



This program (*Public Works? Evicted*) was a model of how local reporting can look fairly and in-depth at a critically important issue. This is why we never miss *Week in Review* or your other reports. As a retired social worker, I appreciate the sensitivity to social justice concerns.

~ John Flaherty,  
KCPT Producers Society Member

## 2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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.

### 2018 KEY SERVICES

**In 2018, KCPT provided these key local services to its community:**

4 broadcast streams of content

306 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

### 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.



## 2018 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 newsmakers, 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 roundtable, highlights newsmaker 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.

A decade after KCPT's in-depth examination of the childhood obesity epidemic, Generation XL: A 10-Year Weigh-In re-examined the trends in childhood obesity at the local, state and federal levels. The month-long, in-depth reporting project was capped by a televised community panel discussion.

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 Kansas Governor's Debate (in partnership with the JoCO Bar Association). 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.

Show Me returned for a third season highlighting four influencers of Kansas City's cultural identity: actor Jason Sudeikis, design company Porter Teleo, artist Susan Lordi Marker and filmmaker Kevin Willmott. Work in Progress explored a diverse group of artists' processes through the lens of their own self-discovery in a four-part series and broadcast documentary. And we teamed up with Hello Atelier, a Kansas City-based podcast that explores what it means to be a working artist.

We addressed cultural diversity in Music is an Immigrant, a music documentary that followed Enrique and Diego Chi of Making Movies, a Kansas City-based band, as they returned to Panama to explore their musical influences. Resurrecting Quindaro was a multipart multimedia story about the history of Quindaro, which famously harbored escaped slaves, and how preservationists are working to mark it as a historic landmark.

Ongoing columns like Origin Stories, Order Up, Best Eat in the House, Tap List and Other Weekend Possibilities provided our readers on Flatland with the deep dish on local fare. We looked at the local music industry in the biweekly column Sympathetic Vibrations. And Turning The Tables: KC Edition from 90.9 FM The Bridge reported a multipart series on the contributions of Kansas City women in music — capturing their experiences in a traditionally male-dominated industry.

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.



## 2018 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

### 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.

KCPT partnered with four school districts (Blue Springs School District, Center School District, Hickman Mills School District and Wellington-Napoleon School District) to create a series of professional development videos for the Making Math Matter grant from the Missouri Department of Elementary and Secondary Education.

Incarceration, gun violence, hunger -- those were just a few of the tough topics we brought front and center for workshops that engaged early childhood professionals and parents as part of the Sesame Street in Communities curriculum. We continued our long-standing relationship with Black & Veatch to bring engineering mentorship opportunities to fifth-grade students in high-needs school districts. And we partnered with local organizations to create stories about Kansas City kids for the KCPT 24/7 PBS Kids Channel.

In celebration of the 50th anniversary of Mister Rogers' Neighborhood, KCPT honored the memory of this beloved public television pioneer. Events included the "Mister Rogers Kindness Crawl" with Serve KC; a partnership with PNC Grow Up Great presented "Be My Neighbor Day" at the Anita B. Gorman Conservation Discovery Center that focused on children being caring neighbors through acts of kindness and conservation; and yearlong conversations about the impact Fred Rogers had on our viewers.

### 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.

We convened community conversations around '68 The Kansas City Race Riots (in partnership with the Kansas City Public Library and 41 Action News); women's service in the military accompanied by a screening of Served Like a Girl (in partnership with the National Archives at Kansas City and the National WWI Museum and Memorial); and racial and labor justice through a screening of the Independent Lens film Dolores (in partnership with The Kansas City Public Library, Stand Up KC, the Fannie Lou Hamer Women's Committee, the University of Missouri-Kansas City, the Cross Border Network for Justice and Solidarity, the League of United Latin American Citizens and El Centro).

Our curiousKC initiative invites the public to inform our reporting by posing questions about our city and the surrounding areas. It covers concerns as big as, "How integrated are our schools?" to culture touchstones such as, "Whatever happened to Smaks?"

We continue to honor the stories of veterans through our Veterans Coming Home project. And this year launched American Graduate: Getting to Work, a multiyear engagement initiative — funded by the Corporation for Public Broadcasting — to engage with local students and community partners about how schools are preparing students for the workforce.



### KCPT Early Childhood Workshops

Kansas City PBS knows that early childhood providers face huge challenges in trying to get the most resources out to the families that they serve. Sesame Street in Communities is a fantastic free resource that I share with all of my families.

