

# Smoky Hills Public Television

also known as



## 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.

The logo for DIRECTV stream, with "DIRECTV" in a bold, blue, sans-serif font and "stream" in a smaller, black, sans-serif font below it.

**One More Way To Watch**



In February 2022, Smoky Hills PBS added the option to LIVE stream on DIRECTV STREAM. Another great way for our viewers to stream PBS content!

## **FY2022**

### **Local Content and Service Report**

#### **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 because of their rural location. For some, Smoky Hills PBS is the only channel they receive.



In addition to programming, our services include the distribution of books to children, as well as schools and libraries across Central and Western Kansas.

#### **FY2022 Key Services**

Smoky Hills PBS engaged with Kansas citizens in 71 counties through broadcast of local programming, more LIVE stream options, Family Fun Day events, Share A Story programs, 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, a 24/7 kids channel, a CREATE channel, and a LIVE TV button where viewers can watch our station LIVE any time.

Click here to access LIVE TV:

<https://video.smokyhillstv.org/livestream>

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



## Exciting Changes



### **NEW General Manager**

Smoky Hills PBS welcomed a new General Manager, Betsy Schwien. She brings management and leadership experience to the organization and is committed to helping grow and expand on the services that our communities have come to rely on for education, engagement, and entertainment.

### **Equipment Upgrade**

In February 2021 Smoky Hills PBS suffered a broken water pipe during the extreme and frigid weather conditions. The water damage left Smoky Hills PBS' broadcast equipment damaged.

In March of 2022, we were excited to announce that a rebuild of the broadcast equipment was going to be possible, replacing the damaged equipment caused by the broken water pipe.

The rebuild replaced every aspect of video encoding and broadcasting along with a new automation system. With this new system, Smoky Hills PBS and its viewers see an increase in the audio quality and picture quality.

This rebuild would not have been possible without our viewer's support! Without them, these repairs would not have been possible!

**BEFORE**



**After**



also known as



## Events

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**.

## IN THE COMMUNITY

### Family Fun Days

In FY22, we traveled to 4 different locations throughout our viewing area with Curious George. Kids were given the opportunity to meet Curious George, give high fives, and take pictures with him! This event was FREE for all families! Children in attendance received a goody bag full of books, prizes, and much more!

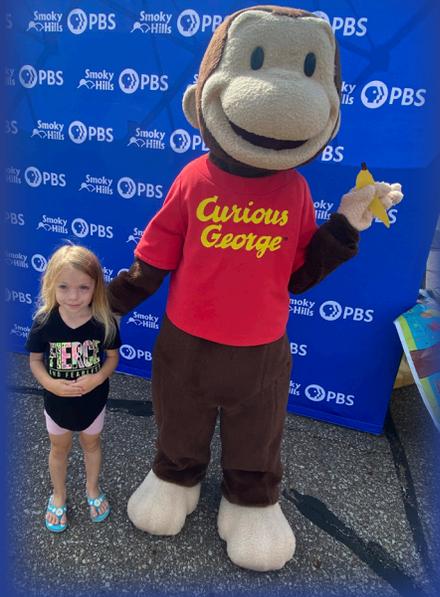


We were so happy to bring back our Family Fun Days in Sept. of 2021! First up was the Lee Richardson Zoo in Garden City. There

were **374** kids in attendance and each child went home with a FREE book.



Next, was a Family Fun Day at the Big Creek Crossing Mall in Hays. There were **229** kids in attendance and each child also received a FREE book at this event! Curious George received lots of high fives and even received a banana! (at left)



In the Spring, we headed to the Great Bend Zoo for an Earth Day Celebration. We handed out FREE books to **463** kids in attendance!



Our last event was in Colby. It was a very windy day, but it didn't stop Curious George from saying hello to all the children! We handed out FREE books to **167** kids in attendance!

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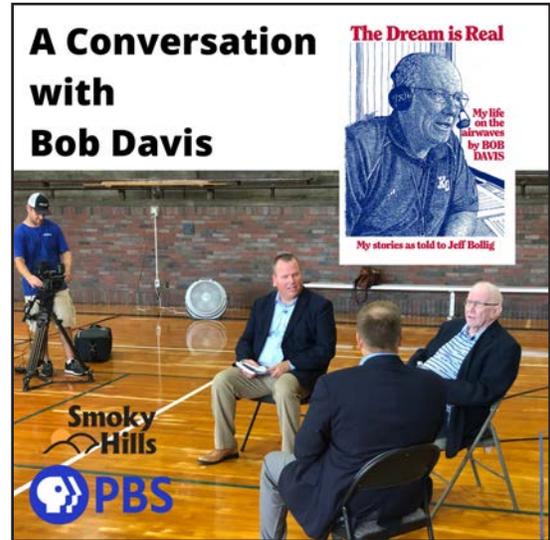
## Local Productions

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 coverage area is made up of rural areas and small towns that have a 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 our viewers!

