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 us 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 this benchmark year and outlines next steps.

**GOAL:** To elevate diversity initiatives beyond race and gender to a construct that more directly emphasizes the equitable representation of the *ethnicity-based* voices, views and perspectives in the communities we serve.

### DIVERSITY MANAGEMENT FRAMEWORK

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### KCPT COVERAGE MAP

![KCPT Coverage Map](image)

### KANSAS CITY DIVERSITY

numbers based on zip codes in our viewing area

- White: 73%
- African American: 3%
- Asian/Pacific Islander: 12%
- Hispanic: 9%
- Native American: 9%
- 2 or more: 3%
For FY19, there were no significant changes in the mix of personnel supporting KC PBS.

Female permanent staff members increased ~3 percentage points vs. FY18, while the racial makeup remained relatively flat.
As defined by the NWDBE DIRECTORY on the KCMO website

In this benchmark year (no FY18 comparison available), it is notable how KC PBS temporary hiring differed from permanent staff. As a percent of total, the organization hired 12 percentage points fewer female contractors (54% vs. 42%). However, 38% of contractors were minorities, compared to only 17% of permanent hires. Of the 19% minority vendors hired, 14% were classified as women-owned.
Female participation on the KC PBS Board of Directors increased only slightly in FY19 (from 36% to 39%), but there was a significant shift in racial minority participation. The board went from 14% to 22% African American, but lost all Latino and Native American members.
Participation on the FY19 KC PBS Community Advisory Board reflected similar trends. Female membership increased 4 percentage points (from 38% to 42%), and African American membership increased 5 percentage points. Hispanic membership was relatively flat (from 7% to 8%).
PROGRAMMING

NATIONAL PROGRAMMING HIGHLIGHTS

Our national programming is KCPT’s largest service, with an average viewership of 800,000 individuals every month. Content strategy is developed at the national level. Programming that falls into our diversity measurement ranges from arts and culture specials like With Infinite Hope—MLK and the Civil Rights Movement to multi-part series like Native America or The Latino Experience to diversity-focused content in ongoing weekly programs such as Frontline, American Masters, POV and Independent Lens. KCPT utilizes the Community Advisory Board (CAB) to provide valuable input and feedback on gaps in programming, then makes every effort to thoughtfully and intentionally respond and fill those gaps.

- **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.

- **Frontline** continued to tackle the most pressing issues of the day. Topics included the aftermath of the hurricane in Puerto Rico, the UN Sex Abuse Scandal, Migrant Children separated at the Border, the hate in Charlottesville, poverty in America, sex trafficking in America, Gang’s in America, predators on Native American reservations and the new American Nazis.

- PBS presents first-rate documentaries told from diverse viewpoints through its two independent filmmaker series POV and Independent Lens. **Rumble: The Indians Who Rocked the World** (Independent Lens) looked at the Native American influence in popular music; **Minding The Gap** (POV), an Academy Award-nominated film, shared the intimate story of three poor young men building a bond as they escape volatile families in their Rust Belt hometown.

- Stanley Nelson shared the untold story of black entrepreneurs through the documentary **Boss: The Black Experience in Business**. This provided the backbone for discussions around the impact on the nation’s economic and social growth and the modern-day stories that were inspired by black pioneers.

- The four-part series **Native America**, told from the perspectives of Native Americans from Canada to Brazil, highlighted a cultural world that is still very much alive.

- Dr. Henry Louis Gates, Jr. explored one of the most consequential, yet least understood, periods in American history through the documentary **Reconstruction: America After the Civil War**.

In 2018, multicultural audiences became more engaged in PBS prime-time content. Hispanic homes increased their monthly time spent viewing by 27 minutes and African American homes increased by 11 minutes compared to the prior season.
Across platforms – radio, TV and digital – in FY19 Kansas City PBS made great progress against our goal to share significant stories that matter to all of our audiences. Compared to FY18, we added 21 new ZIP codes from which diverse stories originated. New story locations for this period included areas of eastern Jackson County, Platte County and deeper into rural Kansas.

And by prioritizing diverse voices, we help our audiences explore the arts, learn more about regional issues and connect to our shared history and culture.

- We launched curiousKC, an effort through which our website serves as a platform to answer questions submitted by the community. To expand our reach into underserved parts of the community, curiousKC participated in events at libraries, community centers and cultural organizations. Such outreach enhanced interaction with underserved populations. One specific example is the story we did on Latinx murals in response to Isaac Tapia’s question at a Mattie Rhodes Center event.

- From evictions, to gentrification, to the fight over apartments and rent, the multimedia series *Public Works? A Level Foundation* took a closer look at how housing issues are impacting health, education and the long-term viability of neighborhoods.

