



Local Content and Service
Report to the Community

2021



Local Content and Service Report to the Community



“Whether it’s education or arts programming, PBS Kansas is a vital part of our community’s growth...”

–Jim Howell, Sedgwick County Commissioner

We enrich our community with quality arts, cultural and educational programs and services that contribute to lifelong learning.



PBS Kansas is a valuable part of the life and culture of Central Kansas.

As a community-supported, independent, non-profit entity, PBS Kansas stands fully accountable not to advertisers, shareholders or corporate interests, but to every member of the community who helps make public television possible. **PBS Kansas** serves all segments of the local population and brings diverse groups together through programs that examine and promote the common human experience.

In 2021, PBS Kansas provided these vital local services:

- Discussion and analysis of community and state news.
- Life-saving weather information.
- Up-to-date details on the evolving COVID-19 pandemic.
- Important information on parenting and childhood development.

PBS Kansas’ local services had deep impact in the Wichita area.

PBS Kansas viewers are more informed about what their government is doing thanks to in-depth reporting and analysis not available from any other local source. They are better-informed voters thanks to comprehensive, balanced political coverage and weekly live coverage of Sedgwick County Commission meetings. They also better understand the context of current events thanks to engaging and in-depth local history programs.

LOCAL PROGRAMS & DOCUMENTARIES

PBS Kansas provides supporters and taxpayers in Central Kansas with an invaluable return on their investment. As a non-profit entity, and the only independently-operated television station in the Wichita-Hutchinson market, viewers have the assurance there are no outside influences shading the local information and entertainment that is presented. With no pressure to maximize profits or please certain advertisers, viewers can be assured they are seeing programs that are conceived and executed with the best interest of the community at heart.

An example of the uniquely valuable and credible programming produced by **PBS Kansas** in 2021 is a one-hour documentary entitled, *Kansas Weather: When Disaster Strikes*. As an independent media outlet and respected member of the local broadcast community, **PBS Kansas** was in the unique position to draw upon the resources of all three local commercial news stations to create a uniquely comprehensive, substantive and non-promotional production focused solely on providing accurate life-saving information to the public. The most-qualified and trusted weather experts in the Wichita area all contributed to this production which was widely praised by viewers. Thanks to its “public” status, **PBS Kansas** has been able to establish strong working relationships with the commercial broadcasters who can provide valuable resources to compliment **PBS Kansas’** unique position within the community.

Another example of the many ways **PBS Kansas** reaches out and impacts the community is through its ongoing Veterans Coming Home initiative. Now in its eighth year, this effort focuses on both the struggles and the triumphs of Kansas military veterans as they strive for wellbeing and normalcy after serving in the armed forces. Throughout the year, the compelling stories of Kansas veterans are told in series of veteran profile videos that are presented both on-air and online. Each November, **PBS Kansas** honors area veterans with its Veterans Coming Home Banquet and Awards and Ceremony. This event celebrates the community service efforts of veterans who continue their contributions to society after military service.

In addition, **PBS Kansas** partnered with local non-profit Child Start. Child to produce a series of 11 programs entitled *Preschool Unplugged*. This was the result of the COVID-19 pandemic drastically affecting attendance in the local Head Start program. These programs simulated the interactions children would have had in their classrooms. Each program featured a teacher speaking to the camera as if they were speaking to a group of kids. Topics included colors, shapes, numbers, etc.



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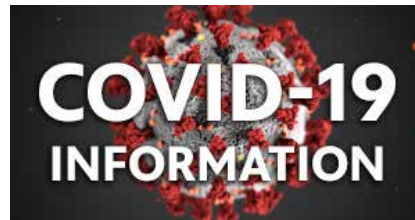
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STORIES OF IMPACT



Worked with state and local health officials to provide the latest information on the COVID-19 pandemic through special programming that included live broadcasts of the Sedgwick County Commission meetings, panel discussions and public service announcements.



MILITARY VETERANS SUPPORT

Partnered with local veterans organizations and other stakeholders to provide lifesaving information about PTSD and other challenges that befall veterans as they integrate back into civilian society. Efforts also recognize those devoting time and resources to the ongoing challenges faced by military veterans.



Partnered with local organization Child Start for a series of programs for preschoolers.

Covid-19, caused attendance in Child Start's Head Start Program to dramatically decline. PBS Kansas worked with Child Start to produce an 11-episode television program that simulated the interactions children would have had in their classrooms.



PBS KANSAS VETERANS COMING HOME INITIATIVE

This year-round effort serves to give a voice to and shines a spotlight on the challenges faced by Kansas military veterans as well as their contributions to our community. This began as a response to the growing incidents of veteran suicide and homelessness among those traumatized by war as well as the need to share the profound stories of former military members.

Reach in the Community:

The target audience for this initiative is both veterans and non-veterans. In reaching out to veterans the goals are to connect them with services in and information that may be of value to them in reintegrating back into society as well as recognize them for their contributions to our society. For non-veterans, the goal is to educate them on the great sacrifice made by America's vets and the assistance they need and deserve from society in the aftermath.

Partnerships:

Partners included Military and Veteran Services, Vet-to-Vet Support Command, Inc., KSN-TV, Robert J. Dole VA Medical Center, Veteran Providers Coalition of Sedgwick County, Sedgwick County Commission, Midwest Battle Buddies, Junior ROTC of Wichita.

Impact and Community Feedback:

Wichita's Junior ROTC program reports that it's inclusion in the Veterans Coming Home has resulted in increased interest from parents wanting their children to be involved. Also, various homeless assistance groups say the work of Veterans Coming Home has drawn attention to the epidemic of homelessness among veterans, as well as the need for increased support to assist them.

*"The overall positive impact that **PBS Kansas** has on our local, regional, and statewide communities is immeasurable. **PBS Kansas** has proven to be a critical player in community betterment, and a beacon of light that shines on both the successes and challenges that befall military veterans and other marginalized Kansans."*
Patty Gnefkow
Vet-to-Vet Support Inc.

SUMMARY



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*“Our clients know the importance of community involvement.
“We often recommend **PBS** programming. **PBS Kansas** appeals to an
audience that is community-oriented and actively engaged in learning.”*

Donna Bachman
Director of Marketing
Cohlmia Marketing, Inc.



The success of **PBS Kansas** in engaging and inspiring the local community is measured concretely in the station’s continued success and growth. Nielsen Media Research shows year after year growth in viewership the past five years, with more than 40 percent of all television viewers in the Wichita-Hutchinson market watching **PBS Kansas** for at least 15 minutes each month. Overwhelming public support has enabled the station to broaden its community outreach by moving in a new 31,000 square-foot office and studio complex in 2022.



PBS Kansas is on a relentless mission to be a good steward of the public’s airwaves, resources and trust. It the state’s leader in local programming and a driving force for community betterment. Through compelling truth-telling and quality entertainment, **PBS Kansas** brings diverse groups together to demonstrate the commonality we all share as members of an ever-evolving, ever-learning society.