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2017 HIGHLIGHTS

LOCAL CONTENT & SERVICE REPORT



2017 LOCAL CONTENT & SERVICE REPORT



"Basin PBS is a great resource for all ages. It continues to grow and evolve with the people it supports by bringing exciting relevant programming to our community. Basin PBS reaches beyond the screen into the lives of adults and children to engage them with exciting learning opportunities and supports the services and programming of our local nonprofits through partnership and collaboration."

- Autumn Vest

Executive Director, Midland Shared Spaces

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 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.

2017 KEY SERVICES

In 2017, 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 fourth year in a row.

Basin PBS participated in several family oriented community events that focused on post-secondary education, nutrition, well-being, education of pre-k children and more.

LOCAL IMPACT

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.



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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 and more.

See/Si MC offered a partnership with a Midland Community College to showcase post-secondary education for 0-99 year olds targeting minorities, females and low income individuals. Over 1500 were in attendance. This the 3rd time Basin PBS has been invited to participate and promote education in this biannual event.

Sibley Nature Center invited Basin PBS to present nature conservancy programs and material during their open house. Over 50 individuals were present.

Midland YMCA included Basin PBS in their Healthy Living Family Fair. More than 100 children and their parents were invited to experience booths focused on nutrition, exercise and wellbeing. Basin PBS proudly provided PBS Kids learning activities.

Midland RockHounds baseball team invited Basin PBS to address more than 2000 children of the Permian Basin who were bused in to participate in well-being and cultural initiatives in the community. Bob the Builder made an appearance and encouraged children to be more active.



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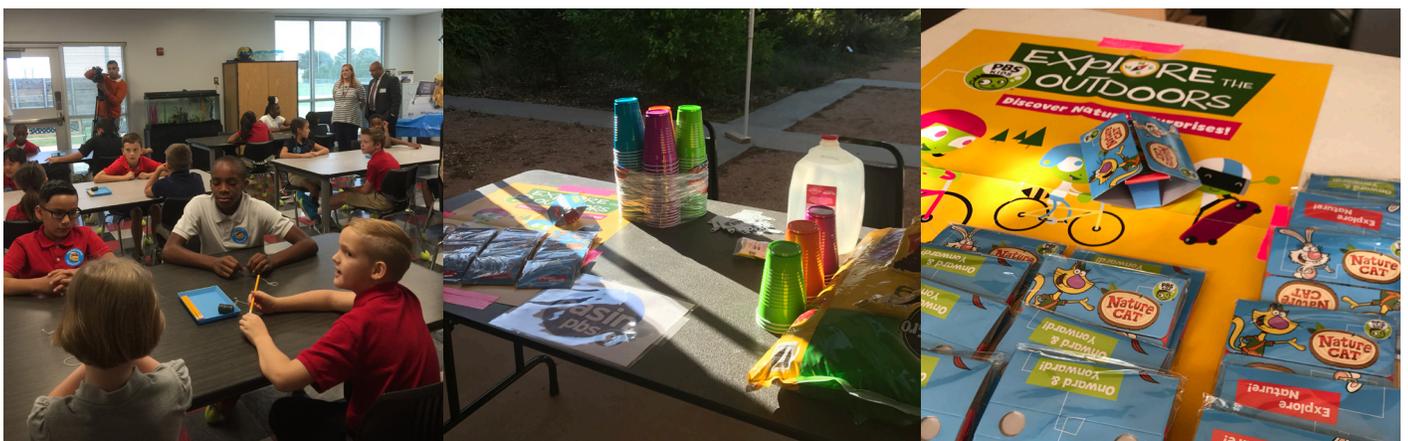
University of Texas of the Permian Basin First 5 asked Basin PBS to partner in their graduation of Pre-K under-served students and their parents entering formal education system. There were 85 graduates all of whom received diplomas by their favorite monkey, Curious George.

Educate Midland invited Basin PBS to distribute material dealing with the education of Pre-K to 12. This event was open and free to community with over 50 families in attendance.

Boys&Girls/First5/Basin PBS partnership brought these three non-profits together for a Children's Festival targeting under-served children going back to school and focused on education. Basin PBS distributed PBS Kids Playtime Pads, given as door prizes, to encourage at-home learning. Four PBS Kids characters made an appearance at event with over 400 children and their families in attendance.

Midland Boys and Girls Club invited Basin PBS to participate in their Back to School Bash with over 300 under-served/underprivileged children in our community in attendance. Basin PBS was the only non-profit entity invited to participate. Basin PBS provided games and activities promoting PBS educational programs.

