

# Smoky Hills Public Television

also known as



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.**



Dodge City, KS - One of the many communities we covered in Season 6 of *Traveling Kansas!*

## FY2019

### Local Content And Service Report IN THE COMMUNITY

#### 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.

#### 2019 Key Services

Smoky Hills PBS engaged with Kansas citizens in 61 counties through broadcast of local programming, Family Fun Day Events, our annual PBS KIDS Writers' Contest, local appearances through our participation in the 3i Expo Show and the Rural Opportunity Conference.

#### 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 24/7 kids channel otherwise unavailable.

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



## FY2019

### Local Content And Service Report IN THE COMMUNITY

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 rural small 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! Telling more of the stories that matter to them!

### Traveling Kansas

In this production, we travel throughout our viewing area to showcase the small towns within it and what makes them unique. In 2019, we traveled to these communities, highlighting the people and attractions of:

- Dodge City
- Hodgeman County
- Meade County
- Western Vista Historic Byway



### 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.

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## LIVE Productions



**FY2019**

## Local Content And Service Report IN THE COMMUNITY

### Kansas Legislature

The *Kansas Legislature* was created to give viewers insight into the current Kansas legislative session. This call-in show features area senators and representatives and took place during the 2019 legislative session, allowing viewers a chance to call in with their questions for state government representatives.

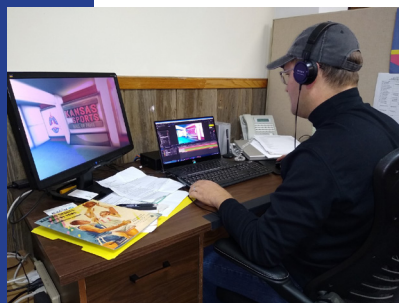


### Doctors on Call

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 was proud to bring these sports broadcasts to our viewers:



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

**KS 8-man All Star Football  
DI and DII**

6-man Wild West Bowl

**3-2-1A State Wrestling  
Tournament**

KS Sports Hall of Fame  
Induction Ceremony

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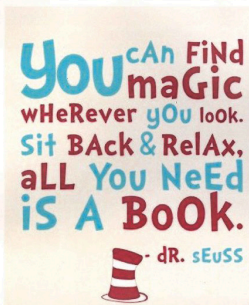
## Literacy Initiative

Smoky Hills PBS ensures that children in our viewing area have books in their home. 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.



Left: Logan County Head Start kids receive books from Smoky Hills PBS!

*"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."* ~ Becky Donelan  
Early Education Specialist  
Heartland Early Education, Salina



Thank you for providing us with books, so that we can find magic to take us on adventures in our classroom and homes!  
-Your Friends From room 112  
Heartland Early Education

## FY2019

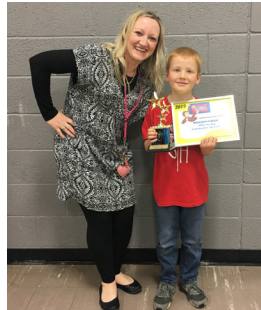
### Local Content And Service Report IN THE COMMUNITY

#### Share A Story Program

Share A Story is a summer reading program where Smoky Hills PBS visits libraries across the viewing area. The event includes a video, story, and a craft project. The program helps to encourage parents to read with their children and use hands-on activities to encourage reading. In fiscal year 2019, there were 73 Share A Story programs with 1,711 kids in attendance. Over 1,593 books were distributed during these Share A Story programs.



#### PBS Kids Writers Contest



Smoky Hills PBS encouraged children throughout the viewing area to write and illustrate their own stories. Local winners were chosen in kindergarten through third grade. A total of 233 stories were submitted.

#### Book Distribution

In fiscal year 2019, Smoky Hills PBS distributed 7,821 books to children in the viewing area, which included 46 counties throughout our viewing area. 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.



Heartland Early Education of Salina

May 29, 2019 · 🌐

Studies show the more books a child owns, the more likely they are to do well at school! We are grateful to our friends at [Smoky Hills Public Television](#) for donating books to our #HeadStart students this year and making book ownership a reality for all preschool children in our program! Kansas Head Start Association Region VII Head Start Association National Head Start Association USD 305

# The Importance of Smoky Hills PBS' Book Distribution



# READ

**FROM: Head Start Literacy Coordinator for Cloud, Republic, and Ottawa counties**

The books from SHPTV through the Community Foundations is a very important part of our curriculum in all three counties. The books are often times a way that we can extend classroom learning into the home. As evident in the pictures, the books are read to the children in the classroom or in the case of EHS at the home visit. These teachers are trained Early Childhood professionals who have the skills to use a book to teach beyond the story. Also, we have a program in Head Start called Hubie the Hero. (a cartoon dog that helps promote extra learning at home) Teachers send daily slips home with the child that reflect what the family can do that evening to support the curriculum-such as "Practice counting to ten 3 times during the evening". Then the slips are signed and returned to be recorded for each individual child! So one night, the slip will say, "Read the new book from SHPTV as a bedtime story".

