**Panhandle PBS Advisory Council Meeting**

**Minutes**

**February 18, 2025**

**Gilvin Broadcast Studio**

The Panhandle PBS Advisory Council met on Tuesday, February 18, 2025 at 12:00 noon in the Gilvin Broadcast Studios.

**Panhandle PBS Staff Present**

Kevin Ball, Tammy Conner, Cullen Lutz, Jill Frank, Stevi Breshears, Michael Sugden, Julie Grimes, Tanner Willis, Chris Flores, David Lovejoy, Adan Pena, Blake Cripps and Tiffany Derryberry

**Panhandle PBS Advisory Council Members Present**

Judy Whiteley , Wendy Kritser-Howard, Sadie Newsome and Peggy Thomas

**Welcome: Julie Grimes (GM)**

Julie Grimes welcomed the group

**CEO Update: Kevin Ball**

Kevin Ball shared that Dr. Conner has been named as AC president and has hit the ground running.

**General Manager Update: Julie Grimes**

Julie shared that Sue Boston who was not able to attend today will be the new chair of the advisory council taking David’s place. Julie also mad everyone aware that Dr.Conner and her husband attended our West TX Boys screening even before she was elected to be AC’s new president, and we hope to get her in here to a meeting soon. There will be a live watch party for the second episode of “In Open Air” on Feb 27th Julie invited everyone to come and bring their families as well. There will be a panel for “Broken Bread” at Texas Tech Health sciences on March 27th before the premiere. Julie shared the current troubles PBS is facing with the FCC investigation into our underwriting practices and the DOGE investigation for accusation of “systematically biased content”. Kevin and Julie have crafted a letter to garner support for our station. Julie went through a PowerPoint of what PPBS provides for safety and education for the community. National PBS is not our parent company we are owned by Amarillo College and are PBS affiliates and buy most of our programming they do not dictate what we air. Julie met with our representatives in Austin, TX and our reps seem supportive to us and seem to have no ill will towards us, and are open to advocating for us. She also has an appointment to see senator Cruz next week. PBS is the most trusted educational network. Julie asked the council if they have any comments, questions, or suggestions in helping us advocate for PBS and PPBS.

**Membership Update: Chris Flores**

Savor will be different this year as we will only be doing one on 10/22/25. We’re bringing in Lydia Bastianich for this special savor that will be twice as big as normal Savors at 300 guests. There will be two ticket options one including a brunch with Lydia. Studio sessions will take the place of the other savors we normally have. The next studio session will be May 1st a tequila master class, followed by a night in the highlands on 9/11 that we are partnering with The Amarillo Symphony on, and finally Holiday Harvest on 11/13 a demo and tasting. Studio sessions will be $60 a ticket.

**Programming Update: Jill Frank**

Jill Frank shared programming updates/highlights including mini pledge drive going on 2/28-3/3 with Jim Wilson as the highlight. This Thursday “In OpenAir” premieres and in April “Broken Bread” will be premiering and “Family Treats” , “The Rain We Keep” will reair after “Broken Bread” is finished .

**Old business/New business**

None to discuss.

**Advisory Council Update - Feedback Forum**

Sadie- Offered words of encouragement and thanks in these stressful times and called on her fellow advisory council members to advocate and promote for PBS.

Wendy- Spoke on her success with joining up with our Gilvin Group. Boys Ranch did the 2500.00 package and she complimented our social media campaign for her especially and that she would like to renew. She spoke on the affordability of Gilvin group and the impact it has while not spending an exorbitant amount.

**Adjournment**

Julie thanked the staff and Advisory Council members for their time and efforts. The meeting was adjourned at 1:00 p.m.

**Upcoming 2025 Advisory Council Meetings:**