and Panel Discussion



Panhandle PBS hosted a special premiere screening of “The West Texas Boys” on November 15, 2024, at the Concert Hall Theater on the Washington Street Campus of Amarillo College. Following a catered dinner and film screening, the Peña brothers took part in a Q&A session that was filmed by the station. A red carpet area also allowed for ample photographs of guests with the Tejano Hall of Fame band members. This was a ticketed event with 220 attendees.



“In Open Air” Film Screening and Discussion

Thirty attendees enjoyed a film screening, popcorn, and discussion around the new series “In Open Air” in the Panhandle PBS studios on February 27, 2025. Episode One was shared, titled “Deep Roots,” highlighting Georgia O’Keeffe’s time in our area, the artistic inspiration drawn from Palo Duro Canyon, the construction of the iconic Amarillo Ramp, and the globally recognized Cadillac Ranch. The event also provided a Q&A opportunity with Panhandle PBS staff and the series’ filmmaker, Cole Brakebill.

Lunch & Learn Studio Screenings



Panhandle PBS hosted five Lunch & Learn Studio Screenings during this reporting year. Held in the Panhandle PBS studios, these free events targeted Amarillo College students, faculty, and staff, and were also open to the public. Lunch was provided during the film screening events, and many featured discussions, resources, and even music. This year's Amarillo College campus partners helped ensure broad promotions and strong attendance for the series: Art Department, Department of Music, FM90, Hispanic Students Association, Lynn Library, Matney Mass Media Program, Music Makers, Presidential Scholars, STEM Research Center, and Panhandle PBS.

“Leonardo da Vinci”

This event on September 26, 2024, attracted 100 Amarillo College students, faculty, and staff members and featured a preview of the documentary film “Leonardo da Vinci” from Ken Burns, Sarah Burns, and David McMahon. A multidisciplinary panel included an Amarillo College communications student, a visual arts student, a biology faculty member, and an engineer from Pantex to provide local perspectives on the film's content, themes, and modern relevance, particularly among young adults.

“The Rain We Keep”

To explore the topic of water conservation in the Texas Panhandle, the station shared an episode of “The Rain We Keep” with 74 attendees on November 7, 2024. Following the screening of the series' Episode 3: Farming is Generational, a panel discussed the series and its themes. The panel included an Amarillo College communications major, a horticulture student, a farmer featured in the series, and the series' producer at Panhandle PBS.

“Free for All: The Public Library”

On January 30, 2025, 54 attendees took part in the station's Indie Lens Pop-Up screening of “Free for All: The Public Library” – an Independent Lens film that tells the story of the quiet revolutionaries who created libraries – a civic institution where everything is free and the doors are open to all. As an event partner, Amarillo College Lynn Library took part in a post-screening discussion about library resources that support Amarillo College students and their success.

“The West Texas Boys”

On February 27, 2025, Panhandle PBS hosted 85 attendees for a film screening of “The West Texas Boys” on the resilience, talent, hard work and perspective of a Mexican-American family from West Texas whose band is in the Tejano Music Hall of Fame. Following the screening, a member of the Amarillo College Hispanic Students Association led a discussion with the film’s director on staff with Panhandle PBS.

“WE WANT THE FUNK!”

Panhandle PBS hosted 67 Amarillo College students, faculty and staff on April 3, 2025, for a screening of the Independent Lens film WE WANT THE FUNK! – a syncopated voyage through the history of funk music, spanning from African, soul, and early jazz roots, to its rise into the public consciousness. The event also featured a live DJ set hosted by Electric Evan from Amarillo College’s FM90 radio program, “Good Times Radio.”

Refugee Resettlement Program: Early Childhood Literacy Outreach

On January 17, 2025, Panhandle PBS conducted a childhood literacy workshop in partnership with Catholic Family Charities Refugee Resettlement Services in Amarillo. Communicating and sharing free PBS KIDS and PBS Parents resources with families, conducting storytelling (including both narrative text and sight words), and a costume character visit from Elmo resulted in a spirited celebration of the benefits of families reading together.



