

DIVERSITY REPORT

Represents content and activities in FY20 – July 1, 2019 - June 30, 2020 | Kansas City PBS

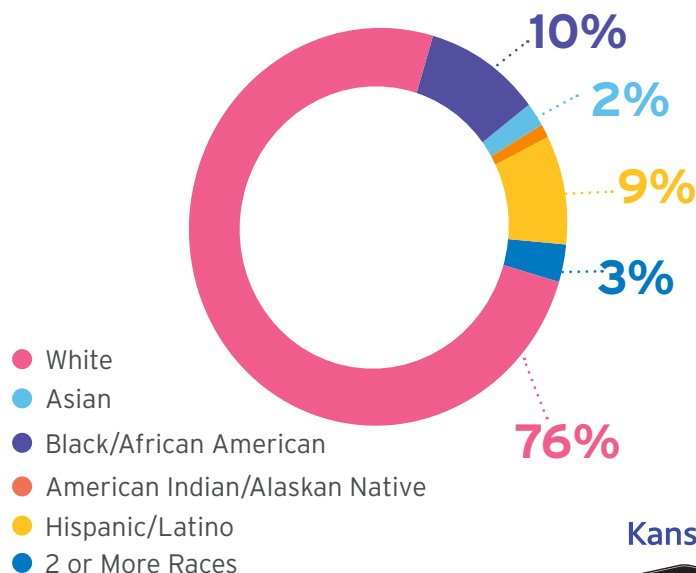
In June 2018, the Kansas City PBS Board of Directors adopted a new, comprehensive framework for managing diversity and inclusion efforts throughout the organization. In addition to creating shared protocols, the framework challenges the station to expand the definition of diversity beyond race and gender to better reflect today's complex media landscape. Analysis is organized around three pillars: people, programming and processes. This report summarizes the results achieved in FY 2020 and outlines next steps.

GOAL: To elevate diversity initiatives beyond race and gender to create a construct that more directly emphasizes the equitable representation of the diverse voices, views and perspectives in the communities served by Kansas City PBS.

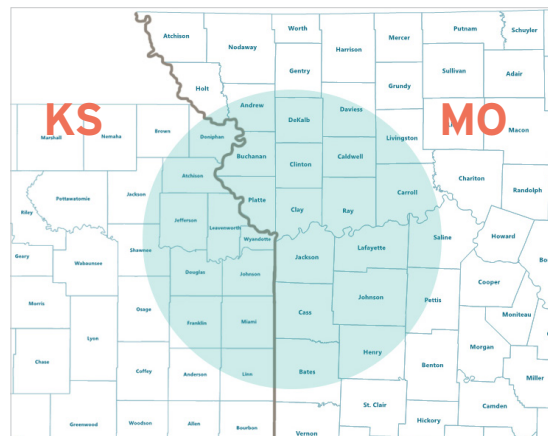
DIVERSITY MANAGEMENT FRAMEWORK

PILLAR	OBJECTIVE	METRICS
PEOPLE	Ensure hiring, internal advancement and external recruiting practices lead to a diversity of management, professionals [station employees], contractors, outside vendors, and Board of Directors and Community Advisory Board members to better reflect the Kansas City PBS coverage area.	Race & Gender
PROGRAMMING	Achieve equitable engagement in programming through the production and purchasing of programs highlighting the stories and people reflected in audiences in the Kansas City PBS coverage area.	Race, Gender, Age, Sexual Orientation, National Origin, Economic Status, Religion, Faith and Geography
PROCESSES	Adopt comprehensive protocols that support a diversity of selection in all station initiatives.	Annual Audit of New Hires/ Promotions, Vendors and Editorial Projects

KANSAS CITY PBS
COVERAGE AUDIENCE DIVERSITY



KANSAS CITY PBS
COVERAGE MAP



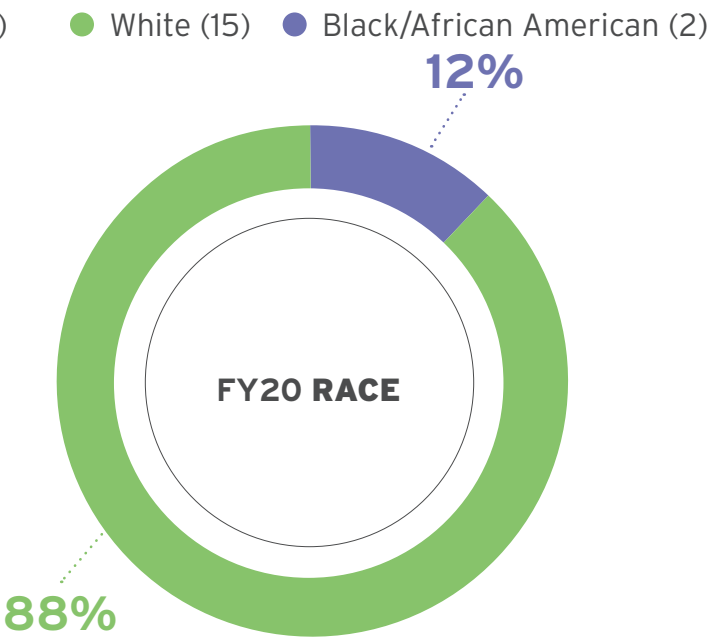
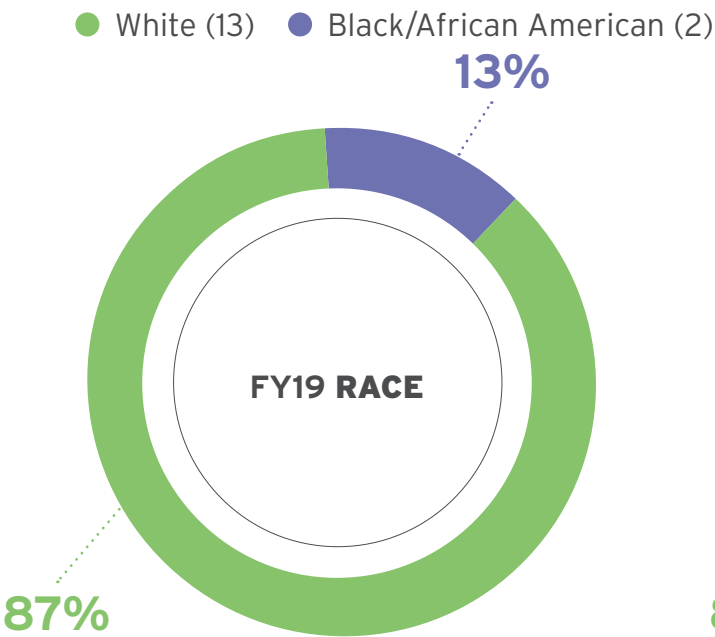
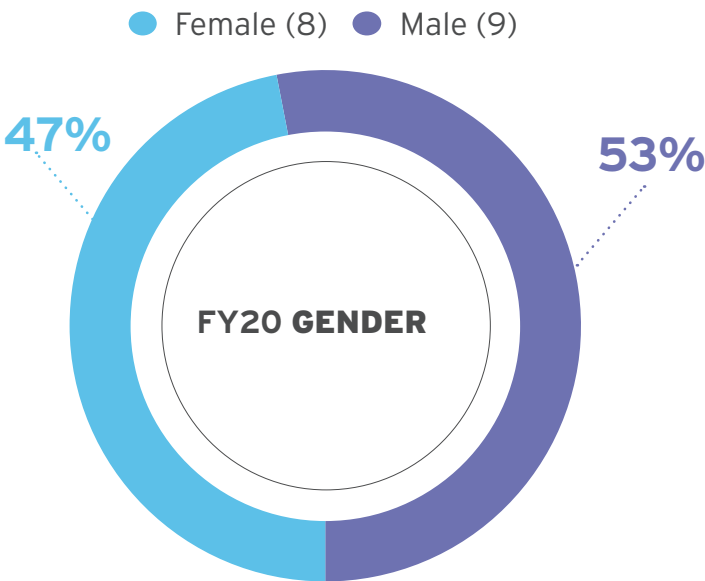
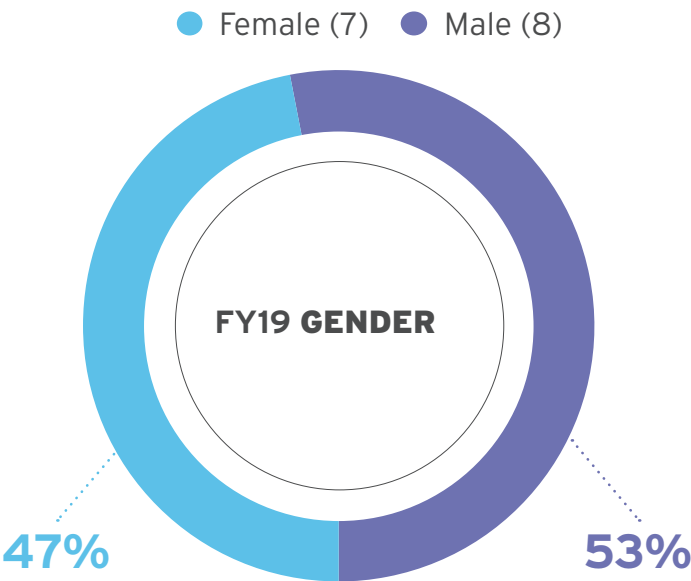
Kansas City PBS



