



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Only in El Paso’, creates remarkable opportunities for area filmmakers as well as highlights positive aspects of our border community. Participating was hugely beneficial and eye-opening for me personally.” -- Tony Dueñez, participating filmmaker

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 2017, KCOS provided these vital local services:

- Local election forums that provide access to candidates and their campaigns for all area residents
- 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 300 students participating from across the region in grades K-5.

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

Building upon our trusted brand with kids and families through the broadcast of PBS Kids programs, we now host two annual family festivals that include interactive educational components, free local services and resources from trusted community partners. Be My Neighbor Day and PBS Kids Fiesta have allowed us to connect with families beyond the screen and help other nonprofits connect with those who can benefit from their services.



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 become familiar with the free educational resources available to them. These workshops are offered in partnership with *Region 19 Headstart* and other community groups.

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

In 2017, **High Q**, our on-air academic challenge tournament among local high schools, completed its 33rd 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 that focuses 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 2017, KCOS continued with Season 3 of its collaborative digital production, **Only in El Paso**. Season 3 premiered ten new three minute episodes of creative digital storytelling by local filmmakers sharing people, places and experiences one can find, Only in El Paso.

KCOS also 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 the Community

Creating a culture of lifelong learning begins with the belief that education is fun, and creating connections that resonate. Throughout the year KCOS brought PBS Kids characters to the El Paso community to remind children of all the important critical skill and life lessons these characters taught them. In May, KCOS brought Clifford the Big Red Dog to the Strides Against Stroke Walk by The Hospitals of Providence. Later that month, KCOS and the El Paso Chihuahuas partnered to celebrate the work of PBS, bringing Clifford to meet young fans and provide families with free PBS Kids learning materials.



Only in El Paso; Possible by PBS

Only in El Paso Season Three is a digital web series created through a collaboration among KCOS, El Paso's PBS station, Destination El Paso, and PBS Digital Studios. Ten three-minute videos (one per week), produced by ten local storytellers, tell positive and unique stories that could be told only in El Paso. These videos are made for the web in a short format to allow them to be shared widely, not just building pride among current El Pasoans, but prospective visitors. To date, the YouTube Channel has over 550 subscribers and 75,000 views. A Viewing Party was held at the Alamo Draft House at the end of the film series.



Celebrating the Champions Around Us

As a station that primarily serves an underserved Latino community, issues relating to education are a top priority. In response, KCOS developed three interstitials as part of the American Graduate Day "Stories of Champions" project. KCOS partnered with three agencies; a charter school serving at-risk students, an organization serving low-income women and an organization seeking to introduce young Latinas to the importance of STEM education. KCOS focused its narrative storytelling on the power of *mentorship* and *pathways to career success* in achieving the goal of narrowing the achievement gap experienced by students of color.



STEAM: The New Frontier

Quite simply, children cannot aspire to professions they do not know exist. This is especially true for underserved students of color. KCOS partnered in 2017 with *Workforce Solutions Borderplex* to conduct outreach to young adults through STEAM career exploration videos. These videos feature local professionals, specifically contracting educators to create curriculum that relate to each career video so that students start to think and explore career fields that they can step into in the local market when their education is complete.



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" a - 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

Literacy is essential in developing a strong sense of well-being and citizenship. Children with strong literacy skills perform better in school. They become lifelong learners and sought-after future employees. Through our PBS Kids Writers Contest, we encouraged more than 300 students to make creativity and literacy a priority. Over 300 children in grades kindergarten through fifth submitted their own creative stories with illustrations. Winning students and their families were invited to a celebration in May to share their stories and be recognized for their creative writing and illustrations. Their stories were also digitized and shared on the KCOS website.



Be My Neighbor Day: Putting Kids on a Path to Success

Impact and Community Feedback:

“I know that when we come to a PBS event my child will have fun but, more importantly, they will learn something. That is what makes PBS events stand out.”- Rebecca, mother of one



“I love that the kids are able to go to this free event where they get valuable resources, fun entertainment and are treated like little VIPS! They couldn't stop talking about it all weekend long” – Jennifer, young mom of two



A New Event Quickly Establishes Itself as a New Classic for New Generation

KCOS kicked off a new event, *Be My Neighbor Day*, in February of 2017. The initiative has already become an important part of our local educational initiatives.

Be My Neighbor Day is a fun-filled family event. Through the fiesta, we offer social, emotional and core concept exposure to undeserved families. Participation in this event helps create a foundation for success for the children served by this project. More than 2,000 attended the event.

At the event, we featured Daniel Tiger of *Daniel Tiger's Neighborhood*, interactive booths with hands-on educational activities hosted by other nonprofit, and educational institutions and business partners. The event was free for all community members.

These opportunities presented serve a critical need in the El Paso-Southern New Mexico area by providing these children with access to educational concepts in a positive, family-friendly environment that many would otherwise not be able to experience. Parents leave with resources needed to make strong decisions for their children while children receive the message that learning is fun!