

Kansas City



DIVERSITY REPORT

Content and Activities

FISCAL YEAR 2021

July 1, 2020 – June 30, 2021

Kliff Kuehl

President & CEO, Kansas City PBS, 90.9 The Bridge, Flatland

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**A Statement From Kliff Kuehl**

Kansas City PBS is committed to fostering a culture of belonging and representing the diversity of the Kansas City area within our leadership, staff, community partners and programming. We know that diverse teams and diverse content support innovation, creativity and a more united community. Our aim is to support the stories and address the challenges that matter most to our audiences. In order to do this effectively, we produce an annual audit of our people, processes and programming

to ensure a mindset of continuous improvement. As Kansas City's home for civic conversations, nonprofit journalism, educational programming, member-supported music discovery and creative storytelling, our responsibility as a source for public media is to provide a comprehensive narrative of the views, challenges and opportunities for our region.

Kliff Kuehl

President & CEO, Kansas City PBS, 90.9 The Bridge, Flatland

**A Statement from Stuart Shaw**

The Kansas City PBS Board of Directors, through our Diversity, Equity and Inclusion Subcommittee, is pleased to collaborate with management and staff to present the annual diversity report focused on people, processes and programming. Our organizational health relies on leadership, staff, and content reflecting the diverse audiences we serve. The Board is continuously looking for opportunities to support Kansas City PBS' diversity, equity, and inclusion initiatives and joins the chorus of other

boards across the nation as we help navigate the impact of environmental, social and corporate governance (ESG) issues on the organization. By facilitating open discussions and collaborating to set organizational goals, we help ensure that Kansas City PBS' impact on Kansas City is significant and lasting.

Stuart Shaw

Board Chair

DIVERSITY, EQUITY AND INCLUSION SUBCOMMITTEE**Board Members**

Tammy Edwards,
Committee Chair

Ellen Barnes

David Burke

Mark Opara

Jeff Simon

Bryan Wright

Kansas City PBS Staff

Donna Collene, Sr. Director of Human Resources

Kalie Hudson, Director of Marketing & Engagement

Kliff Kuehl, President & CEO, Kansas City PBS, 90.9 The Bridge, Flatland

Rolonda Saulsberry, Director of Finance

Sandy Woodson, Production Manager

GOAL STATEMENT

It is the goal of Kansas City PBS to cultivate and maintain diversity in the station's workforce, management, governing boards and on-air talent. Kansas City PBS also aims to create a variety of content that represents the audiences served.

DIVERSITY Management Framework

Kansas City PBS measures success in DEI (diversity, equity, inclusion) initiatives through three main pillars:

PEOPLE

Objective: Ensure hiring, internal advancement and external recruiting practices lead to a diversity of management, workforce [station employees], contractors, outside vendors, and Board of Directors and Community Advisory Board members to better reflect the Kansas City PBS coverage area.

Metrics: Race and Gender

PROGRAMMING

Objective: 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.

Metrics: Race, Gender, Age, Sexual Orientation, National Origin, Economic Status, Religion, Faith and Geography

PROCESSES

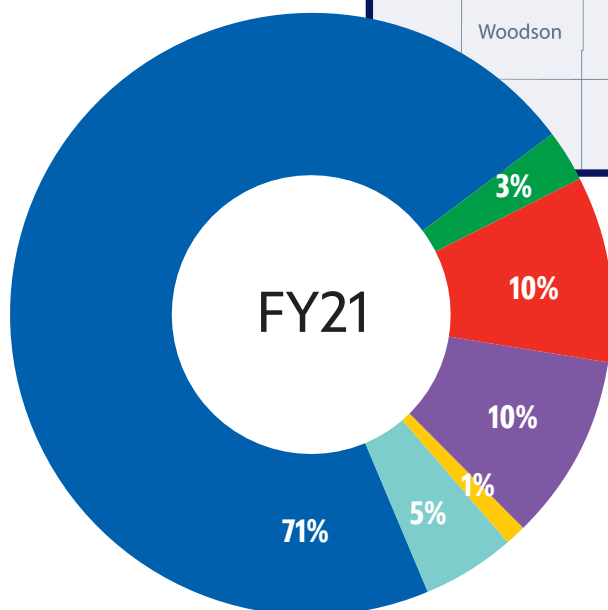
Objective: Adopt comprehensive protocols that support a diversity of selection in all station initiatives.