PEOPLE

MANAGEMENT

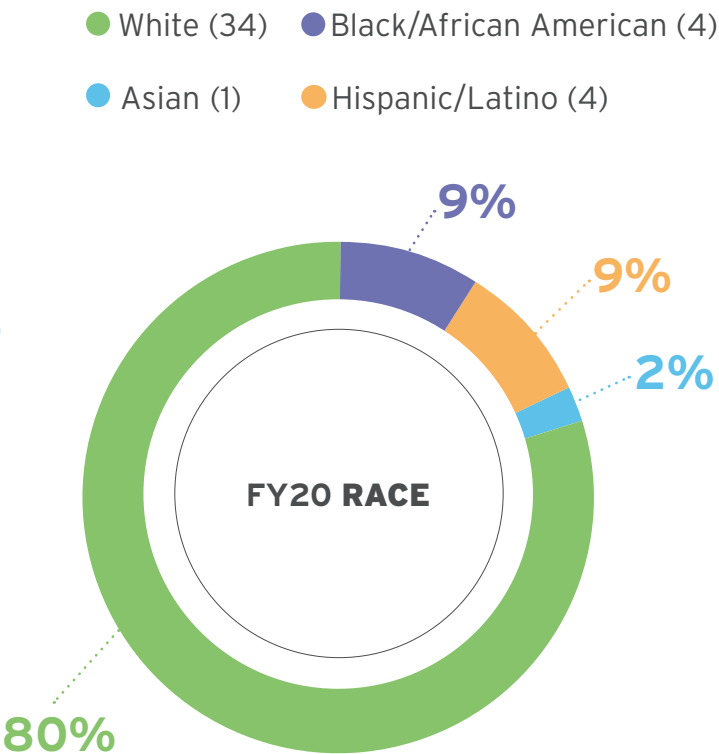
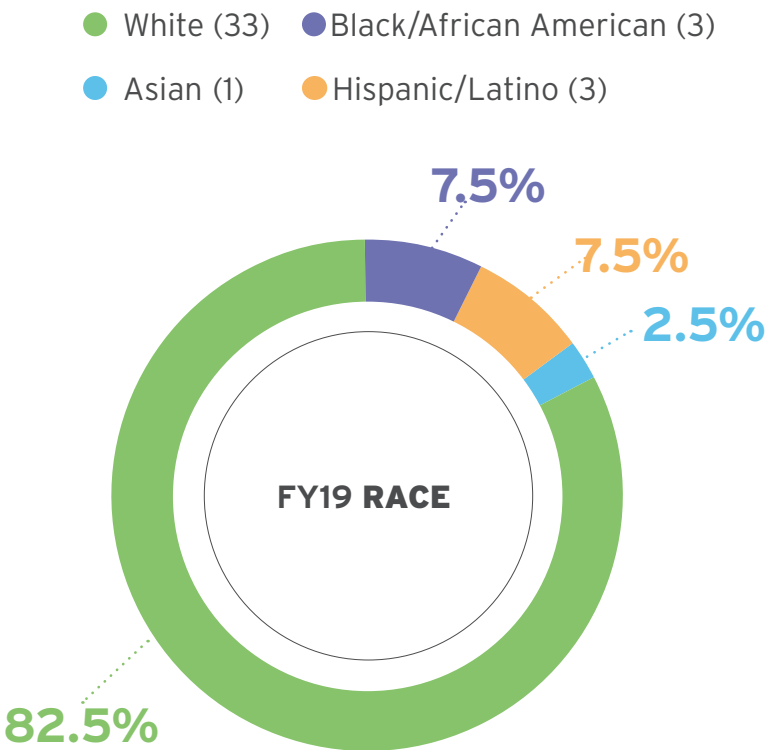
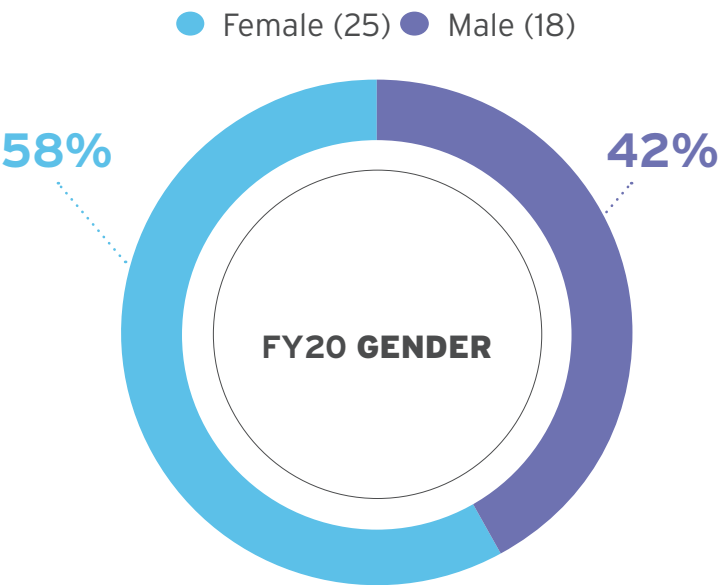
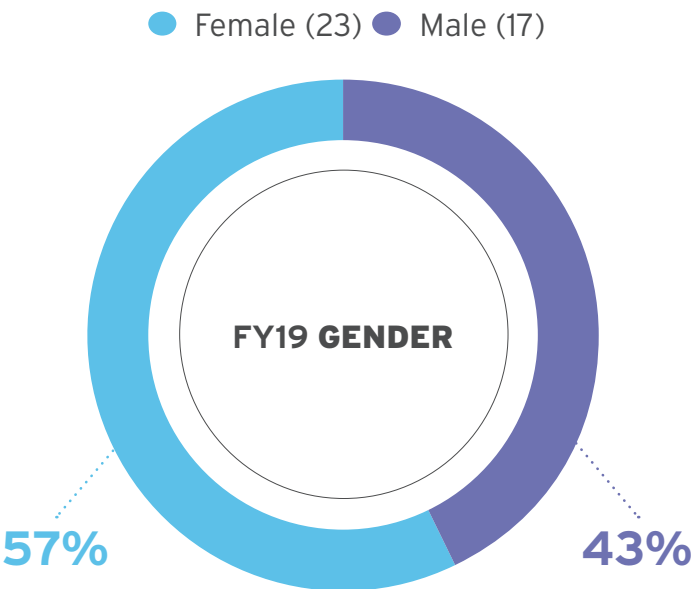
Gender and racial makeup of Kansas City PBS management personnel shifted slightly from FY19 to FY20. The number of managers increased while percentage of females and African Americans in Kansas City PBS management remained nearly the same in FY20 with 47% and 12% respectively.



