

Panhandle PBS Advisory Council Meeting
Minutes
Tuesday, February 22, 2022
Via Zoom Videoconference Platform

The Panhandle PBS Advisory Council met on February 22, 2022 at 12:00 noon via Zoom.

Panhandle PBS Staff Present

Kevin Ball, Corby Fails, Jack Light, Cullen Lutz, Hilary Hulsey, Nolyn Hill, Tabitha Perkins, Brian Frank, Jill Frank, Michael Sugden, Stevi Breshears, and Amy Presley (FM90)

Panhandle PBS Advisory Council Members Present

Elizabeth Boston (Chair), David Lovejoy (Vice Chair), Jeff Wyrick, Peggy Carter Thomas, John Betancourt, Malisa Litchfield, Judy Whitely, and Shanna Peeples

Welcome: Kevin Ball and Elizabeth Boston

Kevin Ball welcomed the group and introduced Elizabeth Boston as Chair and David Lovejoy as Vice-Chair. He thanked all Advisory Council members for their service and advocacy in the community. Elizabeth voiced her gratitude to serve and her hope for in-person meetings soon. David expressed his pleasure to spread the word about Panhandle PBS and Amarillo College activities.

Approval of Minutes from Previous Meetings

With no quorum being met, approval of minutes was postponed until the next meeting.

CEO Update: Kevin Ball

Kevin Ball updated the group of Kyle Arrant's departure, wishing him well in his new position at News Channel 10. He also shared the station's Regional Emmy for its "Living While Black" content series and an update on new Amarillo College projects under development including the Student Services Center, Innovation Outpost downtown, and sports programs. He welcomed Malinda Litchfield, Patrick Miller, and Shanna Peeples as new and/or returning Advisory Council members, and shared that a new station activity is under consideration with the Panhandle's own Otwell twins, formerly of "The Lawrence Welk Show."

Underwriting Update: Jack Light

Jack Light shared that Bank of America will be the overall sponsor of "The Little Things" this fall, just as they supported "Living While Black" last year. The station has received a new 12-month commitment from Raising Cane's to support our children's programming again this year. The station is pleased to work with the NAACP Freedom Fund broadcast this year, and the next costume character, Cat in the Hat, will be at the Amarillo Ice Ranch and Amarillo Wranglers hockey game this coming weekend with additional public events scheduled next week. Assistance from Advisory Council members was welcomed.

Membership Update: Corby Fails

Corby Fails shared that 2021 end-of-year Campaign that started in November consisted of a full marketing campaign including direct mail, on air spot, and social media messaging. Mirroring national trends, the December Pledge/Membership drive did not perform as well as previous drives, so the station will experiment with a shorter pledge drive in March for fewer

viewer interruptions. The “Panhandle Gives” campaign organized by the Amarillo Area Foundation doubled the station’s donations this year. Sponsored by Family Medicine Center, the March Pledge/Membership Drive is starting soon with a shortened window of 3 days (down from 10) for less interruptions of regular programming and new/different program offerings.

Community Engagement Update: Cullen Lutz

Cullen Lutz shared upcoming community engagement events in March including the March 8 “Writing with Fire” lunch-time film screening about female journalists in northern India in partnership with Amarillo College’s Matney Mass Media program, The Ranger, and FM90; the four-part National Virtual Conversation Series on the forthcoming Benjamin Franklin series from Ken Burns and partnership activities around the series with Region 16 Education Service Center; the March 24 The “Finding Your Roots: A Family History Celebration” genealogy event with Amarillo Public Library around “Finding Your Roots” Season 8; and the March 31 partnership with Panhandle-Plains Historical Museum on the WWII POW Camp at Hereford, including a gallery viewing of their new exhibition, “Paradox in a POW Camp,” a screening of the Panhandle PBS program, “A Cathedral in the Desert: POWs of Hereford Camp 31,” and a panel discussion with local art and history experts. Many of these initiatives are grant funded.

Programming Update: Corby Fails

Corby Fails highlighted new seasons/programs of note for spring and summer 2022 including “Sanditon,” a MASTERPIECE series, the return of “Call the Midwife,” Ken Burns’s “Benjamin Franklin” series, new episodes of “Nature,” “Tell Me More with Kelly Corrigan,” “Cobra,” and “Grantchester.”

Content Update: Hilary Hulsey, Stevi Breshears, and Tabitha Perkins

“60 Seconds On”

Hilary Hulsey and Stevi Breshears shared a “60 Seconds On” content piece with Eric Miller spotlighting his book “100 Things to Do in Amarillo Before You Die.” The digital content series highlights what’s happening in the Texas Panhandle with themes of Creativity, Community Education, History, and Leadership. Content videos are accompanied by blog posts on our website and have a strong open rate in station emails.

“Blast from the Past”

Tabitha Perkins shared a “Blast from the Past” content piece on Barney. The series, harnessing nostalgia around past PBS programming, started 8 months ago with approximately 20 content pieces produced so far. “Blast from the Past” has performed well on TikTok, a social media platform on which the station has garnered quick growth.

Patreon

Hilary Hulsey shared that the station is starting a new Patreon digital fundraising effort targeting younger audiences on March 1st. Three different membership tiers (\$5, \$10, and \$25) with incentives (sticker, postcard and t-shirt, respectively) will see the station partnering with local artists to showcase PBS-inspired art works for this new initiative.

“The Little Things”

Hilary Hulseley shared that “The Little Things” television series on mental health resilience strategies will premiere in September on Panhandle PBS. A teaser content piece was shared. There will be 7 episodes, with an additional episode to follow along with a community event.

FM90 Update: Amy Presley

Amy Presley shared that Vinylthon will be April 23rd from 9am - 2pm at FM90. Amy and Brian Frank will spin records with Amarillo College students also taking part. Spinning Jenny’s is returning as a sponsor this year. Amy also shared that her AC classes currently total close to 30 students, with a great deal of radio training being undertaken.

Advisory Council Update - Feedback Forum

Kevin Ball asked for feedback from the Advisory Council. Peggy Carter Thomas congratulated the station on the Emmy and for all of the activities and good work. John Betancourt also thanked the team for the hard work in making Panhandle PBS the #1 station in our community. Elizabeth Boston shared a “60 Seconds On” content idea of an outdoor home food pantry. David Lovejoy remarked that the station’s Black History Month programming has been strong and noticed. Kevin shared that a survey will be shared with Advisory Council members to determine the best time for future meetings.

Adjournment

Elizabeth Boston adjourned the meeting at 12:50 p.m.

Next Scheduled Advisory Council Meeting: May 24, 2022 at 12:00 noon.