

MINUTES OF THE House COMMITTEE ON Communication, Computers and Technology

The meeting was called to order by Representative Mike Meacham at
Chairperson

3:30 ~~am~~/p.m. on February 2, 1983 in room 522-S of the Capitol.

All members were present except:

Representative Goossen (excused)

Committee staff present:

Marlin L. Rein, Chief Legislative Fiscal Analyst, Committee Staff
Director

Sherry Brown, Fiscal Staff, Research Department

Arden Ensley, Revisor of Statutes

Betty Ellison, Secretary to the Committee

Conferees appearing before the committee:

Judy McConnell, Legislative Research Department

Patrick Hurley, Secretary of Administration

Dr. Dale Anderson, Station Manager, KTWU-Channel 11 (Topeka)

Mr. Zoel Parenteau, President and General Manager, KPTS-
Channel 8 (Wichita)

Chairman Meacham announced that the committee would hear part of today's agenda and part of tomorrow's agenda. Since yesterday's meeting was cancelled because of snow, he said that agenda would be taken up at a later date.

The chairman noted that a couple of issues that would be appropriate for the committee to address at some point during this session are the expansion of public television and distribution of the grant money from the state to the local stations.

Chairman Meacham introduced Judy McConnell of Legislative Research. Two memoranda were distributed (Attachments 1 and 2) and staff gave the background of the public television board over the last several years.

The chairman introduced Patrick Hurley, Secretary of Administration. Mr. Hurley passed out copies of a memorandum which summarizes presentations made to the Public Television Board last summer and also recounts the methods used in FY 1976 through 1983 for distribution of state grants. (Attachment 3). Mr. Hurley reviewed this memorandum with the committee and made brief remarks.

Dr. Dale Anderson, Station Manager, KTWU-Channel 11, Topeka, was the next conferee. Dr. Anderson supplied the committee with copies of his prepared text. (Attachment 4). He stated that Channel 11 is licensed to Washburn University and has provided broadcast service since October, 1965. Dr. Anderson said that KTWU has a fulltime staff of 24 employees, as well as 12 student part-time employees and a number of interns. The budget for KTWU at the present time is approximately \$900,000.

Channel 11 receives funding from the following sources: Washburn University; the Corporation for Public Broadcasting; the State of Kansas; "Lights, Camera, Auction"; Underwriting Grants. A 14-member Community Advisory Board advises station management in matters of public concern. Mr. Clyde Hill of Yates Center is the current Chairman.

Chairman Meacham asked Dr. Anderson the total amount of money that KTWU receives from Washburn University. The answer was that it probably is not less than a quarter of a million dollars in any

CONTINUATION SHEET

MINUTES OF THE House COMMITTEE ON Communication, Computers and Technology
room 522-S, Statehouse, at 3:30 ~~a.m.~~/p.m. on February 2, 1983

given year. The chairman asked for the amount of the Corporation of Public Broadcasting grant and was told it was about \$200,000 in the current year.

The chairman called upon Mr. Zoel Parenteau, President and General Manager of KPTS-Channel 8, Wichita. Mr. Parenteau handed out some material to the committee. (Attachments 5 and 6). Mr. Parenteau gave some background information; Kansas Public Telecommunications Service, Inc., is a not-for-profit corporation governed by a Board of Trustees, 29 volunteer members who serve without compensation; viewership is approximately 122,000 households per week. KPTS listed its income sources from viewer support, contracts, local program underwriting, gifts, Federal Corporation for Public Broadcasting Grant (CPB), and Kansas Public TV Board Grant.

Mr. Parenteau said his proposal is a philosophy rather than a formula. He felt that members of the board seemed to feel that the station with the smallest budget had the greatest need for state assistance. However, he felt that an analysis of what budget size means is a better indicator. A community station, or independent licensee station such as KPTS and Channel 19, has to use funds raised or received through grants to pay for housing, business and personnel services which university licensed stations receive from the parent institution.

Chairman Meacham announced that Mr. Robert Fuzy, President and General Manager of KCPT-Channel 19, will speak to the committee tomorrow. Also Dr. Anderson will speak on his southeast Kansas proposal.

The meeting was adjourned at 5:10 p.m. by the chairman.

The next meeting of the committee will be held at 3:30 p.m. on February 3, 1983.

MEMORANDUM

February 2, 1983

TO: House Committee on Communication, Computers, and Technology

FROM: Kansas Legislative Research Department

RE: Recent Developments in Kansas Public Television Services

This memorandum is intended to update a budget memo prepared by the Kansas Legislative Research Department entitled "Development and Funding of Public Television Services in Kansas" which was submitted to the 1981 Legislature. The material which follows briefly summarizes action taken by the 1982 Legislature with regard to public television services and identifies the various issues addressed by the Kansas Public Television Board during the interim. The memorandum concludes with a very brief review of the Governor's recommendation for funding of public television services in FY 1984.

Action Taken by the 1982 Legislature

For FY 1983, the Governor recommended a total State General Fund appropriation of \$445,500 for support of public television which maintained operating grants to the four stations at the levels authorized for FY 1982. During the course of the 1982 Session, the Legislature learned that in addition to the \$115,500 recommended by the Governor for operating support of the new station in Bunker Hill, an additional \$148,496 would be needed in order to allow the station to operate in FY 1983 and to allow the station to qualify for assistance from the Corporation for Public Broadcasting. While the Legislature authorized additional funding of \$148,496 for the new station, it was understood that the additional funding should be viewed as a special consideration granted the new station in view of its unique needs associated with its first year of operation.

The 1982 Legislature also authorized \$330,000 for operating grants to the three stations (as recommended by the Governor) in amounts equal to their FY 1982 grants as follows: \$115,500, KTWU (Topeka), \$115,500, KPTS (Wichita), and \$99,000, KCPT (Kansas City). Furthermore, the Legislature authorized an additional \$30,000 for operating grants to the three existing stations which is intended to partially offset reductions in federal support for public broadcasting.

A State General Fund appropriation in the amount of \$264,500 was authorized for a construction grant to be awarded KTWU-Channel 11 (Topeka) for the purpose of constructing translators at Iola, Independence, and Emporia in an effort to extend public television services to portions of southeast Kansas. The amount appropriated makes provision for construction of a tower and receiving antenna between Iola and Independence to assure a quality signal. A proviso is attached to the appropriation which prohibits any expenditures from this new account until Finance Council approval has been obtained.

Attachment 1

The 1982 Legislature authorized a State General Fund appropriation of \$10,000 for a grant to KANZ-FM public educational radio for support of public radio broadcasting in southwest Kansas. The grant is intended to assist the station in the extension of its broadcast coverage area through the construction of a repeater station network to serve portions of northwest Kansas.

1982 Interim Activity

The Board authorized a \$330,000 grant from the State General Fund for operating support of the three existing public television stations distributed as follows: \$99,000 to the Kansas City station, \$115,500 to the Topeka station, and \$115,500 to the Wichita station. These amounts are identical to grants awarded to the stations in FY 1982. The Board also solicited testimony from station managers regarding proposed distribution formulas. Written testimony submitted in this regard is on file with the Legislative Research Department. The Board also directed staff of the Division of the Budget to research this matter further with a view towards an examination of the manner in which other states make similar grant distributions; a copy of this report is also on file with the Legislative Research Department.

The Board also authorized distribution of a \$30,000 grant from the State General Fund intended to partially offset reductions in federal support for public broadcasting. Although representatives of the Public Television Association of Kansas, Inc., proposed a formula for the distribution of such funds among the three stations, the Legislature left this decision to the discretion of the Kansas Public Television Board. The Board awarded this grant based on the same 35/35/30 percentage funding split on which distribution of the operating grants was based.

The Board awarded a State General Fund grant in the amount of \$263,996 to the new station at Bunker Hill. The level of support is higher than that afforded the three existing stations in recognition of the unique needs of the new station associated with its first year of operation.

At a meeting of the Board in August, a State General fund grant of \$10,000 was awarded to KANZ-FM public educational radio for support of public radio broadcasting in southwest Kansas. The Board also received a grant request from KANZ-FM for FY 1984 in the amount of \$42,000. The Board heard testimony in this regard and written documentation submitted to the Board in support of this request is on file with the Research Department.

The Board was notified in late November that as part of the Phase I allotment system, no expenditures or encumbrances would be allowed in the current fiscal year related to the project to extend the Channel 11 signal to portions of southeast Kansas. However, the Governor does recommend funding of this project in FY 1984. In a somewhat related matter, the station manager of KTWU-Channel 11 was asked by the Board to investigate the possibility of extending the Channel 11 signal further southward to encompass the Pittsburg area. The station manager was asked to report back to the Board prior to the 1983 Session. As of late December, the Board had not formally taken this issue under consideration.

Governor's Recommendation to the 1983 Legislature

The Governor recommends that operating grants be awarded by the Board in FY 1984 to the four public television stations which serve Kansas in amounts which equal their FY 1983 grants as follows: \$126,000 to the Wichita station, \$126,000 to the Topeka station, \$108,000 to the Kansas City station, and \$263,996 to the new station at Bunker Hill. Additionally, the recommendation provides \$264,500 for a construction grant to be awarded to KTWU-Channel 11 (Topeka). The Governor's recommendation makes no provision for support of public radio.

RECEIVED

JAN 31 1982

Secretary of Administration

MEMORANDUM

TO: Patrick J. Hurley, Secretary of Administration
FROM: James H. Hays, Senior Budget Analyst *J. Hays*
DATE: January 31, 1983
SUBJECT: Public Television

You have asked for some "refresher" information concerning past state funding for public television. This memorandum will summarize briefly the presentations made to the PTV Board last summer on the issue of a state funding formula and will recount the methods used in FY 1976 through 1983 for distribution of state grants.

Alternatives presented to PTV Board - August 19, 1982

The PTV Board heard testimony at its meeting of August 19, 1982 from the station managers on their ideas for a funding formula. These presentations were solicited by the Board. Oral presentations were made and written presentations were supplied by all except Mr. Fuzy (Channel 19 - Kansas City).

A. Zoel Parenteau - KPTS (Wichita)

Mr. Parenteau proposed no specific funding formula. His memorandum on this subject dated August 13, 1982 is critical of the Topeka station as having "...a demonstrated narrow view of its public-service commitment, or one of mediocre performance..." His memorandum supports budget size as the determining factor in an aid formula and encourages Kansas to adopt the principles of the CPB approach whereby each station receives a base grant and also a further amount based upon the size of its budget (its non-federal financial support - NFFS).

