



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Personal experiences make a huge difference in understanding the physical, emotional, and mental toll of military service.”
-Marilyn, audience member of Telling: El Paso performance

KCOS inspires, informs, and educates our viewers through quality educational programming; while producing superb local programs tailored to our community.



KCOS is a valuable part of the advancement of the Paso del Norte region.

Providing nearly 65 hours a week of children's educational programming on our main channel, KCOS serves as the only preschool for many of our youngest community members. (Recent statistics from the Annie E. Casey foundation show that 67% of TX 3 and 4 year olds are not enrolled in preschool). KCOS provides a baseline of educational content accessible to families of all incomes to improve literacy, math, science, social emotional skills and foster a love of learning.

In 2016, KCOS provided these vital local services:

- Local election forums providing access to candidates and their campaigns for all area residents
- Hosted three National Issues Forums allowing our audience to discuss important topics related to our economy and society.
- A local PBS Kids Writers contest with over 160 students participating from across the region in grade K-3.

KCOS's local services had a deep impact in the Paso del Norte region.

In 2016 KCOS partnered with the national veterans organization, The Telling Project to cast, direct and create Telling: El Paso, a stage performance featuring six local veterans sharing their stories of service and coming home, with the goal of creating deeper understanding of the military service experience. Over 600 people attended the five performances hosted throughout the community and thousands more watched the broadcast premiere in November on KCOS.



KCOS is our community's source for engaging quality content with a focus on three key areas:

- **Education**
- **Arts & Culture**
- **News & Information**

For over 38 years area viewers have known KCOS to be the trusted source for the outstanding PBS programs they can count on, including *Masterpiece*, *Nature*, *NOVA*, *Frontline*, *Sesame Street*, and so many more.

PBS Kids is the #1 educational media brand in the nation and KCOS provides nearly 65 hours per week of commercial-free curriculum-based kids programs. We also provide local workshops for parents and teachers to help them become familiar with all the free educational resources available. These workshops are offered in partnership with Region 19 Headstart and other community groups as possible.

Locally, KCOS also produces two ongoing productions and two seasonal productions all with the purpose of serving our community with quality information and convening them for engaging dialogue.

In 2016, **High Q**, our on-air academic challenge tournament among local high schools, completed its 32nd season.

For almost 20 years KCOS has also partnered with the El Paso County Medical Society to produce **The El Paso Physician**, a call-in show with local doctors focused on a different medical or health topic each month.

Twice annually, during local election periods, KCOS works with The El Paso League of Women Voters to host **local election forums** where our audience can hear directly from area political candidates and make informed voting decisions.

Each spring KCOS works with local volunteers to host three **National Issues Forums** where diverse community members discuss their opinions on timely issues affecting our entire country.

In 2016 KCOS continued with Season 3 of its collaborative digital production, **Only in El Paso**. Season 3 brought ten new three minute episodes of creative digital storytelling by local filmmakers sharing people, places and experiences one can find, Only in El Paso.

For this first time, KCOS partnered with Workforce Solutions Borderplex to document their STEM Fiesta for over 1,000 middle school and 500 high school students to explore careers in science, technology, engineering and math, and participate in competitions such as STEM Business Challenge, Coding, Robotics, Living on Mars, Math Challenge, and more. As an extension of this partnership KCOS created **career profile videos** with local young professionals working in unique STEM positions. These videos are now being implemented in local classrooms for area middle and high school students to further explore STEM careers and envision themselves in some of these roles.

Connecting with Kids & Families

Throughout the year KCOS brought PBS Kids characters to the El Paso community brightening the days of kids and families. In March, KCOS brought Nature Cat for a full day of appearances at Kidspalooza an outdoor family festival with over 20,000 attendees hosted by the El Paso Symphony Orchestra. In August, KCOS partnered with the Housing Authority of El Paso to prepare students heading back to school providing backpacks, school supplies, and free PBS Kids learning materials.