Finding Your Roots: A Genealogy Open House

Finding Your Roots: A Genealogy Open House was co-hosted by Panhandle PBS, Amarillo Public Library, and the Amarillo Genealogical Society and took place Thursday, March 20, 2025, at the Downtown Library in Amarillo. Three episodes of “Finding Your Roots” Season 11 were shared. Volunteers from Amarillo Genealogical Society were on hand to orient visitors to the Library’s genealogy resources, as well as provide genealogy coaching from novice to expert. Panhandle PBS staff collected family recipes to celebrate food heritage, aligned with our content series, “Family Treats.” The Library also hosted a craft activity where guests could creatively frame their family recipes.



“Broken Bread” Preview Screening and Panel Discussion

As part of the Mary E. Bivins Foundation’s Senior Food Security Forum, Panhandle PBS hosted a preview screening and panel discussion on our local series, “Broken Bread: Examining Senior Food Insecurity in the Texas Panhandle” for 35 attendees. The free event took place Thursday, March 27, 2025, at the Texas Tech University Health Sciences Center Jerry H. Hodge School of Pharmacy in Amarillo and featured a preview of the series, as well as a staff-led conversation with experts on food access, health, and broad regional disparities around the issue.



Business Connection

Panhandle PBS attended BusinessConnection on May 15, 2025, the area’s largest business-to-business trade show that connects over 300 exhibitors and the public. While at the event, held at the Amarillo Civic Center, the Panhandle PBS booth connected with 350 members of the public. The booth featured an interactive game, informational handouts, and an opportunity to visit with Panhandle PBS on current productions and projects.

Studio Sessions: Tequila Masterclass - A Flight Through Flavor



On May 1, 2025, Panhandle PBS hosted an educational and exclusive tasting experience in its studios. Led by Jimmy Velasquez, this masterclass guided guests through a flight of different tequila varieties, highlighting the unique flavors and characteristics of each. Guests also enjoyed expertly paired hors d'oeuvres that complemented the curated flights, adding to the immersive educational and fundraising experience.

Cleveland Street Head Start Resource Fair

Panhandle PBS staff engaged with 150 children and family members as part of this resource fair on May 9, 2025, providing information on Panhandle PBS “Links to Learning” resources, including summer learning resources, all with the aim of helping spark young minds and empower yearlong learning.



Summer Splash

On June 12, 2025, over 300 children and their family members enjoyed an afternoon of fun in the sun at Summer Splash at Panhandle PBS, held on the lawn outside the station on the Amarillo College campus. Guests enjoyed a multitude of activities including storytime, a scavenger hunt, crafts, refreshments, and a visit from the costume character Carl the Collector. Free and open to the public, the event also featured resources for kids and families to encourage summer learning.





Autism Conference

Panhandle PBS staff hosted a resource table at Region 16 Education Service Center's Spectrum of Support Autism Conference on July 9, 2025. Promotions of PBS KIDS' new series, "Carl the Collector," aimed to encourage utilization of the series and its related resources, all about spotlighting the neurodiverse while exploring and celebrating the entire spectrum of humanity.

Educator Outreach through Region 16 Education Service Center

Attended by nearly 1,000 educators from around the Texas Panhandle, the Region 16 Education Service Center's Curriculum Connect Conference was held at West Texas A&M University on July 15 and 16, 2025. Panhandle PBS staff shared information at a resource booth about PBS LearningMedia, Panhandle PBS "Links to Learning" resources, and special programming including the "The American Revolution" film series from Ken Burns, Sarah Bostein, and David Schmidt.

Ogallala Commons Presentation

On August 7, 2025, Panhandle PBS staff presented at the virtual Ogallala Commons Quarterly Roundtable. With the topic of "New Tools in the Water Education Toolbox," the presentation illustrated the variety of ways participants can utilize Panhandle PBS to help spread trustworthy, locally produced information about water scarcity, water and ecosystem conservation and sustainability in our region. Short video segments were shared from the station's "The Rain We Keep" and "Sustain the Plains" content initiatives, and the "Screening in a Box" outreach program was explained alongside sign-up instructions.

Siege in Studio 1

Leading up to the premiere of the local production "Unmodified: Real People, Fantastic Worlds," Panhandle PBS welcomed 23 people in its studio to host the largest single game of Warhammer 40,000 ever recorded in the Texas Panhandle. The event was also filmed for use in the production and celebrated the tabletop gaming community.