B. Dale Anderson - KTWU (Topeka)

Mr. Anderson proposed a specific, 2-tier approach with each of the 3 Kansas stations receiving a \$50,000 base grant. The second tier would be divided among all 4 stations on a percentage split of total viewers served in the Grade A coverage areas of the 4 stations:

| | <u>TV Households</u> | <u>% Share</u> |
|-------------|----------------------|----------------|
| Topeka | 87,903 | 32% |
| Wichita | 88,190 | 32% |
| Bunker Hill | 60,000* | 22% |
| Kansas City | 39,906 | 14% |
| | <u>275,999</u> | <u>100%</u> |

*estimate

The philosophy of this approach essentially duplicates the logic of the Public Television Commission when it began funding in FY 1975. It excludes a portion of basic support to the Missouri station and encourages expansion of viewing audience into unserved areas. The complete proposal is in memorandum form dated July 27, 1982.

C. Bob Fuzy - KCPT (Kansas City)

Mr. Fuzy did not make a proposal. He indicated in oral testimony that he would support the concepts discussed by Zoel Parenteau.

D. Ken Gardner - KOOD (Bunker Hill)

Mr. Gardner discussed several options, both in oral testimony and in a letter dated July 16, 1982. He noted that any formula based on population, viewing audience, television households in the coverage area, or per capita distribution would work a severe hardship on his station's ability to operate. State aid is a very large percentage of his budget. He indicated a willingness to continue the current system, which excludes KOOD from any "formula" for distribution of aid.

Current "System" of aid distribution

State aid was originally distributed by the Public Television Commission in a two-tier approach. The 3 existing stations all received a base grant (a smaller grant in the case of the Missouri station) and a second tier was awarded based upon each station's relative percentage of the total viewers in the Grade A coverage area of the stations. The Commission staff calculated those percentages. From FY 1976 through FY 1978 a total of \$100,000 was distributed:

| | <u>Basic Grant</u> | <u>% of Grade A Viewers</u> | <u>2nd Tier</u> | <u>Total</u> |
|-------------|--------------------|-----------------------------|-----------------|------------------|
| Kansas City | \$10,000 | 36.4% | \$18,200 | \$ 28,200 |
| Topeka | 20,000 | 29.0% | 14,500 | 34,500 |
| Wichita | 20,000 | 34.6% | 17,300 | 37,300 |
| | <u>\$50,000</u> | <u>100.0%</u> | <u>\$50,000</u> | <u>\$100,000</u> |

In FY 1979 \$125,000 was appropriated and was awarded by the PTV Board in the same percentages as the total dollars were awarded in FY 1976 through FY 1978, abandoning the logic of the Commission formula:

| | <u>FY 76-78 Grant</u> | <u>% of Total</u> | <u>FY 1979 Grant</u> |
|-------------|-----------------------|-------------------|----------------------|
| Kansas City | \$ 28,200 | 28.2% | \$ 35,250 |
| Topeka | 34,500 | 34.5% | 43,125 |
| Wichita | 37,300 | 37.3% | 46,625 |
| | <u>\$100,000</u> | <u>100.0%</u> | <u>\$125,000</u> |

In FY 1980 \$125,000 was again appropriated and it appears that Jack Lemen and/or the PTV Board simply rounded the prior year's grants to an even number (thousands)

| | <u>FY 1979 Grant</u> | <u>FY 1980 Grant</u> |
|-------------|----------------------|----------------------|
| Kansas City | \$ 32,250 | \$ 35,000 |
| Topeka | 43,125 | 45,000 |
| Wichita | 46,625 | 45,000 |
| | <u>\$125,000</u> | <u>\$125,000</u> |

Beginning in FY 1981 the PTV Board has divided a total appropriation on a percentage basis which approximates, but does not exactly equal, the percentages of dollars used by the Board in figuring the FY 1979 grant:

| | <u>PTV Board Percentages</u> | <u>FY 1979 Grant Percentages</u> |
|-------------|------------------------------|----------------------------------|
| Kansas City | 30% | 28.2% |
| Topeka | 35% | 34.5% |
| Wichita | 35% | 37.3% |
| | <u>100%</u> | <u>100.0%</u> |

The above percentages have been used by the PTV Board since FY 1981 and have resulted in the following grants:

| | <u>%</u> | <u>FY 1981</u> | <u>FY 1982</u> | <u>FY 1983</u> |
|-------------|-------------|------------------|------------------|------------------|
| Kansas City | 30% | \$ 90,000 | \$ 99,000 | \$108,000 |
| Topeka | 35% | 105,000 | 115,500 | 126,000 |
| Wichita | 35% | 105,000 | 115,500 | 126,000 |
| | <u>100%</u> | <u>\$300,000</u> | <u>\$330,000</u> | <u>\$360,000</u> |

Throughout the history of state aid, new stations have been excluded from any of these calculations. The developmental phase has been fully state funded. Federal funds have been available for construction and will possibly be available for operating expenses.

JHH:sr

TESTIMONY DELIVERED BY DR. DALE N. ANDERSON
AT FEBRUARY 2, 1983 MEETING OF THE
HOUSE COMMITTEE ON
COMMUNICATION, COMPUTERS AND TECHNOLOGY

It is my pleasure to appear before you today. I want to commend the leadership and you Mr. Chairman for the creation of this committee. I believe it has long been needed and wish the committee every success in its work.

I have just a few remarks to make and then will gladly respond to any questions. What I am about to say is before you as well as the suggested formula for Kansas public television station operating grants.

Incidentally, I know of this committee's recently authored bill to increase the membership of the Kansas Public Television Board from 4 to 7. I strongly support this membership increase because of its giving representation to all parts of the state.

Channel 11, KTWU, the public television station licensed to Washburn University has provided uninterrupted broadcast program service to Northeast Kansas and northwest Missouri residents since October, 1965. KTWU is seventeen and one-half years old. The quantity and quality of programs and viewer financial support; the amount and quality of station equipment; and the size and expertise of the station staff have all increased since those early days.

Today the budget for KTWU is approximately \$900,000. A fulltime staff of twenty-four is employed with an addition of twelve student parttime employees as well as a number of interns. KTWU is fully color equipped and is satellite interconnected with PBS. I have provided you with a PBS Fact Sheet which explains PBS.

Channel 11 receives funding from a variety of sources including: Washburn University; The Corporation for Public Broadcasting; the State of Kansas; our "Lights, Camera, Auction"; Underwriting Grants; and membership support from about 9,000 loyal viewers living in the northeast 25 counties of Kansas and northwest Missouri regularly served by KTWU.

Attachment 4

The available Grade A viewership for KTWU is approximately 675,481.

KTWU broadcast a total of 5,304 hours (102 hours per week) last year. During this period, Channel 11 was very successful in reaching area viewers ranking 7th nationally in the percentage of potential audience reached during the May 1982 rating period conducted by the A.C. Nielsen Company. KTWU also received the 1982 national development award from PBS for overall station development recognition of sustained and well balanced activities since 1978. These activities included membership, underwriting, special events, auction, and long range plans.

KTWU is on the air from 6:45 a.m. to 12:00 noon during morning hours Monday through Friday and we return to the air at 3:00 p.m. weekdays and continue on the air until midnight.

On Saturdays and Sundays, KTWU is on the air consecutively from 7:30 a.m. until midnight.

It is our intent to fill out the daytime broadcast schedule within the new two months.

Local programs may be courses for credit; entertainment programs; call-in informational programs; musical or dramatic shows of one time nature; special sports events; and other programs such as "Statehouse '83."

A 14 member Community Advisory Board is in place and advises and councils station management in matters of public concern associated with public/educational television. Mr. Clyde Hill of Yates Center is our current Chairman.

As we proceed in the second decade of public television, KTWU is making every effort to develop outstanding local television productions that cut across the totality of Kansas life. We are extremely interested in providing on-going, programs that can be sent throughout our great state some of which can be provided in association with state agencies and the state universities and colleges.

Sometimes it seems that no one appreciates public broadcasting except its audience-- the 59.5 million households of Americans who turn to their local public television channel regularly. A.C. Nielsen reports that 72.3% of all TV households in the United

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States viewed public television at least for 10 hours each week during March of 1982 and this viewing almost exactly mirrors the nation's demographic profile.

Television is one of the most effective means of communicating ever devised by man. It is a resource that has changed our lives, altered our values, and broadened our perspectives. Public Television represents this resource in its most natural form. It is a medium designed to inform, to enlighten, and to entertain. It exists not to make a profit but to help people understand themselves, grasp the complexities of society, and cherish the creativity of mankind.

Thus participation in the planning and support of local development of public television stations and facilities for the direct benefit of all Kansans--is not only to be commended but encouraged. To this end KTWU proposes a two-tier allocation plan for the station operating grants that is used in many various state programs of Kansas State government.

We believe our plan is fair and equitable.

The recommendation is simply one of block operating grants to be made to all Kansas based stations with additional appropriations determined by the number of television households served by the individual stations.

Attached to the copy of my remarks is an example of how this appropriation plan might work.

KTWU is pleased to be one of the 297 public television stations operated by 158 licensee organizations. These licensing agents include 52 college and universities (33%); 23 state authorities (15%); 16 local educational/municipal authorities (10%); and 67 non-profit community groups or organizations (42%).

You are all aware of the cutbacks that are being made in the Federal Budget. Public Broadcasting has felt the sting of such cutbacks. In fact, it is anticipated that President Reagan's 1985 Budget will include the reduction of the current \$130 million support to PBS to \$85 million and in 1986 to 75 million. These are drastic reductions and give additional impetus to the work of this committee as you seek to help Kansas public television.

SUBJECT: Development and Funding of Public Television
Services in Kansas

Introduction

Since 1953, Kansans have expressed interest in the construction of a statewide public television system. Continued interest in such a system led to the formation in 1974 of the first Public Television Commission in the state. Since that time, the Legislature has seen the abolition of the first Commission and the subsequent creation of the Kansas Public Television Board, the development of numerous comprehensive plans and reports for extension of public television services, formation of a special legislative interim committee charged with, among other things, conducting a comprehensive examination of the various alternatives, and a myriad of proposals and position papers developed by individuals and groups interested in the development of public television services.

