

Panhandle PBS

**Local Content and Services Report
2023-2024**



Our Work is Community.

With another successful year behind us, we are grateful for the opportunity to reflect. 2023-24 was truly a milestone year for Panhandle PBS. We embraced the challenge of evolving with the ever-changing media landscape, ensuring that we continue to serve our community in meaningful ways.

At the start of the year, we took a deep dive into our processes - analyzing what's working, identifying areas for improvement, and asking the tough but necessary questions. This introspection led us to refine our approach, set ambitious goals, and assemble a team ready to drive us forward.

Our membership and engagement teams worked tirelessly to create events that educated, enlightened, entertained, and inspired. We partnered with local chefs, businesses, and culinary students to host a series of unique fundraising dinners, blending delicious meals and educational content with community collaboration. We also offered free public film screenings featuring both local and national content. For our youngest audience members, PBS KIDS characters came to life, creating unforgettable experiences. And as part of our commitment to the future of media, we mentored students who will become tomorrow's storytellers.

Multi-platform content around "The American Buffalo" resulted in two local productions highlighting our area's historical and cultural connections to the buffalo, digital and social media content pieces, and more. "Where in the 806?" featured new destinations in this regional day-trip content series. We also were busy in pre-production for four new initiatives in the upcoming year: a short documentary featuring a Dimmitt-based family, members of a Tejano Hall of Fame music group; a series on one of the most pressing issues facing our region - water conservation and the depletion of the Ogallala Aquifer; the past, present, and future of public art in Amarillo; and one of our largest projects to date, an exploration of hunger and food insecurity among older adults in the Texas Panhandle.

Our continued success would not be possible without the unwavering support of our members and community partners. As a trusted community resource, we strive to strengthen the fabric of our region through collaboration. With the support of our licensee, Amarillo College, as well as numerous organizations including local foundations and community collaborators, we amplify our impact. This Annual Report is more than a summary of the past year - it's a testament to the power of public media and community partnership.

Julie Grimes
General Manager
Panhandle PBS

Kevin Ball
CEO
Panhandle PBS



LOCAL CONTENT INITIATIVES

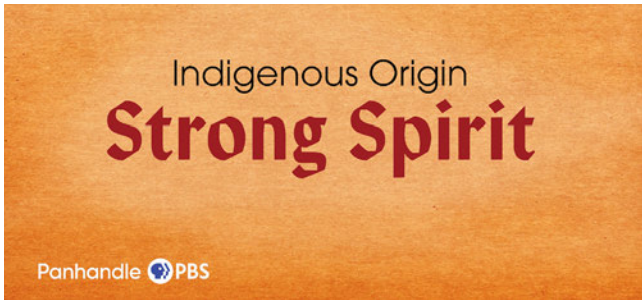


THE AMERICAN BUFFALO

“Strong Spirit”

The Texas Panhandle became one of the last sites where both the American bison and Native Americans thrived before U.S. troops and buffalo hunters pushed them to near extinction. Panhandle PBS highlighted the area's historical and cultural connections to the buffalo in a series called “Strong Spirit.” The two 30-minute episodes trained a spotlight on the Texas State Buffalo Herd at Caprock Canyons State Park, which are animals descended from bison saved from extinction by noted Panhandle cattleman Charles Goodnight and his wife, Molly. The series also covered the concept of the bison as a keystone species and the environmental consequences of removing them from the landscape, local Native Americans who are descendants of the last Comanche Chief Quanah Parker, and aspects of cultural oral traditions with an area Native American storyteller.

The two “Strong Spirit” episodes premiered in October 2023 coinciding with the release of “The American Buffalo” from filmmakers Ken Burns,



Julie Dunfey, and Julianna Brannum. The series was rebroadcast in March 2024.

Digital Content

- Clips from the local “Strong Spirit” series were spun out to Panhandle PBS social media channels, YouTube channel, website, and for on-air interstitials.
- To accompany “The American Buffalo” and related local video content, Panhandle PBS posted a weekly social media series, “Bison Basics.” Posts consisted of video clips and graphics that gave facts about the National Mammal of the United States. Details shared include the American Bison’s immense dimensions, how they arrived in North America, and that they can jump as high as 6 feet vertically.
- The Panhandle-Plains Historical Museum in Canyon has been a base of knowledge for several documentary series from Florentine Films and filmmaker Ken Burns. Panhandle PBS produced local film clips of behind-the-scenes stories from museum staff and others involved in early stages of “The American Buffalo” production.
- In anticipation of the documentary, the museum mounted “The Fall and Rise of an American Icon,” a historical exhibition of items related to bison, indigenous people, buffalo hunters and soldiers who clashed in the area. Panhandle PBS put together a video that previewed the special exhibit.
- The station honored National Bison Day, Nov. 4, 2023, by posting an image of a bison and a quote from the late author N. Scott Momaday, a Kiowa, who is featured in “The American Buffalo.”
- Panhandle PBS illustrated how Native Americans used all parts of a bison in a five-panel comic strip posted to social media. The comic showed how indigenous tribes harvested meat for food, bones, horns and other parts to make tools, and the bison’s pelt for clothing and shelter.

