

# Kansas City PBS

Local Content and Service Report | FY23

## A Brighter Future for Public Media

This year marked the start of a new chapter for Kansas City PBS as we wrapped up the year celebrating the culmination of our *Picture This* capital campaign and the grand opening of our newly renovated historic headquarters. With this new chapter comes a renewed promise to provide even more in-depth storytelling, entertainment, education and so much more. As our community grows, Kansas City PBS is growing with it to better serve our valued listeners, readers and viewers. It is a new day for Kansas City PBS, and we have so much more to share with you!



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

At Kansas City PBS, a robust history of dedicated service has paved the way for an expansive future alongside our community.

Through various content platforms — television, radio, digital and educational initiatives — we strive to cater to the diverse needs of our region. We foster dialogue through active community involvement and engagement on social media platforms. Our commitment to thorough reporting allows us to delve into complex issues while also spotlighting the narratives of individuals in our community.

### KEY SERVICES

In 2023, 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 offering local insight on national issues with reporting on Flatland, the station's nonprofit newsroom.

### LOCAL IMPACT

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

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

Kansas City PBS provides innovative methods to share local stories to our community and contextualizes 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

#### Building a Civically Engaged Community

Kansas City PBS connects national and local conversations, echoing big-picture issues in the stories of our diverse communities told through reporting and documentaries on television and online. We believe there is nothing more vital to achieving progress, mutual respect and crossing divides than telling the stories that connect — and impact — us all.

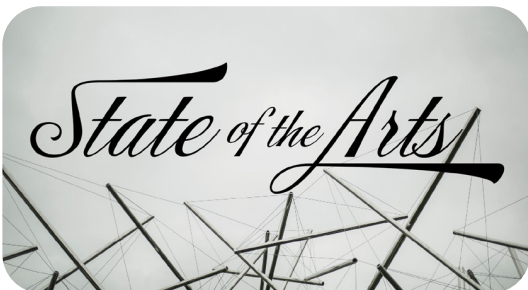
This year, Kansas City PBS brought extensive, important coverage of the defining issues of our time. From elections coverage and the state of our country on *PBS NewsHour*, *POV*, *FRONTLINE* and *Washington Week*, to local programming on the implementation of reparations for Black Kansas Citians and the state of gender-affirming care for trans youth, Kansas City PBS shined a light on important local issues. We dove deeper into those current affairs with complementary conversations on *Week in Review*, hosted by Nick Haines, and on *Flatland in Focus*, hosted by D. Rashaan Gilmore. Through crucial conversations and timely coverage, Kansas City PBS has kept its finger on the pulse of the issues affecting our diverse communities and how those issues may evolve in the future.

**Decided to renew my support of PBS when watching the PBS Evening News and was reminded how much I depend on it for fair, honest reporting every day.**

- Barbara J. (Paola, KS)



### Arts & Culture



#### Revealing the Power of the Arts

As Kansas City's largest stage, Kansas City PBS brings the arts to life on television and online. Through local and national documentaries, KCPBS provides unparalleled access to Kansas City's vibrant community of artists and creators, inspiring audiences across the region.

Kansas City PBS collaborated with Kansas City's local performing arts and film community to give viewers exclusive access to the city's most talented artists and their art in shows like *KC Performs* and *Art House*. Plus, Kansas City PBS showcased local performances in the annual broadcast of *Celebration at the Station. 19L (ONE NINE LEFT)* chronicled the city's largest public art project at Kansas City International Airport's newest terminal, and *State of the Arts* examined how Kansas City's local art scene overcame the global COVID-19 pandemic.

**Thank you for great programming and quality. It's great to be able to access the arts like this. Thank you.**

- Mercedes L. (Lawrence, KS)

### Education

This year, Kansas City PBS' Education team implemented several initiatives to engage kids, their caregivers and teachers.

#### IN THE COMMUNITY

**In Your Neighborhood:** This four-week program took place at Trails West Kansas City Public Library in October. The team also offered two 2-week programs at the other area libraries. This program provided information and kindergarten readiness materials using PBS Kids and Sesame Street resources.

**Life's Little Lessons With Daniel Tiger:** This was a free 10-week program for early childhood centers. The program focused on helping preschoolers develop key social and emotional skills. Attendees viewed episodes of *Daniel Tiger's Neighborhood*, participated in related activities and received 10 free books. Kansas City PBS distributed a total of 600 books to 60 preschoolers through this program.

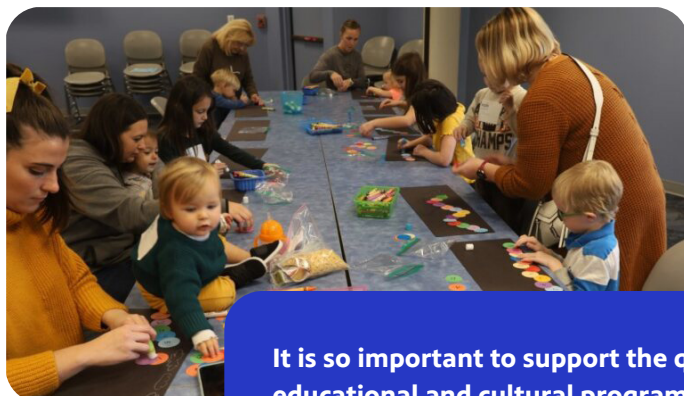
**Martha Speaks Reading Buddies Program:** This 10-week literacy program for elementary school students paired kindergartners or first graders with fourth graders as a literacy mentoring program. Attendees viewed episodes from *Martha Speaks*, participated in activities to encourage reading and received free books. The education team distributed 560 books during this program.

