



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"I feel a warm connection with KSPS. Good memories. Thank you for providing such good programming to such a wide area."

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 50 years, we've been a valued source for news and information. Through our four over-the-air broadcast channels, our region-wide translators and our multimedia resources (including *ksp.org* and our social media outreach,) we continue to grow in our role as convener, facilitator and catalyst for conversations and engage communities and viewers around critical issues.



Since signing on in April 1967, KSPS-TV has been a valuable resource, with viewers in Spokane, Eastern Washington, Northern Idaho, Western Montana, and in the Canadian Provinces of Alberta and British Columbia. With the addition of PBSKids 24/7, we have enhanced our ability to provide quality education, information and conversation to viewers across the vast region of the Inland Northwest.

In 2017, KSPS-TV provided these key local services:

- *The Wall That Heals* – KSPS hosted the traveling replica of the Vietnam Veterans Memorial Wall, and a series of forums and on-air programs about the impact of the Vietnam War.
- *Civic Affairs* – KSPS was the only television station in the area to produce and broadcast debates in virtually all local, regional and state races for elective office, as well as the only Town Hall meeting by our Congresswoman.
- Our *MediaFest* program continues to grow, providing area high school students with the opportunity for hands on instruction about jobs in television, radio, print and online media – from those who do it every day.

In 2017- KSPS-TV's broadcast, web, education and community service partners reached more than 1.2 million television households in the Northwest. Our work with students and educators, our programs that provide vital health information, and our relationships with professional and non-profit boards and organizations, gives us the ability to know our community and be a true partner in our region.



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:

Education

Through our new Education Director, our outreach and impact in all phases of education has grown. Several **KSPS Documentaries** are now segmented by subject matter, and accompanied by lesson plans which can be used by educators at all levels, with many of these resources available on PBS Learning Media. We've also increased our partnerships with most school districts and home school parents through meetings and tours at the station, followed by sessions on how to use KSPS resources. We work closely with Spokane Public Schools on several projects, all designed to increase awareness of the work being done in the area's largest school system. The **Hifumi En Project** provided an opportunity to preserve a piece of history – the stories of Spokane area Japanese-Americans and their experiences during World War II. Their interviews – which included everything from life in the internment camps to life in the Inland Northwest – were produced and recorded by KSPS, online, as well as on PBS Learning Media. **Spokane Public Schools Now** is a monthly program featuring district officials, teachers and students in an interview and taped segment format. The program is produced and broadcast by KSPS and the District's own cable and YouTube Channels; we also provided live streaming for the District's band and orchestra concerts, as well as all of the Spokane Area Public **High School Graduation Ceremonies**, so even those who couldn't travel were able to have the experience. And speaking of graduations, Spokane's own Chris Gradoville was selected to be part of the national **American Graduate** program (<http://www.pbs.org/video/chris-gradoville-2017-american-graduate-champion-d6ox4g/>). We're proud to highlight his work as a Big Brother, role model, and a great representative of our community efforts to help improve the Spokane graduation rates.

Health and Wellness

KSPS Health Matters, which airs monthly, continues to be the region's only regularly scheduled health program, and this year added Veteran's Health Issues (as part of our expanded coverage of the Viet Nam War and its aftermath,) in addition to Dental Health, Cooking Light, Heart Health. **Health Matters** works because of the viewers who call and email questions for our rotating panel of medical experts. Our **FitKids** initiative continues to be one of the more popular family events in the region. Nature Cat joined Daniel Tiger as more than a 1,000 kids of all ages joined us for healthy snacks, fun activities, and a demo of PBSKids 24/7.

News, Public Affairs, Documentaries and History

KSPS remains the place to go for quality documentaries, which have been nominated for regional Emmy awards over the last three years. Our most recent was about the **Nespelem Art Colony** which told the story of how tribal members created the first extensive visual record of the Native Americans of Eastern Washington. In a year where almost every local and statewide race was contested, **KSPS Candidate Debates** were the only place to see them discuss the issues in a head-to-head format. These debates were streamed live, and remain available on ksp.org.