Extended Content with Amarillo Museum of Art partnership

As part of an extended content and engagement effort around “The American Buffalo” in spring 2024, Panhandle PBS produced two new educational content pieces on Native American voices and representation within the context of historical and art historical museum settings. These were shared on social media, YouTube, and broadcast. Content was also edited and shared within the Amarillo Museum of Art exhibition, “In Our Own Words: Native Impressions” with an estimated reach of 2,000.

Local Web Page and YouTube Channel

Panhandle PBS dedicated a landing page to “The American Buffalo” and local content, with both complete episodes of “Strong Spirit” and a playlist of shorter clips from the series. The page also features behind-the-scenes videos and other regional content.

“WHERE IN THE 806?”

Mobeetie, Wheeler and Jericho

Panhandle PBS continued its regional day-trip series, “Where in the 806?” with a crew visit to Mobeetie and Wheeler, Texas. Resulting content highlighted Mobeetie’s museum, one-room schoolhouse and other historic sites, and featured Henry Flipper, the first Black soldier at nearby Fort Elliott. The series spotlighted Wheeler’s museum featuring native son, the astronaut Alan Bean, plus photos and artifacts from his Apollo 12 and Skylab missions, and it chronicled one couple’s efforts to clean up Jericho, an old ghost town on the original Route 66.

Boys Ranch

“Where in the 806?” concluded with a series of social media videos made while visiting Boys Ranch. The content showed the workings of the current-day site of the residential community for at-risk children and the charismatic history of founder Cal Farley. Other videos detailed the site of Old Tascosa, a rough and rowdy town that sprang up in the 1880s, attracting cowboys, Comancheros, saloon girls and Texas Rangers.



“THE RAIN WE KEEP” EARLY PRODUCTION WORK

In late 2023, Panhandle PBS began production of “The Rain We Keep,” a documentary to chronicle the depletion of our area’s primary source of water, the Ogallala Aquifer. Crews recorded more than 25 interviews and many hours of additional scene-setting video at more than a dozen locations in the Texas Panhandle, South Plains and Eastern New Mexico. The resulting script will become a four-part series for television, web and on-demand viewing alongside a four-part podcast series.

“THE WEST TEXAS BOYS” EARLY PRODUCTION WORK

Production work transpired during this reporting period for a new film, “The West Texas Boys.” Research, production, and editing took place to tell the story about a group of brothers from Dimmitt, Texas, who transitioned from migrant farm laborers to award-winning Regional Mexican musicians. This included interviews with a historian, a Tejano music historian, members of the band, and archival photography and video collection. The film was accepted and screened at numerous film festivals during this reporting period, with extensive plans around the film to take place in the upcoming reporting year as well including additional film festival screenings, the film’s premiere and a public premiere event.



“IN OPEN AIR” PRE-PRODUCTION

Research, production, and early filming commenced during this reporting period for a new film, “In Open Air,” an exploration of the past, present, and future of public art in Amarillo and the surrounding area. The project will culminate in a three-episode limited broadcast series to air in 2025.



“BROKEN BREAD” PRE-PRODUCTION

In an effort to bring attention to the topic of senior hunger and food insecurity in the Texas Panhandle, the station began preparations for a forthcoming content initiative titled “Broken Bread: Examining Senior Food Insecurity in the Texas Panhandle” including research, pre-interviews, as well as story/scene and script development for the project’s three initial episodes.



SAVOR THE GOODS

Savor the Goods is an award-winning dinner series hosted by Panhandle PBS bringing local chefs, producers, and the public together. This reporting period featured two unique, educational events with beautifully-crafted meals as we educated, inspired, and entertained guests from the Texas Panhandle. Approximately 250 guests enjoyed the following events:



FEBRUARY 2024 A TASTE OF INDIA

For this event held at the Amarillo Area Foundation, Chef Daniel Bhaskaran Raju of Madras Kitchen helped craft a menu of assorted Indian breads and chutney, butter chicken, vegetable korma, mango lassies and more. Panhandle PBS content pieces provided insight into Daniel’s background and approach to his dishes.

