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.

**2021 Key Services**

In 2021, KTWU provided these vital 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.
KTWU turned 55 on Oct. 21, 2020, preceding the arrival of the Public Broadcasting Service, PBS, by five years. Although there was no celebration because of the COVID-19 pandemic, KTWU shared a heartfelt message to our viewers in America’s Heartland and beyond that ended with the following:

“Many successes over the years have brought us now to this point in time, October 21, 2020, our 55th birthday. 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.”

As the COVID-19 pandemic continued to cause upheaval in individual lives, companies, and countries, KTWU sought a balance of bringing pandemic, political, and severe weather news and public service announcements to the community and offering moments of respite, entertainment and maybe even laughter by taking viewers on majestic tours of Kansas in “Sunflower Journeys”, bringing animals of the Topeka Public Zoo & Conservation Center to living rooms via live-cams, providing a solid minute of puppies and developing other quality programming to entertain, educate and enliven.

**Public Service Announcements on KTWU**

**Kansas Governor Laura Kelly**
- Executive order mandating masks must be worn in indoor public spaces and at any outdoor gathering in which social distancing cannot be maintained
- Due to COVID-19 restrictions, the Kansas Governor’s State of the State Address to Kansans would not be live - KTWU pre-taped and distributed address across Kansas
- Winter storms caused power outages and prolonged lower-than-normal temperatures, causing energy companies to institute rolling blackouts for safety of not only Kansans but residents of nearby states who depend on same energy sources

**Shawnee County, Kansas**
- COVID-19 vaccine

**Coronavirus won’t silence silent film!**

Grace Cathedral, Topeka & Shawnee County Public Library and Kansas Silent Film Festival weren’t able to hold their annual “Silents in the Cathedral” event due to COVID-19. So, KTWU and the community groups got creative, with KTWU pre-taping and airing the event!
KTWU held a town hall meeting with highly respected Topeka doctors and health care providers who were people of color to share information about COVID-19, the safety of the vaccines, and the ways for people of color to move beyond this pandemic and stay safe.

Virtual Town Hall Meeting - COVID-19: The Virus and the Vaccines

Sponsored by KTWU and Topeka Chapter of The Links, Incorporated, and KTWU

Host: Dr. Rita Rogers-Stanley, internal medicine specialist with 35 years of experience

Dr. Soni Mathew, Cotton-O’Neil occupational and environmental medicine specialist with 14 years of experience in preventive occupational medicine

Dr. Jacqueline Kenoly, Cotton-O’Neil Express Care urgent care physician with 20+ years of experience in healthcare as an internist and pediatrician

Dr. Nason Lui, Topeka-based multi-hospital general surgery specialist with 20+ years of experience

Dr. Sridevi Donepudi, Stormont Vail Health senior vice president and chief medical quality officer with 20 years of experience

Dr. Mark Thomas, Stormont Vail Health internal medicine specialist with 20+ years of experience

As the pandemic prevented usual election-year events, KTWU brought more information to viewers, featuring politics in many of our programs and offering stand-alone programming:

- “Vote 2020: 2nd Congressional District”
- “IGI Special: Kansas Governor Laura Kelly” (Featuring Medicaid expansion issues, upcoming U.S. Census, Women’s suffrage centennial)
- “Political Advertising 2020”
Each year, the Washburn University School of Music, along with KTWU, creates Vespers, a holiday masterpiece that features Washburn students and staff. Due to COVID-19 social distancing requirements, it was not possible to hold the annual holiday music program. As a gift to the community in the absence of this beloved annual program, KTWU compiled the brightest moments of the last 10 years to create “Washburn Holiday Vespers 2020 - Special Edition”.

The loss of Vespers for this holiday season brought the premiere of a new KTWU production, “Capital Holiday”. This well-received holiday special featured local musicians to fill viewers’ homes and hearts with the holiday spirit. Abiding by social distancing restrictions, KTWU allowed viewers to experience the Washburn University Cello quartet in the beautiful Grace Cathedral, as well as the cathedral’s own bell ringers and pipe organ, and the Washburn University Jazz Ensemble at The Woodward Inns.

The 9th Annual KTWU Golf Classic fundraiser offered supporters some peaceful zen time on the tranquil course at the Topeka Country Club and delivered a well-needed day of camaraderie with community leaders and public television supporters while providing fundraising for the station.

KTWU surmounted COVID-19 restrictions, holding the annual Lights, Camera, Auction! event solely online for the first time ever with no live televised auction and no phone bank taking calls. New merchandise and services were auctioned to viewers who bid exclusively from electronic devices. The items were contributed by businesses and individuals in support of the mission of local public television in our forty-county viewing area that reaches more than one million potential viewers.

