

Panhandle  PBS

**Local Content and Services Report
2022-2023**



More than Television

2022 - 2023 has been a year of growth here at Panhandle PBS. While we continue our mission of broadcasting quality PBS programming and producing local programs that address timely concerns and celebrate our region, we are also increasingly mindful of the changing world in which we live. The approximately 400,000 residents of the Texas Panhandle rely on us to be their trusted source for accurate, truthful, objective, and unbiased information.

As we celebrate our 35th anniversary, membership at Panhandle PBS is holding strong. Many of our viewers continue to access our content through linear television and our PBS, PBS Kids, and CREATE TV channels. However, our audience, like all Americans, consumes media in a variety of short-form formats and through a number of platforms. As a result, we are focused on growing our audience engagement online and via social media platforms as well. To that end, we are experimenting with our approach to content creation by employing a digital-first strategy.

Beyond taking new and innovative approaches to creating content for broadcast and social dissemination, we are also looking for new and exciting ways to meet our audience in the community. Our Savor the Goods fundraising dinner series continues to be successful and a way Panhandle PBS connects our audience with interesting and delicious local stories by building a content package around local chefs or food trends, culminating with one-of-a-kind dining experiences.

We participate in community events, such as BusinessConnection, hosted by our local Chamber of Commerce, and Trunk or Treat, hosted by Amarillo College. We also partner with community and charitable organizations to host screening events and panel discussions to spark enlightened conversation as well as to educate, entertain, and engage the members of our community. Plus, we teach tomorrow's media professionals right here in our studios on the campus of Amarillo College. At Panhandle PBS, we are passionately committed to serving our viewers, meeting them where they are, and telling the stories of the Texas Panhandle.



Julie Grimes
General Manager
Panhandle PBS



Kevin Ball
CEO
Panhandle PBS

LOCAL CONTENT INITIATIVES

THE LITTLE THINGS

Panhandle PBS's fall 2022 content initiative "The Little Things" focused on mental health in our local community and little habits we can all incorporate into our lives to improve our well-being. This series addressed what has been called "the mental health moment of our generation" – well-being in an age of rising mental health and addiction challenges in the shadow of a pandemic that has made those issues worse.

The Little Things
Panhandle PBS

"The Little Things" included interviews with more than 30 local and national experts. More than a dozen promotional clips from the interviews focused on relatable practices viewers could try to reduce anxiety, depression and other mental stressors. This multi-format initiative had the potential of reaching 400,000 people across our service area and spanned broadcast, web, social media, and print resources, and included the following components:

Little Moments

"The Little Things" digs in depth as to why and how an individual might experience mental health issues, and the "Little Moments" are intended to be tools that viewers can quickly and easily implement into their daily lives to improve their mental health. These 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. The segments appeared on air and our social media channels, prompting viewers to take a "Little Moment" for themselves and try a new breathing exercise or learn a new technique.

The Little Things Series Episodes

Eight 30-minute episodes of "The Little Things" were produced and shared over this reporting period both on air and online.

▶ Episode 1: Why & Why Now

The weight of the world can be crushing these days. But the brain can be rewired with "the little things" — simple things you can do to improve your mental health.

▶ Episode 2: Stress & Mindfulness

Stress can help or harm you. Amarillo experts discuss what stress does to you mentally and physically. We hear from them and others about how to identify and tame it.

▶ Episode 3: Depression & Exercise

Movement — of most any kind — can help to reduce symptoms of depression. The brain, body and relief techniques you need to know from local experts and those who have lived with the disorder.

▶ Episode 4: Food & Mood

Shaping up your grocery list can shape up your brain. What you need to know about how your diet affects your brain.

▶ Episode 5: Emotional Regulation & Creativity

Creativity can help when your emotions are all over the place. Here are simple things to try from Amarilloans who understand the physical and mental toll of emotional dysregulation.

▶ Episode 6: Trauma & Nature

The physical and mental manifestations of trauma, combined with information about why getting out in nature can relieve the symptoms.

▶ Episode 7: Isolation & Connection

Isolating yourself can become a detrimental cycle. But there are simple things you can do to reconnect.

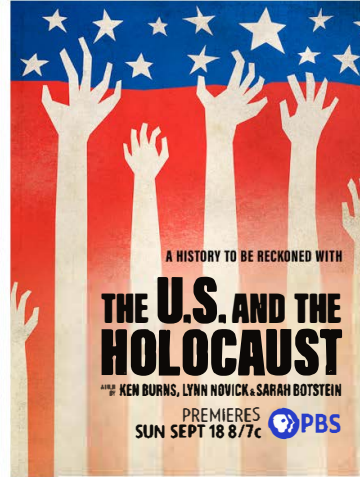
▶ Episode 8: Getting Better

There's a lot going on in the Amarillo area regarding mental health. We share details and local resources.