MAY 2024 ITALIAN AL FRESCO

Held at The Barn on Willow Creek, this event featured Italian charcuterie, grissini, olive tapenade, chicken piccata, kale pesto and lemony olive oil pound cake. With her extensive background in the culinary world, Panhandle PBS General Manager Julie Grimes curated the evening’s menu. Guests enjoyed locally produced content, cuisine, and live jazz music for a one-of-a-kind dinner.

LOCAL PROGRAMMING SPOTLIGHTS

FROM THE VAULT

As part of its 35th anniversary celebration, Panhandle PBS coordinated and shared a “From the Vault” series of past programs. Airing from September through December 2023, they included:



- ★ “Roundings: Texas Sounds and Symbols” — a performance of an original composition performed by the Amarillo Symphony and inspired by Texas New Deal murals.
- ★ “Pepe Romero: I Live for Music” — Part of a famous musical family from Spain, Romero performs solo guitar works in concert with the Harrington String Quartet.
- ★ “Jim Wilson and Friends: Cape of Good Hope and Other Musical Portraits” — Jazz composer/pianist Jim Wilson and his band play songs from their Billboard Top 20 album, “Cape of Good Hope” and other works.
- ★ “Cowboy Mystique: A Tribute to Buck Ramsey” — The life and times of homegrown cowboy poet Buck Ramsey.
- ★ “Quanah Parker: His Life, His Legacy” — Documenting the life and legacy of the last Comanche chief.
- ★ “Can You Dig It? Exploring and Growing at the Buried City” — A documentary covering the site where the first formal archeological expedition in the state of Texas occurred, at Perryton in the Texas Panhandle.
- ★ “Goodnight: Panhandle Trailblazer” — By age 41, Charles Goodnight had helped establish the JA Ranch near Palo Duro Canyon that would ultimately cover more than a million acres.
- ★ “And There Will Be Sounds” — From 1992, the Amarillo Symphony performance of an original piece of music from composer Samuel Jones about Palo Duro Canyon — in the canyon.
- ★ “A Cathedral in the Desert: The POWs of Hereford Camp 31” — St. Mary’s Church at Umbarger, Texas, was decorated by Italian POWs during World War II.
- ★ “Polk Street Jazz: One Night Only” — Performances by local quintet Polk Street Jazz.
- ★ “Eric Barry: Home for Christmas” — World class tenor and West Texas native Eric Barry performs holiday music both sacred and sentimental.
- ★ “Happy Holidays and All That Jazz” — The Amarillo Jazz Orchestra performs holiday favorites and jazz tunes.
- ★ “John Bayless: Christmas Rhapsody” — The concert pianist and Borger, Texas, native performs seasonal classics.

NATIONAL PHILANTHROPY DAY CELEBRATION 2023



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 2023 National Philanthropy Day luncheon held in Amarillo.

OPERATION FIRST FIVE PSAS

During this reporting period, our station continued broadcasting educational interstitials to serve families of children ages 0-5. Developed in partnership with Operation First Five Amarillo, the content 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 with the goal of helping young children get a great start in life.

LOCAL CONTENT FOR 2023 HOLIDAY ENTERTAINMENT



WEST TEXAS A&M UNIVERSITY

Captured in early December 2023 and broadcast later in the month, Panhandle PBS was proud to share West Texas A&M University's "I Heard the Bells - Music of the Christmas Season." The WTAMU Choirs and Symphony Orchestra and the Palo Duro High School Chorale and Chamber Singers came together to celebrate the season with performances of both classical and traditional holiday tunes, including work from Johann Sebastian Bach, Johannes Brahms, Matt Riley and more.



AMARILLO SYMPHONY

"Amarillo Symphony: Happy Holiday Pops," this performance from 2022 features Christopher Confessore as conductor, with arrangements of Gloria +, It's the Most Wonderful Time of the Year, Sleigh Ride and more.



AMARILLO MASTER CHORALE

"Amarillo Master Chorale: Echoes of Joy," a special evening of Christmas music old and new from around the world, culminating in John Rutter's "Gloria" for choir, brass, organ and percussion.

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 Amarillo Opera performances in 2023 and 2024.

RIGOLETTO

Localized with a Texas Panhandle flare, this April 2023 Amarillo Opera performance at the Globe-News Center for the Performing Arts aired in November that year.

TOSCA

Performed in October 2023 and broadcast in July 2024, the Puccini melodrama features Kara Shay Thomson, Eric Barry and Wayne Tiggs and was conducted by George Jackson of the Amarillo Symphony.

GIANNI SCHICCHI

Broadcast in August 2024, the Amarillo Opera regaled an audience with its version of Puccini's story of the conniving Donati family and their humorous attempt to change their uncle's will for their own gain.

