2018 Local Content and Service Report to the Community

GREAT STARTS HERE

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.

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.
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 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**.
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.

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.

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

### 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

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<th>75 Libraries in our region</th>
<th>StoryTime Village</th>
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<td>Rotary Wichita</td>
<td>The Spice Merchant</td>
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<td>Museum of World Treasures</td>
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<td>Kansas Aviation Museum</td>
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<td>Field Station Dinosaurs</td>
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<td>Botanica: The Wichita Gardens</td>
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<td>Mid-America All-Indian Center</td>
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<td>WIBA (Wichita Independent Business Association)</td>
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<td>Wichita Sedgwick County Commission</td>
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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.