

Smoky Hills PUBLIC TELEVISION



FY2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Smoky Hills Public Television strives to provide our region with programming and services that nourish our curiosity, enrich people's lives and make Kansas a better place to live and work.

LOCAL VALUE

Through local and national productions, Smoky Hills Public Television provided information, educational resources and entertainment.

In addition to programming, our services included the distribution of books to children, schools and libraries across central and western Kansas.

2015 KEY SERVICES

Through the 2015 Fiscal Year, Smoky Hills Public Television provided these key local services.

- Books and other educational materials for children
- Medical information and opportunities to ask questions of medical professionals
- Information on state government and access to state and federal officials

LOCAL IMPACT

Smoky Hills Public Television provided educational, informational and entertaining programming to approximately two-thirds of the state of Kansas. Local programming directly impacted over 200 communities.

We provided these services by leveraging partnerships with educators, community leaders, businesses, and our volunteers.



Smoky Hills Public Television strives to be relevant by providing services and programs while highlighting the value of central and western Kansas. We believe this goal is achieved through programming and special events.

LOCAL PROGRAMMING/PRODUCTION

One of the most important services we provide is the ability to highlight the talented people, communities and beautiful landscapes of central and western Kansas through our programs. In 2015, those programs included high school football, basketball and wrestling state championships. A majority of our service area is made up of rural small towns which embrace their high school athletics, and Smoky Hills Public Television is proud to be part of that excitement through these broadcasts.

Our sports coverage also included the state's small college teams in the KCAC basketball championships.

In 2015, local programming also included public affairs shows. To give viewers insight into the current Kansas legislative session, we aired *The Kansas Legislature*. This is a call-in show featuring area senators and representatives. That production takes place several times during the legislative session, allowing viewers access to their state government representatives.

Real Ag continued for its third season. This program celebrates the largest industry in our viewing area, agriculture. *Real Ag* is a program produced by Smoky Hills Public Television that highlights a variety of agricultural issues and emphasizes the importance of agriculture for people who are not in the industry.

Doctors on Call is another informative local production that brings medical information into the viewers' homes. Doctors from around the state discuss a medical topic and answer questions posed by the viewers. In some of our viewing area, residents must drive miles to seek medical help, but with this show, some of their questions can be answered from the comfort of their home.

Traveling Kansas is a new local production, focused on communities and attractions in the SHPTV viewing area.

Smoky Hills also provided production services to assist in community events including the Ellis County Big Brothers Big Sisters Telethon and Kansas' Biggest Rodeo in Phillipsburg.

Smoky Hills Public Television provides access through:

SHPTV DT

Create

Website: www.smokyhillstv.org

YouTube

Social Media:

Facebook

Twitter

Pinterest

Instagram





**IN THE COMMUNITY:
LOCAL PRODUCTIONS &
PARTNERSHIPS**

Doctors on Call - 15 episodes highlighting a variety of health topics. Viewers are encouraged to call in with their questions. This season concluded with an episode about pet health featuring local veterinarians. Partner: KaMMCO, Blue Cross & Blue Shield of Kansas and medical professionals

Real Ag - A weekly program exploring what agriculture means to the consumer. Partner: KFRM, the Kansas Soybean Commission and Servi-Tech Inc.

Kansas 8-Man Football State Championships Division I & II - Annual special program, highlighting high school athletes. Partner: Kansas State High School Activities Association

Kansas 8-Man Football All Star Games Division I & II - Broadcast of games featuring the best 8-man high school football players in the state.

2-1A State High School Football Championship - Annual special program, highlighting high school athletes. Partner: Kansas State High School Activities Association

1A Division II State Basketball Championships - A special program highlighting high school athletes. Partners: Kansas State High School Activities Association and United Wireless Arena

3-2-1A State Wrestling Tournament - Annual special program broadcast live, featuring the top high school wrestlers in the state. Partner: Kansas State High School Activities Association

NCAA DII Women's Central Regional Basketball Tournament - Special broadcast of area college basketball. Partner: Fort Hays State University Department of Informatics

NAIA KCAC Basketball Championships - A special broadcast of the men's and women's championships. Partner: KCAC

Miss Southwest Kansas & Miss Santa Fe Trail Pageant - An annual special broadcast of a preliminary pageant to the Miss Kansas Pageant.

The Kansas Legislature - A series of hour long, call-in shows during the state legislative session, allowing viewers to pose questions and comments to their state legislators. Partner: Docking Institute of Public Affairs at Fort Hays State University

Kansas Candidates - A forum for local candidates for state office to debate prior to the November election.

Scoreboard Show - An eleven week series during the high school football season, promoting high school students and their accomplishments.

Traveling Kansas - A program highlighting communities, people and attractions in Kansas.



SHARE A STORY

Share A Story is a summer reading program, during which Smoky Hills Public Television visits libraries across central and western Kansas. The event includes a video, story time and a craft project. The program is an effort to encourage parents to read with their children and use hands-on activities to encourage reading. Every child in attendance receives a book. During 2015, there were 53 Share A Story programs with 1,272 kids in attendance. Each of those children received a book.

“Thank you for the books. You always pick good ones. The children really love books.” - Lilie Peters, Dodge City, KS

BOOK DISTRIBUTION

In the 2015 Fiscal Year, Smoky Hills Public Television distributed 6,829 books to children in the viewing area, which covers much of central and western Kansas. The books are given to children directly, in partnership with the Kansas Head Start program. Books also are given to teachers to use as part of their curriculum.

SHPTV’s educational outreach also includes a variety of events. During the 2015 fiscal year, books were given to children who attended Family Fun Day, an event tied to Sid the Science Kid and a program with Thomas the Tank Engine. These events were held in different communities in the vast SHPTV viewing area, allowing the station to share its education initiative with hundreds of children.

PBS KIDS WRITERS CONTEST

Smoky Hills Public Television encouraged children throughout the viewing area to write and illustrate their own stories. Through the PBS Kids Writers Contest, local winners were chosen in kindergarten through third grade with the top stories submitted for the national contest. Seventy-two stories were submitted.





**IN THE COMMUNITY:
EVENTS**

Travel Club Trip to Kentucky



Family Fun Day



Valentines & Wines



Share A Story

Sid the Science Kid





“Public Television is an artistic and cultural treasure that brings so much lasting value to its viewers. We must all work and contribute to save it.”

- Dr. Leland Powers, Hays, KS

- *Broadcasted to 70 out of 105 counties in Kansas*
- *Produced more than 150 hours of Kansas programming*
- *Distributed over 6,800 books to children throughout the viewing area*
- *Presented 53 Share A Story programs and 3 special events for children*



Smoky Hills Public Television has provided public broadcasting and educational resources to central and western Kansas for 32 years.