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 initiative.

**From the CEO:**

Since we first went on the air, Kansas City PBS has relied upon the support of our generous community to bring civic affairs, arts, education and history to life on our channels. As we look to expand the impact of public media, we’re asking our neighbors to picture this: public media that lifts our community, provokes constructive dialogue and informs us all while leading us to action. This year, a culmination of many years of fundraising and outreach, promises that the best days of public media in Kansas City are ahead.

Our focus has always been on stories that matter. These stories are created only with the support of the community. This is truly public service media. As we move forward, we’re asking you to picture the stories of Kansas City: the coverage of issues that affect us all, the stories of triumph and perseverance, the stories of our history and the stories that support our future, inspiring our children to become lifelong learners.

All of this is to create a better future. And a better future begins with an informed public. When you need updates on how what happens in D.C. affects K.C., there’s *Week in Review*, our *Flatland* TV show and expansive content online at flatlandkc.org. But these days being informed can be exhausting. Balance can be hard to strike in service of our own mental health. Which is why Kansas City PBS doesn’t only inform, we provide opportunities to escape — programming on *MASTERPIECE* and beloved travel shows to enhance the balance in your life between understanding the heavy issues we face, while celebrating the beauty of our shared history, culture and the arts. Plus, you can tune in to local music and discover your new favorite hits on 90.9 The Bridge, available to stream anywhere you might be.

Being tuned in often requires us to tune out when it’s demanded. And there’s no shame in seeking a reprieve when it’s needed. We have you covered. Tune in — and tune out — with Kansas City PBS.

Thank you,

**Kliff Kuehl**
President & CEO, Kansas City PBS, 90.9 The Bridge, Flatland
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, which launched in September 2021.
Kansas City PBS creates content that investigates the people and stories that shaped our region and introduces audiences to unexplored history, unexamined heroes and unmarked cultural touchstones.

This year, the stories of famous figures throughout history came alive on television, including Ken Burns’ *Muhammad Ali*, telling the story of one of the most indelible figures of the 20th century, and Ken Burns’ *Benjamin Franklin*, which explored the revolutionary life of one of the 18th century’s most consequential and compelling personalities. *American Experience* also took a deep dive into the life of William Randolph Hearst, the pioneering media mogul and inspiration for Orson Welles’ *Citizen Kane*, in *Citizen Hearst*.

Locally, Kansas City PBS doubled down on bringing audiences moving, formerly untold stories of the places we call home, including *Preserving Our Past*, *Womontown*, *Heart of the City*, AMERI’KANA and, nationally, *American Veteran*.
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 access to the best 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 take a look back at art through the ages, including Rita Moreno: Just a Girl Who Decided to Go for It, Fade to Black, and making the KCPBS classic Rare Visions and Roadside Revelations available to stream.
When it’s time to take a breath and travel to another world, Kansas City PBS provides a transport to places far away, with beloved characters and stories to experience.

Escape through shows like *Sanditon, All Creatures Great and Small, Call the Midwife, Frankie Drake Mysteries, Grantchester* and many more. From drama to comedies to BBC classics, there’s something available for everyone — on air and available online with Kansas City PBS Passport, a member-benefit streaming service.

Or, if you prefer to combine education with your entertainment, Kansas City PBS has many enrichment programs: *The Great American Recipe, America’s Test Kitchen, Rick Steves’ Europe* and more.
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, Tunesdays on 90.9 The Bridge and the return of 909 Sessions.

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.
This year, Kansas City PBS’ Education team implemented a number of 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.

Tech Conference: Kansas City PBS’ annual K-12 Technology Conference returned for teachers, administrators, media specialists, technology coordinators, curriculum directors and anyone interested in the world of education and engaging students.

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.
This year Kansas City PBS launched the public phase of *Picture This*, a new community engagement initiative designed to make public media more accessible for all through expanded coverage, deeper support of local journalism and a renovation of its historic headquarters at 125 E. 31st St. in Kansas City, Missouri. The initiative is fueled by private funders and the donations of the community the public media organization proudly serves.

For more than half a century, Kansas City PBS has served the community with informative, thought-provoking and entertaining programming. As our community has grown, Kansas City PBS has grown with it to better serve our valued listeners, readers and viewers. We have added services, integrating a nonprofit radio station to support local music discovery and an independent journalism platform offering a space for important storytelling. We serve families, children and educators with resources, programs and workshops. And we bring global conversations to the local table, providing context and solutions. The *Picture This* campaign was designed to modernize our building and technology, and to grow our people and products, to better serve our valued listeners, readers and viewers.

We were also excited to gather at the station in April 2022, where supporters, donors and members of the community gathered in celebration of the renovation phase of the campaign beginning. This new chapter for Kansas City PBS is made possible by viewers like you. Your support of our services allows us to reach more people in the communities that make up Kansas City.

