2018 HIGHLIGHTS
LOCAL CONTENT & SERVICE REPORT
Basin PBS is a community-owned, non-profit asset serving the Permian Basin with educational programming, media, community outreach and services that reflect the West Texas perspective. Basin PBS belongs to the communities of the Permian Basin and optimizes the power of media to help all West Texans reach their potential.

KPBT-TV (dba Basin PBS) is the sole resource for public television and related media in the Permian Basin region of West Texas.

Basin PBS serves a large area covering Midland/Odessa, Texas, and the Trans Pecos region of West Texas with educational programs that promote lifelong learning.

As a community licensee, Basin PBS is dedicated to turning its resources towards the needs of the community. Engaging and fostering community conversations on important topics that might not otherwise be discussed.

Basin PBS focuses on education, families and communities offering engagement events, screenings and programming throughout the year to help build community awareness on topical issues by being a producing partner with ITVS for Indie Lens Pop-Up for a fifth consecutive year.

Basin PBS participated in or had a presence at several family oriented community events that focused on education, well-being, education of pre-k children and more.

In 2018, Basin PBS provided these essential local services to our communities:

Basin PBS' local services continue to have a deep impact in the Permian Basin.

Basin PBS provides on-air, online and on-the-ground educational materials and community events to teach and improve the lives of those within our communities.

Community engagement events, joining forces with local partners and programming help Basin PBS engage viewers and open discussions to examine, debate and learn.

“Growing Up, I was an avid watcher of PBS, watching Sesame Street and Mr. Rogers Neighborhood! It’s my first memory of The benefits of PBS! The lessons learned and stories shared through public television help enrich our lives! Basin PBS is a True asset to our community and I’m honored to be a volunteer! The educational programs and services they provide are invaluable!”

- Krista Escamilla
Volunteer
Through the creation and acquisition of programs and by leveraging its multiple media assets and strategic partnerships, Basin PBS delivers media content that makes people think, feel and explore new ideas. Our service reflects the value West Texans place on family, the power of lifelong learning, and the importance of community service and civic participation.

Basin PBS is MORE than just television. That is just one mode of delivery. Basin PBS is really about education and ideas. Not only can we broadcast into every living room, we can be inside every traditional or non-traditional classroom and on any device... we make learning accessible and fun for everyone, everywhere!

Basin PBS proves its value daily by presenting thought provoking national programs combined with local and regional content both on-air and through social media. Together, our content and public service projects aid our fellow nonprofits in achieving their goals and allow us to impact our viewer’s lives from the classroom to the oilfield.

**FAMILY & EDUCATION**

Basin PBS participated in several community events that catered to local families and children, focusing on education, health & well-being.

**Ellen Noel Art Museum Flower Market** The Ellen Noel Art Museum invited Basin PBS to join them for their annual Flower Market. We went with camera in tow to engage the crowd and get some gardening questions that we then partnered with KLRU’s (Austin) program, Central Texas Gardner. One question made it on air and on their blog. We are hoping to partner more with the program in the future.

**Midland County Public Library** included Basin PBS in their Halloween fun! Basin PBS, along with other area non-profit organizations such as Big Brothers/Big Sisters, greeted hundreds for games, crafts and storytime. Basin PBS welcomed kids of all ages to create monster puppets!

**Boys & Girls Club of the Permian Basin** invited Basin PBS back to their Back to School Bash this year, serving over 300 under-served/underprivileged area children. Basin PBS provided 3 PBS KIDS Playtime Pads which were raffled off.

**Educate Midland -ECAN** Basin PBS is new and proud member of the Educate Midland Early Childhood Action Network (ECAN). ECAN is a community work group made up of early childhood professionals, business leaders, funders and civic leaders. The goal of ECAN is to increase the number of young children who are developmentally ready for school and are on track for later learning.
THE YEAR OF THE BOOK - THE GREAT AMERICAN READ

PREMIERE COMMUNITY EVENT
Basin PBS spent much of the year focused on books. Not just any books, but a specific list made especially for The Great American Read (TGAR)! Our local initiative included a premiere kick-off event complete with food trucks, TGAR gear, local voting boards, special library sections, interviews and more!

READ-INS ACROSS THE PERMIAN BASIN
The Great American Read continued beyond our own backyard, and across our piece of the great state of Texas. Basin PBS held 12 read-ins across the Permian Basin between May and October, including the premiere and finale. Readers and viewers were invited to bring a book they were currently reading, or to review the list for the initiative and find something new to read. Basin PBS partnered with local libraries in Midland, Odessa, Andrews and Ft. Davis, Midland College Library as well as Barnes & Noble for a fundraising read-in. Each location created their own display of as many books as they had available, and in many cases that was all 100 books on the list.

COMMUNITY BOOK DRIVE
Premieres, finales and read-ins, but we didn’t stop there! Basin PBS also held a 4 week book drive. Barrels were borrowed from community partner, The West Texas Food Bank, and placed in four locations: 2 in Midland, 1 in Odessa and 1 in Fort Davis. Collected books are being sorted and donated to crisis centers, hospitals, schools and other non-profits in the local area.
**THE QUEEN AND THE OFFICER**

January and September once again gave us to PBS powerhouse programs in Victoria and Poldark. There is no better way to begin the year than with a tea party, fit for a Queen. The fall came and the British Army officer, Poldark was back for more as well. Storylines had everyone buzzing and made for intense suspense, which turned into great community gatherings. Who can resist a sweet treat, tea and these two beloved characters.

