

2023 LOCAL CONTENT AND SERVICE REPORT OF THE COMMUNITY



South Texas Public Broadcasting System, Inc. is committed to educating, enlightening and inspiring all communities of South Texas.



For over 50 years, South Texas Public Broadcasting System (STPBS) has provided education and entertainment to the people of South Texas, a region that is extensively rural, with a higher poverty and lower educational level than most of the state. The population is young and diverse, and a significant percentage is of Hispanic origin. The only noncommercial media capable of reaching nearly all South Texans every day, STPBS uses the power of radio, television, and the Internet to bring ideas, information, and lifelong learning to our diverse community.

KEDT offers outstanding nationally broadcast programs, locally produced programs celebrating the culture and history of South Texas, provides educational workshops to area schools, tours to community groups. With such educational, cultural, and community service programs, KEDT has built a trusted place for children and adults to learn and grow through television and radio.

KEDT reaches 49,000 households and is an educational resource for 42 school districts. Our community partners include Texas A&M University Corpus Christi and Kingsville, Del Mar College, Navy Army Federal Credit Union, Citgo, H-E-B, John G. and Marie Stella Kenedy Foundation, King Ranch Family Trust, Corpus Christi Caller Times, Coastal Bend Community Foundation, Ed Rachal Foundation, B.C. and Addie Brookshire Foundation, Union Pacific Foundation, and the Warren Foundation.



2023 LOCAL CONTENT AND SERVICE REPORT

Stories of Impact

For over 50 years, South Texas Public Broadcasting System (STPBS) has provided education and entertainment to the people of South Texas, a region that is extensively rural, with a higher poverty and lower educational level than most of the state. The population is young and diverse, and a significant percentage is of Hispanic origin. The only non-commercial media capable of reaching nearly all South Texans every day, STPBS uses the power of radio, television, and the Internet to bring ideas, information, and lifelong learning to our diverse community.

KEDT was founded in 1972 by a group of community leaders who understood the educational and cultural needs of our community. From humble beginnings--an old schoolhouse and used broadcast equipment--our commercial-free, public broadcasting system has grown into a 7,000-member organization. We have become an enthusiastic partner with PBS and National Public Radio to offer programs that touch our community, broaden understanding of our collective past, increase awareness of global issues, entertain, and educate South Texans of all ages. Our signal travels over 3,500 square miles in a 22-county area stretching from Victoria to Norias, Port Lavaca to Realitos. Our stations--KEDT-TV, KEDT-FM, and KVRT-FM--are valued and trusted sources of public information and enrichment. Our viewers and supporters are your friends and neighbors, cowboys and CEO's, grandparents and grandchildren.



Community Outreach Services & Programs:

- **The 5th Annual KEDT Kids Festival** was held on August October 14th, 2023 at the KEDT Studio. KEDT Over 1200 people attended the event and many drove from smaller communities outside of Corpus Christi to participate. The family friendly event focused on hand-on-activities for kids and provided informational resources on various topics for parents. There were special appearances from Clifford the Big Red Dog and Daniel Tiger from PBS Kids as well as educational crafts and activities for kids. Over 30 community organizations partnered with KEDT to bring the free event to the community. The overall theme for the event was the importance of education for young children.
- **Extending Public Radio and Television Service to the Rio Grande Valley**
In recent years, the Rio Grande Valley's PBS and NPR stations failed and went off the air leaving 1.6 million Texans without access to PBS and NPR programming. So KEDT responded to the needs of that large community by extending our TV, Radio and Online educational services to the Valley communities. To make our local and national news available in the Rio Grande Valley, we began internet streaming KEDT radio programming and then added the ability to stream via a smart speaker. Additionally, KEDT TV expanded its program reach to the Rio Grande Valley when it launched a Free TV Streaming service of KEDT's television channel in communities from Victoria to the Rio Grande Valley. To help the Valley schools, KEDT started streaming our complete television schedule to communities on KEDT.org. As a result, over 4300 Valley teachers are now using KEDT's educational content in their classrooms and in their distance learning instruction.



