Basin PBS is a community-owned, non-profit station 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.

In 2020, Basin PBS provided these essential local services to our communities:

- 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 the sixth consecutive year.
- Basin PBS reached many diverse groups in 2020 by hosting or partnering different events & appealing to those of differing ages, socio-economic, education levels & interests.

Basin PBS' local services continues 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.

The Ellen Noel Art Museum is extremely grateful for its long and successful relationship with Basin PBS. From participation in our onsite Community Art Days, appearances with Clifford, the Big Red Dog to help promote our Little Free Libraries to screenings of wonderful programming such as “Little Women” and documentaries on Jazz and local travel, we are always happy to collaborate and be a community partner with this local treasure.

Annie Stanley
Educator, The Ellen Noel Art Museum
Basin PBS is dedicated to our West Texas communities as our goal is to inspire and educate both children and adults. 2020 was a pivotal year as Basin PBS stepped into a new era for the station. Basin PBS could finally create local programming to highlight what's important to the Permian Basin and what makes us unique.

As the nonprofit educational organization for the Permian Basin we focus on everything from music, arts, education and local public issues that are at the heart of everyone who lives here. On the air, on the ground or online, Basin PBS hopes to illuminate a wider world of knowledge and the possibilities that are presented to us all.

**FAMILY & EDUCATION**

Basin PBS participated in several community events that catered to local families and children, focusing on education for all.

**EARLY EDUCATION BREAKFAST**

Basin PBS invited stakeholders for a Pre-K readiness event which included school board members, educators and education agencies from around the Permian Basin. The event included breakfast and a preview of the roadmap required to reduce the statistics of Pre-K readiness in West Texas. The roadmap was presented by Texas native Maricella Borroel who is now the Director of Early Learning Solutions at PBS national.

**INDIE LENS POP-UP**

For the first time in our many years of participating in IndieLens Pop-Up, Basin PBS partnered with Montana PBS and took films into a local high school. Classes in Texas and Montana watched films and communicated with each other via the app FlipGrid, thereby broadening their view of events and knowledge presented in each film. This model proved very successful and had COVID not been introduced, is one we would have happily continued int 2021.

**AT HOME LEARNING**

When COVID-19 interrupted 2020, it interrupted everyone and everything, students in particular were affected when schools closed and they went to remote learning. Many schools had never had to do this, so it was new for everyone. Basin PBS, like many stations across the country sprang into action to deliver complimentary on-air and online materials to aid teachers and students alike in their studies. Basin PBS chose to follow a 12-hour schedule of At Home Learning and still continues on some level today. We were also luck enough to partner with Ector County ISD to better assist in delivery to Odessa students and faculty.
EL SUPER LECTOR DIGITAL SHORTS
With big thanks to XTO Energy for their support, Basin PBS was able to work with former teacher and author Adrian Vega to bring his children’s books to life. Following the Adventures of El Super Lector from month to month as he helped children all over to learn and love to read. Each episode, bound for YouTube and social media, include several songs and a read-aloud, read by El Super Lector himself. When posted online, Basin PBS included a PBS LearningMedia produced word find to further engage parents and their children. Moving forward we hope to revisit each book to also make it available in Spanish.

PBS KIDS 24/7
Basin PBS was excited to finally be able to utilize our second channel and offer the 24/7 PBS KIDS experience for our Permian Basin communities. On any given year it’s a great opportunity to offer our programming, but during a year of unprecedented changes, the timing couldn’t have been better. We were available online and off as of 2020 for everyone to enjoy and learn from. The programming, of course, is worth it’s weight in gold and we’re proud to make it available.

EVENT IN A BAG
With the introduction of an Education Director, Danielle, on staff, and COVID among us, our Basin PBS Cafe was transformed into an online event catering to children ages 3-6. Events were held for Halloween, Thanksgiving, Christmas and New Years. Each event consisted of a PBS KIDS episode, a craft, lead by our Education Director in a video. Danielle made connections with local child care facilities and invited them to share the events with parents. She pre-made craft bags that contained all the supplied needed for the online craft and made them available to child care partners as well as for pick up at the station. These have been a creative way for Basin PBS to reach more of those who are underserved within our community.
IN THE COMMUNITY
Basin PBS through partners & grants hosted some great events before & participated and hosted some local events that couldn’t have otherwise happened due to COVID.