Durham Children's Museum/Explore the Outdoors Basin PBS partnered with the Durham Children's Museum to present Explore the Outdoors in conjunction with other partners such as the Midland Police Department who explored safety. With over 200 children in attendance it was a success.





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BASIN PBS SUMMER OF ADVENTURE

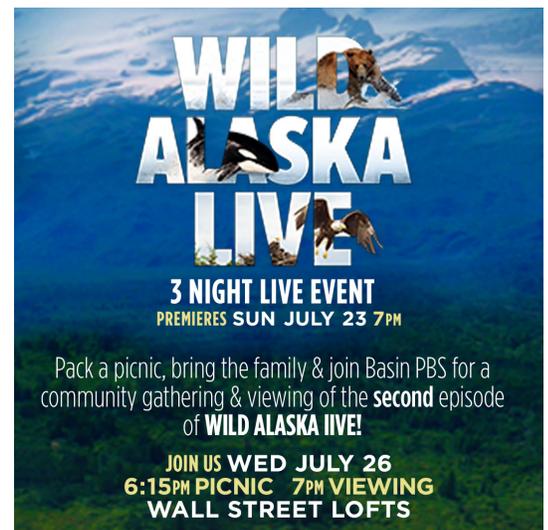
THE BIG PACIFIC AWAITS

Basin PBS kicked off the summer with a screening event for Big Pacific. We partnered with a local school and sponsor for some wide open space to get a feel for the big blue ocean! No ocean experience is complete without a few fish and a shark or two! Guests enjoyed taking selfies with the shark, some light snacks and of course a screening of Big Pacific.



WILD ALASKA & A PICNIC

In July 2017, Basin PBS continued the Summer of Adventure when we hosted up a public event to bring your own picnic and eat by the pool complete with a screening of Wild Alaska Live. In the hot West Texas summer, nothing sounds better than sitting by the pool with friends and neighbors. And who doesn't want to see the incredible wild life that exists in Alaska without having to buy a ticket to get there? Isn't that just like PBS to give you a first class ticket across the country for a spectacular view.



LET'S GO HAVANA

The fun continued in July when we brought a taste of Havana to the Permian Basin. The community was encouraged to visit a land that's been off limits for decades, without packing a single bag. The event began with a reception complete with a salsa dancing demonstration, chips and salsa, a mojito tasting and real Cuban cigars. All this decadence was followed by a screening of Weekend in Havana to get a taste of the real thing.





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ANGLOPHILES UNITE

January and September 2017 brought out the Anglophile in all of us. Starting the year with a screening of the much anticipated new Masterpiece drama, Victoria, Basin PBS hosted the tea party to end all tea parties. The community was excited and it showed in the sheer number who attended the event. Then in September we brought out the PBS hunk Poldark. The love story adored by so many was also met with a screening and good numbers of those in attendance. Both events brought catered sweets and treats, incredible sponsorship opportunities and community support.

THE VIETNAM WAR

In September 2017, Basin PBS was honored to present multiple screening events for Ken Burns Vietnam War. We chose to host one in Midland and then go out into our broader viewing area to Alpine and Big Spring. All three communities were welcoming and joined us in number. Thanks to local community partners such as Midland and Howard College and the Fort Davis County Library we had successful screenings and honored our veterans.



TWO FOR THE ROAD

In February 2017, Basin PBS was so excited to premiere a program locally, that is created, produced and hosted by two of our own. Nikki and Dusty Green from program, Two For The Road, were generous with their time and allowed Basin PBS to host not just 1 screening of their new show, but 2! One, a private event for our major donors and another, open to the public. These two couldn't have brought more smiles to the faces of everyone they came in contact with - including our staff.



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COMMUNITY DRIVEN CONVERSATIONS

For the fourth year in a row, Basin PBS is 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 has engaged hundreds of West Texans over the past year at these screening events helping to build community connections.

"Basin PBS serves everyone in our community. All ages benefit from the positive impact of Basin PBS with their educational, inspiring and entertaining programs. I do believe Basin PBS chooses programs that have a positive impact on our quality of life. Basin PBS has the best interests for our community. Thank you Basin PBS and Thank you Basin PBS supporters, we are in this together."

