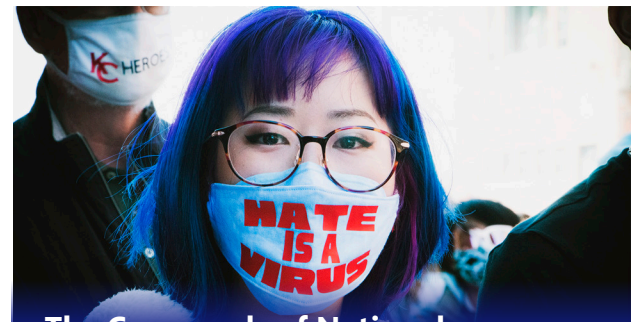


Kansas City PBS

Local Content and Service Report | FY21



The Crossroads of National & Local Conversations

Kansas City PBS connects national and local conversations, echoing big picture issues in the stories of our diverse communities and told through reporting and documentaries on television and online.

"Quality programs that help raise up the next generation of responsible citizens. Wonderful historical fiction and period piece programming."
— Yolanda (Kansas City, MO)

At Kansas City PBS, we explore complicated issues through thoughtful reporting and provide a platform for the stories of our community. We offer a variety of services across television, radio, digital news and education, and we exist to serve the diversity of our region.

LOCAL VALUE

Our mission is to educate and enrich our community with quality programming and services that entertain, challenge minds and contribute to a life of learning. We provide valuable resources to all of our citizens regardless of age, race or socio-economic status, encouraging thoughtful conversation and public engagement.

KEY SERVICES

In 2021, Kansas City PBS provided these key services to the community:

- On four broadcast channels, Kansas City PBS provided 35,000 hours of free quality programming.
- Kansas City PBS worked with nearly 150 community partners to serve 9,000+ people with events, screenings, panel discussions and workshops.
- Kansas City PBS served audiences across a multitude of platforms supporting the local and national music community through 90.9 The Bridge and offered a local spin on national issues with reporting on Flatland, the station's digital news source.

LOCAL IMPACT

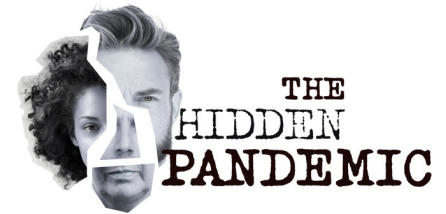
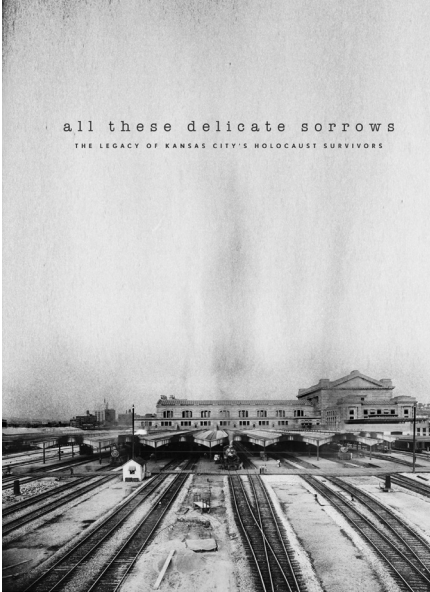
Kansas City PBS contributes to the region through constructive and thoughtful storytelling.

Kansas City PBS creates opportunities to highlight the issues in our region through constructive community conversation.

Kansas City PBS provides innovative methods to share local stories to our community as well as contextualizing national stories for our local audience and educators.

Kansas City PBS serves the area's students and educators with parent workshops, professional development opportunities for teachers and resources support for students.

News & Public Affairs



Kansas City PBS explores complicated issues facing our region with ongoing reporting, investigative journalism and informed discussions with local experts.

Black Experiences Today & In History

In 2021, Kansas City PBS produced SIX STREETS, a local documentary which chronicles the creation of six street murals honoring the Black Lives Matter movement in neighborhoods across Kansas City.

Flatland, Kansas City PBS' digital news source also took a deep dive into the history of the Tulsa Race Massacre, and traced Kansas City's ties to the 1921 event.

Being Asian American & Pacific Islander in 2021

As the world continued to face the COVID-19 pandemic, the Asian-American and Pacific Islander communities found themselves targets of discrimination, hate and violence. Flatland published a series of investigative reports about the Asian-American experience in Kansas City, including first hand accounts from nine residents, a multi-media recap of a vigil for the community held after the 2021 Atlanta shootings and a personal Q&A with Jackie Nguyen, owner of Cafe Cà Phê, who planned the event.