[kansas_city_pbs_picture_this](https://kansascitypbs.org/picturethis)
EXECUTIVE SUMMARY

With a rich legacy of television service (Kansas City PBS), a thriving music radio station (90.9 The Bridge), a growing digital publishing and journalism service (Flatland), and ambitions to be an integral part of the cultural fabric of the community, Kansas City PBS has built the foundation it needs to seize the moment and strengthen its position as a beacon of the community — reflecting the audiences we serve and creating content and services that are a source for insight, imagination, and community building. Thus, we have embarked upon identifying the right growth opportunities to elevate and solidify our position as an authoritative leader in educating and enriching the Kansas City community.

Mission
Kansas City PBS, 90.9 The Bridge, and Flatland serve our diverse community as essential sources for independent journalism, multimedia storytelling, music discovery, and education resources.

Vision
Improve lives and connect our community through the power of public media.

Values
- Trusted
- Valued
- Essential
- Engaging
- Diverse
- Quality
- Integrity

STRATEGIC GOALS

Our strategic goals are written with a results focus. We are committed to achieving these goals within the next three years. They are stated as such and have been put through a measurability test to confirm that they are specific, measurable, achievable, relevant, and time-bound.

1. Our Audience Represents the Diversity of the Communities We Serve
Our goal is for our audience members to see themselves reflected in the stories we tell and that our staff, storytellers, boards, and volunteers are representative of the community. We are equally committed to uniquely serving niche underserved local audiences that depend on our services.

2. Community Relies on Kansas City PBS and Flatland to Connect National Issues to Local Conversations
We know that every national story starts as a local story and that our audience and creators care about local issues. We are committed to creating unique local content and providing insight on global and national trends through the Kansas City lens.

3. Our Audiences Are Power Users
We are committed to an audience-first approach and increased use of business intelligence to make better-informed decisions and deepen our relationship with our users. Our goal is to have a highly engaged audience and expand our user base across all platforms.

4. Local Content Creation Generates Revenue
We will focus on areas where we can provide unique value, creating local content that the people of Kansas City want. We believe this is the largest opportunity to find sustainable revenue streams to continue to support our mission. In addition, we recognize the opportunity to further cultivate and leverage community partnerships with local organizations and foundations to increase revenue and audiences.

5. We Are an Integral Part of Community Fabric
For more than 60 years, we have worked to create community trust and, as a result, have deep roots and connections within the community. We remain committed to creating enriching content and services that the people of the Kansas City region cannot get anywhere else.
The Kansas City PBS, Flatland, and 90.9 The Bridge Strategy Map is a visual representation of the organizational strategy — showing a single, holistic story of our plan. It connects the strategic goals by telling the cause-and-effect story of our strategy.

**Mission**
Kansas City PBS, 90.9 The Bridge, & Flatland serve our diverse community as essential sources for independent journalism, multimedia storytelling, music discovery, and education resources.

**Vision**
Improve lives and connect our community through the power of public media.

**Audience**
We uniquely serve niche local audiences.

**Diversity**
Our audience members see themselves reflected in our content.

**Revenue**
We use data-driven decision-making in funding practices.

**Local Content Creation Generates Revenue.**
Our community partnerships are leveraged to increase revenue and audience.

**Content & Engagement**
We create unique local content providing insight on national/global trends.

We will grow the volume of important local storytelling.

Our funders and community leaders recognize us as a source of local information and a leader in content creation.

**Strategic Goals | 3–5 Years**

- **Our Audiences Are Power Users.**
- **Our Community Relies on Kansas City PBS and Flatland to Connect National Issues to Local Conversations.**

**Processes Goals | 1–2 Years**

- **We will ensure as many people as possible are exposed to our content.**
- **We uniquely serve niche local audiences.**

**Audience**
We have an audience-first focus in all content creation. Who are we trying to reach and why?

We use data intelligence to make better decisions and deepen relationships with our audience.

**Our audience represents the diversity of the communities we serve.**

**Diversity**
Our audience members see themselves reflected in our content.

**Our Audience First Focus in All Content Creation. Who Are We Trying to Reach and Why?**

- We will find, engage, and grow our power users.
- We uniquely serve niche local audiences.

**Business Process Goals | 1–2 Years**

- **Our Audiences Are Power Users.**
- **Our Community Relies on Kansas City PBS and Flatland to Connect National Issues to Local Conversations.**

Mission & Vision | 10–20 Years

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- **Our Community Relies on Kansas City PBS and Flatland to Connect National Issues to Local Conversations.**

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A COMMUNITY OF SUPPORT

Kansas City PBS relies on the support of individuals, foundations and corporations for the majority of its funding.

* Decrease in earned income from FY21 was a result of unrealized losses on endowment investments, which are invested under a long-term growth strategy for the station.

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