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Panhandle  PBS

LOCAL CONTENT AND SERVICES REPORT

2021-2022





Living a Connected Life in the Texas Panhandle

In 2021-2022, Panhandle PBS continued to uphold its commitment to bring our members, supporters and our entire region thought-provoking and compelling stories and information that make living in the Panhandle a wonderful and exciting experience. Our development of high quality, local programming is designed to help us all think, ponder issues and receive information about what we call home. Our programming gives a public voice to a diversity of perspectives that make up our community. In an ever more complicated world, we pledge our continued support to the stories of you and your world. Our goal is to consistently be your trusted source of national and local stories and empower and educate, strengthening the social fabric that makes living in our area so special.

Through many communications channels on air and on line, Panhandle PBS is more accessible than ever. Our multi-platform media organization serves the Panhandle through television, social media, mobile devices, the web and in the classroom. Each year, we host an array of community events that bring our programming to life. Our productions and community engagement initiatives expand the minds of children, keep citizens informed on politics and give insight into issues and solutions that are a part of our community. We pledge to continue to tell the story of community collaborations with local arts, business, educators and elected leaders. It is an honor to be of service to the Texas Panhandle region.

We know our audiences trust public media as their go-to source for a local and world view not available through other media outlets. Panhandle PBS counts on your support. You are the lifeblood of our efforts. Your membership, underwriting and donations allow us to connect with our viewers. We thank you. We thank Amarillo College and all our supporters along with many diverse content partners who allow us into their lives to tell their stories. You are the reason we are here and able to serve the community of the Texas Panhandle.

A handwritten signature in black ink, reading "Kevin Ball".

Kevin Ball
General Manager
Panhandle PBS

Local Content Initiatives



Blast from the Past

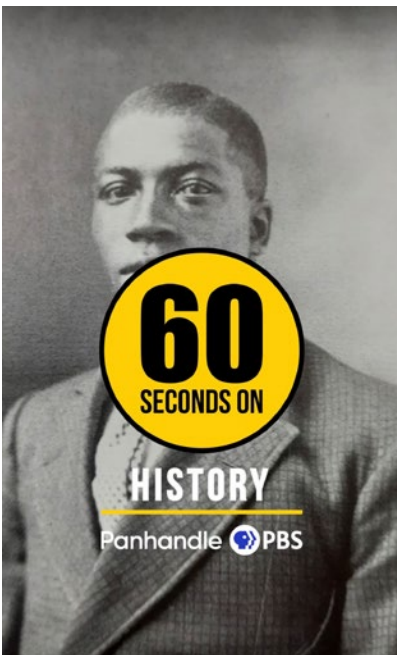
"Blast from the Past" reached new, younger audiences by tapping into nostalgia continuing in fall 2021. Videos posted to various social media platforms helped viewers remember the PBS programs they loved as children, while learning new facts about the stories and characters they grew up with. "Blast from the Past" features included: Reading Rainbow, The Magic School Bus, The Big Comfy Couch, Mr. Rogers' Neighborhood, Bill Nye the Science Guy, Dragon Tales, Arthur, Zoom!, Caillou, Sesame Street, Maya and Miguel, Teletubbies, Where in the World is Carmen Sandiego, Cyber Chase, Wishbone, Berenstain Bears, Wimzie's House, and Sagwa the Chinese Siamese Cat.

Rebroadcast of Living While Black

Panhandle PBS continued to spotlight race and racism through our series of "The Handle" titled "Living While Black." Featuring Black and biracial members of our community discussing their experiences of racism and its effects, the series' six parts were rebroadcast starting September 2021.