In response to the Dolly Parton Imagination Library: While getting more books into the home is wonderful, there is no way of knowing if those books are actually read to the child in the case of some of our EHS/HS parents. Some of our parents have lives that are chaotic enough that doing something simple

like reading a book to their child is a challenge. While we tell our parents about the opportunity of getting those books through Dane Hansen, some of our parents do not sign-up because they move frequently and know they aren't in a permanent living situation. But we do have many EHS/HS parents who treasure and appreciate the opportunity for all the books they receive! As the Head Start literacy coordinator for the past twenty years, I have anecdotal evidence to support that there can never be too many books in a home! But receiving a book from the local community foundation is showing families that they matter and are part of the community in which they choose to live and raise their family. EHS/HS does not just teach children, we focus on assisting families to learn, grow, and become contributing members of their community. That is why our mission is "enriching the lives we touch!" Thanks for giving us the opportunity to respond about the importance of the books from the local community foundations.

~ Kathy Dawson  
Head Start Literacy Coordinator for Cloud, Republic, and Ottawa counties



**Graham County Early Childhood Center**

Guiding Children Educating Community Caregivers  
216 North 4<sup>th</sup> Hill City Kansas 67642 (785) 421-3340

2/28/19

Dear Friends of Smoky Hills  
Public TV ~

Thank you so very much for your  
generous donation of the Berenstain  
Bears ~ Go Out to Eat" book!

The children ♡ the book and  
were so excited to take it home!  
We are so lucky to have such  
a great support system for our  
children and families in your  
organizations! You all are truly  
appreciated!

Sincerely,  
Katy Mitchell

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## Events



Russell - Dream Theater



Dodge City - 3i Show



## FY2019

# Local Content And Service Report IN THE COMMUNITY

## Family Fun Day Event

Smoky Hills PBS provided a PBS character at 4 different events during the 2019 Fiscal Year! Those events were held in:

- Hays
- Colby
- Salina
- Russell



Colby, KS - Boo at the Mu



Salina, KS - Mayor's Christmas Party

Hays, KS - The Mall

"I have been a BIG fan of SHPTV since the late 90's when I operated my home childcare. I earned my CDA through Head Start, which required me to go to many hours of trainings and often we would end up at conferences with booths or little segments put on by SHPTV. It impressed me (and still does) that a television station promotes reading. As a newspaper editor, I am thrilled to be able to promote SHPTV!"

~ Lace David, *Publisher Western Times*

## Rural Opportunities Conference

Smoky Hills PBS helped sponsor the 2019 KS Rural Opportunities Conference in Dodge City! This conference is a great way for Smoky Hills PBS to be part of the growth and development of rural communities and show support for the KS Department of Commerce.



## 3i Show

The 3i Show is a great event for Smoky Hills PBS. We are able to meet with people in the Southwest part of our viewing area. For several years we have had a booth at the 3i Show to hear from our viewers and get their feedback.



# 2020 KAB Awards

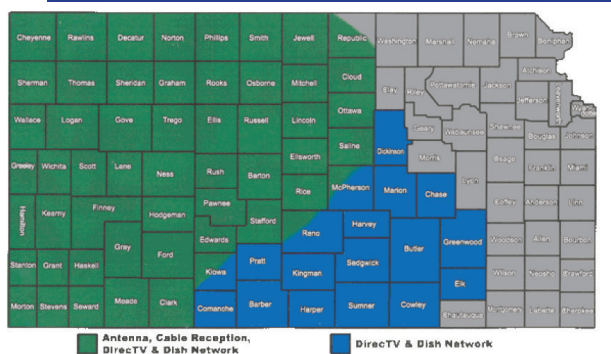


- 1st Place - Single Topic Event News  
**DOC: Influenza**  
SHPTV STAFF
- 1st Place - In-Depth News Reporting  
**Real Ag: Lavender**  
Les Kinderknecht and Matt Campbell
- 1st Place - Special Program  
**Traveling Kansas: Hays**  
Les Kinderknecht
- Honorable Mention - Station Promo Announcement  
**Testimonial - Miranda**  
Matt Campbell
- 1st Place - Station Promo Campaign  
**PBS NERD**  
Matt Campbell
- 1st Place - **Station Website**



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## FY2019 Local Content And Service Report IN THE COMMUNITY

Smoky Hills PBS, reaching **71 counties** in Kansas, has provided public broadcasting and educational resources to Central and Western Kansas for 36 years!



- For the 16th consecutive year, PBS and its member stations have been named **#1 in public trust** among American institutions in a nationwide annual survey.

- Parents view PBS KIDS as a leader in preparing children for success in school, modeling positive social and emotional behaviors, and as the most **TRUSTED** and **SAFE** source for children to watch television, and play digital games and mobile apps.



“We love PBS at our house! I also love how PBS tells the kids happy birthday, very neat and special.” ~ Sara Sullivan - Salina, KS



Smoky Hills PBS  
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shptv@shptv.org

**Provides Access Through:**

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

**Website: [www.smokyhillspbs.org](http://www.smokyhillspbs.org)**

