

COMMUNITY IMPACT REPORT 2019



COMMUNITY IMPACT REPORT

Across platforms, we strive to make a difference by sharing significant stories that matter to our region. Through our programming, we inspire, connect and strengthen our community. We help our audiences explore the arts, learn more about the natural world, and connect to our shared history and culture. We are able to convene local conversations about the most pressing issues of our day.



At Kansas City PBS we believe in the power of stories well told. This year we have increased our investment in storytelling to bring you more from the Kansas City area, the country and the world.

In this past year, our team of journalists and documentarians have shared powerful stories – of families being evicted, individuals fighting for their jobs and for their health and of people striving to make their communities better through conversation and understanding. We’ve shown the best of our community and also chronicled our shortfalls and missteps, not for the purpose of a “gotcha” moment, but to bring understanding, compassion and sometimes action to the complex challenges present in our communities.

I am proud to share this report with you. It is a snapshot of the work Kansas City PBS has shared with this community this past year. We are a staff of 55 people – bringing you four channels of the highest quality television available, an NPR Music Discovery radio station and a digital news magazine. We consider ourselves servants of the public and stewards of a treasured Kansas City resource.

We remain guided by our founding mission – strengthening communities and transforming lives. Our work has never been more important, and I’m excited about what lies ahead. We thank you for your support and the opportunity to chronicle the past, present and future of this place we call home.

Kliff Kuehl
President & CEO, KCPT

BOARD OF DIRECTORS

OFFICERS

Chairman
Mark Eagleton

Vice Chair, Futures
Kimberly Wilkerson

Vice Chair, Operations
Stuart Shaw

Treasurer
Thomas Dowling, Interim

Secretary
Christopher Underwood

Immediate Past Chair
Thomas Dowling

MEMBERS

Elizabeth Alex
Dr. Roger Best
David Burke
Kirsten Byrd
Tammy Edwards
Jim Giles
Chris Harper
Kiran Huggins
Scott Hughes

Nancy Lee Kemper
Linda Lenza
Juergen Massey
Mark Opara
Mark Thompson
Erin Turley
Daryl Williams
Willetta Willis-McGhee

COMMUNITY ADVISORY BOARD

MEMBERS

Jack Bainbridge
Janae Gatson-Bowers
Trey DeBose
Rev. Darren Faulkner
Kay Oros Davis

Wesley Reed
Terry Rinehart
Wanda Vaughn
DeQuai Wilson



NATIONAL PROGRAM HIGHLIGHTS STORIES WITH MEANING

- Drama fans tuned in across platforms for the return of *Masterpiece's Victoria*. The New York Times called it “tremendously engaging ... immediately gratifying.” The Boston Globe pronounced it “captivating,” and Paste Magazine proclaimed that “*Victoria* is a royal masterpiece.”
- **American Masters** explored the lives and works of four groundbreaking visual artists with an “Artists Flight” of new documentaries profiling Eva Hesse, Elizabeth Murray, Andrew Wyeth and Jean-Michel Basquiat.
- Dr. Henry Louis Gates Jr. explored one of the most consequential, yet least understood, periods in American history through **Reconstruction: America After the Civil War**.
- **Frontline** continued to tackle the most pressing issues of the day, earning the first Gold Baton – the Alfred I. duPont-Columbia University Awards’ highest honor – awarded in a decade.
- **NOVA** explored the universe with real-time coverage of the spacecraft New Horizons’ journey – the most distant in NASA’s history – in “Pluto and Beyond” and investigated the spike in volcanic activity that turned a paradise into an inferno in “Kilauea: Hawaii on Fire.”
- **Independent Lens** brought viewers the hit documentary *Won't You Be My Neighbor?* about the late Fred Rogers and his iconic children’s show. *Minding the Gap*, an Academy Award-nominated film, shared the intimate story of three young men building a bond as they escape volatile families in their Rust Belt hometown.





NEWS & PUBLIC AFFAIRS

Kansas City PBS employs digital and broadcast communication to inform and educate while engaging audiences in dialogue to explore community solutions.

- **Week in Review** and **Ruckus** engaged the community in conversation on important civic topics. These weekly discussions raised awareness, added understanding and shaped conversation on issues like affordable housing, crime, minimum wage, health care and immigration.
- **Who Will Lead KC?** Kansas City's most hard-pressed neighborhoods became the focus for Kansas City PBS's coverage of the KC mayoral race. In-depth reporting explored affordable housing, violent crime and tax incentives.
- **Public Works? A Level Foundation** took a closer look at how housing issues are impacting health, education and the long-term viability of neighborhoods. From evictions, to gentrification, to the fight over apartments and rent, the multimedia series showed audiences how community members are impacted.
- **Take Note** asked local students, school leaders and parents to imagine the school of the future and what that means for future generations. Through multimedia storytelling, Kansas City PBS shared their stories and sparked community dialogue.