60 Seconds On (Community, Leadership, History, Creativity, Education)



This digital series, posted to the station's various social media platforms, included 60-second stories in one of five categories: community, leadership, history, creativity, and education. These categories allow our station to cover a broad range of stories from the many unique individuals who call the Texas Panhandle home. Launched in fall 2021, "60 Seconds On" included interviews with Andrew Hay of Panhandle-Plains Historical Museum; Jason Boyett on the Hoodoo Mural Festival and public art; Lindy Wakefield on the Amarillo Children's Home; Rhonda Obenhaus on culinary education at AmTech Career Academy; Greg Lusk on Christmas at Amarillo Botanical Gardens; Eric W. Miller, author of "100 Things to do in Amarillo Before You Die;" Beth Duke on early Black cowboy Bones Hooks; Cindy Wallace on genealogy; Dan Porter on the Amarillo College Natural History Museum; Marcus Rogers on the Panhandle Pride celebration; and, Amanda Black on the return of Amarillo College Athletics.

National Philanthropy Day Celebration

The Texas Plains Chapter of the Association of Fundraising Professionals partnered with Panhandle PBS to present the stories of people and organizations who give their time, energy, heart and resources for the good of local communities. Our station's broadcasts honored winners of awards presented during the November 2021 National Philanthropy Day luncheon.



The Little Things

Panhandle  PBS

The Little Things

In October 2021, Panhandle PBS began production for an ambitious series about mental health in our local community and little habits we can all incorporate in our lives to improve our wellbeing. "The Little Things," as the eight-part documentary would come to be called, included interviews with more than 30 local and national experts. Promotions for the series began on air and social media in the spring of 2022. More than a dozen promotional clips from the interviews focused on relatable practices viewers could try to reduce anxiety, depression and other mental stressors.



Little Moments

To keep the focus on mental health ahead of "The Little Things" series, Panhandle PBS also produced a series of "Little Moments" starting December 2021. The 30-second animated spots gave tips about how to avoid burnout at work, doodling to increase attention, making gratitude lists to calm nerves, and more.



Savor the Goods: At Home for the Holidays

In order to celebrate the traditions of holiday cooking and capitalize on Savor the Goods success in years past, Panhandle PBS partnered with local chefs and food purveyors to host Savor the Goods: At Home for the Holidays in December 2021. This virtual and televised event included demonstrations on how to create a magical holiday meal from several local community businesses. Featured chefs and purveyors included: Creek House Honey Farm owner Paige Nester on how to create a charcuterie board; Ede's Meats on smoking holiday meats; and Ruthie Landelius on creating a Bourbon Ginger Cake with Sugared Cranberries.

Amarillo Branch NAACP Banquet

The Amarillo Branch of the NAACP honored people in our community who demonstrate philanthropic values and who have made strides toward equity and equality during this annual Freedom Fund Banquet, which Panhandle PBS was proud to broadcast in February 2022. We were given the Media Award for our Emmy-winning "Living While Black" series.



Amarillo League of Women Voters Forums



Amarillo League of Women Voters partnered with Panhandle PBS to present two forums in 2021 and 2022. In October 2021 our station shared a forum moderated by the Amarillo League of Women Voters, educating viewers about proposed amendments to the Texas Constitution with State Rep. Four Price and State Sen. Kel Seliger. Our two organizations partnered again in February 2022 for a candidate forum introducing the community to candidates for local county, courts and state offices.

How to Find Your Roots Local Production

In this local production shared alongside the Season 8 premiere of Finding Your Roots, Panhandle PBS interviewed local genealogy experts and enthusiasts on how to get started exploring one's family history. The April 2022 show also provided a glimpse of the genealogical resources of the Amarillo Public Library.



Shadowbox Stories

This digital series, distributed starting April 2022 on Panhandle PBS' social media channels, combined the sensibilities of the national series "Finding Your Roots" and "Antiques Roadshow" by featuring local people sharing objects important to their family history and the stories behind them. Interviews were recorded during a genealogy event presented by Amarillo Public Library and Panhandle PBS to promote a new season of "Finding Your Roots."