The Little Things Website and YouTube channel

"The Little Things" website and YouTube page were created to house not only the full episodes and all the segments and "Little Moments," but also a comprehensive list of resources for anyone in our service area who might be experiencing a mental health issue. The resources were compiled through extensive research with community partners and connections made through the interviews conducted for the series.

THE U.S. AND THE HOLOCAUST



“The U.S. and the Holocaust” is a three-part series from filmmakers Ken Burns, Lynn Novick and Sarah Botstein that explores the U.S. role before, during and after one of the greatest humanitarian crises in history. The film series combines first-person accounts of Holocaust witnesses and survivors and interviews with leading historians and writers. We were proud to premiere the series on Panhandle PBS in September 2022.

In October 2022, our station rebroadcasted a local production as part of our engagement around the film. “Witness” is a Panhandle PBS documentary exploring the life of Maria Madi. Madi was a Hungarian doctor who hid a Jewish friend and the woman’s nephew during the Nazi occupation of Budapest. Decades later, Panhandle PBS

interviewed the boy that Maria saved about his memories of the Holocaust and Madi’s bravery. We also streamed the program live on the Panhandle PBS Facebook Page and YouTube channel.

Our station also worked in partnership with Amarillo College’s FM90 radio station and Amarillo Public Library to develop a new podcast episode of “Check Me Out: A Podcast for Booklovers.” Premiering in December 2022, the episode had Amarillo Public Library librarians discussing books on the Holocaust that they recommend reading from the library.

SAVOR THE GOODS

Savor the Goods is an award-winning dinner series hosted by Panhandle PBS that returned during this reporting period with three one-of-a-kind, fun, and delicious dinners in person following a period of virtual events during COVID. Approximately 400 guests enjoyed the following events:



In October 2022, local chef, Ruthie Landelius, was the station’s featured chef for an elegant plant-based meal. The food for this event was elevated art. Chef Ruthie is one of the most popular chefs in town, and she proved that even beef-loving West Texans can appreciate an exquisitely crafted vegan dinner.

OCT 2022



In April 2023, the station hosted a Small Plates Soiree, featuring tacos and other Tex-Mex favorites prepared by local taquerias. We started with handmade tamales from a local home cook. Cocina on the Go offered asada fries, and Taqueria MTZ served birria tacos. Julie Grimes, the station’s General Manager, prepared Mexican pots de creme for dessert. Panhandle PBS partnered with the Amarillo Botanical Gardens for the event and showed highlights of our content series on five local taquerias.

APRIL 2023

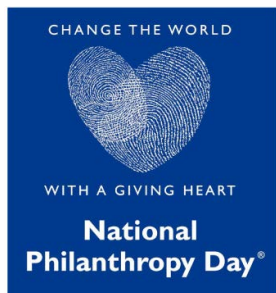
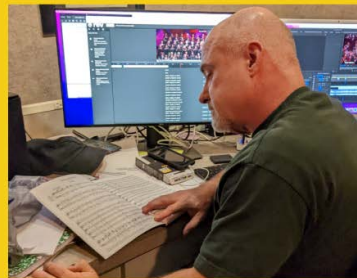


Finally, in July 2023, chef Delvin Wilson of Delvin’s treated guests to a delicious and plentiful meal of Southern Soul Food, featuring his signature brisket, dirty rice, and Chicken Diane. Chef Delvin is a staple in our community and a big draw for our guests. In fact, the station sold more tickets to this event than any previous Savor the Goods dinner. It was a beautiful late summer evening, and Panhandle PBS was one of the first groups in town to host an event at the newly renovated Arts in the Sunset. This was a fantastic finale to our abbreviated Savor season and the station looks forward to growing this event even more in the coming year.

JULY 2023

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 of 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 August 27, 2022. Panhandle PBS produced two shows around this event – one capturing the lead-up to the performance in a behind-the-scenes program, “The Making of Missa Solemnis in the Texas Panhandle,” as well as a production of the full performance itself, “From the Heart: Beethoven’s Missa Solemnis in the Texas Panhandle.” Both episodes premiered on Panhandle PBS in November 2022, and DVD copies were shared with Alliance partners in December 2022. The productions also shared an in-person screening with project partners and were also processed to be made available nationally through NETA in the following reporting year.



NATIONAL PHILANTHROPY DAY CELEBRATION

Panhandle PBS was pleased to partner with the Texas Plains Chapter of the Association of Fundraising Professionals once again 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 2022 National Philanthropy Day luncheon held in Amarillo.