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- **Be My Neighbor Day 2023:** KEDT partnered with Fred Rogers Productions and PNC Bank Grow Up Great Foundation to host Be My Neighbor Day on April 29th, 2023 at the KEDT Studio. The kid's event focused on hands-on activities for children and featured community projects ranging from donation to the local food bank to cards for elderly in the community. Additionally, children were able to meet Daniel Tiger.
- **Ready to Learn Learning Neighborhood:** KEDT signed a partnership with Austin PBS, United Way of the Coastal Bend and Workforce Solutions of the Coastal Bend to bring Ready to Learn initiatives to the children of South Texas. The goal is to increase literacy, critical thinking, and community collaboration to help children succeed.
- **KEDT Station APP:** In order to make access to KEDT's programming and services easy for people using cellphones, tablets and computers, the station launched a free APP with convenient features that encourage and facilitate using all KEDT's Radio, TV and digital content.
- **Internship Programs:** Working in partnership with Texas A&M University Corpus Christi and Del Mar College KEDT is developing a student internship program for students studying Radio and Television Production at the both higher learning institutions.
- KEDT Staff is working with Texas A& M University Corpus Christi, Texas A&M University- Kingsville Music Departments, area school districts and colleges to showcase local musicians in the new stage and studio facilities at the KEDT Center for Educational Broadcasting.
- KEDT also offer tours of our television and radio stations for school and community groups such as Cub Scouts and home school groups.
- KEDT offers outstanding nationally broadcast programs, including Sesame Street, Great Performances, Nature Nova, Austin City Limits, and Antiques Road Show. With such educational, cultural, and community service programs, KEDT has built a trusted place for children and adults to learn and grow through television.
- Every school day from 9:30 a.m. to 3:00 p.m., KEDT provides outstanding nationally children's programming. KEDT airs 70 hours of educational children's programming each week.



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Local Broadcasting:

KEDT produces excellent programs, much of it celebrating the culture and history of South Texas.

Challenge!, now in its 19th season, **Challenge!** showcases 24 area high school academic teams in a spirited televised competition. The program emphasizes quick recall of factual material in all major disciplines.

LoneStar, hosted by Larry Hagman, which celebrates the history of Texas

U.S.S. Lexington: Always Ready and U.S.S. Lexington More Than Meets the Eye A comprehensive documentary about the ship Tokyo Rose called the Blue Ghost -- the carrier with the longest service record in U.S. Navy history.

Remembering Corpus Christi and Remembering Corpus Christi Again

Justice For My People: The Hector P. García Story, which honors the late Corpus Christi physician and civil rights leader – this show also aired nationally on PBS.

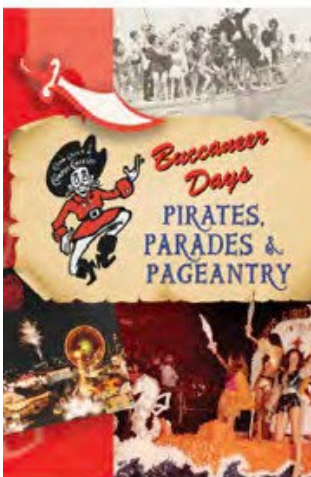
ArtJourneys, an interactive series funded by H-E-B Food Stores and produced in partnership with the Art Museum of South Texas to introduce younger viewers to the wonders of art.

Wonders Under the Sea, a joint effort between H-E-B Food Stores and the Texas State Aquarium, ex-ploring the world of marine science.

Science Aboard Ship, a KEDT production created by and about the U.S.S. Lexington Museum on the Bay, examining the physics of flight, sources and conservation of energy, and other scientific topics complementing school curricula for grades 3-8.

Buccaneer Days–Pirates, Parades & Pageantry, tells the story of this very special event through rare photos, arresting film footage not shown in decades, and interviews with the event managers, queens and city leaders that have helped keep the celebration alive for so long.

South Texas Leaders, KEDT's original production focuses on the skills, practices and characteristics demonstrated by the most successful leaders in our community. In each episode, **South Texas Leaders** will share their leadership techniques and personal philosophy, with turning points and experiences that shaped their lives and careers.