West Texas A&M University "Music of the Christmas Season"

In December 2021, our station was proud to share the West Texas A&M University Choirs and Symphony Orchestra performance of both classical and traditional holiday pieces, such as "Welcome Yule!," "Go Tell It on the Mountain," "Angels We Have Heard on High," "Christmas Fantasy" by Dan Goeller, and "Hark!" by Felix Mendelssohn.

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 share two Amarillo Opera performances in summer 2022. The performance of Englebert Humperdinck's "Hansel and Gretel," told the familiar story with new music while Gian Carlo Menotti's "The Medium" recounted the tale of Madame Flora, a knock-off medium with a devilish knack for conning patrons into believing that her conjured spirits are real.

Check Me Out: A Podcast for Booklovers, Season 4

Season 4 of "Check Me Out: A Podcast for Booklovers" premiered in August 2022. A collaboration between Amarillo College's FM90, Amarillo Public Library, and Panhandle PBS, the series celebrated books and reading with eight new podcast episodes with guests from the Texas Panhandle. The podcast is available on iTunes, Soundcloud, Spotify, and other podcast apps with the following episode titles: Underrated Books, Mental Health, Black Lit, Doin' Knit Yourself, Psycho Thriller qu'est-ce que c'est?, I Dream of Genealogy, Americans and the Holocaust, and Off the Page with author and screenwriter Skip Hollandsworth



Missa Solemnis

Over the course of four years with challenges presented by the pandemic, the Missa Solemnis Alliance triumphantly came together in 2022 in celebration of the 250th anniversary of the birth Beethoven for the complex work, Missa Solemnis. Described by the composer as "the greatest music I have ever written" the demanding orchestral and choral piece was performed at the Globe-News Center for the Performing Arts in Amarillo on Aug. 27, 2022. Panhandle PBS was proud to capture the lead-up to the performance in a behind-the-scenes program, "The Making of Missa Solemnis in the Texas Panhandle," as well as capturing the full performance itself. Plans for broadcast and sharing DVD copies with alliance partners were made for fall 2022.



Honors

Regional Emmy Award

The Regional Emmy Award for the station's "Living While Black" content series arrived at the Panhandle PBS studio in January 2022 from the Lone Star Chapter of the National Academy of Television Arts and Sciences. Recipients included the Panhandle PBS producers and director of the documentary.





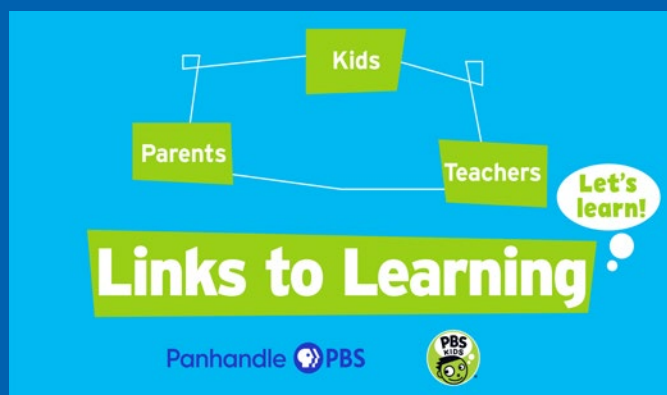
NAACP Media Award

The Amarillo Branch of the NAACP commended Panhandle PBS for its “Living While Black” content series by awarding the station its 2021 Media Award in February 2022.

Community Engagement Initiatives

Links to Learning

In fall 2021, Panhandle PBS continued its effort to connect parents, caregivers, and teachers of young children to our station’s enormous suite of free educational resources to support young learners. Through the “Links to Learning” promotional umbrella, these audiences were able to understand and access resources including Bright by Text, PBS LearningMedia, PBS Kids, PBS Kids for Parents, and the PBS Video App.



◆ Bright by Text

The station reached growing numbers of parents and caregivers of young children through the Bright by Text texting service. The free service sends text messages straight to subscribers’ phones with tips, activities, and valuable content from trusted partners like PBS, Sesame Street, Texas Department of Family and Protective Services, and more. Topics include language development and early literacy, health and safety, behavioral tips, and more.