PEOPLE

PROFESSIONALS

In FY20 the occurrence of female professionals increased by 1% and racial makeup became more diverse with white professionals decreasing by 2.5%.

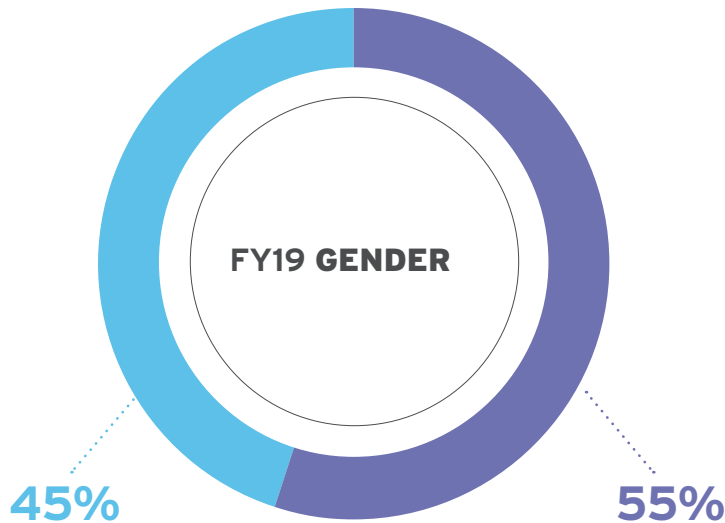


PEOPLE

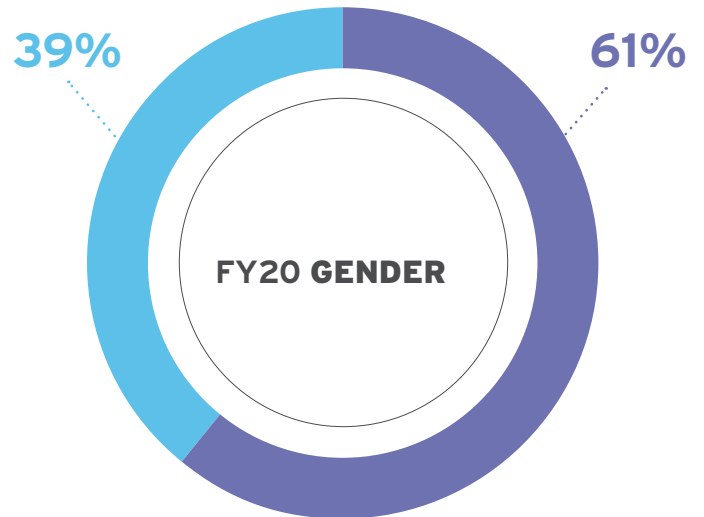
CONTRACTORS

In FY20 the occurrence of female contractors decreased by 6%. Racial makeup became more diverse with white contractors decreasing by 3%.

● Female (21) ● Male (26)



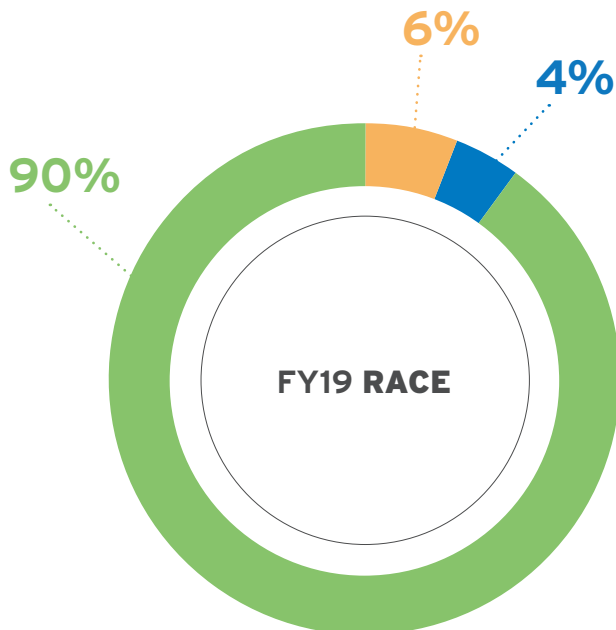
● Female (15) ● Male (23)



● White (42) ● Black/African American (0)

● Asian (0) ● Hispanic/Latino (3)

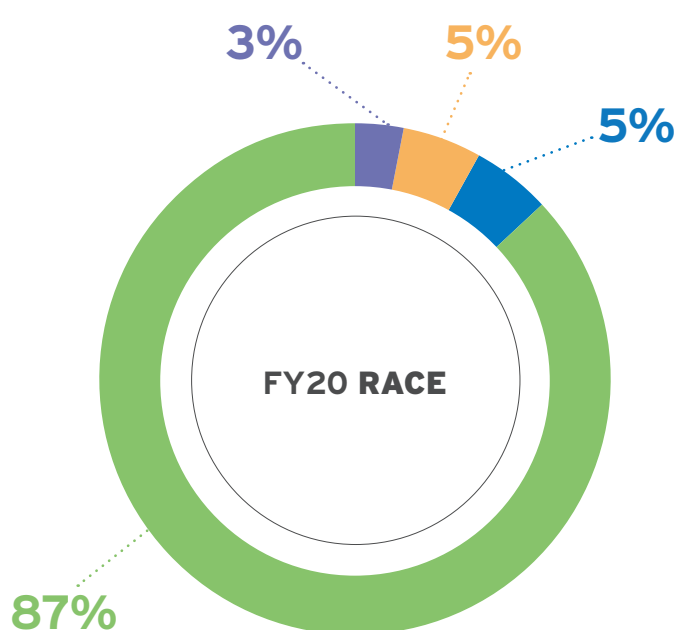
● 2 or More Races (2)



