

**Panhandle PBS Advisory Council Meeting**  
**Minutes**  
**Tuesday, February 23, 2021**  
**Via Zoom videoconference platform**

The Panhandle PBS Advisory Council met on February 23, 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, Jack Thomas (Vice Chair), Regina Dinga (Chair)

**Panhandle PBS Staff Present**

Kyle Arrant, Kevin Ball, Corby Fails, 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. All members and staff were introduced.

**Minutes of the Previous Meetings - Regina Dinga**

Elizabeth Boston motioned to approve the Advisory Council minutes from November 17, 2020. Richard Walton seconded the motion. The motion passed.

**Kevin Ball, CEO Report**

Kevin thanked Regina for her leadership and the Advisory Council for their involvement. The Fall fundraising campaign was successful, and staff has worked in different ways during these times to still be successful. The Amarillo College has graduation digital video format that Panhandle PBS supported has been award-winning.

**Underwriting Update: Jack Light**

It's been a challenging year, but we're seeing improvements. Living While Black is being supported by Bank of America. Our secondary channel Create TV has a new underwriter for its cooking shows - SALT. Dinga Hollingsworth Group/Morgan Stanley is our new supporter of Masterpiece's 50th anniversary season.

**Membership Update: Corby Fails**

Panhandle Gives was an incredible success and we thank the Amarillo Area Foundation for their leadership in this initiative. Our December campaign performed very well with steady membership. Our March membership drive is coming up. Savor the Goods fundraising events are under consideration for the next year.

**Community Engagement Update: Cullen Lutz**

Cullen shared that engagement activities around the new Ken Burns and Lynn Novick film, "Hemingway," including partnerships with Amarillo Public Library, are proceeding as planned. A preview of the upcoming Indie Lens Pop-Up film, "Coded Bias," was shared and will be a part of our next Panhandle PBS Presents event series. Our "Kids First" team of contract educators to share PBS resources for kids, families, caregivers and teachers around the Panhandle is getting started with their work.

#### **Content Update: Hilary Hulsey and Karen Welch**

Hilary provided background on our new "Living While Black" content series and a preview was shown. The six-part series kicks off March 11th and aims to be both educational as well as fostering conversations. Kyle shared that we plan on sharing "Living While Black Content" at the Texas PBS Virtual Summit in April.

Karen discussed our upcoming Candidate's Forum for the May election in partnership with the League of Women Voters to cover Amarillo City Council, School Boards and Amarillo College Board of Regents.

#### **Advisory Council Feedback Forum**

Advisory Council Members introduced themselves and shared their interests in the station.

#### **Old Business/New Business**

Amy Presley with FM90 shared that the Radio Control Room improvements have been completed with support from the Amarillo College Foundation. March 15th will be the station's 45th birthday celebration. "Check Me Out: A Podcast for Booklovers" Season 3 will launch later this spring with support from Humanities Texas.

Kyle Arrant shared that the Advisory Council 101 sessions cancelled due to the winter storm will be rescheduled for March 9 at 12 noon and March 11 at 4pm via Zoom; emails are forthcoming.

#### **Adjournment**

Regina Dinga adjourned the meeting at 4:56 p.m.

Next Scheduled Advisory Council Meeting: May 25, 2021