



2016 HIGHLIGHTS
LOCAL CONTENT & SERVICE REPORT



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"I was very impressed when Basin PBS worked with our Senior Education and Outreach Program Coordinator for McDonald Observatory University of Texas on a program; Ready Jet Go! Teaching kids and making science a fun part of children's lives is one of our most important responsibilities as adults."

- Lisa Gandy

Administrative Services Officer, McDonald Observatory

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.

LOCAL VALUE

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 viewing area covering Midland/Odessa, and the Trans-Pecos region of west Texas by broadcasting educational programs that promote and encourage life-long learning.

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

2016 KEY SERVICES

Basin PBS provided these essential local services to our communities:

Basin PBS focuses on education, families and communities and by offering engaging events, screenings and programming throughout the year that helped build community awareness on topical issues, by being a producing partner with ITVS for **Indie Lens Pop-Up**.

Basin PBS also hosted several community events in order to engage children and families through fun activities that were full of learning opportunities through historic characters, and documentary films like **Jackie Robinson**.

Basin PBS also continued to encourage STEM activities through **Ready Jet Go!** events that featured hands-on learning.

LOCAL IMPACT

Basin PBS' local services had a deep impact in the Permian Basin

Basin PBS may not be able to provide classrooms or textbooks in the traditional sense but we can and do provide On-Air, Online and on-the-ground educational materials and community events that help teach and improve the lives of those within our communities.

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

Basin PBS also provided and continues to provide resources like **PBS LearningMedia** to local schools to specifically impact the children of the Permian Basin.



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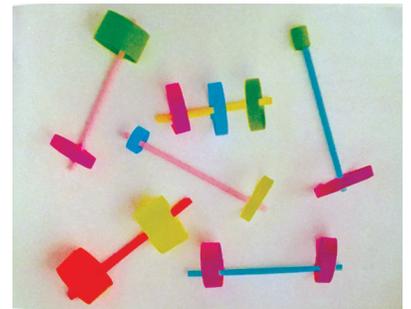
Basin PBS connects families of the Permian Basin with the types of thoughtful programs that expand your mind as a child, the documentaries that opened up new worlds to you as a student (at any age or level), the non-commercialized PBS news programs that keep you informed on world events and cultures and the exposure right in your own living room to the worlds of music, theater, dance and art as an adult.

Education and media, that's exactly what Basin PBS is. We are MORE than 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 FRIDAY

Since its inception, Basin PBS has been asked to kick off FAMILY FRIDAY. The first Friday each June belongs to us thanks to our community partner, Museum of the Southwest Children's Museum. This past June, Basin PBS brought "Stupendous Science" to the classroom for kids of ALL ages! Encouraging and inspiring thinking outside the box with marshmallow catapults, bubble towers, straw planes and balloon rocket races proved that the day was full of excitement and wonder.



HAMILTON'S AMERICA

Basin PBS hosted an in-person advance screening of **Hamilton's America** for West Texans to come and feed their need for Broadway performances. Many would never get to New York to see **Hamilton** and this not only gave them a peek into the show, but an inside look and backstage pass. Over 150 guests came for an evening of art and history. The evening began with an amazing LIVE performance by the Odessa College Music/Theatre students who performed the opening number to the Broadway show, a history lesson provided by University of Texas of the Permian Basin professor Chad Vanderford and of course an advance screening of **Hamilton's America**. We also took the opportunity to promote the launch of the PBS Arts Fall Festival during the evening.





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WESTERN PERSPECTIVE

In 2016 Basin PBS premiered its fifth episode in the **Western Perspective** series. This local program takes viewers on a journey through personal history, important landmarks and possibly the best beer this side of the border. **Western Perspective** showcases the creative side of this remote area of Texas. We hope to inspire friends and neighbors to learn more about this arid landscape that molds West Texans into the unique characters, artists and personalities that make up these wide open spaces. In this years episode local artists, ice sculptor and brewery were featured and were also present at an in-person advance screening event.



RITZ RENOVATIONS UNDERWAY

2016 marked a big step for this small station when renovations began on the historic Ritz Theatre in downtown Midland, the building that will become future home of Basin PBS. Built in the late 1920s, this space needed major renovations and it is finally getting it. When completed, the facade will take passersby's back to the 1950s. Once inside, our visitors will experience a modern television station. To keep our members up-to-date on where their *Capital Campaign* dollars are going, Basin PBS created an online video and photo diary chronicling the renovation week-by-week. Photos and videos can be found on the station website as well as social media platforms. A special hashtag was created for use during renovation, #renotheritz. Renovations are scheduled to be completed by late Fall of 2017.