● White (33) ● Black/African American (1)

● Asian (0) ● Hispanic/Latino (2)

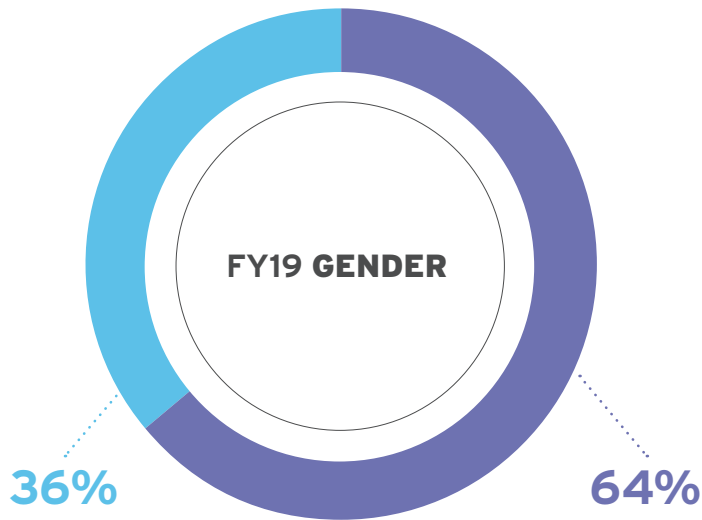
● 2 or More Races (2)



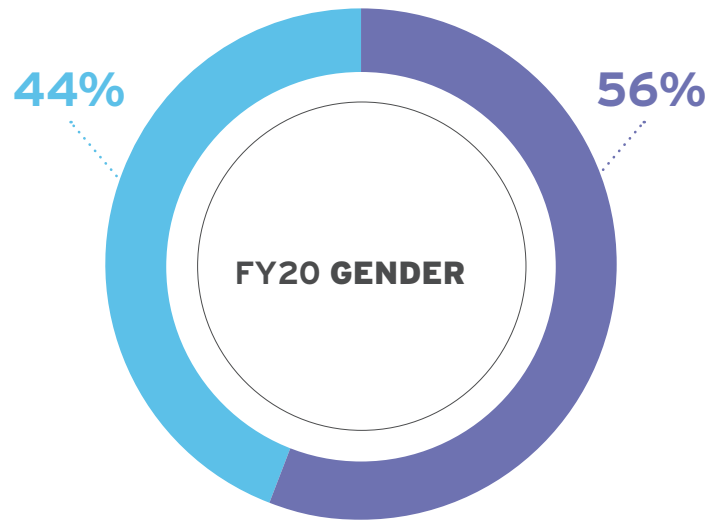
BOARD OF DIRECTORS

Female participation on the Kansas City PBS Board of Directors increased from 36% to 44%, and African American participation decreased from 17% to 16%.

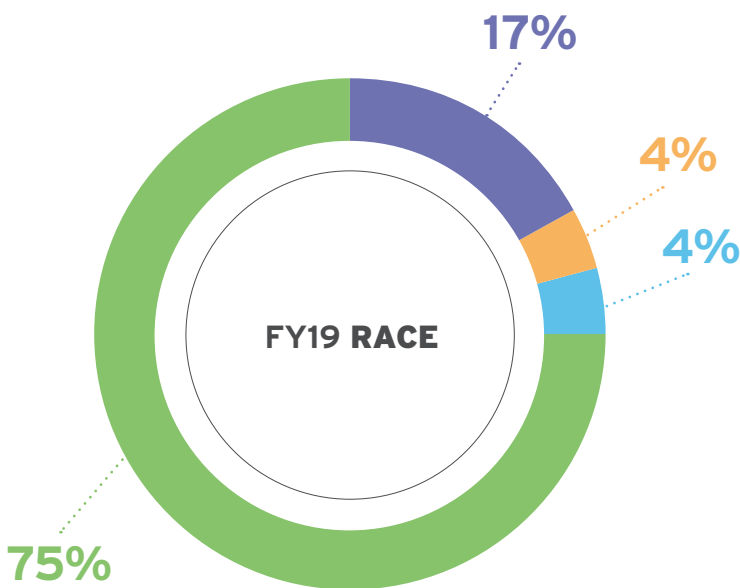
● Female (9) ● Male (14)



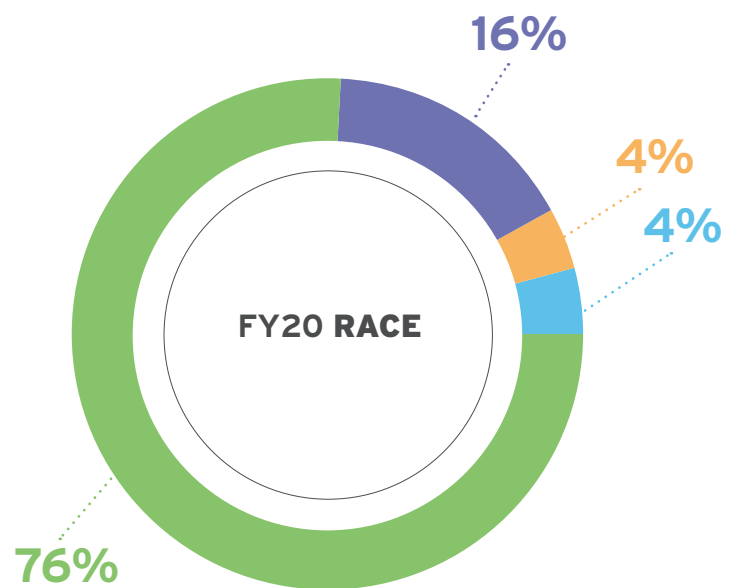
● Female (11) ● Male (14)



● White (17) ● Black/African American (4)
 ● Asian (1) ● Hispanic/Latino (1)
 ● 2 or More Races (0)



● White (19) ● Black/African American (4)
 ● Asian (1) ● Hispanic/Latino (1)
 ● 2 or More Races (0)

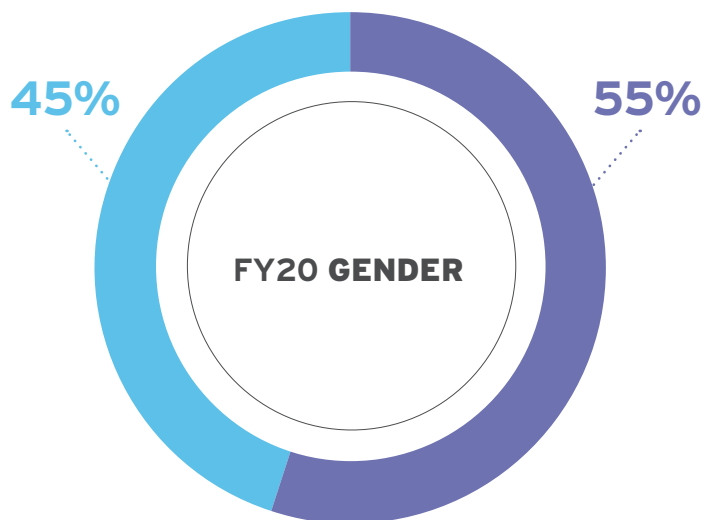
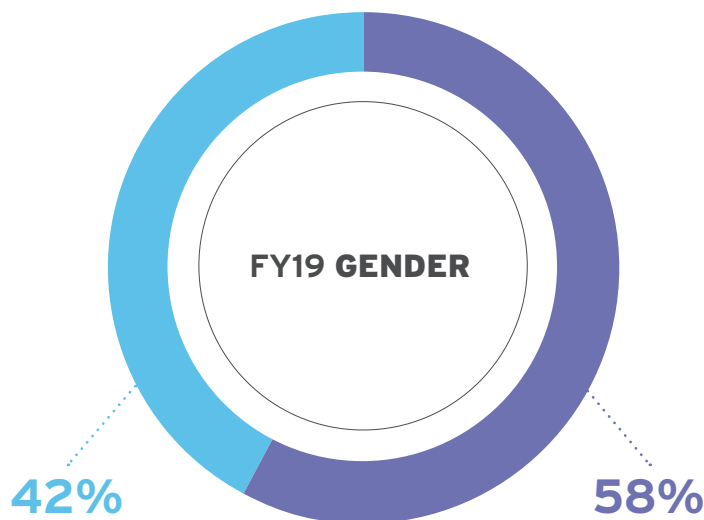