ADDITIONAL PROGRAMMING HIGHLIGHTS

During this reporting period, Panhandle PBS rebroadcast documentaries its crews have recently produced. They included:



"Tacos: Origin Stories,"
a three-part series exploring the stories of taqueria owners who bring the flavors of Mexico to the Texas Panhandle.



"How to Find Your Roots,"
a guide to genealogical resources at the Amarillo Public Library and how to research the family tree.



"The Little Things,"
an eight-part documentary series highlighting simple things we can do to improve our mental health.

NATIONAL PROGRAMMING SPOTLIGHTS



"Groundbreakers"

Executive Produced by tennis champion and activist Billie Jean King, "Groundbreakers" features sports icons from different generations as they interview one another, sharing powerful stories of the perseverance, pain, and progress they've experienced in their remarkable careers. Athletes include Naomi Osaka and Jackie Joyner-Kersey, Chloe Kim and Nancy Lieberman, Suni Lee and Julie Fouly, and Diana Flores and Billie Jean King.



"25 Years with Lidia: A Culinary Jubilee"

Lidia Bastianich celebrates 25 years on television with family and celebrity friends. The program rolls back the years and takes a very intimate look at the trajectory of Lidia's life both on and off the screen.



"The Express Way"

A premium documentary series that explores the power of the arts. Led by renowned actor, dancer, and singer, Dule Hill, the series captures diverse artists' stories from across America, celebrating community, humanity, and the transformative potential of creative expression.



"A Brief History of the Future"

Travel around the world with Ari Wallach as he weaves together history, science, and storytelling to expand our understanding of where we find ourselves and what we can do to ensure a better future for the generations to come.



"Disco: Soundtrack of a Revolution"

From the basement bars of '70s New York to the peak of the global charts, discover the story of disco: its rise, fall, and legacy. Reveling in iconic tracks and remarkable footage, this is a powerful, revisionist history of the disco age.



"Hope in the Water"

Explore the groundbreaking work of dedicated fishers, practitioners of aqua farming, and scientists attempting what was once thought impossible: harvesting aquatic species to feed our growing planet while saving our oceans in this three-part series.

COMMUNITY ENGAGEMENT INITIATIVES

“The American Buffalo”

Panhandle PBS was selected as one of approximately one dozen 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 with numerous community collaborators.



Native American Storytelling Event/Content Collection

Combining a public educational event with content capture, the station invited community partners, college students, and other guests to learn more about Native American storytelling with Eldrena Douma in the Panhandle PBS studios. Editing of this content for public sharing began in September 2023.

Producers Screening & Panel Discussion

Panhandle PBS and its partners (Panhandle-Plains Historical Museum, West Texas A&M University, Bank of America, and Merrill Lynch) hosted producers Julie Dunfey and Julianna Brannum for an event in September 2023 featuring a preview screening of “The American Buffalo” and a panel discussion. A Native American singer and drummer opened the program, a pre-event reception was held at the opening of the museum’s exhibition related to the film, and the panel discussion was captured as on-demand content for the Panhandle PBS website and YouTube channel.

Panhandle-Plains Historical Museum exhibition

Parallel to “The American Buffalo” film, Panhandle-Plains Historical Museum launched an extensive exhibition in September 2023 titled “The Rise and Fall of an American Icon.” This exhibition chronicled perhaps the most important story of the Great Plains: the interaction between bison and people. From the reverence of and reliance on the animal, to its overhunting and colossal mismanagement, to the current conservation efforts of the species — the American buffalo has stood as an icon of pride and prejudice for over 100 years, all explored in the exhibition which remained on view through this reporting period.

Amarillo College campus preview screening event

This preview screening of “The American Buffalo” was followed by a discussion with two descendants of Quanah Parker with Amarillo College students, faculty and staff and took place in October 2024. Partners included Amarillo College, the Amarillo College Matney Mass Media Program, Amarillo College’s FM90, and Amarillo College Presidential Scholars.

Amarillo Public Library preview screening event, book displays

The station worked with the Amarillo Public Library to organize a free public screening preview of “The American Buffalo” along with book displays at the Southwest Branch Library on buffalo, Texas Panhandle history, and Native American topics and perspectives.

Clarendon Chamber of Commerce & Mulkey Theatre premiere watch party of “The American Buffalo”

In partnership with the station, the Clarendon Chamber of Commerce and the historic Mulkey Theatre in Clarendon, Texas, organized a live watch party of “The American Buffalo” on the evenings of the premiere in October 2023.