PERMIAN BASIN GIVES
The Permian Basin is known for its generosity, strength and ability to bounce back. In 2020, the Permian Basin was hit hard, not only by the rise of the COVID pandemic, but also by the dramatic decline of the oil and gas industry. These two things created a perfect storm and yet non-profits continued to serve when our citizens needed it most. Basin PBS was proud to host and televise a day of giving telethon complete with online talent, panels and ways to give — all day long. It was a huge success, one that will continue with a second annual telethon in May of 2021.

BRIGHT BY TEXT
In 2020, Basin PBS was funded through a grant to work with Bright by Text. We make sure to share local events and educational outlets for parents from around the Permian Basin.

NON PROFIT SPOTLIGHT
As non-profits around the world began to suffer with the rise of COVID cases, Permian Basin non-profits were no different. Basin PBS, with the help of The Permian Basin Area Foundation, began creating and airing our Non-Profit Spotlight. Often, if you don’t need them, you don’t know about them. But as times and needs are constantly changing, the Basin PBS non-profit spotlight helps to keep our communities up-to-date and informed.

Basin PBS has been a tremendous community partner, especially in the time of COVID. When our arts agencies were unable to present their works in public settings, Basin PBS stepped in and worked with us on ways to film and broadcast events for our public. Some were streaming, some were broadcast, and many were a hybrid. It was a great benefit to our agencies, our community and Basin PBS, as we were able to help them expand their portfolio of local programming.

Randy Ham
Executive Director, Odessa Arts
ARTS THAT HEAL
Basin PBS partnered with Odessa Arts in a documentary to honor the shooting victims of August 31, 2019. Created by Randy Ham, Executive Director of Odessa Arts, this program was not only made as a memorial to honor the victims as well as introduce a memorial project, created by Jim Sanborn, coming to Odessa.

BE INSPIRED
Basin PBS partnered again with Odessa Arts to tell the story of the Odessa Spire, a public art piece created by Philadelphia artist Ray King. The piece serves as a beacon of hope to the city of Odessa. Taking five years to complete, the Spire was lit in Odessa on December 16, 2020.

NO PASSPORT REQUIRED
Thanks to a grant, Basin PBS was able to create a super fun and engaging experience for our local community centered around the program, No Passport Required. Basin PBS partnered with the West Texas Food Bank to host 4 cooking classes. Classes included Italian, Greek, Cajun and Pasture to Plate with a local rancher. Different local chefs were brought in to share talents, recipes, tips and tricks with those who attended, and an episode of No Passport Required was screened before each class. A fifth class was scheduled until the onset of COVID. This was such a popular undertaking that we hope to bring it back when it is safe.

STORYTELLING FESTIVAL
This year, Basin PBS got to host and be a part of the incredible 28 year long tradition of the Midland Storytelling Festival. Thanks to COVID the festival couldn’t host it’s usual in-person event, and Basin PBS was excited and happy to step in for the community. The festival aired three hours over two consecutive days and was host to virtual readings from storytellers from across the country. It was such fun and thanks to digital media is something everyone can continue to enjoy.
A GRADUATION, FAR FROM THE NORM
Thanks to COVID our high school seniors had a year far from what they expected, and graduation was far from normal. Virtual events for everyone, if you had one at all. At a time when parents what to celebrate and show off their graduating senior, it was impossible to do safely. Basin PBS didn’t want anyone to miss the valedictorian speeches from around the Permian Basin. We invited each school to record their Valedictorian giving their speech which we aired as one special program. Congratulations Class of 2020!

LOCAL PROGRAMMING
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.

MASK UP PERMIAN BASIN!
Basin PBS saw a need to remind everyone in our viewing area to mask up and remember why they wear a mask. In partnership with Odessa and Midland hospitals, Midland Health Department and the Midland Mayor’s Office, we created two local PSA’s to help drive the point home. We asked health officials and workers to share why they wore a mask and asked the question, “Why do you wear a mask?” It is for your parents, grandparents, children, co-workers or someone else? Let’s all do our part to stay healthy!