Despite such extensive planning efforts, the 1981 Legislature will again be faced with the same difficult decisions on public television that past legislatures have dealt with in recent years. Though action taken by the 1979 and 1980 Legislatures had the effect of authorizing the funding for construction of two new public television stations in Kansas, events since adjournment of the 1980 Legislature have effectively delayed such development.

This memorandum provides a brief overview of earlier studies and recommendations, including past legislative action taken with regard to public television (with attention focused on the actions taken by the 1980 Legislature), a review of events since adjournment of the 1980 Legislature, a status report on the development of new stations at Hays and Garden City, and a brief examination of the Public Television Board's latest proposal for the extension of public television services.

Earlier Studies and Reports

In the past six years, the determination of a future course for public television in the state of Kansas has vacillated considerably and has encompassed a wide variety of recommendations and proposals. In some respects, it appears that planning for the extension of public television services has come full circle as the Board's most recent proposal (the establishment of a full repeater system) closely parallels the recommendation of the first Public Television Commission. Many of the early reports and planning documents continue to serve as a reference for current planning efforts; consequently, there appears to be some value in briefly examining the major elements of those reports.

Report of the First Public Television Commission. The former Kansas Public Television Commission was established by the 1974 Legislature and functioned under the Department of Administration. Its principal task was to conduct studies to determine the feasibility and desirability of creating a statewide public television system for the

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state. The Commission's report was the result of the engineering consulting work by Jansky and Bailey Broadcast-Television Department of the Atlantic Research Corporation. This engineering report identified the number and location of stations needed for a statewide system and costs for development of the system. In the Fall of 1975, the Commission released a master plan for development of a statewide system calling for no fewer than four, and possibly seven, stations to bring public television coverage to the entire state. Remaining gaps in the system coverage were to be serviced by translators. New stations would consist of transmitters, towers, and antennas only, and would have no production capability. The proposal describes in some detail a plan for expanding and upgrading the present public television facilities in Topeka and Wichita. The proposal also envisioned a network operating center, located in Topeka, to be responsible for planning, administration, licensing, operation, and maintenance of the entire system. The total cost of the basic development plan (four new stations) was estimated at \$19.9 million.

The Governor recommended that the 1976 Legislature abolish the Commission, citing the fact that the Commission had fulfilled its basic mission and that the system advanced by the Commission exceeded the fiscal capabilities of the state. The Governor also advised the 1976 Legislature that he would make recommendations to the 1977 Session which would utilize existing resources in a more limited program to expand access to public television.

Governor's Recommendations to the 1977 Legislature. In his legislative message to the 1977 Legislature, the Governor recommended a plan for extending public television coverage to nearly 400,000 Kansas residents currently unserved through the establishment of new stations in southeast, southwest, and northwest Kansas. The Governor's budget recommendation was subsequently approved by the Legislature and funding was provided for: planning grants for three new stations, grants to the existing stations in Topeka and Wichita for upgrading new transmission facilities, grants to provide matching for federal capital construction and equipment funds, and a grant for the purpose of leasing from common carriers a duplex interconnect between the Topeka and Wichita stations. The proposal was predicated, in large part, on the costs and the suggested locations for new stations as outlined in the Jansky and Bailey report. It was intended that the new stations would be satellite stations with programming transmitted from either Topeka or Wichita. The former Public Television Commission was abolished when the 1977 Legislature established the present Kansas Public Television Board.

Development Plan Submitted to the 1978 Legislature. The FY 1979 Public Television Board budget and accompanying plan for development of an expanded network were the subjects of much attention by the 1978 Legislature. Among the factors causing close scrutiny by the Legislature were the changes in the costs of the system from that which had been presented in 1977 and the expenditure of funds in FY 1978 in a manner somewhat different from that which had been proposed to the 1977 Legislature. Additionally, the Board was advocating that new stations be equipped to permit limited program origination whereas the proposal presented by the Governor the preceding year had envisioned a network fed totally from the three existing stations.

Apart from the approval of the operating budget for the Board office, the Legislature approved a grant for operating support for the Hays station and a similar partial year grant to the Garden City station. The Legislature also authorized operating

grants to the three existing stations. Finally, the Legislature authorized an \$888,860 appropriation to provide the nonfederal share of funding for the construction of the Hays station.

1978 Interim Study. The 1978 Special Committee on Ways and Means was directed by the Legislative Coordinating Council to examine alternative approaches to extending public television broadcasting to areas of the state currently unserved. The Committee conducted a thorough review of the Board's five-year development plan, reviewed the various funding mechanisms, including the procedures for obtaining federal grants, and examined the funding and the cost of operating the existing stations. In the course of its deliberations, the Committee considered various alternatives to the plan recommended by the Public Television Board. One alternative considered by the Committee was to establish a pure satellite system very similar to that proposed by the former Public Television Commission. The Committee also considered a plan that closely paralleled the plan recommended by the Public Television Commission, except this proposal envisioned a noninterconnected system of six independent stations equipped with limited program origination capability. Another approach that the Committee reviewed would have provided for a noninterconnected system of six stations but would have made no provision for program origination capability.

The Committee concluded that the state has a responsibility to support a policy that will make public television services available to all people of the state. In meeting this responsibility, the Committee decided that the state should provide three new stations, each having a very basic system, with any enrichment of the station to be a local responsibility. The Committee also concluded that the state has the responsibility to develop a system that allows for minimal programming capability. The Committee deferred action on a decision to interconnect the system.

Funding issues brought to the Committee's attention late in its deliberations cast doubt on the accuracy and reliability of the data provided by the Public Television Board; consequently, the Committee chose not to make specific recommendations for system development and expansion. However, the Committee did recommend that the \$888,860 Federal Revenue Sharing Fund appropriation, approved by the 1978 Legislature for funding the nonfederal share of development costs for the Hays station, be lapsed until such time as the Public Television Board provided reasonably accurate data.

Board's Submission of Five Year Plan to 1979 Legislature. The Public Television Board's plan for development of the Kansas Public Television Network was set forth in a five year planning document which envisioned the development of three new public television stations equipped with program origination capability (Hays, Garden City, and Chanute) and provided for the extension of public television services to 88 percent of the Kansas population. The 1979 Legislature authorized \$10,000 to allow the Board to contract with the engineering firm of Jansky and Bailey for demographic surveys associated with the Board's ten-year plan to extend public television services to the entire state. It was the ten-year plan that was to cause considerable controversy during the 1980 Legislative Session.

The 1979 Legislature authorized \$125,000 for operating grants to the stations in Wichita, Topeka, and Kansas City. The Legislature also authorized \$70,000 for a grant for operating support for the station being developed at Hays, \$55,000 for a similar grant to Garden City, and \$15,000 for a partial year grant for the Chanute station.

The 1979 Legislature approved an additional \$196,683 for the construction of the Hays station to allow for unforeseen inflationary increases. Furthermore, a proviso was attached to the appropriation of state funds for the Hays station making expenditure of such funds contingent upon the ability of the local community to raise \$25,000. The Legislature also provided \$5,000 to Fort Hays State University for a survey to determine a site for the public television station at Hays.

Action Taken by the 1980 Legislature. On January 31, 1980, the Public Television Board formally approved and submitted to the 1980 Legislature the ten-year plan prepared by Jansky and Bailey calling for the development of five new stations equipped with program origination capability. In an effort to cover those areas of the state not receiving public television coverage from the proposed new stations, Jansky and Bailey recommended the development of two repeater stations (Pratt and El Dorado) and two translators (Sedan and Winfield). The plan assumed a state-constructed microwave interconnection system. The plan also envisioned that both equipment and operating grants would be made to the three existing stations. Total costs over an 11 year period were estimated to be \$110,597,028, of which \$36,405,930 would presumably be financed by the state. Once the system was in place, ongoing state operational support was projected at \$2,460,000 annually.

Both House and Senate Ways and Means Committees reviewed the plan in detail. The House Ways and Means Committee concluded that the 1980 Legislature should not in any way offer an endorsement of the Board's ten year plan. The Committee did endorse support of the proposed new stations at Hays and Garden City at the level recommended by the Governor, but proposed that the state make no further commitment to the extension of public television services in Kansas beyond the construction of the station at Garden City. Consequently, the Committee recommended the deletion of the \$55,000 grant for operating support of the proposed new station at Chanute. However, the House Committee of the Whole restored the funding for Chanute. When the bill reached the Senate Committee on Ways and Means, the \$55,000 for operating support of the Chanute station was again deleted. An effort was made on the floor of the Senate to restore the funding of the Chanute station but was met with defeat. The \$1,536,440 appropriation for the Garden City station was included in the bill.

During the last week of the 1980 Session, by Senate floor amendment a proviso was attached to the appropriations to the Public Television Board prohibiting expenditure of funds for the construction of new public television stations at Hays and Garden City until approval had been granted by the State Finance Council. However, the grant to Smoky Hills Public Television Corporation at Hays had already been made prior to such action. Soon after the 1980 Session had adjourned, questions arose regarding the authority of Smoky Hills to expend any portion of the grant. It was this issue that was the impetus for a review by the Legislative Budget Committee.

1980 Interim Activity

As a result of the action taken by the 1980 Legislature in the final days of the Session, the individuals responsible for coordinating the efforts for development of stations at Hays and Garden City were reluctant to proceed with construction plans. They were fearful that such a course of action would eventually be rejected by the

Legislature. Consequently, public television activity in Kansas associated with the development of new stations came virtually to a standstill in the months immediately following adjournment of the 1980 Session as those interested in the future development of public television services looked to the State Finance Council for direction. Prior to the Finance Council meeting in June, no funds had been expended for construction of a station at Hays. The issue to be addressed by the Finance Council was whether the funds appropriated for construction of the Hays station could be retroactively "frozen" inasmuch as the grant had already been made to a nonprofit corporation. The issue appeared on the agenda of the June 27th meeting of the Finance Council. However, the Governor struck the item from the agenda choosing to postpone action as a result of the absence of several legislative members of the Council. The issue was then placed on the August agenda of the Legislative Budget Committee.