After one successful online auction, KTWU launched Artorama an online-only art show, was held at the end of FY21 with original artwork of various mediums/genres, including wearable art! A one-day art gallery preview was held at the station with COVID-19 protocols in place. The event was a fun break from the seriousness at the time.

During the last month of FY21, KTWU launched “!Inspire”, a series for WOMEN that features a powerhouse panel of hosts who discuss issues impacting women. This series quickly became very popular with a unique panel of hosts and exciting segments.

Another female-centric new event for is all about women who love their rides! “Women on Wheels” is geared toward women who are crazy about their vehicles, no matter how many wheels they have. With the second annual event now being planned, women will have more opportunities to compete for awards and special trophies.
“Inspire” is a series for WOMEN that features a powerhouse panel of hosts who discuss issues impacting women. The series highlights women making moves in business, career, family and history, and displays their passion to inspire change in their local, national and world communities.

The series brings viewers to the dining room table to join in conversation with our five distinctively different hosts as they discuss the issues impacting and inspiring women today. The show also offers studio and field segments about travel, yoga, wellness, legal help, home repair, finance, motherhood, mindfulness, adventure, and auto repair. KTWU and the hosts have endless ideas for the show!

**Inspire Hosts**

Betty Lou Pardue, KTWU underwriting team member and pledge coordinator who handles major and planned gifts; beloved home-grown celebrity; devoted pet advocate and parent whose Maltese, Angel, just may be the star of the show some days

Danielle Norwood, radio talk show host and television anchor

Amy Kelly, U.S. Trademark Office attorney, avid community volunteer, parent

Amber Dickinson, Washburn University associate professor of political science

Leslie Fleuranges, founder, owner and comforter-in-chief of Tender Loving Care Pet Nursing Hotel, a luxury pet hotel with an emphasis on caring for pets with special needs; marketing, innovation, and product development leader; devoted dog mom.

**FY 21 Episodes**

Suffrage movement • Equal voting rights • Dirty Girl Adventures • Yoga mindfulness and relaxation

Sarah Bell, Historian

Linessa Frazier, Activist

Sarah Starr, “Happy Yoga” host

**Travel and staycation options**

Denise Selbee-Koch and Jennifer Woerner, Dirty Girl Adventures

Andrea Etzel and Jordan Roermerman, Kansas Tourism

Marci Penner, Kansas Sampler Foundation

How to streamline event planning to limit stress • How to ask for help • How to plan • Resources available to help streamline event planning and make it enjoyable for guests AND the planner

Cheryl Clark, Dare to Dream Event Management

Abbey Brown, The Brownstone Event Venue
“I’VE GOT ISSUES” is a monthly community affairs series that delves into a wide range of intricate issues paramount to the community. Hosts include Val VanDerSluis, KTWU interim managing director; Dr. Bob Beatty, Washburn University professor of political science; and LeTiffany Obozele, Kansas National Education Association staff attorney.

FY 21 Episodes

IGI: Making Sense of the Census
Discussion about the 2020 Census and the impact on the state of Kansas
Emily Kelley, US Census Bureau Partnership coordinator for Kansas
Irene Caudillo, El Centro president/CEO

IGI: Voting Rights
Discussion on the importance of voting, registration and voting safely during COVID-19
Cille King and Teresa Briggs, League of Women Voters of Kansas co-presidents

IGI: Back to School During COVID-19
Education professionals discuss returning to school during the COVID-19 pandemic
Mark Farr, Kansas National Education Association president
Dr. Randy Watson, Kansas Department of Education commissioner

IGI: Political Advertising 2020
Expert guests review 2020 election political ads from across Kansas
Janet Thompson Jackson, J.D., Washburn University professor of law
Dr. Bob Beatty, Washburn University professor of political science

IGI: Election 2020 - The Outcome
What do the election outcomes mean for Kansans and the U.S.?
Amber Dickinson, Washburn University assistant professor of political science
CJ Janovy, Kansas Reflector opinion editor
Dr. Michael Smith, Emporia State University professor of political science

IGI: Taking Care of You
Managing our physical, emotional and mental health during a stressful and challenging year
Janet Thompson Jackson, certified wellness coach and yoga instructor, former IGI host
Valerie Peckham, licensed clinical psychotherapist
IGI: 2021 Kansas Legislative Session
What issues are likely to dominate the 2021 Kansas legislative session
Dr. Michael Smith, Emporia State University professor of political science
Amber Dickinson, Washburn University assistant professor of political science

IGI: Cancel Culture
How does “Cancel Culture” relate to Shawnee County, Kansas, Seaman School District and its namesake Fred Seaman who was an active member of the KKK.
Frank Henderson, Jr., Seaman Board of Education
Chris Crandall, University of Kansas professor of psychology
Tristan Fangman and Madeline Gearhart, Seaman News (high school student newspaper) co-editors