A MURAL FOR ALL
Through a grant, Basin PBS was able to put out the call for artists to submit proposals for a mural to be painted on the back wall of the station. After a review of those submitted, artist Jesse Melanson was selected. His piece is meant to signal how we are all the same, unity and together in one world. His art is now completed and will become the focal point at a later date of Art in the Alley. Art in the Alley will become an in-person series of events to focus on art in West Texas with events ranging from painters to musicians and everything in between.
HOLIDAY FUN FOR EVERYONE
COVID wasn't going to stop all the fun around the holidays, Basin PBS wasn't going to let it! First we had our now annual Main Street Unplugged Yuletide live program. Yuletide is a one-hour special featuring incredible local talent performing their favorite holiday songs. It's becoming a holiday staple!

Who doesn’t love to head to the theatre for the annual tradition of the Nutcracker? Hard to go this year, so Basin PBS partnered with Midland Festival Ballet, who worked incredibly hard to re-imagine the classic for an online/on-air COVID audience. Basin PBS aired the ballet to continue the beloved holiday tradition.

LET’S TALK ABOUT IT
Basin PBS was the place to be for community conversation and debate in 2020. We hosted the following LIVE town halls and debates and we aren't slowing down!

- We're Prepared: Keeping the Permian Basin Safe During COVID-19
- Back to School - In a Pandemic - LIVE Town Hall
- The Race for Odessa Mayor
- Midland ISD School Board Debate
- 11th Congressional District Debate
TIME TO GET UNPLUGGED
2020 was our first year of Main Street Unplugged, an hour long, quarterly music program that brings Texas singer/songwriters to our stage. We’ve hosted Scott Kirby, Davin James and the Texas legend Jody Nix... These programs brought viewers from around the country as we not only broadcast the show live on air but also on social media. As we move into 2021 it’s anyone’s guess who’ll take the stage next!

BASIN LIFE & ONE QUESTION
2020 also brought the first regular weekly programs also produced in-house.

Basin Life with Krista Escamilla is a lifestyle program. Krista has been on our local air for years and has a unique and loyal following. As she shares her upbeat and sunny attitude she also shares the happier more joyful side of life here in the Permian Basin.

One Question with Becky Ferguson is a little different. One Question is more of a news style show. Becky asks one question each week that hits home for everyone in the Permian Basin. She’s discussed everything from “Why Go Downtown?” to “Where Do Our Homeless Go For Help?” She shares the expert answers for West Texans directly from those who know.

Both programs have been approved for a second season.
BASIN PBS COMMUNITY ADVISORY BOARD MEMBERS

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 its community advisory board and thanks them for their service within the community.

Jan Artly
Roger Artly
Alba Austin
Tracy Austin
James Blakemore
Karmen Bryant
Mary Lou Cassidy
Derek Catsam
Adrianne Clifton
Marisol Chriesman
Bill Dingus
Gary Douglas
Renee Earls
Lee Anna Good
Andrea Goodson
Randy
Ham
Carla Holeva
Danny Holeva
Alan Kaup
Paul Kenworthy
Marion Kimberly
Elana Ladd
LaDouce Lambert
Janet Lawrence
Barbara Love
Joy Maraio
Cynthia Marshall
Carma-Lynn Muscroft
Meghan Paredes
Tom Parks
Renee Pocsik
Steve Pocsik
Jim Rhotenberry
Virginia Ruiz
Lynn Van Amburgh
Aubrey Waever
Emily Weinberg
Linda Wiest
Claire Woodcock

Basin PBS provides tremendous support and flexibility by distributing high quality programming that aligns to the learning needs for Ector County ISD students. In addition, Basin PBS creates real-world learning engagements for our students that will ultimately empower their life skills and future career pathways. Our partnership with Basin PBS is leading to innovative and novel initiatives that will enrich not only our district but the community as a whole.

Jason Osborne
Chief Innovation Officer