



ROTARY NOTARY

Birthdays:

<i>Phil May</i>	3/2
<i>Brian Burrus</i>	3/3
<i>Dustin Jackson</i>	3/4

Community Service— OSCAR Reading Days:

THERE'S STILL TIME to sign up for this delightful community service event. If you like reading to children and hamming it up a bit, it's a fun experience you'll never forget. We read a short story or two to a classroom. The school is welcoming, the children are attentive, the teachers are grateful, and you'll be full of warm fuzzies all day long.

Sign up with Kim. The reading day is the morning of **Friday, March 10.**

Quote of the Week:

Interdependent people combine their own efforts with the efforts of others to achieve their greatest success.

—Stephen Covey

KPTS PRESIDENT IS READY TO BUILD NEW PARTNERSHIPS



Victor Hogstrom has served as president and CEO of five public media broadcast properties prior to coming to KPTS, Channel 8. A mass communications professional with backgrounds in international relations and political science, he has been called “an excellent manager, a turn-around CEO, a community-minded and involved leader, an excellent fundraiser, and a pleasant on air personality.”

Many of us who grew up in Wichita have fond memories of watching “Sesame Street” and “The Electric Company” on our local public broadcast station, KPTS, also known as Channel 8. As we matured, we may have tuned in to watch the MacNeil/Lehrer Report, which became the MacNeil/Lehrer NewsHour, followed by The NewsHour with Jim Lehrer. And who didn't tune in to watch at least one episode of “Downton Abbey” on PBS during its run from 2011—2016? The show was one of the most widely watched television drama shows in the world.

Yes, PBS and its local affiliate, KPTS, may be a bigger part of our lives than we

realize. Today's speaker, Victor Hogstrom, is the new station President and CEO. He told us that the station is a not-for-profit with 501 (c) (3) status. This means that much of the station's income is through the support of programming sponsors, grants from corporations and foundations, and individuals. This funding model differs greatly from commercial television, which derives its revenue from commercials.

But being a public television station also means it exists to serve the community where it's located. For KPTS, this means Wichita, Hutchinson, and south central Kansas. On the average, KPTS serves 346,000 households every month.

Currently KPTS works with a very lean annual budget of \$2.4 million and a staff of 16. Its offices are in a former tire store on 21st and Waco. Hogstrom is eager to improve the station's revenues by developing new partnerships. He is meeting with representatives of municipal governments to ask for their support. The city of Bel Aire has already made a grant to support KPTS.

In addition to seeking new partnerships, Hogstrom is also developing new programs for the station. “Positively Kansas” is a half hour magazine show that will air beginning this month. A popular political program, “Kansas Week,” will return to KPTS. And for local fans of Larry Hatteberg, there are 40 years of
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Dates for Your Calendar:

Wednesday, March 22—NO MEETING

Saturday, April 8—School map painting project at Buckner

Wednesday, May 17—Lord's Diner Service Project

More At Rotary Today:

Greeter: Bob Dool

Invocation, Flag Salute, and Four-way test:
Donna Kennedy

Special Guests:

Geri Appel, Downtown Rotary
Michael Moeder, KMUW

Next Week's Speaker:

A surprise! Find out in Kim's weekly pre-meeting email.

VICTOR HOGSTROM AND KPTS (CONT'D)

"Hatteberg's People" episodes that will be aired on a new program hosted by none other than Larry Hatteberg himself, along with his co-host, Susan Peters. Also in Hogstrom's plans is the ability to stream local programs on the KPTS website. Currently he is working on a passport that will allow members to view programs online.

Hogstrom is optimistic about public television's future in Kansas. He believes we have the potential to transform KPTS into a station that more closely resembles WTCL, the public broadcasting station in Chattanooga, which has a gleaming new facility, a \$3.7 million annual budget, and 38 staff.

For fans who fancy the popular British comedies, KPTS has a local BritCom Club just for you. Your gift to support it will get you an invitation to High Tea in May.

NATIONAL PEANUT BUTTER LOVERS DAY

Today's a special day for those of you who can't get enough peanut butter, whether by itself or paired with other yummy goodness, like chocolate. While you're celebrating, here are some fun facts to know:

- It takes about 540 peanuts to make a 12-ounce jar of peanut butter.
- The oldest operating manufacturer and seller of peanut butter has been selling peanut butter since 1980.
- Peanut butter was first sold in the United States at the Universal Exposition in St. Louis by C.H. Sumner. He sold \$705.11 of the "new treat" at his concession stand.
- Reese's Peanut Butter Cup was introduced to America in 1928.
- Peanut butter was the controlling secret behind "Mr. Ed," TV's talking horse.
- Americans spend almost \$800 million a year on peanut butter.

**CONGRATULATIONS, PRESIDENT FRED**

Scott Holder, President-Elect of Rotary Club of East Wichita (our club's official name) presented a Paul Harris Fellow pin to President Fred Heismeyer. Named for the founder of Rotary International, the Paul Harris Fellow designation is for Rotarians who contribute at least \$1,000 to the Rotary Foundation of Rotary International. The banner behind Fred lists all East Wichita Rotarians, past and present, who are Paul Harris fellows.

Non-Rotarians can also become Paul Harris fellows by having a donation made in their name.