



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“After volunteering for High Q for many years, I’ve seen how the program allows students to grow personally and academically. It’s a huge game changer for so many.” – Paul Cain, former Tournament Director

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 2018, 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 200 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 39 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 2018, **High Q**, our on-air academic challenge tournament among local high schools, completed its 34th season with a refreshed set, branding package, host and more. (See more on page 5).

For nearly 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 2018, KCOS continued with Season 4 of its collaborative digital production, **Only in El Paso**. Season 4 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. The 2018 topics were: Connect to Nature: Keystone Heritage Park, Depth of Talent: Star City Studios, Dinosaur Tracks: Evidence of an Ancient Beach, The Spiritual Warriors: Danza Omecoatl, Pachucos: A Culture of Unity, Club 101, The Sun Bowl: El Paso's Premiere Event, A Flying Light: UFO's in El Paso?, Our American Cowboy: Tuff Hedeman, and El Paso Streetcar.



Texting Program for Parents & Caregivers

In December 2017 KCOS launched Bright by Text in our community offering parents and caregivers expert tips and resources for children prenatal to 8 years of age right at their fingertips in English or Spanish. Bright by Text helps parents and caregivers make the most out of these interactions by illustrating fun and easy activities, providing positive parenting tips and resources, tips for aiding a child's physical development, and much more. The program is proven to build nurturing caregiver-child relationships, and positively impact a child's healthy development and school readiness. The service also includes messages about events and resources specific to the El Paso community, like free museum days, health clinics, and preschool open enrollment periods. In the first six months we reached over 500 subscribers.

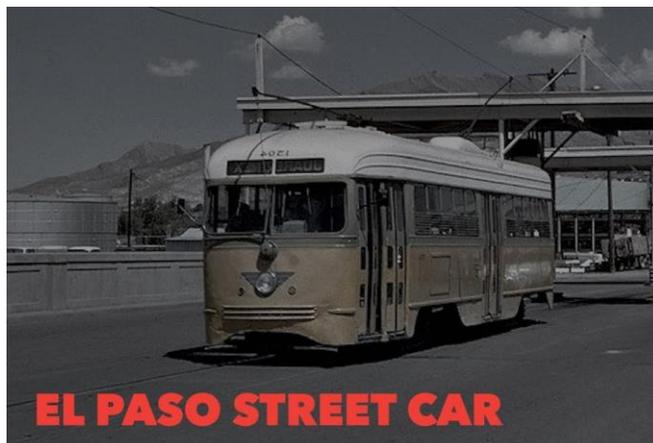
to sign up in El Paso
text



*Message and data rates may apply.
Text STOP to 274448 to STOP.

Engaging Local Filmmakers

Only in El Paso Season Four 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 2,100 subscribers and 380,000 views. A Viewing Party was held at the Alamo Drafthouse at the end of the film series.



Community Conversations on Key Issues

Since 1983, KCOS has partnered with a local group of volunteers to National Issues Forums. In 2018 we hosted three televised community conversations with a choice-based framework to approaching solutions to crucial national issues outlined by the Kettering Foundation. In 2018 our topics were Hunger and Food Access, Immigration, and the Opioid Epidemic. In each ninety-minute show we engaged a diverse group of community members with varying perspectives on the issue and accepted phone calls from viewers. The goal is to begin the conversation, helping viewers to listen to contrasting perspectives and recognize the trade-offs of each approach. Three possible approaches are discussed for each issue.



High School Math Challenge

Building upon our partnership with Workforce Solutions Borderplex for their annual STEAM Fiesta competitions, in spring 2018 KCOS created and hosted a round robin tournament for the Prudential Math Challenge. About a dozen high school students from four different schools competed in an intense game show style math competition testing their computational skills and speed utilizing our High Q set and format. The highest scoring team received bonus point to the overall Math Challenge and the top two teams received student scholarships towards future college tuition.



PBS Kids Fiesta

In December 2018, KCOS hosted its fourth annual PBS Kids Fiesta at the *El Paso Convention Center*. Curious George and Buddy from Dinosaur Train were our special guests from PBS Kids and over 3000 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 robotics, arts and crafts, vision screenings and more. 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 200 students to make creativity and literacy a priority. 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.



High Q: A Facelift Encourages Pride in Academic Achievement

Impact and Community Feedback:

“These students live in a world where being smart is not valued in the same way as being the quarterback of the football team or the head cheerleader. But with *High Q*, they for once are the focus – and their talents are celebrated. And that stays with them forever.”

– Robert Candelaria, Teacher



“I think that the psychological impact of the redesign of the set is huge for these students. They come in and see this investment and know that it’s really an investment in them. We are letting them know that we believe in them and their achievements matter.” – Ivan Gatewood, Teacher



A Facelift for a Classic Program Creates New Excitement for Future

During the 2018 Fiscal Year, KCOS invested resources in the update of *High Q*, one of our locally produced television shows. *High Q* is an academic competition among area high schools that duel to answer questions in categories from mathematics to health to literature. The program is national so students in their respective teams have the opportunity to compete for the national title each year.

At KCOS, we are proud to have one of the longest running high school quiz shows in the country. But the team realized the time had come to make some updates. Changes included a new logo, tagline (“El Paso’s Coolest Nerds”), set design, structure and more. We also recruited a new host, Dr. Richard Pineda, who serves as the Associate Director of the Sam Donaldson Center for Communication Studies for the University of Texas at El Paso. Dr. Pineda, a self-described “King of the Nerds,” was the perfect person to facilitate the show. Fun, engaging and smart, Dr. Pineda encapsulated the culture we were striving to create.

Our desire to make a change was based on our belief that the student participants who compete in *High Q* are incredible and should be celebrated.