

TRUSTED. VALUED. ESSENTIAL. TRUSTED. VALUED. ESSENTIAL.



2018

**LOCAL CONTENT
AND SERVICE
REPORT TO THE
COMMUNITY**



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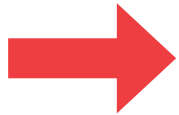


LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



KPTS President & CEO Victor Hogstrom, photographed here with Ian McNeice, Bert Large on **Doc Martin**. Mr. McNiece came into town to host **Christmas Tea with Bert Large**. He signed autographs and took photos with our **KPTS British Club** members. The event was held at **The Spice Merchant** in Wichita.

KPTS promises to engage the community by creating local, relevant content on multiple content platforms. We open a dialogue with the community to ensure we are serving their needs.



KPTS is a valuable asset to Kansas. As the only locally owned public media station in this area, **KPTS** strives to prepare children to be ready to learn. **KPTS** focuses on key community issues and engages community members in dialogue and action to create a public conversation to ultimately initiate positive change.

*"I just wanted to tell you how much we enjoy **KPTS** and love what the President & CEO and staff have done and how positive they are. We enjoy the new and old shows on **KPTS**!"*

*William Drews
Hutchinson, Kan.*

KPTS provided these vital local services:

KPTS broadcasts on three channels: 8.1 (Primary channel), 8.2 (Explore), and 8.3 (Create).

KPTS.org provides the community with stories, programming and other relevant details about what's happening with the station on air and in our community.

KPTS is active on social media platforms in order to reach a diverse audience who want to engage with us.

KPTS serves over two thirds of the state of Kansas with over the air and third party providers. We have more than 200 hours of local and national content.

KPTS continued its initiative called '**Veterans Coming Home**' that provides **Stories of Service**, resources and information to assist Veterans and inform the community.

KPTS now produces **8** local shows, something not matched by any other station in Wichita.

STORIES OF IMPACT

2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

KPTS has become more involved in our community through more locally produced, relevant content, reaching across multiple platforms to engage a diverse audience. Our footprint in the local community will continue to grow as we rebrand ourselves as a multi-platform media content provider. We reach beyond traditional television, engaging our community on unprecedented levels, embracing key issues, creating conversation, producing dialogue and ultimately enacting positive change. We embrace partnerships within the community to extend our reach beyond our own audience to deepen our roots and commitment and ultimately our relevance, locally, with our audience and beyond.

On Nov. 13, 2018, **KPTS - Channel 8** recognized three outstanding veterans and two local business at its annual Veterans Coming Home: Salute & Awards Banquet 2018. Veterans Coming Home is part of a national PBS initiative to connect veterans with resources when they come home. This year's event included keynote speaker Rear Admiral Jeffrey Penfield (USN, Ret.) with special guests Jim and Kate Lehrer. The highest award given was the KPTS Robert J. Dole Distinguished Service Award. KPTS also presented two other KPTS Distinguished Veterans Coming Home Service Awards - all given to outstanding veterans. KPTS presented two KPTS Distinguished Veterans Coming Home Business Awards to businesses making a difference for veterans in our community.



kpts.veteranscominghome.org



Jim and Kate Lehrer with **KPTS** Robert J. Dole Distinguished Service Award winner David Mark Kennedy, First Sargent 2-137th Infantry.

