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2017

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

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LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Under the direction of new President & CEO Victor Hogstrom, **KPTS** expanded production of local shows

By the end of 2017, **KPTS** was producing and airing six local shows and producing local documentaries like *Christmastime in Wichita*.



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.

"KPTS has been such a blessing to our family. KPTS kids shows have contributed to my children's vocabulary and a richer understanding of their world."

Kathy Carter/**KPTS** Viewer

KPTS provided these vital local services:

KPTS broadcasts on three channels: 8.1 (Primary channel), 8.2 (Explore), and 8.3 (Create).

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 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 on initiative called 'Veterans Coming Home' that provides **Stories of Service**, resources and information to assist Veterans and inform the community.

KPTS now produces 6 local shows, something not matched by any other station in Wichita.

STORIES OF IMPACT

2017 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 issues, creating conversation, producing dialogue and ultimately enacting positive change. We embrace partnership 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.

KPTS features **Veterans Coming Home Stories of Service** on our website.

KPTS also hosted **An Evening Honoring Our Veterans** in November of 2017. *The Robert J. Dole Distinguished Service Award* was received by James Dennison. The keynote speaker was Mark "OZ" Geist, who was a member of Annex Security Team that fought the Battle of Benghazi (in Libya) from Sept. 11 - 12, 2012. He also coauthored the book **13 Hours: The Inside Account of What Really Happened in Benghazi**.



kpts.veteranscominghome.org



KPTS Director of Development Phil Richardson with keynote speaker, Mark "OZ" Geist.

Master of Ceremonies for the evening and host of *Positively Kansas*, Sierra Scott with James Denison (recipient of the Robert J. Dole Distinguished Service Award) and Senator Ron Estes.





ENGAGING THE COMMUNITY

2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Holding on at The Wichita Ice Center.

KPTS Kids Club members enjoy various events throughout the year. Events designed not only for fun, but to educate. Things started off with a visit to the **Wichita Ice Center**. While there the members got to go behind the scenes to see how things worked. Then they hit the ice. Everyone had a good time. They learned about curious creatures during a visit at **The Bug Lady's Science Academy**. **KPTS Kids Club** members love sports and they got the opportunity to go to **Stryker Soccer Complex** and watch a professional soccer game. During halftime they got to show off their soccer skills on the field. The annual **KPTS Kids Club Big Bash** was held at the **Cowtown Museum**. The members got to tour the grounds and they learned how children played in the late 1800s. Afterwards it was pizza for everyone. It was a great way to end the 2017 season of **KPTS Kids Club**.



Pet a roach at The Bug Lady's Science Academy.

Showing off at the Stryker Soccer Complex.



Touring the Old Cowtown Museum.



ENGAGING THE COMMUNITY

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On April 22, **KPTS** invited major donors, board members and members of the **KPTS BritCom Club** to a High Tea at Hillcrest Apartments in east Wichita. Participants enjoyed tea, coffee and finger sandwiches provided by The Spice Merchant.

On Sept. 28, **KPTS** put on a screening promoting Season 3 of **Poldark On Masterpiece** at the Venue 332 at the Scottish Rite Center. Guests could take photos with actors from Signature Theatre in period costume and watch the first two episodes of the new season of Poldark.

On Nov. 11, **KPTS** hosted a screening at the Wichita Public Library for **The Vietnam War**, a documentary by Ken Burns and Lynn Novick, featuring John Musgrave, a Vietnam veteran from Baldwin City, Kan.

The **KPTS** Production Department films and produces **StoryTime Village**, 12 episodes per year, a show aimed at improving literacy among young children. This half-hour program airs Mondays at 5 p.m.

This year, **KPTS** explored the rich history of Wichita by creating the local documentary **Christmastime in Wichita**. This piece explored time honored traditions unique to our city.



KPTS BritCom Club members at the first annual High Tea.



A scene from **Christmastime in Wichita**. It was shot at Bradley Fair .

Kansas Week host, Pilar Pedraza, with Vietnam combat veteran John Musgrave, from Baldwin City, Kan.

Mr. Musgrave spoke and answered questions at the advance screening of **Ken Burns - The Vietnam War**.





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

2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

COMMUNITY EVENTS

2017 Kids Club Events

- Wichita Ice Center
- Bug Lady's Science Academy
- The Stryker Soccer Complex
- The Old Cowtown Museum

Group Tours of KPTS

- Envision
- Catholic Care Center Adult Daycare
- Corinthian Child Care
- Friendship Force/Open World

Booth at WichiCon during the Wichita River Festival

Wild Kratts Event with Wichita Public Library

Senior Expo

Public Screening for Vietnam War at Wichita Public Library

Sponsor of the Wichita Big Read with the Wichita Public Library

Public Screening for Poldark at Scottish Rite Center

Kansas Sports Hall of Fame Golf Tourney

Photos And Fun With Super Why! at the Library

Willowbend Golf Tournament

Time Eddy Convention

Luncheon for South Central Kansas Legislative Delegation at KPTS

Kansas Children's Literacy Conference & Festival at The Boys and Girls Club Of South Central Kansas sponsored by StoryTime Village

Veterans Coming Home: An Evening Honoring Our Veterans Dinner at The Holiday Inn East

PARTNERSHIPS

Botanica, Wichita

Bug Lady Science Academy, The

Chamber Music at the Barn

Music Theatre of Wichita

The Orpheum Theatre, Wichita

StoryTime Village

Tallgrass Arts Festival

WIBA (Wichita Independent Business Association)

Wichita Public Library

Wichita Sedgwick County Commission

SUMMARY

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KPTS/PBS has four **Membership Drives** per year. We also have a **Kids Club Membership Drive** every October. We count on volunteers to answer phones and they always step up. Local celebrities are also big supporters of **KPTS**. The Bug Lady is always willing to donate her time and bring her creatures along for the ride.



KPTS volunteers taking calls during one of **KPTS'** Membership Drives.

The Bug Lady is a regular during the **KPTS Kids Club Membership Drives**. She seen here with Prisca Barnes, creator and host of *StoryTime Village*.



KPTS is proud of our work in the community. We are utilizing all content platforms to reach a more diverse audience. Our established partnerships 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.

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