Legislative Budget Committee. During the course of its review, the Committee received information from the Legislative Research Department and from conferees regarding the issue. All of this information is available from the Research Department. At the first meeting of the Committee in August, discussion focused on the availability of federal funds both in terms of the funding of construction of new stations as well as ongoing operating support. The Committee also reviewed the funding status of the three existing stations. At the request of the Committee, Mr. Jack Lemen, Executive Director of the Public Television Board, discussed the feasibility and workability of a repeater system and the costs associated with development of such a system. At the direction of the Committee, staff prepared cost estimates associated with various alternative public television systems identified by the Committee.

Prior to the meeting of the Committee in September, the Public Television Board received the resignation of its Executive Director. Additionally, the Public Television Board withdrew its support of the ten year plan and endorsed a new plan that called for the establishment of a full repeater system. At the September meeting, the Committee heard from Patrick Hurley, Secretary of Administration and Chairman of the Public Television Board, who indicated that the Board's planning of the new proposal was only in the very earliest phase of development and that the Board intended to present a detailed plan to the 1981 Legislature. However, Mr. Hurley did provide estimated cost projections and discussed the various program elements of a full repeater system. Testimony was also received from Mr. Laurence J. Kunkel, Director, Telecommunications Office, Department of Administration, who identified several options that the state might consider with regard to a microwave interconnection system for public television. Finally, the Committee heard from several conferees regarding the desirability of equipping the Hays station with program origination capability.

At its meeting on September 19, 1980, the Legislative Budget Committee voted to make the following recommendations to the State Finance Council regarding public television.

1. That Smoky Hills Public Television Corporation be authorized to expend available funds for construction of a station having program origination capability.
2. That other new stations be constructed as repeaters as provided in the latest plan adopted by the Public Television Board.

3. That approval be given to a system that would provide for a duplex microwave interconnection of the three existing stations (Topeka, Wichita, and Kansas City) and the Hays station and a simplex interconnection of the proposed repeater stations.
4. That operating grants to the three existing stations be continued in amounts no less than authorized for FY 1981.

Though the Finance Council met again in October, the public television issue was not placed on its agenda and received no further consideration by either the Finance Council or the Legislative Budget Committee during the interim.

Subsequent to the Board's endorsement of a full repeater system, the Board directed the Smoky Hills Public Television Corporation and Southwest Kansas Public Television to close down their respective operations. Upon receiving such notification, the Smoky Hills Public Television Board sought an Attorney General's opinion as to the authority of Smoky Hills to expend the funds received for construction of a public television station at Hays.

Attorney General's Opinion. The Attorney General's opinion, issued October 15, 1980, stated that the provisions of 1980 H.B. 3280 (which required State Finance Council approval prior to disbursement of moneys for the construction of a public television station at Hays) are of no force and effect. The Attorney General referred to the fact that prior to the time H.B. 3280 took effect, the Board had lawfully made the grant to Smoky Hills Public Television Corporation under authority of 1980 H.B. 3196 which took effect nearly two months prior to the effective date of H.B. 3280. It was the opinion of the Attorney General that since the grant to Smoky Hills was made under lawful authority, title to the moneys passed to Smoky Hills and the expenditure of such funds by Smoky Hills is subject only to conditions of the grant. The opinion further stated that even though the policy of the Board may have changed since the time it approved the grant application, such subsequent policy had no legal effect on the use of the moneys granted to Smoky Hills for the purpose of constructing a public television station having origination capabilities.

Status of the Hays and Garden City Projects

Though some progress has been made in terms of development of the Hays station, for the most part public television activity associated with the development of new stations has been held in abeyance. In large part, this is attributed to the fact that the Board has been without an Executive Director for the past four months and the Board has been reluctant to proceed in a more definitive manner in the absence of a Director. The following material summarizes the current status of development at the two locations.

Hays. After receiving the Attorney General's opinion, the Smoky Hills Public Television Board began to proceed with the construction of a station equipped with program origination capability. Equipment bids received generally exceeded the estimates on which the appropriation was made. Before proceeding with the purchase of equipment, Smoky Hills has indicated its desire to obtain the VHF channel reserved

for use by Southwest Kansas Public Television in Garden City. The Hays station has been licensed to use UHF Channel 14. There are presently two VHF channels (channels 3 and 9) available to Southwest Kansas Public Television. Mr. Ken Gardner, Station Manager, Smoky Hills Public Television Corporation, has indicated that he will be seeking legislative support of his request to acquire a VHF station. He contends that acquisition of a VHF station would be in the best interest of the state and that significant operational efficiencies would be realized. With regard to equipment purchase, tower expenses would remain approximately the same; however, there would be considerable cost savings realized in the purchase of a VHF transmitter. Once the station is on-the-air and fully operational, Smoky Hills anticipates operating expenses for a VHF station to be substantially less than those for a UHF station (apparently electrical costs for a UHF station are two to three times higher than a VHF station). The Board has been advised by its attorneys that if a decision is made to pursue acquisition of the VHF Channel 9 from Garden City, Smoky Hills will have to amend its FCC construction permit which could result in an 8 to 10 month delay in the Hays project. If it is determined that Smoky Hills should proceed with establishment of the UHF station, Mr. Gardner anticipates that the station could be on-the-air in four to five months. Though he has expressed some serious concern regarding his ability to put the station on-the-air within the amount currently appropriated for such purpose, he has clearly indicated that such a task could be accomplished.

No definitive action has been taken on the construction of a studio facility at Hays. Mr. Gardner has sought an opinion regarding the expenditure of state funds for construction of a building on private land because apparently someone in the Hays community has expressed an interest in donating land. Mr. Gardner estimates that costs associated with construction of a studio building on private land would be considerably less than the construction of a building on state-owned property. As of early January, Mr. Gardner had not yet received an opinion. He also indicated that there is a possibility that the Smoky Hills Public Television Corporation will receive a remote van donated to the station to be used as a production unit; apparently the van is not currently outfitted for production (Smoky Hills estimates it would cost \$552,000 to equip the van). The Smoky Hills Public Television Corporation views the remote van as a high priority as they are of the opinion that they cannot afford to properly equip a studio; any portable gear purchased for a remote van could be used in a studio.

With regard to instructional television services, Smoky Hills has contracted with nine subscribing school districts and is in the process of determining school district needs and gathering material to be made available to the districts for the fall semester in 1981.

At the January 9th meeting of the Public Television Board, Mr. Gardner was directed by the Board to prepare a summary of FY 1981 expenditures to date along with estimates of FY 1982 operating expenditures for the Hays station. It was the intent of the Board that a meeting be scheduled with representatives of Smoky Hills during the month of January for purposes of discussing the future course of public television in the Hays community.

Garden City. Upon notification by the Board to cease operations, Southwest Kansas Public Television terminated employees and began to formally divest itself of all financial obligations. Southwest Kansas Public Television will retain control over property and funds until it receives an opinion from counsel as well as some indication

from the state that it will be relieved of all obligations. Because the Public Television Board does not anticipate expenditure of funds for the construction of a station at Garden City during the current fiscal year, the Board has apparently requested, and the Governor is recommending, that the FY 1981 Federal Revenue Sharing Fund appropriation of \$1,536,440 for construction of the Garden City station be lapsed. The grant to Southwest Kansas Public Television has not yet been made by the Public Television Board.

Public Television Board's Plan for the
Development of a Full Repeater System

Although the Public Television Board has endorsed a new plan for the extension of public television services in Kansas, only preliminary cost projections have been prepared and the Board has not yet released any detailed plan. Prior to the departure of the Executive Director in October, Mr. Lemen (at the direction of the Board) did prepare a report regarding implementation of a full repeater system. However, the Board is reluctant to distribute the report until such time as a new director is hired and has had an opportunity to review the report. At the Board's January 9th meeting, it was announced that the Board had advertised extensively for the position and had received approximately 15 applications; interviews had not yet been scheduled.

The Public Television Board did not file a budget request with the Legislative Research Department. The Governor is recommending a total expenditure of \$2,204,942 for FY 1982. Of that amount, \$1.8 million from the Federal Revenue Sharing Fund has been set aside as a general reserve for continued development of public television. The Governor's recommendation provides a State General Fund appropriation of \$74,942 to continue support for the Board at its current level of operations. Additionally, the Governor recommends \$330,000 for operating grants to the three existing stations (Topeka, Wichita, and Kansas City), which represents a 10 percent increase above the level authorized a year ago. No funding for operating support of the Hays station is provided in the Governor's recommended budget. The Governor is also recommending that the 1980 Federal Revenue Sharing Fund appropriation of \$1,536,440 for the proposed Garden City television station be lapsed.

The 1981 Legislature concurred with the Governor regarding the lapsing of the 1980 Federal Revenue Sharing Fund appropriation for the proposed Garden City station. Additionally, the Legislature endorsed funding of the three existing stations at the \$330,000 level recommended by the Governor. The 1981 Legislature also provided \$115,500 from the Federal Revenue sharing Fund for an operating grant to the new station being developed in Hays. However, the 1981 Legislature made no provision for funding of further development of public television services in the state and consequently deleted the \$1.8 million set aside in reserve for this purpose by the Governor. Ways and Means subcommittees charged with a review of the Public Television Board's budget concluded that the issue of statewide telecommunications was an issue that demanded immediate attention and should be addressed prior to any legislative action regarding the extension of public television services. Because the development of a repeater system is premised on the interconnection of all stations within the system, it was considered premature to proceed with the development of a full repeater system without properly addressing the most important element of that system — statewide telecommunications.

The 1981 Legislature also authorized \$19,001 from the State General Fund for public radio broadcasting in southwest Kansas; however, the Governor line item vetoed the funding.