COMMUNITY ADVISORY BOARD

Female membership on the Kansas City PBS Community Advisory Board increased from 42% to 45%, and African American membership increased from 58% to 63%.

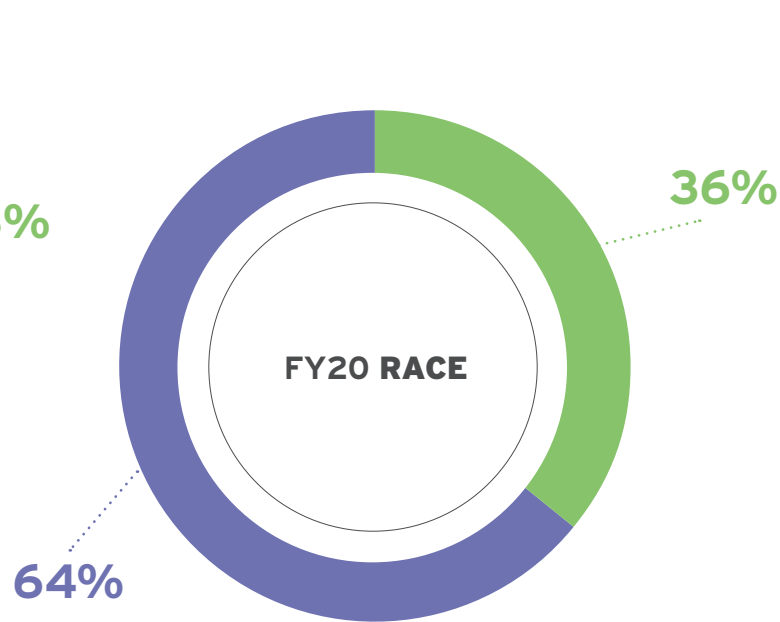
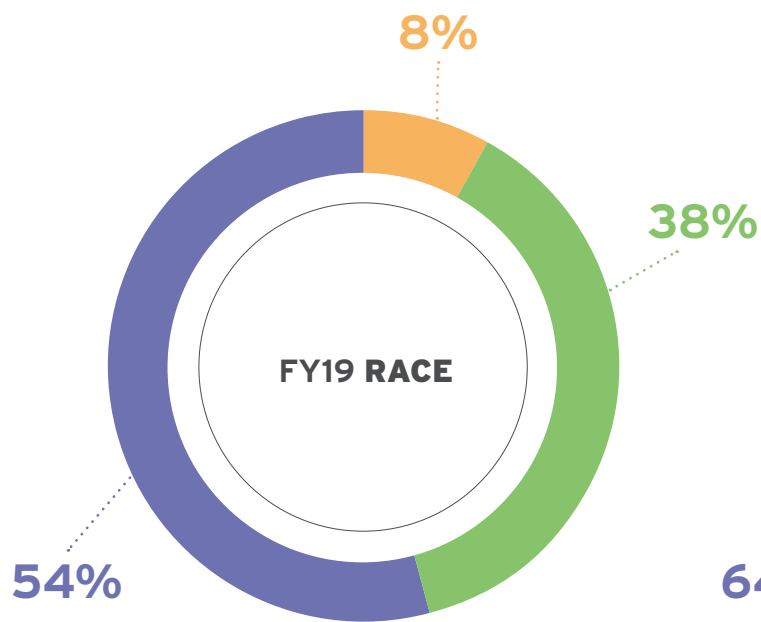
● Female (6) ● Male (7)

● Female (5) ● Male (6)



● White (5) ● Black/African American (7)
 ● Asian (0) ● Hispanic/Latino (1)
 ● 2 or More Races (0)

● White (4) ● Black/African American (7)
 ● Asian (0) ● Hispanic/Latino (0)
 ● 2 or More Races (0)



PROGRAMMING

NATIONAL PROGRAMMING HIGHLIGHTS

National programming is the largest service offered by Kansas City PBS, with an average viewership of 800,000 individuals every month. Content strategy, with a focus on inclusion, is developed at the national level, and programming ranging from specials such as *4 Wheel Bob and Denial: The Dad That Wanted to Save the World* to multi-part series such as *Africa's Great Civilizations* and *The Latino Americans* is evaluated. The coverage of ongoing weekly programs, including *Frontline*, *American Masters*, *POV* and *Independent Lens* is also considered. Kansas City PBS relies on the Community Advisory Board (CAB) to provide feedback on gaps in programming, making every effort to respond with solutions to fill those gaps.

American Masters:

Basquiat: Rage to Riches (race), *Itzhak* (religion)
Sammy Davis Jr.: I've Gotta Be Me (race)

Great Performances:

Gloria: A Life (gender)

Frontline:

Flint's Deadly Water (race), *For Sama* (national origin)
Separated: Children at the Border (national origin)

POV:

Call Her Ganda (gender), *Bisbee '17* (national origin), *On Her Shoulders* (national origin), *The Return* (race), *Do Not Resist* (race), *America* (age), *Blowin' Up* (gender), *Midnight Traveler* (national origin), *And She Could Be Next* (gender)

Independent Lens:

The Untold Stories of Armistead Maupin (sexual orientation), *Decade of Fire* (race), *Conscience Point* (race), *Attla* (race), *Supergirl* (gender), *Cooked: Survival by Zip Code* (race), *Leftover Women* (gender and national origin), *I Am Another You* (national origin), *Bedlam* (mental disability), *Recorder: The Marion Stokes Project* (race), *First Rainbow Coalition* (race)

College Behind Bars:

This four-part documentary film series, directed by award-winning filmmaker Lynn Novick and executive produced by Ken Burns, tells the story of a small group of incarcerated men and women struggling to earn college degrees and turn their lives around in one of the most rigorous and effective prison education programs in the United States - the Bard Prison Initiative.

Voces:

This documentary showcase celebrates the rich diversity of Latino arts and culture. Produced by Latino Public Broadcasting, *Voces* is PBS' signature Latino arts and culture documentary showcase and the only ongoing national television series devoted to exploring and celebrating the rich diversity of the Latino cultural experience.