Amarillo Museum of Art partnership: Film and Gallery Talk Series



Panhandle PBS partnered with the Amarillo Museum of Art for a free series of films, art exploration, and lunch each Wednesday in February 2024. The series explored Native American perspectives on identity, storytelling, the buffalo, and more. Project planning involved an advisory committee incorporating academic, artistic, and Native American perspectives. Designed to connect the Amarillo Museum of Art's exhibition, "In Our Own Words: Native Impressions" with national PBS and newly developed local Panhandle PBS content around the film, "The American Buffalo," the series included:

"The American Buffalo"

Segments of the film from Ken Burns, Julie Dunfey, and Julianna Brannum tracing the mammal's evolution, its significance to the Great Plains, and its relationship to the Indigenous People of North America.

"Strong Spirit" Episode One

Local Panhandle PBS production featuring the Goodnight buffalo herd at Caprock Canyons State Park and how bison impact the ecosystem.

"Homecoming"

PBS film directed by Julianna Brannum extending the story of "The American Buffalo" to the present by examining the return of buffalo to Indigenous lands today. Also shared was new local content from Panhandle PBS on Native American representation in cultural and historical institutions.

"Strong Spirit" Episode Two

Local Panhandle PBS production exploring the way Native Americans use storytelling to pass down tribal knowledge and traditions.

"The Rain We Keep" Early Outreach



The Ogallala Commons hosted "Stewarding Our Water Future" conference in March 2024, and Panhandle PBS was pleased to take part as both a promotional and educational partner around the station's upcoming series on water conservation, "The Rain We Keep." Station staff shared information on the series, as well as related national PBS resources around the topic to approximately 75 attendees.

35th Anniversary Open House

In August 2024 the station welcomed at least 100 community members to a Panhandle PBS Open House celebrating 35 years of local and national PBS programming, education, and engagement initiatives. Attendees enjoyed a visit from the special costume character, Cat in the Hat, learned more about green screen technology, viewed highlight reels of upcoming local and national PBS content, enjoyed celebratory refreshments, and toured the station to learn more about its service to the Texas Panhandle since 1988.



Gilvin Group

L.P. and Wanda Gilvin were founding members of Panhandle PBS and its studios. The Gilvin Group launched in October 2023 to continue the Gilvins' vision of generously supporting the arts, local businesses and philanthropy in the Texas Panhandle through mass media. This new media program was launched to support the awareness and development of local nonprofit organizations by using the station's television, social media, and website, thus aligning with others' missions to empower both organizations' service to our constituents.

Educator Outreach

As part of our commitment to empowering educators across our region, Panhandle PBS took part in two teacher training conferences at Region 16 Education Service Center in summer 2024. These events attracted hundreds of educators.



Region 16 Social Studies Conference

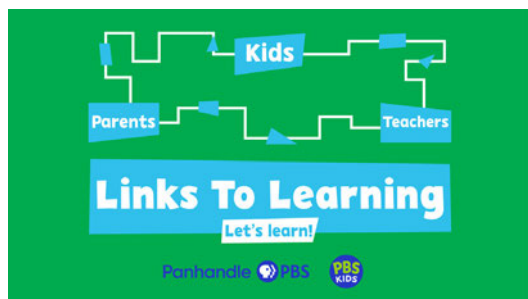
At the June 2024 Region 16 Social Studies Conference titled "Outside the Lines: Going Beyond the Textbook," our station shared promotional materials on two upcoming content series - "Leonardo da Vinci" from Ken Burns, Sarah Burns, and David McMahon and "The Rain We Keep," a forthcoming Panhandle PBS series on the Ogallala Aquifer and local water conservation.



Region 16 STEM Conference

The Top of Texas STEM conference in July 2024 allowed our station to engage with educators on the upcoming content series, "The Rain We Keep." In addition to hosting a booth with information and resources, the station worked with a local science educator to develop and share two conference sessions on the topic with a particular focus on engaging students in multiple grade levels while integrating new Texas state STEM standards.

“Links to Learning” Resource Sharing for Kids, Families and Teachers



Through broadcast, website, social media, print and e-communications, Panhandle PBS connected parents, caregivers, and teachers of young children to our station's enormous suite of free “Links to Learning” educational resources to support young learners. Station staff also attended an early childhood event in October 2023 and a Head Start Pre-K Event in May 2024. Audiences learned more about these resources including Bright by Text texting service, PBS LearningMedia, PBS Kids, PBS Kids for Parents, and the PBS Video App.

Lunch & Learn Film Screenings



Panhandle PBS shared three Lunch & Learn Studio Screenings during this reporting period, welcoming over 100 Amarillo College students, faculty, and staff members into our main studio for lunch, a local or national PBS film, and discussion. Season partners included several Amarillo College organizations: Presidential Scholars, Matney Mass Media Program, FM90, and Disability Services.