Stories of Holocaust Survivors

We also turned an eye toward history to better help us understand the challenges our communities face today. From Emmy-winning producer Brad Austin, we developed All These Delicate Sorrows which follows the journey of Jewish survivors of the Holocaust from liberation in 1945 to the midwest. The local stories told in All These Delicate Sorrows complement the traveling exhibition "Auschwitz. Not long ago. Not far away." at Union Station.

Justice & Housing

Kansas City PBS focused reporting on the issues of racial injustice and the ongoing pandemic, combining community reporting and the convening of experts to dissect the largest issues our community faces. Flatland produced the four part, multimedia investigative series *Stopped: Profiling the Police*, based on 20 years of data compiled in the Missouri Vehicle Stops Report and culminating with a town hall on KCPBS, hosted by Nick Haines.

Flatland also published a series of reports on the housing industry in Kansas City, providing a multifaceted look at houselessness and how COVID impacted people's abilities to afford housing and rent amid an ongoing eviction crisis.

Mental Health

While the physical health of our community was the focus for the Kansas City community this past year, Kansas City PBS went beyond the daily reports to focus on mental health. The *Hidden Pandemic*, from KCPBS and acclaimed local filmmaker Michael Price, shared personal interviews with patients and the healthcare professionals who treat them. The documentary captures the lives of local people navigating mental illness, a task even more difficult since the start of the COVID-19 pandemic.

Arts & Culture

Kansas City PBS cultivates an appreciation for the artistic and cultural forces that shape our community. Providing an expansive platform for the celebration of artistic endeavors, our content serves to foster understanding, appreciation and investment in the arts.

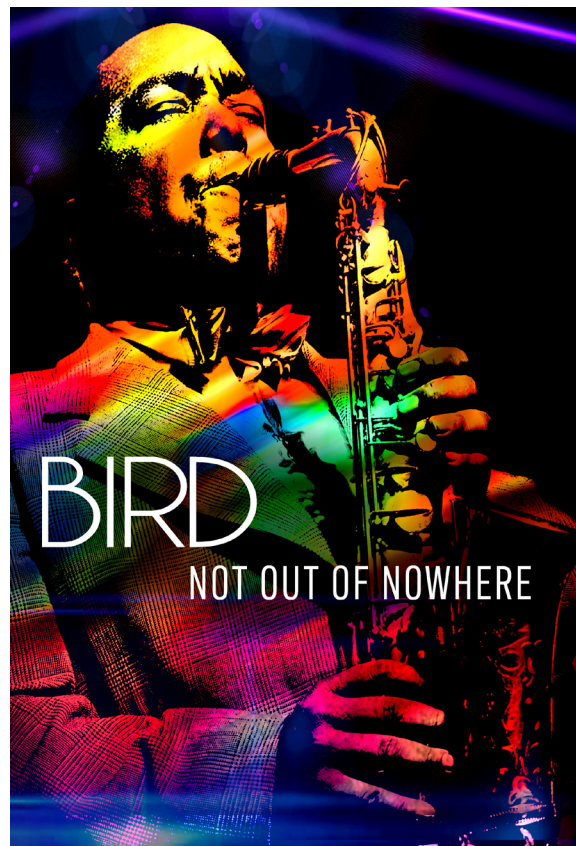
Historical Figures

Bird: Not Out of Nowhere brought audiences the story of local music luminary Charlie "Bird" Parker and his legacy on the Kansas City jazz scene. The documentary was picked up by a number of PBS stations throughout the country, eventually airing in 53 markets.

Local Arts

While stages were dark, KC Performs highlighted local artists and arts groups who performed in some of the most iconic landmarks in Kansas City. Created in collaboration with the performing arts community, these 30-minute compilations were showcases for ballet, jazz, opera and drama.

In partnership with the Kansas City Repertory Theatre, we produced a virtual performance of *A Christmas Carol*, ensuring the long-standing annual holiday show would reach audiences — from the safety of a television screen rather than the stage.



Education

Kansas City PBS was founded on principles of education and exploration. Through media and interaction, we create opportunities to understand and engage with our changing world. We are proud to be the home of television that educates, but we offer so much more to the Kansas City community.

Serving Parents & Educators

Kansas City PBS' Education team implemented two new initiatives to support kids and caregivers throughout the past year: Be My Neighbor Days: A Virtual Week of Kindness, a virtual week-long learning program to help children become caring neighbors through daily acts of kindness, compassion and generosity; and Playing to Learn, a five-week kindergarten readiness program for kids ages 4 to 5 who are entering the school system.

1151 Children Registered | 600 Dental Care Items
Donated | 500 Kindness Kits Sent to Parents



Community Engagement

Kansas City PBS engages with the local community with a variety of events to reach new and existing audiences.

