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# 2020

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



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## LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



On March 6, 2020, *Wichita: The Air Capital*, a new locally-produced documentary, premiered at the Wichita Orpheum. This film takes viewers back to the beginning of aviation in our community; looks at what's happening now; and explores what the future holds for Wichita.

**KPTS** engages the community by creating local, relevant content on multiple content platforms. Through community events and social media, we dialogue with the community we serve to ensure we are serving their needs.



**KPTS** is a valuable asset to Kansas. As the only locally owned public media station in Central Kansas, **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.

*“Sunday isn’t Sunday without my **KPTS!**”*

*Patricia  
Member  
Wichita*

**KPTS** provided these vital local services:

**KPTS** broadcasts on four channels: 8.1 (Primary channel), 8.2 (Explore), 8.3 (Create) and 8.4 (Kids 24-7 Channel).

**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 (Facebook, Twitter and Instagram) in order to reach a diverse audience who want to engage with us.

**KPTS** creates local events to engage our community and promote our shows

**KPTS** serves over two thirds of the state of Kansas with over the air and third party providers. In 2020 **KPTS** produced 8,240 hours worth of content that aired on our main channel.

**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 7 local shows, something not matched by any other station in Central Kansas. **Empowering Seniors** is a new show for seniors that started in 2019. **KPTS** also produced two new local documentaries this year.

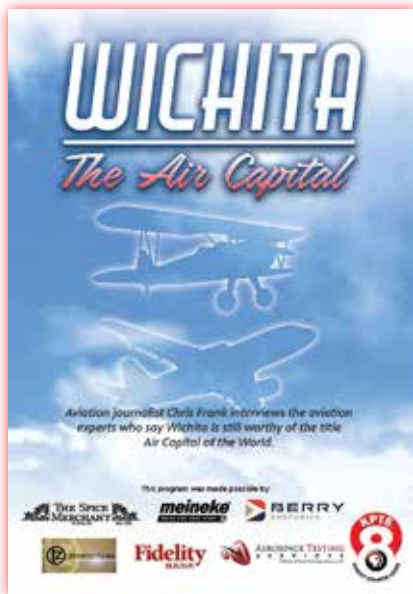
# LOCAL PROGRAMS & DOCUMENTARIES

2020 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 at unprecedented levels; embracing key community issues; creating conversation; producing dialogue; and ultimately helping create 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.

In addition to carrying **PBS** programming, **KPTS** is dedicated to bringing local shows to life. Local shows are the lifeblood of public media stations that strive to be a part a of the communities they serve. Currently, **KPTS** produces seven local shows including: **Hatteberg's People**, **One on One with Victor Hogstrom**, **Positively Kansas**, **Kansas Week**, **Empowering Seniors**, **Inside the Cover**, and **StoryTime Village**. Plans are underway to roll out several new shows in 2021.

In addition to programs, **KPTS** produces several local documentaries each year. This year **KPTS** produced **Wichita: The Air Capital** in the spring. This film traced the history of aviation from its very start here in Wichita. A premiere was held for this in early March prior to the start of the pandemic. In Spring 2020, **KPTS'** Chris Frank produced the **Keeper 150** documentary for the community group **Together Wichita**. This program followed 13 local artists as they painted 13 Keeper of the Plains sculptures to be placed in parks across the city. The purpose of this project was to recognize and celebrate Wichita, Kansas' 150th birthday. In December, **KPTS** debuted **Historic Buildings of Kansas** a film that featured 10 historic buildings from Central Kansas.



**Wichita: The Air Capital** premiered in March of 2020 at the Wichita Orpheum Theatre.



Sonia Greteman of the Greteman Group advertising agency preparing to tape an episode of **One On One with Victor Hogstrom**.

**Keeper 150** aired in July of 2020 on **KPTS** showcasing 13 local artists.



**Historic Buildings of Kansas** aired in December of 2020 on **KPTS**. This documentary featured 10 unique buildings in Central Kansas.



# ENGAGING CHILDREN

2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

**KPTS Kids Club** members at the **Wichita Toy Train Museum**.



Due to **COVID - 19**, only one **KPTS Kids Club** event took place in 2020. The last two events in 2020 had to be cancelled to meet state standards and keep kids safe.

**KPTS Kids Club** members enjoy various events throughout the year. Events are designed not only for fun, but to educate. The first event for the 2019 season of **KPTS Kids Club** members was a trip to the **Wichita Toy Train Museum**. The children learned about science through hands-on interaction with model trains. In addition to field trips, **KPTS Kids Club** members also receive educational books from the station and a monthly newsletter.