## IN THE COMMUNITY

### A Conversation with Bob Davis

Smoky Hills PBS was excited for this NEW production, *A Conversation with Bob Davis*, that aired on SHPBS in August of 2021. Bob Davis was originally from our viewing area and was a big part of sports within the communities of our viewers. We sat down with Bob to learn more about his new book and how he has entertained generations of sports fans across Kansas!



Above: Matt Campbell, Producer/Director of Real Ag, is on location with Horticulture Agent, Tom Buller, with Douglas County K-State Research and Extension.

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

In Season 10 we highlighted these issues:

- Hydroponics
- Government Policy
- Home Gardening
- Pandemic Effect
- Cover Crops
- Soybeans
- Corn



### Kansas Candidates

Kansas Candidates is a Smoky Hills PBS production that brings in local candidates to discuss topics that matter to Kansans.

In October 2021, Smoky Hills PBS covered The Salina City Commission LIVE on Facebook and on Smoky Hills PBS.

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## LIVE Productions



### 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.

### The Kansas Legislature

Fridays at 7 PM, beginning in February, viewers are able to tune in to *The Kansas Legislature* on Smoky Hills PBS! This show was created to give viewers insight into the current Kansas legislative session. This call-in show is LIVE and features KS Representa-

tives and Senators discussing state issues, taking place during the legislative session. It also allows viewers a chance to call in with questions for their state representatives.



Smoky Hills PBS had LIVE coverage of Father Kapaun's vigil service and funeral on Sept. 28th & 29th. Our viewers were very appreciative of this coverage. It was a very monumental moment for the state of Kansas! We also offered a rebroadcast of this coverage in October.

### 2022 Kansas State of the State Address



The 2022 State of the State Address was held in person after it was pushed into a virtual format due to COVID-19

in 2021. Smoky Hills PBS traveled to Topeka to bring viewers LIVE coverage of Governor Laura Kelly's State of the State Address.

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2022 8-Man All Star game

Announcers, Jeremy McGuire and Larry Jantz completed their **20th consecutive year** of broadcasting the 8-Player State Football Championship on Smoky Hills PBS!



## Sports on Smoky Hills PBS

Rural towns take great pride in their High School athletics and turn to Smoky Hills PBS to cover some of these great sporting events:

**2021 Kansas Shrine Bowl**  
July 2021

**2021 KSHSAA State Volleyball**  
2A and 1A

LIVE Coverage  
Nov. 2021



**2021 6-man Wild West Bowl**  
Nov. 2021

**2021 KS Sports Hall of Fame**  
Nov. 2021



**2021 8-Player State Football Championship**  
Nov. 2021

“Thank you PBS. It was fun to watch and I really enjoyed watching our nephew take State title, even though we couldn’t be there in person.”  
~ Janet (FB fan comment)

“Your announcers did a fantastic job with this broadcast!” ~ Henry (FB fan comment)

“Your coverage is one of my favorite parts of being back in 321A” ~ Erin (FB fan comment)

**2022 3-2-1A State Wrestling**  
LIVE Coverage  
Feb. 2022

**2022 KSHSAA State Track & Field**  
LIVE Coverage  
May 2022

**2022 KS 8-man All Star Football**  
DI and DII  
June 2022

also known as



## Max Haverfield Concert

Smoky Hills PBS was there to record *Sound of Glory, An American Spectacular!* by Max Haverfield & Friends in Scott City, KS on July 1, 2021. Max was joined by vocal and instrumental talent from around the state and we were able to bring this spectacular show to our viewers!



## Candlelight Concert

Featuring the Choral Dept. of the WSU School of Music

For the first time, Smoky Hills PBS was able to cover the 58th Annual Candlelight Concert by the Wichita State University School of Music. What a fascinating performance that we were able to share with our viewers on DEC 25, CHRISTMAS DAY!

## 2021 KANSAS Music Hall of Fame

Smoky Hills PBS was able to bring this induction ceremony to its viewers in January of 2022. TWO local musicians were featured in this Hall of Fame ceremony.  
**Jerry Dowell** (Dodge City)  
**Mark Meckel** (Hays)



# Smoky Hills Public Television

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## Literacy Initiative

Ensuring all children within our viewing area have the educational resources they need 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. Throughout FY22, we provided many opportunities for kids to receive FREE books and encourage them to read and write!