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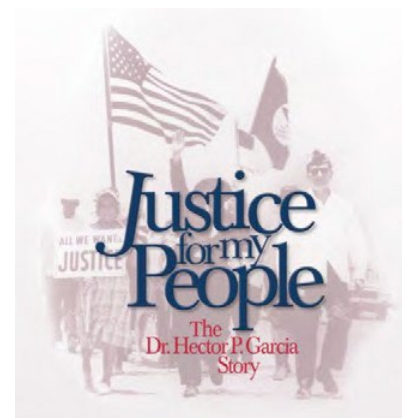
KEDT's Academic Quiz Show: Challenge!

Challenge! Now in its 19th season, Challenge! showcases 24 area high school academic teams in a spirited televised competition. The program emphasizes quick recall of factual material in all major disciplines.—math, science, social studies, language arts, and fine arts—and a few questions about current events, movies and TV, sports and South Texas people, places and events. \$28,000 in scholarships for college is awarded each year to members of the top four schools and participants in the annual Challenge! All Star game. To date a total of \$506,000 in college scholarships have been awarded to students.



Justice For My People: The Dr. Hector P. Garcia Story

"Justice for My People" tells the story of Dr. Hector P. Garcia – Mexican Revolution refugee, medical doctor to the barrios, decorated war veteran, civil rights activist and presidential confidante—as he fought to bring attention to the Mexican American civil rights movement. In 1948, he founded the American GI Forum, empowering Mexican Americans to fight numerous legal and political battles against discrimination. The program is incredibly powerful and inspiring and uncovers the work that Dr. Garcia did during the same period in time that Dr. Martin Luther King fought for African American Civil rights. This documentary is available for school use.



Remembering Corpus Christi

Remembering Corpus Christi allows viewers to see Corpus Christi life in a simpler time through the evocative photographs of Doc McGregor and the personal recollections of people who lived here. Travel back to a time when street car rides were a nickel, doors were left unlocked and Corpus Christi learned to be a city. This history of Corpus Christi is available for school use.



South Texas Leaders

Many of the economic and societal problems in South Texas are caused by and perpetuated by failures in organizational leadership.

At the same time, there are examples of huge improvements in an organization's performance following a change in the leadership. KEDT's original production focuses on the skills, practices and characteristics demonstrated by the most successful leaders in our community. In each episode, **South Texas Leaders** will share their leadership techniques and personal philosophy, with turn points and experiences that shaped their lives and careers.





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KEDT's Academic Quiz Show: *Challenge!*

American students are ill-prepared for the demands they face after high school, ranking internationally at 12th in reading, 17th in science, and 25th in mathematics. Corpus Christi has been named one of the nation's five most illiterate major cities. Low income levels and high dropout rates contribute to unsatisfactory educational achievement rates in the area. Cultural and language barriers in this region are significant, and much of our growing population is rural and underserved. In view of such challenges, KEDT's role as the local affiliate to PBS – "America's largest classroom, the nation's largest stage for the arts, and a trusted window to the world" – is particularly crucial. Through this locally-produced educational television quiz show, we celebrate the achievements of our high school students and promote learning throughout the viewing area. All major disciplines are covered – math, science, social studies, language arts, and fine arts – plus current events, movies, TV, sports, South Texas people, places and events, and life skills such as health, nutrition, and home finance. Videotaped questions feature local historic, cultural, and educational sites and interviews with community leaders.

Reach in the Community:

Challenge! is broadcast twice a week, November - April, reaching 140,000 viewers and is available on-line at PBS.org.

Challenge! games are promoted once a week in schools through outreach and workshops, on KEDT's website at kedt.org. Over 700 parents, friends, teachers and supporters attend *Challenge!* games each year.

Partnerships:

Impact and Community Feedback:

KEDT's academic quiz show *Challenge!* has provided over \$506,000 in scholarships in scholarships since the show began in 2006 and has support from local Universities and college. Twenty four teams (144 students) from 24 school districts compete each year with more districts asking to participate.



" This show has meant so much to me and my teammates. To date, I have received \$3,000 in scholarships to various local colleges from my time on the show, enough for a full year of tuition at A&M Kingsville. This financial support is invaluable to my post-high school education. Besides the monetary benefits, *Challenge!* has also helped me on my public speaking skills....helped eliminate my fear and anxiety of public speaking and gave me an assertive voice to speak my mind. Through internet streaming, *Challenge!* also connects me closer to family members who live out of town. "

Robert Breedlove, *Challenge!* Contestant