

basin  PBS

# IMPACT REPORT

# 2025



**WHERE  
COMMUNITY  
MATTERS**

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“ When I joined the Basin PBS board last fall, I did so because I was passionate about the benefits public, accessible, educational content can have on future generations. While that passion remains strong, I have been continually impressed by Basin PBS’s role in the Permian Basin community beyond traditional TV programming. From hosting local election debates to organizing a Halloween costume drive, it’s clear to me more than ever that local stations like Basin PBS are so much more than a TV channel. Despite the loss of federal funding, Basin PBS has persevered and continues its unwavering commitment to the local community. I cannot wait to see what we accomplish together in 2026 and beyond!”

— Joseph Martini - Basin PBS Board Member

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# 2025

## LOCAL VALUE

Serving West Texas Communities

Lifelong Learning

Connecting Local Voices

Community Conversations

## 2025 KEY SERVICES

Education & Families

Screenings & Events

Indie Lens Pop-Up Partner

Engaging Local Issues

## LOCAL IMPACT

On-Air, Online & In-Person

Community Engagement

Opening Conversations

Connecting & Inspiring



# 2025 IMPACT REPORT

## EDUCATION

Basin PBS hosted and participated in events that supported local families and children, with a strong focus on accessible, community-based learning.

### BACK TO SCHOOL FESTIVAL



Basin PBS hosted our annual Back to School Festival in August. We hosted roughly 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 the Midland Storytellers. Plus the first 200 kids also received a backpack from ATMOS Energy!

### QUARTERLY EVENTS



In 2025, the Basin PBS Education Department strengthened its commitment to early learning by hosting quarterly, family-friendly events that combined fun with meaningful educational experiences. From Saturday Spooktacular to Festival of Fall: A Season of Sharing and the Snow Globe event, each gathering featured a PBS KIDS episode, hands-on crafts, and engaging activities designed to support school readiness and family connection—bringing West Texas families together to learn, create, and grow.

### TEACHER APPRECIATION



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

### STUDENTS IN PHILANTHROPY



In 2025, Basin PBS welcomed Students in Philanthropy (SIP) for a hands-on experience inside a working television station. High school students collaborated with staff to write, direct, film, and appear in original spots that later aired on television and digital platforms. The program provided real-world production experience and valuable career exposure for West Texas students.

# 2025 IMPACT REPORT

## EDUCATION CONTINUED

### 2025 EDUCATION EVENTS, ACTIVITIES & PARTNERSHIPS

2025 Partnership events

Project literacy

Roll & Read

Celebration of the Arts

Casa de Amigos Summer Camp

Back to School Festival

STEAM Fest

ECISD new teacher reception

Teacher's Appreciation Week

Burnett Academy Workshop

Summer Reading Program Kick-off -

Midland County Library

Odessa YMCA Class

Star Spangled Salute

Centennial Park Field Day

Museum Of The Southwest Family Friday

ConocoPhillips - Bring The Future To Work

Fly Into Fall-Midland Airpark

Septemberfest

Party In the Park

Project Literacy-Bowie Fine Arts Academy

Chalk The Block

Trinity School Trunk or Treat



In 2025, the Basin PBS Education Department joined families at Septemberfest at the Museum of the Southwest, hosting a booth filled with kid-friendly, hands-on activities. Through creative crafts and interactive learning experiences, the team connected with children and parents while sharing educational resources that support early learning—extending Basin PBS’s community presence beyond the screen and into the heart of local celebrations.

“We are so thankful for our partnership with Basin PBS and their support in filming and broadcasting Midland Chamber signature events. Their team is not only talented and reliable, but also genuinely collaborative, which makes working with them a great experience. Their efforts help extend the impact of our programming far beyond the event itself.”

Alayne Paulson

Vice President of Chamber Relations - Midland Chamber of Commerce

# 2025 IMPACT REPORT

## PRODUCTION

Basin PBS created and collaborated on local productions that highlighted regional stories, civic engagement, and cultural experiences across the Permian Basin.

### DEBATES & TOWN HALLS



Basin PBS has become the place to turn to for community conversation and debate. We continued this tradition in 2025. We hosted the following LIVE town halls & debates that focused on needs and important topics of the region.

- PBS Town Hall
- MC/OC Bond Town Hall
- Civility Town Hall
- Voices that Matter: Teen Town Hall
- Midland City Council District 3 Debate
- Midland Mayoral Debate

One Question engages the community by exploring timely topics through thoughtful conversations with local leaders and experts. Each episode provides insight, encourages dialogue, and helps viewers better understand the issues shaping life in the Permian Basin.

- Special Texas Legislative Episode
- Permian Basin Behavioral Health Center
- Financial Crisis in Public Schools

### ONE QUESTION



### MIDLAND CHAMBER EVENTS



In 2025, the Basin PBS Production team partnered with the Midland Chamber of Commerce to document and broadcast cornerstone civic events, including State of Education, State of Midland, the Chamber's Annual Awards Dinner, and State of Oil and Gas. By capturing and sharing these important conversations, Basin PBS expanded public access to community leadership, economic insight, and regional priorities—strengthening informed engagement across the Permian Basin.

