



"You have great programs! We travel in the U.S. frequently and have not encountered another PBS station as good as KSPS. We watch KSPS!"

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

The mission of KSPS Public Television is to provide programs and events that entertain, engage and educate to enrich all the communities we serve. For more than 50 years, we've been a valued source for news and information. Through our four over-the-air broadcast channels, region-wide translators and multimedia resources (including *ksp.org* and social media outreach,) we continue to grow in our role as convener, facilitator and catalyst for conversations to engage communities and viewers around critical issues.



Since signing on in April 1967, KSPS-TV has been the home for quality on-air and online programs for viewers in Spokane, Eastern Washington, Northern Idaho, Western Montana, and in the Canadian Provinces of Alberta and British Columbia.

With PBS, World, Create and PBSKids 24/7, and our local and regional programs, we provide education, information and conversation for those across the vast region we serve.

In 2019, KSPS-TV provided these key local services:

- More than 35,000 hours of local, regional, national and international programming on four over-the-air channels as well as another 26,000 hours of programming on three local cable channels. And thousands more online via *ksp.org* and Passport.
- Education: Our Education Department has grown in impact (and outreach) with community story time events and educator workshops.
- Extensive coverage of key local races – including moderated debates between candidates for Spokane City Council President and several City Council positions.

KSPS continues to find ways to improve lives and highlight good works in our communities.

- *Career Explore Northwest* provides video tours and online information about jobs in our region...and how to get them.
- KSPS *Health Matters* connects viewers with medical professionals on issues ranging from healthy cooking to the opioid crisis.
- And our 2019 documentary *Injustice At Home* told the poignant and painful stories of local Japanese Americans sent to WWII internment camps.

KSPS Public Television provides on-air, online and multimedia programs that entertain, engage and educate to enrich all the communities we serve. Here are just a few examples of our initiatives and impact:

Students and Teachers

KSPS Education continues to grow in awareness, content and impact. The National Educational Telecommunications Association (NETA) awarded KSPS for *Injustice At Home*, our documentary about internment of local Japanese residents during World War II, as well as the educational resources to help teachers explain why and how this happened. **In addition:**

- **KSPS-PBS** provided over 40-hours a week of free, research-based educational programs for kids.
- 4,917 children and families engaged in *PBS Kids*-themed story times at the station, libraries, and community centers.
- *PBS Kids* broadcast channel provided busy families with free, trusted educational programs 24/7.

Through local workshops, KSPS connected teachers with thousands of free classroom-ready educational resources found on [PBS Learning Media](#).

- Some 2,000 educators in Spokane County are active users of the site's resources.
- Over 100 KSPS-produced videos and standards-based curricula are now available.
- These resources have garnered 19,000 educator views.

And 1,600 elementary school children participated in 70 classroom workshops to learn about **preserving our sole source of drinking water, the Aquifer**—conducted in partnership with the Spokane Aquifer Joint Board.

Health and Wellness

KSPS Health Matters, which airs monthly, is the region's only regularly scheduled health program. In 2019, we covered topics including Medical Myths, Type 2 Diabetes, Heart Health and Family Trauma. This moderated program brings health professionals together to discuss the health issues of the day - providing advice to those who want it and information for those who need it. In addition to the over-the-air presentation of the program we also stream it on ksp.org/programs/health-matters/ as well as Facebook Live.

Career Explore Northwest

At KSPS, we understand the need to develop and retain workers in all fields. That was the genesis of **Career Explore Northwest** (careereexplorenw.org) KSPS created CENW to help local businesses attract applicants, but also to educate young people about the jobs they'll do. To meet that need, CENW features videos of jobs in different fields, so prospective workers can see – and hear- from people doing those jobs. The site continues to grow in video segments, business sign-ups, and online career views. As a result of partnerships with schools and businesses, we also present CENW as part of 5th and 8th Grade Job Fairs.



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FitKids Day

Fit Kids Day is an annual event that attracts more than a thousand children - of all ages- for a day of activity in the great outdoors. This year we added a new component: a reading tent, where those too tired for running can sit and hear a story or two read by or staff and volunteers. FitKids is one element of our multi-year, multi-part program to improve fitness, financial literacy (**Making Cents**) and reading proficiency (**Kids Book Recommendations**.)



