



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"If I had to use but one word to express my opinion of your work tonight, I would choose "superb". Your piece about KCI was balanced, engaging, and well thought-out. Thank you"
- Kenneth Horvatic, Member

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.



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.

Our mission is to be 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).

Using the power of media we serve as the voice and platform for our community.

In 2017, KCPT provided these key local services to its community:

4 broadcast streams of content, 24/7, including the new PBS Kids 24/7 Channel.

96 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 provides innovative methods to share local stories to our community, as well as contextualizing national stories for our local audience and educators.

KCPT uses digital, on-air, social and in-person engagement to ensure that we are including diverse viewpoints and perspectives.



2016 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Kansas City PBS believes in the power of media on every platform. KCPT and its digital magazine, Flatland (flatlandkc.org) serve as a destination for both television and digital storytelling about the people, places and progress in our region. Video series, reporting, and community conversations are conducted around areas of focus as well as monthly “cover stories” and multi-month “Tent-Poles” - hyper focused reporting around single issues. This year we explored the topics of the Vietnam War and the veterans who returned home to Kansas City in **LZ Kansas City**; the region’s water system in **Public Works?**, the state of education in **Take Note**; and the business of the arts in **Artconomy**.

In addition to special reports, Flatland has ongoing reporting around five areas of focus - food, arts, culture, and public affairs.

With each of all of our stories, we take a multimedia approach, employing innovative storytelling and engagement methods including data visualizations, data maps, written and video features and ongoing community interactions. KCPT continues to grow its digital presence and has built a model that allows the community to have multiple ways to interact with our content by building engagement and interest around topics prior to them hitting KCPT’s broadcast with social media and community engagement.

We strive to advance conversations - 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 - reaching nearly 20,000 people at screenings of local and national documentaries like Ken Burns & Lynn Novick’s Vietnam, Independent Lens to events like KCPT’s annual education conference town hall conversations.

We use digital and traditional tools to ensure that we include the “voice of the community” in our reporting. KCPT includes curiousKC (based off the Hearken model) as a way to assess what’s important to those living in the Kansas City metro area. Our curiousKC initiative invites the public to tell us what they want to know about in our city and the surrounding areas. Their questions inform our reporting, shape public events and create catalyst for community change.

This year, we’ve answered questions as big as, “How integrated are our schools?” to culture touchstones such as, “Whatever happened to the Smaks restaurant?”

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 dissected by community reporters and media leaders. **Ruckus** (40 episodes), our political round-table puts a large focus on community newsmaker interviews and rotating panelists that add diversity in both ethnicity and viewpoints. KCPT has several limited series that premier digitally first over the course of 4 to 6 weeks and allow us to touch on a variety of topics in the arts and culture theme - **InSitu** (4 episodes) featured the art collection of Henry Bloch; **Call of the Sandlot** (4 episodes) addressed the demise of sandlot baseball and how a new urban baseball initiative is attempting to revive it; and **Libraries Out Loud** (4 episodes) showcased the role our public libraries play in our community.



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We also continued our partnerships with outside organizations. KCPT presented a 13-week season of **Cinema KC** (6 episodes) spotlighting the independent film community in our region, **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 the Kansas City Public Library. This year community conversations ranged from a panel of our metro's library leaders to a group of experts looking at the death penalty. 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.

Finally, in addition to local content for our general audience, KCPT embarked on a new initiative this year in conjunction with the launch of the PBS Kids 24/7 channel. Partnering with more than thirty (30) organizations, we created community content directed at kids and families. These one-minute interstitials connect the curriculum-based PBS Kids programming to real life experiences in our community. Content themes include: Arts and Culture, STEM, Health, Social Emotional, and Literacy.



Giving Away the Wind Farm

Across the windswept Midwest, wind turbine companies — often based overseas for tax shelters — have lobbied for low or non-existent property taxes rates and steep depreciation schedules. The big losers in the deal? Rural school districts that depend on those property taxes. In a multi-state reporting collaboration, Flatland, the digital magazine of Kansas City PBS, and the Midwest Center for Investigative Reporting, an independent, nonprofit newsroom in Illinois, uncover how states like Kansas have given away the wind farm.

