At Kansas City PBS, a rich legacy of service has laid the foundation for a limitless future with our community. Our content platforms -- television, radio, digital and education -- exist to serve the diversity of our region. We strive to advance conversations through community engagement and social media. We explore complicated issues with thoughtful reporting. We share the stories of people, places, and progress in our community.

I support KCPT because I believe it provides a unique service to our community. KCPT truly wants to engage and uplift the people who call Kansas City home.

Megan Haave, Producers Society member

At KCPT, we believe that a city is greater than the sum of its parts, and our citizens are better able to contribute to this greatness when they share an understanding of where we’ve been, and a respectful way to envision and discuss where we’re going as a region.

Being a valuable resource to all of our citizens regardless of age, race or socio-economic status means providing local content and conversation in as many ways as possible (on-air, digital, and in the community).

Serve as the voice and platform for our community.

In 2016, KCPT provided these key local services to its community:

- 3 broadcast streams of content, 24/7.
- 117 hours of locally produced content, around policy, politics, health, education, social issues, arts and culture.
- The Bridge, a triple A format NPR radio station, provides music discovery for new and local artists and serves the arts and culture scene.
- Flatland, a digital magazine provides in-depth reporting and digital storytelling about issues important to our region.

KCPT contributes to the region through constructive and thoughtful storytelling.

KCPT creates opportunities for community conversation around the issues of our region.

KCPT has created innovative methods to share local stories to our community, as well as contextualizing national stories for our local audience.

KCPT deploys digital, TV, social and in-person engagement to ensure that we are reaching all audiences and connecting to new consumers.
IN THE COMMUNITY

The media landscape has changed remarkably since KCPT first broadcast educational programs to local teachers in 1961, but our mission to engage and enrich the lives of the Kansas City community has not. While honoring our foundation as a public television station and trusted source for educational, entertainment, children’s, local and public affairs TV programming, KCPT is building new and innovative ways to serve our diverse audience.

KCPT believes in the power of media on every platform. We strive to advance conversations through community engagement and social media - inviting viewers on-air, online and in-person to share ideas, insights and questions. In the past year we have continued to increase our community engagement efforts. We use the PIN (Public Insight Network) to include the “voice of the community” in our reporting; we use the Hearken model to solicit questions from the community; we use social media to encourage conversation; we use local and national films as an opportunity to pull together community stakeholders and leaders for conversations and talk backs; and we follow up all of our engagement efforts with stories online that recap the conversation and encourage it to continue online and in social media.

KCPT is in the second year of its digital magazine, Flatland (flatlandkc.org) as a destination for digital storytelling about the “people, places and progress” in our region. Flatland features digital video series and community reporting, as well as community conversations conducted around the reporting - areas of focus include monthly “Tent-Poles” - hyper focused reporting around single issues. This year we looked at “Race and Justice” and “Religion and Faith.” Both took a multimedia approach employing innovative storytelling and engagement methods including data visualizations, data maps, written and video features and ongoing community interactions including a theatrical performance around the investigative reporting of our Pulitzer Prize winning journalist’s decades of work on the Kansas City Firefighter tragedy. In addition to special reports, Flatland has ongoing reporting around 5 areas of focus - Eats & Drinks, Farm & Field, Arts & Culture, News & Issues and People & Places. KCPT continues to grow its digital presence and has built a model that allows the community to have multiple ways to interact with its content by building engagement and interest around topics prior to them hitting KCPT’s broadcast through weekly programming, magazine programs and special on-air reports.

KCPT continues to reach the community with television through weekly series, limited series, town hall conversations and documentaries. Kansas City Week in Review (46 episodes) continues to draw audiences interested in the weekly stories being discussed in our community. Ruckus (40 episodes), our political round-table, has found great success following a programmatic shift that puts a larger focus on community newsmaker, rotating panelists that added diversity in both ethnicity and viewpoints. KCPT has several limited series that allow us to spend 6 weeks on a specific theme - Arts Upload (18 episodes) features the arts and culture scene in Kansas City and SciTech Now (9 episodes) looks at science and innovation in the region; We spent six months reporting online and ultimately producing a 30-minute documentary Our Divided City which took the audience into the story of the high rates of violent crime in the segregated black community east of Troost Avenue and asks whether enough is being done to make its neighborhoods safe.
We applied for and received a grant from CPB for the *Veterans Coming Home* engagement and storytelling project and built new relationships with our veteran community that continues to grow through ongoing storytelling and content leading up to 2017’s Ken Burns’ *Vietnam War*.