“The American Buffalo”

In September 2023 as part of our engagement efforts around “The American Buffalo” from filmmakers Ken Burns, Julie Dunfey, and Julianna Brannum, the station shared a preview screening of the film followed by a panel discussion with two descendants of Quanah Parker exploring such topics as the buffalo’s decline, rise and the relationship between Indigenous people and the buffalo.

Amarillo College Senegal Trip

In July 2023, a group of 23 staff and faculty members from Amarillo College embarked on a journey to Dakar, Senegal to broaden their worldview and learn how to better serve students from all backgrounds. Panhandle PBS’s Marketing Manager was selected to take part. While abroad, participants attended lectures and tours to learn about the culture, politics, and economy of this west African country. Upon returning, our staff representative created a short documentary that was shared at a campus screening and discussion in March 2024. It featured personal accounts from those on the trip, insights on connecting with second-language learners, emotional encounters, and more.

Indie Lens Pop-Up: “The Tuba Thieves”

Panhandle PBS was a national Indie Lens Pop-Up partner during this reporting period, sharing and promoting Independent Lens documentary films. In April 2024, Panhandle PBS shared “The Tuba Thieves,” a film from hard-of-hearing filmmaker Alison O’Daniel about deaf storytelling and the very nature of sound and listening. Following the film’s screening, a panel discussion with an Amarillo College student moderator and panelists featured perspectives of both hearing and non-hearing community members.

Amarillo Chamber of Commerce BusinessConnection

BusinessConnection organized by the Amarillo Chamber of Commerce took place in May 2024. Panhandle PBS's booth allowed our station to interact with thousands of local residents on our local content, national PBS content, and resources for children and families. During this year's BusinessConnection, Panhandle PBS staff members collected feedback from community members and handed out station and PBS KIDS branded goodies.

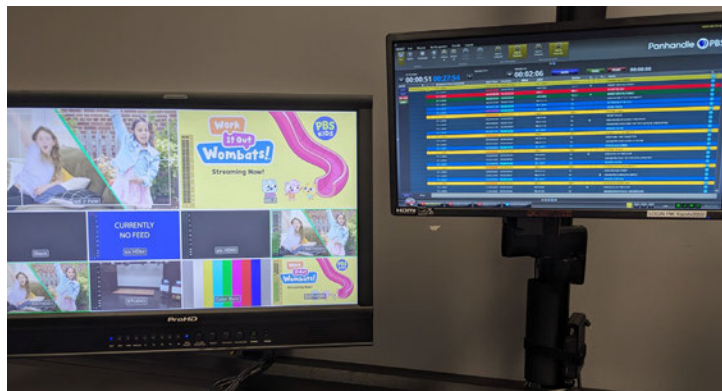
“Leonardo da Vinci” Early Engagement Preparations and Promotions



During this reporting period Panhandle PBS undertook early promotions and engagement activities for the Ken Burns, Sarah Burns, and David McMahon film, “Leonardo da Vinci.” A promotional banner, bookmarks and “selfie frame” were created for station and partner events. Panhandle PBS staff hosted a promotional booth at AMA-CON — the Amarillo Public Library's comic and pop-culture convention in August 2024. Engagement partners were also organized, including the Amarillo Art Institute, Amarillo College, Amarillo Museum of Art, Amarillo Public Library, Discovery Center Collective, and Wildcat Bluff Discovery Center with participation from the Amarillo Chapter of Texas Alliance for Minorities in Engineering (TAME).

Special Project: Automation System

In fall 2023, Panhandle PBS completed a major upgrade to broadcast television playout and automation equipment. These state-of-the-art systems support and control the content to the three channels of television programming — Panhandle PBS channel 2.1, PBS Kids 24/7 channel 2.2, and Create channel 2.3. In this major undertaking, internal staff completed the system integration without the use of outside services. The station engineer and broadcast operations coordinator continued to manage and monitor project operations through the remainder of this reporting year.



State and National Collaborations, Presentations, and Professional Development

During this reporting period the station took part in various presentations and collaborative activities and presentations with Texas PBS and national PBS partners.

TEXAS PBS COLLABORATIONS

Station staff, including leadership, continued to participate in and periodically lead monthly calls and webinars with other Texas PBS stations during this reporting period with the aim of maintaining connections with stations regarding content, fundraising, and other collaborative opportunities. In addition, the station's senior content producer served as a member of the statewide Texas PBS Content Committee and as such, participated in monthly Zoom meetings with content creators across the state. The result of their work is a new statewide content initiative, "Made in Texas," which will showcase content from stations around the state.