Kids Forward

KSPS Kids Forward is a multi-year, multi-part program that uses on-air spots, online and community events to improve the health, wellness and, added just recently, the financial literacy of our community's children. The **Kids Forward** segments provide advice for parents and caregivers on all aspects of child development, **FitKids** segments deal with the importance of nutrition, exercise and healthy habits, and **Making Cents** helps teach how to manage money and why it's important.



Community Engagement

Homelessness is a major issue in Spokane, despite the efforts of local non-profits, volunteers and public officials. Our documentary "**Hidden in Plain Sight: Fighting Homelessness in Spokane**" took a closer look at the problem, and we followed its debut with a community Town Hall meeting featuring a panel of those working to address the issue, to talk about what needs to be done and what can be done, and an audience of those concerned about homelessness and those affected by it.



Civic Education and Engagement

KSPS continues to provide the most comprehensive coverage of local issues, initiatives and candidates:

- **Town Hall Meeting with Rep. Cathy McMorris Rodgers** (right) and statewide, regional and local candidate debates.
- **Spokane County Spotlight** – a monthly on-air and on-line program focused on county issues.
- **Ask The Mayor** - a regularly scheduled program providing a forum for the Spokane Mayor and City Council President to answer questions from the viewing audience.



Opening Minds, Creating Experiences

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

- **The Wall That Heals**-over four days nearly 14,000 people visited the traveling replica of the Vietnam Memorial Wall. From veterans to family members to those who just wanted to pay their respects, this was a near record number of people who came from several states to remember those who sacrificed their all.
- **KSPS FitKids Day** continues to be one of our more attended and anticipated events. In its 5th year, FitKids Day brought out a near record number of kids, parents, grandparents and those who just wanted to enjoy a fun and active day. In addition to the activity, and the activities, the main attractions were Nature Cat and Daniel Tiger, beloved ambassadors for KSPS and PBSKids. The entire day is free to the public and with help from our great volunteers and event sponsors, we're able to provide plenty of supervision as well as healthy snacks and activities.
- In honor of KSPS 50th Anniversary, **PBS President Paula Kerger** spent several days in Spokane which included a lecture on the importance of PBS to Eastern Washington University students, and a community Q&A forum on the mission and challenges facing public media.
- **Northwest Profiles**- For more than 30 years, Northwest Profiles has been telling the stories of the people, places and history of the Inland Northwest. From Moses Lake to Montana, Calgary to Coeur d'Alene, and points in between, our team finds the things that make our lives better - or at least more interesting – like chipmunk art...with live chipmunks. These stories are also available online, providing a rich history of the place we call home.
- **MediaFest** – MediaFest is our annual gathering of area high school students, who spend the day with media professionals, finding out about the jobs they do, how they do them, and how the students can someday have those jobs themselves. From print, online, and radio journalists, to television reporters and videographers, to documentary filmmakers- this a great opportunity for students to have that “real world” experience.
- KSPS continues to be 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.





"I enjoy your nature series very much. Rick Steves travel show is very interesting. Your Dramas are very exciting. Your station is very much appreciated and its nice clean entertainment. "

"Thank you KSPS for providing a reasoned, balanced witness to the world."

"Thank you, KSPS, for being the continued voice of reason in turbulent times. Thank you to all your journalists for being the voice of truth. Please continue, for all of us depend on your balanced intelligent approach. Many thanks!"

"The kids grew up with Mister Rogers and Sesame Street. I love Mark Russell and all the British dramas. Nature has incredible photography and Rick Steves is always interesting. You have it all in abundance. Happy 50th KSPS and thank you!"

"It is really impossible to tell you how much public television enriches our lives. I cannot imagine any intelligent and curious person who would not want to have it continually available. We can always be assured that we will have wholesome dynamic intense programming that will enlighten, entertain, and enrich. I truly believe that public television rates as a necessity of life, along with food and water. I will support you forever!"

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.