Metrics: Annual Audit of New Hires/Promotions, Vendors and Editorial Projects

PEOPLE

Coverage Audience Demographics

Kansas City PBS aims to ensure that the race and gender of leadership, staff, contractors and vendors mirror the audiences the station serves.



- Asian/Asian American/Pacific Islander
- Black/African American
- Hispanic/Latinx or Latine
- Native American/Indigenous/Alaskan Native
- Two or More Races
- White

Source: 2020 Census

Management and workforce reflect people employed by Kansas City PBS. Due to market uncertainty surrounding the COVID-19 pandemic, a hiring freeze was implemented in FY21. Management and workforce representation data reflect attrition between July 1, 2020, to June 30, 2021.

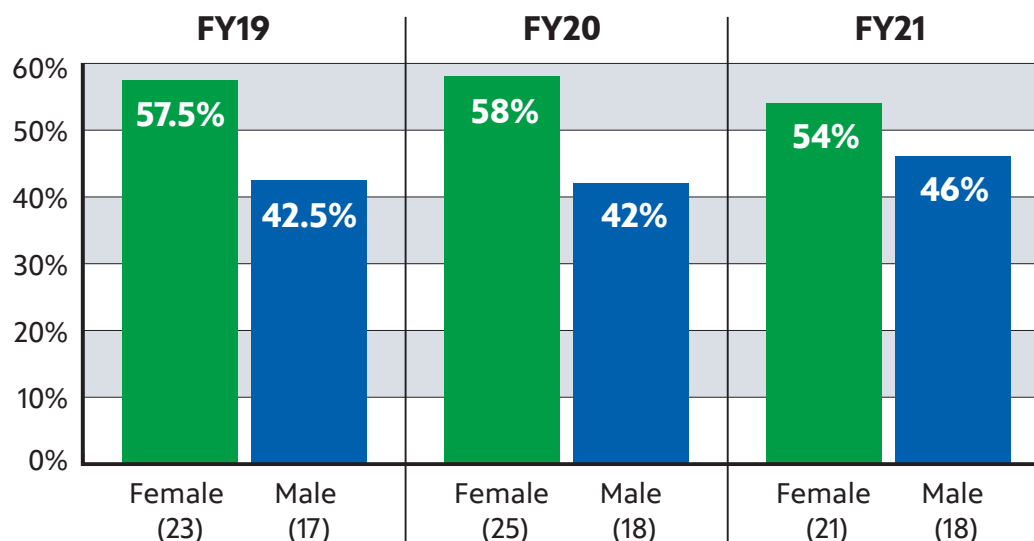
*In the body of the report, Asian, Black, Hispanic and Native American will be used when referring to Asian/Asian American/ Pacific Islander, Black/African American, Hispanic/Latinx/Latine, Native American/Indigenous/Alaskan Native respectively.

