

Panhandle PBS Advisory Council Meeting
Minutes
Tuesday, May 25, 2021
Via Zoom Videoconference Platform

The Panhandle PBS Advisory Council met on May 25, 2021 at 12:00 noon via Zoom.

Panhandle PBS Advisory Council Members Present

Judy Whitely, Lucy Mendez, Patrick Miller, LeeAnn Kossey Overstreet, Matt Sanders, Elizabeth Boston, Richard Walton, David Lovejoy, Jeff Wyrick, Jack Thomas (Vice Chair), Regina Dinga (Chair)

Panhandle PBS Staff Present

Kyle Arrant, Kevin Ball, Casey Childress, Tammy Conner, Jack Light, Cullen Lutz, Karen Welch, Hilary Hulse, Nolyn Hill, Tabitha Perkins, Brian Frank, Michael Sugden, Stevi Breshears, Amy Presley.

Welcome and Introductions - Regina Dinga and Kyle Arrant

Regina called the meeting to order at 12:00 noon, welcomed Patrick Miller back and congratulated him on the end of his term as an Amarillo College Regent.

Minutes of the Previous Meetings - Regina Dinga

Without a quorum, minutes were reviewed but not approved.

Kevin Ball, CEO Report

Kevin recapped Amarillo College activities in which Panhandle PBS supported recently, including Commencement at Hodgetown, AC being named a top 5 community college and Rising Star Award by the Aspen Institute, and the Chalk It Up sidewalk chalk contest/festival on July 31. We will have two new AC Regents represented on our Advisory Council soon.

New Staff Update: Kyle Arrant, Director of Operations

Kyle introduced new staff member Casey Childress, Technology Operations Specialist, who shared that he has been in radio/television for 15+ years and is learning more about the station.

Underwriting Update: Jack Light

Jack shared that the station just completed Buddy the Dinosaur costume character visits to serve young children and their family members. Arthur and hopefully Curious George will be coming later this year. "June Jazz" returns next week with five Tuesdays concerts in June, sponsored by Tarpley Music with broadcasts on FM90. FM90's "Vinylthon" will broadcast on July 17th with support from Spinning Jenny's in Shamrock. "Savor the Goods" dining series will be on June 17th at Tyler's BBQ with many sponsorships totalling over \$10,000. The next

“Savor the Goods” event will be in September at Resplendent Gardens. Kyle shared that Advisory Council members may purchase tickets and attend, or are welcome to volunteer.

Membership Update: Kyle Arrant

Kyle shared the spring campaign mailing piece. Kevin explained that it targeted lapsed members and that the campaign is going well. Kyle shared that Nistler’s Lawn and Landscape helped us with a newly planted tree on the AC campus to celebrate our members, with Osgood-LaGrone Monument Co. helping with an engraved marker. Our video-on-demand service, “Panhandle PBS Passport,” is available with a \$75 membership per year with upcoming streamlining and rebranding from PBS.

Community Engagement Update: Cullen Lutz

Cullen shared “Kids First” initiative updates, including a collaborative event with the Hopes Program, our involvement in Operation First Five, Buddy the Dinosaur’s in-person visits and virtual storytelling with library partners, and the compilation of our “Links to Learning” resources online which are now being promoted on area billboards and through on air content pieces. Karen Welch shared that content spotlights include Operation First 5, Dolly Parton’s Imagination Library, Amarillo Public Library’s Family Place Library, and a preK teacher discussing the importance of reading to young children. Our engagement efforts on Ken Burns’ “Hemingway” series have been completed and included an online event in partnership with Amarillo College and West Texas A&M University English departments, as well as creative poetry and social media crossword puzzle projects with Amarillo Public Library. The series is still available to watch online through “Panhandle PBS Passport.”

Programming Update: Kyle Arrant

Kyle shared national programming highlights include Ken Burns’ “Jazz” series, a “Panhandle PBS Originals” series to revisit content our station has produced, “Masterpiece” episodes, “Mysteries of Mental Illness,” and “Great Performances.”

Content Update: Hilary Hulsey and Karen Welch

Hilary shared that the “Living While Black” series is wrapping up its encore broadcasts and will air again in the fall. We hope to repurpose our panel discussions with social media highlights. Cullen shared that we have curriculum development plans around “Living While Black” over the summer, to eventually be shared nationally on the PBS LearningMedia platform for educators. Hilary relayed that we will be submitting segments for the Lone Star Emmys. “The Little Things” will be our next content series with an in-depth exploration of mental health. The series will include interviews around the country and locally and the Meadows Foundation in Austin has expressed interest in the project. Karen shared that Dr. Derald Wing Sou, interviewee for “Living While Black,” is using our content in his graduate courses at Columbia University.

FM90 Update: Amy Presley

Amy shared that Season 3 of “Check Me Out: A Podcast for Booklovers” has launched, starting with an episode on Ernest Hemingway to align with the Ken Burns series, with other episodes

on the following topics: pandemic reads, Storybridge, historical fiction, queer literature, cookbooks, YA novels and an interview with local author Ryan McSwain. Humanities Texas has supported the series this year. Amy also shared that students are excited to be coming back into the FM90 studio.

Advisory Council Feedback Forum

Regina asked about the framework of the Aspen Institute and award. Kevin shared that the Aspen Institute promotes, researches, and honors community colleges and their role in personal/community/economic development. Amarillo College's award of being the "Rising Star" institution this year illustrates that we have places to go, and AC's 2025 strategic plan will take us in that direction of improving poverty/economy through innovative education. The close relationship with Panhandle PBS is a benefit and Kyle shared that Panhandle PBS supported the Aspen review process in partnership with AC's Communications and Marketing department.

Regina asked about our involvement with our local Asian and Hispanic community along the lines of "Living While Black." Kevin shared that it's an ongoing process and that voices are heard through intentional efforts. Kyle shared that National Refugee Day has been an effort that Panhandle PBS is taking part in and Cullen shared that in addition to sharing our curriculum, we can curate others' content from around the country for broader representation. Karen shared that our curriculum writers can also consider that issues presenting in "Living While Black" impact people from more than just one culture and explore our attitudes towards each other in general. At its core, the series is about prejudice and racism of any kind. There will be expanded representation in our upcoming mental health initiative, and we can include people of more backgrounds in our rebroadcast of the "Living While Black" series in the fall.

The group discussed that email and text are the best methods of reaching Advisory Council members to solicit help for events. Going through the membership office will work best for needed activities.

Patrick Miller shared that his involvement in Panhandle PBS through his service as an Amarillo College Regent has been most positive and he appreciates the opportunity.

Old Business/New Business

Kyle Arrant shared that there are three new Advisory Council members under discussion, with recommendations to be brought to the group at the next meeting. Copies of our "Local Content and Services Report" are forthcoming to Advisory Council members, as well as an online Advisory Council newsletter with volunteer opportunities.

Adjournment

Regina Dinga adjourned the meeting at 1:02 p.m.

Next Scheduled Advisory Council Meeting: August 24, 2021