



2023 HIGHLIGHTS  
LOCAL CONTENT & SERVICE REPORT

# basin 2023 LOCAL CONTENT & SERVICE REPORT



Basin PBS has been such an integral part of the arts & culture community across the Permian Basin. Not only do they provide quality programming for everyone, but they go out into the community and create ways to engage their viewers in meaningful ways beyond the screen.

Randy Ham  
Executive Director, Odessa Arts

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.



## 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.



## 2023 KEY SERVICES

**In 2023, 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 seventh consecutive year.

Basin PBS reached many diverse groups in 2023 by hosting or partnering different events & appealing to those of differing ages, socio-economic, education levels & interests.



## 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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Basin PBS is dedicated to our West Texas communities as our goal is to inspire and educate both children and adults. In 2023, Basin PBS continued to create local programming to highlight important topics to the Permian Basin communities and what makes us unique.

As a non-profit educational organization in 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.

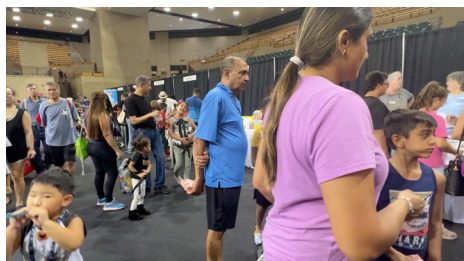
## FAMILY & EDUCATION

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



### BACK TO SCHOOL FESTIVAL

Basin PBS hosted our annual Back to School Festival in August. We hosted over 30 local non-profit and support organizations who were set up to help get kids ready to go back to school. Families were invited to visit booths for information and a goodie or two. The resource fair also included a magician, back to school photos, hair cuts and live entertainment from the Midland Storytellers. There was even a special appearance from Zadie from “Work it Out Wombats!” Plus the first 200 kids also received a backpack from ATMOS Energy!



### INTERSESSION CAMP

With the new school year came intercession which means intercession camp! We continued to provide opportunities to support student learning and academic growth. For parents with students who do not have to attend intercession, Basin PBS offered a camp to fill their minds with fun, educational activities, centered around PBS KIDS programming. Camp covered the same time frame as school, Monday through Thursday of the intercession week. Intercession camp was free to families, plus provided breakfast and lunch thanks to the support of the school.



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## TEACHER APPRECIATION

Basin PBS Education spent several days with our favorite Nature Cat, visiting middle schools in Midland & Odessa. With a snack cart and warm hearts, we shared our thanks with local teachers!



## IN THE COMMUNITY

Basin PBS through partners & grants hosted some amazing events in 2023!

### BASIN PBS KIDS ZONE AT MIDLAND INTERNATIONAL AIR & SPACE PORT

In 2023, Basin PBS launched our Basin PBS KIDS Zone at the Midland International Air & Space Port! It's right across from the Southwest Airlines gates and perfect for families with littles. There's a theme throughout that they might just be familiar with too. Daniel Tiger's Neighborhood! Complete with a big yellow couch, iPad station, busy board and free little library it's the perfect spot to let kids be kids while you wait for your flight. They can even take a book for the road. We are so grateful for the support of the airport and sponsor Permian Resources.



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## MAIN STREET LIVE

Our annual fundraiser Main Street Live continued in 2023 and was bigger and better than ever. Fans were able to see and hear Texas Swing icon Jody Nix and popular up and comer Randy Rogers Band. Live & silent auctions were hosted, and dinner was offered for sponsored tables.



## WEST TEXAS HERITAGE FESTIVAL

Basin PBS invited everyone in the Permian Basin community to Centennial Park Midland for a day filled with cultural richness, artistic expressions, and diverse traditions. The festival was open to the public all afternoon and was followed by a spectacular free concert by Los Lonely Boys.



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## CROSSWALK MUSICAL

We had a little bit of fun in Midland and Odessa by performing a Crosswalk Musical! A song from “The Little Mermaid” was performed by volunteers for passersby in both cities. A feast for the ears and eyes provided ample opportunity to wave, smile and generally brighten the day of those driving by. It was definitely out of the ordinary and worth every minute.



