

*"Kansas City PBS gives families the tools to exist, grow and sustain responsibly, civilized and informed."*

*— Joshua (Kansas City, MO)*

## A Brighter Future for Public Media

For more than half a century, Kansas City PBS has served the community with informative, thought-provoking and entertaining programming on television, on the radio and online. As our community has grown, Kansas City PBS has grown with it to better serve our valued listeners, readers and viewers. This year marks the culmination of that, with the promise of more in-depth storytelling, greater community outreach and a new day for public media in Kansas City through our Picture This campaign.

At Kansas City PBS, we explore complicated issues through thoughtful reporting and provide a platform for the stories of our community. We offer a variety of services across television, radio, digital news and education, and we exist to serve the diversity of our region.

### LOCAL VALUE

Our mission is to educate and enrich our community with quality programming and services that entertain, challenge minds and contribute to a life of learning. We provide valuable resources to our community regardless of age, race or socio-economic status, encouraging thoughtful conversation and public engagement.

### KEY SERVICES

In 2022, Kansas City PBS provided these key services to the community:

- On four broadcast channels, Kansas City PBS provided 35,000 hours of free quality programming.
- Kansas City PBS worked with nearly 150 community partners to serve 9,000+ people with events, screenings, panel discussions and workshops.
  - Kansas City PBS put a special emphasis on community and connection during the ongoing pandemic, telling impactful stories that affect us all at a local level.
- Kansas City PBS served audiences across a multitude of platforms supporting the local and national music community through 90.9 The Bridge and offered local insight on national issues with reporting on Flatland, the station's digital news source.

### LOCAL IMPACT

Kansas City PBS contributes to the region through constructive and thoughtful storytelling.

Kansas City PBS creates opportunities to highlight the issues in our region through constructive community conversation.

Kansas City PBS provides innovative methods to share local stories to our community as well as contextualizing national stories for our local audience and educators.

Kansas City PBS serves the area's students and educators with parent workshops, professional development opportunities for teachers and resources support for students.

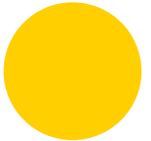
## News & Public Affairs

### The Defining Issues of Our Time

Kansas City PBS connects national and local conversations, echoing big picture issues in the stories of our diverse communities told through reporting and documentaries on television and online. We believe there's nothing more vital to achieving progress, mutual respect and crossing divides than telling the stories that connect — and impact — us all.

This year, Kansas City PBS brought extensive, important coverage of the defining issues of our time. From elections coverage and the state of our country on PBS NewsHour, FRONTLINE and Washington Week, to conversations around gun rights in the local documentary The Gun Conundrum and the pressing crises of mental illness in Hiding in Plain Sight: Youth Mental Illness, we kept the spotlight on the issues affecting our communities now, and how those issues may develop in the future. We brought these conversations into a local focus with complementary conversations and coverage on Kansas City Week in Review and Flatland, our newest civic affairs show.

Throughout the primaries and 2022 general election season, Kansas City PBS and Flatland also provided comprehensive coverage to help our community become confident voters. Covering topics such as marijuana regulation, abortion and more, our team of talented journalists created vital multimedia resources for the local and regional electorate.



## Arts & Culture



As Kansas City's largest stage, Kansas City PBS brings the arts to life on television and online. Through local and national documentaries, we present unparalleled access to our vibrant community of artists and creators, inspiring audiences with the beauty around us.

We raise the curtain on the beautiful, unmatched performances that make life vibrant: from WICKED in Concert, Great Performances with classic musicians and musical theater classics like Anything Goes, you have a front-row seat to the most talented performers in the world. Plus, we offer access to terrific performances right in your backyard: Art Moves Us, KC Performs, Celebration at the Station and Playback.

But we don't just provide a stage for performances happening now around the world. We look back at art through the ages, including Rita Moreno: Just a Girl Who Decided to Go for It, Fade to Black, and by making the KCPBS classic Rare Visions and Roadside Revelations available to stream.

## Education

This year, Kansas City PBS' Education team implemented several initiatives to engage kids, their caregivers and teachers.

### IN THE COMMUNITY

**Kids Block Party:** A day of action and activities designed to get kids moving, thinking and eager to jump into an active lifestyle at the Kirk Family YMCA, featuring community partners.

**In Your Neighborhood:** This four-week, free virtual program provided information and kindergarten readiness materials using PBS Kids and Sesame Street resources for parents.

**Life's Little Lessons with Daniel Tiger:** This three-day summer camp at the Kansas City Public Library featured lessons from the television show to help 3- to 5-year-olds manage everyday social and emotional challenges.

### IN THE CLASSROOM

**Black & Veatch STEM Program:** The Black & Veatch Mentoring Program paired engineers from Black & Veatch with students in Kansas City schools to increase awareness of STEM careers and engineering concepts.

