

Panhandle PBS Advisory Council Meeting
Minutes
August 23, 2022
Amarillo College Oak Room

The Panhandle PBS Advisory Council met on Tuesday, August 23, 2022 at 12:00 noon in the Amarillo College Oak Room.

Panhandle PBS Staff Present

Kevin Ball, Stevi Breshears, Casey Childress, Tammy Conner, Corby Fails, Jill Frank, Nolyn Hill, Hilary Hulse, Jack Light, Cullen Lutz, Michael Sugden, and Karen Welch

Panhandle PBS Advisory Council Members Present

David Lovejoy (Vice-Chair), John Betancourt, Wendy Kritser-Howard, Misty Howard, Shanna Peeples, Peggy Thomas and Judy Whiteley

Welcome: David Lovejoy (Vice-Chair)

David welcomed the group.

Approval of Minutes from Previous Meetings

With no quorum met, minutes approval from the May 2022 Advisory Council meeting will be postponed.

CEO Update: Kevin Ball

Kevin shared several Amarillo College updates including: Carter Fitness Center being remodelled, the campus pep rally on August 24 celebrating new athletic teams, Russell Hall renovations, full time enrollment being up 8% as of today's date, healthy enrollment in FM90's radio classes, and the art department's successful relocation to lower level of the CUB. The Missa Solemnis performance will take place on August 27. Panhandle PBS's half-hour "making of" documentary as well as a production program of the performance will broadcast around Thanksgiving and again in December of this year. The West Texas A&M University (WTAMU) Christmas Concert will also be recorded and broadcast on Panhandle PBS this year. WTAMU will also produce a production on the Harrington House which we will broadcast in 2023. Kevin also shared that our FCC Licensing has been completed and submitted.

Underwriting Update: Jack Light

Jack shared that new spots for Opportunity School and Family Support Services have been scheduled. Snapology is coming on board to support the station's kids' programming. "The Little Things" presenting sponsor will be Bank of America with additional support from the Amarillo Area Foundation, Amarillo College, Northwest Texas Healthcare System, Street Toyota and Texas Tech Health Science Center.

Membership Update: Corby Fails

Corby shared that the station has had positive momentum with our recent mailer campaign and pledge events. Special programming with shorter time periods for station pledge drives has been successful. "Savor the Goods" with chef Ruthie Landelius will take place October 13 at Reed Beverage with support provided by First Bank Southwest. A direct mail

campaign will reach homes the week of August 29 focusing on “The Little Things” mental health series. In November the station will launch its end-of-year campaign then moving into Panhandle Gives, managed by Amarillo Area Foundation. Corby shared that peer-to-peer fundraising can make a big difference in giving. She will follow up with the Advisory Council with additional resources should they like to help the station accordingly.

Community Engagement Update: Cullen Lutz

Cullen shared national grant and engagement activities around the new film from Ken Burns, Lynn Novick and Sarah Botstein, “The U.S. and the Holocaust.” The series will premiere on September 18. The Amarillo Public Library will also display the “Americans and the Holocaust” exhibit from the U.S. Holocaust Memorial Museum with a lecture series at the Amarillo Civic Center and a film series of PBS content at the Southwest Branch Library. The “Check Me Out: A Podcast for Booklovers” episode on this topic has already been released, and a series of national virtual conversations with the filmmakers will begin in September. A trailer for the series was shared.

Programming Update: Jill Frank

Jill shared programming updates including a new season of “Masterpiece Mystery!” with Van Der Valk, Miss Scarlet and The Duke, Magpie Murders, and Annika. A new season of “Frame of Mind” from KERA is also forthcoming in October with Texas filmmakers making films about Texas.

Content Update: Hilary Hulseley, Karen Welch, and Corby Falls

Hilary shared that “The Little Things” production work is wrapping up. Karen shared an overview of the series with a focus on all of the little things you can do to improve your mental health. Content trailers and clips were shared. Corby explained that the “Garden of the Mind: Cultivate the Little Things for your Mental Health” will be held Saturday, September 17 from 10am - 2pm on the Amarillo College campus. A variety of activities and community partner booths will be available, with the Panhandle PBS content team collecting footage and information for an eighth episode of the series focusing on resources and what’s happening with mental health support in our area. Volunteer greeters are welcome and “The Little Things” notebooks were shared with the group.

Advisory Council Update - Feedback Forum

John Bentancourt, Judy Whiteley, and Shanna Peeples shared positive feedback on the station’s programming as well as “The Little Things” content and event.

Old business/New business There was no old or new business discussed.

Adjournment

David Lovejoy thanked the staff and Advisory Council members for their time and efforts. The meeting was adjourned at 12:52 p.m.

Next Scheduled Advisory Council Meeting: November 15, 2022 at 12:00 noon.