ADDITIONAL LOCAL CONTENT INITIATIVES

Amarillo Opera Broadcasts

As part of our commitment to sharing local performing arts with audiences across the Texas Panhandle region, our station was proud to broadcast the following Amarillo Opera performances during this reporting period:

"Gianna Schicci"

Puccini's story of the conniving Donati family and their humorous attempt to change their uncle's will for their own gain was broadcast in September 2024.

"Carmen"

Georges Bizet's searing depiction of a woman who craves love, but creates obsession and jealousy was broadcast in October 2024.

Operation First Five: The Basics PSAs

Our station expanded on last year's effort by broadcasting another round of educational interstitials for families with children ages 0-5. Created in partnership with Operation First Five Amarillo, the PSAs featured local families and recognizable community settings, and were produced in both English and Spanish. The updated messages focused on The Basics Principles – Maximize Love and Manage Stress; Talk, Sing and Point; Count, Group and Compare; Explore through Movement and Play; and Read and Discuss Stories – offering simple, research-based guidance to help young children build strong early foundations. Through this continued collaboration, Panhandle PBS aimed to empower our region's families with tools to help young children get a great start in life.



Holiday Entertainment

Panhandle PBS celebrated the 2024 holiday season with a rich slate of locally produced performances showcasing the region's musical talent, including classical, jazz, and seasonal favorites. These programs aimed to lift spirits and brighten viewers' holidays with the sights and sounds of the Texas Panhandle.

"Eric Barry: Home for Christmas"

World-class tenor and West Texas native Eric Barry performed holiday music, both sacred and sentimental, from the Christmas songbook.

"Amarillo Symphony: Happy Holiday Pops"

The "Amarillo Symphony: Happy Holiday Pops" performance from 2023 features arrangements of Gloria +, It's the Most Wonderful Time of the Year, Sleigh Ride, and more.

"Happy Holidays and All That Jazz"

The Amarillo Jazz orchestra performed holiday favorites and jazz tunes.

"John Bayless: Christmas Rhapsody"

The concert pianist and Borger native performed seasonal classics and prefaced the songs with introductions that shed insight into why he chose them.

"Christmas at West Texas A&M University: Walking in the Air – Music of the Christmas Season"

Choral and orchestral favorites of the season featured aerial dancers, sing-along carols, and more.



FROM THE VAULT

Through its From the Vault series, Panhandle PBS revisited some of its most memorable local productions in 2025, sharing documentaries and performances that showcase the history, culture, and remarkable individuals of the Texas Panhandle. These rebroadcasts highlighted the station's longstanding commitment to preserving regional stories and reconnecting audiences with timeless, high-quality programs.

"Pepe Romero: I Live for Music"

Part of a famous musical family from Spain, Romero performs solo guitar works in concert with the Harrington String Quartet.

"Rick Husband: Man with a Mission"

A documentary examining the life and times of the Amarillo native who was the pilot of space shuttle Discovery and commander of the ill-fated Columbia.

"Quanah Parker: His Life, His Legacy"

Documenting the life and legacy of the last Comanche chief.

"John Bayless in Concert: Music is There Always"

A performance that gives an intimate look at the well-known Borger, Texas, native.

"Come and Get It: Chuck Wagon Cooking"

It is a kitchen on wheels – a piece of American ingenuity that helped the cattle industry grow – the chuck wagon, which really hasn't changed much from the one invented by Charles Goodnight in 1866. Today it fills the same role it did back then, providing good food for cowboys.

"Tacos: Origin Stories"

Explores the stories of restaurant and taco truck owners who bring the flavors of Mexico to the Texas Panhandle.

"Polk Street Jazz: One Night Only"

Performances and perspectives from local quintet Polk Street Jazz.

"Goodnight: Panhandle Trailblazer"

By age 41, Charles Goodnight had helped establish the JA Ranch near Palo Duro Canyon that would ultimately cover more than a million acres.

"Natural Wonder of Texas: Palo Duro Canyon"

Following the timeline from the canyon's prehistoric origins to its relevance today as a state park.

"Mary Jane Johnson: From the Heart"

A documentary chronicling the life of Johnson, an international opera star and Pampa, TX, native.

"Route 66: A Journey Through Texas"

A whimsical look at the Mother Road and its local impact.

