



# 2019

## LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*Kids in Crisis*

**"Thanks for tackling this issue, Nick.  
#kcpt continues to be a vital community  
resource"**

~Kellye Crockett  
Executive Director, IDEA Space KC

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.

### LOCAL VALUE

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.

### 2019 KEY SERVICES

In 2019, KCPT provided these key local services to its community.

- 4 Broadcast streams of content
- 244 hours 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 including 912 hours of local music programming
- Flatland, a digital magazine provides in-depth reporting and digital storytelling about issues important to our region

### LOCAL IMPACT

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.



## 2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### News & Public Affairs

Kansas City PBS explores complicated issues facing our region with ongoing reporting, investigative journalism and informed discussions with news makers, policymakers and decision-makers.

**Week in Review** convenes journalists and media leaders to break down weekly stories affecting our region for audiences interested in going beyond the headlines. **Ruckus**, our political round table, highlights news maker interviews and convenes community panelists to ensure diversity in viewpoints.

**Public Works?** A Level Foundation explored the lives of Kansas Citians affected by housing issues ranging from evictions and gentrification to the fight over apartments. In-depth video reports, web stories, documentaries and town hall conversations brought audiences into courthouses and homes, introducing us to those most affected by housing policy and practice.

Take Note asks students, school leaders and parents what schools will look like in 10, 20 or 50 years – and what that means for students of the future and today (funded by the Kauffman Foundation).

We feel it is vital for community members to better understand what is at stake in elections. KCPT's Nick Haines moderated the Missouri Mayoral debate. The debate was shared via Facebook Live and broadcast to reach maximum audience.

### Arts & Culture

Kansas City PBS is our region's largest stage and cultivates an appreciation for the artistic and cultural forces that shape our communities. The stories KCPT shares foster understanding, appreciation and investment in the Arts.

**Me, Dorthy... and This Road to Oz** was an immersive trip down the yellow brick road following the cast and crew of the Kansas City Ballet as they prepared for the world premiere of the ballet "The Wizard of Oz." The documentary included educational assets about careers in the arts that were shared with school districts throughout the region. Me, Dorthy... and This Road to Oz was distributed nationally to PBS stations across the country and aired in 64 markets, covering 27 states, including Colorado, North Carolina and Kentucky.

90.9 The Bridge added to its multi platform lineup and audiences to include new offerings. **The Z Show**, a weekly program produced and hosted by a student, and **Turning the Tables KC**, a web series and engagement initiative focused on gender disparity joined KCPT's Live on the Bridge to present an expanded local music lineup for audiences.

**Walk Turn Walk** was an exploration of Kansas City's history as a garment manufacturing hub and current fashion culture in America's heartland.

Speaking of columns, Flatland provides readers with the insights of one of Kansas City's most accomplished and thoughtful faith writers, Bill Tammeus, whose column appears on the fourth Sunday of every month. This commentary is part of Flatland's efforts to fill a gap in Kansas City's media landscape by covering happenings in the local faith community.

And when it comes to live performances, no one in Kansas City is doing more. For over a decade, KCPT has partnered with the Kansas City Symphony to present the live broadcast of the **Bank of America Celebration at the Station** to our community and surrounding states. Every week, we feature live in-studio music performances from local and national artists on The Bridge and rebroadcast them on the TV series Live on The Bridge and to a growing YouTube audience.

## Education

Educating the children of the Kansas City region has been at the heart of our mission since our founding as part of the Kansas City School District over 50 years ago. Today we connect learners of all ages with educational resources and training to bring learning to life and turn concepts into action.

24/7 Kids Channel Kansas City Content shared 64 stories connecting the themes from PBS kids programming to real-life experiences in Kansas City. We work with regional partners, and even kids themselves to encourage young viewers to get out and explore our region.

KCPT and community partners hosted the second Sesame Street in Communities Early Childhood Provider Workshop. Over 140 educators attended sessions focused on improving learning outcomes.