- Ginger Campbell-Erwin,
Viewer





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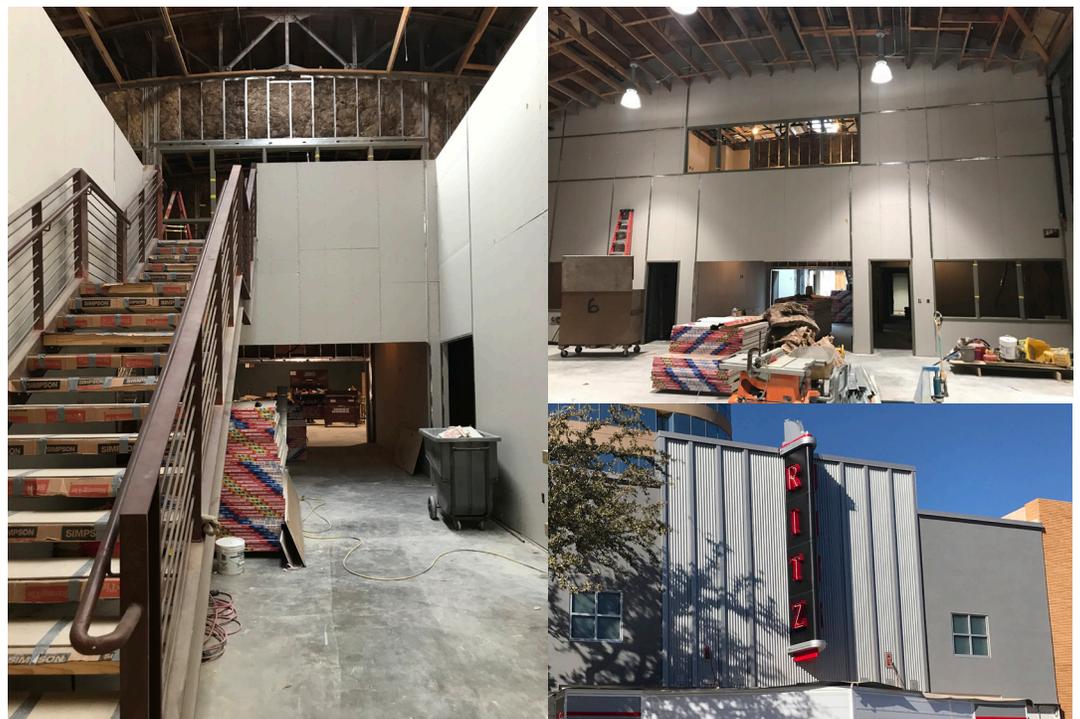
BUILDING COMMUNITY PARTNERSHIPS

Building community partnerships is important for a small station like Basin PBS. That's why Basin PBS was so proud to be able to donate several PBS KIDS Playtime Pads to local community partners such as the Odessa Crisis Center and Casa de Amigos of Midland. Both organizations service local underserved families and those in need and were thrilled to have this little educational extra.



RITZ RENOVATIONS ALMOST COMPLETE

2017 has been a big year as our new station building is nearly complete! Basin PBS has been without a permanent home for most of its existence and this new home, puts us right in the heart of the community - and there's not place like home. By fall 2018, we should be moved in and hosting events and we couldn't be more excited. All year, and throughout the renovations, Basin PBS has kept its donors and viewers in the know - posting photos and videos of the process so they can see, just where their dollars are going. Images are posted on the station website at www.basinpbs.org and on the station's Facebook page. Basin PBS is so grateful for our viewing communities and thank them for their continued support.





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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 it's community advisory board and thanks them for their service within the community.

Feliz Abalos
Tracy Austin
Reece Bivens
James Blakemore
Elena Ladd
Derek Catsam
Adrienne Clifton
Bill Dingus
Gary Douglas
Renee Earls
Lee Anna Good

Andrea Goodson
Randy Ham
Danny Holeva
Alan Kaup
Paul Kenworthy
LaDoyce Lambert
Janet Lawrence
Joy Maraio
Carma-Lynn Muscroft
Karen Nicolson
Claire Nelson

Jim Rhotenberry
Sarana Saveage
Kathy Swindler
John Trischitti
Lynn VanAmburg
Emily Weinbery
Cookie Wetendorf
Linda Wiest
Claire Woodcock - Chair



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"Our family loves Basin PBS!! Not only the stellar on-air programming that showcases shows for all ages but the community outreach programs like IndieLens Pop-Up. These events give us a deeper look into not only the struggles we face as a society but also the strength we have."

- Carma-Lynn Muscroft,
Viewer, Volunteer & Community Advisory Board Member