"World War II: The Panhandle Project"

Featuring local interviews that highlight the significant impact of WWII on our area

OTHER STATION INITIATIVES



GILVIN GROUP

During this reporting period, the station was pleased to continue its non-profit membership program, the Gilvin Group. Named for L.P. and Wanda Gilvin, founding members of Panhandle PBS and its studios, the program was formed to continue the Gilvins' vision of generosity, supporting the arts, local businesses, and philanthropy in the Texas Panhandle through mass media. The following members took part in the program this year with mission-focused promotions through the station's broadcast, print, social media, and web platforms:

- Amarillo Museum of Art
- Cal Farley's Boys Ranch
- High Plains Food Bank
- Texas Panhandle War Memorial
- Turn Center

Gilvin Group "Coffee Connect" Meetings

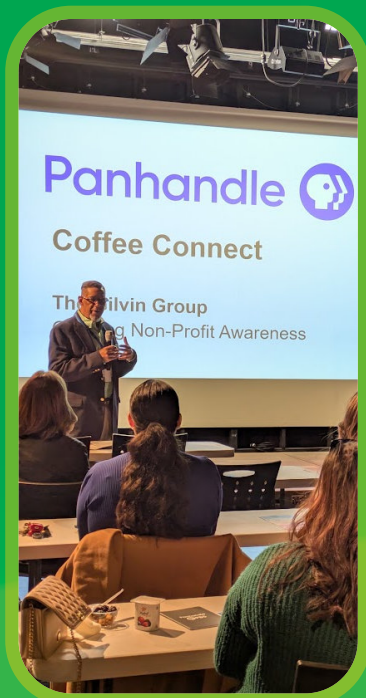
Panhandle PBS hosted two "Coffee Connect" meetings during this reporting period that were focused on highlighting the Gilvin Group.

October 4, 2024

This event was attended by 14 guests from 12 different nonprofit organizations in Amarillo. The meeting agenda addressed nonprofit needs, program overview, membership levels, multi-platform reach, and enrollment process.

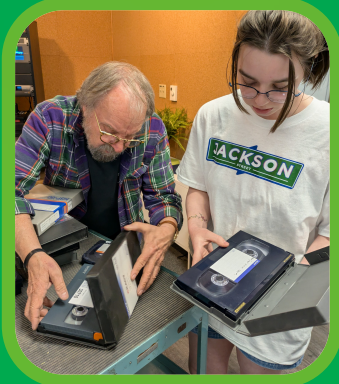
March 7, 2025

After the success of the first "Coffee Connect," the station hosted a second event that was attended by seven new organizations that would benefit from the Gilvin Group. The agenda added testimonials from Gilvin Group members, including Cal Farley's Boys Ranch, sharing their success with the program.



American Archive of Public Broadcasting: Station Archive Project

Panhandle PBS was selected by the American Archive of Public Broadcasting (AAPB) to participate in a national preservation initiative that will digitize nearly 1,000 pieces of historic media content from the station – from one-inch and three-quarter-inch videotapes to reel-to-reel audio recordings – documenting the stories and people of the Texas Panhandle. In summer 2025, the station and its community partners worked to catalog, package, and transport 30 boxes of archival material. AAPB and its partners will then digitize, catalog, and return the preserved content to Panhandle PBS in modern digital formats in spring 2026.



State and National Collaborations, Presentations, and Professional Development

Texas PBS General Managers' Meeting

In August 2025, Panhandle PBS and Amarillo College hosted leaders from all 10 Texas PBS stations for a two-day meeting focused on expanding Texas-produced programming, exploring shared services, and developing strategies to strengthen revenue amid reductions in federal funding.



Digital Transformation Program

Panhandle PBS was selected as one of 50 public media stations for the Digital Transformation Program in October 2024 from the Poynter Institute - a well-known journalism and advocacy organization. Over nine months the station's team took part in workshops, independent research, and extensive content development with the aim of transforming into a more audience-first, digital focus while driving audience engagement and revenue growth.

Community Engagement Training Materials: Nine PBS

Panhandle PBS was selected to be a contributor to the Public Media Learns Community Engagement Course, designed to strengthen PBS member stations' capacity for meaningful, sustained engagement. Developed by Nine PBS in partnership with PBS, our station wrote, produced, and shared a Story of Success video on community partnerships for this effort.

Texas Tribune Conversation on Public Media

Panhandle PBS's general manager was one of three public media leaders to take part in an in-person and online conversation in Austin, Texas, in August 2025. Hosted by the Texas Tribune, the event titled "Charting the Future of Public Media" was hosted both in person and online.