WEST TEXAS A&M UNIVERSITY “MUSIC OF THE CHRISTMAS SEASON 2022”

Captured in early December 2022 and broadcast on December 22 and 25, Panhandle PBS was proud to share West Texas A&M University’s “Music of the Christmas Season 2022.” The WTAMU Choirs and Symphony Orchestra and the Randall High School Chorale came together to celebrate the season with performances of both classical and traditional holiday tunes, including work from Randol Bass, W.A. Mozart, J.S. Bach and more.

CHECK ME OUT: SEASON 4

Season 4 of “Check Me Out: A Podcast for Booklovers” continued to be promoted and enjoyed throughout fall 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.



WHERE IN THE 806



The Texas Panhandle is a place noted for movement by trail and rail, highways and skyways. Some sites will transport you to another time – where bison hunters and Comanches clashed at Adobe Walls, or where Native Americans and settlers viewed the Staked Plains before roads and power lines crisscrossed the landscape. “Where in the 806” is a digital content initiative that Panhandle PBS launched in January 2023 that explores the adventures one can have across the Texas Panhandle. Some of the attractions in this series include an old-time printing press in Vega, the Canadian River Wagon Bridge, real stretches of Old Route 66, sites in Pampa that inspired Woody Guthrie and more.

These segments were released on the Panhandle PBS social media channels,

YouTube channel, website and on air. Additionally, Brick & Elm Magazine featured an article written by our senior content producer in each issue to accompany the station’s digital content and steer readers to the video segments.

THE AMERICAN BUFFALO



Panhandle PBS was selected as one of 10 stations nationwide for special content and engagement activities around the Ken Burns film, “The American Buffalo.” A variety of related station activities took place during this reporting period.

Project staff attended a film preview event with “The American Buffalo” producers in Oklahoma City in April 2023. Members of the Intertribal Buffalo Council were also in attendance to provide context and guidance.

Project staff also attended a May 2023 workshop hosted by the Texas Historical Commission titled Consultation and Collaboration: A Starting Point for Museums and Indigenous Tribes for contextual consideration.

In summer 2023, the station’s content team began collecting interviews and video content exploring the bison species, Native American experiences, and environmental connections.

Station staff engaged with social studies teachers from across the Texas Panhandle at Region 16 Education Service Center Conference, “Building the Future,” in June 2023. Related Panhandle PBS local content was shared, as were preview promotions of “The American Buffalo” film and resources.

NOW Y’ALL KNOW

This Panhandle PBS digital series acted as a social media trivia game for audience members to play. In the first segment, viewers would be presented with a clue, either a piece of garbled audio, a pixelated image, a phrase with a blank to be filled in, or a silhouette. Users were encouraged to test their PBS knowledge and leave their best guesses in the comment section. Topics featured in the series during this reporting period included “Miss Scarlett and the Duke,” “Austin City Limits,” “Sesame Street,” “Arthur” and more.

OPERATION FIRST FIVE PSAS

Operation First Five Amarillo is a network of service providers for families and children ages 0 - 5. During summer 2023 Panhandle PBS was pleased to help develop a series of public service announcements in partnership with Operation First Five to educate the public. Topics included: 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. Featuring local families and locations, the PSAs were produced in both English and Spanish to broadcast on Panhandle PBS and other area media outlets, all with the goal of helping young children get a great start in life.

BLAST FROM THE PAST

Our digital content series "Blast from the Past" reached new, younger audiences by tapping into nostalgia through February 2023. 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 during this time frame included "Ghostwriter," "The Joy of Painting," "Martha Speaks," and "Sesame Street."

60 SECONDS ON (COMMUNITY, LEADERSHIP, HISTORY, CREATIVITY, EDUCATION)



This digital series, posted to the station's various social media platforms, included 60-second stories from one of five categories: education, creativity, history, community, and leadership. These categories allow our station to cover a broad range of stories from the many unique individuals who call the Texas Panhandle home. During this reporting period "60 Seconds On" included interviews with Glenda Moore of Kind House Ukraine Bakery; Rachel Flores of the Amarillo Art Institute; Bowden Jones, Jr., of the North Side Toy Drive; Isabel Medina of Al Son Del Folklore; Larry Lang of the Amarillo Symphony; and Brandon Rains of Amarillo College Baseball.