◆ Educational Promotions

Through our station outreach visits as well as broadcast, website, social media posts, station emails, and program guide, our station continued to promote educational resources for parents, caregivers, and teachers of young children.

PBS Kids Character Visits

Three costume character visits in this reporting period helped bring PBS Kids characters to life for young children and their family members, while encouraging reading and exploring the world around us. Visits included storytelling sessions, photos, and special guest appearances at area events.

◆ Curious George

Everyone's favorite inquisitive monkey made several stops with Panhandle PBS in November 2021 including the Amarillo Wranglers Hockey game, Lovett Memorial Library in Pampa, Amarillo College Lynn Library, Brady Dental Group, Maverick Boys and Girls Club, Amarillo Montessori Academy, and the Don Harrington Discovery Center.



◆ Cat in the Hat

Panhandle PBS staff brought Cat in the Hat to our community in February 2022 with visits to the Amarillo Wranglers Hockey Game, Amarillo Ice Ranch, Don Harrington Discovery Center, Glenwood Elementary School, Amarillo College Lynn Library, and the Amarillo College Child Development Lab School.



◆ Nature Cat

With the help of his animal friends, Nature Cat embarks upon action-packed adventures full of nature investigation. His first visit to Amarillo in May 2022 included appearances at the Amarillo Chamber of Commerce Business Connection, Amarillo Sod Poodles Baseball game, Wonderland, and the Amarillo Zoo.



Amarillo ISD Day at Amarillo Public Library

Panhandle PBS was pleased to take part in Amarillo ISD Day organized by the Downtown Amarillo Public Library in May 2022. The station promoted our free resources for children, parents and caregivers while attendees enjoyed activities organized by the Library including storytelling, Glenwood Elementary Folklorico Dancers' performances, a scavenger hunt, and even free frozen treats.



Indie Lens Pop-Up

Our station was proud to join dozens of other PBS stations from around the country to present Indie Lens Pop-Up - a series of online and in person screenings of films from Independent Lens - television's largest showcase of independent documentary films - which Panhandle PBS regularly broadcasts. Reaching thousands through our collective efforts in this year's Indie Lens Pop-Up events, the series opened eyes to important and often underlooked topics in our society.

◆ Storm Lake

This online screening in November 2021 went inside The Storm Lake Times, a Pulitzer Prize-winning newspaper serving an Iowa town that has seen its fair share of changes. Editor Art Cullen and his family dedicate themselves to keeping the paper alive as local journalism across the country dies out. Cullen and filmmakers Jerry Risius and Beth Levison participated in a text chat during the online screening.

◆ Missing in Brooks County

This online event in January 2022 featured a film screening and discussion about families whose loved ones have disappeared after crossing the Mexico border, and a community activist who is often the last hope to try and bring those missing back home. The film includes the lens of law enforcement agents, human rights workers, and activists.

◆ Apart

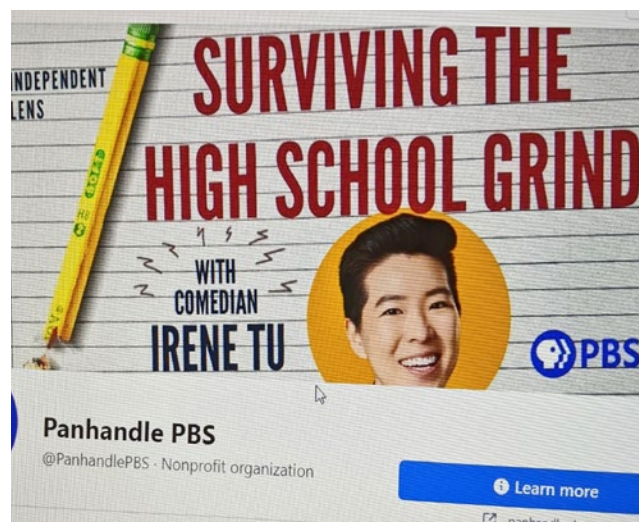
In this February 2022 online event, Panhandle PBS joined stations from around the country to view Apart, which explores the stories of three formerly incarcerated mothers who fight to overcome alienation and rebuild their lives with their families.