## COMMUNITY PARTNER EVENTS

Basin PBS was excited to be able to get out into our great big viewing area in even more ways in 2023. We participated in events like Christmas at the Horseshoe for the third year where we hosted a booth, giving away information on Basin PBS and Basin PBS KIDS. We also spent time at the corporate offices of Chevron for a community event that brought local non-profits together for their huge number of employees. We participated in the SHARE WALK for Autism with a booth. The fun continued with our favorite Big Red Dog, Clifford for a holiday treat at Starbright Casitas in Odessa. A chilly night of holiday fun and PBS KIDS!



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## NON-PROFIT SPOTLIGHT

Basin PBS is honored to present our monthly Non-profit Spotlights! 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. We're happy that we've been able to continue this service.

## ROSS FEST

Basin PBS was excited to be able to bring Ross Fest back for a second year. People of the Permian Basin are clearly BIG fans. This year we offered 3 sessions over 2 days and they were all sold out! Painting instruction was once again lead by our certified Ross instructor. Two sessions were open to families (ages 13+) and one was adults only (21+) and included local food trucks. We also hosted a Bob Ross look-alike contest. And just like the first year, everyone who participated walked out with a painting they were proud of!



Basin PBS has proven to be an excellent resource for expanding awareness about programs for the Midland Storytelling Festival. We have come to rely upon the professionalism of the production staff to provide services that are in sync with our creative vision and, the end result has always been something we are very proud of.

Sue Roseberry  
Executive Director, Midland Storytelling Festival

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## MOVIES IN THE PARK

Basin PBS, in partnership with Centennial Park, wanted to support our community of growing families and children with an entertaining and engaging event to make for one fun summer! We love some good ole outdoor family fun! Movies in the park were hosted every 1st and 3rd Thursday in June and July. Movies were family friendly, and families were encouraged to bring a picnic, blankets or lawn chairs and enjoy a movie under our bright West Texas Sky! Concessions, which included popcorn, pickles and water, were provided to families.



## INDEPENDENT LENS

Basin PBS continued its partnership with Independent Lens hosting IndieLens Pop-Up events in 2023. We hosted four in-person events with panels and they included recorded videos to enhance the discussion. We love this series of events as it brings different parts of the community together to discuss topics that they wouldn't ordinarily talk about.

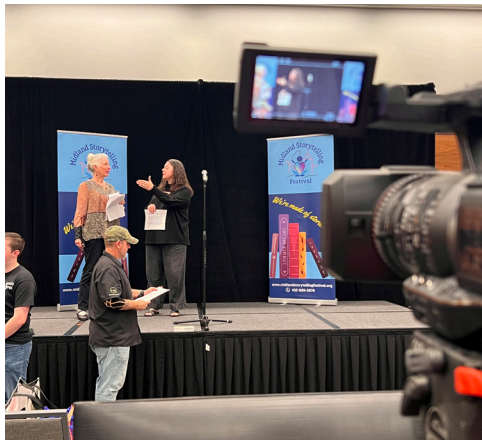




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## LOCAL PROGRAMMING

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.



## STORYTELLING FESTIVAL

In 2023, Basin PBS produced the Midland Storytelling Festival. Viewers could tune-in for the LIVE production to hear master tellers along with the winners of the Youth Storytelling Contest! These were stories that were guaranteed to warm your heart, tickle your funny bone and inspire you. This has become one of our favorite traditions!



## ONE QUESTION

One Question continued in 2023 with 3 specials:

- Chef Graham Elliott
- Emmitt Smith
- Chef Alejandro Barrientas

Becky Ferguson has a gift, and One Question makes it shine! Each guest is well researched, interviewed flawlessly and edited to perfection.

We can't wait to see who Becky interviews next!



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## COMMUNITY TOWN HALLS/DEBATES

Basin PBS has become the place to turn to for community conversation and debate. We continued this tradition in 2023. We hosted the following LIVE town halls and are already preparing for more!

