KPTS is a locally owned public media organization whose mission is to **Educate, Engage, Entertain** and **Enrich** Kansans

**Local Value**

**KPTS Guiding Principles:**

- We value serving our community with commercial free and subscription free access.
- We value the diversity of thought, expression, and interests in our community.
- We value knowledge, illuminate challenges, celebrate achievements, and encourage a passion for discovery.
- We value building and maintaining relationships with all our stakeholders.
- We value willingness to change and encourage creative thinking and solutions.

**Vision Statement:**

*To be a primary influence for a thriving, engaged community.*

**2013 Key Services**

**KPTS Program Services:**

- **KPTS 8.1 HD** - the main KPTS PBS signal.
- **KPTS 8.2 Explore** - PBS primetime national programs scheduled several hours later than KPTS 8.1, PBS Kids and rebroadcasts of popular locally produced programs.
- **KPTS 8.3 Create** - your favorite how-to shows on cooking, home repair, gardening and travel.
- **KPTS.org** – our internet presence including our schedules, events, partnerships and links to PBS resources.
- **Education Outreach** - The Ready to Learn in Literacy service of KPTS assists parents, teachers and caregivers with resources in nurturing the literacy development of children.
- **Social Media** - KPTS makes use of various forms of social media to communicate and engage our viewers.

**Local Impact**

**July 1, 2012 to June 30, 2013:**

- **KPTS** served more than one million Kansans in 30 counties with more than 200 hours of local programs.
- **KPTS** weekly community affairs show, *Impact*, shared contributions of more than 150 local individuals and organizations working toward building a better community.
- **KPTS** brought local government closer through broadcasts of the weekly meetings of the Sedgwick County Commission.
- **KPTS** kept Kansans engaged in state government through Ask Your Legislator, a weekly call-in program with lawmakers during the 2013 legislative session.
- **Young Authors** - the KPTS writing contest, encouraged more than 500 students to “Be More with Words.”
Involvement and partnerships are a key part of the KPTS mission to educate the community, engage and challenge minds and entertain Kansans in order to enrich society. Throughout FY 2013, KPTS pursued partnerships with organizations that share a common desire to engage communities in south central Kansas.

KPTS partnered with the Wichita/Sedgwick County Historical Museum and WIBA - the Wichita Independent Business Association to host PBS NewsHour Executive Director and native Wichitan Jim Lehrer. Mr. Lehrer spoke to KPTS supporters at a reception and members of the community at the WIBA annual meeting.

In partnership with Boeing, KPTS brought Sid the Science Kid to Wichita for a live stage performance at KidFest at Century II Expo Hall. As he does on the PBS Kids show, Sid used comedy and music to promote exploration, discovery and science readiness among preschoolers.

KPTS and The Wichita State University College of Fine Arts hosted Mark Kistler’s Summer Art Camp at the McKnight Art Center. The host of the popular public TV show, Imagination Station, taught children and their parents to draw in 3-D.

KPTS regularly brings in costume characters to share our mission and support local programs and events.
In FY13, **KPTS** broadcast 6377 hours of PBS Kids educational programming, extending “America’s Largest Classroom” to children throughout south central Kansas; including those who can’t attend preschool. Through kpts.org, media content was made available for preschool teachers and provided a leading place for parents to turn for preschool video online, with content proven to improve critical literacy skills in young children. Combined with local educational outreach efforts, these programs and services continue to prepare children for success in school.

**KPTS Education Outreach Coordinator Sheila Shaw** conducted 36 workshops during FY13 providing parenting education and professional development/training to 871 parents and teachers.

**KPTS Young Authors Contest: “Be More with Words”** encouraged hundreds of students in grades K-5 to write and illustrate their own story by giving young authors a chance to combine imagination with literacy skills. Clifford the Big Red Dog helped congratulate each of the winners at their school. Local librarians volunteered to judge over 450 entries. Partnerships with several businesses helped fund the contest and provide prizes for the winners. The contest drew national recognition from the Association of Public Television Stations.

**KPTS was one of twenty PBS stations selected to conduct a screening of Sid the Science Kid: The Movie.** Over 700 local Head Start Students attended the red carpet event, complete with the paparazzi, held at The Orpheum Theatre. The excitement of attending a movie and its educational content were perfectly tied together. In the words of a Head Start staff member, “I can’t thank you enough for providing our children with an opportunity to learn and get excited and inspired by science.”
In October and November 2013, KPTS partnered with the Wichita Public Library to participate in The Big Read, an initiative of the National Endowment of the Arts to restore reading to the center of American culture.