- *Who Will Lead KC?* Kansas City PBS kept tabs on the mayor’s race through reporting and television programs that explored affordable housing, violent crime and tax incentives through stories of some of Kansas City’s most hard-pressed neighborhoods.

- Filmmaker Morgan Cooper hosted *Depth of Field*, a discussion and celebration of the creative achievements of Kansas Citians with an intentional focus on minorities.
LOCAL PROGRAMMING HIGHLIGHTS (CONT’D)

• Sometimes what makes us unique is also what makes us similar. We launched the YouTube series “I am Your Neighbor” with the mission to better understand our fellow Kansas Citians across urban and suburban ZIP codes.

• Our ongoing weekly public affairs programming Week in Review and Ruckus report on a variety of issues that directly affect underserved communities. Affordable housing, crime, minimum wage, health care and immigration are frequent topics of discussion. Some recent examples include reporting on area communities that are debating the implementation of non-discrimination ordinances for the LGBTQ community as well as the Kansas City Royals being the last team in Major League Baseball to host a gay pride night at the stadium. We discussed how tax incentives are negatively impacting urban schools. We also discussed the lack of minority owned businesses for the KCI terminal project.

• The Bridge took a similar multi-platform approach to share stories through radio, digital, social and in-person events. We strive to include diverse voices in our broadcast and digital platforms, including The Z Show, a weekly program produced and hosted by a student; weekly interviews with local nonprofits on Give Back Friday; and Turning The Tables KC, a web series and engagement initiative about gender disparity in the music industry.

EDUCATION & ENGAGEMENT PROGRAMMING HIGHLIGHTS

In FY19, KC 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.

40% of KC PBS’s FY19 content was presented through diverse voices.

Of the 330 stories, 264 were told through the lens of one (1) diverse voice, 49 were told through the lens of two (2) diverse voices, and 17 were told through the lens of three (3) or more diverse voices.

The pie chart represents the number of diverse voices represented in each area of diversity.
EDUCATION & ENGAGEMENT
PROGRAMMING HIGHLIGHTS (CONT’D)

• 24/7 Kids Channel Community Content — In FY19, 64 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 among our youngest viewers and ensure children see “themselves” in media. Molly from Denali, which premiered in November, was the first children’s series in history to feature an indigenous main character. The new series Let’s Go Luna! takes kids on an informative and imaginative exploration of world cultures, integrating concepts of anthropology, history, ecology, geography and sociology. Featuring countries, cultures and customs from around the globe, Let’s Go Luna! fosters an understanding of what makes each region unique, while underscoring the universal themes that connect us all. Meanwhile legacy characters like Arthur introduced new themes, such as the first gay marriage in children’s television.
PROCESSES

KC PBS operating processes serve as guiding principles to ensure the quality and integrity of all of the organization’s recruiting, hiring, content and engagement. Consistent implementation is critical to the success of the Diversity Framework. Results from our diversity-focused policy audit are outlined below:

- Editorial Policy: Our editorial policy models the national PBS policy and includes a section on inclusivity. Content should “reflect views from different backgrounds, such as geographic areas, ethnicities, genders, age groups, religious beliefs, political viewpoints and income levels.” We will strive to include diversity of voices both in front of and behind the camera. Our content for PBS Kids will represent children of all backgrounds.

- Hiring & Staffing Policy: Per PEOPLE analysis above, in FY19 KC PBS had achieved varying levels of success against our goal to cultivate, and maintain diversity in the station’s workforce, management and volunteer boards. (See NEXT STEPS for recommendations.)

- Vendor Policy: Per PEOPLE analysis above, KC PBS successfully identified and did business with companies owned by *certified diverse vendors. Our processes also helped to keep diversity front and center as we staffed contractors, our Board of Directors and our Community Advisory Board. (See NEXT STEPS for recommendations.)

In FY19 we added 11 new zip codes including Miami County, Lafayette County and increased coverage in Wyandotte to our Engagement and Events sources portfolio.
NEXT STEPS

PEOPLE

• As appropriate opportunities arise, explore recruiting strategies to increase skilled, non-white permanent staff hiring.

• Revisit vendor hiring practices with a goal to increase the number of projects awarded to qualified racial minorities.

• Consider targeted recruiting to replenish non-white, non-African American membership on both the Board of Directors and the Community Advisory Board.

PROGRAMMING

• Continue to highlight national PBS programming that features diverse voices. If possible, 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 our reach by bringing to the forefront diverse stories beyond the current coverage map.

PROCESSES

• Continue to implement and hone best practices established. See “People” action items above.