COMMUNITY ENGAGEMENT

Kansas City PBS provides content and context through community engagement efforts, such as hosting community gatherings to foster open dialogue and understanding.

- **curiousKC** put multiplatform storytelling in the hands of audiences, encouraging them to ask questions to drive reporting. Latinx murals, historical Kansas City, religion and environmental concerns headlined coverage this past year.
- **The Great American Read** brought audiences together to crown Kansas City's favorite book through in-person events and outreach that celebrated our love of reading.
- **American Graduate: Getting to Work** engaged local students and community partners in discussion about how schools prepare students for the workforce. Kansas City PBS shared local conversations as part of a national public media collaboration.





ARTS & CULTURE

Kansas City PBS arts and culture storytelling focuses on the organizations, events and artists that shape Kansas City's cultural landscape.

- ***Me, Dorothy...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, Dorothy...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.
- For the 15th year, KCPT 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.
- ***Sounds of the Soul***, a docu-series, put those who handcraft musical instruments center stage. The series followed the makers as they craft these beautiful instruments and the musicians who seek out their hyper-specific qualities.
- ***Walk Turn Walk*** was an exploration of Kansas City's history as a garment manufacturing hub and current fashion culture in America's heartland.
- ***Work in Progress*** celebrated the process of art – its creation and its creator – rather than the finished project.



- ***90.9 The Bridge*** added to its multiplatform 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.





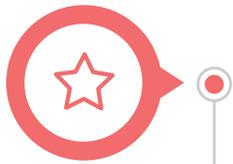
EDUCATION INSPIRING A LOVE OF LEARNING

Kansas City PBS leads the way in delivering educational content to children who need it most, boosting their chance for success in school and life.

- 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 daylong 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 mentorship opportunities for fifth-grade students in high-need school districts. This collaboration served 10 schools and mentored 635 fifth-graders.



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.



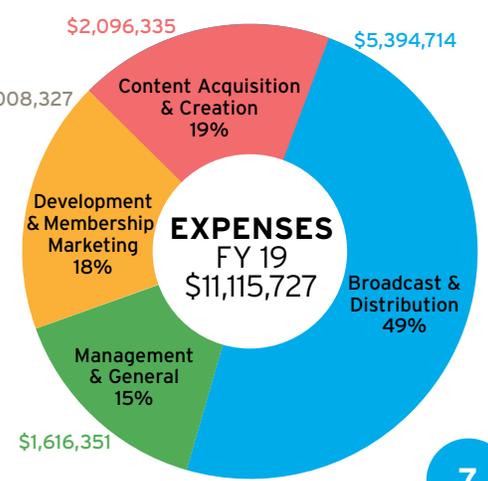
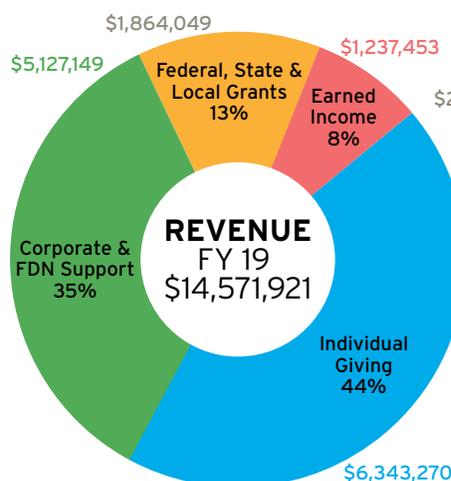
More than 28,000 members support KCPT and The Bridge.



323 volunteers donated 2,562 hours of their time.

AN INVESTMENT IN KANSAS CITY PBS IS AN INVESTMENT IN OUR COMMUNITY

Kansas City PBS relies on the support of individuals, foundations and corporations for more than 78% of funding.



COMMUNITY IMPACT REPORT 2019



ON AIR

KCPT 19.1
KCPT2 19.2
KCPT Create 19.3
KCPT 24/7 Kids Channel 19.4
90.9 FM The Bridge

ONLINE

kcpt.org
flatlandkc.org
bridge909.org

 /kcpt19
/FlatlandKC
/909thebridge

 @KCPT
@909thebridge
@flatland-kc

 @KCPT
@FlatlandKC
@909thebridge

 /909thebridge

IN PERSON

kcpt.org/events

125 East Thirty-First Street
Kansas City, MO 64108
816-756-3580