1/27/13 Skate with 8 Party - KPTS held our annual ice skating party and book drive at the Wichita Ice Center to thank the community for their support. Books collected were distributed to area Head Start locations to promote our mission of getting books in the hands of children. Kids met Clifford the Big Red Dog, Wyatt from Super Why and Curious George.

12/11/12 KPTS viewers dressed like their favorite characters as they attended a free public screening of the first episode of season three of Downton Abbey.

6/19/13 Great Starts Here. KPTS staff shared the mission of public television, community outreach and upcoming programming at Highland House Apartments during the first of a series of visits to area retirement complexes.

2/23/2013 - Engineering Expo - KPTS promoted and staffed a booth at the Engineering Expo sponsored by the Wichita section of the Society of Women Engineers in partnership with the WSU College of Engineering. This free event featured hands-on activities for kids in grades K-8 to learn how engineering relates to the world around us.
KPTS Ask Your Legislator / State of the State

Ask Your Legislator gives KPTS viewers a chance to talk directly with their elected representatives. The program aired on KPTS at 5:30 p.m. on Sundays throughout the Kansas legislative session. Host Jennifer Schmidt invites lawmakers from both parties to answer constituent’s emails and phone calls. On January 15, 2013, KPTS produced the annual Governor’s State of the State Address sharing the event with a statewide audience.

The Fluoride Referendum

10/18/2012 KPTS presented a special panel discussion that brought together both sides of the issue prior to a local vote on whether to add fluoride to the Wichita water supply. The panel was presented approximately three weeks before voters rejected the proposal in a November, 6, 2012 city-wide referendum.

The Dust Bowl & Harvesting the High Plains

11/01/12 KPTS previewed PBS’ presentation of Ken Burns’ documentary The Dust Bowl with a free advance screening at the Wichita/Sedgwick County Historical Museum. Patrick Rowley recounted his memories of growing up in Wichita during the Dust Bowl of the 1930’s. Ironically, as The Dust Bowl was presented, much of Kansas was in the throes of one of the worst droughts in many years.

KPTS partnered with filmmaker Jay Kriss to produce, present and premiere Harvesting the High Plains, a film inspired by the works of historian H. Craig Miner. The documentary was scripted from early to mid-20th Century letters and telegrams and celebrates the “progressive” search for agricultural answers in the face of the Dust Bowl, changing the Great American Desert into the Breadbasket of the World. KPTS premiered the film 11/9/12 at the Orpheum Theatre. It has been distributed nationally to other PBS stations.
Public Media

KPTS is more than a television station. KPTS is a local public media organization that embraces technology to extend our impact and connection with our community. In late 2013, our logo was updated to reflect our growth from a television station to public media. In FY13, KPTS utilized a PBS tool called Bento to reorganize our web presence making kpts.org more cost efficient and responsive. KPTS has continued to employ social media, eBlast marketing and our weekly email newsletter to exchange ideas and communicate with our viewers. With the growth of internet access and usage, KPTS has reduced our printing expenses by shifting our program guide and other printed materials to web-based documents.

Translator Tower

To restore the KPTS signal to thousands of viewers in South Central Kansas who lost the ability to receive KPTS Channel 8 over the air during the transition to digital TV, KPTS launched a fundraising campaign to build a translator tower. The translator, completed in the fall of 2013, boosts the KPTS signal throughout the greater Wichita area in support of our belief that public television should be free and available to all Americans.
The KPTS Kids Club is for children 10 years old or younger. Kids Club members receive a personalized birthday wish from KPTS Channel 8. Membership includes invitation to four special activity days each year while also supporting quality children’s programming.

KPTS Kid’s Club members receive:

- A KPTS Kid’s Club T-shirt.
- A box full of fun and educational activities.
- A birthday card with a surprise gift certificate.
- A birthday greeting on TV and the KPTS website. TV greeting aired several times a day, the first week of the month of his or her birthday.
- Annual bash in October with surprise special guest.
- Activity Days with KPTS in April, June and August; consisting of educational activities for the kids and special workshops and demonstrations for parents, plus, goodie bags for each child in attendance.

KPTS Kids Club events in FY 2013...

- The Bug Lady Science Academy
- Kansas Aviation Museum
- Kansas Humane Society
- Kids Club Big Bash