



basin  PBS

Main Street

Unplugged



2022 HIGHLIGHTS
LOCAL CONTENT & SERVICE REPORT

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“It’s an honor for all of us at Thriving United to work with Alyson Trevino and the staff at Basin PBS. To have a place where we can promote our agency, educate the public about the programs we have and the many services we provide, but also where we can learn about other community partners and be educated as well, is a true blessing. All of us at Thriving United are deeply appreciative and continue to be impressed with the knowledge and direction that Basin PBS provides this community. Thriving United, THRIVE! Teen Recovery, and all the people we serve are extremely blessed to work with and be a part of the continued success of Basin PBS.”

Chad “Squirrel” Small
Program Director, THRIVE Teen Recovery, Thriving United

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.



2022 KEY SERVICES

In 2022, 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 2022 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 2022, Basin PBS continued to create local programming to highlight important topics to the Permian Basin and what makes us unique.

As a nonprofit 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

In August, Basin PBS hosted our second annual Back to School Festival. Over 30 local nonprofit and support organizations 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 face painting, balloon animals, live entertainment from the Midland Storytellers and The Bakers and an immunization clinic. There was even a special appearance from the Cat in the Hat! Plus the first 400 kids also received a backpack from ATMOS Energy!

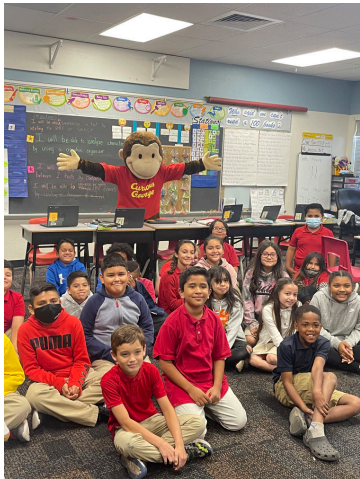


INTERSESSION CAMP

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 covers the same time frame as school, Monday through Thursday of the intercession week. Intercession camp is free to families, plus provides breakfast and lunch thanks to the support of sponsors.



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TEACHER APPRECIATION

Basin PBS Education spent several days with our favorite monkey, visiting 3 middle schools in Midland, Odessa & Greenwood. 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 2022!

MAIN STREET LIVE

The annual Main Street Live tradition began pre-COVID and Basin PBS was proud to have the event return in 2021 and we continued in 2022 with another amazing concert. Thanks to a good working relationship with the City of Midland, we are able to close down the section of Main Street for just 1 day to provide an evening of music to the Permian Basin. 2022 brought Gary P. Nunn as the headliner with local favorite Jody Nix as the opening act! Everyone ate, drank and danced the night away!



HISPANIC HERITAGE CONCERT

Basin PBS wanted to really celebrate the Hispanic Culture and did so with a Hispanic Heritage Concert. In partnership with the Ector Theatre, Stephanie Urbina Jones and the Honky Tonk Mariachi were brought in for a free concert. It was an amazing night of music!

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COMMUNITY PARTNER EVENTS

Basin PBS was excited to be able to get out into our great big viewing area again in 2022. We stayed close to home to participate in events like Christmas at the Horseshoe for the second year where we hosted a booth, giving away information on Basin PBS and Basin PBS KIDS, plus a photo opportunity with Curious George. We also made our way to Fort Davis for Frontier Christmas, which was another great day of sharing the goods and services of Basin PBS and PBS KIDS. It was fun to see all the smiling faces and hear from viewers who really love PBS!

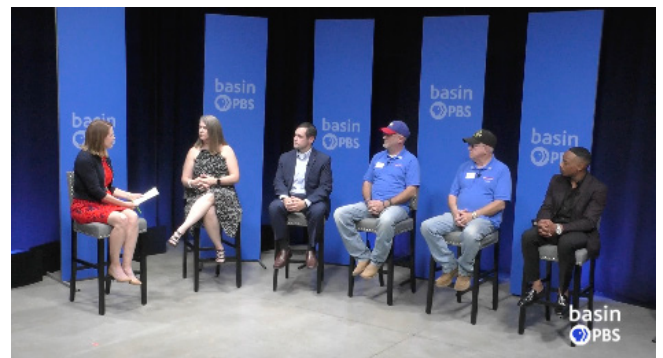


NON PROFIT SPOTLIGHT

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 to announce this project has been extended for two more years!