TV COURSES AND ENROLLMENTS

Fall 1980

| | |
|--|------------|
| BI203EV Human Impact on the Environment | 71 |
| HI121EV Connections, Technology & Change | 57 |
| CA101EV Theory of Communication | 126 |
| MA140EV Statistic | 53 |
| PY201EV Environmental Psychology | 47 |
| TH199EV The Play (Special Topics: Drama Play-performing Perception) | 18 |
| ETV Only - Subtotal | <u>372</u> |
| S0200EA Families in Transition | 73 |
| HI121EA Connections (newspaper) | 59 |
| | <u>504</u> |

Spring 1981

| | |
|---|------------|
| HL316EA The Nation's Health | 66 |
| PE100EV Rhythmic Aerobics | 43 |
| AS101EV Introduction to Astronomy | 91 |
| HI125EV Kansas History | 134 |
| MA104EV Intermediate Algebra | 101 |
| CH109EV Introduction to Law Enforcement | 43 |
| Total Enrollment | <u>478</u> |

Summer 1981

| | |
|---------------------------|----|
| S0225EV Kansas Archeology | 44 |
|---------------------------|----|

Fall 1981

| | |
|---|------------|
| MA101EV Introduction to Mathematics | 51 |
| S0212EV Urban Sociology | 46 |
| BI203EV Human Impact on the Environment | 91 |
| CA101EV Theory of Communications | 87 |
| PE100EV Rhythmic Aerobics | 23 |
| MU218EV Introduction to Jazz | 50 |
| ETV Only - Subtotal | <u>348</u> |
| S0200EA Sociology of Occupations | 69 |
| Total Enrollment | <u>417</u> |

Spring 1982

| | |
|----------------------------------|------------|
| AS101EV Project Universe | 96 |
| S0100EV Focus on Society | 74 |
| PY201EV Environmental Psychology | 64 |
| S0200EV Food and People | 61 |
| MA104EV Intermediate Algebra | 67 |
| EN199EV Kansas Literature | 78 |
| PE100EV Rhythmic Aerobics | 25 |
| | <u>465</u> |

Summer 1982

| | |
|---------------------------|----|
| S0225EV Kansas Archeology | 36 |
|---------------------------|----|

Fall 1982

| | |
|--|------------|
| CA101EV Theory of Communication | 70 |
| EN199EV Humanities Through The Arts | 51 |
| HE141EV Needlecraft | 18 |
| MA140EV Statistics | 70 |
| PE100EV Rhythmic Aerobics I | 16 |
| S0212EV Urban Sociology | 35 |
| BI200EV Life on Earth | 16 |
| S0200EV Moral Choices in Contemporary Society (newspaper) | 30 |
| | <u>306</u> |

Spring 1983 Enrollments (as of 1-24-83)

| | |
|--|------------|
| BI200 Life on Earth | 20 |
| BI203EV Human Impact on the Environment | 36 |
| CH101EV Chemistry for Liberal Arts | 49 |
| EN199EV Kansas Literature | 59 |
| MA103EV Basic Algebra | 65 |
| MU128EV Introduction to Jaxx | 29 |
| PY201EV Environmental Psychology | 57 |
| CJ200EV Criminal Justice and Punishment in America (newspaper) | 64 |
| | <u>379</u> |

TV COURSES AND ENROLLMENTS

Fall 1976

| | |
|---|-------|
| AR302EV Medieval Art | 31 |
| HI113EV Adams Chronicles | 11 |
| HI125EV Kansas History | 83 |
| MA104EV Inter. Algebra | 53 |
| SO112EV Cultural Anthro. | 79 |
| CH105EV Chem. for Cooking | 38 |
| EH199EV Anyone for Tennyson? | 12 |
| IS114EA American Issues For. (newspaper) | 18 |
| | <hr/> |
| | 375 |

Fall 1977

| | |
|------------------------------|-------|
| AR302EV Medieval Art | 22 |
| EC303EV Age of Uncertainty | 16 |
| EH199EV Anyone for Tennyson? | 12 |
| MA104EV Inter. Algebra | 105 |
| SO225EV Kansas Archeology | 52 |
| | <hr/> |
| Total | 207 |

Summer 1978

| | |
|---------------------------|-------|
| SO225EV Kansas Archeology | 44 |
| BU100EV Personal Finance | 66 |
| | <hr/> |
| Total | 110 |

Fall 1978

| | |
|----------------------------|-------|
| AR302EV Medieval Art | 26 |
| CJ109EV Intro. to Law Enf. | 83 |
| MA104EV Inter. Algebra | 88 |
| SO225EV Kansas Archeology | 32 |
| BU100EV Personal Finance | 148 |
| | <hr/> |
| Total | 377 |

Summer 1979

| | |
|------------------------|-----|
| HI125EV Kansas History | 116 |
|------------------------|-----|

Fall 1979

| | |
|-----------------------------------|-------|
| CA101EV Theory of Communication | 149 |
| CJ109EV Intro. To Law Enforcement | 33 |
| MA104EV Intermediate Algebra | 90 |
| PY201EV Environmental Psychology | 109 |
| RG200EV The Long Search | 75 |
| SO225EV Kansas Archeology | 24 |
| | <hr/> |
| Total | 480 |

Summer 1980

| | |
|---------------------------|----|
| SO225EV Kansas Archeology | 50 |
|---------------------------|----|

Spring 1977

| | |
|---|-------|
| BU100EV Personal Finance | 238 |
| EH199EV Classic Theatre | 30 |
| MA140EV Statistics | 49 |
| RG132EV World Religions | 54 |
| SO100EV General Sociology | 122 |
| CJ200EA Crim. Just. Punish- ment in America (newspaper) | 32 |
| | <hr/> |
| | 525 |

Spring 1978

| | |
|------------------------------|-------|
| BU100EV Personal Finance | 137 |
| HI125EV Kansas History | 78 |
| HE201EV Intro. to Child Dev. | 113 |
| MA140EV Statistics | 40 |
| RG132EV World Religions | 53 |
| SO100EV General Sociology | 117 |
| | <hr/> |
| Total | 538 |

Spring 1979

| | |
|--|-------|
| BU100EV Personal Finance | 75 |
| CH105EV Chem. for Cooking | 135 |
| EH199EV Japan | 23 |
| SO300EV World Food Problems | 77 |
| HE201EV Intro. to Child Dev. | 67 |
| MA101EV Intro. to Math | 99 |
| IS160EA Death and Dying (newspaper) | 86 |
| | <hr/> |
| Total | 562 |

Spring 1980

| | |
|--|-------|
| AS101EV Introduction to Astronomy | 89 |
| CH105EA Chemistry of Cooking (indep. study) | 96 |
| EH199EV Shakespeare | 37 |
| HE201EV Intro to Child Dev. | 46 |
| HI125EV Kansas History | 84 |
| MA101EV Intro to Math | 86 |
| SO200EA Energy (newspaper) | 65 |
| SO300EV World Food Problems | 26 |
| SO200EA Energy & Its Uses (newspaper) | 65 |
| | <hr/> |
| | 594 |

TV COURSES AND ENROLLMENTS

| | | | | |
|-------------------------------|------------|--|-----------------------------|------------|
| | | | <u>Spring 1971</u> | |
| | | | HI125EV Kansas History | 90 |
| | | | Total | 90 |
| | | | <u>Spring 1972</u> | |
| <u>Fall 1971</u> | | | CH101EV Intro. to Chemistry | 57 |
| BI103EV Ecol. Conservation | 52 | | AR304EV It. Renaissance Art | 32 |
| EN125EV Intro. to Poetry | 24 | | HI125EV Kansas History | 129 |
| SO100EV General Sociology | <u>61</u> | | SO100EV General Sociology | <u>49</u> |
| Total | 137 | | Total | 183 |
| | | | <u>Spring 1973</u> | |
| <u>Fall 1972</u> | | | HI125EV Kansas History | 130 |
| MU125EV Intro. to Music | 64 | | CH101EV Intro. to Chemistry | 26 |
| PO106EV Gov't. of the U.S. | 53 | | MA140EV Statistics | <u>27</u> |
| SS401EV Law in Education | <u>23</u> | | Total | 183 |
| Total | 140 | | | |
| | | | <u>Spring 1974</u> | |
| <u>Fall 1973</u> | | | PO106EV Gov't. of the U.S. | 56 |
| SS401EV Law in Education | 50 | | AR304EV It. Renaissance Art | 32 |
| BI203EV Man & His Environ. | 112 | | MA140EV Statistics | <u>99</u> |
| SO112EV Cultural Anthro. | <u>147</u> | | Total | 187 |
| SO112EV Cultural Anthro. 30.5 | 147 | | | |
| Total | 309 | | | |
| | | | <u>Spring 1975</u> | |
| <u>Fall 1974</u> | | | AR304EV It. Renaissance Art | 29 |
| CH101EV Chem. for Gen Ed'n. | 28 | | MA140EV Statistics | 66 |
| MU125EV Intro. to Music | 56 | | BI203EV Man & His Environ. | 146 |
| SS401EV Law in Education | 31 | | EN399EA Japanese Film | 13 |
| SO112EV Cultural Anthro. | 103 | | RG132EV World Religions | 70 |
| MA104EV Inter. Algebra | 44 | | IS113EV Tho. Ascent of Man | <u>35</u> |
| HI270EV 20th Century China | <u>51</u> | | Total | 359 |
| Total | 313 | | | |
| | | | <u>Spring 1976</u> | |
| <u>Fall 1975</u> | | | HI113EV Adams Chronicles | 33 |
| HI270EV 20th Century China | 49 | | BI203EV Man & His Environ. | 230 |
| CH105EV Chem. for Cooking | 142 | | MA140EV Statistics | 49 |
| EN199EV Classic Theatre | 19 | | MU125EV Intro. to Music | 46 |
| MA104EV Inter. Algebra | 71 | | RG132EV World Religions | 58 |
| SO112EV Cultural Anthro. | 135 | | SO100EV General Sociology | <u>136</u> |
| IS113EV The Ascent of Man | <u>29</u> | | Total | 552 |
| Total | 445 | | | |



PBS Fact Sheet

Public Broadcasting Service • 475 L'Enfant Plaza, S.W., Washington, D.C. 20024 • (202) 463-5000

August 1982

WHAT IS PBS?

The Public Broadcasting Service (PBS) is a national membership organization that provides programming and related services to 297 public television stations operated by 158 licensees throughout the United States, Puerto Rico, the Virgin Islands, Guam and American Samoa.

WHAT DOES PBS DO?

PBS operates a National Program Service that presents prime-time, general audience and children's programs. These programs are drawn from many sources, including public television stations, independent producers, and film distributors. (PBS is not a program producer.) The National Program Service features major drama, dance, concert hall and festival performances, science and public affairs programming, and children's entertainment, educational and informational programs.

Other program services provided to member stations by PBS, in addition to the National Program Service, include additional feeds of children's and other programs, and distribution of self-improvement and post-prime time programming. PBS also serves as liaison with other national program distribution services that provide instructional television programming (ITV) for in-school use, and coordinates a national Adult Learning Service that offers college credit television courses for post-secondary school students.