SPECIAL SUPPORT ACTIVITIES: AMARILLO COLLEGE

Jackson Street Presents

A collaboration between Amarillo College's Matney Mass Media Program, Amarillo College's FM90, and Panhandle PBS, Jackson Street Presents was a student-driven pilot project that provided real-world experience and a tangible product for Amarillo College Matney Mass Media students. Ten media students filmed multiple musical acts in the Panhandle PBS studios in spring 2025 with assistance from AC faculty and Panhandle PBS production staff. Students rotated between various roles to gain a broad range of real-world experience including director, assistant director, camera operator, cinematographer, production sound mixer, editor, and pre/post-production. In addition, two team members worked as student editors through summer 2025. The results of the pilot program were two 30-minute productions that were broadcast on Panhandle PBS in August 2025. In addition, six short content pieces ranging from 2-6 minutes were also produced and shared on air and online through the station's YouTube channel. Plans for program continuation are being made for 2026.



Student Moderators, Panelists, and Additional Event Leadership

Through the station's five Lunch & Learn Studio Screenings in this reporting year, the station was delighted to empower numerous Amarillo College students with various positions of leadership and skill development. Two students – communications and graphic design majors – led panel discussions at three of our events; two additional students took part as panel participants; 15 students from the Amarillo College Presidential Scholars program helped on a regular basis to welcome attendees, encourage survey participation, and other essential tasks; 10 students from the Hispanic Students Association helped with hospitality and other hosting duties for one event; and a Matney Mass Media student helped develop and host a live DJ set for our film screening on funk music.



Station Tours

Over 120 elementary and secondary students from across the Texas Panhandle took part in tours at Panhandle PBS during this reporting period, learning more about station operations, mass media practices, and Matney Mass Media partnerships.

- Home Educators Group, January 31, 2025
- Home Educators Group, February 21, 2025
- River Road ISD, March 21, 2025
- “Ignite the Arts” High School Art Conference, March 28, 2025
- West Plains High School, April 3, 2025
- Lazbuddie High School, April 16, 2025
- West Texas A&M University Upward Bound, June 16, 2025



Amarillo ISD Production Interns

The station welcomed two Amarillo ISD AmTech Career Academy interns during this reporting period. These students focused on production work, including video editing, audio editing, voiceover, and graphics development and are making plans to attend Amarillo College in the Matney Mass Media program.

Amarillo College Special Project Intern

For the station’s digital archive project, an Amarillo College Matney Mass Media student worked for several months to identify and label each media asset, as well as populate a detailed spreadsheet catalog in alignment with the American Archive of Public Broadcasting standards. In addition, the intern packaged and helped prepare boxes for shipping in partnership with Amarillo College’s Central Receiving department.



Production Learning Opportunities

In this reporting period Panhandle PBS studios continued to serve as active learning labs for Amarillo College students, providing real-world experience in studio production, news broadcasting, and media operations. These hands-on opportunities directly support the college’s focus on job readiness and workforce preparation. From fall 2024 through spring 2025, students gained experience through station-supported productions, building skills in A/V setup, content capture, and camera operations.

Advisory Council

Elizabeth Boston (Chair)

Dr. Jamelle Conner (ex officio, AC President)

Misty Howard

Wendy Kritser-Howard

Richard Walton

Jeff Wyrick

Suzette Nistler

Judy Whiteley

John Betancourt

Peggy Thomas

Malisa Litchfield

Patrick Miller

Shanna Peeples

As Advisory Council Chair for Panhandle PBS, I am proud to share this year's accomplishments and the vital role our station plays across the Texas Panhandle. Public media continues to inform, educate, and connect our communities, and this year has shown just how essential your support is.

The loss of federal funding has created new challenges, but thanks to the generosity of our donors and community partners, Panhandle PBS has maintained critical educational programs, expanded local productions, and launched new digital initiatives. Your commitment ensures that our mission continues, keeping trusted news, inspiring stories, and lifelong learning accessible to all.

I also want to recognize the talented staff whose creativity and dedication drive everything we do, and my fellow council members for their leadership and stewardship. Together, we are keeping Panhandle PBS strong, resilient, and responsive to the communities we serve.

Sue Boston

Panhandle PBS Advisory Council Chair