**KPTS Kids Club** member enjoying a ride at the **Wichita Riding Academy** in 2019.

**KPTS Kids Club** member meeting a potential new pet at the **Kansas Humane Society** in 2019.



# ENGAGING CHILDREN

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## **Learning Across Kansas**

In Spring 2020, **KPTS** partnered with the Kansas Department of Education and the other **PBS** stations in Kansas to create **Learning Across Kansas** -- A series of shows for Grades K-12. Each episode incorporated lessons from Kansas teachers and provided important, supplemental education during the pandemic.

## **Preschool Unplugged**

In Spring 2020, **KPTS** partnered with Child Start and its Head Start program to create a new program called **Preschool Unplugged**. Aimed at children 2-5, it offered a resource to parents who might have struggled to keep their young children engaged and learning during the pandemic. The show featured songs, learning activities, puppets, and virtual field trips to the Sedgwick County Zoo and Botanica.

## **StoryTime Village**

Throughout the year, **KPTS** partnered with **StoryTime Village** to create original, children's programming aimed at improving literacy among kids K-5.

**KPTS** is committed to providing quality children's programming on both **8.1** (our main channel) and **KPTS 24-7 Kids Channel (8.4)**. We launched our **8.4** channel in 2018, and it has become very popular with our viewers.



**Storytime Village** filming in the **KPTS** studio.



**Preschool Unplugged** was created for our littlest community members. The show included outdoor activities, songs, reading, exploring with animals, theatre and much more.



**Learning Across Kansas** featured interesting topics brought to you by compelling teachers from across Kansas.



## NEW COMMUNITY PARTNERSHIPS

2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

2020 has been a year like no other. But, when **COVID-19** forced people inside, something remarkable happened – they started watching and streaming more TV. Also, many statewide, and local groups came to **KPTS** for help educating, informing or entertaining their target audiences that they couldn't reach in person.

- In the spring, the Kansas Department of Education and Child Start came to **KPTS** to help educate children across Kansas and in Wichita respectively. **KPTS** produced *Learning Across Kansas and Preschool Unplugged*. Both were very popular.
- On Sept. 18, **KPTS** held its first online fundraiser, *An Evening with Nick Stellino*. This went smoothly and we received good feedback. We are in the process of planning three additional virtual events for 2021.
- **Veterans Coming Home Salute** On-air Program – Due to COVID concerns, this **KPTS** event was transitioned to an on-air program that aired first aired on Nov. 5, and then aired again on Nov. 11 and Nov. 15.
- Music Theatre of Wichita was unable to host in-person performances all summer, so they created a holiday show called *Music Theatre of Wichita presents a Holiday Special* that aired many times on **KPTS**.
- The Wichita Symphony Orchestra was also unable to host in-person concerts in the fall, so they asked us to produce a special called, *At Home for the Holidays with Wichita Symphony Strings*.
- All Nutcracker performances in December were cancelled. **Dance Mechanix**, a studio in Wichita, came to **KPTS** because they wanted to air their program called, *The Nutcracker: Short & Suite*.
- **KPTS'** annual sponsorship of **The Big Read** in our community grew. We went from media sponsor to the place people could watch the kickoff from their homes.



Our **Veterans Coming Home Salute 2020**, **KPTS** Robert J. Dole Distinguished Service Award recipient, Greg Zuercher, Retired Sergeant, Army.



Members of the Wichita Symphony perform in the **KPTS** studio.



Dancers from **Dance Mechanix** performing in *The Nutcracker: Short & Suite*.

# SUMMARY

## 2020 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 extended 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 73 percent of our funding comes from individuals and businesses – about half from each. In our coverage area, 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.

We are very proud of our the local shows, local documentaries and new community partnerships that were created in 2020. The shows and documentaries were very popular with audiences. Due to **COVID-19**, many local non-profits realized how valuable a partner **KPTS** could be. We helped them reach their audiences in town that had been separated from theatre, music and dance due to the pandemic.

As **KPTS** moves into 2021, we look forward to finding new digital ways to promote and tell our story. January 5, 2021, **KPTS** celebrated 51 years as a public television station serving the people of Central Kansas. We also look forward to creating a new brand and launching a new look for the station to take us into the next 50 years.

If you have any questions about our station, learn more at [kpts.org](http://kpts.org).



Kevin Jones was selected **KPTS 2020 Volunteer of the Year**. He has been volunteering behind the scenes since the early days of **KPTS**.



Congratulations, Carolyn, on winning the Grand Prize from McMullen Jewelry from the **KPTS 2020 Holiday Extravaganza**.



The **Veterans Coming Home Salute 2020** in person event was cancelled in 2020, so it became an on-air program. It's available to watch at [kpts.org](http://kpts.org).



Chef Nick Stellino graciously participated in an online OVEE event for **KPTS**. Participants tuned in to ask questions and hear stories about life, love and food. **An Evening with Nick Stellino** was a great experience for everyone.

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**IS NOW**



**KANSAS**  
Public Television

**S E R I O U S L Y G O O D T V**

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