PBS ANNUAL MEETING

Station staff members benefitted from professional development and networking at the PBS Annual Meeting in 2024 with staff also represented on two panel discussions featuring community engagement strategy and film engagement around "Leonardo da Vinci."

"LEONARDO DA VINCI" STATION SUMMIT

As one of approximately 20 stations selected for national engagement around the new film, "Leonardo da Vinci," station staff took part in a workshop at WETA to learn more about the film, discuss and present engagement plans, and create networking opportunities among stations represented.

PUBLIC MEDIA DEVELOPMENT AND MARKETING CONFERENCE

Station staff worked to network and gain new information at the Public Media Development and Marketing Conference (PMDMC), public media's largest conference devoted to issues surrounding revenue generation, marketing, and management.

PBS ENGAGEMENT TRAINING PROGRAM

In partnership with PBS, Nine PBS is working to establish an Engagement Training Program that will advance PBS member stations' capacity for engagement and strategic execution of community initiatives. Panhandle PBS staff joined the planning committee for this new training program that will ultimately support PBS member stations across the country with materials that are practical, accessible, and responsive to community needs.

TEXAS PBS BOARD

Station leadership participated in monthly meetings to discuss statewide projects, initiatives, and partnership opportunities. The Panhandle PBS General Manager attended an annual in-person meeting in Midland in August where Susi Elkins, PBS Senior VP of Station Services, was also in attendance.



SPECIAL KIDS PROGRAMMING

Panhandle PBS was pleased to share the following new PBS KIDS titles during this reporting period, adding to our content offerings for children and families.



“Rocket Saves the Day”

This new animated movie which premiered in December 2023 aims to capture the imaginations of preschoolers, and show them that with the tools of letters, sounds and words, they can learn to read. Rocket's just the dog to do it with the help of his curious and caring new friend, Little Yellow Bird.



“Lyla in the Loop”

This new animated series which premiered in February 2024 stars Lyla, a dynamic 7-year-old girl, her close-knit family, fantastical blue sidekick Stu, and a host of relatable and quirky characters living in her community, who together spotlight creative problem-solving and critical thinking skills while working collaboratively with others.



“Milo”

Premiering in May 2024, the series “Milo” features an adventurous five-year-old cat who loves to use role-play to explore the amazing world of jobs and vocations with his best friends, Lofty and Lark. Milo loves meeting all of the different people who come into his parents' dry cleaning shop to get their outfits cleaned.



PBS Kids Shorts and “City Island”

July 2024 marked the beginning of PBS KIDS community-themed content initiative, which includes Sesame Street's new short series, “Together We Can,” a collection of live-action music videos that cover civics topics such as community engagement, voting, and the Constitution. “City Island” also launched a second season. In this animated short, every object is a fun character with a name, voice, and distinctive personality. Look around the city and see talking lamp posts, mailboxes, cars, and windows. There are no people - the city itself is the populace. “City Island” truly is a “living city!”

Special Support Activities - Amarillo College



Student moderators and panelists: Lunch & Learn Studio Screenings

In this reporting year, Panhandle PBS provided unique opportunities for three Amarillo College student events from varied departments through our Lunch and Learn Studio Screenings. In partnership with the Amarillo College Presidential Scholars and Amarillo College Matney Mass Media Program, students were invited to lead each of our series' panel discussions as moderators. Working with station staff on content research, question development, and leading the events' discussions, these opportunities fostered public speaking and leadership skill development.

Amarillo College's FM90 Film Screening: "35,000 Watts: The Story of College Radio"

In April 2024, Panhandle PBS opened up its doors for an Amarillo College FM90 and Matney Mass Media film screening of "35,000 Watts: The Story of College Radio." A component of FM90's ninth annual Vinylthon event and a celebration of College Radio Day and Record Store Day, the screening attracted 45 Amarillo College students.

Amarillo College Counseling Center Film Screening: "My Ascension"

In early 2024, Panhandle PBS secured a film available to PBS stations on the important topic of teen suicide. "My Ascension" is an inspiring story about Emma Benoit, who survived a suicide attempt, and it includes first-hand experiences of families, friends, school officials, and suicide prevention experts. In January 2024, our station welcomed 25 members of the Panhandle Behavioral Health Alliance to our studios to preview the film and discuss its potential for positive impact in the Texas Panhandle community. As a result, the Amarillo College Counseling Center hosted an April 2024 screening of the film on campus with an accompanying conversation with Counseling Center staff and attendees. Information on Panhandle PBS's mental health series, "The Little Things," was also shared.