**Alma's Way:** A partnership with El Centro and Guadalupe Centers Elementary Schools, we virtually screened the premiere of Alma's Way, PBS Kids' newest show focused on self-awareness and responsible decision-making.

### TEACHER EDUCATION

**Raising Readers Workshops:** In this workshop, teachers explored the difference between a fixed and a growth mindset, gained understanding in why a growth mindset is important, and learned how to implement it in the early childhood setting.

**Sesame Street in Communities:** Plus, Kansas City PBS was selected by Fred Rogers Productions to be a part of the Station Advisory Group for the Alma's Way community engagement programming in 2021.



### Community Engagement

While we all found new ways back to normality following the strictest days of the COVID-19 lockdown, Kansas City PBS eagerly — and safely — worked to draw our communities together when possible.

We relished the chance to gather, virtually and in-person when possible, including a virtual screening of the local documentary *Womontown* that included a panel with the movement's original founders and an exclusive screening of the second *Downton Abbey* film. 90.9 The Bridge brought live performances back, including a *Playback: 90.9 The Bridge Anniversary Concert/ Screening* at Lemonade Park, Tuesdays on 90.9 The Bridge and the return of 909 Sessions.

At our preview screening and community celebration for our local documentary, *We Are Latinos*, we invited local Latino-owned businesses and Latino artists to be vendors at our event. Pairing our local content with community engagement yielded positive connections with Kansas City PBS and the communities we serve.

Flatland, our digital news source, helped spearhead the Kansas City Media Collective, an initiative designed to strengthen the local journalism ecosystem, alongside other local nonprofit media organizations. The Flatland team also brought an international perspective to the newsroom through participation in the Alfred Friendly Fellowship program; fellow Saurav Rahman embedded with the team bringing 11 years of journalism experience to the metro.



## Womontown

Follow a group of women in 1980s Kansas City who banded together to defy gender norms, transforming 14 city blocks in the Longfellow neighborhood into a revolutionary community by and for women.

*“How wonderful to see this! Thank you for helping to document and preserve such important history for womyn and for Kansas City!”*

- Jon, YouTube



Broadcast Impressions:

**29,058**

Webpage views:  
(kansascitypbs.org and video.kansascitypbs.org)

**6,839**

## Preserving Our Past: Kansas City Stories of Black History

Featuring five topics and their historical impact on Kansas City, Preserving Our Past: Kansas City Stories of Black History focuses on the remembrance of Black history, culture and their contributions to American history.



Broadcast Impressions:

**19,248**

Webpage views:  
(kansascitypbs.org and video.kansascitypbs.org)

**1,472**

## Art Moves Us

This celebration of Kansas City’s arts and culture features captivating performances by local artists and riveting community interviews that explore how the arts contribute to our sense of belonging, overall health, education, and local economy. Presented by ArtsKC in partnership with Kansas City PBS

*“Oh my goodness, this was [wonderful]! ... I got chills during the musical portions... Absolutely marvelous and I truly hope that you continue this!”*

- User, YouTube



Broadcast Impressions:

**8,303**

Webpage views:  
(kansascitypbs.org and video.kansascitypbs.org)

**1,207**

## Kansas City PBS Awards

### Mid-America EMMY® Awards

Health/Medical – Short Form

“Birthing Battle | How Midwifery (Racially) Evolved”

Catherine Hoffman

Human Interest – Long Form

A Century of Change

Kerry Rounds, Tamara Rounds, Tanner Davis, Spencer Chaney, Kevin McKinney, Jazman Brewer, Jamaal Jackson, Anthony Dixon, Trey Swager, Brian Brooks

Politics/Government – Long Form

Justice Deferred

Nick Haines, Mark Stamm, Amanda Krenos, John McGrath, Matthew McClelland, Kevin Lambi

Missouri Broadcasters Association Station of the Year

90.9 The Bridge



*As a family we watch more PBS than any other family we know. I do not know another 9 year old who considers Death in Paradise must-see-TV. We also loved Father Brown and Doc. Martin. The cooking shows on Create are wonderful. The documentaries educate all of us. The world needs more PBS.*

-Shane, Destiny, and Gracie  
(Pleasant Hill, MO)



*We've always appreciated local and national news coverage, but have come to love it much more over the past several years. We enjoy some of the travel and cooking shows, value the history programs, and our son is growing up a fan of PBS Kids and now loves Nova and Nature too - and likes Rare Visions and Roadside Revelations on Passport! If we're watching something, it's almost always PBS and KCPT. Thanks for being so fantastic.*

- Katherine (Kansas City, MO)



*It is a breath of fresh air in a world with so much negative programming.*

- Nancy (Parkville, MO)



*Love NewsHour! Best reporters, enjoy in-depth reporting, enjoy Canvas, I learn something new and gain a more profound understanding of issues affecting me.*

- Sueann (Overland Park, KS)



*Access to quality programming for every member of my family from age one and up!*

- Janette  
(Overland Park, KS)