PEOPLE

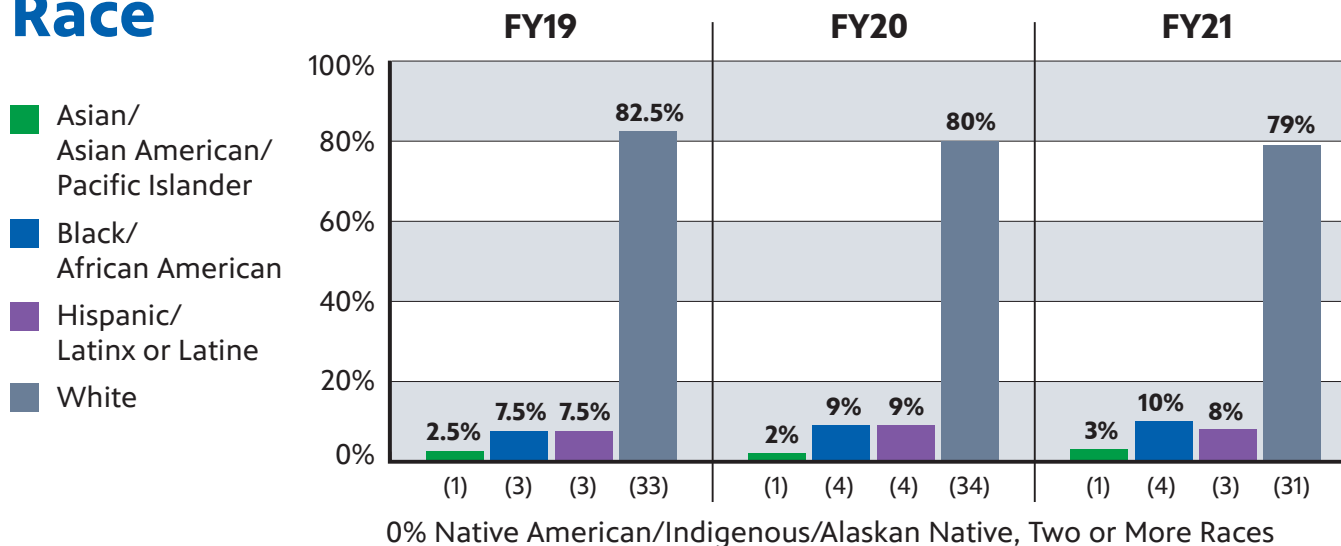
Workforce

Workforce designates any full or part-time employee through manager level. In FY21, female and Hispanic workforce representation decreased by 4% and 1% respectively.

