



MEDIA ANNOUNCEMENT

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Kansas City PBS Appoints Carla McCabe as COO ***McCabe Previously Held the Position of Senior Vice President, Content***

KANSAS CITY, MO, Aug. 30, 2018 — Kansas City PBS is pleased to announce the selection of Carla McCabe as its Chief Operating Officer, effective immediately. McCabe, who previously served as Senior Vice President of Content, will oversee KCPT's three brands — KCPT, 90.9 The Bridge and Flatland, KCPT's digital magazine — as well as the promotions and engagement teams within the company.

McCabe has been instrumental in creating a culture of creativity and innovation across departments, says Kliff Kuehl, KCPT President and CEO. Her implementation of a new social strategy and online-to-television integration has bolstered KCPT's reach and impact. Additionally, she spearheaded KCPT's first sponsored online national series, *Re: Dream*, which involved collaboration with 14 other stations across the country, and marked the first time the station received funding for online content — nearly \$1 million.

"Carla's excellent work ethic and her dogged determination for integrating and improving our content and services made her a perfect fit for this new role," Kuehl said. "She's an agitator in the industry, and her proactive approach will continue to make us better."

In her new role, McCabe says she plans to continue to focus on cross-departmental collaboration and refining KCPT as one of the community's most trusted brands.

"I'm grateful not only to work under a CEO who fosters innovation, but also to be elevated into a position where a forward-thinking approach can continue to catapult the organization into the best service for the people of Kansas City and our metro," McCabe said.

With 14 years-experience in production and operations, McCabe began her media career at the BBC in the UK, acting as liaison with its independent production companies. As Head of Production for Tern Television in Belfast, N. Ireland, and Glasgow, Scotland, McCabe oversaw the development and management of dozens of productions for BBC, RTE, and National Geographic. She has been with KCPT for nearly five years.

Interview Carla McCabe – [816.398.4400](tel:816.398.4400) (o), 913.221.3515 (c)

KCPT believes in the power of media on every platform and seeks to use that power to enrich, engage and entertain our viewers both on-air and online. We strive to advance conversations through community engagement and social media; explore complicated issues facing our region with ongoing reporting, investigative reports and informed discussions; and share the stories of people, places, and progress in our community.