Conversations & Events

We were thrilled to partner with The Kansas City Star to host Hemingway, Journalism & War, a virtual event with columnist Melinda Henneberger moderating a discussion between filmmakers Ken Burns and Lynn Novick and Ernest Hemingway scholar Alex Vernon as part of the national Conversations on Hemingway event series leading up to the premiere of the series.

We also offered supporters the opportunity to spend an hour with PBS NewsHour's Lisa DeJardins, where she discussed her career, what it was like to switch to broadcasting from home, and her insights into the civic affairs of the day; as well as a special discussion surrounding The Black Church, hosted by PBS Chief Programming Executive Sylvia Bugg with special guests Dr. Henry Louis Gates, Rev. Dr. Otis Moss III and Rev. Dr. Yolanda Pierce.

90.9 The Bridge Underwriting Grants

90.9 The Bridge also stepped up with underwriting grants for underrepresented communities in our area throughout the past year. Black, women, LGBTQ+, and AsianAmerican/Pacific Islander-owned local businesses were provided no-cost on-air advertising. Some of the local businesses served under this grant program include: Gates BBQ, Miss Sweetie's Bakery, Troost Market Collective, OCD Financial, Black Lemon Boutique Records with Merritt, Cafe Cà Phê, The Belfry Lounge, Shop Local KC, Yōki and more than 50 others.

Six Streets

"6 STREETS" chronicles the creation of six street murals, honoring the Black Lives Matter movement in neighborhoods across Kansas City. Filming highlights the community organizations that made the project possible and celebrates the art activists whose creative interpretations of this profound moment in history are now commemorated on the streets of Kansas City.



Broadcast Impressions:

19,719

Webpage views:
(kansascitypbs.org and
video.kansascitypbs.org)

1,169

All These Delicate Sorrows

Follow the journey of Jewish survivors of the Holocaust after their liberation in 1945 through interviews with descendants of survivors, archival video testimonials as well as commentary from local historians. Many survivors immigrated to Kansas City to rebuild the lives they lost and worked to secure lasting legacies in the metro through civic engagement.

"I've watched it three times. It's a stunning testimony to the great spirits of the survivors."

- Melanie, Facebook



Broadcast Impressions:

53,626

Webpage views:
(kansascitypbs.org and
video.kansascitypbs.org)

5,823

The Hidden Pandemic

Acclaimed documentary filmmaker Michael Price captures the lives of local people navigating mental illness, a task even more difficult since the start of the COVID-19 pandemic. Through personal interviews with patients and the healthcare professionals who treat them, The Hidden Pandemic exposes the cracks in an already strained healthcare system.



Broadcast Impressions:

27,265

Webpage views:
(kansascitypbs.org and
video.kansascitypbs.org)

3,004

"It's fantastic to see content focusing on the insidious underbelly of this pandemic: the impact on one's mental well-being...seeing how emboldened and passionate many of these health care providers are is genuinely inspiring."

- Christopher, YouTube

Kansas City PBS Awards

Mid-America Emmy Awards - 4 wins

Arts/Entertainment — Program/Special: Room Tone
Morgan Cooper, Cody Boston

Documentary — Historical: Land of Opportunity
Nicholas Wiggins, Cole Blaise, Cody Boston, Samuel Jones, Nathaniel Bozarth, Christopher Cook

Informational/Instructional/ Program Special: Higher Octaves
Brad Austin

Program Promo — Single Spot or Campaign (Non-News): For Those Still Curious
Cole Blaise, JP Haley, Emily Harris

NETA Public Media Awards - 1 win

Content — Arts & Entertainment: Bleed Through
Brad Austin

Quality content. Best unbiased news source. And so much more. Rarely watch anything else on network TV. Thank you for continuing to broadcast at such a high level!

- Ryan (Lee's Summit, MO)

I support Kansas City PBS to support LOCAL public broadcasting as well as national PBS efforts to bring civility and accuracy to the discussion of important issues.

- Scott (Leawood, KS)

Excellent, relevant, quality programming that is well-crafted. Why connect with commercial TV broadcasting when there's public TV broadcasting available that's [so] good?! Thank you for who you are, your standards and practices and for presenting superior content.

- Diana (Kansas City, MO)

Kansas City PBS has been my lifeline throughout the last year of the pandemic. I love the news programs, especially KC Week in Review with Nick Haines, and the special programs.

- Susan (Roeland Park, KS)

We support KCPBS because we enjoy the programming and the wonderful shows for children, too. Thank you for all the educational, informative, and creative content!

- Mike (Kansas City, MO)