Gender



Race

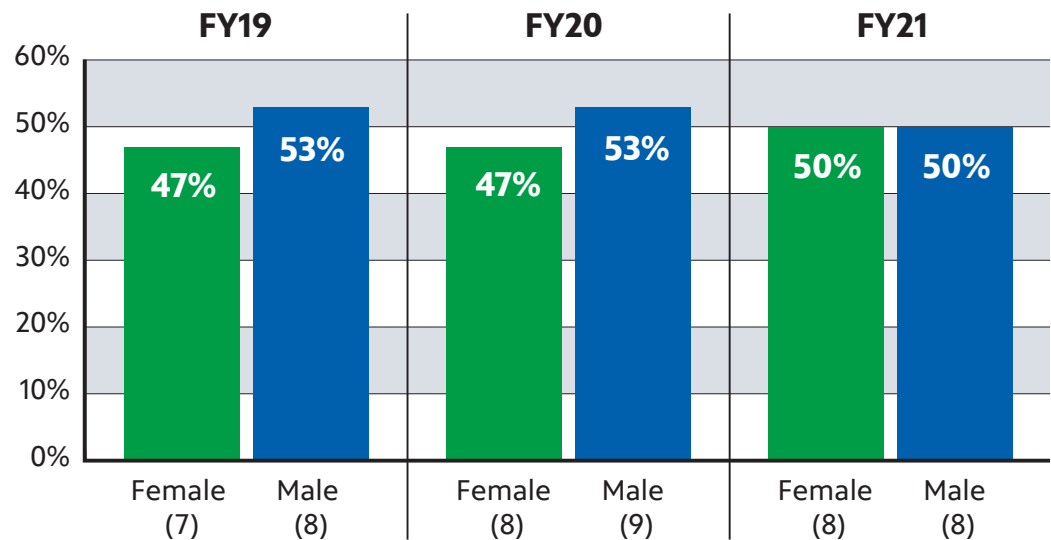


PEOPLE

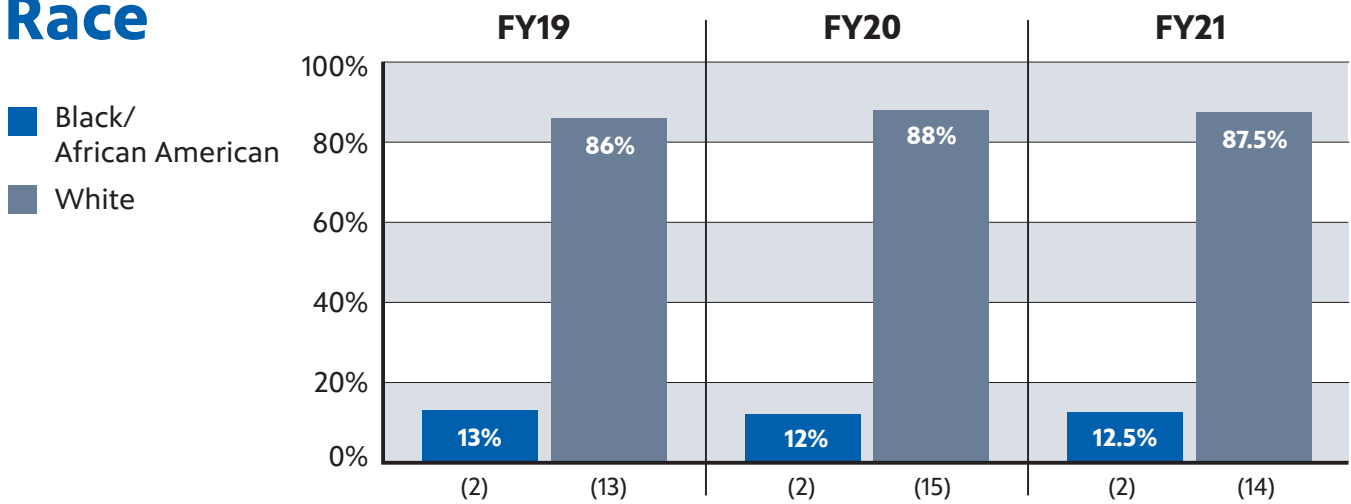
Management

Management designates employees at the director level or higher. In FY21, the female composition of station management remained at eight, which is now 50% of the total management team. The racial composition of station management remained steady.

Gender



Race



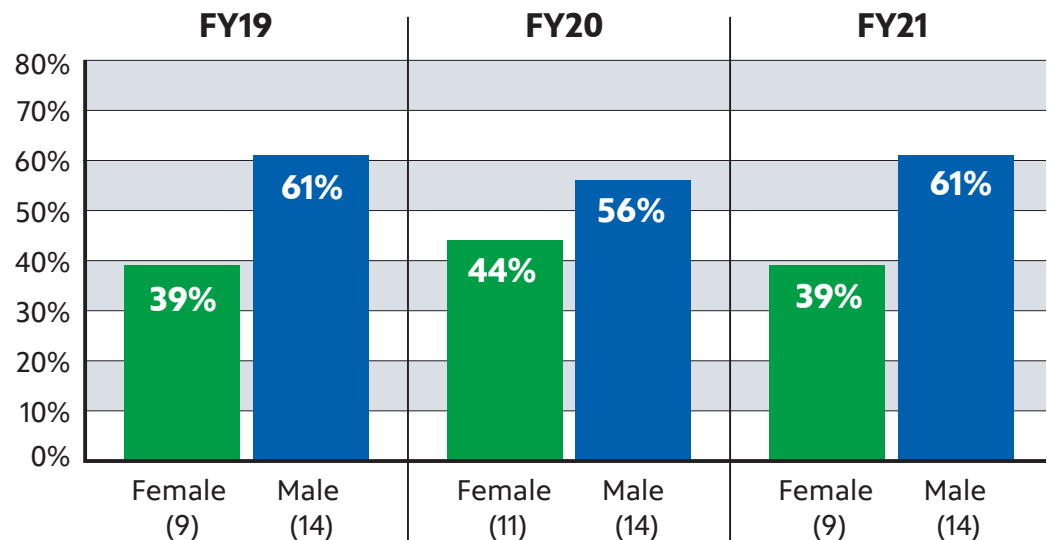
0% Asian/Asian American/Pacific Islander, Hispanic/Latinx or Latine, Native American/Indigenous/Alaskan Native, Two or More Races