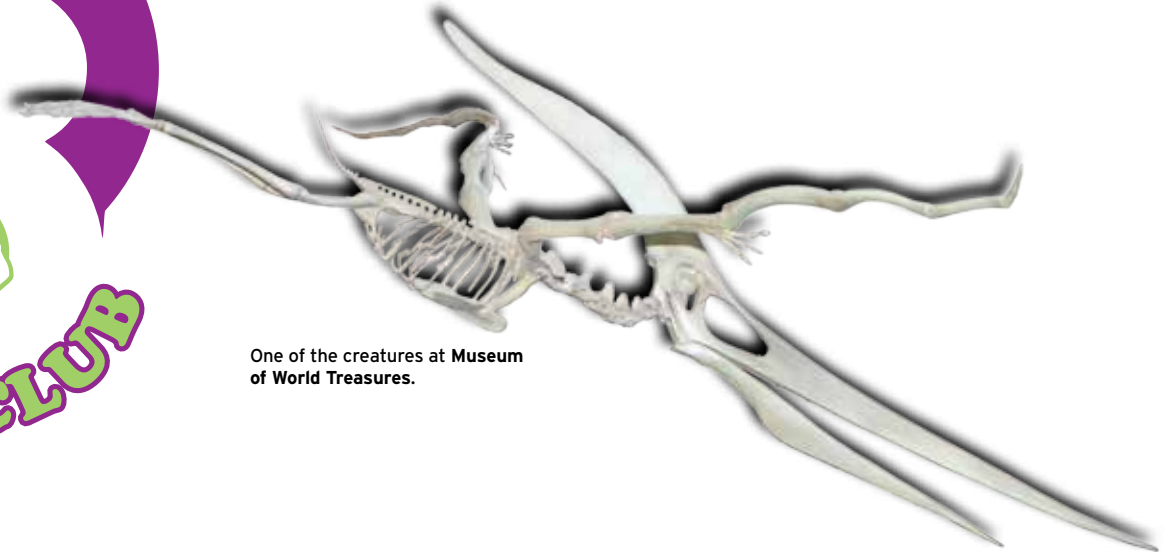
2018 KPTS Veteran's Coming Home Award winners: Patty Gnefkow; David Mark Kennedy; Teri Kasperek; Raymond Miller and Howard Hutchinson.





ENGAGING THE COMMUNITY

2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



One of the creatures at **Museum of World Treasures**.

KPTS Kids Club members enjoy various events throughout the year. Events are designed not only for fun, but to educate. The year started off with a visit to **The Museum of World Treasures** in April. Kids learned about dinosaurs, the Berlin Wall and saw a copy of the Declaration of Independence. In July, we headed to the **Kansas Aviation Museum** where kids learned about Kansas aviation and even got to see a few airplanes up close. And, in October, we went to **Field Station Dinosaurs** for the 2018 Big Bash. Kids enjoyed learning about dinosaurs, meeting a T-Rex and enjoyed pizza from **Electric Pizzeria**.



KPTS Kids Club members touring **The Museum of World Treasures**.

A couple of **KPTS Kids Club** members learning what it takes to fly a plane at the **Kansas Aviation Museum**.



We walked with dinosaurs at **Field Station Dinosaurs**.



ENGAGING THE COMMUNITY

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Throughout the year, **KPTS** works hard to put on events in our coverage area. The goal of these events is to raise awareness and create goodwill with our members and people in the community. We also use them to raise money for the station. Here are a few examples of events we hosted in 2018.

In April and December, **KPTS** hosted High Tea Events for members of our **KPTS British Club**. The second event was very special because Ian McNeice, who plays Bert Large on **Doc Martin**, joined us. He answered questions and took photos with very happy fans.

In September, **KPTS** hosted **Poldark** Screenings at the Wichita Public Library and the Hutchinson Public Library.

In September, **KPTS** worked with 25 libraries in the region to host Daniel Tiger: The Movie Screenings. And, in November we worked with 10 libraries to host **Let's Go Luna** Screenings.

In October, **KPTS** partnered with the **Mid-America All-Indian Center** to host **Native America Celebration Day on Oct. 6** and **Native America - Episode 1** Screening on Oct. 11 at the Center.

In December, **KPTS** created and debuted the documentary **The Pie Way... Kansas Style** and its companion cookbook. This DVD/Cookbook became a very popular pledge item.



Owner of The Spice Merchant, **Robert A. Boewe**, serving members of the **KPTS British Club** the High Tea 2018.



Traditional Native American dance during the **Native American Celebration Day** at the **Mid-America All-Indian Center**.



Pies, pies and more pies was the subject of the documentary **The Pie Way...Kansas Style**. We traveled across Kansas to feature some of the best pies in the state.



KPTS works with a number of non-profits and institutions to further our reach into the community. We work together with our partners through events, screenings and a number of other ways to interact and engage with our community.