MediaShift, an online destination for journalism insights and analytics, named Flatland's collaborative work for our December cover story, "Giving Away the (Wind) Farm," as one of 2017's best collaboration. As one of only six national media collaborations chosen, the author cited the story's importance and the multi-state partnership: "This two-part series is important not only because of the impact it will hopefully have, but because it's an excellent example of a regional-to-local collaboration." flatlandkc.org.

The economic development department from Republic County (KS) told us that, based on information we published, that county began negotiations with a wind turbine company at an above-average payment per megawatt.

On the day of negotiations with a wind turbine company, both a superintendent and county clerk in Ellsworth County (KS) showed up with copies of our article.



"Thank you for all the work you put in to this article. I appreciated being able to see the impact this exemption has had across the state. You also confirmed what I felt was a loss of revenue to Coffey County and two of our local school districts." - Kenneth Combes, District #4 Commissioner, Coffey County, Kansas.

Take Note

This multi-year reporting initiative on the state of education in Kansas City launched at the beginning of 2017. In the year since Take Note began reporting, we've discovered the most pressing issues of the educational landscape in and around Kansas City, learned what opportunities exist to build a better educational landscape for all Kansas Citians and covered stories about education that the community wanted us to focus on. We developed a discussion guide in both English and Spanish to help foster discussion, connect the community with resources and find solutions to the problems that have been uncovered through Take Note's storytelling. (kcpt.takenotekc.org)



Public Works: The Cost of Our Aging Infrastructure

Missouri has the nation's seventh-largest road and bridge infrastructure system, but only three states spend less than the Show-Me State. KCPT took an in-depth look at our metro's infrastructure system with comprehensive original reporting. We convened policymakers and industry leaders in a search for solutions in a town hall discussion. Produced a series of videos on crumbling bridges, the state of our highways in Kansas and Missouri and went underneath the pavement to tackle our water and sewer infrastructure. And we produced a 30-minute documentary on water rates and rivers. We received two regional Emmys for our storytelling. (flatlandkc.org/publicworks)



I wanted to let you know that you're recent special on infrastructure was excellent. You need to repeat that program. I think everyone in the metro needs to know that information. It was really well presented. Annabeth Surbaugh, former head of Johnson County Government



2016 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



The Vietnam War and LZ Kansas City

In 2017, Kansas City PBS engaged significantly with our veteran community around Ken Burns and Lynn Novick's documentary series and our own multi-media series *LZ Kansas City*. Over the course of eight months, we told the stories of local veterans who "landed" back here after the war, as well as our region's contributions and reactions. We collected nearly 50 veteran stories with our KCPT Story Booth placed in ten locations around the metro including libraries and museums. We also conducted a student video contest - encouraging students to interview Vietnam era veterans and received 28 submissions.

Reach in the Community:

Events - 39,000 people (35,000 at Celebration at the Station, 1800 at Ken Burns & Lynn Novick event, 800 at Veterans Salute, 850 at a screening with John Musgrave, 550 at Tim O'Brien event)
Social Media Impressions - 515,149
Social Media Engagement - 5,559
Nielsen Impressions for Vietnam - 437,544

Partnerships:

Mid-Continent Public Library
Kansas City Public Library
Command and General Staff
College at Fort Leavenworth
Harry S. Truman Library and Museum
Johnson County Arts and Heritage Center
Johnson County Public Library
Kansas City Kansas Public Library
Kansas City Star
Kansas City Symphony
Kansas City Vet Center
Lawrence Public Library
Midwest Genealogy Center
Moral Injury Association of America

National Archives of Kansas City
National World War I Museum and Memorial
North Kansas City Library
Olathe Public Library
Project Healing Waters
Robert Dole Institute of Politics
Union Station
United Way of Greater Kansas City
Kansas City Veterans Alliance
University of Kansas Libraries
Veteran Writers Group
Vietnam Veterans of America Chapter 317
Vietnam Veteran Memorial Foundation
Watkins Museum

Impact and Community Feedback:

Thank you very much for the opportunity to see the Ken Burns documentary and to being interviewed. All of my children really enjoyed what they saw in my interview segment. The formal protester who apologized for what she did really got to me. Again, thank you very much, your efforts are greatly appreciated. - Tommy Ponds, U.S.M.C.