PEOPLE

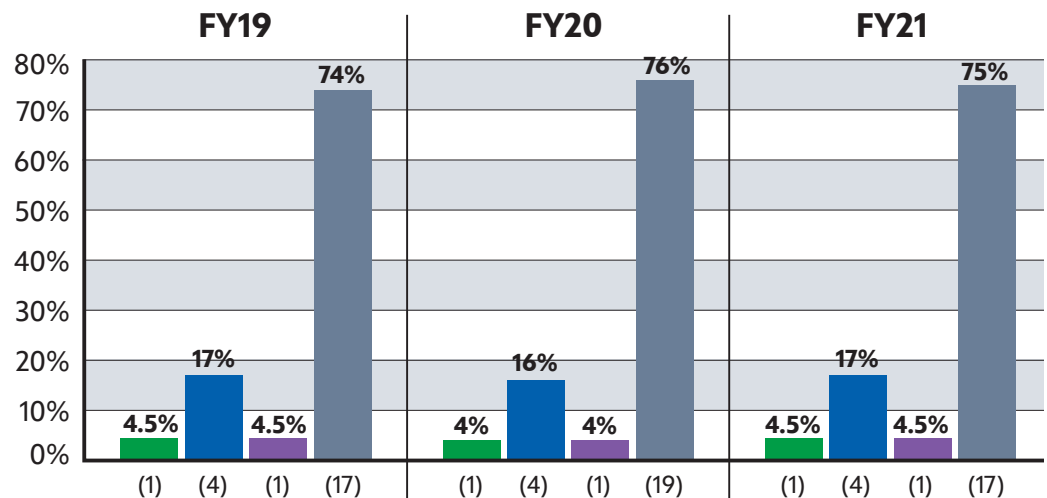
Board of Directors

The Kansas City PBS Board of Directors are committed volunteers charged with guiding organizational decisions and policy. In FY21, female representation decreased and Black representation on the Board slightly increased.

Gender



Race



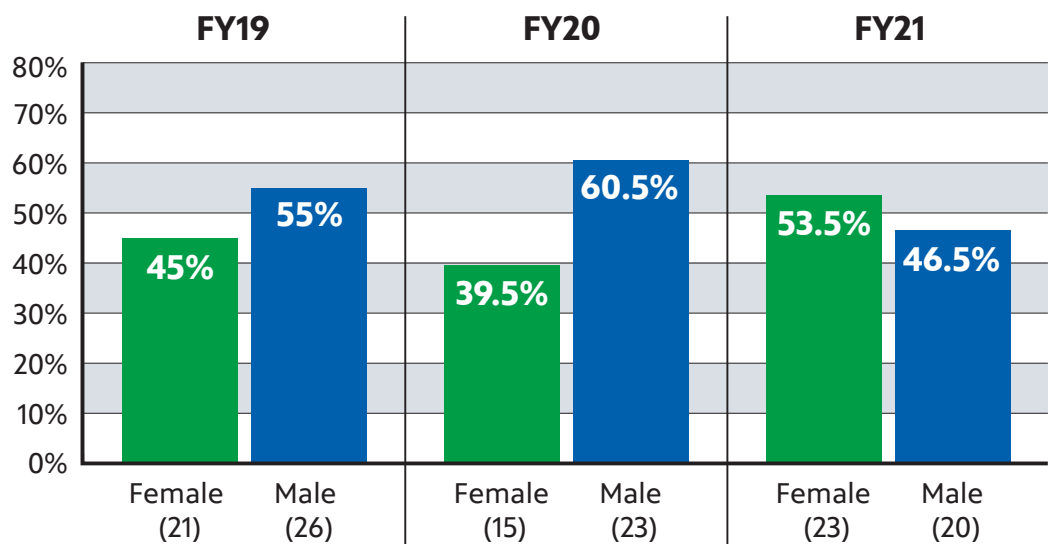
0% Native American/Indigenous/Alaskan Native, Two or More Races

