



2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“KPTS is focused on reaching diverse viewers of all ages, ethnicity and income, serving to build communities by opening the world to every home in its broadcast area.

*---Robert Boewe
The Spice Merchant*

KPTS promises to engage the community by creating local, relevant content on multiple content platforms. We open a dialogue with the community to ensure we are serving their needs.



KPTS is a valuable asset to south central Kansas. As the only locally owned and operated television 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 position change.

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

---Kathy Carter/Viewer

In 2014, KPTS provided these vital local services:

KPTS broadcasts on three channels: HD1 (Primary channel), DT2 (Explore), and DT3 (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 more than a million people in a thirty county area with more than 200 hours of local and national content.

KPTS launched a new initiative called ‘Veterans Coming Home’ that provides Stories of Service and resources and information to assist Veterans and inform the community.

KPTS invited viewers to engage with the station and one another during a special screening of a Kansas Governor’s Debate through our OVEE online initiative.



2014 LOCAL CONTENT AND SERVICE REPORT

STORIES OF IMPACT

In 2014 KPTS became more entrenched 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-plat formed media content provider. We reach beyond traditional television, engaging our community on unprecedented levels, embracing key issues and 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.



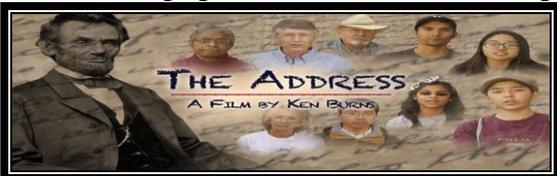
Launched 'Veterans Coming Home' initiative – including Stories of Service rolled out across all our media platforms. Website includes these stories and important resources and information for Veterans.



Piatt Street Air Disaster: 50 years of healing. We produced several reports on the 50th anniversary of the worst air disaster in Wichita history. The segments rolled out over several days on media platforms, culminating in a one-hour special report on air.



We kept voters informed through our live, online Kansas Governor's debate. Through our special OVEE screenings, people were invited into a live 'chat room' to engage with each other through live interactive dialogue throughout the debate.



The Address. We localized the effort of memorizing Lincoln's Gettysburg Address, tying into the documentary produced by filmmaker Ken Burns. Area business people, politicians, station personnel and celebrities recited portions of the historic Address that were strung together.



In keeping with tradition, **KPTS** produced and aired the Governor's annual State of the State address and provided the feed to all television and radio stations in Kansas.



2014 LOCAL CONTENT AND SERVICE REPORT ENGAGING THE COMMUNITY



KPTS was in the community with several screenings and opportunities to interact with viewers who share the passion for the best programming anywhere. We celebrated the preview of **Downton Abbey** with nearly 500 people—many of whom attended in full character costume!



Fans couldn't wait to get an early look at the upcoming season of **Mr. Selfridge**. Several people visited the station for an early look at the upcoming season.



KPTS partnered with the Kansas African American Museum to hold a free screening of the American Experience Documentary, **Freedom Summer**.



Sherlock has become one of the most popular programs for PBS viewers in Wichita. It was standing room only as **KPTS** partnered with The Sedgwick County Historical Museum to provide the community a sneak peek at this great program!



The Roosevelts: An Intimate History proved to be one of the most popular programs of the year! We previewed all seven parts.



2014 LOCAL CONTENT AND SERVICE REPORT **ENGAGING the COMMUNITY**

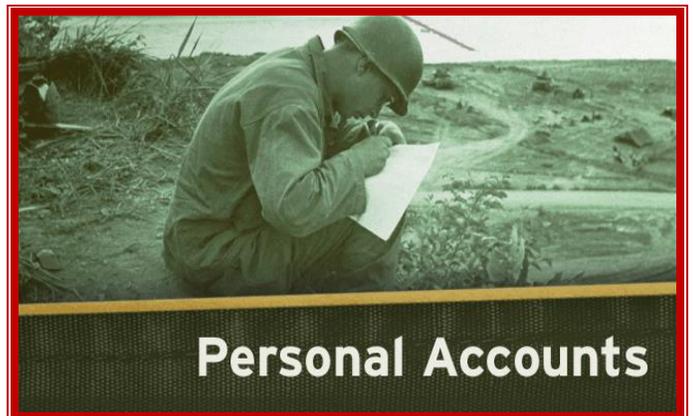
Dillion: A True Story

This locally produced documentary focused on the story of a young soldier who suffered from PTSD and eventually took his own life. Through an online OVEE screening, a coinciding chat room allowed viewers to interact with each other during the program. Audience included Dillion's parents and a PTSD counselor from the Wichita Veterans Hospital.



Veterans Stories of Service

As part of our Veterans Coming Home initiative, we are telling their stories. It's important that society understands Veterans and what they've sacrificed as they return to society. By telling their stories, we assist Veterans and their reintegration back into the communities and families they left behind during service.



Entertainment at the Orpheum

The partnership KPTS has with The Wichita Orpheum Theater has offered us great opportunities to host popular PBS performers and offer tickets and backstage passes. It's a great way to engage our audience and showcase some of the best programs and entertainers PBS has to offer.





2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

COMMUNITY EVENTS

- *WALK WITH WILDLIFE
- *MARK KISTLER ART CAMP
- *SUNDOWN PARADE
- *ENGINEERING EXPO
- *AIR CAPITAL COMICON
- *CLOWN CARNIVAL
- *KPTS NIGHT AT THE WINGNUTS
- *STEAM PUNK EXPO
- *YOUTH AUTHORS CONTEST
- *SENIOR EXPO
- *AIR CAPITAL COMICON
- *GIVING TUESDAY
- *LEAVE A LEGACY
- *YOUNG AUTHORS CONTEST

“With the shrinking of coverage of community issues by print and electronic media KPTS performs a valuable service in keeping the public informed on critical issues facing the community.”

**Tim Witsman
President, Wichita Independent Business Assoc.**

PARTNERSHIPS

Sedgwick County Historical Museum
Wichita Grand Opera
Sedgwick County Zoo
Wichita Orpheum Theater
Music Theater of Wichita
Arts Partners of Wichita
Kansas Aviation Museum
Tallgrass Arts Festival
Tanganyika Wildlife Park
Great Plains Nature Center
Wichita State University
Sedgwick County Commission
Wichita Wingnuts
Ballet of Wichita
The Bug Lady
Firefighter Museum



KPTS works with a number of other 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.





2014 LOCAL CONTENT AND SERVICE REPORT SUMMARY



"Whether one's taste runs to classical music offerings and MASTERPIECE Theater, or the Joy of Painting and Austin City Limits, or anywhere in between, KPTS connects viewers to this rich, necessary aspect of life."

*--Carol Flickinger
Viewer*



KPTS has a long and cherished relationship with longtime NewsHour host and anchor, Jim Lehrer. He is a native Wichitan and has been very generous with his time and availability to interact with our community.

KPTS is proud of our work in the community. We are utilizing all content platforms to reach a great and 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.
