2019
Local Content and Service Report to the Community
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.

"We have enjoyed our public television offerings for many a year. Several great programs come to mind but during this pandemic we have especially enjoyed PBS NewsHour, Call the Midwife, Somewhere South, A Chef's Life, This Old House and Ask This Old House."
Don and Lynn

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). We're very proud to add the kids channel this year.
- **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** 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. 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 10 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.

Steven Raichlen of Project Smoke and Project Fire was in Wichita on May 18. He signed cookbooks and took photos with 200 members who love barbecue. The event was held at The WAVE in downtown Wichita.
On Nov. 8, 2019, KPTS - Channel 8 recognized five outstanding veterans and one local business at its annual Veterans Coming Home: Salute & Awards Banquet 2019. 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 Major General Lee E. Taffanelli. The highest award given was the KPTS Robert J. Dole Distinguished Service Award. KPTS also presented four other awards to outstanding veterans. KPTS presented one KPTS Distinguished Veterans Coming Home Business Award to a business making a difference for veterans in our 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 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.

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Veterans Coming Home award winners included:

(l-r) KPTS “Can-Do” Attitude Award - Herb Duncan, Retired Petty Officer 3rd Class, NAVY; KPTS Robert J. Dole Distinguished Service Award - Jon Remy, Retired Sergeant, ARMY; KPTS Distinguished Veterans Coming Home Business Award - TEAM RWB, represented by Michael Obermeyer; KPTS Distinguished Veterans Coming Home Service Award - Brian Coleman, Retired Sergeant First Class, ARMY; KPTS Distinguished Veterans Coming Home Service Award - Guy Bower, Retired Lieutenant Colonel, AIR FORCE; and KPTS Distinguished Veterans Coming Home Service Award - Gene McCreight, Retired Sergeant First Class, ARMY.
Engaging the Community

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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 Bug Lady's Science Academy. The children learned about science through hands-on interaction with bugs and animals. In July, we headed to the Wichita Riding Academy in Derby, KS. The children learned about the care of most farm animals including horses. They also received the fundamentals of horseback riding. The theme of animals continued with our last event, the Kids Club Annual Big Bash. It happens every October and this year it was at the Kansas Humane Society. Our members toured the facility, met some great potential new pets and ended the morning with a pizza party.
Engaging the Community

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Brown vs. BOE Mural Screening – We partnered with the Kansas African American Museum to host a screening of the making of this important mural for the Kansas State Capital.

Les Misérables On Masterpiece Screening – We partnered with Roxy’s theatre in downtown Wichita to put on a free screening of Les Misérables, a 6-part mini-series produced by PBS. The screening was attended by 40+ people.

Antiques Appraisal Fair – KPTS hosted this first-time event at the WSU Hughes Metroplex. Fans of KPTS’ Antiques Roadshow could pledge at three levels to see what their antique might be worth.

Cooking with Steven Raichlen – KPTS hosted this fun event with popular host of Project Smoke and Project Fire. Steven Raichlen. 200 people watched him cook, ate lunch and had their cookbooks signed by this PBS star.

Molly of Denali Debuted on KPTS – KPTS partnered with the Mid-American All-Indian Center to promote a new children’s show featuring the first-ever Alaska native on television. The Indian Center created a unique display with traditional Native American children’s toys.

Ken Burns: Country Music – One screening wasn’t enough for a documentary on this scale. Wichita, Salina and Arkansas City hosted a preview of the PBS documentary as well as KPTS Kansas Country.

Rotary Club of Wichita Partnership – KPTS partnered with Rotary to create interstitials featuring Rotary members like Dr. Sheree Utash, WSU Tech President, talking about their favorite books.

Voice of the Community – KPTS’ Chris Frank hosted several forums with Wichita Mayoral candidates. He also hosted forums to discuss the Wichita Riverfront Project.

The KPTS Antiques Appraisal Fair gave supporters the opportunity to find out if their treasures had real value. Some were pleasantly surprised.
## Community Events

**2019 Kids Club Events**
- The Bug Lady Science Academy
- Wichita Riding Academy
- Kansas Humane Society

**Brown vs. BOE Mural Screening**
@ The Kansas African American Museum

**Les Misérables Screening @ Roxy’s in Old Town**

**Antiques Appraisal Fair**
@ the WSU Hughes Metroplex

**Cooking with Steven Raichlen**
@ The WAVE in Old Town

**Alaska Native Children’s Toy Display**
@ The Mid-America All-Indian Center

**KPTS BritClub High Tea @ Botanica: The Wichita Gardens**

**Ken Burns Country Music Screenings - Wichita, Salina, Arkansas City**

**Veterans Coming Home Salute & Banquet**
@ The Holiday Inn – East I-135

## Partnerships

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<th>75 Libraries in our region</th>
<th>The Orpheum Theatre, Wichita</th>
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<td>Rotary Club of Wichita</td>
<td>WIBA (Wichita Independent Business Association)</td>
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<td>Museum of World Treasures</td>
<td>Wichita Sedgwick County Commission</td>
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<td>StoryTime Village</td>
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<td>The Spice Merchant</td>
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<td>Music Theatre Wichita</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 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 proud that in 2019 KPTS was responsible for two new, locally-produced documentaries – Joyland: Reliving the Memories and Kansas Country about the legacy of Country Music in Kansas. These were very popular and pledged very well. We continued to produce our popular local shows, adding Empowering Seniors, a show dedicated to discussing topics important to seniors and their adult children.

As KPTS moves into 2020, we look forward to finding new digital ways to promote and tell our story. On January 5, 2020, KPTS will celebrate 50 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.