PEOPLE

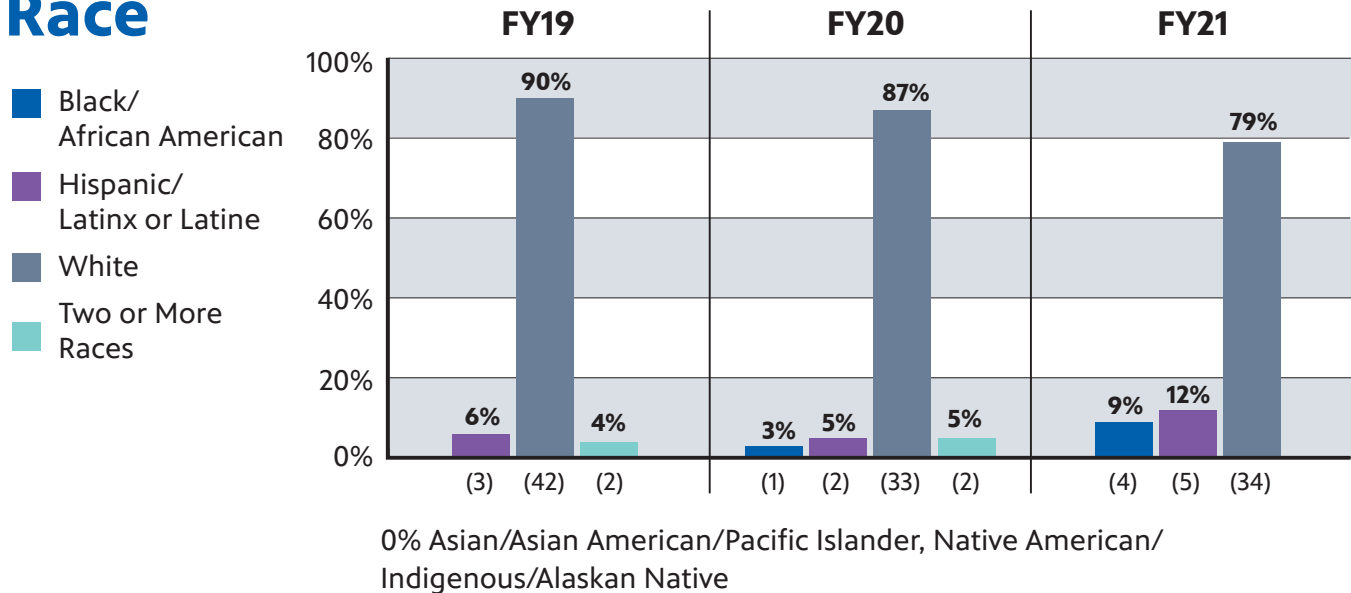
Contractors

A contractor is an individual assigned to complete specific tasks by a specified deadline within Kansas City PBS. In FY21, the utilization of female contractors increased by 14%. The occurrence of male contractors decreased by 14%. Black contractors increased by 6% and Hispanic contractors increased by 7%.