Additional Programming: The Asian experience was highlighted with the four-hour *The Asian Americans* special, the six-hour *The Story of China* special along with the shows *Tsuroko's Tea Journey* and *Nobody Dies*. Stories of Native Americans were told through the five-hour special *Native America* and others such as *Ishi's Return*, *Walking in Two Worlds*, *Indians Like Us* and *The Warrior Tradition*.

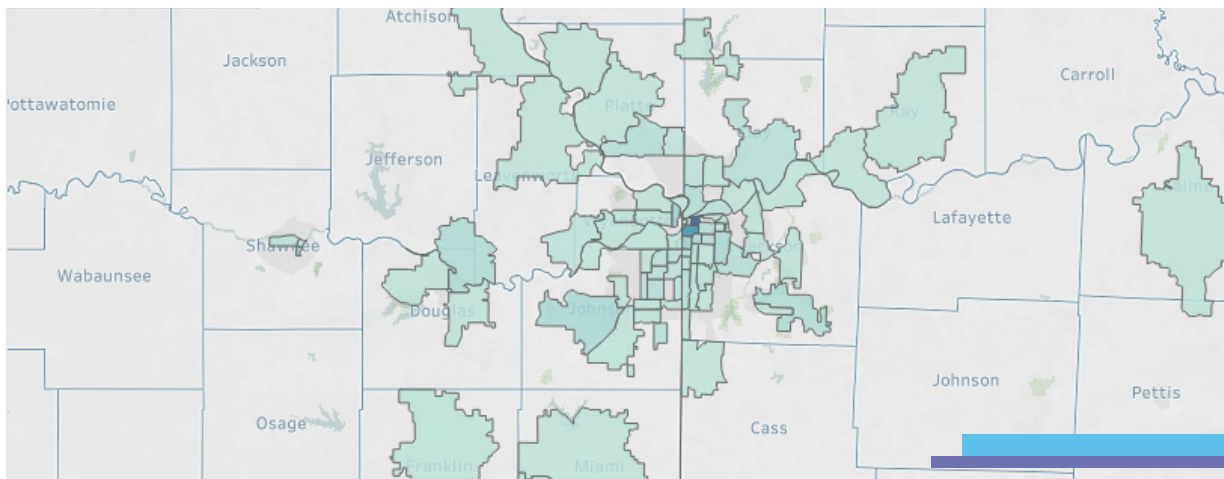


Image: Waad al-Kateab (*For Sama*) filming the ruins of a building destroyed by bombing in Aleppo.

PROGRAMMING

CONTENT COVERAGE BY ZIP CODE

In **FY20** Kansas City PBS shared stories across platforms – radio, TV and digital – that were significant to a wide range of audiences. To increase diversity in storytelling in **FY20** stories from more than 70 ZIP codes were shared.



LOCAL PROGRAMMING HIGHLIGHTS

A Century of Change: Negro League Centennial

This film highlights the centennial of the founding of the Negro National Baseball League and celebrates the legacy of what was an economic staple for the black community. Seen in 1,349 households. This show also had a community screening with 200 attendees at the Gem Theater.

- 10 Facebook posts
- 2 Instagram posts
- Total of 12,501 Facebook and Instagram impressions
- 10 Twitter posts
- Total of 30,418 Twitter impressions

Land of Opportunity:

This documentary focuses on the racially restrictive covenants of the Santa Fe neighborhood, restricting home purchases by people of color. Also highlighted is the legal fight by Dr. Dennis Madison Miller, to become a resident in the neighborhood. Seen in 1,909 households. This also had a community screening.

- 15 Facebook posts
- 23,453 Facebook and Instagram impressions
- 14 Twitter posts
- Total of 18,340 Twitter impressions



Image: Dr. Dennis Madison Miller Superintendent, Kansas City General Hospital, Colored Division.

Kansas City PBS



PROGRAMMING

LOCAL PROGRAMMING HIGHLIGHTS (CONT'D)

Finding Refuge in KC:

Kansas City has long been a starting point for refugees seeking safety and opportunity in America. Finding Refuge in KC shows how five refugees are giving back to the community that received them. Seen in 1,078 households.

- 18 Facebook posts
- 1 Instagram post
- 21,244 Facebook and Instagram impressions
- 20 Twitter posts
- 23,634 Twitter impressions



Image: Mother and daughter subjects pose for a portrait for Finding Refuge in KC

“

*This show is very heartwarming. It is good to see people proud to be Americans. I have always enjoyed the shows on KCPT. Some of my favorites are: The Antiques Roadshow, This Old House, Ask This Old House, The Woodwright's Shop, and multiple Food Shows. I am thankful for KCPT. *

-Dave

Higher Octaves:

Diving into the details, the documentary follows the preparation and presentation of “...When There Are Nine,” a Lyric Opera production aptly named after Supreme Court Associate Justice Ruth Bader Ginsburg’s quote supporting an all-female Supreme Court. The opera celebrates the 100th anniversary of the ratification of the 19th Amendment granting women the right to vote and provides a backdrop for a broader view of how the roles of women in opera have evolved and the part the Lyric Opera has played in the advancement of women in the opera community. Seen in 804 households.

- 5 Facebook posts
- 1 Instagram post
- 7,699 Facebook and Instagram impressions
- 5 Twitter posts
- 9,762 Twitter impressions

“

*Documentary on women getting the vote opera. I so enjoyed this. You captured what I think is the essence of women working together harmoniously. No small feat. So inspiring. Please share with those who put it together. I saw the live Opera performance earlier this year. Such a treat. *

-Alice

Diabetes in KC:

Nick Haines explores the impact of diabetes in Kansas City with experts working on the frontlines of tackling this chronic health condition. Seen in 6,383 households.

- 9,677 Facebook reach and 10,057 Facebook impressions

“

*Your program on diabetes was outstanding. A great education of the issues. It made me wonder if there are food education programs available for East side families. Ivanhoe has gardens. Has it been picked up by the other neighborhoods. Have food pantries from churches etc reached out to the poorest in the neighborhoods. Keep up the good work. *

-Dick

PROGRAMMING

LOCAL PROGRAMMING HIGHLIGHTS (CONT'D)

Week in Review:

This long-running public affairs program provides analysis of issues that impact minority communities from the perspective of reporters as well as a cross section of community leaders and members. Policy related to tenant rights, affordable housing, criminal justice reform, immigration and health care access have been frequent topics of discussion among show panelists as well as points of inquiry for political candidates and elected officials. As the homicide epidemic persists in the Kansas City area, the mother of a recent victim of homicide was interviewed about her community outreach program. Questionable property tax assessments in Jackson County, the impact and history of racism and police brutality in the metro area, and marijuana law reform, which disproportionately impacts the Black community, have been highlighted.



Image: Nick Haines moderates a panel discussion on Week in Review

90.9 The Bridge:

Kansas City PBS' member-supported music discovery station took a similar multiplatform approach to share stories on broadcast, digital and social media platforms. The station strives to include diverse voices through specialty programming, including content to commemorate Juneteenth, International Women's Day and Black History Month.

