



MEDIA ANNOUNCEMENT

FOR IMMEDIATE RELEASE
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Kansas City PBS Announces Chris Lester Will Become New Managing Editor

Kansas City, MO, July 26, 2019 — Kansas City PBS has selected Chris Lester to become managing editor of its digital and multimedia content, effective August 19.

Lester was a reporter, columnist and editor at The Kansas City Star for nearly 24 years, ultimately serving as assistant managing editor-business. Since 2009, he has served as senior vice president-business growth at the Greater Kansas City Chamber of Commerce and as lead public relations manager in Missouri and Kansas for AT&T, Inc.

Chief Operating Officer Carla McCabe said Lester's diverse background in journalism and communications makes him a great fit for a role that will focus on building the Flatland brand and audience, as well as overseeing the digital and multimedia platforms of Kansas City PBS. Those platforms include kcpt.org, bridge909.org and flatlandkc.org, KCPT's digital magazine.

"Chris will collaborate with and complement our talented and award winning video team, led by Cole Blaise, creative director, with specific emphasis on local content," she said. "This role will also work closely with Nick Haines, executive producer-current affairs, across platforms and on in-depth projects."

Lester will also oversee the continued development of Flatland's curiousKC initiative, which engages with the community to report stories and look into questions submitted by curious Kansas Citians.

During his career at The Kansas City Star, Lester was recognized as a Pulitzer Prize Finalist as co-writer of "Divided We Sprawl" and won the Gerald Loeb Award as co-writer of "Frank's Town." As business editor, the staff twice earned the Best in Business Section award from the Society of American Business Editors and Writers. Lester received a bachelor's degree in economics and journalism from Iowa State University.

Kansas City PBS President and CEO Kliff Kuehl said "Lester's deep knowledge of the local media industry and commitment to the community will be welcome at the city's public media station. I look forward to seeing Chris further develop relationships and build partnerships with key talent in our community."

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.



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Lester said he hopes to help expand public media's role in community engagement and education at a time when many news consumers feel overwhelmed by the amount of information available online.

"This feels a bit like coming home," Lester said. "Although I've spent the past decade in corporate settings, I never lost my love for the honorable craft of journalism and storytelling. I firmly believe the combination of KCPT, the Bridge and FlatlandKC - along with key community partners - can help fill some gaps in news coverage, and connect folks to information that matters in their lives."

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