Programs are distributed on four channels of the public television satellite system, enabling local stations to choose programs that best suit the needs of their communities. Stations determine their own schedules and broadcast PBS-distributed programs at various times, with 95% of the stations carrying a core schedule as fed by PBS during prime time on Sunday through Wednesday.

PBS coordinates, acquires, schedules and distributes programs, and provides a variety of other services. These include program acquisition markets, satellite operation and maintenance, engineering development, public information, advertising, video promotion, audience research, marketing and development services, teleconferencing, videocassette sales and rentals, and maintenance of public television archival materials.

PBS's staff of about 235 is located in offices in Washington, D.C., and New York City.

IN WHAT OTHER ACTIVITIES IS PBS INVOLVED?

PBS is involved in a number of marketing and new technologies ventures. These activities serve a dual purpose: they bring additional revenue into the public television system and broaden the range of services that public television can provide. PBS approaches all new venture initiatives on a financially self-supporting basis.

These ventures include the development and coordination of a national Adult Learning Program Service, which provides college credit television courses to post-secondary school students through the cooperation of participating public television stations and local colleges and universities. (Last year, more than 53,000 students enrolled in PBS television courses for college credit through the participation of over 500 colleges and universities and nearly 130 public television stations.) Other PBS initiatives include PBS VIDEO, which coordinates the sale and rental of videocassettes to schools, colleges, libraries, hospitals and other institutions for non-broadcast purposes; and CONFERSAT, PBS's video conferencing service that enables institutions to interconnect conference participants throughout the country via the public television satellite system.

PBS also solicits merchandise on behalf of public television stations conducting fundraising auctions, and offers satellite-related and other equipment maintenance services to public television and radio stations and others with satellite installations. Recently, PBS and the U.S. Department of Agriculture developed a Farm Market Infodata Service that can deliver up-to-the-minute price, crop and weather news to the agricultural community through the use of the closed captioning system. This service is currently being tested in five markets through the participation of local public television stations. If the experiment proves successful, additional public television stations will offer the service around the country.

A number of other activities are now under exploration or development at PBS, including PBS/Cable, a pay cable performing arts service and related new program services; the National Narrowcast Service, which would use a microwave system to link schools, colleges, libraries, hospitals and other institutions, and a home video club.

HOW OLD IS PBS?

In 1969 the Corporation for Public Broadcasting (CPB), a non-profit corporation created by the 1967 Public Broadcasting Act to distribute federally-appropriated funds to public broadcasters, established PBS to operate the stations' national program service. PBS became a station-owned membership organization in 1973 when it expanded to include many of its present wide range of services.

HOW IS PBS FUNDED?

Member station "licensees" — the community organizations, schools, universities, local and state government agencies which operate the nation's public television stations — are the major source of funding for PBS. Each member licensee contributes to PBS's operating budget through annual general assessment fees (approximately \$13.5 million for FY 1983). These fees fund the majority of PBS services including the operation of the National Program Service (not including program production costs) and related support services, a \$2 million Station Program Development Fund, and funds for more than 50%

of the technical expenses for interconnecting the stations via satellite. The remainder of the interconnection costs is paid for by the Corporation for Public Broadcasting. Other services which are not desired by all stations at all times, like post-prime time programming packages, are supported by the stations on an "as used" basis. Still other PBS activities, such as marketing and new technology initiatives, are approached on a financially self-supporting basis.

HOW IS PBS GOVERNED?

PBS is governed by a 35-person Board of Directors consisting of 18 lay and 13 professional representatives of local public television stations, three general directors and the PBS president. Each Board member is elected to a three-year term by the PBS membership. Dallin H. Oaks is Chairman of the Board; Henry J. Cauthen and Stanley J. Evans are Vice Chairmen of the Board. PBS President Lawrence K. Grossman is the chief executive officer.

HOW MANY PUBLIC TELEVISION STATIONS ARE THERE?

In July 1982, there were 297 public television stations operated by 158 independent licensee organizations in several U.S. territories and in every state but Montana and Wyoming. (A Wyoming station is in the planning stages.)

WHO OPERATES THE STATIONS?

The 158 public television licensees operating 297 stations fall into four general categories:

| | |
|---|----|
| COMMUNITY ORGANIZATIONS | 67 |
| COLLEGES AND UNIVERSITIES | 52 |
| STATE AUTHORITIES | 23 |
| LOCAL EDUCATIONAL/ MUNICIPAL AUTHORITIES | 16 |

WHERE DO PBS NATIONAL PROGRAMS COME FROM?

PBS does not produce programs. It assists in the development of national productions by helping stations pool their individual resources, by working with independent producers, by designing a national program schedule, and by administering a Station Program Development Fund which aids in the development, completion or acquisition of programs and coordinates co-production or co-funding opportunities.

Most programs distributed by PBS originate from public TV stations. In FY 1980, 58 stations produced programs distributed by PBS. Stations produced over 70% of the national first-run schedule, at a cost of nearly \$60 million, or approximately 57% of the total schedule cost. All public television stations may offer programs for national distribution.

Independent producers are another major source of public television programs; their programs accounted for nearly 20% of the first-run PBS national schedule in FY 1980. In many cases, their programs are made available to PBS through an individual public television station which works with the independent producer on behalf of the public television system. Public television spent approximately \$36 million on independent productions in FY 1980 which included such widely-acclaimed series as NON-FICTION TELEVISION, THE AMERICAN SHORT STORY, I REMEMBER HARLEM and AMERICAN PERSPECTIVE: ANOTHER VIEW.

In the FY 1980 season, nearly 8% of the 1,755 hours in PBS's first-run schedule originated abroad, mostly from Great Britain. The cost of these programs was approximately \$7.5 million of the total \$103 million PBS national program schedule. The search for the highest quality programming in the world and PBS's limited programming budget bring about the purchase of some programs from abroad. (Domestic production of original programs can be as much as 10 times the cost of acquiring an already-produced program.) About 4% of the PBS program schedule was acquired from the BBC including programs for MASTERPIECE THEATRE and MYSTERY! Other British programming was supplied by independent producers such as Thames Television, London Weekend Television and Granada. Programs for the PBS schedule have also originated in countries including Canada and France. About 1,000 original hours of American public television programs were sold abroad in FY 1980 for over \$3.2 million.

HOW IS THE PBS NATIONAL PROGRAM SERVICE FINANCED?

The PBS national program schedule in FY 1982 cost \$135.9 million. Funding sources for original program hours distributed as part of the 1982 PBS National Program Service included:

| <u>Source</u> | <u>Dollars in millions</u> | <u>Percentage of total</u> |
|---|----------------------------|----------------------------|
| Public Television Stations (includes producing station costs, program market purchases, and special acquisition purchases) | \$ 33.6 | 25.0 % |
| Businesses/Corporations | 38.6 | 28.5 |
| Federal Government Agencies (includes Arts and Humanities Endowments, Office of Education, National Science Foundation, et. al.) | 16.8 | 12.0 |
| Corporation for Public Broadcasting (Congressional appropriation) | 20.0 | 14.5 |
| Private Program Producers (independent producers/ production houses) | 15.1 | 11.0 |
| Foundations | 5.3 | 4.0 |

Educational Institutions,
 Associations, individuals,
 State and Local Governments,
 Other Organizations

| | | |
|-------|-----------------|---------|
| | 6.5 | 5.0 |
| Total | \$135.9 million | 100.0 % |

PUBLIC TELEVISION PROGRAMS

In ten years public television has moved from a new medium in American communications to a mainstream force affecting millions of viewers. Today, public television viewers are watching their local public stations more than ever before. Here is what they are watching:

Public television offers programming which addresses the interests of America's diverse ethnic minorities in shows for adults, teenagers and children. Series like AMERICAN PERSPECTIVE: ANOTHER VIEW and WITH OSSIE & RUBY focus on our nation's varied cultural heritage; others, like UP AND COMING, FROM JUMPSTREET, I REMEMBER HARLEM, WERE YOU THERE?, A HOUSE DIVIDED: DENMARK VESEY'S REBELLION and AMERICAN PLAYHOUSE's "For Colored Girls Who Have Considered Suicide/When the Rainbow is Enuf" illuminate the lives, history and traditions of blacks in America. PEARLS and BEANSPROUTS share the experiences of Oriental Americans, VILLA ALEGRE is a bilingual program featuring Hispanic youngsters, and OYE WILLIE presents life in an Hispanic-American community, and PEOPLE OF THE FIRST LIGHT explores the lifestyles of American Indians.

During the course of a TV season, public television has broadcast concerts by many of the top orchestras in the United States: The Boston, Los Angeles, Chicago and Cleveland Symphonies, the Philadelphia Orchestra, the New York Philharmonic and the National Symphony in Washington.

Public television has televised virtually every major dance company and choreographer: Twyla Tharp, Alvin Ailey, George Balanchine, Martha Graham, Paul Taylor, the New York City Ballet, the Joffrey, American Ballet Theatre, Pilobolus and the San Francisco Ballet.

Audiences have seen performances by major opera companies: the Metropolitan Opera, New York City, San Francisco, Opera South and the Chicago Lyric Opera. Nearly every major living soloist has appeared on the public television screen including Leontyne Price, Joan Sutherland, Placido Domingo, Luciano Pavarotti, Renata Scotta and Beverly Sills. And during the 1981-82 season, public television has introduced opera from La Scala and new music and drama from the Kennedy Center.

In drama, public television has broadcast the medium's only consistent schedule of outstanding full-length dramatic productions ranging from THE SHAKESPEARE PLAYS featuring performances by such veteran talents as Derek Jacobi, Anthony Hopkins, Bob Hoskins and Helen Mirren; to the AMERICAN PLAYHOUSE series, including performances by Susan Sarandon, Christopher Walken, Estelle Parsons, James Broderick, Rita Moreno and James Taylor.

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WHO WATCHES PUBLIC TELEVISION?

Close to three out of every four American households tune in to public television during the course of a month. Furthermore, public television's prime time audience share has more than doubled over the past five years.

