



**Local Public Television
Topeka, Kansas**



KTWU's production of the community event WASHBURN UNIVERSITY HOLIDAY VESPERS was awarded First Place for Special Programming by Kansas Association of Broadcasters

2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

KTWU Television, through its local destinations for unique content, strives to be an innovative, multi-media leader that entertains, educates and presents diverse perspectives that serve the local community

Local Value

KTWU reaches viewers with the stories of Kansas: the people, their history and their spirit.

As the first public television station in the state, KTWU leads the way in all technologies that benefit the community at large. Demonstrated through several local television programs and many community projects, KTWU provides unique content that connects with our viewers and enriches the lives of those we reach.

2019 Key Services

In 2019, KTWU provided these key local services:

- Issue-oriented local programming that addresses the needs and concerns of the community at large.
- Results-oriented initiatives providing resources to educators working with students of all ages – preschool through college.
- Bringing local and state history alive through sharing stories of sacrifice, innovation and success that build a sense of pride for Kansans.

Local Impact

Across 39 counties in Kansas, Missouri, Nebraska and Oklahoma, KTWU engages communities locally, regionally and nationally with programming and outreach efforts.

Licensed to Washburn University, KTWU's partnerships throughout the educational communities and service organizations create the largest, most significant and fiscally-sound public television organization in Kansas.



2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



During 2019, KTWU's **SUNFLOWER JOURNEYS** program celebrated its 32nd season of programming telling the stories of the people, places and history of Kansas. Celebrated by thousands of viewers for keeping local history alive and acclaimed by hundreds of educators as an invaluable classroom teaching tool, each weekly program of the series brings to life Kansas history through citizens and organizations who bring a unique contribution of personal value to their community-at-large. Honored with a number of Emmy® awards, **SUNFLOWER JOURNEYS** travels the state bringing viewers stories that educate as well as entertain.



The **KTWU LIGHTS, CAMERA, AUCTION** brings hundreds of volunteers and hundreds of area businesses together in a three-day televised program designed to benefit local public television. Many viewers have admitted that they were introduced to public television and its benefits through the attraction and participation in this annual event. The auction event was first broadcast in 1974 on KTWU.



At the Topeka Zoo and Conservation Center in 2019, the public at large was excited to be able to continually watch animal activity and culture through live, streaming cameras set up in partnership with KTWU. The animals certainly stirred up excitement locally but we also hear from people around the country and around the world who were taking part in the experience. To date over 125 million minutes have been viewed on the KTWU cameras!

2019 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

“I JUST WANT TO TESTIFY...”

Brown v. Board of Education Anniversary Community Event



In 1954 Topeka gained notoriety in the landmark U. S. Supreme Court case, Brown v. Board of Education of Topeka, the case that reversed the ideology and rule of 'separate but equal' in segregated schools.

Today's generation of children, teachers and administrators walk through school doors each day, many unaware of the great significance of the Brown v. Board decision. The court case effectively laid the groundwork for shaping national and international policies regarding human rights.

In 2019 on the 65th anniversary of that court ruling, former students, teachers and community leaders gathered together to relate their personal experiences about the historic case. KTWU brought together these witnesses to history for “*I Just Want to Testify...*”, a special program broadcast on local public television.

Viewers saw and heard the emotional, life affirming testimonies of the special guests who came together for this one-time unique presentation. Recorded live from the KTWU studio, guests on the program include Jack Alexander, Norma Avery, Pamela Johnson Betts, Marquis Burnett, Foster Chisholm, Terry L. Crowder, Deborah Dandridge, Wanda L. Dixon, Alonzo Harrison, Darlene Jackson, Glenda Lawton, Sandra McCormick, Clarence (Sonny) Martin, Beryl New, Donald L. Perkins, and Carolyn L. Wims-Campbell. The program is hosted by KTWU's Eugene Williams.





2019 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

I'VE GOT ISSUES Community Issues Television Series



I'VE GOT ISSUES brings community issues that are paramount in viewer interest to the public's attention each month in a continuing televised format. The series is a wide-ranging community affairs show that explores a variety of topics. Each episode fills the void in local media to address real issues – issues that take on a global perspective, but highlighting how those affect us locally.