IGI: Remote Meetings and Transparency
Transparency in government and challenges presented by the COVID-19 pandemic and meeting restrictions
Ron Keefover, Kansas Sunshine Coalition for Open Government
Philip Michael, assistant attorney general of Kansas
Sherman Smith, Kansas Reflector reporter

IGI: Severe Weather
Severe weather preparedness - how to protect you and your family during severe weather season
Chad Omitt, NWS warning coordination meteorologist
Scott Garcia, Deputy Director of Shawnee County Department of Emergency Management
Eric Ward, Kansas Forest Service fire management officer

IGI: Veterans & Mental Illness
Discussion about stigma associated with mental illness in Veterans, such as anxiety, depression and post-traumatic stress disorder (PTSD); high rate of Veteran suicide; resources available for those in the service and families
Dr. Stephanie Davis, Veterans Affairs Eastern Kansas suicide prevention coordinator
Wes Williams, Veterans Community Project director of veterans services

IGI: Kansas Legislature Review
Panel of political analysts reviews the bills that were and were not passed in the 2021 Kansas legislative session and what it means for Kansans
Amber Dickinson, Washburn University assistant professor of political science
Michael Smith, Emporia State University professor of political science
Abigail Censky, Kansas News Service lead political reporter
Season 33 of “Sunflower Journeys” started in the middle of COVID-19, which meant many changes needed to be made in order production to continue. We shared the following with our supporters, and it was met with thanks and well wishes for the station staff.

“All of us at KTWU are working hard at our jobs, but we’re also doing our very best to stay safe and healthy. Some of us are able to work from home. Those of us in production, more often than not, mask up and come to work at our studio on the campus of Washburn University. Producing “Sunflower Journeys” and other local programs...safely...has been challenging to say the least. But we’re getting it done.

Several factors will make the coming season of SJ different. We’re producing six programs this year instead of 13. Each program will have a field segment shot on location in Kansas, a studio interview segment featuring our host and a variety of interesting guests, and a “throwback segment” from past seasons. In the throwback segments, we’ll revisit some uniquely Kansas events that were canceled this year due to the COVID-19 pandemic, and recall one of the last major pandemics the world faced...the 1918 Spanish Flu.

All of us here at KTWU want to provide you the very best service we can, even under these very difficult circumstances. But we must also do our best to guard our own health and safety and the safety of our families. Please believe that we are working hard to do both. Stay safe.

EXPLORING THE GLACIAL HILLS (NE KS)
Glacial Hills Exploration • Capper Foundation’s 100th anniversary • Fort Riley and 1918 Spanish Flu Pandemic
Craig Freeman, Kansas Biological Survey senior scientist, University of Kansas Biodiversity Institute & Natural History Museum plant systematist interested in diversity of vascular plants in the grassland biome of central North America and conservation issues in the Great Plains
Rex Buchanan, Kansas Geological Survey (KGS) director emeritus and director of (KGS) consortium to study trends in seismicity
Jim Leiker, Capper Foundation CEO

CENTRAL KANSAS
Attempting to control invasive species on grazing land • 2019 state park flood damage and recovery • Revisiting 2015 Hutchinson mennonite relief sale

EXPLORING THE CHAUTAUQUA HILLS (SE KS)
Exploring Chautauqua Hills • Chautauqua and the women’s rights movement • 1921 Crawford County Women’s March
Craig Freeman, Kansas Biological Survey senior scientist, University of Kansas Biodiversity Institute & Natural History Museum plant systematist interested in diversity of vascular plants in the grassland biome of central North America and conservation issues in the Great Plains
Rex Buchanan, Kansas Geological Survey (KGS) director emeritus and director of (KGS) consortium to study trends in seismicity
Sarah Bell, Watkins Museum of History (Lawrence, KS) historian
STORIES OF IMPACT - “SUNFLOWER JOURNEYS”

SOUTHEAST KANSAS
“Lost City of Etzanoa” in Arkansas City • Boot Hill distillery in Dodge City distills spirits and makes desperately needed hand sanitizer with grain from owner’s farm
Donald Blakeslee, archeologist
Hayes Kellman, Boot Hill distillery owner

