

# Kansas City PBS

## Local Content and Service Report | 2020



### Learning at Home

In response to the pandemic and subsequent shutdown of schools, Kansas City PBS launched the Learning at Home program with on-air educational programming supplemented with online resources found at [kansascitypbs.org/learningathome](https://kansascitypbs.org/learningathome).

*"I love that Kansas City PBS is concerned about our children, their education, and their development of becoming a total caring human being."*

— Mary R.

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 all of our citizens regardless of age, race or socio-economic status, encouraging thoughtful conversation and public engagement.

### KEY SERVICES

In 2020, 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.
- After the start of the COVID-19 pandemic, Kansas City PBS shifted reporting, content production and education to focus on the progression of the pandemic.
- Kansas City PBS served audiences across a multitude of platforms supporting the local and national music community through 90.9 The Bridge and offered a local spin 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

Kansas City PBS explores complicated issues facing our region with ongoing reporting, investigative journalism and informed discussions with local experts.

### COVID-19 Response

In an effort to keep audiences informed about the ever-changing city, county and state response to COVID-19, local public affairs program *Week in Review* altered its format to include interviews with community health leaders, government officials and local educators. Our digital news source, Flatland, shared stories of the economic and mental trauma resulting from isolation, along with stories of area residents and business owners rising to meet the needs of those less fortunate. 90.9 The Bridge offered complimentary promotional spots to local businesses severely impacted by the shutdown.

### Health & Science

Kansas City PBS has always been a source for compelling stories about science, health and medicine. *Diabetes in KC*, a *Week in Review* special, brought together leading health care providers, advocates and patients to highlight the efforts of local agencies to educate and provide resources to our Kansas City community. *The Gene: The KC Connection*, a local complement to the Ken Burns documentary *The Gene: An Intimate History*, showcased Kansas City's leading genetic research ranging from gene therapy for restoring hearing loss to flatworm experiments that could lead to tissue regeneration and regrowth of organs.

### Racial Justice

As protests gripped the nation following the death of George Floyd, Kansas City PBS provided local programming to provide context to the conversation through a local lens. *Week in Review* provided in-depth analysis through conversations with local officials responding to our community in turmoil. Flatland shared updates from the front line of Kansas City's racial unrest with personal accounts of local protests from reporters, as well as stories of the faith community lining Troost Avenue in prayer, the life and death of community activist Marvin Francois, and the realities of defunding the police.

## Arts & Culture

Kansas City PBS cultivates an appreciation for the artistic and cultural forces that shape our community. Providing an expansive platform for the celebration of artistic endeavors, our content serves to foster understanding, appreciation and investment in the arts.

### COVID-19 Response

Flatland launched a new video series titled "Artists In Residence," an effort that highlighted how local artists coped with lockdown and the subsequent loss of income in the Kansas City area. Episodes highlighted creators from all disciplines, keeping their innovation and creativity at the forefront during a time when galleries, concert halls and museums were unable to remain open.

### Food & Drink

The multiplatform series *The Block* brought together the artistry of food and the culture that defines Kansas City. From the River Market to the Crossroads to 39th Street, this series explored the soul of the restaurant scene in Kansas City — one block at a time.

### Artistic Endeavors

Local production *Bleed Through* brought audiences to Lansing Correctional Facility, where empathy and compassion are taught to the inmates through theater. *Art in the Air* chronicled the installation and exhibition of Patrick Shearn's "Reflecting Motion" as it took flight at Union Station and captured the imagination of all who visited.

### Education

Kansas City PBS was founded on principles of education and exploration. Through media and interaction, we create opportunities to understand and engage with our changing world. We are proud to be the home of television that educates, but we offer so much more to the Kansas City community.

#### Kansas City PBS In Your Neighborhood

The Kansas City PBS In Your Neighborhood program supported parents and grandparents caring for young children with monthly workshops in the 64128 ZIP code. The caregivers were able to access PBS resources and build lasting relationships.

#### Teacher Technology Conference

Early childhood providers took center stage during the Sesame Street in Communities workshop focused on improving strategies to aid Kansas City's youngest learners. The 15th Annual Tech Conference brought elementary and high school educators from around the region together for a day of learning with the theme "Empowering Teachers Today and Tomorrow."