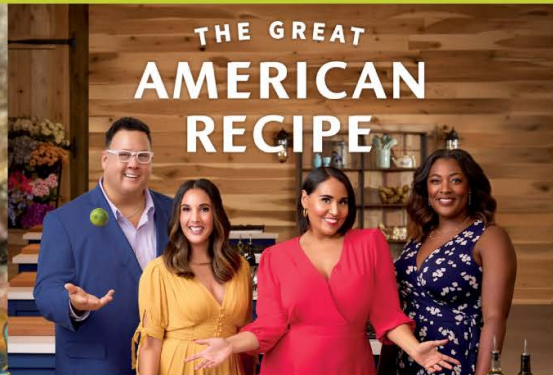
SHADOWBOX STORIES

This digital series ran through February 2023 on Panhandle PBS' social media channels. It combined the sensibilities of the national series "Finding Your Roots" and "Antiques Roadshow" by featuring local people who shared 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."

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 Amarillo Opera performance of "Barber of Seville" in March 2023. The opera features Figaro's mischievous escapades as he assists Count Almaviva in wooing the beautiful Rosina away from her lecherous guardian, Dr. Bartolo, and was performed in October 2022.

ADDITIONAL PROGRAMMING HIGHLIGHTS



MAKING BLACK AMERICA: THROUGH THE GRAPEVINE

This four-part series from executive producer, host and writer Henry Louis Gates, Jr. and director Stacey L. Holman. The documentary surveyed slavery, freedom and the contours of the bond between North and South; continued with Reconstruction and life under Jim Crow rule; and demonstrated – through personal and historical stories – the status of the ongoing effort to organize and achieve goals first set during slavery. “Making Black America” premiered on Panhandle PBS on Tuesday, October 4, 2022, and prior to that, on September 27, Texas PBS hosted a virtual statewide preview and panel discussion.

DEEP IN THE HEART: A TEXAS WILDLIFE STORY

Narrated by Matthew McConaughey and directed by Amarillo-native Ben Masters, “Deep in the Heart: A Texas Wildlife Story” explored the native wildlife and remarkable landscapes that make Texas unique. The Texas PBS film followed the ever-changing relationship between humans and the natural world, and how our actions can positively and negatively impact our neighboring wildlife. This documentary aired April 5, 2023 on Panhandle PBS. The Lone Star Chapter of the National Academy of Television Arts & Sciences awarded the film a Lone Star Emmy in 2023 in the category of Environment/Science - Short Form or Long Form Content.

SEARCHING FOR SYBIL

In April 2023, Panhandle PBS aired “Searching for Sybil,” an examination of Sybil B. Harrington’s generous support of West Texas A&M University and the region at large. The 18-minute documentary was followed by a shorter piece produced by Panhandle PBS that included reminiscences of Harrington from people who knew her.

THE GREAT AMERICAN RECIPE – SEASON TWO

After an incredibly well-received first season, “The Great American Recipe” returned for season two on June 19, 2023. This season features nine new home cooks with a wide range of cooking styles, from Guyanese to Greek, Libyan to Lithuanian, Caribbean to Native American, Midwestern to Traditional Hawaiian. In each episode, the cooks presented two of their signature dishes to judges Leah Cohen, Tiffany Derry and Graham Elliot, until the finale, where finalists prepared entire meals for the judges to make their ultimate decisions.

A TALE OF SURVIVAL

In October of 2022, Panhandle PBS re-aired a local production featuring Cleatus Lebow, as a remembrance after his death in September that year. Lebow, a Memphis, Texas, resident, survived the sinking of the USS Indianapolis during World War II and, on the program, recalled his fight to stay afloat and alive for days in the Pacific Ocean.

DALIA’S DIVE BAR IV

In May and June 2023 the station broadcast “Dalia’s Dive Bar IV,” a documentary produced by local diver Dalia Engler. The film provides a look through her lens while she dives in the gorgeous blue waters off the coasts of Madagascar, Raja Ampat, Palau and West Papua while capturing footage of thriving coral and sea life.

PANHANDLE PBS 35TH ANNIVERSARY KICKOFF

In August of 2023, Panhandle PBS kicked off celebrations for its 35th anniversary. As part of this celebration, we began highlighting local productions from years past in a “From the Vault” series at 7 p.m. on Thursday nights. Specials that aired in August include “The Natural Wonder of Texas: Palo Duro Canyon,” “Zach Thomas,” “Rick Husband: Man with a Mission,” “Route 66: A Journey Through Texas,” “Mary Jane Johnson: From the Heart,” and “World War II: The Panhandle Project.”

COMMUNITY ENGAGEMENT INITIATIVES

“THE LITTLE THINGS” COMMUNITY ENGAGEMENT

Panhandle PBS was pleased to share multiple community engagement initiatives around the station's local content series, “The Little Things” - the multi-format series on the little things Texas Panhandle residents can do to support their mental health.