~ Dr. Rupal Gupta, Pediatrician Children's Mercy Hospital / Medical Director Operation Breakthrough



## 2018 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

### '68: The Kansas City Race Riots Then and Now

KCPT partnered with NBC 41 Action News and The Kansas City Public Library. The multi-media collaboration examined the '68 race riots in Kansas City including the conditions in the city and the slow pace of civil rights reforms that fed an eruption of anger, fear, and deadly violence in the wake of Martin Luther King's assassination. Components included town hall, documentary, exhibit at the library.



KCPT broadcast - 22,225 HH / Twitter: 977 engagements  
Facebook: 765 engagements, 12,299 video views (including Facebook Live) Town Hall - 523 attendees, 234 YouTube views  
April pageviews at kcpt.org landing page: 704  
A Look Back at the Deadly '68 Riots (flatlandkc.org) - 231 pageviews

### Mister Rogers Kindness Crawl

Saturday, March 24 was a beautiful day in our neighborhood! Nearly 150 — mostly cardigan clad — Kansas Citians participated in KCPT's Mister Rogers Kindness Crawl, helping local non-profits and committing other neighborly acts. The event goals were to: raise awareness of nonprofits and volunteer activities in the Kansas City area, to help Kansas Citians, to create an atmosphere of kindness that would spread throughout the city, to raise money for KCPT KIDS programming, to celebrate the 50th anniversary of Mister Rogers Neighborhood and to have fun!



*It was an awesome day! Thanks to everyone who worked to put this together & all of the volunteers at the different stops! Please do more of these - Participant*

### Kansas Governor's Debate

KCPT's Nick Haines moderated the Kansas Governor's Debate featuring Republican Kris Kobach, Democrat Laura Kelly and independent candidate Greg Orman. The debate was sponsored by the Johnson County Bar Association and was livestreamed on Facebook Live as well as broadcast on-air.



#### Impact:

28,588 HH impressions on broadcast

2,115 YouTube Views

Facebook - impressions: 111,515; engagements: 5,737

Twitter - impressions: 19,927; engagements: 358





## 2018 LOCAL CONTENT AND SERVICE REPORT

# STORIES OF IMPACT

### Eviction in KC: Leveling the Foundation *February - July 2018*

Kansas City has long been viewed as one of America's most affordable cities to live. Yet that reputation is changing. After years of stagnant wages and skyrocketing rents, a quality affordable home is out of reach for thousands of metro residents.

Nearly three in 100 renters in Jackson County were evicted in 2016, a rate nearly 20 percent higher than the national average. From evictions to gentrification to the fight over apartments and rent, experts told us housing insecurity is a burden borne quietly and behind closed doors. But the numbers are staggering.

KCPT and its digital news team at Flatland conducted a months-long reporting series featuring in-depth video reports, online stories, documentaries and broadcast town halls. KCPT featured the stories of real people, conducted both in-person and digital engagement and hosted town hall conversations and small group events to better understand the issues facing our community.

#### Partnerships:

Kansas City Public Library  
UMKC Center for Neighborhoods  
Heartland Center for Jobs & Freedom  
Landlords, INC.

#### Impact:

KCPT broadcast - Affordable Housing: Public Works - 25,214 HH  
KCPT broadcast - Evicted: Public Works - 36,970 HH  
Flatlandkc.org - 10,184 pageviews  
Digital Shorts - 5732 views



You did a fabulous job on that Jan 24 town hall meeting at the public library on evictions. You've made that kind of facilitation and moderation into an art form: people are treated fairly, they are heard and they behave in a civilized way. And yet you don't shy away from tough questions---on the contrary, you zero in and facilitate a very direct and important exchange of views. I'm impressed. ~ Event Attendee

I watch your show (almost) every week, including this week when I saw your evicted special on KCWIR. I was moved by it and felt like your show really opened a fantastic dialogue about an issue facing many people who may not know this is an issue and gave voice to some people cannot do anything alone. I teach a section of introduction to sociology at metropolitan community college. I'd like to assign your video for my class. ~ Ora

Thank you so much for really addressing a very important issue. As greater KC is being bought up & rebuilt to much greater profit, there are too many now taking advantage of what may well end up being ghost towns as the era's change. As long as there is money to be made, it won't be an issue about poor, financially challenged tenants. I've been blessed with great landlords as I'm going on 6 years now & plan on staying until I die or the building falls down. I'd like to know when more if the eviction discussions will be taking place. All renters & landlords need to see this. ~ Kellie Hilton



