



Basin PBS CAB Meeting

Date: Wednesday, July 31/24 11:30-12:30pm

Location: Basin PBS Studio 203 N Main St, Midland, TX

Start time: 11:40am – 12:53pm

Present: Carla Holeva, Joy Marai, Randy Ham, Carma-Lynn Muscroft, Alyson Trevino, Laura Wolf, AJ Weaver (Zoom)

How can we revitalize the CAB and increase engagement? People use social media for feedback on programming. Volunteerism is down after CoVid.

How do we garner young professionals and young families? Main Street Live has brought in a younger demographic for the concerts over the last two years. Look for groups through social media mom groups, offer a special event like a high tea or mini spa. Approach Young Professionals of Midland/Odessa and speak at their functions. Run a social media campaign. Wanting to grow members in Big Spring, Andrews, Fort Stockton. Collaborate with Boys Scout, PTA's, etc...gaining the exposure. Young Professionals of Odessa are meeting Thursday, Sept 12/24 Blake Foss at the Marriot for more information to present.

People are still not comfortable since CoVid, channel 17 (Big Spring) for people to submit a video or information on an upcoming event. How do we make sure people are being heard?

To engage more in the community expand with social media and spots of interviews/vignettes of local clubs like Polo Club, bicycle clubs, brewmasters, gardeners, etc... Young people are always looking for something to do. Target with events in the building. One idea is to partner with a Film Festival and Basin PBS hosts it. We need to come up with other ideas as Basin PBS staff is limited,

How are we doing with visibility? Presence is strong on social media, visibility is good. Fundraising is flat right now. Facebook, Instagram and all social media is up. We now have Neilson ratings. Our African American viewing audience is up 2%. Prime adult programming is up. Passport we are up 88%, streams are at 3.2k a month. Create a campaign push on how people can watch us.

Our biggest asset is quality of production and local programming. Local stations are wanting to partner with us. Working on a documentary on Jody Nix. Trying to work on funding from Big Spring, Andrews and other communities for a documentary.

Biggest weakness is the PBS model on a national level doesn't speak to a younger audience. The importance of local programming. Increase multi-cultural visibility through Midland Our City Our Stories, West Texas Heritage Festival, Back to School Festival. Our debates and Town Halls should have multi-cultural representation with moderators. Potentially do concerts in Big Spring and Odessa.

Texas PBS board is coming to Midland, TX in August. One Question with Becky Ferguson special with President George Bush will be aired in stations all across Texas.

Each member bring two or three people to the CAB. Laura will provide the list and Carla will contact

past members.



Next meeting is Wednesday, November 13/24 @ 11:30am. A Zoom link will be sent out closer to the date.