GARDEN OF THE MIND: CULTIVATING THE LITTLE THINGS FOR YOUR MENTAL HEALTH



The station's Garden of the Mind: Cultivating the Little Things for Your Mental Health event in September 2022 helped approximately 100 people connect with resources and practices in the mental health space. Held on the Amarillo College campus, the event aimed to engage the public around “The Little Things” content, inform and connect community members with mental health resources available in our area, reduce the stigma around discussing mental health, encourage people to take action to improve their mental health, and help them know they're not alone.

A variety of activities and resources were available including nature painting, art journaling, yoga and meditation sessions, a spotlight on plant-based foods, animal therapy, storytelling, content screenings, mental health counselor support, a visit from PBS KIDS' Daniel Tiger, “sounding boards” to share thoughts and emotions, and more. Numerous community partners helped make the event possible including Amarillo Museum of Art, Amarillo Botanical Gardens, Northwest Texas Healthcare System, 7 Star Horse Therapy, Texas Panhandle Centers, Panhandle Behavioral Health Alliance, NAMI Texas Panhandle, AmTech Career Academy, and many more, all with the aim to create pathways for mental health support and discussion.

WORKPLACE MENTAL HEALTH TOOLKIT

Working in partnership with the Small Business Development Center at West Texas A&M University and the Panhandle Behavioral Health Alliance Panhandle PBS developed a collaborative workplace mental health toolkit. Incorporating community survey results on workplace mental health best practices, “The Little Things” content from Panhandle PBS, and local and national resources through the PBHA mental health resource guide, the toolkit will serve as an ongoing resource to support employers and employees alike in the realm of mental health. The toolkits were shared with the partners' share groups, emails, web pages, and a boosted social media post.

COLLEGE MENTAL HEALTH TOOLKITS

A special outreach component of “The Little Things” project was the development of four, customized college mental health toolkits for each of our area institutions of higher learning - Amarillo College, Clarendon College, Frank Phillips College, and West Texas A&M University. Utilizing a nationally-recognized college mental health toolkit as its core content, the toolkits also featured content from “The Little Things” series as well as Texas Panhandle mental health resources and unique institutional resources provided by each of the colleges/universities. Panhandle PBS partnered with the Amarillo College Counseling Center to interface between each of the colleges/universities, and the toolkits themselves were designed by the station's Amarillo College graphic design intern - providing a valuable professional development opportunity. Each college/university will utilize the toolkits in ways that best suit their students' needs, including printed copies for incoming student orientations and digital copies shared via web and social media.

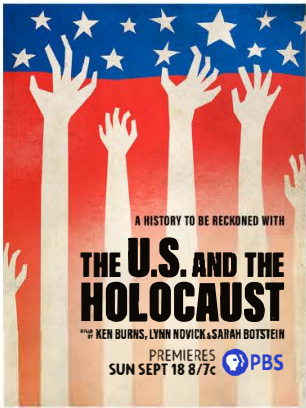
“THE LITTLE THINGS” SCREENING EVENT



Panhandle PBS hosted a screening event in our studios for Amarillo College students and faculty in January 2023. The event welcomed 60 attendees to view an episode of “The Little Things” on the food and mood connection (a topic pre-selected by students themselves). Following the content screening and lunch, a panel discussion on the content took place with the Amarillo College Counseling Center director, Amarillo College students studying psychology, and our own Panhandle PBS production staff.

THE U.S. AND THE HOLOCAUST

Panhandle PBS promoted dialogue and created multiple engagement pathways in the Texas Panhandle around “The U.S. and the Holocaust” (USATH), a September 2022 film from Ken Burns, Lynn Novick, and Sarah Botstein. The following multi-pronged engagement efforts took place:



Amarillo Public Library hosted the “Americans and the Holocaust” exhibit from the United States Holocaust Memorial Museum & the American Library Association, coinciding with the USATH premiere, and also organized an extensive guest speaker series at the Amarillo Civic Center around the exhibit.

A film series featuring USATH and related PBS films was held at Amarillo Public Library branches attracting over 100 attendees.

Panhandle PBS broadcasted our local program on the Hungarian Holocaust diaries of Maria Madi, her brave acts of resistance, and the impact on her family in the Texas Panhandle.

In partnership with numerous Amarillo College organizations, the station organized an Amarillo College campus preview film screening for 60 attendees that incorporated a discussion on the College’s Presidential Scholars trip to Poland, seeing Auschwitz-Birkenau and helping Ukrainian refugees.

In partnership with the Amarillo Public Library, the station’s content team created a podcast episode for “Check Me Out: A Podcast for Booklovers” on books to explore on the Holocaust.

Two social media efforts spotlighted podcast clips on Amarillo Public Library books on the Holocaust, as well as clips from the station’s content episode on Maria Madi.