## 2018 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	Festival	Lakemary Center	SAVE Farms
90.1 KKFI	Hickman Mills School District	Lakeside Nature Center	Science City at Union Station
AARP	Hire KC	Lawrence Public Library	Serve KC
AEG	Holland 1916	Lawrence Song Book	Seven Days
Alamo Drafthouse	Initiative PB & J	Lead to Read	Shawnee Mission School District
Alliance	J.E. Dunn	Lee's Summit Economic Development	Smoke 'N Fire
Am Grad:	Johnson County Arts and Heritage	Council	Sporting Kansas City
Amenesty International	Center	Liberty Public Schools	Sprint
American Jazz Museum	Johnson County Public Library	Literacy KC	Stand Up Kansas City
Anita B. Gorman Conservation Discovery Center	Kaleidiscopes	Live Nation	Stone Lion Puppet Theatre
Assistance League of Kansas City	Kansas Ambassador - Women In	Lytic Opera of Kansas City	Summit Technology Academy
Bank of America	Military Service For America Memorial	Mammoth Productions	Sunflower House
Baum Family Foundation	Kansas City Area Education Research Consortium	Mid-America Regional Council	Synergy Services
Big Brothers Big Sisters	Kansas City Ballet	Mid-Continent Public Library	The Aktins-Johnson Farm
Bike 816	Kansas City Kansas Community College	Midwest Genealogy Center	The Barstow School
Bike Walk KC	Kansas City Kansas Public Library	Midwest Music Foundation	The Bridge:
Black & Veatch	Kansas City Outrage	Midwest Transplant Network	The Call
Black Archives of Mid-America	Kansas City Police Department	Mills Record Co.	The Children's Place
Center for Conflict Resolution	Kansas City Public Library	Minddrive	The Crossborder Network for Justice and Solidarity
Center School District	Kansas City Public Schools	Missouri Career Center (Full Employment Council)	The Culinary Center of Kansas City
Children's Center for the Visually Impaired	Kansas City Star	National Archives of Kansas City	The H & R Block Foundation/Marion and Henry Bloch Family Foundation
Children's Mercy Park	Kansas City Symphony	National World War I Museum and Memorial Nelson-Atkins Museum of Art	The Literacy Lab
City Market	Kansas City Vet Center	North Kansas City Library	The Pitch
Command and General Staff College at Fort Leavenworth	Kansas City Zoo	North Kansas City Schools	The Whole Person
Community Action Agency of Greater Kansas City	Kansas City, KS Public Schools	Northland Caps	The Writer's Place
Community LINC	Kauffman Center	Ohio Education Research Center	Thinkshift/DeBruce Foundation
DeLaSalle Education Center	Kauffman Foundation	Olathe Public Library	Turn the Page KC
Digistory	KC Boys Choir	Olathe Public Schools	Turner School District
DST	KC Degrees	Open Spaces	Union Station
Family Conservatory	KC for Refugees	Operation Breakthrough	United Inner City Services (St. Mark)
Folk Alliance	KC Girls Choir	Overland Park Chamber of Commerce	United Way of Greater Kansas City
Francis Family Foundation	KC Healthy Kids	Parents as Teachers (KCPS)	Veterans
Girl Scouts of NE KS and NW MO	KC Kindcraft	PFLAG	University of Kansas
Girls on the Run KC	KC Parks	Pipeline Productions	University of Kansas - Film School
Greater Kansas City Black History Study Group	KC Rising	PNC Grow Up Great	University of Kansas Libraries
Hallmark	KC Rising	PREP-KC	University of Kansas Medical Center
Harry S. Truman Library and Museum	KC Scholars	Project Healing Waters	University of Missouri - Kansas City
Harvesters	KC STEM Alliance	R.A. Long Foundation	Variety KC
Haskell Indian Nations University	KC Streetcar	Rockhurst University	Veteran Writers Group
Heart of America Shakespeare	KC Streetcar	Ronald McDonald House	Wayside Waifs
	KC Water	Ronald McDonald House	Wornall Majors House Museums
	Kids for Vets	Sankara Farm	Yardley Hall JCCC
	Knuckleheads		YMCA of Greater Kansas City



### Indie Lens Pop-Up Screening of "Dolores"

"What a fantastic and well put together event. Thank you for a chance to view and learn from these important short films."

"It was amazing! Thank you for having a women only panel from diverse backgrounds."

"Thank you for all you're doing! You show the power of community action and community – and women!"

"Wonderful film, great discussion. Keep up the good work."



## 2018 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY