

# Smoky Hills PUBLIC TELEVISION



FY2018

## LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

*Smoky Hills Public Television provides 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. SHPTV also hosted educational and entertaining events.

### KEY SERVICES

Through the 2018 Fiscal Year, Smoky Hills Public Television provided these key local services.

- Books and other educational materials for children
- Access to medical information and opportunities to ask questions of medical professionals
- Information on state government and access to state and federal officials
- Insight into agriculture, the largest industry in the viewing area

### 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 volunteers.



Smoky Hills Public Television serves the community by providing programs that highlight the value of central and western Kansas and events that both entertain and educate.

Along with providing PBS programming, we also see the importance of highlighting the people, communities and landscapes of central and western Kansas through our programs. In 2018, those programs included high school football 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.



In 2018, public affairs shows were an important part of our local programming. To give viewers insight into the current Kansas legislative session, we aired *The Kansas Legislature*. This call-in show featured area senators and representatives. The production took place during the legislative session, allowing viewers access to their state government representatives.

*Real Ag* continued for its seventh season. This program celebrated 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 with an emphasis on the importance of agriculture for people who are not in the industry.



*Doctors on Call* was another informative local production that brought medical information into the viewers' homes. Doctors from around the state discussed a medical topic and answered 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 homes.

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

This program highlighted the people and places that define Kansas and the tourism possibilities throughout the state.

Smoky Hills Public Television traveled to six communities throughout the viewing area to host Family Fun Day. For this event we provided a PBS Kids character and partnered with local businesses and organizations such as Lions Club and United Way.



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

***Doctors on Call*** - 13 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: Blue Cross & Blue Shield of Kansas and medical professionals

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

***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.

***6-Man Wild West Bowl*** - A new championship event that highlights small high schools with 6-man football.

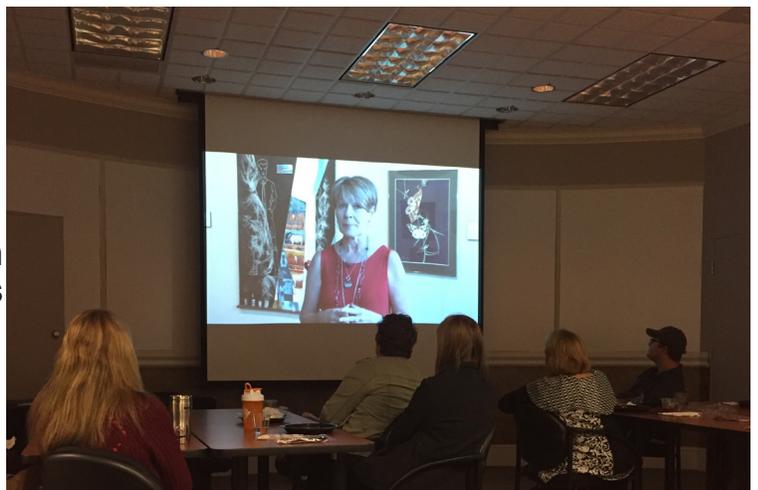
***3-2-1A State Wrestling Tournament*** - Annual special program broadcast live, featuring the top high school wrestlers in the state. Partner: Kansas State High School Activities Association

***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

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

***Kansas Sports Hall of Fame Induction Ceremony*** - A special program documenting the careers of those who made an impact on athletics in the state. Partner: Kansas Sports Hall of Fame





## **LITERACY LEADERSHIP**

### **SHARE A STORY**

Share A Story is a summer reading program, during which Smoky Hills Public Television visited libraries across central and western Kansas. The event included 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. During fiscal year 2018, there were 77 Share A Story programs with 1,819 kids in attendance. Over 1,650 books were given to the children.

### **BOOK DISTRIBUTION**

In Fiscal Year 2018, Smoky Hills Public Television distributed 5,717 books to children in the viewing area, which covers much of central and western Kansas. The books were given to children directly, in partnership with the Kansas Head Start program and public preschools. Books also are given to teachers to use as part of their curriculum.

SHPTV's educational outreach also included a variety of events. During the 2018 fiscal year, books were given to children who attended Family Fun Day. 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.

***“Thanks once again for offering this contest. It’s such a challenge for us, but the students LOVE it! (Even the ones that struggle with parts of it--still think it’s so COOL that they are entering a contest!) It builds confidence in all. As a teacher, I appreciate all the ways my students benefit from this contest--and still HAVE FUN!” - Mary Jo Wilkison - Lakin, KS***

### **SHPTV PBS KIDS WRITERS CONTEST**

Smoky Hills Public Television encouraged children throughout the viewing area to write and illustrate their own stories. Through the SHPTV PBS Kids Writers Contest, local winners were chosen in kindergarten through third grade out of 154 stories submitted.





**Early Childhood Book Distributions**



**Family Fun Day**



**3i Show**



**Share a Story**



**Traveling Kansas Preview Event**



*Thank you so much for showing “Wichita Sessions” and other local programming like “American Street Rodding”. Of course love the national PBS shows like Nova, Independent lens and too many to mention. Keep up the great work SHPTV!!! - Todd Nilson, Russell*

*Smoky Hills Public Television has provided public broadcasting and educational resources to central and western Kansas for 34 years.*



- *Broadcasted to 70 out of 105 counties in Kansas*
- *Broadcasted more than 150 hours of Kansas programming*
- *Broadcasted 64 hours per week of children’s educational programming*
- *Distributed over 9,000 books to children throughout the viewing area*
- *Presented 77 Share A Story programs and held 6 special events for children*

***Smoky Hills Public Television provides access through:***

SHPTV DT, Create, PBS Kids 24/7

Website: [www.smokyhillstv.org](http://www.smokyhillstv.org)

YouTube

Social Media: Facebook, Twitter, Instagram