“LINKS TO LEARNING”

Outreach for Kids, Families and Teachers

From fall 2022 through summer 2023, Panhandle PBS reached thousands of Texas Panhandle children, families, and teachers through a “Links to Learning” suite of educational outreach activities and promotions of valuable free resources.

TEACHER OUTREACH

In addition to e-communications, the station worked in partnership with Region 16 Education Service Center Pre-K Conference in June 2023 to communicate our free offerings for teachers, children, and families, with a particular focus on PBS LearningMedia. We also worked with an early childhood education specialist to conduct four sessions on the station’s behalf on PBS KIDS online resources, PBS LearningMedia, PBS KIDS for Parents, and more.

DONKEY HODIE: FAMILY FUN EVENT

Panhandle PBS’s newest kids character Donkey Hodie brought laughter and fun to approximately 75 children and their family members in February 2023. Held in the Panhandle PBS studios, the event featured stories about Donkey Hodie, clips from the series, snacks, hands-on learning activities, and pictures with the guest of honor. The series is inspired by the quirky, fun side of Fred Rogers as well as his mission to help young viewers navigate the challenges of childhood.

RESOURCE SHARING

Through broadcast, website, social media, print and e-communications, Panhandle PBS better connected parents, caregivers, and teachers of young children to our station’s enormous suite of free educational resources to support young learners. Audiences were able to understand and access resources including Bright by Text resource texting service, PBS LearningMedia, PBS Kids, PBS Kids for Parents, and the PBS Video App.

PBS KIDS CHARACTER VISITS

The station brought in three PBS KIDS costume characters during this reporting period to help bring the programs to life for over 3,000 children and adults across the Texas Panhandle, while also encouraging early childhood literacy and exploring the world around us. Visits included storytelling sessions, photos, and special guest appearances at area events.



DANIEL TIGER

In September 2022, the station brought Daniel Tiger from “Daniel Tiger’s Neighborhood” for engagement and storytelling around social/emotional development with children and families at the station’s “Garden of the Mind” event on supporting mental health.



DONKEY HODIE

In addition to our station Family Fun Event in February 2023, Donkey Hodie visited two branches of the Amarillo Public Library for storytelling, a coloring activity, and photos - all with the intent to encourage early childhood literacy.

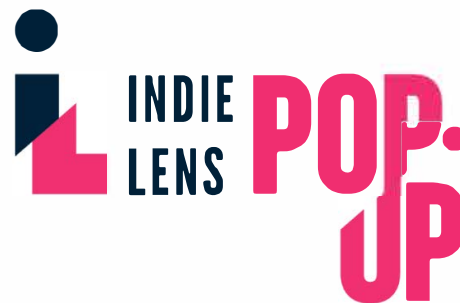


CLIFFORD THE BIG RED DOG

Clifford the Big Red Dog visited Panhandle PBS and numerous community partners in May 2023 including stops at Lynn Library on the Amarillo College Campus, BusinessConnection, Wonderland, and the Lovett Memorial Library in Pampa.

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. Reaching approximately 200 Texas Panhandle audience members, including college students, this year's series opened eyes to important and often underlooked topics in our society. Season partners included several Amarillo College organizations: Presidential Scholars, Matney Mass Media Program, FM90, Black Student Union, and disAbility Services.



Move Me (November 2022)

Filmmaker and dancer Kelsey Peterson shares her intimate and moving journey to redefine who she is while adapting to life with a disability. The film helped viewers reflect on ableism, the importance of art and creative expression for healing and connection, and the ways we can make this world more inclusive and accessible.

Love in the Time of Fentanyl (Online screening, February 2023)

As the number of overdose deaths in Vancouver, Canada reaches an all-time high, employees and volunteers at the Overdose Prevention Society take matters into their own hands.

Storming Caesars Palace (March 2023)

Activist Ruby Duncan leads a grassroots movement of mothers who challenged Presidents, the Vegas Mob, and everyday Americans to rethink their notions of the "Welfare Queen."

Free Chol Soo Lee (May 2023)

The rollercoaster life story of Chol Soo Lee, a Korean immigrant wrongfully convicted of murder who inspired a movement to free him.

UKRAINIAN RESETTLEMENT EVENT

Our station was the site of a February 2023 event hosted by Catholic Family Charities of the Texas Panhandle (CCTXP.) Ukrainian dignitary Vlad Sambaiew was in attendance and helped create awareness on refugee resettlement and CCTXP resources with 30 attendees.