Community leaders along with government officials and interested parties appearing on 2019 series included:

Laura Kelly, Kansas Governor

Lynn Rogers, Kansas Lt. Governor

Brad Cooper, Sunflower State Journal Editor

Celia Llopis-Jepsen, Kansas News Service Reporter

Jonathan Shorman, Wichita Eagle Statehouse Reporter

Mark Schmid, Leader of Johnson County United

Max Kautsch, Attorney at Law / Board Member of the Kansas Sunshine Coalition for Open Government

Kelly Rippel, Co-founder of Kansans for Hemp

Lisa Sublett, President of Bleeding Kansas Advocates

Barry Feaker, Executive Director of the Topeka Rescue Mission Ministries and Freedom Now USA

Jennifer Montgomery, Director of Human Trafficking Education and Outreach for the Kansas Attorney General

Michelle McCormick, Program Director at the YWCA

Amy Jeffries, Kansas News Service Editor

Doug Anstaett, Executive Director of the Kansas Press
Michael Smith, Professor of Political Science

at Emporia State University.

Ron Keefover, President of the Kansas Sunshine Coalition for Open Government

Joe Maloney, Topeka Zoo Keeper

Dr. Ibram X. Kendi, Best Selling Author / the Founding Director of The Antiracist Research & Policy Center

Kim Gasper, Director of Fund Development at Harvesters

Mark DeGroff, Director of Street Reach at TRM





2019 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

WORKING CAPITAL Local Business Television Series



KTWU's local business program **WORKING CAPITAL** brings small business owners and entrepreneurs into the studio to talk about their successes and learning experiences in business. Hosted by KTWU's Eugene Williams.

Guests on the series in 2019 included:

- Cody Foster and Jeff Pavone, the Cyrus Hotel
- Angela McCain, I Am Definition, LLC
- Dawn Rattan, EverFit Fitness Studio
- Shanita Bryant of Magnolia Catering
- Tiffany Cody and Aisha Bullocks of SmashGlam LLC
- Dave Brubaker of Hall Commercial Printing
- Tony and Terri Schwager, The Bee Store
- Karen Duff, International Express Trucking
- Keith Berry, Paradise Donuts
- Gregory D. Brenneman, former President of Continental Airlines, Price Waterhouse Cooper, and Burger King
- Briana Arkenberg of Arkenberg Farms LLC
- Glenda Washington, GoTopeka
- Heather Graves, Onyx Salon and Wellness Spa
- Jacob Johnson, Performance Auto
- Sheila Ellis Glasper, SEG Media Collective
- Carlos Gomez, President and CEO of the Hispanic Chamber of Commerce of Greater Kansas City
- Becky Mishler, Vault Meats and Cheeses
- Bill Bays, Graves Drugs
- Ashley Charest, Junior Achievement of Kansas
- Jesse Borjorn, Red Door Home Store
- Daina Williams, L & J Building Maintenance
- Chris Coleman, FRANNET
- Rebecca MacKinnon, 5th Dimension Strategies



2019 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

WASHBURN UNIVERSITY HOLIDAY VESPERS CONCERT



KTWU presented the **WASHBURN UNIVERSITY HOLIDAY VESPERS 2019** to viewers in December. The annual concert on KTWU is the pinnacle of musical achievement at the university. The Washburn University choir, singers, and orchestra celebrated the holiday season with traditional songs and melodies, recorded live on the university campus.

A special performance by the jazz band was recorded at Washburn's Morgan Hall prior to the live concert and then broadcast as part of the television program.

LIVE STUDIO RADIO PLAY PRODUCTION RE-CREATES 1940's STYLE BROADCAST



For 14 years viewers have been invited to come to the KTWU studios for a live presentation that recreates the style and feel of a 1940's style radio drama. The actors, who live and work in the local community, play many roles in the story as the sound effects are performed live in front of the studio audience. Each production is recorded for broadcast and offered through distribution to public television stations around the country, reaching a combined television audience of millions of viewers. This year's production was an original work by playwright Philip Grecian, "Midnight Tales in Shadow Wood".



2019 LOCAL CONTENT AND SERVICE REPORT

How KTWU Communicates with Viewers: Digital Destinations for Unique Content



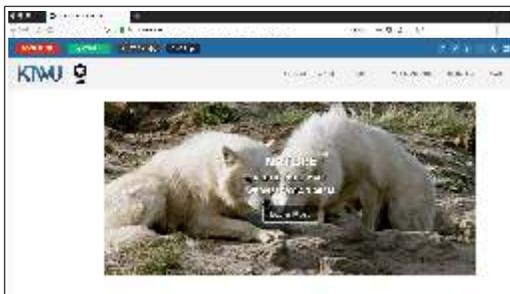
KTWU-HD, Channel 11.1, takes full advantage of the digital spectrum by presenting most of the popular programs on PBS in the High Definition format. KTWU-HD is home to traditional programming and local productions like *SUNFLOWER JOURNEYS* and *THE FLINT HILLS* that viewers have come to appreciate on local public television.