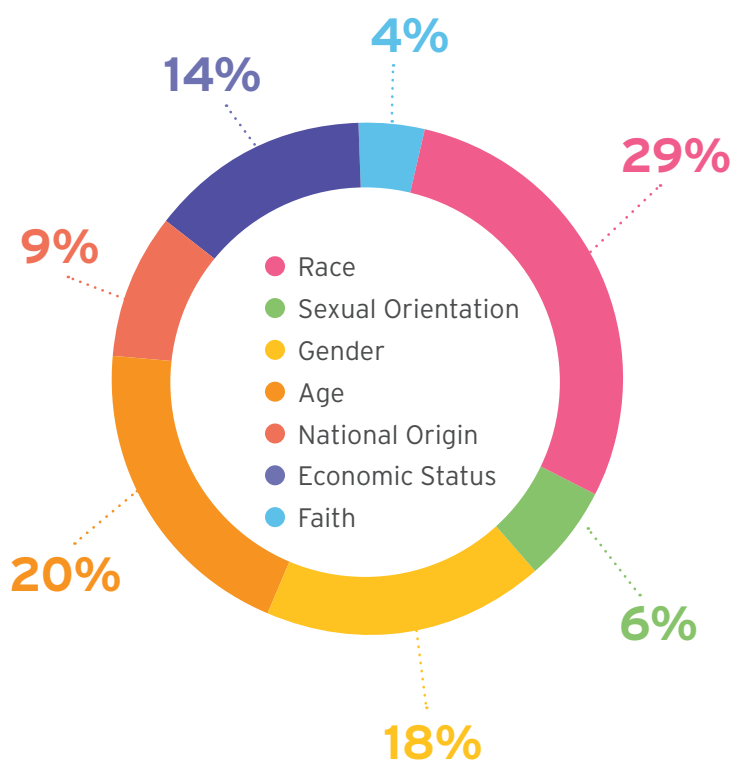
KANSAS CITY PBS PROGRAMMING DIVERSITY

51% of Kansas City PBS' **FY20** content was presented about diverse voices.

Of the 403 stories, 207 told stories of diversity.

The pie chart represents the number of stories told in each category.

Some stories involve more than one category.



Kansas City PBS



PROGRAMMING

EDUCATION & ENGAGEMENT PROGRAMMING HIGHLIGHTS

In FY20, Kansas City PBS used the power of media and our educational services to reach hundreds of thousands, creating Kansas City's largest classroom. We continued to work with community partners – local schools, libraries, nonprofits and businesses – to create and cultivate educational opportunities for children, adults and educators, especially those in high-need communities.

PBS STATIONS REACH
MORE CHILDREN IN
LOW-INCOME
HOMES
THAN ANY
KIDS TV
NETWORK

24/7 Kids Channel Community Content:

In FY20, 34 stories connected 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.

PBS Kids:

PBS Kids introduced new characters this year that build diversity and empathy among our youngest viewers and ensure children see themselves in media. Hero Elementary is a school for budding superheroes, where kids learn to master their innate powers, like flying and teleportation, while exploring science along the way. Hero Elementary aims to give children ages 4 to 7 the tools to solve problems by thinking and acting like scientists and igniting their natural curiosity and empathy.

The science and empathy-driven curriculum weaves seamlessly into the heroic adventures of these superhero kids, making the series fun and engaging.



Daniel Tiger's Life's Little Lessons:

This program focuses on social and emotional skills. Each episode of Life's Little Lessons consists of an engaging story that centers on a common early learning theme like separation, disappointment, alike and different, mad feelings, sharing, etc. This program is currently implemented in select preschools in the Kansas City area.

Kansas City  PBS

90.9 FM
THE BRIDGE

 FLAT
LAND

PROGRAMMING

EDUCATION & ENGAGEMENT PROGRAMMING HIGHLIGHTS

(CONT'D)

Xavier Riddle and the Secret Museum:

Xavier Riddle and the Secret Museum takes a fresh and accessible approach to teaching kids ages 4 to 7 about important historical figures and the experiences that shaped their lives, while exploring social-emotional concepts and character traits such as courage and resilience, and setting and accomplishing goals. Each episode is designed to help young viewers make the connection between the attributes that made each historical figure a hero and those same qualities within themselves, helping them to recognize their unlimited potential. From an inspirational encounter with a young Marie Curie, who follows her dreams no matter what, to learning from a school-aged Harriet Tubman, who models courage and bravely moves forward even when she is scared, the series will help kids relate to seemingly larger-than-life individuals. Other historical figures to be featured include Alexander Hamilton, Susan B. Anthony, Maya Angelou and more.



Kids in Your Neighborhood:

In Your Neighborhood connects communities with free PBS KIDS resources to improve pre-schoolers' kindergarten readiness. The program launched in the fall of 2019 and was designed to help reach parents, family members, neighbors and other caregivers in the 64128 neighborhood. The initiative is made possible by a grant from the Durwood Foundation.

**PBS STATIONS REACH
MORE HISPANIC
AFRICAN AMERICAN
ASIAN AMERICAN
AND NATIVE AMERICAN
PRESCHOOL AGED
CHILDREN
THAN ANY
KIDS TV NETWORK**

“ We loved the opportunity to be a part of an experience that would be an everlasting memory. The chance to gain knowledge and support from the other attendees. To learn of new ways to teach my children to learn through play. ”

-Anonymous

Kansas City  PBS



PROGRAMMING

EDUCATION & ENGAGEMENT PROGRAMMING HIGHLIGHTS (CONT'D)

Learning at Home:

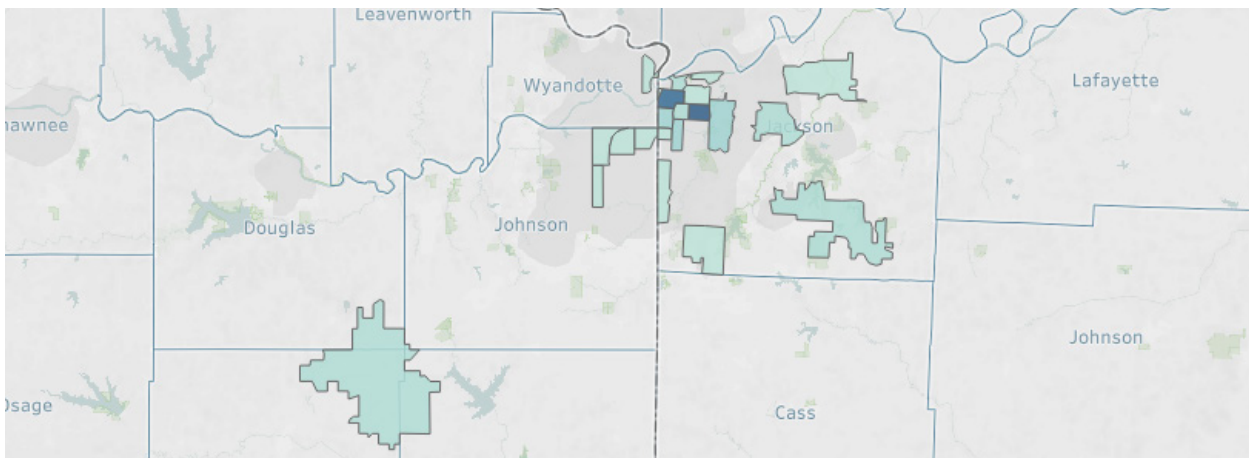
This initiative offered enhanced educational resources to local students by supplementing broadcast programming with educational programs and lessons, including social studies, math, and literacy-focused favorites during the spring and summer. The Daily broadcast schedule was updated to accommodate interests and educational strategies for learners from pre-K to high school.