## First Book Club

In fiscal year 2022, Smoky Hills PBS distributed **7,968** books to children throughout our viewing area. These books were given to children during their school day, in partnership with the Kansas Head Start program and public preschools. Books are also given to teachers to use as part of their curriculum. Read below on how our First Book Club program makes a difference for not only children, but teachers as well.

It has been a wonderful surprise for the students at Dighton Preschool to receive books from Smoky Hills Public Television that they can take home and read with their families. We are a Title I school and most of our students families do not have the means to purchase new or used books from Scholastic or book fairs that they can keep at home. This past year we have included the books sent to us in our classroom lessons. Last spring during our butterfly unit we used *The Very Hungry Caterpillar* when discussing the life cycle of a butterfly. This fall we used the book *The Day I Forgot to Wash My Hands* when we did our five senses unit and learning how to correctly wash our hands. We also look for the letters we have learned in class on the cover of the book and while reading it to see if we can find them. Before sending the books home, we read them together as a class several different times. This gives the child an opportunity to learn about the book and so we can answer any questions they might have. Notes are also sent home with the book to inform parents where the book came from and the importance of having someone read to them not only at school but at home as well.

Each time the students have received a new book from Smoky Hills Public Television they are given an opportunity to engage in the reading with their parents and siblings and learn to love reading at a young age. The books that we are able to send home with students would not have been possible without Smoky Hills Public Television taking an interest in our students learning. For Smoky Hill Public Television to receive a grant in which they make a difference in the lives of young kids learning to read is a great asset to our area.

Sincerely,

A handwritten signature in black ink that reads "Crystal L. Hoffman".

Crystal L. Hoffman  
Dighton Preschool/ECSE Teacher



## Share A Story

We travel throughout our coverage area visiting libraries and encouraging children to read! We were so excited this year to FINALLY be back in the libraries to present our program! This years theme was "Oceans of Possibilities". During this Share A Story program our presenters went through the following:

1. Read a PBS KIDS book
  2. Watched a PBS KIDS show related to the book
  3. Put together a shark headband for a craft
- Each child in attendance received a FREE book! We were able to distribute **1058** books to **47** libraries within our viewing area.

# Literacy Initiative Continued

## PBS KIDS Writers Contest

Right: One of our PBS KIDS Writers Contest Winners! She loved her trophy!



The PBS KIDS Writers Contest is an annual event that encourages children to write and illustrate their own stories!

In FY22, we received 116 stories from children across our viewing area! The top 3 stories in each age group (K-3rd grade) were chosen by our

judges. The winning stories were then read and announced on-air. These winners received books and prizes in the mail!

Watch the PBS KIDS Writers Contest Winners Show on our website:

[www.SmokyHillsPBS.org/kids/pbs-kids-writers-contest/](http://www.SmokyHillsPBS.org/kids/pbs-kids-writers-contest/)



on

Smoky Hills



PBS

**Smoky Hills PBS broadcasts 9 hours of safe, non-violent, educational children's programming every weekday!**

Opening worlds of possibilities for all of America's children has been the mission of PBS KIDS for over 50 years. Mister Rogers said it best: **"You are special, you matter and there's no one else in the world exactly like you."** PBS KIDS programming puts the child first, lights a spark, inspires exploration, and strives to help all kids reach their potential and to discover a world of unlimited possibilities.

# 2021 KAB Awards

## Winner of 11 KAB Awards in 2021



- Non-Metro Television Station of the Year



- 2nd Place - Single Topic Event  
**Smoky Hills Writers Contest Winners**  
Matthew Campbell
- Honorable Mention - In-Depth News Reporting  
**Real Ag - Global Food Systems**  
Matthew Campbell
- 1st Place - Special Program  
**3-2-1A State Wrestling Recap**  
Les Kinderknecht

### Station Promotion Announcement

- 1st Place  
**3-2-1A State Wrestling**  
Les Kinderknecht
- 2nd Place  
**Wild West Bowl**  
Les Kinderknecht
- Honorable Mention  
**Traveling Kansas - Gove County**  
Les Kinderknecht

### Station Promotion Campaign

- 1st Place  
**Smoky Hills Business Partnership**  
Matthew Campbell
- 2nd Place  
**Year In Review**  
Les Kinderknecht

### Recurring Program

- 1st Place - Doctors on Call  
Smoky Hills PBS Staff
- 1st Place - Station Website  
**[www.SmokyHillsPBS.org](http://www.SmokyHillsPBS.org)**  
Amanda Smith



