



**2024 HIGHLIGHTS**  
**LOCAL CONTENT & SERVICE REPORT**



# basin 2024 LOCAL CONTENT & SERVICE REPORT



Midland is blessed to have a community partner like Basin PBS. We love collaborating with their team to create programming opportunities that enhance the quality of place for our community, and we look forward to serving with them for years to come.

Stephanie Martin  
Executive Director, Centennial Park Midland

Basin PBS is a community-owned, non-profit station dedicated to serving the Permian Basin with educational programming, media, and outreach that reflect the unique spirit of West Texas. As a station rooted in the community, Basin PBS harnesses the power of media to inform, engage, and inspire—helping all West Texans reach their full 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.

## 2024 KEY SERVICES

**In 2024, 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 eighth consecutive year.

Basin PBS reached many diverse groups in 2024 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 remains dedicated to serving our West Texas communities by inspiring and educating both children and adults. In 2024, we continued to produce local programming that highlighted the stories, issues, and culture that make the Permian Basin unique.

As a non-profit, we focus on music, arts, education, and local topics that matter most to our communities. Whether on air, in-person, or Online, Basin PBS is committed to broadening horizons, sparking curiosity, and connecting our region to a world of knowledge and opportunity.

## 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 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!



### CARL THE COLLECTOR

With the launch of the new PBS KIDS series Carl the Collector, Basin PBS wanted to share the new program with our West Texas communities. Basin PBS Education hosted a screening complete with episode, snack, and age appropriate activities. The goal was to introduce the program and engage with younger families, and that mission was accomplished with big smiles across the board! With this event we were able to partner with SHARE and Bynum School to bring autism awareness to the community.



### 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!



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## IN THE COMMUNITY

Basin PBS through partners & grants hosted some amazing events in 2024!

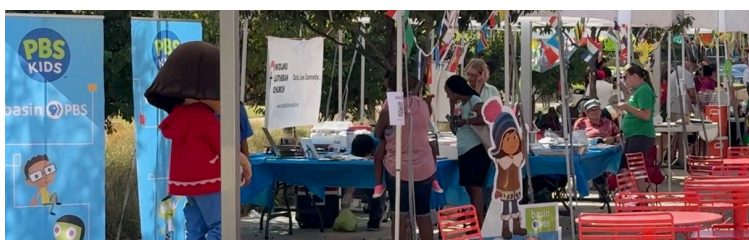
### MAIN STREET LIVE

Our annual fundraiser Main Street Live continued in 2024, and it was huge! Fans were able to see and hear Shane Smith and The Saints. Our live auction was a success, and dinner for sponsor tables was delish! The street was packed, and everyone had a smile on their face! A good time was had by all.



### WEST TEXAS HERITAGE FESTIVAL

Basin PBS invited everyone for our second annual West Texas Heritage Festival so everyone in the Permian Basin could participate and enjoy 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 Bob Marley's band, The Wailers.





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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 2024. We hosted in-person events with panels, one became a YouTube video Q&A. We love this series of events as it brings different parts of the community together to discuss topics that they wouldn't ordinarily discuss.





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## COMMUNITY PARTNER EVENTS

Basin PBS was excited to be able to get out into our great big viewing area in so many ways in 2024. We participated in events like Christmas at the Horseshoe for the fourth year where we hosted a booth, giving away information on Basin PBS and Basin PBS KIDS. 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 and many more that included:



- Project Literacy with Midland County Library
- Roll and Read with First Five
- Celebration of the Arts
- Casa de Amigos Summer Camp
- Back to School Festival
- STEAM Fest at UTPB
- ECISD New Teacher Reception



“Basin PBS is the heartbeat of the West Texas area partnering with numerous organizations like the Midland Storytelling Festival to showcase events that bolster our community. The Permian Basin mentality is to “get ‘er done” and Basin PBS staff does that in the most creative and cost effective way possible.”

Sue Roseberry  
Executive Director, Midland Storytelling Festival



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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.