I want to thank you and PBS for your attention to Veterans with the radio and television coverage of the Vietnam Veterans. The radio broadcast on 90.9 The Bridge was excellent, I especially enjoyed the day of music from the Vietnam war era and of course the Ken Burns documentary. Well done, and as they say, 'thank your for your service' for focusing on those who served or as we say on AFVN 'the American fighting man'. Salute to the Veterans. - Rick Turner on Facebook

What a GREAT series of events. Possibly the best I've ever seen on VIETNAM . Told most of the story. I applaud you KCPT thank you. - Jeff Weinzatl on Facebook post about LZ Kansas City

Very informative series. I think presidents who want to take us into wars... need to be first in line. - Michael Pollard on Facebook post about LZ Kansas City



2016 LOCAL CONTENT AND SERVICE REPORT SUMMARY

KCPT, Flatland, and The Bridge are committed to serving the Kansas City community ensuring that quality content and community engagement is provided on every platform. The list of community partners below reflects the number of organizations that we have worked with in the past year to help tell the story of Kansas City. Our primary goal is to listen first, then report. These relationships have not only made our service to the community more rich, but provide an opportunity for these often under-represented organizations to have their story told.

Engagement Partners in 2017:

- AARP
- Amenesty International
- American Jazz Museum
- Anita B. Gorman Conservation Discovery Center
- Big Brothers Big Sisters
- Bike 816
- Bike Walk KC
- Black Archives
- Children's Center for the Visually Impaired
- Christian Michael - Fashion Designer
- City Market
- City Year
- Civil War Lady
- Command and General Staff College at Fort Leavenworth
- DeLaSalle Education Center
- Digistory
- Family Conservatory
- Farmer Veteran Coalition
- Folk Alliance
- Girl Scouts of NE KS and NW MO
- GLSEN
- Grandparents Against Gun Violence
- Greater Kansas City Black History Study Group
- Harmony Project KC
- Harry S. Truman Library and Museum
- Harvesters
- Independence School District
- Initiative PB & J
- Johnson County Arts and Heritage Center
- Johnson County Public Library
- Kaleidiscopes
- Kansas City Indian Center
- Kansas City Kansas Public Library
- Kansas City Mavericks
- Kansas City Outrage
- Kansas City Police Department
- Kansas City Public Library
- Kansas City Public Schools
- Kansas City Roller Warriors
- Kansas City Star
- Kansas City Symphony
- Kansas City Vet Center
- Kansas City, KS Public Schools
- Kansas Internation Film Fest
- Kauffman Center
- KC Boys Choir
- KC for Refugees
- KC Girls Choir
- KC Healthy Kids
- KC Streetcar
- KCUR - Fish Fry
- Kids for Vets
- Lawrence Public Library
- Lawrence Song Book
- Lead to Read
- Literacy KC
- Louder Than a Bomb
- Males to Men
- Mid-Continent Public Library
- Midwest Genealogy Center
- Minddrive
- Moms Demand Action
- Moral Injury Association of America
- National Archives of Kansas City
- National World War I Museum and Memorial
- Nelson-Atkins Museum of Art
- North Kansas City Library
- North Kansas City Schools
- Olathe Public Library
- Operation Breakthrough
- PFLAG
- Playwright, Journalist
- PNC Grow Up Great
- Project Healing Waters
- Robert Dole Institute of Politics
- Ronald McDonald House
- SAVE Farms
- Science City at Union Station
- Seven Days
- Shawnee Mission School District
- Stone Lion Puppet Theatre
- Synergy Services
- The Barstow School
- The Call
- The Rabbit Hole
- The Whole Person
- Turn the Page KC
- Union Station
- United Way of Greater Kansas City Veterans Alliance
- University of Kansas - Film School
- University of Kansas Libraries
- University of Kansas Medical Center
- Variety KC
- Veteran Writers Group
- Veterans for Peace
- Vietnam Veteran Memorial Foundation
- Vietnam Veterans of America Chapter 317
- Watkins Museum
- Wornall Majors House Museums



"This opens my heart! And I love the music in the film! Music helps us connect. I love Ivøry Black. This is the first time I've heard them!" - Attendee at the screening of *Real Boy*

"I want to learn more about DeLaSalle and programs that help high school students graduate and succeed." Attendee at screening of *Bad Kids*

"Thank you so much for providing these difficult topics for us ordinary folks who can be so complacent." - attendee at the screening of *National Bird*