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 reached many diverse groups in 2019 by hosting or partnering different events appealing to those of differing ages, socio-economic & education levels.

In 2019, Basin PBS provided these essential local services to our communities:

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.

Basin PBS’ local services continues to have a deep impact in the Permian Basin

Renee & Steve Pocsik
Community Advisory Board Members/Volunteers/Members
Basin PBS viewers have known us to be the trusted source for outstanding PBS programming that they can count on — quality old favorites like Masterpiece, NOVA and Nature and new favorites like Two For The Road and No Passport Required.

Basin PBS is also home to the Permian Basin’s #1 educational media brand, PBS KIDS! We support our children's events with activities, programming and educational resources from PBS KIDS in hopes of helping parents become more familiar with them and what is available to them at home.

Basin PBS has been working towards becoming a more prominent member of a West Texas cohort of those focusing on education, specifically early childhood. While we have been slowly moving toward the goal of becoming a major contributor within our viewing area, we've always had the tools to share and utilize through PBS KIDS and PBS LearningMedia. In 2019 we prepared to move closer to our 2020 goal of educating children, bridging the academic gaps through collaboration with partners, parents and educators. With 50% of children in the Permian Basin not ready for kindergarten, we feel like our mission is clear, now more than ever.

**FAMILY & EDUCATION**

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

**BOYS & GIRLS CLUB OF THE PERMIAN BASIN**

Basin PBS was invited back for their annual Family Fun Day - a back to school event that unites youth-based organizations for the benefit of our community children and families. The event served over 300 under-served families of the Permian Basin. Basin PBS hosted a table and activity that appealed to children ages 2-5. Information on programming and learning resources was also distributed.

**SUMMER OF SPACE**

During the Summer of 2019 Basin PBS participated in the PBS Summer of Space initiative in several ways. One of which was by partnering with the University of Texas McDonald Observatory in Fort Davis, Texas for a Day of Space! Guests were invited to make the drive to Fort Davis to partake in a sneak preview of the American Experience mini-series Chasing the Moon. Following the screening guests would have a Q&A with an Observatory scientist followed by a Star Party under some of the darkest skies in the U.S.

**ELLEN NOEL ART MUSEUM**

The Ellen Noel Art Museum invited Basin PBS back for more fun with their Community Art Day. Basin PBS is always eager to accept these kinds of invitations when we can reach out to more people and in different ways. We always bring an activity or craft that is age and topic appropriate and of course information on resources and programming for the whole family!
IN THE COMMUNITY
Basin PBS created several local one time productions as well as a now annual seasonal production for the benefit and convenience of the communities of the Permian Basin.

A COMMUNITY VOICE
For the first time ever, Basin PBS was able to bring the community together both on-air and off and hear directly from area political candidates. Basin PBS hosted 2 live audience debates for the Midland Mayoral race. Community members could reserve a ticket and sit in our live studio audience, watch on their televisions or live from Facebook. We also hosted a live town hall for the Midland City Council elections for Districts 3 & 4. Community members could again reserve a seat for the live studio audience, watch live via their televisions or from our live Facebook feed. Thousands were able to tune-in to educate themselves about the candidates, and make a more informed voting decision.

COMMUNITY HOLIDAY GATHERING
Another first came in 2019 when Basin PBS brought the sounds of the holiday to everyone in our viewing areas with a live concert made up of local talent. Yuletide in the Basin, as it came to be known was shared with our audiences through social media, everything from audition to production. A behind the scenes look at the whole show coming together. The performance itself, a 2 hour concert, could be seen live from our live Facebook feed, over the air via television or for a donation, community members could sit in the live studio audience. This was a first not just for Basin PBS but for the Permian Basin as well.

Yuletide in the Basin is also the preemptive event to a monthly, in-studio, live concert we hope to get off the ground in the next 12 months. Consisting of a single performer of local origin, this concert would have a more intimate feel and only be an hour long program.
STUDENT SHORT FILM FESTIVAL
Thanks to another grant from the Arts Council of Midland, Basin PBS held its second Student Short Film Festival for students 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 was announced in January 2019 at a Digital Workshop hosted at the Basin PBS studio. Partnering with KLRU (Austin PBS) and New Mexico PBS - digital producers were brought in to teach a digital workshop that covered the best practices of digital tools, video and platforms.

TWO FOR THE ROAD
Basin PBS never forgets our Texas friends who have become stars within the world of PBS television. Picked up by Create, Two For The Road creators and hosts, Amarillo natives, Nikki & Dusty Green always make time to visit for some fan one on one. Community members are always excited to visit with Nikki & Dusty, see where they have been and find out where they are going next. It's always a fun evening of film, food and friendships.

STUDENT REPORTING LAB
2019 began with our new Student Reporting Lab moving full steam ahead. Students at Bowie Middle School in Odessa, Texas have continued to work hard on every rapid response project and have come a long way in creating their own workflow, learning to shoot, interview and edit their projects. One student (Angel Lujan) has also been accepted to New Tech High School thanks to his participation and passion in SRL and his dedication to becoming a digital producer.
BACK TO DOWNTON ABBEY

The phenomenon of Downton Abbey may never pass... The beloved PBS program will be a fan favorite forever, so when there was a movie announced, Basin PBS knew just what we had to do. We created a reason to buy out the house - movie house that is. For a small donation, guests had a seat to join Basin PBS at the Regal Movie Theatre, dressed in their Downton best to enjoy dinner and a movie. The evening brought people together in a way that only Downton can!