In March 1982, A.C. Nielsen reported that over 59.5 million households (72.3% of all American television-owning families) watched public television, with the average home tuning in for approximately 10 hours during the month. Over half (50.9%) of all TV households, about 41.5 million families, tuned in during the course of an average week. And in a January 1982 survey, the percent of viewers watching public television reached 56.3% — a record 46 million households in one week.

Every significant demographic group in the United States is represented in the public television audience. In fact, the public television audience almost exactly mirrors the nation's demographic profile. The month-long March survey revealed that 13% of the families watching public television are non-white. (Non-whites represent 13.3% of the

total U.S. population.) Close to 62.5% of the public television audience live in households headed by a person with a high school education or less. (In the U.S. population, approximately 65% of all households are headed by a person with a high school education or less.) And, with more than 33% of the public television audience coming from households headed by a person earning less than \$15,000 a year, the public television audience again comes close to mirroring the U.S. population as a whole. (In the U.S. population, 38.5% of all households are headed by a person earning less than \$15,000.)

WHAT ARE THE MAJOR SOURCES OF PUBLIC TELEVISION FUNDING?

FY 1980 revenue figures for the public television system, including local and regional income, is estimated by the Corporation for Public Broadcasting as follows (in thousands of dollars):

| <u>Source</u> | <u>Dollars (in thousands)</u> | <u>Percentage of total</u> |
|---|-------------------------------|----------------------------|
| FEDERAL GOVERNMENT (CPB, Health and Human Services, Dept. of Education, Dept. of Commerce, NEH, etc.) | \$152,400 | 26.2 |
| NON-FEDERAL | 429,000 | 73.8 |
| Local Government | 32,000 | 5.5 |
| State Government | 145,000 | 24.9 |
| State Colleges | 41,400 | 7.1 |
| Other Colleges | 12,700 | 2.2 |
| Foundations | 19,500 | 3.4 |
| Businesses | 62,500 | 10.8 |
| Members/Contributions | 73,000 | 12.6 |
| Auctions | 16,900 | 2.9 |
| All Others | <u>26,000</u> | <u>4.4</u> |
| TOTAL FEDERAL AND NON-FEDERAL | \$ 581,400 | 100.0 % |

WHAT ARE SOME OF PBS'S TECHNICAL CONTRIBUTIONS?

PBS has made significant strides in the technical improvement of UHF broadcasting. It has pioneered new applications of communications satellite technology. PBS engineers developed the television captioning system which allows hearing-impaired persons to see subtitles for certain programs on their screens at home when their sets are equipped with decoders and PBS offers approximately 20 hours of closed-captioned programs every week. These include MASTERPIECE THEATRE, NOVA, and OVER EASY. PBS has also developed DATE (Digital Audio for Television), a system for distributing television programs in stereo sound.

It appears the most practical and fair formula for the allocation of state operating grants to the public television stations serving Kansas is to have such appropriations based upon block grants to all Kansas located stations and the number of Kansas television households served by the individual stations.

A block grant of \$50,000 to each Kansas located station is recommended; and to determine what percentage of the remaining total state funds would be allocated to each station, the total number of Kansas households served by all stations would be divided by the total number of households served by each station. Each year's A.C. Nielson [Nielson Station Index] County/Coverage Study would be used to establish the households viewing each station.

Let us use the 1982 fiscal year state appropriation figures with the 1981 A.C. Nielsen Coverage Study to exemplify the procedure.

The total 1982 state appropriation was \$330,000. The block grant to Channels 11 and 8 would total \$100,000 (\$50,000 each). [Bunker Hill, Channel 9 was not yet operational.] The 1981 Kansas television households served by all public television stations were 215,999. The audience shares for each station were as follows: [See attached graph for county by county breakdown]

| <u>Station</u> | <u>TV Households</u> | <u>% Share</u> |
|---------------------|----------------------|-------------------|
| 11/Topeka | 87,903 | 41 [40.7] |
| 8/Wichita | 88,190 | 41 [40.8] |
| 19/Kansas City, Mo. | 39,906 | 18 [18.4] |
| | <u>215,999</u> | <u>100 [99.9]</u> |

The total state appropriations to the stations under the recommended plan would therefore have been:

| | <u>Block Grant</u> | <u>Households Served</u> | <u>Station Total Grant</u> |
|------------|--------------------|--------------------------|----------------------------|
| Channel 11 | \$ 50,000 | \$ 94,300 | \$144,300 |
| Channel 8 | \$ 50,000 | \$ 94,300 | \$144,300 |
| Channel 19 | | \$ 41,400 | \$ 41,400 |
| | <u>\$100,000</u> | <u>\$230,000</u> | <u>\$330,000</u> |

Any new public television stations located within Kansas, will be eligible to receive a block grant of \$50,000 plus the additional sum based upon the households served by each station; but in no case will any Kansas station receive less than the total dollars that may be appropriated to KCPT-TV, Kansas City, Missouri.

For example, let us assume Channel 9, Hays/Russell was operational last year. The appropriations would be as follows:

| <u>Station</u> | <u>TV Households</u> | <u>% Share</u> |
|---------------------|----------------------|-------------------|
| 11/Topeka | 87,903 | 32 [31.8] |
| 8/Wichita | 88,190 | 32 [31.9] |
| 9/Hays-Russell | 60,000 (estimated) | 22 [21.7] |
| 19/Kansas City, Mo. | 39,906 | 14 [14.4] |
| | <u>275,999</u> | <u>100 [99.8]</u> |

The total share appropriations to the stations under the recommended plan would therefore have been:

| | <u>Block Grant</u> | <u>Households Served</u> | <u>Station Total Grant</u> |
|------------|--------------------|--------------------------|----------------------------|
| Channel 11 | \$ 50,000 | \$ 57,600 | \$107,600 |
| Channel 8 | \$ 50,000 | \$ 57,600 | \$107,600 |
| Channel 9 | \$ 50,000 | \$ 39,600 | \$ 89,600 |
| Channel 19 | | \$ 25,200 | \$ 25,200 |
| | <u>\$150,000</u> | <u>\$180,000</u> | <u>\$330,000</u> |

It is recommended that any operational grant to KCPT/19 be authorized only if reciprocity is established by which KTWU/Channel 11 or any other Kansas located station serving Missouri households will be provided a comparable operating grant from the state of Missouri utilizing funds now or to be appropriated to Missouri public television stations in any general or specific fashion.

Should the state of Missouri not approve funding reciprocity, it is recommended that the number of Missouri television households served by Channel 11/Topeka or any other Kansas based station be subtracted from the total number of Kansas households served by Channel 19/Kansas City, Missouri. For example:

| Station | TV Households | | * Share | |
|--------------------|---------------|---------|---------|--------|
| | Missouri | Kansas | | |
| 11/Topeka | 14,709 | 87,993 | 44 | [43.6] |
| 8/Wichita | | 88,199 | 44 | [43.8] |
| 19/Kansas City, MO | | 25,197* | 12 | [12.5] |
| [*Adjusted from | 39,906] | | | |
| | 25,197 | 201,290 | 100 | 99.9 |

Using the above suggested procedure, the FY 1963 state appropriation to the active stations would have been as follows:

| Station | Block | Households | Station |
|------------|-----------|------------|-------------|
| | Grant | Served | Total Grant |
| Channel 11 | \$ 50,000 | \$61,200 | \$151,200 |
| Channel 8 | \$ 50,000 | \$61,200 | \$151,200 |
| Channel 19 | - | \$ 27,600 | \$ 27,600 |
| | \$100,000 | \$150,000 | \$330,000 |

This same procedure would work with the introduction of additional Kansas based stations as well.

Submitted to the Kansas Public Television Board for its consideration at the August 19th meeting.

Dale N. Anderson
 General Manager
 KTWU-TV Channel 11
 Topeka, Kansas 66604

SHARE OF TOTAL TV HOUSEHOLDS AND DOMINANT STATION

KANSAS

| COUNTY | TOTAL ¹ COUNTY TV H.Hs. | KTWU/11 TV H.Hs. | KPTS/8 TV H.Hs. | KCPT/19 TV H.Hs. |
|--------------|---------------------------------------|----------------------------|----------------------------|-----------------------------|
| Allen | 6,010 | 643 - 10.7% | | |
| Anderson | 3,210 | 80 - 2.5% | | 263 - 8.2% |
| Atchinson | 6,200 | 1,928 - 31.1% ² | | 564 - 9.1% |
| Barber | 2,580 | | 436 - 16.9% | |
| Burton | 11,920 | | 1,229 - 10.3% | |
| Bourbon | 11,920 | | | 1,228 - 10.3% |
| Brown | 4,460 | 767 - 17.2% ² | | 129 - 2.9% |
| Butler | 16,070 | | 4,082 - 25.4% | |
| Chase | 1,260 | | 170 - 13.5% | |
| Clay | 3,750 | 1,268 - 33.8% ² | 23 - .6% | |
| Cloud | 4,660 | 415 - 8.9% | | |
| Coffey | 3,430 | 1,434 - 41.8% | | |
| Comanche | 970 | | 220 - 22.7% | |
| Cowley | 13,840 | | 2,228 - 16.1% | |
| Dickenson | 7,660 | 705 - 9.2% | 1,563 - 20.4% ² | |
| Donphan | 3,390 | 281 - 8.3% | | 325 - 9.6% ² |
| Douglas | 23,820 | 7,194 - 30.2% ² | | 4,907 - 20.6% |
| Edwards | 1,670 | | 403 - 24.1% | |
| Ellis | 9,310 | | 2,030 - 21.8% | |
| Ellsworth | 2,670 | | 959 - 35.9% | |
| Franklin | 8,050 | 1,948 - 24.2% ² | | 1,047 - 13.0% |
| Gary | 9,990 | 2,677 - 26.8% ² | 80 - .8% | |
| Greenwood | 3,520 | 296 - 8.4% | | |
| Harper | 3,230 | | 727 - 22.5% | |
| Harvey | 10,840 | | 4,141 - 38.2% | |
| Jackson | 4,156 | 1,444 - 34.8% ² | | 21 - .5% |
| Jefferson | 5,330 | 847 - 15.9% | | |
| Johnson | 99,130 | 13,482 - 13.6% | | 26,567 - 26.8% ² |
| Kingman | 3,370 | | 728 - 21.6% | |
| Kiowa | 1,540 | | 49 - 3.2% | |
| Leavenworth | 13,040 | 2,079 - 12.2% | | 3,493 - 20.5% ² |
| Lincoln | 1,650 | | 350 - 21.2% | |
| Lyon | 12,880 | 4,675 - 36.3% | | |
| Marion | 5,020 | | 1,220 - 24.3% | |
| Marshall | 4,920 | 1,260 - 25.6% | | |
| Miami | 7,610 | 1,339 - 17.6% | | 1,362 - 17.9% ² |
| Mitchell | 3,130 | 78 - 2.5% | | |
| McPherson | 9,640 | | 4,502 - 46.7% | |
| Morris | 2,550 | 365 - 14.3% ² | 54 - 2.1% | |
| Nemaha | 3,900 | 1,864 - 47.8% | | |
| Neosho | 7,240 | 1,296 - 17.9% | | |
| Osage | 5,630 | 2,286 - 40.6% ² | 248 - 4.4% | |
| Ottawa | 2,280 | | 397 - 17.4% | |
| Pawnee | 3,070 | | 319 - 10.4% | |
| Pottawatomie | 5,430 | 1,928 - 35.5% | | |
| Pratt | 4,060 | | 1,344 - 33.1% | |
| no | 24,280 | | 7,454 - 30.7% | |
| oiley | 19,360 | 5,382 - 27.8% | | |
| oalice | 4,470 | | 1,949 - 43.6% | |
| Russell | 3,570 | | 114 - 3.2% | |
| Saline | 18,680 | | 4,782 - 25.6% | |
| Sedwick | 137,540 | | 43,738 - 31.8% | |
| Shawnee | 58,810 | 23,818 - 40.5% | | |
| Stafford | 2,170 | | 458 - 21.1% | |
| Sumner | 9,370 | | 2,193 - 23.4% | |
| Waubunsee | 2,440 | 900 - 36.9% | | |
| Washington | 3,220 | 39 - 1.2% | | |
| Wyandotte | 62,470 | 5,185 | | |
| | <u>726,386</u> | <u>87,903</u> | <u>88,190</u> | <u>39,906</u> |