PERMIAN BASIN GIVES

The Permian Basin is known for its generosity, strength and ability to bounce back. In 2020, the Permian Basin was hit hard, not only by the rise of the COVID pandemic, but also by the dramatic decline of the oil and gas industry. We continued to host and participate in the Permian Basin Gives Telethon again in 2022 in hopes of giving all the local nonprofits a leg up for the year as they continue to recover from the events of the past 2 years.



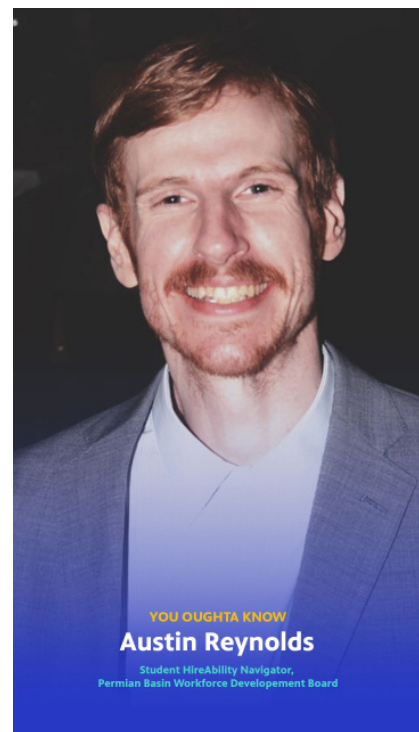
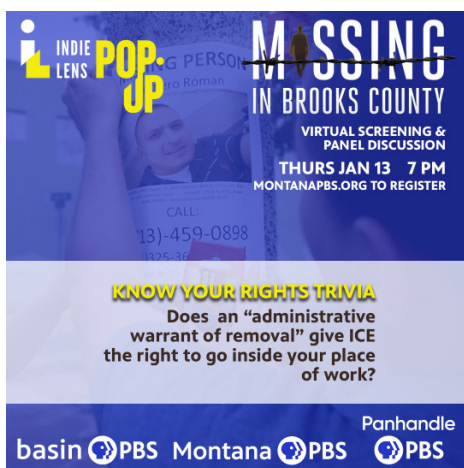
"I have worked with Basin PBS in multiple projects over the past few years. I have always found the people there to be kind, professional, and skilled. I know that every project will be handled with high standards, and that Basin PBS will always deliver a stunning product! "

— Eric Baker, Chair, Visual and Performing Arts, Odessa College

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INDEPENDENT LENS

Basin PBS continued its partnership with Independent Lens hosting IndieLens Pop-Up events in 2022. We began the year with our partner in Montana PBS and included Panhandle PBS and ended on our own. Virtual events could bring people from far and wide together over topics they might not discuss otherwise.



ROSS FEST

Who doesn't love Bob Ross?! People of the Permian Basin are clearly BIG fans! Basin PBS hosted our first ever Ross Fest. The event consisted of 3 sessions of painting lead by our certified Ross instructor. Two sessions were open to families (ages 13+) and one was adults only (21+) and included our local tap truck and food trucks and live music. All 3 sessions were booked solid and people couldn't wait for us to host the event again! The best part was that everyone who participated walked out with a painting they were proud of!



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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! Concession which included popcorn, pickles and water were provided to families by donation only. Thanks to our sponsors HEB and LoneStar Abstract & Title.



STORYTELLING FESTIVAL

In 2022, Basin PBS hosted and produced the 31st anniversary 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!



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PLAN YOUR STAYCATION

Our grant from the Odessa Arts Council was renewed and Basin PBS was able to continue our Staycation campaign for the city of Odessa. 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.



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.