More than 135 local educators attended the 15th-annual KCPT Education Tech Conference “Innovate, Integrate, Motivate Your Classroom.” The day long professional opportunity empowered educators and included sessions on topics ranging from Google apps, augmented reality and innovating learning to virtual learning.

KCPT and Black & Veatch partnered to create engineering mentor-ship opportunities for fifth-grade students in high-need school districts. This collaboration served 10 schools and mentored 635 fifth-graders.

## Community Engagement

We work with partners throughout the region to convene community conversations and work collaboratively with organizations to better understand the needs of our community.

In conjunction with the national PBS series ***The Great American Read***, we brought our voting booth to more than 30 library locations to learn what Kansas City’s most loved book is through in-person events and outreach that celebrated our love of reading.

In ***American Graduate: Getting to Work*** we engaged local students and community partners in discussion about how schools prepare students for the workforce. We shared a local conversation as part of a national public media collaboration.

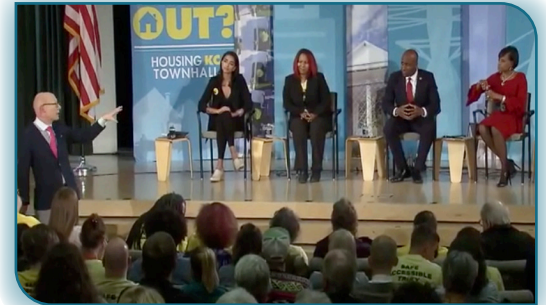
Our CuriousKC initiative invites the public to inform our reporting by posing questions about our city and the surrounding areas. Latinx murals, historical Kansas City, Religion and environmental concerns headlined coverage this past year.

We continue to honor the stories of veterans through our ***Veterans Coming Home*** project.



### KC Housing Town Hall

KCPT partnered with the Kansas City Public Library in the making of The Housing Town Hall. It was made possible by the financial support of the Ewing Marion Kauffman Foundation and AARP - Kansas City. **KC Housing Town Hall** takes a hard look at this issue including the effects of opportunity zones and the tax breaks they extend to developers to encourage investment in economically distressed neighborhoods, as well as the expected impact of reassessment in Jackson County. Moderator Nick Haines hosts the panel which includes Mayor Quinton Lucas, KC Tenants Director Tara Raghuveer; Realtor, landlord and Jackson County Board of Equalization member Stacey Johnson-Cosby; Heartland Apartment Association Executive Vice President Sam Alpert; and resident Tiana Caldwell, whose family has experience eviction and homelessness.



Attendees: 370  
Broadcast Local Impressions: 15,082

### Finding Refuge in KC

Gusewelle Films and KCPT partnered with Jewish Vocational Service to produce **Finding Refuge in KC**, a series of five intimate portraits of refugees who are giving back to the community. The series premiered at World Refugee Day at the Kansas City University of Medicine and Biosciences, and will be shown at the Nelson-Atkins Museum of Art during their Immigrant Heritage Month this spring. Flatlandkc.org provided community resources and volunteer opportunities for viewers to learn more and get involved.



### Kids in Crisis -

#### A KC Mental Health Town Hall

KCPT's **Kids in Crisis, A KC Mental Health Town Hall** was made possible with the support of Johnson County Mental Health, Zero Reasons Why, Health Forward Foundation and Robert & Marlese Gorley. Kids in Crisis tracks the stories of four teenagers and their personal journeys through depression, anxiety and suicidal thoughts. KCPT responds by convening experts, parents and teenagers to pick apart what's working and what's not. Host Nick Haines goes beyond the talk to offer practical solutions, advice and tips from those on the frontlines of tackling mental health in the metro.

*"I applaud your efforts as a moderator during the recent suicide special on KCPT. I thought you asked thoughtful questions on a tough topic. And I appreciated the fresh and insightful responses from the young people in your audience. Well done."*

~Skip, KCMO



*"I watched your Kids in Crisis program. It was very powerful. As it was mentioned that parents should begin having a conversation about suicide and depression much earlier with their kids, I watched the rebroadcast with my 10 year and 14 year old. They asked a lot of questions and I think we all learned a lot. Thank you."*

~Hannah, North KC



### Mayoral Primary Debate

2019 Kansas City

As Mayor Sly James winds down eight years as Kansas City's top elected official, the question now is who will replace him? There's a sprawling field of eleven candidates wanting the job.