◆ Writing with Fire

Panhandle PBS partnered with Amarillo College's Matney Mass Media Program, The Ranger, and FM90 in March 2022 to share this screening of "Writing with Fire" and an accompanying discussion on a film nominated for a 2022 Academy Award for Documentary Feature. "Writing with Fire" explores the fearless women journalists of India's only all-female newspaper in a male-dominated media landscape. They risk it all, including their own safety, to cover the country's political, social, and local news from a women-powered perspective.

◆ Surviving the High School Grind with Comedian Irene Tu

In May 2022, Panhandle PBS connected local audiences to this livestreamed event from San Francisco's KQED inspired by the new documentary "Try Harder!" about the academic pressure cooker of high school and stressed out seniors chasing the college dream. The event was a collaboration with KQED, Independent Lens, the Center for Asian America Media (CAAM), Basin PBS, KIXE PBS, Meaningful Movies Project, and Panhandle PBS.



Patreon Membership Opportunity/Local Artists initiative

Iconic, unique artwork propelled a new Panhandle PBS membership opportunity starting in March 2022 for a six-month campaign. In order to capitalize on younger audiences garnered from the station's digital series "Blast from the Past" and "60 Seconds On," Panhandle PBS tested a new digital fundraising tactic with Patreon, an online monthly subscription platform. Each month, a new local artist created art in their own style in homage to some of our favorite PBS characters and icons. Patreon members received a unique and recognizable caricature on a sticker, a postcard print, a T-shirt – or all three, depending on the monthly membership tier they selected to support.



Finding Your Roots: A Family History Celebration

In conjunction with the Season 8 broadcast of "Finding Your Roots with Henry Louis Gates, Jr." Panhandle PBS and the Downtown Amarillo Public Library partnered to present "Finding Your Roots: A Family History Celebration" in March 2022. Free for all ages, the event was a hands-on showcase of the library's rich genealogy resources. Activities included a "getting started with genealogy" station with hands-on assistance and worksheets to begin exploring family history, a "new steps" station to dig further into family history, tours of the Library's genealogy resources, a hands-on family tree activity in the library's MakerSpace, screenings of "Finding Your Roots" episodes, and a "Shadowbox Stories" pop-up booth where members of the public brought objects important to their family history and shared their stories with the station.

A Cathedral in the Desert Film Screening

In March 2022, our station partnered with Panhandle-Plains Historical Museum to share our local production, "A Cathedral in the Desert: The POWs of Hereford Camp 31" for a special community event. A gallery reception in PPHM's exhibition, "Paradox in a POW Camp," a film screening of the Panhandle PBS program, and a panel discussion with PPHM and West Texas A&M University faculty combined for an evening to explore stories of the Italian POW camp outside Hereford, Texas, where over 4,000 Italian soldiers were housed during WWII.