**TWO FOR THE ROAD**

Adventure and travel are part of every West Texan... While not everyone has the means to travel, we all have it in us. Basin PBS was excited to bring back two of our own who travel the world and come back to share it with us. Nikki and Dusty Green, hosts and producers of the PBS/Create program, Two For The Road. Locals were given several opportunities to catch up with the travelers, talk about their latest adventures and watch an episode together.

**STUDENT SHORT FILM FESTIVAL**

Thanks to a grant from the Arts Council of Midland, Basin PBS held its first Student Short Film Festival for children ages 12-18. Students from across the Permian Basin were invited to submit their short digital films with the hope of winning their own video camera. Basin PBS partnered with Educate Midland and Communities in Schools of the Permian Basin to help spread the word to teachers. The winner will be announced in late January 2019 at a Digital Workshop to be held at the new Basin PBS offices.

**STUDENT REPORTING LAB**

The end of 2018 ended with a fun new partnership with Bowie Middle School in Odessa, Texas. Through our Student Short Film Festival, Bowie and Basin PBS emerged as new partners to create the first NewsHour Student Reporting Lab for the Permian Basin. With help from Communities in School staff working at the school, and former reporter, Sylvia Gonzalez, and her amazing AVID students, we had a team! We geared up in December to start working in 2019 and haven't stopped. These kids are going to set 2019 on FIRE!
Basin PBS continues to be a producing partner for ITVS’s Indie Lens Pop-Up, these events continue to allow the station to reach into our communities like nothing else. Basin PBS is able to connect with new and different audiences within our viewing areas, as well as a variety of new community partners. Reaching out to these groups is a big part of what makes Indie Lens Pop-Up so important to the station. Basin PBS’ impact is valuable, meaningful and progressive thanks, in part to, strong local community partnerships.

Each screening event is carefully planned so community members and community partners gain as much insight into the topic at hand as possible. Not only do we strive to give educational information for each topic, we also offer local organizations as resources to those who attend for additional information or support. Basin PBS is proud to offer Indie Lens Pop-Up to Permian Basin communities and look forward to years of partnership with ITVS going forward.

Basin PBS engages communities all across their viewing area from Fort Davis to Big Spring to Andrews for our community conversations. We realize that Texas is a big place and not everyone can come to us. Our goal is to take these meaningful programs out into as many neighborhoods as possible.

“Basin PBS brings art, culture, news, and information we need to the most remote corners of our region. We are grateful for the staff’s willingness to provide outreach to us with their wonderful programs and events.”

Gwin Grimes
Library Director, Jeff Davis County Library, Texas
DIGITAL FIRST MISSION
Basin PBS continues to work towards our digital first goals. Our digital staff attended the first of many Digital Voltage training sessions hosted by PBS Digital Studios and has also been accepted into this year's class of the Digital Immersion Project (DIP). We are so excited to work together with PBS Digital Studios and other stations around the country to focus more on strategic and organizational tactics to better harness our small and limited assets to create the best digital series we can. To this end, the digital staff also, as part of the DIP attended TechCon which lead to many new questions as well as answers and new station connections.

RITZ RENOVATIONS - MOVE IN MADNESS
After several long years, Basin PBS has finally completed the renovation of their new home, and moved in! With space for each person on the team, and room to grow, the staff has finally taken their place within the historic Ritz theatre in downtown Midland. From this central and well established location, the station can better serve Midland and its surrounding areas. Not only is it a place to conduct every day business, it’s a location the station is excited to open up to everyone in our “neighborhoods.” The station has already hosted several community events with many more scheduled for the 2019 year.

MOVE IN - COMPLETE WITH PLAN 2 SCAN CAMPAIGN
Not only did Basin PBS complete and move into their new home, they did all this along with a repack of the stations channel. While it wasn’t due to the spectrum auction, it was required and Basin PBS took it seriously for all their viewers. While the scan didn’t effect those on cable, this wide open space contains a large amount of members/viewers still on antenna access to Basin PBS. Basin PBS made sure that each of those viewers had everything they needed to complete the scan and not miss a beat when it came to their favorite programs. A campaign to alert viewers began early and often and consisted of on-air, online and print. The rescan day came and went with few phone calls and no complaints... but we were prepared to help everyone as we were staffed with a bank of volunteers, trained by our engineer to answer any questions that might have been asked.
Basin PBS enhances and elevates the quality of life for everyone who takes advantage of their presence in our community.

Through shows like Independent Lens and Frontline, to Sesame Street and Central Texas Gardener, there truly is something for everyone in the family. The recent “Great American Read” program was incredibly fun and engaging.

Basin PBS entertains, teaches and informs. It’s made my life better and I can’t imagine living without it. My husband and I are proud to support Basin PBS.

Annie Stanley
Community Partner/Viewer/Member