



“Organizations such as yours make our community strong.”

- Shelley Parks, H-E-B

2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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



For over 40 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 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 and participates in Project SMART, offering standardized educational programming for the children of migrant workers. 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, Pizza State, Ed Rachal Foundation, B.C. and Addie Brookshire Foundation, Union Pacific Foundation, and the Warren Foundation.



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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 15-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. .

National Broadcasting

KEDT offers outstanding nationally broadcast programs, including *Sesame Street*, *Great Performances*, *Wall Street Week*, and *National Geographic*. 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 and locally produced educational programming, enabling teachers throughout our viewing area to impart information, augment lessons, and enhance curricula.

Local Programming

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

Challenge!: Now in its eighth 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 are awarded to members of the top four schools and participants in the annual *Challenge!* All Star game.

Lone Star, 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

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.



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Art Journeys, 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, exploring 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.

Community Outreach Services And Programs:

- In association with other stations from Texas through Kansas, KEDT participates in *Project Smart*, offering standardized educational programming for the children of migrant workers. Teachers in each area work with the children to help them keep up their studies despite the frequent relocations of their families.
- A series of KEDT programs-*GED Prep*, produced in partnership with Del Mar College, count as credit courses for students preparing for the GED.
- We also offer tours of KEDT's television and radio stations for school and community groups such as Cub Scouts.

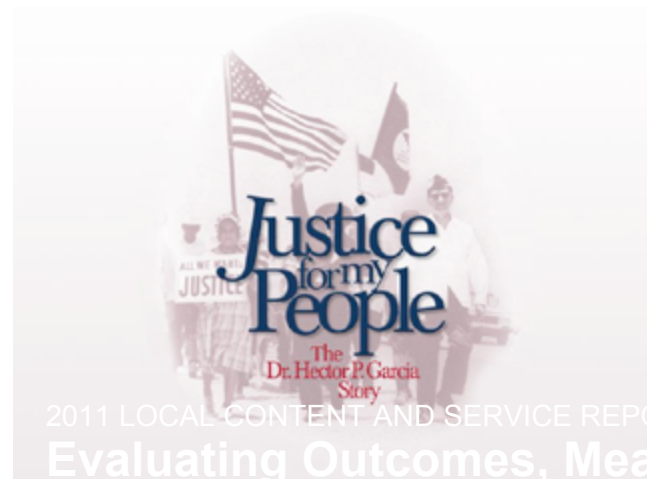
KEDT's Academic Quiz Show: *Challenge!*

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Justice For My People: The 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. Returning from World War II, Garcia found that his people faced public school segregation, squalid living conditions in labor camps, and second-class citizenship. In 1948, he founded the American GI Forum, empowering Mexican Americans to fight numerous legal and political battles against discrimination. As he championed the rights of Mexican Americans, his life would be threatened. He would overcome personal tragedy. He would refuse to be thwarted by political setbacks and disappointments. 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

See 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.





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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 15, 2012-April 25, 2013, reaching 140,000 viewers and is available online at Caller.com. *Challenge!* games are promoted once a week in the Corpus Christi Caller Times newspaper, in the 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 \$100,000 in scholarships since the show began in 2006 and has support from local Universities and college. Twenty four teams (144 students) from 18 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 \$2,500 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. Though internet streaming, *Challenge!* also connects me closer to family members who live out of town." – Robert Breedlove, *Challenge!* Contestant