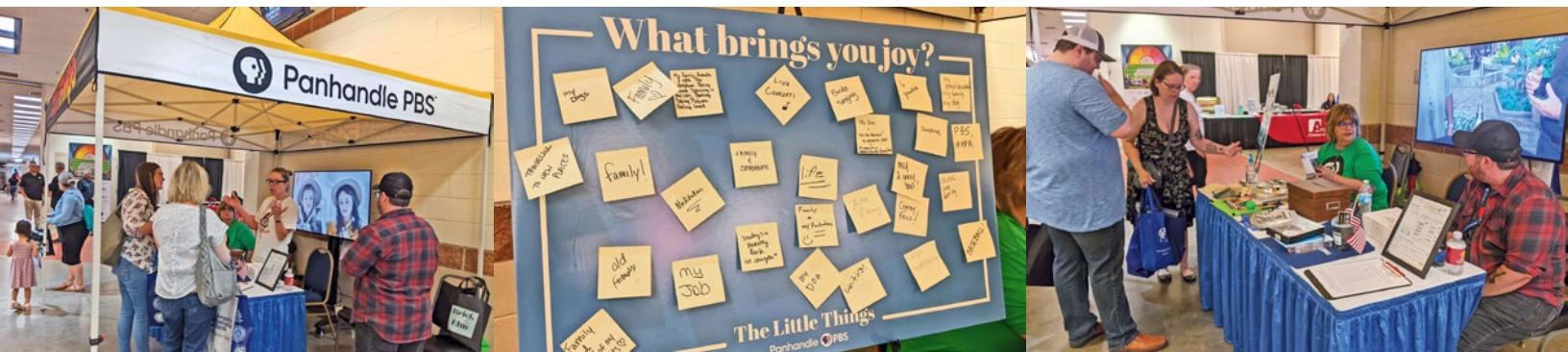
Benjamin Franklin Engagement

"Benjamin Franklin" – a two-part film directed and executive produced by Ken Burns premiered on Panhandle PBS in April 2022. Our station was proud to conduct extensive engagement efforts around the series including overall promotions and connecting audiences to national resources. The "Conversations on Franklin: A Virtual Event Series" included topics of "Franklin and Writing," "Franklin and Innovation," "Franklin and Diplomacy," and "Franklin and Revolution." PBS Books events for libraries were also provided, and classroom resources and reading lists were spotlighted in our involvement in the Region 16 Social Studies Conference in summer 2022.



Amarillo Chamber of Commerce BusinessConnection

Our station was pleased to take part in BusinessConnection in May 2022, organized by the Amarillo Chamber of Commerce. Our booth provided an opportunity to interact with thousands of local residents on our local and national content, as well as resources for children and families. Special attention was given to our local series, "The Little Things" on the little things we can do to support our mental health. A "response board" collected responses to the prompt, "What Brings You Joy" and elicited such responses as, "Family & Connections," "Traveling to New Places," and "Birds Singing."



Region 16 Education Service Center Social Studies Conference

The Region 16 Education Service Center's summer 2022 Social Studies conference, titled "Unlocking the Potential of Social Studies" was a wonderful opportunity for Panhandle PBS to connect with educators from across the Texas Panhandle. Through our booth, promotional giveaways, and personal interactions, as well as conference sessions, we conveyed our numerous free resources for educators including lesson plans on PBS LearningMedia, activity ideas at PBS Kids for Parents, and our valuable content shared on air, online, and across social media platforms.

Special Kids Programming



Donkey Hodie

Donkey Hodie premiered on Panhandle PBS in May 2021. A puppet series for children ages 3 - 5, it is inspired by the quirky, funny side of Fred Rogers as well as his mission to help kids navigate the frustrations and challenges of childhood. With learning goals focused on self-regulation and executive function skills including resilience, persistence, and problem solving, the show helps viewers tackle problem solving in their everyday lives.

Alma's Way

Fred Rogers Productions' Alma's Way is an animated series about a Puerto Rican girl from the Bronx and her family. This engaging series for children ages 4-6 was created by Sonia Manzano, who played Maria on "Sesame Street." Panhandle PBS was proud to premiere the series in October 2021.



Charlie Brown Holiday Specials

Panhandle PBS was proud to share "A Charlie Brown Thanksgiving" and "A Charlie Brown Christmas" in November and December 2021 following an agreement with Apple TV+ and PBS, bringing joy and holiday cheer to broadcast television screens across the Texas Panhandle.

