

Smoky Hills Public Television

also known as



FY2020

Local Content And Service Report IN THE COMMUNITY

Our Mission

Smoky Hills PBS provides Central and Western Kansas with commercial-free, high-quality programming that nourishes curiosity, enriches people's lives and makes Kansas a better place to live and work.

NEW LOOK!



In December of 2019, Smoky Hills announced a new look and new website! The new look reflects the fact that Smoky Hills is not just television. We bring much more to central and western Kansas. From events, to our First Book Club, to local productions. You can also find Smoky Hills PBS in avenues other than just television. You can access our productions on a tablet, computer, or even a smart phone. The new look is the only change. Everything else remains the same. We are PBS for central and western Kansas.

LOCAL VALUE

Smoky Hills PBS is a valuable asset to central and western Kansas, which is comprised of primarily rural communities. Many residents depend on broadcast television or streaming services because of their rural location.

In addition to programming, our services include the distribution of books to children, as well as schools and libraries across central and western Kansas. Smoky Hills PBS also hosts many educational and entertaining events throughout the year.



Cimarron, KS - One of the many communities we covered on our local production of *Traveling Kansas!*

FY2020 Key Services

Smoky Hills PBS engaged with Kansas citizens in 71 counties through broadcast of local programming, Family Fun Day events, and our annual PBS KIDS Writers Contest.

Local Impact

With a broadcast signal that covers most of the Western half of Kansas, Smoky Hills PBS connects central and western Kansas residents with commercial free broadcasting, as well as a 24/7 kids channel, and a CREATE channel.

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

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Smoky Hills PBS serves the community by providing programs that highlight the **value** of Central and Western Kansas and events that both **entertain** and **educate**.

Local Productions



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Along with providing PBS programming, we also see the importance of highlighting the people, communities, and landscapes of central and western Kansas through our local programming. A majority of our service area is made up of small rural towns that have passion for their community and the people within it. Smoky Hills PBS is able to bring that passion to life through many of our local productions throughout the year!

Traveling Kansas

In this production, we travel throughout Central and Western Kansas to highlight communities throughout our viewing area. In FY20, we traveled to these communities, highlighting the people and attractions within them:

- Cimarron - air date 11/7/19
- Colby - air date 6/25/20



Real Ag

Real Ag is an exciting show from Smoky Hills PBS for both consumers and those in the agri-business industry. We focus on the importance of agriculture and some of the issues impacting agriculture.

- KS Secure Food Supply
- Aerial Imagery
- Prescribed Burns
- Co-ops
- Irrigation Farming
- Alternative Medicine for Animals
- Industrial Hemp



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LIVE Productions



Kansas Legislature

The *Kansas Legislature* is a live viewer call-in show from Smoky Hills PBS, featuring Kansas Representatives and Senators discussing state issues. It was created to give viewers insight into the current Kansas legislative session. This call-in show gives viewers a chance to call in with questions for their state representatives.



State of the State Address

Smoky Hills PBS covered Governor Laura Kelly's State of the State Address LIVE. Another great local production we bring to our viewers! Bringing them the local coverage that matters most to them!



Doctors on Call

In this Smoky Hills PBS production, we bring in local doctors across our viewing area that discuss a medical topic and answer questions called in by our viewers LIVE on-air. Medical questions can be answered from the comfort of your home on this local production. It's a great way for our small communities to connect to doctors they would normally have to drive 100s of miles to see.

SPORTS

Rural towns take great pride in their High School athletics, and Smoky Hills PBS is proud to bring these sports broadcasts to our viewers:



KS 8-man State Football
Championship Game DI
Championship Game DII

6-Man Football:
Wild West Bowl

3-2-1A State Wrestling
Tournament

2019 KS Sports Hall of Fame
Induction Ceremony

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Literacy Initiative

Smoky Hills PBS ensures that children in our viewing area have books in their homes. It is an important mission of Smoky Hills PBS. The more a child reads and is read to, the more likely they are to read for enjoyment.

"We really appreciate your work to provide these books. Children are always delighted to have a book that is their own. This promotes children's interest in reading and spending time with a family member reading to them. Thank you for your work to promote the love of books and reading!"

~ Becky Donelan, Early Education Specialist - Heartland Early Education



Visit SmokyHillsPBS.org to watch *Learning Across Kansas*

Right: One of our contest winners sent this to us when he received his trophy and prizes in the mail.



"The show that was made for the awards was really really great!!! We loved it! The host was fantastic. The animation on the stories was awesome. It was all so neat! Thank you so much for honoring our kids in this way!!"

~ Osborne, KS teacher

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Book Distribution



In fiscal year 2020, Smoky Hills PBS distributed 6,764 books to children throughout our viewing area, which included 46 counties. These books were given to children directly, in partnership with the Kansas Head

Start program and public preschools. Books are also given to teachers to use as part of their curriculum.

Learning Across Kansas

Working together with the Kansas Department of Education and Kansas Public Broadcasters, Smoky Hills PBS created the Elementary episodes of *Learning Across Kansas*. These episodes focused on providing supplemental education for students when the schools were forced to shut down due to Coronavirus. The episodes featured teachers from across our state. Each episode is 30 minutes. Featured in the elementary show is 2020 National Teacher of the Year, Tabatha Rosproy!