IN THE COMMUNITY

2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

COMMUNITY EVENTS

2018 Kids Club Events

- Museum of World Treasures
- Kansas Aviation Museum
- Field Station Dinosaurs

Rotary Luncheon

Great American Read

Annual British Club High Tea

KPTS table at Scott Kelly Appearance

KPTS Spring Auction 2018

Senior Expo 2018

Public Screenings of Victoria and Poldark

Native American Celebration Day

Veterans Coming Home Salute and Banquet

KPTS Holiday Auction 2018

Christmas Tea with Bert Large

PARTNERSHIPS

75 Libraries in our region

Rotary Wichita

Museum of World Treasures

Kansas Aviation Museum

Field Station Dinosaurs

Botanica: The Wichita Gardens

Mid-America All-Indian Center

StoryTime Village

The Spice Merchant

Music Theatre Wichita

Chamber Music at the Barn

The Orpheum Theatre, Wichita

WIBA (Wichita Independent Business Association)

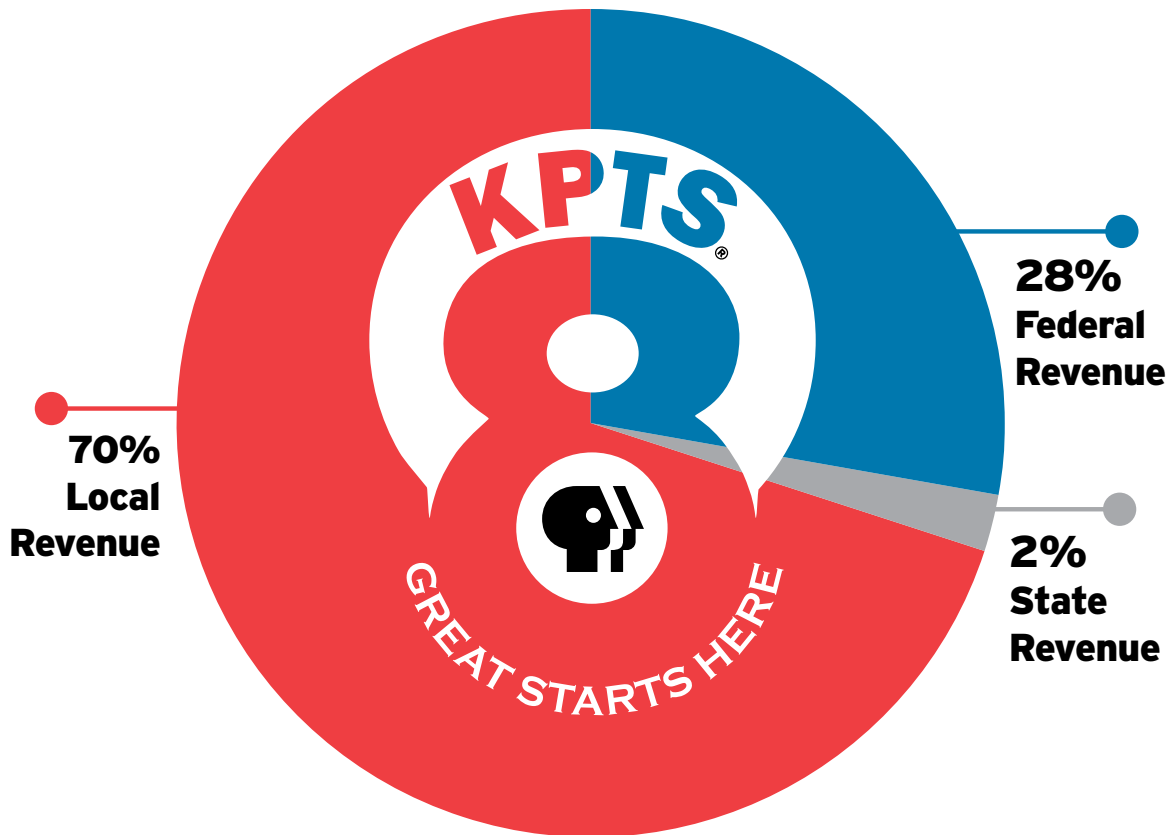
Wichita Sedgwick County Commission

SUMMARY

2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

KPTS is proud of our work in the community. We are using all content platforms, including broadcast, web and social media, to reach a more diverse audience. Our established partnerships in the community extend our reach as well. We continue to make children and their education a priority. **KPTS** engages the community on all levels, creating a conversation and public ownership.

KPTS relies on viewer support. More than 70 percent of our funding comes from individuals and businesses in our coverage area. But did you know, only one in 10 viewers supports the station with their contributions? We are working to increase viewership, emphasize the importance of our viewers to become members and support the shows they value. As our revenue increases, **KPTS** will be able to increase the number of locally-produced shows we can make available to the public. Locally-produced shows add value to our station.



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