#### IN THE CLASSROOM

**Black & Veatch STEM Program:** The education team collaborated with Black & Veatch to conduct school visits and hosted interactive learning sessions focused on electricity, water and structural engineering. Through hands-on activities, students had the chance to explore and learn about each subject. This initiative reached 10 schools and engaged 500 fifth graders.

#### TEACHER EDUCATION

The Kansas City PBS Education team conducted four virtual early childhood workshops, each attended by 180 early childhood teachers. Additionally, the team organized an in-person Sesame Street in Communities Conference at the Kauffman Foundation Conference Center, drawing participation from more than 90 early childhood educators.



It is so important to support the quality educational and cultural programming.  
- Beverly R. (Prairie Village, KS)



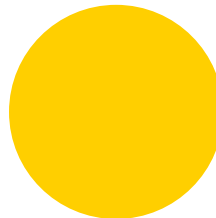
### Community Engagement

After spending years connecting with communities virtually and only occasionally in person, Kansas City PBS ushered in a new era of community engagement with the grand opening celebration of our newly renovated building at 125 E. 31st St.

At every turn, KCPBS relished every opportunity to meet with members and guests in person, host regular documentary screenings, and serve as a platform for community town halls and timely discussions. Our local documentary screenings for *AIDS in KC*, *We Are Latinos II*, *Preserving Our Past II* and *19L (ONE NINE LEFT)* gave audiences an early sneak peek at some of our most anticipated local programs and pulled the curtain back on each film by offering exclusive panels with local experts, artists and trailblazers.

90.9 The Bridge celebrated 22 years of music discovery with the Bridge Bash benefit concert celebration with musical guests Nikki Lane and Katy Guillen & The Drive. The Bridge also continued to share its appreciation of local artists with *909 Sessions*, a live listening session often hosted in KCPBS' Studio A.

KCPBS even invited members to explore the wonders of wine tasting and member-only screening events for programs like *All Creatures Great and Small* and *Sanditon*. KCPBS' digital news source, Flatland, continued its work to strengthen the local journalism ecosystem alongside other local nonprofit media organizations in an initiative called the Kansas City Media Collective.



### 19L (ONE NINE LEFT)

*19L (ONE NINE LEFT)* is a documentary film about the largest public art project in Kansas City history and the 19 local artists tasked with creating Kansas City's first impression with visitors. In 2019, Kansas City extended an open call to artists in Kansas City for an opportunity to share their work in the new KCI Airport Terminal.

More than 1,900 artists answered the call; this is the story of the 19 left.



Broadcast Impressions:

**28,224**

YouTube Views:

**4.5K**

### Leaving Lincoln

For most athletes in the city, the appeals of athletic programs in suburban high schools are bigger budgets, wider reach and a higher chance for success. Lincoln Head Football Coach William Lowe and Division 1 college recruits Howard Brown, Jermaine Hamilton-Jordan, Marcus Bass and Tobechi Okoli want to change that. From COVID to crime, and commitments to confrontation, these four D-1 recruits work during their final football season at Lincoln to leave a legacy on and off the football field.



Broadcast Impressions:

**16,000**

YouTube Views:

**10K**

### AIDS in KC: The Early Days and AIDS in KC: Facing the Challenge

The LGBTQ community nationwide found itself rocked by a new virus that few understood, with little support or acknowledgment from society or elected leaders. Though Washington, D.C. and the nation at large were mostly silent, Kansas City was not. Local members of the community and allies recognized the injustice of turning the other way. They began a grassroots movement to shine a spotlight on the epidemic and rally support for those affected.



Broadcast Impressions:

**31,700**

YouTube Views:

**12K**

Fascinating and interesting documentary. Well done. It's interesting to see how a Midwest city like KC dealt with the horrible disease.

- User (YouTube)



### Kansas City PBS Awards

#### Mid-America EMMY® Awards

Politics/Government Short-Form Content  
*What's the Deal with Kansas Cannabis Laws?*  
Emily Woodring, Cami Koons

#### Politics/Government Long-Form Content

*Activism in Kansas City | Flatland in Focus*  
Cody Boston, D. Rashaan Gilmore, John McGrath,  
Brad Austin, Chris Lester, Matt McClelland,  
Chris Cosgrove, Eric Mater, Clarence Dennis,  
Catherine Hoffman

#### Public Affairs Program

*The Gun Conundrum*  
Michael Price, Nick Haines, Ryan Hennessey



Congrats to this week's program on censoring viewpoints. You and KCPT are the only ones that could tackle this one adequately and fairly.

- Teresa (Kansas City, MO)

Glad you are including programming on the very relevant topic of gun violence. Too many needless deaths.

- Joyce (Kansas City, MO)