UNDERWATER FILM SCREENING EVENT



Amarillo residents, Dalia and Mike Engler are world travelers and skilled amateur underwater photographers and videographers. During COVID lockdown, the Englers traveled to remote locations and went scuba diving off the coast of Madagascar, Raja Ampat, Palau, and West Papua, capturing the breathtaking scenery with their cameras. Once back in Amarillo, Dalia worked with Panhandle PBS staffers to edit the footage. The end result was "Dalia's Dive Bar IV", a 40-minute film that the station broadcast in May and June 2023. In April 2023, the station hosted the Englers and approximately 40 guests in its studios to view the film and take part in a Q&A with Dalia and Mike about their experiences making the film.

AMARILLO CHAMBER OF COMMERCE BUSINESSCONNECTION



In May 2023, our station took part in BusinessConnection 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. Clifford the Big Red Dog was even on hand to take photos with attendees.

WORLD ON THE MOVE COLLABORATION WITH AMARILLO PUBLIC LIBRARY

From May through June 2023, the Amarillo Public Library hosted “World on the Move: 250,000 years of Human Migration,” a national exhibition from the American Anthropological Association, the Smithsonian’s Center for Folklife and Cultural Heritage, and Smithsonian Exhibits. To parallel the exhibition which explored migration stories from across human history, Panhandle PBS provided content for a weekly film series at the Library for public viewing. The PBS “First Peoples” series featured discoveries from the Americas, Africa, Asia, Australia, and Europe about early human migration and attracted approximately 85 attendees.

TEXAS PBS COLLABORATIONS



TEXAS PBS

During this reporting period the station took part in several collaborative activities with Texas PBS and its 10 PBS member stations across the state.

The Panhandle PBS general manager and CEO participated in monthly calls with other Texas PBS stations as part of a new, coordinated effort to better connect our stations regarding content, fundraising, and more. In addition, the station’s senior content producer joined monthly Zoom meetings with content creators across the state.

Panhandle PBS was pleased to have session presenters representing the station at the 3rd Annual Texas Public Media Summit in July 2023. The daylong event brought together public media professionals to learn from each other and share ideas in a free, virtual summit. Panhandle PBS staff shared success stories in local production development, grant writing, and community engagement. Held in August of 2023, the Texas PBS board gathered in Austin in person for the first time since COVID. Houston, Dallas/Ft. Worth, Austin, San Antonio, College Station, Midland, and Amarillo stations were all represented. Attendees shared highlights of work being done at each station, and discussed ways that Texas PBS stations can collaborate to share work more easily across the state.

SPECIAL KIDS PROGRAMMING



ROSIE'S RULES

In October 2022, new animated comedy series "Rosie's Rules" premiered on Panhandle PBS. The series stars five-year-old Rosie Fuentes, a Mexican-American girl living with her blended, multicultural family in suburban Texas. "Rosie's Rules" aims to teach children concrete social studies lessons about how a community works, helping them develop an awareness of themselves as individuals and as part of a broader society.



DANIEL TIGER'S NEIGHBORHOOD

In September 2022, "Daniel Tiger's Neighborhood," an animated series inspired by "Mister Rogers Neighborhood," celebrated its 10 year anniversary with a week of new episodes, friends and experiences. In those episodes, Daniel met his new babysitter, O the Owl went to a sleepover, and Jodi tried ballet for the first time.



CITY ISLAND

This series of animated digital shorts launched nationwide in December 2022. Geared toward school-aged children, "City Island" featured a civics curriculum, highlighting topics like cooperation, conflict resolution and city planning to help foster young viewers' understanding of how cities and communities work. The series of shorts is just one addition to PBS Kids' expanding roster of engaging and educational short-form content created to support and teach children key concepts anywhere, anytime. The first ten episodes began streaming for free on PBS KIDS in December 2022, with the remaining ten following in January 2023.



WORK IT OUT WOMBATS

"Work It Out Wombats" is an animated preschool series that premiered in February 2023. It follows a playful trio of marsupial siblings – Malik, Zadie and Zeke – who live with their grandmother in "the Treeborhood," a treehouse apartment complex. The Wombats model computational thinking skills for preschoolers by solving problems, expressing themselves and accomplishing tasks.



CAMP TV

In summer 2023 Panhandle PBS was pleased to share a new season of Camp TV - a televised day camp experience for children. This unique series guides children – "campers" – through all kinds of activities designed to keep them engaged and learning through the summer months. This season, "Camp TV" welcomed a new counselor, actress, singer and dancer Nzingha "Zing" Ashford. Each day at "Camp TV" has a different theme, including ice cream day, kid inventor day, penguin day, and more.