### Community Engagement

Kansas City PBS engages with the local community with a variety of events to reach new and existing audiences.

#### Art at Arrowhead

Kansas City PBS partnered with the Leopold Gallery and the Kansas City Chiefs for "Art at Arrowhead," featuring a tour of the Chiefs' regional art collection guided by Sharon Hunt and several of the featured artists.

#### The Great British Brunch

British television fanatics gathered for our annual celebration of all things British. An introduction to proper table manners by Ms. Manners and authentic English fare were enjoyed by all, but as always, the trivia was the highlight.



## Higher Octaves: Leading Women in the Arts

In conjunction with Women's History Month, Kansas City PBS premiered a documentary highlighting women-led arts organizations in Kansas City. *Higher Octaves: Leading Women in the Arts* 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 the advancement of women in the opera community.

Broadcast impressions:

**14,700**

Webpage views:

(kansascitypbs.org and video.kansascitypbs.org)

**1,169**

*"What a beautiful and profound documentary!  
Thank you, Kansas City PBS!"*

— Samantha G. (via Facebook)

## A Century of Change: Negro League Centennial Celebration

In February 2020, 100 years after the Negro National Baseball League was established, Kansas City PBS premiered *A Century of Change: Negro League Centennial Celebration*. The documentary highlights the rich history of African American baseball and its impact on the social advancement of the United States. Helping to preserve the legacy of the league in Kansas City culture, the film also highlights the league's role in the economic development of Black communities. The documentary weaves the story of a historically oppressed community and its ability to thrive and create a sustainable future in the face of adversity.

Broadcast impressions:

**40,092**

Webpage views:

(kansascitypbs.org and video.kansascitypbs.org)

**1,403**

*"It's about time!!"*

— Rebecca Q. (via Facebook)

## Land of Opportunity

*Land of Opportunity* looks at a series of programs signed into law by President Franklin Delano Roosevelt during the Great Depression and the effects they had on Kansas City's Santa Fe Place Neighborhood. Encouraging discriminatory housing policies such as redlining, the programs resulted in the decline of nearly 85% of Kansas City's Black neighborhoods. Also highlighted is the fight by Dr. Dennis Madison Miller, who worked his way through the courts to purchase a home in the neighborhood.

Broadcast impressions:

**2,768**

Webpage views:

(kansascitypbs.org and video.kansascitypbs.org)

**3,276**

*"Fascinating! Documentary captured the heart, soul and spirit of the times and the historical implications of this area and era. As a 65-year resident of Santa Fe, I knew and felt at the time that we were truly living in a magical place. Thank you for sharing. I ❤️ Kansas City PBS."*

— Rita R. (via Facebook)

## KANSAS CITY PBS AWARDS

### Emmys

11 Regional Emmy nominations and 3 wins

### Edward R. Murrow Awards

1 Regional Edward R. Murrow Award

### Historic Kansas City Historic Preservation Awards

1 HKC Historic Preservation Award

### NETA Awards

Excellence in Marketing and Communications

### Social Media Club of Kansas City #AMPSKC Awards

2 #AMPSKC Awards

*The documentaries are incredible and I love curling up with my kids to watch all the wonderful things you guys put on. Public television is so invaluable. It is a necessity!*

— Elizabeth F., Lawrence, Kansas

*Quality programming; Nick Haines and the KC Weekend Review and the Educational Programming during Covid 19.*

— Joe S., Prairie Village, Kansas

*KCPT is necessary to freedom of speech and ethical journalism in Kansas City.*

— Elizabeth C., Kansas City, Kansas

*KCPT has always provided a wide variety of extremely interesting, educational and relevant programs. I believe in this frustrating time of attacks on the media, public television is more important than ever. I love too many shows to name and feel mentally enriched by so many. Thank you especially for quality multicultural children's shows.*

— Melinda L., De Soto, Kansas

*I support KCPT because I am a strong believer in public media. It provides quality programming that both educates and entertains. We need objective, fact-based information from trusted sources now more than ever due to attacks on the media and the spread of misinformation.*

— Ann E., Roeland Park, Kansas