Camp TV

In summer 2022, Panhandle PBS was pleased to share a new season of Camp TV - a televised day camp experience for children. The series' host serves as head counselor and this year was joined by a co-counselor. Together they guided "campers" as they learned through play while exploring science, arts, music, math, theater, nature, reading, and more. Themed episodes included Pirate Day, Make a Splash Day, Carnival Day, and Unicorn Day.

Special Support Activities



June Jazz

Once again, Panhandle PBS was proud to provide technical and promotional support to FM90 and Amarillo College in June 2022 for the Jim Laughlin AC June Jazz Series of concerts in the heart of the Amarillo College Washington Street campus. Great jazz music by local performers was delivered in person and through FM90's radio broadcast and website, reaching audiences of all ages across the Texas Panhandle.

Station Internships

As part of our commitment to facilitating a hands-on learning environment in media, Panhandle PBS partnered with Amarillo Independent School District and the Amarillo College Matney Mass Media program to provide internships at both the high school and post-secondary level. Students were engaged in pre-production planning as well as gathering and creating content for both online and on air purposes. Exposure to professional practices and deadline-based projects throughout the year enhanced students' experiences as they move forward towards workplace success.



College Radio Day and Vinylthon

Amarillo College's FM90 radio station took part in the worldwide celebration of college radio in October 2021, and Panhandle PBS was proud to provide technical and promotional support. Current Amarillo College Matney Mass Media students along with former students all helped celebrate the independent spirit of college radio while spotlighting the benefits of mass media training to be better communicators in all aspects of life. Vinylthon is a celebration of vinyl records and the original formatting of audio production, style, and sound. The station was proud to support FM90 with this April 2022 event, encouraging students, former students, and listeners to share what physical media means to them.

Amarillo College Graduation Ceremonies, General Assembly, and Badger Athletics

As a university licensee, Panhandle PBS was proud to support Amarillo College in additional capacities during this reporting period. For graduation ceremonies at the Amarillo Civic Center in December 2021 and at the Hodgetown Baseball Stadium in downtown Amarillo in May 2022 the station provided audio/visual support for audiences both in person and online by live streaming the ceremonies. In a similar fashion, our station provided AV support for Amarillo College's General Assembly as an important in-person training and team-building event in September 2021 and January 2022, as well as the unveiling of the new Badger Athletics program on the Washington Street Campus's Oeschger Family Mall in August 2022. These efforts align with the Panhandle PBS mission while supporting the Amarillo College mission of transforming our community and economy through learning, innovation, and achievement.



Mission Statement

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.



Panhandle PBS Advisory Council

The Panhandle PBS Advisory Council provides a vehicle for effective community input to the station's governing body and license holder, the Amarillo College Board of Regents, and to the station management regarding programming, community service and outreach activities, and policies that impact the specific needs of the community.

Elizabeth Boston (chair)

David Lovejoy (vice-chair)

Russell Lowery-Hart

John Betancourt

Misty Howard

Leann Overstreet

Wendy Kritser-Howard

Malisa Litchfield

Lucia Mendez-Polston

Patrick Miller

Suzette Nistler

Shanna Peeples

Peggy Thomas

Richard Walton

Judy Whiteley

Jeff Wyrick

Panhandle PBS has been a vital part of Texas Panhandle education and entertainment since 1988 bringing national and local programs, as well as community outreach, to the 26 counties it happily serves. Its original program "Living While Black" was awarded a Regional Emmy Award this reporting year, proving that Panhandle PBS is recognized for quality programming at home and regionally.

Its promising series, "The Little Things" is focusing on the little things we can do to support our mental health. With that, other production activities, and community engagement targeting adults, children, parents, and educators, clearly the station has its pulse on issues and programming that is important to everyone in the Texas Panhandle.

As Advisory Council chair, I hope that you enjoy this report and continue supporting Panhandle PBS as it maintains its commitment to educate, enlighten, empower, and entertain the people of the Texas Panhandle.



Elizabeth S. Boston
Advisory Council Chair
Panhandle PBS





Panhandle  PBS

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