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2019

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



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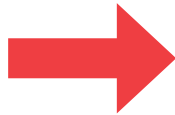


LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



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.

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.

STORIES OF IMPACT

2019 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 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.



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.veteranscominghome.org

Veterans Coming Home Salute & Awards Banquet guests included Keynote Speaker Major General Lee Taffanelli, Kansas Adjutant General; Wichita Mayor Brandon Whipple; Kansas State Senator Oletha Faust-Goudeau; and Sedgwick County Commissioner Jim Howell.



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

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



KPTS Kids Club members at **The Bug Lady's Science Academy**.

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.



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



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

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 for **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**.



(l-r) Charles Jean-Baptiste, President of the Kansas NAACP; Victor Hogstrom, President & CEO of **KPTS - Channel 8**; Mural artist, Michael Young; and Kenya Cox, Executive Director of The Kansas African American Affairs Commission.



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



KPTS locally-produced **Kansas Country** and **Ken Burns: Country Music** were big for **KPTS**. These films brought out many for the screenings **KPTS** had in Wichita. We also had one in Salina and Arkansas City.



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

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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

75 Libraries in our region

Rotary Club of Wichita

Museum of World Treasures

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

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

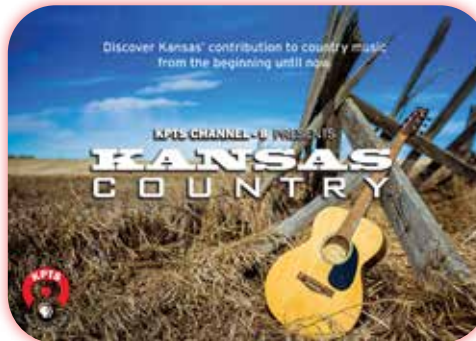
KPTS is proud of our work in the community. We are using all content platforms, including broadcast, web and social media to reach a more diverse audience. Our established partnerships in the community extend our reach as well. We continue to make children and their education a priority. **KPTS** engages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

KPTS relies on viewer support. More than 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.



Host of **Empowering Seniors**, Katherine Ambrose with financial planning expert, Ron Bangle.



KPTS was sad to see one of its most valued employees retire after 38 years of service. Dave McClintock, former director of operations, is now enjoying his retirement doing whatever he wants.

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