If you still haven't made up your mind, we have your back. Meet the men and women who say they have what it takes to be your next mayor. As part of Kansas City PBS's Who Will Lead KC? initiative, KCPT's Nick Haines casts aside the usual debate formalities to prod and poke the candidates in a candid conversation about their ability to lead and fix the city's thorniest problems.

### Partnerships:

This Kansas City Week in Review special is a partnership with the Kansas City Public Library.

### Impact:

Broadcast: Impressions - 17,359

Local Content Viewership/User-ship: Reach - 70,251,

Twitter: Impressions - 45,071, Engagements - 626

Web Views: 2,927



“

What a stellar job you did, Nick, emceeing the panel of all the candidates for Mayor – upbeat, to the point, engaging, not a wasted minute or word. We are so lucky in KC to have you! Thanks for all you do. ”

~ Michael Moles

“

Your preparation and skills at moving things along made the mayoral forum exceptionally valuable. Since like many others, I was not able to attend the event, so KCPT's broadcast was a key service to the community. You are a treasure. ”

~ Steven Kraske

“

I applaud your efforts as a moderator during the recent KCPT Kansas City Week In Review. I thought you were spontaneous, with thoughtful questions and the way you hammered the candidates was refreshing by keeping them off balance and eliciting fresh and insightful responses throughout the debate. Nice Job. ”

~ Skip Speer

“

Every seat filled @KCLibrary Plaza tonight for @KCMO Mayoral Candidate Forum with @KCPT. Tracking 613 people in the audience as debate begins. ”

TWITTER  
~ Heather Hall

## KANSAS CITY PBS AWARDS



### EMMY

11 Regional Emmy nominations and 4 Regional Emmy wins



### MISSOURI BROADCASTERS ASSOCIATION

3 first-place awards and 2 honorable mentions



### NETA AWARDS

2 National Educational Television Association Awards



### EDWARD R. MURROW AWARD

1 Regional Edward R. Murrow Award



### AMERICAN ASSOCIATION OF STATE AND LOCAL HISTORY

1 Award of Merit



### THE KANSAS CITY SOCIAL MEDIA CLUB

1 Gold AMPS Award

## MEASURING OUR IMPACT



Over 1 million people use Kansas City PBS each month via TV, radio, social media, engagement, education, events and online.



There are more than 35,000 hours of programming annually on four broadcast channels (KCPT, KCPT2, KCPT Create, KCPT 24/7 PBS Kids Channel) and nearly 8,500 hours of music per year, including 912 hours of local music on 90.9 The Bridge.



KCPT Education provides free professional development to nearly 300 early childhood providers serving more than 2,000 high-need pre-K children.



On television 72% of all kids ages 2-8 watch PBS Kids.



Localized views of PBS Kids content reached 2.2 million per month this year.



We partnered with more than 150 organizations, and nearly 12,000 people attended community engagement and experiential education events – film screenings, panel discussions, educator workshops and family activities.



More than 28,000 members support KCPT and The Bridge.



323 volunteers donated 2,562 hours of their time.

"We can count on KCPT to provide us with up-to-date and accurate national and international news, thoughtful commentary on politics, and high quality dramatic programming."

~ Mary Lee H., Lawrence, Kan.

"We support public television in Kansas City because of the variety and quality of the programming. From Newshour, to cooking shows, to children's series, our family can watch informative, entertaining television. Thank you for serving Kansas City families stellar programming."

~ Amy R., Kansas City, Mo.



## 2019 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

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.