THE SMOKY HILLS (CENTRAL KS)
Exploring the Smoky Hills • Learning about the petroglyphs of the Kansas Smoky Hills • Revisiting the Smoky Hills River Festival
Craig Freeman, Kansas Biological Survey senior scientist, University of Kansas Biodiversity Institute & Natural History Museum plant systematist interested in diversity of vascular plants in the grassland biome of central North America and conservation issues in the Great Plains, “Petroglyphs of the Kansas Smoky Hills” author
Rex Buchanan, Kansas Geological Survey (KGS) director emeritus and director of (KGS) consortium to study trends in seismicity, “Petroglyphs of the Kansas Smoky Hills” author
Josh Svaty, “Petroglyphs of the Kansas Smoky Hills” author; former Kansas state representative; former Kansas Secretary of Agriculture; owner and operator of Free State Farms, a fully diversified operation with wheat, sorghum, soybeans, sunflowers and cow/calf operation
Burke Griggs, “Petroglyphs of the Kansas Smoky Hills” author, Washburn University associate professor of law and associate director of the Washburn University Oil and Gas Law Center

HISTORY LESSONS (NE KS)
Historic Ward Meade Park • “Birds, Bones and Beetles: The Improbable Career and Remarkable Legacy of University of Kansas naturalist Charles D. Bunker” Discussion • Revisiting segment the Bloody Benders (reenactments filmed at historic Ward Meade Park)
John Bell, Ward Meade Park director
“Working Capital” is a weekly series created to educate emerging entrepreneurs and inspire current business owners by showcasing local and regional business professionals, corporate leaders and innovative thinkers. KTWU General Manager Eugene Williams is the host of the show, which began its sixth season in FY21.

**FY 21 Episode Topics**

**Commerce in Kansas**
David Toland, *Kansas Department of Commerce* secretary

**Economic impact of COVID-19 on small businesses**
Glenda Washington, *EMBD/Greater Topeka Partnership*
Travis Youngblood, *Tradepost Entertainment*
Carlos Cortez, *Cortez Transportation Company*
Kymm Ledbetter, *Prairie Glass Studio*

**The business of baseball**
Adam Ehlert, *former president of the Kansas City T-Bones*

**New business Tender Loving Care Pet Nursing Hotel**
Leslie Fleuranges, *Tender Loving Care Pet Nursing Hotel founder and owner*

**Plug and Play Part 1 - Innovation and opportunity of the Kansas Animal Health corridor**
Katrin Bridges, *Greater Topeka Partnership senior vice president*

**Plug and Play Part 2 - Innovation and opportunity of the Kansas Animal Health corridor**
Katrin Bridges, *Greater Topeka Partnership senior vice president*

**Expert connections and educational resources to for Kansas entrepreneurs**
Amara Kniep and Tiffany Nixon, *NetWork Kansas*

**Honoring Black History Month - Diversity in the workplace**
Cain Davis and Allan Gray, *business professionals with expertise in the areas of diversity and inclusion*

**What environmental concerns within businesses mean for consumers and a marketing agency that is all about community engagement**
Kevin and Shana Good, *Good Energy Solutions*
Tobias Harvey and Marcelino Gonzalez, *Create / Uplift Marketing Agency*
“WORKING CAPITAL” / EVALUATING OUTCOMES, MEASURING IMPACT

Exploring the mind of a local business entrepreneur traversing the new consumer environment
Quinton and Stacy Cook, Stumpy's Smoked Cheese
Demetria Jackson, Danae and Dakota

Statewide organization working to improve the economic climate for all Kansas citizens
Alan Cobb, president and CEO, Kansas Chamber of Commerce
Aaron Miller, vice president of investor relations, Kansas Chamber of Commerce
Sherriene Jones-Sontag, vice president of communications, Kansas Chamber of Commerce

During the pandemic, KTWU continued live streaming from the Topeka Zoo on our #TopZooKTWU YouTube channel. Viewers could watch the antics of the giraffes, Sumatran tigers and Patas monkeys. There was a lot of activity on our zoo chat pages as viewers enjoyed watching the animals and visiting with one another.

This post and comments showed us how much our viewers appreciate our zoo cams, which gave viewers have had the opportunity to watch three-year-old giraffe Konza from the time our cameras captured his birth in 2018!
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 held the third annual KTWU Mister Rogers’ Neighborhood Sweater Drive, gathering sweaters, coats, blankets, and other cold-weather gear. We worked with a local trash company who donated clean bins for drop zones, and the local fire departments and Bonkers who volunteered their locations be drop-off sites! We were incredibly blessed by the community’s generosity, gathering almost 400 coats, sweaters, hats, gloves, mittens, blankets and throws! A local dry cleaner, Village Cleaners, even offered assistance in laundering many items. Local families will benefit greatly from this event and the community’s generosity!

KTWU broadcasts reach a potential audience of 1.6 million viewers

KTWU.org had 179,863 page views in FY21

Watch.ktwu.org, where viewers can watch full-length local productions had 93,423 page views in FY21

Supporters logged 900 volunteer hours, during a pandemic!

KTWU-HD began live streaming in FY21!

KTWU sponsors shared messages of support on social media - in their own words, our sponsors shared with the community WHY they support public television.