- State of Education
- State of Midland
- Annual Awards
- State of Oil & Gas

# 2025 IMPACT REPORT

## PRODUCTION

Basin PBS created and collaborated on local productions that highlighted regional stories, civic engagement, and cultural experiences across the Permian Basin.

### STORYTELLING FESTIVAL



Basin PBS proudly continued its partnership with the Midland Storytelling Festival, producing another season that celebrated the art of storytelling in West Texas. Viewers tuned in to the live broadcast to experience performances from master storytellers alongside talented winners of the Youth Storytelling Contest. Filled with humor, heart, and inspiration, the festival remains a cherished community tradition and a highlight of our local programming.

In 2025, Basin PBS took a step back in time to bring the Permian Basin communities, Christmas on Main Street. Filling the studio with songs of old. Hoping to bring back a feeling of family, community and togetherness.

### CHRISTMAS ON MAIN STREET



In 2025, Basin PBS worked alongside the West Texas Jazz Society to capture and produce BeBop to Hip-Hop: A Musical Journey. The program blends live performance and educational storytelling, highlighting local musicians and tracing the musical influences that connect jazz to hip-hop.

### WEST TEXAS JAZZ SOCIETY



In 2025, the Basin PBS production team produced a documentary spotlighting the West Texas Food Bank, sharing the powerful stories behind its mission to fight hunger across the region. Through thoughtful, on-the-ground storytelling, the film highlighted the strength of community partnerships and the resilience of West Texans working to care for their neighbors.

### DOCUMENTARIES



# 2025 IMPACT REPORT

## COMMUNITY ENGAGEMENT

Basin PBS participated in and hosted gatherings that brought West Texas families together for connection, conversation, and shared experiences.

### NON-PROFIT SPOTLIGHT



Basin PBS proudly continues its monthly Non-Profit Spotlight, created in partnership with the Permian Basin Area Foundation to highlight the vital work of local organizations. By sharing these stories on air and online, we help connect families to important resources and keep the Permian Basin informed about the support systems strengthening our community every day.

Tortilla Traditions celebrates the rich heritage and shared stories behind a West Texas staple. Blending food, history, and personal connection, the production honors the traditions that bring families and generations together across the Permian Basin.

### TORTILLA TRADITIONS



### MOVIES IN THE PARK



In partnership with Centennial Park, Basin PBS hosts a Summer of Movies in the Park—an outdoor series designed for growing families across the Permian Basin. With a special Spring Break movie, the majority are held in June and July featuring family-friendly films and invites guests to bring picnic dinners, blankets, or lawn chairs for an evening under the West Texas sky. Complimentary concessions, including popcorn, pickles, and water, help make this accessible, welcoming experience one the whole community can enjoy together.

### AMERICAN REVOLUTION



The American Revolution event provided an opportunity for community members to engage with history in a meaningful and relevant way. Through facilitated discussion and educational programming, the event encouraged thoughtful dialogue about the founding principles of our nation and their continued impact on civic life today.

# 2025 IMPACT REPORT

## COMMUNITY ENGAGEMENT

In 2025, Basin PBS continued its partnership with Independent Lens through the Indie Lens Pop-Up series, hosting in-person screenings that sparked thoughtful community dialogue. Each event featured panel discussions, with one conversation extended into a YouTube Q&A to broaden access and engagement. Indie Lens Pop-Up remains a meaningful platform for bringing diverse voices together to explore topics that might not otherwise be openly discussed in our community.

### INDIE LENS POP-UP



### MIDLAND FESTIVAL BALLET



For several years, Basin PBS has been working to share the arts with the Permian Basin, music, painting, spoken word and dance. Partnering with Midland Festival Ballet, we've been able to air local productions that many in the community wouldn't have access to.

## MEMBERSHIP

Basin PBS is sustained by members whose support makes local programming, education initiatives, and community outreach possible.

### LUCKY TO HAVE YOU



Basin PBS is lucky to have such dedicated members! In 2025, we celebrated their support with a St. Patrick's Day member event, bringing the community together to show our gratitude and connect in person. Their generosity makes local programming, educational initiatives, and community events possible across the Permian Basin.

# 2025 IMPACT REPORT



## basin PBS **Main Street**



In 2025, Main Street Live continued its tradition of bringing the Permian Basin together in support of Basin PBS. Featuring a headline performance by Wynonna, the evening combined live music, a dynamic auction, and sponsor hospitality in celebration of community-driven public media. Main Street Live once again proved to be a cornerstone event—demonstrating how West Texas rallies behind education, storytelling, and local connection.

# 2025 IMPACT REPORT



## BASIN PBS 2025-2026 BOARD

**Pat Canty**  
**President**

**Teresa Burnett**  
**Vice President**

**Kenneth Lunda**  
**Secretary**

**Johnny Burnett**  
**Treasurer**

**Jeffrey Bryden**  
**Carla Hartwig**  
**Joe Martini**  
**John Moesch**  
**Steve Pocsik**