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Page 2: Tell us who you are!

Q1 Contact Information

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Page 3: Award Categories

Q2 Select a category. **Membership**

Page 5: Membership

Q9 Project Title

Savor the Goods: A Farm-to-Table Experience

Q10 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The overall goal of KACV/Panhandle PBS's "Savor the Goods" event series was to increase fundraising dollars for the station through ticket sales and membership growth, while developing content for on-air and online use.

"Savor the Goods" was a series of thematic dining and educational events highlighting local growers and chefs of the Texas Panhandle region from April - November, 2018, with a second series of events planned for 2019.

The series, unique in our area, capitalizes on the farm-to-table movement while celebrating kitchen craft, fresh ingredients and memories made around the dinner table.

"We like to be creative with this series. We want people to have a nice time out while teaching them something new about our area. It is a great community investment," Kevin Ball, CEO of KACV/Panhandle PBS, said, adding that, "The series was started because Panhandle PBS's mission is to tell the stories of the people in our area and to have as much local content as possible. The series benefits Panhandle PBS which then helps us spotlight our community even further."

2019 Development Awards - Application Form

Q11 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

With “Savor the Goods,” KACV/Panhandle PBS cooked up fundraising events, a membership campaign, online content and television features while highlighting growers, ranchers and chefs from the Texas Panhandle region. “Savor the Goods” was a series of fundraising farm-to-table dinners open to the public, held monthly from April - November, 2018. A new season of events is kicking off April 2019.

Each “Savor the Goods” event was held at a different venue and featured a local chef who presented specialties sourced from the Texas Panhandle. In addition to enjoying unique menus of food and drinks, guests were treated to cooking demonstrations amidst thematic place settings and decor designed by the chefs in partnership with the station.

In addition to capturing footage at the dinners themselves, KACV/Panhandle PBS videographers captured additional background content on the growers and chefs, which were then edited and featured at each event. This “evergreen” footage helped tell the stories of the farming communities in the Panhandle and the chefs who prepare homegrown food. That content is now featured in “The Goods” - an on-air series now part of KACV/Panhandle PBS’s weekly local issues program, “The Handle.” Segments are also shared online through the station’s social media outlets.

“It turned into more than we could ever dream,” Corby Fails, KACV/Panhandle PBS’s Development Coordinator, said. “The people we’ve reached, the community of growers and farmers, the education component.... it has elevated that awareness across the board. People didn’t know how to access healthy homegrown produce and food in our area. With the farm-to-table movement across America, it was the right timing,” Fails said.

Q12 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Over the course of six “Savor the Goods” events, KACV/Panhandle PBS in Amarillo, TX, attracted 650 attendees and gained 83 new members - a 6% growth in membership.

The opportunity for new engagement with community members, donors, farmers, growers, and chefs has sparked a new following of believers in our mission to educate, enlighten, entertain, and empower the people of the Texas Panhandle.

KACV/Panhandle PBS has even been invited to be a new member of the West Texas Chefs’ Table, an organization whose purpose is to allow food industry professionals in our region an organized outlet for discussion, coordination and collaboration.

Q13 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

KACV/Panhandle PBS’s “Savor the Goods: A Farm-to-Table Experience” event series in 2019 will further promote “Create” - a newcomer to the station’s channel line-up.

Q14 Do you have any supporting materials or items to upload? (optional) **Yes**

Q31 Please upload all materials as a single document.

KACV, Panhandle PBS, Amarillo TX Savor the Goods photos, links.docx(4.8MB)

Page 11: Tell us more!

Q32 The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station or the system as a whole.

Thank you for this opportunity to share our fundraising and membership development story!