KCOS Kids Reading Festival

In February KCOS hosted its first KCOS Kids Reading Festival at Western Technical College. Books Are Gems, a local nonprofit, provided free new books to all children who attended, and other literacy resources were highlighted by the El Paso Public Library and other community partners. The event also brought awareness to the PBS Kids Writers Contest. Over 600 kids and family members enjoyed the afternoon and also got to meet Super Grover 2.0 and WordGirl in person!



Re:Envisioning the American Dream

During the spring, KCOS partnered with UTEP, EPCC and Progress 321 to host several community screening events and discussions around the American Dream. These activities were part of a national public media initiative called Re: Dream which is about people living in America as they navigate opportunity, meet obstacles, and pursue happiness in the 21st century. At each event KCOS screened several Re: Dream mini-documentaries and facilitated conversation among attendees about their own dreams for themselves and their community, and the obstacles they face along the way.



Cyberchase Step It Up Challenge

Over 700 students at W.D. Surratt Elementary in the Clint Independent School District participated in the Cyberchase Step It Up Challenge with KCOS. During the five week program students wore pedometers during school to record their steps, beginning with a baseline week. Students calculated their average daily steps and then were challenged to add 100 extra steps each day in week two, all the way up to 400 additional steps daily in week five. To celebrate their success in math and increase physical activity KCOS brought International Boxing Federation World Champion, Jennifer Han, to speak to the students and encourage them in school and staying physically active.



PBS Kids Fiesta

In November 2016 KCOS hosted its second annual PBS Kids Fiesta at Southwest University Events Center. Bob the Builder was the special guest from PBS Kids and over 1500 kids and family members joined in the fun. A wide variety of youth dance groups and bands performed throughout the event to large crowds. Most booths hosted interactive hands-on educational activities for kids including "It's Your World-Recycled Art project making jewelry and pots for plants out of found bottles and cans. UTEP also hosted an amazing chemistry circus teaching kids about magnets, momentum, static electricity and more.



PBS Kids Writing Contest

For the second year in a row, KCOS hosted its own local contest for the PBS Kids Writing Contest. Over 160 children in grades kindergarten through third submitted their own creative stories with illustrations. Librarians from the El Paso Public Library and community members served as judges and helped us award the top four writers from each grade level. Winning students and their families were invited to a celebration in May to share their stories and be recognized for their creative writing and their stories and illustrations were digitized and shared on the KCOS website and the national site for the PBS Kids Writers Contest.



Telling: El Paso Veterans' Storytelling and Community Engagement

For many civilians, the realities of war are just images on the local news from far-off lands in upheaval. Most only hear about war from talking heads, not from those who lived it. In *Telling: El Paso*, a performance piece organized by playwright Max Rayneard, six local veterans were given a voice to share their stories of service and coming home.

Through the acclaimed [Telling Project](#) veterans and/or family members have the chance to go on stage to speak about how service affected their lives and attitudes. The performance-based project has been a success in at least 40 cities and 18 states and it finally debuted in El Paso in May 2016. KCOS, El Paso's PBS station, partnered with the Telling Project and the Bob Woodruff Foundation to bring them to El Paso.

Three performances were held at venues across El Paso that were free and open to the public May 18-24, 2016. Two more private performances were held for cast members' family, friends, and program sponsors and high school students.

In June, *Telling: El Paso* was filmed in the KCOS studio and the one hour thirty-six minute performance aired around Veterans Day on KCOS. The full performance remains online for viewing at kcostv.org



Our Veterans. Their Stories.



Local veterans share their stories of service and coming home: on stage and on screen

Impact and Community Feedback:

"Their perspective is beautiful, horrendous, and absolutely necessary to hear and feel."

- Anonymous female attendee

"Humanizing the military via this performance was strongly impacting to my prior (honestly uncharitable) view of those who serve. I have been so wrong in my thinking about who these wonderful people truly are. I thank them for sharing such personal stories, and KCOS for bringing this to the community!"

-Suzette, audience member

Performances held at:

- Chamizal National Memorial (2)
- Stayton Theater at Fort Bliss
- War Eagles Air Museum
- Bel Air High School