Station Tours

Young guests from across our area learned more about Panhandle PBS through several station tours during this reporting period. Reaching 180 middle and high schoolers across the Texas Panhandle as they explored the Amarillo College campus, these tours spotlighted the station's facilities and operations, as well as careers in mass media.

Station Production Interns

Our station was pleased to have five interns during this reporting period that worked in various station roles. Hailing from both Amarillo College and Amarillo Independent School District's AmTech Career Academy, these interns worked both with our production staff on video production, editing, and graphic design, as well as in our business office exploring a variety of projects to support station activities.

Production Learning Opportunities

The Panhandle PBS studios continued to be utilized as Amarillo College classroom learning labs and a student news broadcasting center. Hands-on learning opportunities at our station supported the college's goal of job readiness. In addition, Amarillo College graduation ceremonies in December 2023 and May 2024 along with the June Jazz series in June 2024 allowed for student experiences 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, 2023-2024

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Jeff Wyrick

A Constant That Changes

I know. The above title sounds a bit convoluted, especially when discussing the reasons to support Panhandle PBS, but please hear me out.

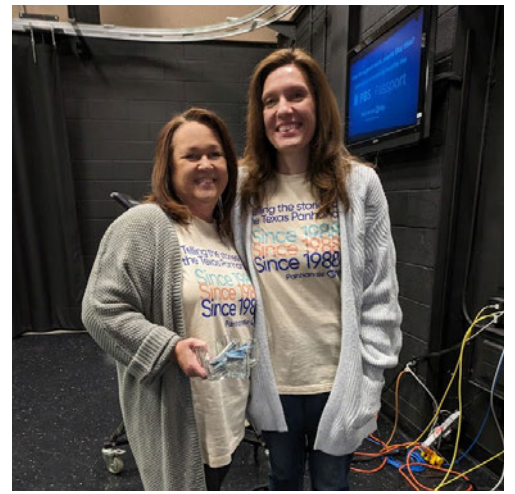
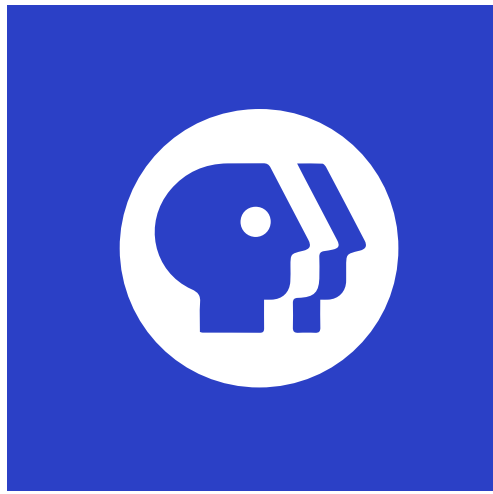
The evolution of events, lifestyle, education, technology, entertainment, news, and information seems to change by the hour, and how we access, and receive this never-ending content does so as well. This and future generations will forgo the traditions of newspapers, network newscasts, and other outlets that have been our main sources. Music is no longer consumed mainly by a record, CD, or video. Movie theaters have seen a drastic decline since 2019 and, with the rise of streaming, broadcast, satellite, and cable television, is a completely different arena than just five short years ago.

For me and my family, the programming on PBS gives me the constant of news without an agenda, which we saw in detail with the coverage of both party's conventions and the election coverage. PBS gives us cooking and DIY that does not turn into a game show-type competition. Children's programming that does not blur the line between content and commercial, while also taking on topics like autism, different learning models, and the changing structure of the "nuclear family" in a way that is informative but also respectful of others and their belief systems. PBS gives me insight into cutting-edge science, nature, technology, healthcare, and education. It is refreshing to have TV drama that is based on well-written stories that don't end in car chases or gun battles. PBS delivers the art, music, and culture that commercial-based media could never touch upon because telling the story of how we got to this point is just as important as what is the hottest fad.

But there is a change! PBS has not been afraid to address the different ways we get this important content. Streaming and online materials are available for whatever device you use. It even has added an element of user interaction and feedback that seems to be what current users thrive on. PBS goes into the communities they serve to give a voice to stories that may not be the hot topic nationwide but impact those we live with day to day. Right here at our Panhandle PBS "Lunch and Learn Studio Screenings" and other community events the public has a chance to interact with both national and local programming in their social circle or rural community.

The constants we crave in our world are honesty, credibility, quality, and reliability. The change we seek is how this is received. I am thankful daily that my Panhandle PBS has taken this mission on and delivered with flying colors these different aspects of an ever-changing media.

David McCoy Lovejoy
Panhandle PBS Advisory Council Chair





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