

**Panhandle PBS Advisory Council Meeting
Minutes
Tuesday, August 24, 2021
Via Zoom Videoconference Platform**

The Panhandle PBS Advisory Council met on August 24, 2021 at 12 noon via Zoom.

Panhandle PBS Advisory Council Members Present

Peggy Carter Thomas, John Betancourt, Lucy Mendez, Matt Sanders, Elizabeth Boston, Russell Lowery-Hart, Jeff Wyrick, Jack Thomas (Vice Chair), Regina Dinga (Chair)

Panhandle PBS Staff Present

Kyle Arrant, Kevin Ball, Casey Childress, Jack Light, Corby Fails, Cullen Lutz, Karen Welch, Hilary Hulse, Nolyn Hill, Tabitha Perkins, Brian Frank, Michael Sugden, Stevi Breshears

Welcome: Regina Dinga

Regina welcomed the group at 12:02 p.m.

Approval of minutes from previous meetings: Regina Dinga

Regina called for the approval of minutes. Elizabeth Boston moved to approve the minutes from the February 23, 2021 and May 25, 2021 Advisory Council Meetings. John Betancourt seconded the motion. The minutes were approved.

CEO update: Kevin Ball

Kevin welcomed new Amarillo College Regents to the Advisory Council - Peggy Carter Thomas and John Betancourt - and shared that students are back at Amarillo College for in-person classes this week.

Underwriting update: Jack Light

Jack shared an update on the PBS Kids costume character Arthur and his recent visit to Amarillo which included virtual visits with children at area hospitals, Wonderland Park, a Sod Poodles game, among other locations. The station's Summer Splash family event changed to a drive-through event due to COVID rates. We hope to have the Curious George costume character in November. The station has a new contract with Raising Canes running through the end of 2021, and hopefully next year, supporting our PBS Kids channels. Atmos Energy was the sponsor of our August pledge drive.

Membership update: Corby Fails

August pledge drive's donations are down donations thus far, which aligns with national figures as well. We hope that "Wicked" airing Sunday night will be a hopeful hit for donations. Passport memberships have been extremely successful. Overall membership is up 9 percent. Our June "Savor the Goods" fundraising event at Tyler's BBQ was very successful. Although our September "Savor" event is being postponed due to COVID numbers until the Spring, our digital pieces already produced with chef Ruthie Landelius will be repurposed, along with other "Savor" content, to keep an awareness/connection with our audiences. The station will be promoting Panhandle Gives very strongly in its 5th year this year, and will be reaching out to Advisory Council members for their hopeful involvement in peer-to-peer fundraising.

Community Engagement Update: Cullen Lutz

Curriculum development around our "Living While Black" content will move forward this fall with a curriculum coordinator who is enthusiastic and experienced with related content. The Advisory

Council was invited to still give feedback on our “Amarillo in Mind” mental health content with details sent in a station email. Our first “Panhandle PBS Presents” online screening for the fall will be September 14th at 6pm as we join a national event on the new Ken Burns film, “Muhammad Ali.” Our involvement with Operation First Five has recently included a spotlight on the organization that we’ve shared through social media and on-air, as well as a custom storytelling session with Buddy the Dinosaur.

Programming Update: Kyle Arrant

September programming highlights include a concert version of the Broadway musical “Wicked” on Sunday, 8/29, at 8pm. We’ll continue our “From the Vault” series of local Panhandle PBS programming on Saturdays at 8pm. “Generation 9/11 will be a powerful program on August 31st and Masterpiece Mystery’s “Guilt” will premiere on Sunday, September 5th with support from The Dinga/Hollingsworth Group. “Muhammad Ali” runs September 19-22nd.

Content Update: Hilary Hulsey

The station’s new content initiative through 2022 will be “The Little Things” focusing on mental health and action items (little things) that you can do to support your mental health. Depression, anxiety, emotional regulation, isolation and trauma will be discussed, along with the healing powers of mindfulness, exercise, diet, connectivity and nature. Interviews will begin at the end of September , and we’ve already had conversations with the Meadows Mental Health Institute and the Panhandle Behavioral Mental Health Alliance.

“60 Seconds On” will be a new on air/online series, visiting with people in the news to speak to leadership and creativity, sharing advice/attages with others in the region.

The station has begun sharing content on the social media platform TikTok, with an initial focus on nostalgia and PBS. The latest video on the PBS Kids program Arthur was shared. There are 15 one-minute “Blast from the Past” videos thus far, with longer “Deep Dives” exploring other classic PBS programs like Bob Ross and Mr. Rogers being planned.

FM90 Update: Kyle Arrant

Amy Presley is training students in the FM90 control room already, being the first week of fall classes.

Advisory Council Update – Feedback Forum: Kyle Arrant

Elizabeth Boston suggested that the Center for Learning Disabilities be a feature considered for “60 Seconds On.”

Kevin Ball shared that the station is pursuing promotions of AC’s’ Kids College on our PBS Kids 24/7 channel, thanks to a suggestion from Peggy Thomas.

Old business / New business: Regina Dinga

All Advisory Council and Panhandle PBS staff on the call introduced themselves.

Adjournment: Regina Dinga

The meeting was adjourned at 1:03pm.

The next Advisory Council meeting will be at 12pm Tuesday, November 16, 2021.