KTWU WORLD, Channel 11.2, is a full service channel featuring public television's signature nonfiction documentary, science and news programming complemented by original content from emerging producers. WORLD gives KTWU the opportunity to provide two to three times more independent, nonfiction programming than is featured on our primary channel.



KTWU ENHANCE, Channel 11.3, the locally-programmed channel that includes public television's most popular lifestyle and how-to programs along with kid's shows. Many of our viewer's favorite PBS prime time programs are repeated later on KTWU ENHANCE.



KTWU.org on the internet has links to streaming video, national news highlights, program schedules, KTWU news, local event news, information for teachers, learning games for children, a special section for KTWU members, and many, many extras that can only be found online.

As a **STREAMING CONTENT** provider, KTWU offers viewers many selections of our unique local programming along with PBS' national favorites. Viewers can watch any time, on-demand.



KTWU Social Media Outlets provide viewers with updates, behind-the-scenes photos and news, and allows them to share their views and opinions on KTWU programming and events. On social media, viewers find local public television under 'ktwu11'.

2019 LOCAL CONTENT AND SERVICE REPORT BRINGING OUR COMMUNITY TOGETHER

Active in our communities throughout our viewing area, KTWU brings people together through numerous events and opportunities for service during the year.



Live Performance Recordings

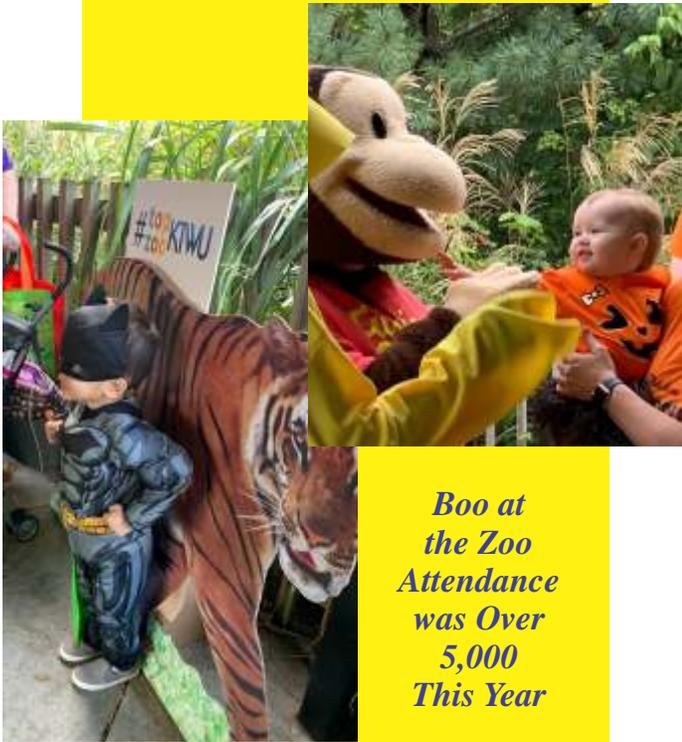


Annual Golf Tournament



Hundreds of viewers volunteer their time and talents

2019 LOCAL CONTENT AND SERVICE REPORT BRINGING OUR COMMUNITY TOGETHER



Boo at the Zoo Attendance was Over 5,000 This Year



Location Recordings Take KTWU Across Our State



Spring Bookfair



Special Community Events



2019 LOCAL CONTENT AND SERVICE REPORT Evaluating Outcomes, Measuring Impact



Photos (clockwise from top left):
Sesame Street 50th Birthday
Party; Chef Nick Stellano visit;
International singing star Pavlo live
at KTWU; making faces; Summer Reading Program Kick-off

KTWU broadcasts reach
a potential audience
of **1.6 million** viewers.
KTWU.org had **364,350** page
views in 2019.
More than **500** volunteers
contributed, representing
over **1,200** hours
of volunteer time.



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KTWU will continue to provide programs and services that enrich the lives of those we reach. Through our associations with community partners, KTWU multiplies the value of our programming and planned events by engaging viewers and participants together to address the important issues of our community, our state and our world.