We also continued our partnerships with outside groups presenting a new limited series *Centropolis* (4 episodes), a one on one interview with the Kansas City Missouri Public Library, as well as a 13-week season of *Cinema KC* (13 new episodes), again in partnership with local film entities and spotlighting the independent film community in our region and *TEDxKC* (2 episodes), a broadcast version of the staged event. Our community engagement and partnerships continue to lead to several *Town Hall* programs, building on a relationship with American Public Square and moderating and broadcasting monthly conversations. Finally, we continued our partnership with the Kansas City Symphony bringing LIVE to our viewers their annual Memorial Day concert, *Celebration at the Station*. We continue to receive letters of support from our viewers about how much they appreciate this service.
Our Divided City

With the number of homicides in Kansas City for 2015 having leapt back up, this film examines violent crime in the segregated black community east of Troost Avenue and asks whether enough is being done to make its neighborhoods safe. A spotlight is shone on a new alliance, the KC No Violence Alliance, as it pursues a unique style of collaborative policing that attempts to work with the community to prevent the murders. (kcpt.org/ourdividedcity)

Beyond Belief

With digital and broadcast storytelling and events designed with partners in the interfaith community, we explore the interplay of religious life—and lives in which religion is absent—with youth culture, race, civic engagement and economic disparity. (kcpt.org/beyondbelief)

StoryWorks KC

KCPT, The Center for Investigative Reporting (CIR) and Kansas City's The Living Room theater present StoryWorks KC, a project that explores the meaning of justice in the context of one of Kansas City's most tragic crimes, and puts the story on the stage. StoryWorks KC will explore the 1988 explosion in south Kansas City that caused the tragic deaths of six Kansas City firefighters. The StoryWorks KC production is inspired in part by the Kansas City Star reporting of Pulitzer-prize winning journalist Mike McGraw, who has been writing about the case since 2007. (kcpt.org/storyworkskc)
Veterans Coming Home

Part of a CPB grant, in 2016 KCPT began a new focused commitment to share the stories and engage with our community around veterans, families of veterans and bridging the military-civilian divide.

Reach in the Community:

The primary focus of the project was to engage the community in the conversation about the military-civilian divide. We placed large importance in making sure that our storytelling was reaching the appropriate audiences - We partnered with various organizations and through our various events reached more than 35,000 people (35,000 at Celebration at the Station, 800 at Veterans Salute event, 70 at Deployment Playlist event, 30 at the “Telling Your Story” writer’s workshop event.

Partnerships:

Greater Kansas City United Way Veterans Alliance
RezVets/Moral Injury Association of America
Mid-Continent Public Library
Command and General Staff College Foundation
Kansas City Symphony
Veterans from Warriors’ Ascent,
The Veterans Community Project
The Veteran Writers Group
KCAUSA
Gold Star Mothers

Impact and Community Feedback:

We got countless responses from the community via email, social media and even voicemail about the project (some reflected to the right). 550,000 reach on social; 2,300 video shares on Facebook; 135,455 video views online; and 9,500 “Likes” on social media.

“The video on the tiny homes created a ton of interest for us. We had several donors and website inquiries that were driven by the exposure we received from the video. I thought it was a great thing.” -Kevin Jamison, Veterans Community Project

“This makes me proud to be from Kansas City. We need to support these guys!!”

“Thank you KCPT from all of us veterans!”

“We all should help finding out their needs and giving cheerfully so this project could be expanded and help some of these younger veterans that are returning.”

“Fantastic! St. Michael's is a Blessing! Thank You for this posting.”

“Each day 20 veterans commit suicide. Many of them suffer from PTS, but the suicide rate is driven by the coupling with Moral Injury, which violates the moral foundation of an individual. It can be an action or lack of action, resulting in great guilt, leading to shame, which can move to suicide. While the general public, military members and family are aware of PTS, few know of Moral Injury. The partnership that the Moral Injury Association of America formed with KCPT is instrumental in building awareness and knowledge about moral injury and how we can address it. The coverage on our vets’ writing program has been instrumental in spreading the word about Moral Injury and this piece of the recovery program. We greatly appreciate KCPT's leadership role in addressing the needs of our military vets and their families.

-Cindy McDermott
“I really enjoyed the KCPT show last night about the KC-area Muslim community!! It was a great public service to air such a show at a time of increased national concern about terrorism from Islamic extremists. Your show did a great job of showing the nature of the local Muslim community and how the overwhelming majority of these people just want to fit into American society and be accepted by their fellow Americans. Sincerely, Respectfully, Ernest Evans (KCPT viewer)

KCPT is committed to engaging with the community around diverse topics on all platforms - on-air, online and in the community. KCPT's efforts to be more local, more inclusive and more interactive are represented in its editorial decisions for community conversations that take the form of panel discussions, town hall conversations, round table studio conversations or digital & social media.

Some of our Community Partners:

- Black Archives
- American Public Square
- Negro Leagues Baseball Museum
- Kansas City Women in Film and Television (KCWIFT)
- KC STEM Alliance
- Center for Conflict Resolution
- Veronica's Voice
- The Justice Project
- KC Division of the FBI
- Urban League of Greater KC
- Communities Creating Opportunities
- NAACP-KCMO
- Stand Up KC
- Synergy Services
- Jackson County CASA
- reStart Inc.
- The Transgender Institute
- TransCity.org
- ACLU of Kansas
- Veterans Association
- Local Investment Commission
- Kansas City Symphony
- Kansas City Ballet
- Live KC
- American Public Square
- KCUR
- The Kansas City Star
- The Pitch
- The Kansas City Public Library
- Mid-Continent Public Library
- World War I Museum
- Truman Library

KCPT, Flatland, and The Bridge are rapidly responding to the growth and changes in how media is consumed ensuring that quality content and community engagement is provided on every platform. KCPT is building long-lasting relationships with community partners and its members that not only serve the audiences that consume our services, but also betters the community at large by creating more informed citizens. KCPT is a valued public media partner for community organizations and civic leadership in Kansas City and continues to garner that same respect on its new digital platforms and community engagement activities.