Community Engagement

- As part of **Sesame Street in the Communities**, KSPS brought Elmo to Spokane for a day of fun and making new friends. Elmo spent the day creating unforgettable memories and all the KSPS fans and families who joined us had a great time.
- The KSPS Education Team and volunteers had a busy year, creating or attending 37 outreach events.



Civic Education and Engagement

KSPS remains the on-air and on-line home for political discourse as we provided forums, debates and discussion on key races and initiatives, Including:

- **KSPS Debates** – KSPS produced and aired debates for virtually every race of interest at the City and County level, as well as forums on the key issues.
- **Spokane County Spotlight** – a monthly on-air and on-line program focused on county issues, hosted by County Commissioners.
- **Impact** and **Inside Olympia** are weekly programs that cover the activities of during the Washington State Legislative Session as well as conversations with newsmakers and legislators on the issues behind the bills. The shows tackles complex topics through in-depth interviews with state lawmakers and policy experts.
- And as part of our **Injustice At Home** documentary screening, we added a forum to provide an opportunity for the Japanese internees to answer questions about their experiences.



Property of Museum of History & Industry, Seattle

Opening Minds, Creating Experiences

Since 1967, KSPS has been a leader in providing experiences and opportunities - through our programming (from PBS, World, Create, PBSKids and our outstanding local programs and documentaries,) our outreach, and finding new ways to be part of all the communities we serve.

KSPS Education has expanded in service and results – from providing **lesson plans and video segments** for every one of our documentaries – which are being used by educators locally and nationally, to **KSPS Station Tours** which provide opportunities for kids of all ages to see what it’s like to make television. Our most popular educational outreach events are our monthly **KSPS Story Time** sessions. Children (and adults) join us the first Monday of the month for the opportunity to read stories, hear stories and hang out with PBSKids characters. This program attracts about 20-30 attending per month and continues to grow. We also do similar programs with local libraries.



Northwest Profiles Our signature local program has been telling the stories of the people and places of the Inland Northwest for more than three decades covering four states and two Canadian Provinces. In 2019, stories ranged from the Spokane Tribe Summer Culture Camp to better connect tribal children and their elders, to a neon museum and a pinball repair shop, to artists and artisans who work in every medium. Each of these profiles help us know our neighbors and our communities just a bit better. The stories are also available online, providing a rich history of the place we call home.



KSPS is a favorite tour stop for **Leadership Spokane**. This year’s class visited KSPS, spoke to members of the KSPS team and found out more about the role KSPS and public media play in our community.



Aquifer Education In partnership with the Spokane Aquifer Joint Board, we continued our campaign to educate students and parents about the importance of protecting Spokane’s sole source of drinking water, the Spokane Rathdrum-Prairie Aquifer. We conducted 70 classroom workshops with elementary school kids throughout the region, produced videos and standards-based curricula for teachers, hosted workshops for home-school parents and students, participated in regional events and ran a series of on-air messages, all designed to teach our citizens what they can do to preserve our aquifer.

Summer of Space The 50th Anniversary of the Moon Landing provided a great opportunity for a **KSPS Chasing the Moon Screening** at the Spokane Falls Community College Planetarium. Local NASA Ambassador Joe Bruce hosted the event for us, speaking to space buffs at four screenings and displaying most of his space memorabilia.





"It's important to us to support quality, independent broadcasting and nobody has the quality or variety of programming as KSPS. We don't get a chance to watch as much as we'd like, but it matters to me to know it's there. "

"KSPS PBS maintains a high standard of informative and entertaining programming, that you can both trust and enjoy. "

"We find the programming well chosen, entertaining and informative. We appreciate the lack of incessant commercial breaks. "

"We can rely on reliable news and newscasters, travel vicariously, and enjoy great music."

"Unbiased, Honest, Judy Woodruff, educating, trusted, real, stimulating, entertaining while educating in history, science, nature."

"I watch it regularly and want it to be the sensible outlook on the news. Can't stand the bias that is broadcast from some of the other stations. I also enjoy most of the programming."

"I find that KSPS PBS keeps me informed, mentally stimulated, and is trustworthy. I also like that it serves all populations, such as viewers of SIT AND BE FIT. I like they are pro-active in their concern for older viewers health and exercise issues."

KSPS continues to be a welcomed partner, convener and collaborator in the region. We do that through quality programming, a willingness to listen and a desire to help improve the quality of life in all of the communities we serve. Thanks to our viewers, members and partners, we've been able to have that positive impact. We look forward to doing more in the years to come.