In addition, a bank of online resources under the banner of “Resources for Learning at Home”, was launched as well as led a community webinar in collaboration with the KC Chamber of Commerce.



ENGAGEMENT & EVENTS BY ZIP CODE

The ZIP code coverage of Events and Engagement in **FY20** was adversely impacted by the onset of the Coronavirus pandemic as in-person events and outreach were halted. To fill this gap, virtual events such as a town hall for Diabetes in KC and early-childhood teacher development trainings were planned. Additionally, the Kids In Your Neighborhood initiative, funded by the Stanley Durwood Foundation, included a pilot program of outreach.



PROCESSES

Operating processes focused on inclusion serve as guiding principles to ensure the quality and integrity of all recruiting, hiring, vendor selection, content and engagement at Kansas City PBS. Consistent implementation is critical to the success of the Diversity Framework. Results from the diversity-focused policy audit are outlined below:

EDITORIAL POLICY

The station editorial policy models the national PBS policy and includes a section on inclusion. Content should “reflect views from different backgrounds, such as geographic areas, ethnicities, genders, age groups, religious beliefs, political viewpoints and income levels.” This includes offering a diversity of voices both in front of and behind the camera and ensuring PBS KIDS represents children of all backgrounds.

HIRING & STAFFING POLICY

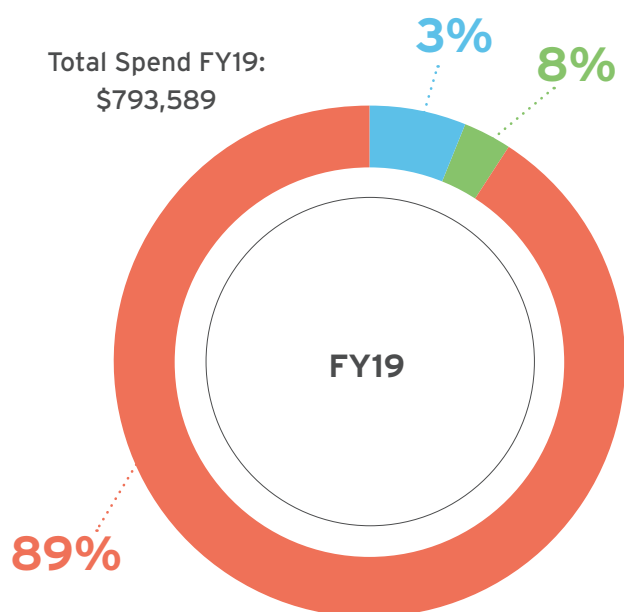
In FY20 Kansas City PBS achieved varying levels of success in cultivating and maintaining diversity in the station’s leadership, workforce and volunteer boards. (See NEXT STEPS for recommendations.)

VENDOR POLICY

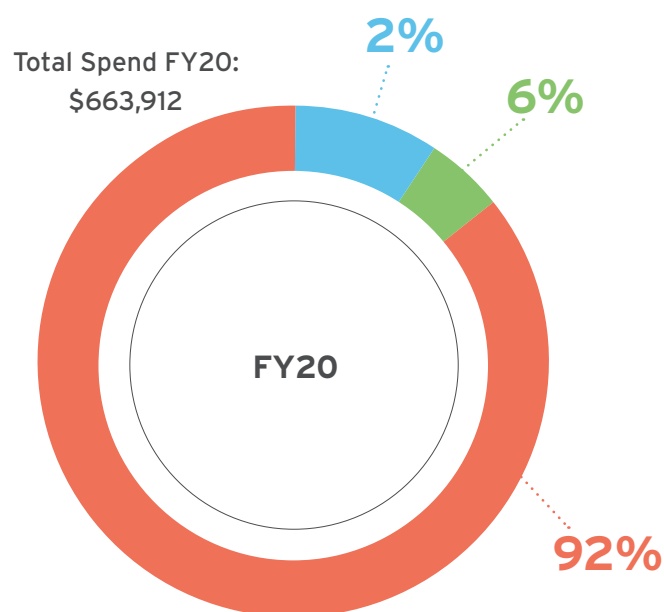
Kansas City PBS identified and purchased goods and services from companies owned by *certified diverse vendors.

VENDORS

In FY20, KCPBS hired fewer vendors which resulted in less total spend compared to FY19. The reduced total spend in FY20 also resulted in less spend, in dollars and as a percent of total, with women and minority-owned businesses.



● Minority (\$62,818) ● Women (\$21,701)
● White (\$709,070)



● Minority (\$40,378) ● Women (\$10,337)
● White (\$613,197)

NEXT STEPS

PEOPLE

- To meet or exceed the stated objective of maintaining a workforce of employees and contractors who accurately reflect the makeup of the Kansas City PBS coverage area, open positions will be posted with organizations and promoted on websites that specialize in diverse job seekers. Hiring managers will, to the greatest extent possible, identify a diverse slate of candidates for open positions. Additionally, candidates will be interviewed by a diverse interview panel. The CEO must review and approve all hiring decisions.
- The station will also use these guidelines to actively recruit diverse candidates for the Board of Directors and Community Advisory Board.

PROGRAMMING



- Continue to highlight national PBS programming that features diverse voices. Seek out stories that extend the conversation beyond race to include infrequently featured voices like those of diverse age, faith and economic status.
- With local programming, continue to monitor activities and look for opportunities to expand reach by bringing diverse stories beyond the current coverage map to the forefront.

NEXT STEPS

PROCESSES

Key stakeholders will continue to refine hiring and vendor selection practices. Progress will be measured by the comparison of minority percentages of staff, contractors, vendors, Board of Directors and Community Advisory Board members to the Kansas City PBS Coverage Audience to ensure that the percentage makeup of these groups mirrors the percentage makeup of the community members served by KCPBS. Success will be realized when the minority percentages of these groups meet or exceed the same percentage of minority groups seen in the KCPBS coverage area.

In addition to this update, processes will now also include:

- The formation of an internal Diversity and Inclusion Working Group which will facilitate the station's ongoing efforts to foster a culture and atmosphere of mutual respect, and to attract, retain, and promote outstanding employees from all backgrounds, perspectives, and abilities. This internal group will serve to identify issues of diversity and inclusion and communicate those findings to senior staff. This group will also research relevant topics, training opportunities and informational materials to share with staff, continuing to raise awareness of the importance of these measures.
- Key staff will share and implement the guidelines set forth by a newly updated vendor policy which includes general vendor guidelines as well as guidelines to ensure a diversity of selection in outside vendors for station needs. These efforts will focus on increasing the number of contracts and spend with women and minority-owned businesses.
- New and current vendors will be asked to complete a short questionnaire asking them to inform the station if they are a certified diverse vendor.
- Contractors and vendors who utilize subcontracted workers will be asked to follow station guidelines when identifying subcontractors and will be asked to report on the diversity makeup of their subcontractors after a project is completed.
- Staff Members included in the Diversity Task Force will meet bi-monthly to track progress on FY21 goals.