ONE QUESTION

One Question continued in 2022 with 3 specials:

- Jon Meacham
- Bob Woodward and Chris Westfall

Each was done flawlessly, well researched by host Becky Ferguson and edited to just right.

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

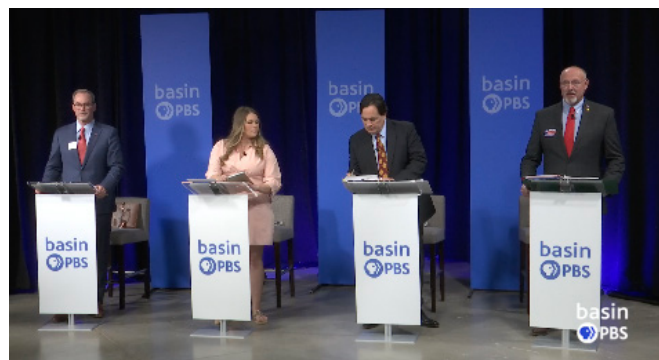


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COMMUNITY TOWN HALLS/DEBATES

Basin PBS has become the place to turn to for community conversation and debate, we continued this tradition in 2022. We hosted the following LIVE town halls and debates and we are always ready for more!

- The Permian to Putin: The Oil Industry Reacts
- Teens in Crisis
- State Senate District 31 Debate
- Texas House of Representatives District 81 Debate
- Midland County Judge Debate



MIDLAND OUR CITY, OUR STORIES

In partnership with the Abell-Hanger Foundation, Basin PBS was excited and honored to share the stories of diversity that exists here in Midland. With 4 half-hour episodes and 4 live town halls, historic members of the community were interviewed to be able to tell their stories. From Conrad Coleman who's mother was the first African-American, female doctor in Midland to Sid Trevino, Midland's first Hispanic police officer who made it all the way to Asst. Chief and so many others.



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MUSIC FOR THE MASSES

In 2022 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. What started as a need due to the pandemic has become a regular Basin PBS production that we just can't live without!



TIME TO GET UNPLUGGED

Main Street Unplugged never takes a break - we have always found a way to bring this special quarterly music program to our viewers. 2021 was no different. Basin PBS hosted local and regional talent like local family favorites The Bakers, regional up and comer Jenni Dale Lord and Texas legend Jody Nix.

AN EVENING WITH LARRY GATLIN

Thanks to our partnership with Odessa College and the Ector Theatre Basin PBS was able to produce a concert and song writing session with Larry Gatlin. An Odessa native, everyone was excited to see this project get off the ground!



BRING ON THE HOLIDAYS!

Basin PBS did the holidays right with our annual episode of Main Street Unplugged Yuletide! This year's episode had the feel of a good old-fashioned holiday and the music to match!

Basin PBS also began our first 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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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.

Jan Artly	Lee Anna Good	Meghan Paredes
Roger Artly	Andrea Goodson	Tom Parks
Alba Austin	Randy Ham	Renee Pocsik
Tracy Austin	Trevor Hawes	Steve Pocsik
James Blakemore	Carla Holeva	Jim Rhotenberry
Karmen Bryant	Danny Holeva	Virginia Ruiz
Mary Lou Cassidy	Alan Kaup	John Trischitti
Derek Catsam	Paul Kenworthy	Lynn Van Amburgh
Adrienne Clifton	Marion Kimberly	Aubrey Waever
Marisol Chriesman	LaDoyce Lambert	Linda Wiest
Bill Dingus	Joy Maraio	Claire Woodcock
Gary Douglas	Cynthia Marshall	
Renee Earls	Carma-Lynn Muscroft	

“West Texas Symphony is celebrating 60 seasons of enriching lives through professional music performances and music education! As one of largest performing arts organizations in West Texas, our success is enhanced by the partnerships we’ve built over the last 6 decades - particularly with other nonprofits. Basin PBS and their staff have been supremely valuable in assisting us with distributing information to the community about our upcoming events, highlighting our music education programs, as well as recording and broadcasting WTS events. They play a crucial part in our community and we thank them for all they do!”

- Crystal Radford, Marketing Director, West Texas Symphony