

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.

One More Way To Watch



In September 2020, Smoky Hills PBS added the option to stream our channel. You can now watch Smoky Hills PBS LIVE with just a click of a button. Still for FREE and available anywhere you watch within our viewing area by downloading the PBS app on Android mobile, Amazon Fire tablets, iOS, tvOS, and Chromecast, ROKU, PBS.org or by visiting the link here:
video.smokyhillstv.org/livestream

FY2021

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.

FY2021 Key Services

Smoky Hills PBS engaged with Kansas citizens in 71 counties through broadcast of local programming, NEW LIVE stream, 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, as well as a 24/7 kids channel, and a CREATE channel.

In September 2020, we announced the addition of a LIVE stream. Being able to stream our channel LIVE was a huge step for our station and our viewers. Click here to access:

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

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



"I just donated to SHPBS. I have watched so many of your shows and truly enjoy Traveling Kansas. We have made several day-trips based on the reports on Traveling Kansas. We love Smoky Hills PBS."
~ Pam - Hays, KS

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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 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!

Traveling Kansas

In this production, we travel throughout Central and Western Kansas to highlight communities throughout our viewing area. In FY21, we traveled to these communities, highlighting the people and attractions within them:

- Russell County - air date 7/16/20
- Gove County - air date 9/5/20

Real Ag

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 8 we highlighted these issues:

- Global Food Systems & Kansas
- Bees
- Soil Conservation & Health
- Industrial Hemp
- Sorghum / Milo
- Ag Machinery
- Cotton



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LIVE Productions



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Local Content and Service Report

Kansas Legislature

The *Kansas Legislature* was created to give viewers insight into the current Kansas legislative session. This call-in show is LIVE and features KS Representatives and Senators discussing state issues, taking place during the 2021 legislative session. It also allows viewers a chance to call in with questions for their state representatives.

KS State of the State Address



The 2021 Kansas State of the State Address by Governor Kelly was done virtually, but our viewers were still able to turn to Smoky Hills PBS for coverage of the address! They accessed it LIVE on Jan. 12, 2021.

Kansas Candidates

Kansas Candidates is a LIVE show on Smoky Hills PBS bringing in local candidates to discuss topics that matter to Kansans.



In October 2020 Smoky Hills PBS covered The Salina Candidate Forums LIVE on Facebook and on Smoky Hills PBS.



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.



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More LIVE Productions



FY2021

Local Content and Service Report



For the first year, we were able to bring the 2021 KSHSAA Track & Field State Championship LIVE to our viewers!

"I want to tell you guys at Smoky Hills PBS the residents at the Good Samaritan Home loved your free coverage of the Kansas High School State Track! Please do this every year!!!

~ Gina - Atwood, KS

Sports on

Rural towns take great pride in their High School athletics and Smoky Hills PBS was proud to cover and then broadcast these sports to our viewers:

2020 8-Player State Football

2020 6-man Wild West Bowl

2021 Kansas Shrine Bowl

2021 3-2-1A State Wrestling

**2021 KS 8-man All Star Football
DI and DII**



2021 8-Man All Star game



KSHSAA State Volleyball 2020

For the first time, we offered the KSHSAA Class 1A and 2A State Volleyball tournament on Smoky Hills PBS. It was held on Oct. 30-31, 2020, and we aired it on Nov. 26th to our viewers.

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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.

FY2021

Local Content and Service Report



Share A Story

Normally our summers would be filled traveling to libraries throughout our area putting on our Share A Story Program. This summer we had to cancel that program

because of libraries going virtual with their summer programs. That did not stop us. We were still able to provide FREE books to libraries to distribute. We distributed **2076 books** to 78 libraries within our viewing area.

PBS Kids Writers Contest



Smoky Hills PBS encouraged children throughout the viewing area to write and illustrate their own stories. We announced the winners with a 30 minute production where we read the winning

stories on TV. The winners also received books and prizes in the mail! You can watch the production here: ***2021 PBS KIDS Writers Contest Announcement Show***

First Book Club

In fiscal year 2021, Smoky Hills PBS distributed 8,342 books to children within 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.



Kids Channel

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

Our biggest commitment at Smoky Hills PBS is education and that begins with our state's youngest learners! Parents can be assured that when their kids are in front of our PBS KIDS shows via TV, ipad, phone, etc. that they are LEARNING! PBS KIDS on Smoky Hills PBS is quality, educational programming.

PBS KIDS reaches more moms on-air than other children's TV sources:

- Annually 62% of moms 18-49 with kids under three tune to PBS stations - more than tune to Disney (50%), Nick (49%), Nick Jr. (42%), or Disney Jr. (45%)
- Annually, 61% of moms 18-49 with kids under six tune to PBS - more than Disney (50%), Nick (51%), Nick Jr. (43%), or Disney Jr. (45%)

(Source: Nielsen NPOWER, 9/23/2019 - 9/20/2020, M-Su 6A-6A reach, LOH18-49 w/K<3, LOH18-49 w/K<6, 50% unif. 1+ mins.)

“ Perhaps the greatest contribution PBS has made to television and the world is children's programming. ”

Los Angeles Times



2020 KAB Awards

Winner of 12 KAB Awards in 2020



- Non-Metro Television Station of the Year



- 2nd Place - Single Topic Event
Smoky Hills Writers Contest Winners
Michael Quade
- 2nd Place - In-Depth News Reporting
Traveling Kansas
Les Kinderknecht
- 1st Place - Special Program
Learning Across Kansas: Elementary
KPBC, KSDE, Michael Quade, Tabatha Rosproy

Station Promotion Announcement

- 1st Place
Smoky Hills Board Recruitment
Michael Quade
- 2nd Place
New Year's Day Sport Marathon
Matthew Campbell
- Honorable Mention
Summer Sports
Matthew Campbell

Station Promotion Campaign

- 1st Place
Smoky Hills Membership
Matthew Campbell
- 2nd Place
Smoky Hills Year End Giving
Michael Quade
- Honorable Mention
Smoky Hills Kids Club
Matthew Campbell
- 1st Place - Recurring Program
Doctors On Call
Smoky Hills PBS Staff
- 1st Place - Station Website
www.SmokyHillsPBS.org
Amanda Smith