SPECIAL SUPPORT ACTIVITIES AMARILLO COLLEGE

Launch of Student Studio Classroom Improvements



With our charge of empowering Amarillo College students to learn about employable audio/visual production skills, our station was pleased to launch improvements to our dedicated student studio classroom space located within Panhandle PBS. With support from Amarillo College and the Amarillo College Foundation, initial summer 2023 work included new flooring and wall surfaces to begin providing a more updated learning environment for the more than 100 Matney Mass Media students who utilize the space annually.

Station Tours



Panhandle PBS staff was pleased to provide station tours to over 300 guests in partnership with numerous Amarillo College partners. Highlighting the Texas Panhandle public television station's operations and facilities provided real-world engagement in public media and partnership learning opportunities through the Amarillo College Matney Mass Media Program.

Station Production Interns



Our station was pleased to have three dedicated student intern positions for Amarillo College students to work with our production staff over this reporting period. Numerous hands-on opportunities were provided to learn more about audio and visual production including content collection, lighting, editing, public speaking, deadline

management, and more. In addition, the station welcomed an intern from Amarillo Independent School District's AmTech Career Academy, offering additional learning opportunities in media, graphic design, and the business side of a media organization.

Production Learning Opportunities



In addition to the utilization of Panhandle PBS studios for Amarillo College classroom learning in mass media, Panhandle PBS was proud to provide specific technical learning opportunities to Amarillo College students in the Matney Mass Media Program over this reporting period. Matney Mass Media student news broadcasts, Amarillo College's graduation ceremonies in December 2022 and May 2023 and June Jazz in June 2023 allowed for real-world learning opportunities in A/V set-up, content capture, and camera work.

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

PANHANDLE PBS ADVISORY COUNCIL

David Lovejoy (chair)

John Betancourt

Elizabeth Boston

Misty Howard

Wendy Kritser-Howard

Malisa Litchfield

Patrick Miller

Sadie Newsome

Suzette Nistler

Shanna Peebles

Denese Skinner (ex officio, AC President)

Peggy Thomas

Richard Walton

Judy Whiteley

Jeff Wyrick

What does Panhandle PBS mean to me?

A simple question, with an even simpler answer.

For me, it has been a master key to life.

I am a child of public television, I grew up in the 1970s and first used this key to begin my educational journey with shows like "Sesame Street," "Mr. Rogers Neighborhood," and "Villa Alegre."

"Cosmos" with the late great Dr. Carl Sagan, "Nature," and "Nova" unlocked a world of science and discovery spurring on a natural need to explore and answer that major question of why.

The key of PBS opened the door to news of the world, politics, and opinions influenced by factors beyond my youthful grasp without an agenda on "Firing Line" with William H. Buckley Jr. and "The McLaughlin Group." To this day, great programming like "PBS NewsHour" and "Frontline" help me reshape and refine how I view the world.

Arts and entertainment have always been a staple of Panhandle PBS! A treasure chest of great music and drama with shows like "Austin City Limits," "Masterpiece," "Great Performances," and every Saturday night, "The Lawrence Welk Show" was a must!

The history of the world, the diversity of society, and the defining of my own and other cultures are delivered to me with Ken Burns documentaries like "The Civil War," "The U.S. and The Holocaust," and "The Dust Bowl." Also, "American Experience," "Finding Your Roots" and "POV" allow me to view the world through someone else's eyes.

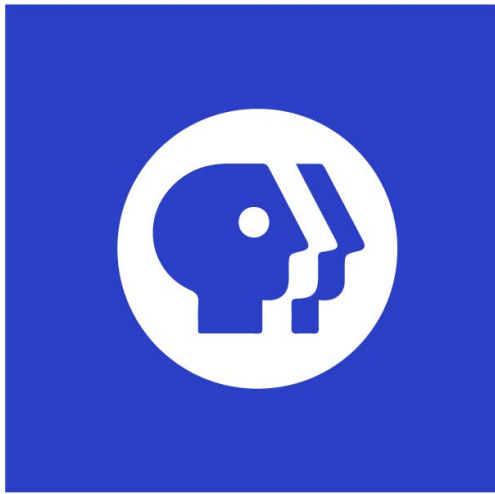
But the biggest door unlocked by the magical key of Panhandle PBS is how it gives families a meeting place. A place to laugh, cry, learn, and rejoice without the taint of consumerism.

The best thing about this key is that anyone, no matter their age, race, religion, economic, educational, or social status can partake and be entertained, educated, and uplifted.

With all of the choices out there, I don't believe any other media platform is as versatile and important as Panhandle PBS.

David McCoy Lovejoy

Panhandle PBS Advisory Council Chair



Panhandle PBS

Cilvin Broadcast Center
2408 S. Jackson
Amarillo, TX 79109
806-371-5222
panhandlePBS.org