Local Public Television
Topeka, Kansas

2020 LOCAL CONTENT AND SERVICE REPORT
TO THE COMMUNITY

KRWU 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 of viewers.

Since early 2020, every institution in American life had to stop and reassess with the onset of the U.S. COVID-19 pandemic. While commemorating our 55th year, KTWU found ways to significantly contribute and demonstrate the value of our services to the community and how they could be adapted to this time of great societal need.

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 continuing community projects, KTWU provides unique content that connects with our viewers and enriches the lives of those we reach.

In 2020, 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.

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.
During this declaration of a national emergency due to the COVID-19 virus, KTWU, working with PBS, has offered new viewer options to share our programming and to make KTWU the place where viewers can continue to explore new adventures without leaving home.

When schools in Kansas closed, KTWU began broadcasting educational lessons for Kansas’ students across the state. These supplemental lessons were created from a new partnership, Continuous Learning Kansas Public Broadcasting Alliance, to give students of all ages another avenue for learning, particularly available for those without internet access. The alliance has been formed among the Kansas State Department of Education, the Continuous Learning Task Force and the Kansas Public Broadcasting Service (PBS).

Through the cooperation of all of the public television stations in Kansas and Kansas City, Missouri, state-wide availability of these lessons are provided.

“Education and information are the hallmarks of public media,” said Eugene Williams, executive director and general manager of KTWU. “This is another opportunity for us to go beyond the conventional television program and to show how our outreach efforts can impact the communities in which we live in a positive way.” Williams said. “We are happy to put our expertise, skill and talent to work with the alliance to assist Kansas residents.”

The supplemental education content is geared toward all grade levels and was taught by Kansas teachers from across the state.

PBS KIDS and PBS Learning Media also saw significant increases in usage and engagement, as well as an outpouring of gratitude from parents and educators.

As a television broadcaster, KTWU is considered an “essential service provider” under the Disaster Relief and Emergency Assistance Act. KTWU will continue helping our communities navigate these challenging times throughout the pandemic.
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. Community leaders appearing on 2020 series included:

Laura Kelly, Kansas Governor
Jonathan Shorman, Wichita Eagle Statehouse Reporter
Dr. Michael Smith, Emporia State Political Science Professor
Brad Cooper, SunflowerStateJournal.com Editor.
Flonzie Brown Wright, Historic Civil Rights Activist
Shawn Yancy, Unemployment Insurance Deputy Director
Dr. Randy Watson, Kansas Commissioner of Education
Cindy Couchman, Assistant Superintendent for USD 313
Bill Cochran, Topeka Police Chief
Irene Caudillo, President/CEO of El Centro
Cille King, League of Women Voters of Kansas Co-President
Teresa Briggs, League of Women Voters Co-President
Mark Farr, President of the Kansas National Education Association
Dr. Bob Beatty, Professor of Political Science Washburn University
Amber Dickinson, Assistant Professor, Political Science, Washburn University
CJ Janovy, Opinion Editor, Kansas Reflector
Valerie Peckham, Washburn University Psychology Lecturer

Kansas 2nd Congressional Local Election 2020 Coverage

KTWU also presented viewers with opportunities to hear the candidates in the 2020 election through a special forum that was pre-recorded to enable including all those running for office.

In the 2nd Congressional District of Kansas race, candidates featured included Michelle De La Isla (D), Jacob LaTurner (R) and Robert Garrard (L). Topics discussed include healthcare, gun safety, COVID-19 relief, immigration, voting rights, and the environment.
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, the series is broadcast monthly on the third Thursday.