GONE COUNTRY

It was official Basin PBS went all out country in 2019 in connection with the Ken Burns documentary. We have to admit, while it was a lot of work, it sure was fun - and let’s face it, Texas does country!

We began our walk into the country music scene with our, now annual, fundraiser Main Street Live (MSL). MSL is essentially a street dance and block party for everyone! We closed down the street in front of the Basin PBS studio, set up tables and chairs, had food catered and brought in the band, Asleep at the Wheel (also featured in the Ken Burns documentary). While yes this was a fundraiser, we wanted to also keep it affordable for the every man. So while we of course had sponsors and major donors in action, we had plenty of room for the rest of the community. This was a huge success and again, a first for the community and we are already working hard on the concert for 2020.

We kept the country theme going when we hosted another night of country/bluegrass/folk music with Scott Kirby. For a donation, guests could come into the studio for a more intimate concert with Scott that included cocktails and heavy hors d’oeuvres. Scott Kirby brought his extensive and accomplished music to the Permian Basin and was well received. Kirby has played with names such as James Taylor and Carole King. And we are happy to announce that Kirby will also open for our 2020 MSL concert that will feature Marty Stuart, who was also featured in the Ken Burns documentary.

Basin PBS took country music even further by beginning production on what will become a local country music half hour program. We began by interviewing and shooting footage of local country music bands, collaborated with the Texas Tech Music Archives for some West Texas Country Music history and are continuing to edit the final program.
BASIN PBS CAFE SERIES
In 2018 Basin PBS received a grant that would effect the 2019 year with four events, quarterly, that would be diverse in topic and audience, we would call it the Basin PBS Cafe. No, it wasn't a time to come and sip coffee, but rather a time to come and feed your mind & curiosity, work with your hands and learn something you perhaps didn't already know. Events covered arts, science, health & nutrition plus a holiday craft Cafe. We were joined by a diverse group of families and couldn't be happier with the events, which will continue into the new year.

BASIN PBS PARTNER EVENTS
Basin PBS loves it’s partners! Together with community partner Wagner Noel Performing Arts Center, we hosted four additional events just for kids. Each event centered around a PBS character/program or a children’s book. Together we hosted well over 900 people - all families with small children. This has been such an amazing partnership and we are excited to continue to nurture it and our community families.

RIGHT AT SCHOOL, IN THE SUMMER
Basin PBS was approached by the Midland ISD partner Right at School to host a Day at Basin PBS. Right at School is a program that provides after-school enrichment for all local elementary campuses, district wide. We, of course, said YES! In one day during the students Summer break, Basin PBS, with some help from Marfa Public Radio, welcomed 300 Midland elementary students for a day that included a science project, learning about radio, story time, PBS KIDS programming and more! We loved being able to share our space, time & all the amazing PBS resources with these students and their incredible teachers.
COMMUNITY CONVERSATIONS

INDIE LENS POP-UP

2019 marked the 4th year of Basin PBS’ partnership with ITVS for 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.

This past season we brought together groups as never before to talk about topics such as the Opioid epidemic, keeping nursing students in town to work rural areas in need, improving the community relations with local fire and police by hosting a round table picnic and more.

The staff at Basin PBS are always a phone call or email away to help SRL students in any project they are working on. Recently a student was getting ready to interview a teacher, the staff member with Basin PBS recommend he put the microphone a little bit lower. She went on to tell him the reasons why this is important. Basin PBS has allowed these students to learn from professionals in a way fun and engaging way.

There has definitely been a positive impact on students. They are more aware of what’s going outside of Odessa. I hear them talking about political, social and educational issues. Unknowingly, they are becoming advocates for the issues they are passionate about. I truly believe the exposure to SRL has made a difference in each of their lives.

Sylvia Gonzalez
Campus Coordinator, Bowie Middle School & SRL Mentor
The Basin PBS Advisory Board provides a vehicle for effective community input to the station's governing body and to station management and staff regarding programming, community service and outreach activities along with policies that impact the specific needs of the community. Basin PBS highly values each member of it's community advisory board and thanks them for their service within the community.

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The revitalization of Basin PBS's new home at the Ritz Theatre in downtown Midland has transformed them into a stronger media outlet and community partner to us and the Permian Basin as a whole.

Wagner Noël Performing Arts Center hosts on average 190+ events a year and we often run into a challenge of having to make each of our events stand out against each other. Basin PBS has helped us create and host smaller pre-events that lead up to our larger event - this has made all of the difference to the success of these shows. These events are always free and open to the public and garner 100+ people in attendance. The partnership has provided us with a lot of good will for the community and brought ample awareness to the shows.

Basin PBS is great for our community and great for the media landscape. They are able to provide us with relevant underwriting opportunities and host events that bring our community together. We appreciate the work they do!

Ginny Van Doren
Marketing Director, Wagner Noel PAC