BASIN PBS DIGITAL FIRST

In 2016 Basin PBS realized it needed to make big efforts to move towards digital content. As a small station, moving towards this area is large task. Staff has been working with PBS Digital Studios to pull together ideas, concepts, workflow and production plans so that by the Fall of 2017 Basin PBS can launch its first digital-only-series. The goal is not only to appeal to our local communities but to take a bit of West Texas around the world. This is what Basin PBS does best... opening windows to the world.



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READY JET GO!

In February 2016, Basin PBS introduced a new exploratory children's series **Ready Jet Go!** to the Permian Basin with several on-the-ground events. By partnering with the University of Texas McDonald Observatory in Ft. Davis, we were able to bring children hands-on fun they couldn't get anywhere else. Children around the Permian Basin came together for extended learning activities outside the classroom by working with robots, observing real sun spots, interactive learning games and more. These events concluded with a star party in partnership with the Blakemore Planetarium and the West Texas Astronomers. Who wouldn't want to watch **Ready Jet Go!** after all this fun!?



BRINGING KIDS & FAMILIES TOGETHER



In April 2016, kids from all over the Permian Basin gathered together with Basin PBS, Midland College Athletics Department and their baseball team for some good old fashion fun (and we added in a little history too.) A four-hour baseball clinic was held on a warm Saturday afternoon where baseball fans could come out and shag some flies, swing a bat, learn to slide and more. A partnership with Midland Junior Baseball helped spread the word. Following the clinic everyone met at the Martin Luther King Center for hot dogs and a screening of the documentry **Jackie Robinson**. The screening was followed by a panel discussion which included Texas Civil Rights Project Director and local Black Chamber President. Overall the goal was to teach kids about the history of one of the great baseball players along with civil rights, racial, social and economic justice.

THE POWER TO VOTE

Historically, voter turnout in the Permian Basin is low. Basin PBS engaged our audience with the encouraging message from the *VOCES* documentary, **Willie Velásquez: Your Vote is Your Voice**. With a two-day, two-city event before the last day to register to vote, Basin PBS hoped to spark local civic duty. Partnering with Midland League of Women Voters, Hispanic Cultural Center of Midland and Ector County Library along with local food trucks vendors of both communities. Over 100 were in attendance with 40 individuals registering to vote.





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COMMUNITY DRIVEN CONVERSATIONS

For the third year Basin PBS continued hosting local screening events. As a producing partner in *ITVS's Indie Lens Pop-Up*, these events allowed the station to reach our members like nothing else. Basin PBS is able to connect with different groups within our viewing areas, as well as a variety of new community partners. Basin PBS' impact is valuable, meaningful and progressive thanks, in part to, strong local community partnerships, old and new.

Each screening event is carefully planned so that community members and partners gain as much insight into the topic as possible. Not only do we strive to give educational information for each topic, but we also promote local organizations and resources to those in attendance for additional information.

Over the past three years, Basin PBS has engaged hundreds of West Texans at our local screening events this is yet another way we are helping build strong community connections. Basin PBS is proud to offer *Indie Lens Pop-Up* to Permian Basin and we look forward to many more years of partnership with *ITVS*.



"The *Indie Lens Pop-Up* screenings offer a unique opportunity to bring more of the outside world to an isolated region of our state. Not only are screenings like "*The Bad Kids*," for example, worthwhile and emotionally-charged viewings, but also provide a thought-provoking setting to discuss and flesh out issues and responses to those issues. These screenings, especially in places like the Permian Basin, allow our local community to see and think about things in a new light while at the same time realizing how appropriate it is for us to be having a proactive discussion about these same topics."

- Eliseo Elizondo,
Executive Director, Communities in Schools



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Balloon rocket races were a favorite for kids of all ages at Family Friday. Who's balloon is going to win? How can you design them to go faster?



Odessa College Theatre & Music students opened our **Hamilton** event by performing the opening number from the musical.

"I love the family-friendly programs Basin PBS provides! Our daughter enjoys the educational and engaging shows for children in the morning -- *Daniel Tiger* and *Thomas the Train* are two of her favorites. My husband and I enjoy the in-depth newscast in the evening. Basin PBS has something for everyone in our family, and the programs never loose focus on expanding our minds."

- Shelby Landgraf,
Community advocate and freelance journalist



Baseball fans line up to practice pitching with the Midland College Athletics at their side at **Jackie Robinson Day**.

Through the creation and acquisition of programs and by leveraging it's multiple media assets, strategic partnerships and community outreach and engagement, Basin PBS delivers content that makes people think, feel and explore new ideas.

Basin PBS' on-air and community programs reflect the value West Texans place on family, the power of life-long learning, the importance of community service and civic participation.

For information on this report or Basin PBS please call 432-563-5728