1900 Building	Heart of America	Knuckleheads	SAVE Farms
90.1 KKFI	Shakespeare Festival	Lakemary Center	Science City at Union Station
AARP	Hickman Mills School District	Lakeside Nature Center	Serve KC
AEG	Hire KC	Lawrence Public Library	Seven Days
Alamo Drafthouse	Holland 1916	Lawrence Song Book	Shawnee Mission School District
Alliance	Initiative PB & J	Lead to Read	Smoke 'N Fire
Amnesty International	J.E. Dunn	Lee's Summit Economic Development Council	Sporting Kansas City
American Jazz Museum	Johnson County Arts and Heritage Center	Liberty Public Schools	Sprint
Anita B. Gorman Conservation	Johnson County Bar Association	Literacy KC	Stand Up Kansas City
Discovery Center	Johnson County Mental Health	Live Nation	Stone Lion Puppet Theatre
Assistance League of Kansas City	Johnson County Public Library	Lyrice Opera of Kansas City	Summit Technology Academy
Bank of America	Kaleidoscope	Mammoth Productions	Sunflower House
Baum Family Foundation	Kansas Ambassador - Women In Military Service For America Memorial	Mid-America Regional Council	Synergy Services
Big Brothers Big Sisters	Kansas City Area Education Research Consortium	Mid-Continent Public Library	The Aktins-Johnson Farm
Bike 816	Kansas City Ballet	Midwest Genealogy Center	The Barstow School
Bike Walk KC	Kansas City Kansas Community College	Midwest Music Foundation	The Bridge:
Black & Veatch	Kansas City Kansas Public Library	Midwest Transplant Network	Give Back
Black Archives of Mid-America	Kansas City Outrage	Mills Record Co.	The Call
Center for Conflict Resolution	Kansas City Police Department	Minddrive	The Children's Place
Center School District	Kansas City Public Library	Missouri Career Center (Full Employment Council)	The Crossborder Network for Justice and Solidarity
Children's Center for the Visually Impaired	Kansas City Public Schools	National Archives of Kansas City	The Culinary Center of Kansas City
Children's Mercy Park	Kansas City Star	National World War I Museum and Memorial	The H & R Block Foundation/Marion and Henry Bloch Family Foundation
City Market	Kansas City Symphony	Negro Leagues Museum	The Literacy Lab
Command and General Staff College at Fort Leavenworth	Kansas City Vet Center	Nelson-Atkins Museum of Art	The Pitch
Community Action Agency of Greater Kansas City	Kansas City Zoo	North Kansas City Library	The Whole Person
Community LINC	Kansas City, KS Public Schools	North Kansas City Schools	The Writer's Place
DeLaSalle Education Center	Kauffman Center	Northland Caps	Thinkshift/DeBruce Foundation
Digistory	Kauffman Foundation	Ohio Education Research Center	Thundergong
DST	KC Boys Choir	Olathe Public Library	Turn the Page KC
Family Conservatory	KC Degrees	Olathe Public Schools	Turner School District
Folk Alliance	KC for Refugees	Operation Breakthrough	Union Station
Francis Family Foundation	KC Girls Choir	Overland Park Chamber of Commerce	United Inner City Services (St. Mark)
Girl Scouts of NE KS and NW MO	KC Healthy Kids	Parents as Teachers (KCPS)	United Way of Greater Kansas City
Girls on the Run KC	KC Kindcraft	PFLAG	University of Kansas
Greater Kansas City Black Health Forward Foundation	KC Parks	Pipeline Productions	University of Kansas - Film School
History Study Group	KC Rising	PNC Grow Up Great	University of Kansas Libraries
Hallmark	KC Scholars	PREP-KC	University of Kansas Medical Center
Harry S. Truman Library and Museum	KC STEM Alliance	Project Healing Waters	University of Missouri - Kansas City
Harvesters	KC Streetcar	R.A. Long Foundation	Variety KC
Haskell Indian Nations University	KC Studio	Rockhurst University	Veteran Writers Group
	KC Water	Ronald McDonald House	Wayside Waifs
	Kids for Vets	Sankara Farm	Wornall Majors House Museums
			Yardley Hall JCCC
			YMCA of Greater Kansas City