- ECISD School Bond Town Hall
- Supporting Seniors Town Hall
- Exploring Autism in West Texas Town Hall
- Midland Mayor & City Manager Town Hall
- Forum on Hogan Park
- District 4 Town Hall



## MONAHANS: LITTLE CITY, BIG STORIES

Ward County has an interesting past. What brought people to the area is as diverse as the people themselves. From the Butterfield Overland Mail using the Emigrant's Crossing of the Pecos River, to the farming, ranching and cotton planting – all these things became vital to the prosperity of the area. In this Basin PBS original 4-part series, "Monahans: Little City Big Stories," we took viewers through an early journey of the twists and turns and that make up this unique community.



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## MUSIC FOR THE MASSES

In 2023 Basin PBS continued their partnership with the West Texas Jazz Society to produce incredibly entertaining and educational music programs such as “BeBop to Hip-Hop: A Musical Journey.” The players are the same, but the songs always change and it’s always entertaining and educational for all!



## TIME TO GET UNPLUGGED

Main Street Unplugged, the quarterly Basin PBS music program, has always found a way to bring local, regional and sometimes national musicians to our viewers. In 2023, Basin PBS hosted talent like Erica Lane.

## AN EVENING WITH STEPHANIE URBINA JONES

Basin PBS brought in Stephanie Urbina Jones and the Honky Tonk Mariachi for a special one night concert to celebrate Hispanic Heritage Month. The Texas native combines country and mariachi rhythms for a most exciting show!



## BRING ON THE HOLIDAYS!

Basin PBS did the holidays right with our annual episode of Main Street Unplugged Yuletide! In 2023 we brought in all the local talent to dazzle our Permian Basin communities.

Basin PBS also continued its multi-channel membership campaign that began with pledge and continued through the end of the year. We not only reached our viewing audience on-air but across all channels from direct mail to social and everything in between.



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## DIGITAL

Basin PBS had several opportunities to create digital first or digital only assets. Looking to meet people where they are, these were a good start.

### PLAN YOUR STAYCATION

With a grant from the Arts Council of Midland our Staycation campaign was shifted to spotlight the city of Midland. Money is still tight, and sticking close to home is a great idea. People think there's nothing to do, but we are showing them that's just not true! Basin PBS produced quarterly vignettes showcasing local places of interest and hotels to visit.



### ARTS IN EDUCATION

With a grant from the Odessa Arts Council Basin PBS began a new campaign to spotlight the incredible art programs that are within the education systems of Odessa.

### FACES OF WEST TEXAS

In this special digital series, we take you to look at a few people and places that you might not normally think about. Discover how they got where they are, why they do it and what inspires them. FACES OF WEST TEXAS is a short video series created by Basin PBS and made possible with a grant from WETA in affiliation with ICONIC AMERICA. Funding for ICONIC AMERICA is provided by The Zohar Ben-Dov Family through the Luminescence Foundation.



## **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.

### **MIDLAND**

Jan Artley  
Karmen Bryant  
Trevor Hawes  
Carla Holeva  
Carma-Lynn Muscroft

### **ODESSA**

Randy Ham - Chair  
Paul Kenworthy

“The partnership between Ector County ISD and Basin PBS serves as a vital support for our community. In the face of COVID-19 challenges, our collaboration played a pivotal role in delivering accessible Online education, integrating PBS KIDS into ECISD’s curriculum for engaging content.

Basin PBS’s exceptional commitment shone through daily Online lessons from kindergarten to twelfth grade. This not only maintained academic continuity but also eased challenges associated with the sudden shift to remote learning. Initiatives like the spotlight on Art in Education and collaborative town halls have provided platforms for meaningful and crucial discussions. In essence, this partnership transcends conventional educational support, acting as a dynamic force addressing immediate challenges and contributing to the long-term educational enrichment of the Permian Basin community.

The diverse programs and collaborative efforts underscore a commitment to the holistic development of our community members, leaving a lasting and positive impact on education in the region. ECISD is proud to partner with Basin PBS; we do this work together.”

Dr. Scott Muri  
Superintendent of Schools, Ector County ISD