SHARE OF TOTAL TV AND DOMINANT STATION

MISSOURI

| <u>COUNTY</u> | TOTAL ¹ <u>COUNTY TV H.Hs.</u> | KTWU/11 <u>TV H.Hs.</u> | KPTS/8 <u>TV H.Hs.</u> | KCPT/19 <u>TV H.Hs.</u> |
|---------------|--|----------------------------|---------------------------|-----------------------------|
| Andrew | 4,970 | 129 - 2.6% | | 641 - 12.9% |
| Buchanan | 32,790 | 6,591 - 20.1% ² | | 721 - 2.2% |
| Cass | 17,610 | 53 - .3% | | 2,395 - 13.6% ² |
| Clay | 50,220 | 603 - 1.2% | | 12,103 - 24.1% ² |
| Gentry | 3,040 | 94 - 3.1% ² | | 40 - 1.3% |
| Harrison | 4,120 | 222 - 5.4% ² | | 107 - 2.6% |
| Holt | 2,740 | 279 - 10.2% ² | | 90 - 3.3% |
| Jackson | 238,270 | 5,004 - 2.1% | | 60,044 - 25.2% ² |
| Lafayette | 10,910 | 142 - 1.3% | | 949 - 8.7% ² |
| Platte | 16,940 | 1,491 - 8.8% | | 6,065 - 35.8% ² |
| Worth | <u>1,190</u> | <u>101 - 8.5%</u> | | |
| | 382,800 | 14,709 3.8% | | <u>83,155 21.7%</u> |

1. A.C. Nielson NSI County/Coverage Study 1981

2. Dominant station in county

KPTS, Channel 8
Hutchinson/Wichita

COVERAGE (See map):

Totally-covered counties: Harvey, Kingman, Marion, McPherson, Reno, Rice, Sedgwick, and Stafford.

Partially-covered counties: Barton, Butler, Chase, Cowley, Dickinson, Ellsworth, Harper, Pratt, Saline, and Sumner.

Additional counties partially served by CATV: Barber, Cloud, Comanche, Edwards, Elk, Ellis, Ford, Kiowa, Meade, Osborne, Ottawa, Pawnee, Rush, Russell, and Trego.

LICENSEE:

Kansas Public Telecommunications Service, Inc.
Not-for-profit corporation governed by a Board of Trustees, 29 volunteer members who serve without compensation. 17 men and 12 women. 3 Black and 1 Hispanic. Communities represented: Great Bend, Hutchinson, McPherson, Argonia, Sterling, El Dorado, and Wichita. Professions represented: business, education, religion, medicine, social service, law, accounting, architecture, broadcasting, theatre, agriculture. (See p. 1 of EIGHT MAGAZINE for names of officers and members.)

PROGRAMMING:

Types include: pre-school, school-age, adult. Classic, comedy and mystery drama; classical, jazz, country, bluegrass, opera, drum and bugle, big band, progressive country, gospel, pops, and rock music. Science series and documentaries. Nature, wildlife, travel. TV nostalgia and classic films. Consumer, stock market, business and commodity market information. Nightly, weekly, monthly, special occasional news and public affairs. Sports. Weekly coverage of Sedgwick County government meetings. How-to-do-it programs in oil painting, remodeling, guitar, gardening, others. (See EIGHT MAGAZINE for current month's offerings.)

LOCALLY PRODUCED PROGRAMMING:

SEDGWICK COUNTY COMMISSION (weekly), ASK THE GOVERNOR (monthly), IN SESSION (monthly), cultural and public affairs specials (occasionally), fund-raising appeals, voter education specials, contract programs and series.

KPTS NATIONAL PROGRAMMING:

NIGHTLY BUSINESS REPORT regional bureau (bi-weekly), MACNEIL/LEHRER REPORT (live interviews), MESSIAH: 100 YEARS OF TRADITION (Live network production from Lindsborg, Easter, 1981)

Attachment 6

VIEWERSHIP: Approximately 122,000 households per week.

VIEWER SUPPORT:

Over 18,000 households contributing \$695,000 per year -- over \$38 per household. This makes up 47% of \$1.5 million income budget.

BUSINESS & OTHER LOCAL SUPPORT:

Local program underwriting \$70,000; Contracts \$187,000; Gifts \$85,000. Total = \$342,000 (23% of budget)

FEDERAL CORPORATION FOR PUBLIC BROADCASTING GRANT (CPB):
\$260,403 (17% of budget)

KANSAS PUBLIC TV BOARD GRANT: \$126,000 (8% of budget)

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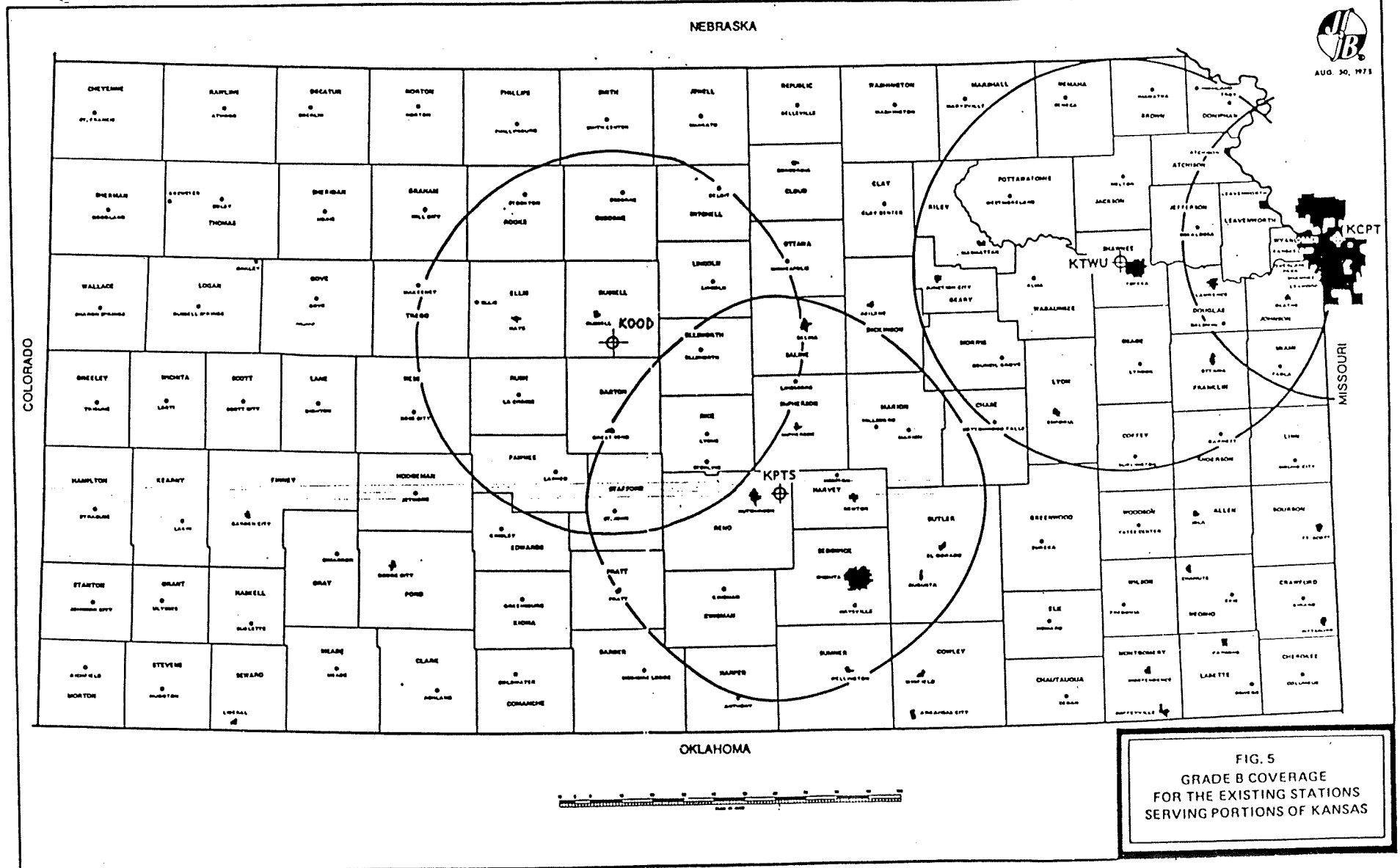
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AUG. 30, 1973



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