

April 1, 2024 – March 31, 2025
ANNUAL EEO PUBLIC FILE REPORT

KPBT TV

Station: KPBT TV (Basin PBS)
Community of License: Odessa,
TX

Reporting Period: April 1, 2024 –
March 31, 2025

No. of Full-time Employees: 8
Small Market Exemption: Yes

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
8/1/2024	Development Director	Non Profit Management Center job site
10/21/2024	Education Director	Social Media
2/3/2025	Production Manager	Social Media

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 10

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Non Profit Management Center	3
Indeed.com	1
Word of Mouth	4
Social Media	2

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INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Outreach Activities during this reporting period:

Interns:

KPBT-TV utilized a large number of volunteers in this latest reporting period. Reaching out to high-school students to fulfill “scholar hours” (hours needed in their area of interest to gain points toward a scholarship). Total count: 32 – all from High Schools including Young Women’s Leadership Academy, Legacy High School, Midland High School and Midland High School.

Volunteer interns used around the Television Station learning the basic make-up of our Station and performing duties in various departments – 10.

KPBT also identified volunteer interns (minors) who are on Parole and needed Community Service Hours. We utilized 3 with a total of 19 hours.

KPBT-TV also hosted Students in Philanthropy for 2 separate events during this reporting period. Students in Philanthropy are high school students from various schools in our Community who provide grants to non-profit organizations that serve kids. These students spent 2 days at KPBT-TV learning about our educational initiatives and also learned how to produce content using students as writers, editors, camera operators, directors and on air talent. We trained a total of 15 students from Midland High School, Legacy High School and Greenwood High School.

Permian Basin Nonprofit Management Center

The Non-Profit Management Center job site continues to be the premiere site for posting positions in the Non-Profit sector. KPBT-TV’s Development Director is currently in a 9 month course learning the processes of a non-profit including everything from budgeting to fundraising (title of course is NELC – Nonprofit Executive Leadership Certification). In addition, several staff members attended various lunch and learns on topics related to social media and digital advertising.

The Education Director and Development Director attended a virtual workshop on Public Media 101 – teaching about how public media works, including FCC rules and regulations.

The Development Director along with the Creative Director, attended a virtual workshop on Underwriting policies for PBS.

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NETA/CPB

The General Manager of KPBT attended several virtual sessions on topics ranging from education, local content and small station fundraising.

PBS

Employees spent time attending various Texas PBS conferences related to their job description including digital first and local content creation.

KPBT-TV also provided station personnel with sexual harassment online training which was completed in August of 2024 for all employees.

KPBT ran a monthly Non-Profit Spotlight highlighting various Non-Profits in our DMA. These Non-Profits were given a 1:00 vignette where they could talk about job openings, volunteerism and general mission statement that ran on KPBT TV.

KPBT-TV also had several Town Hall/Forums for our Community discussing such things as Teen Suicide and Mental Health, State of Oil & Gas for our area, School Bond information and debates centered around Midland and Odessa candidates for Mayor, City Council and other offices. Debates were held in October of 2024 – 6 debates over 1 week. The State of Oil & Gas ran in March of 2025 and Teen Suicide/Mental Health ran in May of 2024. KPBT-TV also produced and aired the Permian Basin Gives Telethon in May of 2024 highlighting non-profits in our area and their message.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
BasinPBS (Linked In & all social media)	Y	203 N. Main Street Midland, TX 79701	Alyson Trevino	atrevino@basinpbs.org/432-934.6722
Non Profit Management Center	Y	3500 N. A St., Suite 2300 Midland, TX 79705	Sarah Marler	432.570.7971 smarler@nmc-pb.org
Indeed	N			Indeed.com

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* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.