Guests on the series in 2020 included:
John Dicus, Capital Federal President
Rodney Harmon, TopCity Costumes
Sylvia Hopper, Footprints
Andrea Evans, Intellectual Property / Patent Law
Daniel Coughlin, Intellectual Property / Patent Law
Holly Torrez, Resilience
Larry Thompson, Results
Jennifer Bohlander, Matryoshka
Shannon Ryan, Lawrence Acupuncture
Secretary David Toland, Secretary of Commerce
Glenda Washington, Go Topeka
Travis Youngblood, Tradepost
Kymm Ledbetter, Prairie Glass
Carlos Cortez, Cortez Transport
Adam Ehlert, T-Bones Owner
Leslie Flueranges, TLC Pet Nursing Hotel
Katrin Bridges, GTP Plug and Play

KTWU Launches Online Free Channel Streaming

Through a partnership with PBS, KTWU was able to launch a free, internet stream of the primary channel 11.1. This service offers the ‘broadcast’ channel just as viewers would find it through their over-the-air antenna or cable or satellite service, without additional charges or subscriptions. An internet connection is required. Available online at www.ktwu.tv
During 2020, KTWU’s **SUNFLOWER JOURNEYS** program brought Kansas history to life telling the stories of the people, places and events. Celebrated by thousands of viewers for keeping local history memorable and acclaimed by hundreds of educators as an invaluable classroom teaching tool, each weekly program of the series brings viewers Kansas history with the 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 **Ninth Annual KTWU Golf Classic** was held with the required social distancing for the current pandemic. The event was well attended and contributed substantially to the fundraising efforts for the station’s community efforts.

**Lights, Camera, Auction** is a unique fundraising event for KTWU. New merchandise and services are auctioned to viewers who bid exclusively from electronic devices. The items are contributed by businesses and individuals in support of the mission of local public television in our viewing area that reaches over one million potential viewers.

At the Topeka Zoo and Conservation Center in 2020, 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 133 million minutes have been viewed on the KTWU cameras!
KTWU, 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 is home to traditional programming and local productions like SUNFLOWER JOURNEYS, I’VE GOT ISSUES and WORKING CAPITAL 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 at watch.ktwu.org. The entire channel 11.1 is streamed over the internet, free of any additional charges, at www.ktwu.tv.

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’.

KTWU is a member station of the Public Broadcasting System.

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KTWU MARKED 55 YEARS OF BROADCASTING IN 2020

On October 21, 1965, KTWU, local public broadcasting signed on the air for the first time, preceding the arrival of the Public Broadcasting Service, PBS, by five years.

From Stauffer Media Group (WIBW TV) came the offer of a piece of property at the top of the hill at Sixth and Wanamaker in Topeka with a tower and transmitter to help create a local public television station. Many local businesses and institutions have generously supported KTWU over the years.

Looking back, the significant financial success of the station has come from the same group for the last half a century: viewers. By 1976, KTWU benefited from volunteer numbers that had reached 3500 and their personal contributions to the budget had hit $100,000.

By 1983 with volunteer help and contributions, KTWU was able to broadcast uninterrupted days of programming from morning to midnight. By 1994, donors had contributed $2 million for KTWU to have its first “real” building as the station had been operating out of makeshift metal buildings left over from the 1966 Topeka tornado. And in 2009, KTWU transitioned to digital transmission of television signals after supporters raised $7 million for the required transmitter and tower.

Today KTWU looks back on its history as it has grown and prepared itself to meet the needs of the future. KTWU broadcasts over-the-air programming to a diverse audience of all ages across three channels: KTWU (PBS) in high definition on channel 11.1; KTWU WORLD on channel 11.2; and another locally programmed channel, KTWU ENHANCE on 11.3. In 2020, the station added free streaming through the internet on connected devices of KTWU, channel 11.1.

KTWU’s local productions began with a coach’s show produced in the General Manager’s office. Today the lobby is filled with awards and statues representing industry recognition of the station’s programming efforts, including nine Emmy® awards honoring KTWU’s regional television shows.

The commitment to education, while always at the forefront, continues to significantly grow as reflected in programming for both adults and children, social media outreach, and live seminars on community and national topics.

Many successes over the years have brought us now to this point in time. And the one constant throughout has been the community support for these efforts. KTWU looks ahead to the future and the amazing technological advances yet to come to provide new and exciting ways to serve our viewers who turn to local public television every day.
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.

KTWU broadcasts reach a potential audience of 1.6 million viewers. KTWU.org had 192,940 page views in 2020. The adjoining site, watch.KTWU.org, where viewers can see full-length local productions had 106,137 views in 2020.