## GOSPEL UNPLUGGED

Main Street Unplugged, the Basin PBS music program, has always found a way to bring local, regional and sometimes national musicians to our viewers. To compliment the PBS National program GOSPEL, Basin PBS brought the Gospel music of West Texas front and center.



## STORYTELLING FESTIVAL

Basin PBS continued their partnership with the Midland Storytelling Festival to produce another season of the 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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## COMMUNITY TOWN HALLS

Basin PBS has become the place to turn to for community conversation and debate. We continued this tradition in 2024 in a big way. We hosted the following LIVE town halls that focused on needs and important topics of the region.

- Child Care in West Texas Town Hall
- Interfaith Town Hall



## LOCAL DEBATES

We are never short on debates and in 2024 the Permian Basin had a BIG election cycle. We made sure the public could hear from as many candidates in as many races as possible ahead of voting.

These included:

- Odessa Districts 1, 2 & At-Large
- Odessa Mayoral
- Midland City Council At-Large
- Midland City Council District 1
- Midland ISD District 1
- Midland County Commissioner Precinct 3

## 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 the local ballet company, we've been able to air local productions that many in the community wouldn't have access to. Ballets like:

- Nutcracker: Reimagined
- What it takes to Pull off Nutcracker
- Vive La France
- Aladdin
- Giselle



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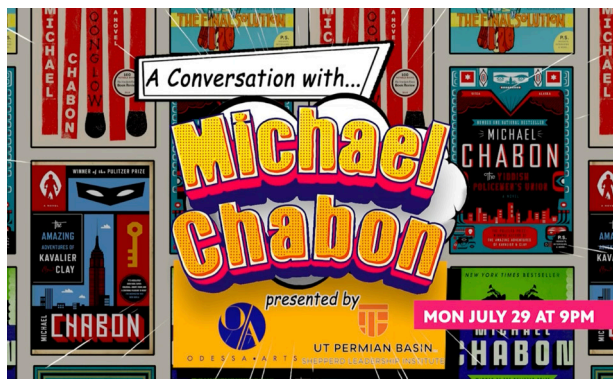
## MUSIC FOR THE MASSES

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!



## A CONVERSATION WITH MICHAEL CHABON

Odessa Arts Executive Director Randy Ham sat down with literary giant, Michael Chabon to discuss Michael’s career as a novelist, screenwriter and songwriter. This 2001 Pulitzer Prize winner for his novel The Amazing Adventures of Kavalier and Clay discusses his writing style and where he finds his inspiration for his stories. In partnership with Odessa Arts and the UT Permian Basin Shepperd Leadership Institute Distinguished Lecture Series.



## HAPPY HOLIDAYS, YULETIDE AND ALL THAT JAZZ

Our annual episode of Main Street Unplugged Yuletide was better than ever in 2024. We continued to bring local talent together to perform and entertain, and it made for a fantastic show! The 2024 holiday extravaganza was modeled after The Tonight Show complete with Johnny and his trusty sidekick Ed. We even had a house band to play throughout the evening.





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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.

### IT'S A SOCIAL TAKEOVER!

Thanks to a grant from the Odessa Arts Council, Basin PBS was able to make four families very happy! Once per quarter, Basin PBS partnered with a local Odessa hotel to host a family for a night away and dinner. Families then shared their experiences with Basin PBS social media viewers.



### 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.



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## **BASIN PBS COMMUNITY ADVISORY BOARD MEMBERS**

The Basin PBS Community 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 - co-chair

### **ODESSA**

Randy Ham - Chair  
Paul Kenworthy

### **BIG SPRING**

Cynthia Marshall  
John Medina  
Eddilisa Ray  
Aubrey Weaver

Basin PBS allows our organization to tell our story in a beautiful and compelling way. Their high-quality production, focus on local matters, and friendly service means we can reach our community at a level we could never achieve on our own. I am a proud member of Basin PBS!

Eric Baker  
University of Texas at the Permian Basin