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## **90.9 The Bridge dials up growth with addition of Kansas City radio veteran**

*Bryan Truta joins as Senior Director of Radio Operations and morning host of The Bridge, airing weekdays from 5 – 9 a.m.*

**KANSAS CITY, Mo.** (July 26, 2018) – The Bridge, 90.9 FM, is a nonprofit, multiplatform, public media Triple-A station that informs and enriches the lives of listeners in the Kansas City metro area. In 2013, Kansas City PBS (KCPT) acquired The Bridge as a music-and-arts-focused NPR affiliate. The acquisition was led by KCPT's CEO, Kliff Kuehl, whose vision is to grow the 57-year-old company into an audience-focused multimedia hub through 90.9 The Bridge and Flatland, KCPT's digital news magazine and KCPT's multiple public media television channels. Kliff's commitment to that growth continues with the new addition of Bryan Truta, a 22-year radio veteran in Kansas City, serving as Senior Director of Radio Operations.

"We're excited to have Bryan, who brings his extensive experience, love of Kansas City and creativity to the station as we continue to innovate in the Triple-A radio music space in the same way we have with our digital magazine and television station", says Kuehl.

Truta joins The Bridge as Senior Director of Radio Operations. He will serve as The Bridge's new morning host effective Monday, August 20. The morning show airs weekdays from 5 to 9 a.m. Truta has racked up an impressive number of success stories, both in front of the mic and behind. As an on-air talent, Bryan has contributed major roles to a number of high-profile Kansas City morning shows. His breakout role was alongside Jason Whitlock of The Kansas City Star and Fox Sports 1 on a sports-entertainment morning show. Bryan then had more than a decade of success with partner Nycki Pace on the FM side at stations E105 and JACK FM. As Program Director, Bryan excels in branding, talent coaching and music selection.

"I could not be more excited about joining 90.9 The Bridge and the KCPT family. This is such a respected organization and the envy of the media community. I look forward to working with 90.9 The Bridge to increase brand awareness, enhance the interaction with our amazing audience, and further our mission of music discovery and community involvement", says Truta.

The Bridge reaches a high concentration of influencers who are highly educated and socially conscious individuals, seeking an experience that is live, local and authentic.

About The Bridge

*The Bridge is an NPR affiliate that reaches over 50,000 listeners each week. The Bridge reaches Kansas City's music and arts scene and extends the station's profile through a multiplatform experience featuring broadcast, podcast, on-demand studio,*

*streaming, video, mobile app, social media, unique events, in-studio 909 sessions and Live on The Bridge, which airs on KCPT, Kansas City PBS.*

About Kansas City PBS

*Kansas City PBS (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. KCPT strives 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.*

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