PBS Kids Writers Contest



Smoky Hills PBS encouraged children throughout the viewing area to write and illustrate their own stories. With COVID-19, our Writers Contest awards looked a little different. We were un-

able to travel to the schools to announce the winners, but we were able to announce the winners with a 30 minute production where we read the winning stories on TV. You can watch the production by clicking below.

2020 Writers Contest Results

164 stories were submitted in the 2020 Writers Contest.

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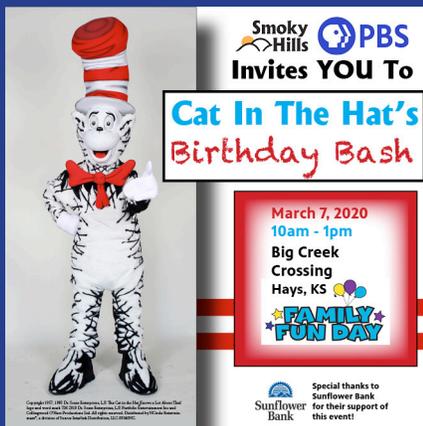


Events

Boo At The Mu
Colby, KS



Cat in the Hat's Birthday Bash
Hays, KS



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Family Fun Day Event

Smoky Hills PBS provided a PBS character at 3 different events during the 2020 Fiscal Year! There were approximately 300 people in attendance at each event.

Those events were held in:

- Colby - October 26, 2019
- Salina - December 8, 2019
- Hays - March 7, 2020

Join Smoky Hills PBS

At The

Mayor's
Christmas
Party

2019 Sunday, December 8
2:00 pm - 4:30 pm
• Salina



Mayor's Christmas Party
Salina, KS



< Katie-



I want to tell you all thank you so very much for today's event! I want to give a huge thanks to the person who dressed as the Cat in the Hat. You see, my daughter was the girl in pink who was dancing with the Cat in the Hat towards the end and kept holding the Cat in the Hat's hand and twirling with her. My daughter is on the Autism spectrum and today's function really brought out a different side to my daughter and she opened up to the Cat in the Hat. I know she was getting to be much for the person who was dressed as the Cat in the Hat, but please tell the person, thank you for me!

2019 KAB Awards

Winner of 7 KAB Awards in 2019

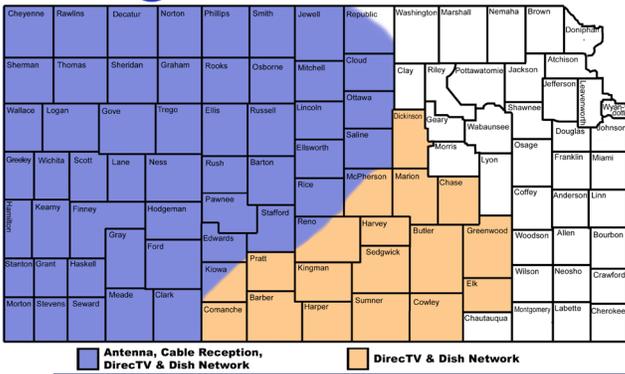
- Non-Metro Station of the Year



- 1st Place – Single Topic Event News
Doctors on Call: Heart Disease
SHPTV staff
- 1st Place – In Depth News Reporting
Real Ag: Extreme Weather
Matthew Campbell
- 1st Place – Special Program
Traveling Kansas: Western Vistas Historic Byways
Les Kinderknecht
- 1st Place - Station Promotion Announcement
SHPTV Writers Contest Winners
Matthew Campbell
- 1st Place – Station Promotion Campaign
SHPTV - Give in Honor
Matthew Campbell
- 1st Place - Station Website
Smoky Hills Public Television Website
Amanda Smith

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Smoky Hills PBS, reaching **71 counties** in Kansas, has provided public broadcasting and educational resources to Central and Western Kansas for 37 years!



Smoky Hills PBS serves the citizens of central and western Kansas, and in return receives support from its viewers. These viewers not only enjoy the quality programming Smoky Hills PBS provides, but also the high-quality educational content through programming and events.

FY20 ended with a pandemic and Smoky Hills PBS was never more important to their viewers. Bringing educational content to students who were forced to learn at home, and providing an escape with wonderfully entertaining and inspiring programs when everyone was encouraged to stay home.

To learn more about Smoky Hills PBS programming and services, visit www.SmokyHillsPBS.org.

"I am moving to Oregon but I want you to know I will miss the excellent shows that appear nowhere but on SHPBS! In all my travels around the country, SHPBS is the only station that has had shows like "2nd Opinion" and "Doctors on Call". Thank YOU for the excellent programming I've enjoyed over the years."
 ~ Stephanie Watts, former SHPBS member.



Smoky Hills PBS
 PO Box 9 - 604 Elm St.
 Bunker Hill, KS 67626

800.337.4788
 785.483.6990
shptv@shptv.org

Provides Access Through:

Smoky Hills PBS DT, Create, PBS Kids 24/7

Website: www.SmokyHillsPBS.org

Now Streaming: video.smokyhillstv.org/livestream