Gender



Race

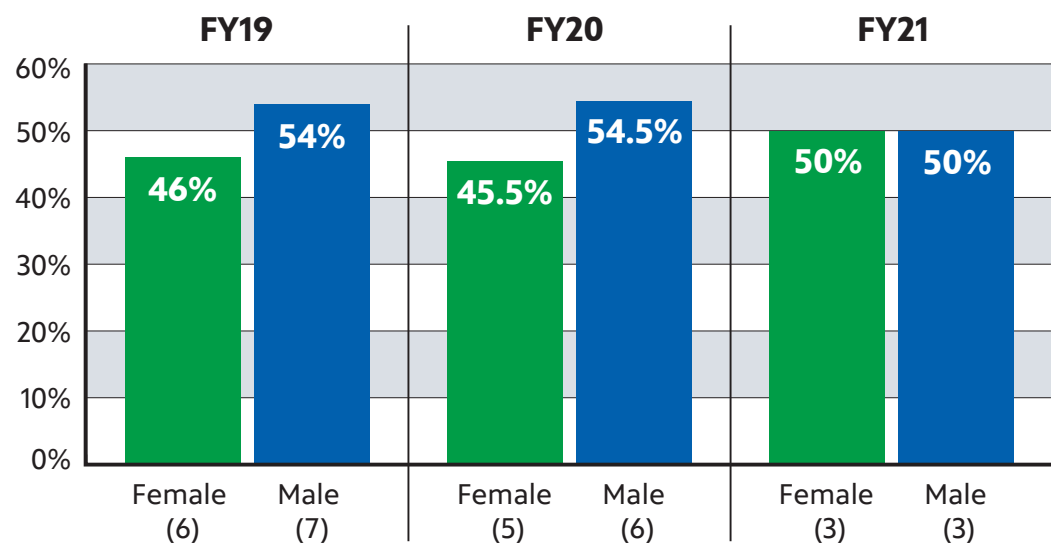


PEOPLE

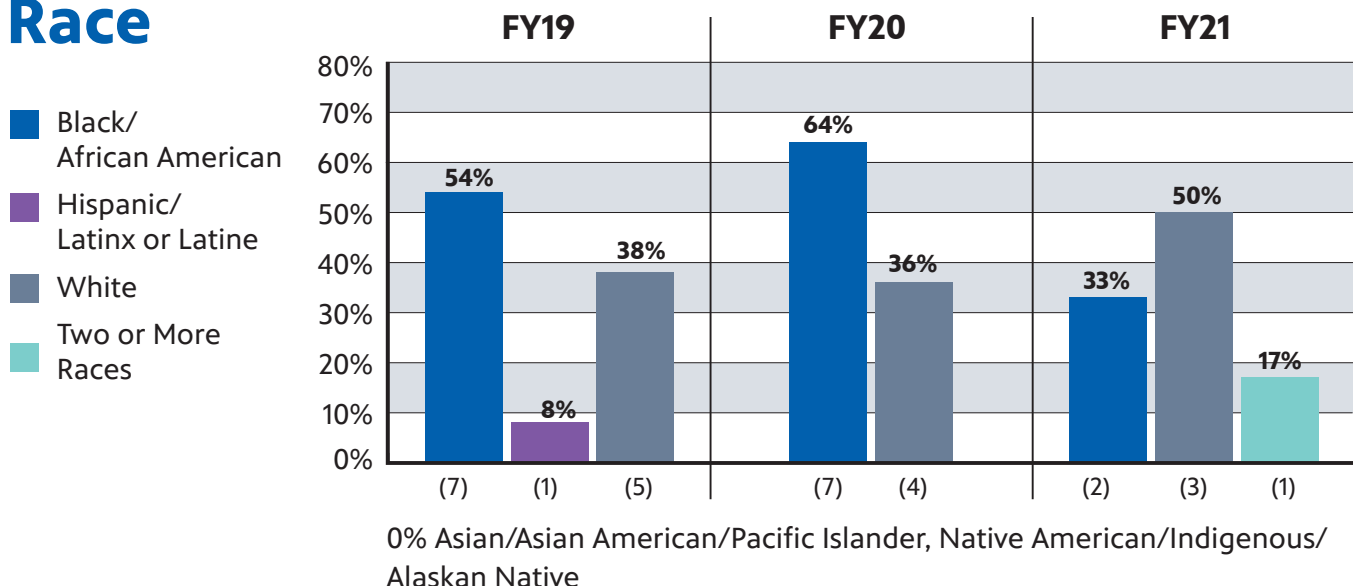
Community Advisory Board

The Community Advisory Board (CAB) is a citizen-led body, responsible for ensuring Kansas City PBS is meeting the needs of the audiences we serve by seeking out and providing community feedback. In FY21, both female and male members of the community advisory board dropped by 4.5%. The representation of racially diverse CAB members also declined.

Gender



Race



This map displays the Kansas City metropolitan area, including surrounding suburbs and rural regions. The map is color-coded by neighborhood, with Downtown Kansas City highlighted in a darker shade. Major roads like I-435 and I-670 are visible. The map includes a north arrow in the top left corner and a Google logo in the bottom left corner. The map is titled 'Kansas City' in the center.

National Highlights

PROGRAMMING AND CONTENT

In FY21, the United States endured a global pandemic and a polarizing election. PBS elevated storytelling to focus on a variety of underserved communities and to bring context to some of the nation's most important conversations. Here are some of the highlights.

Kansas City PBS commemorated the 100th Anniversary of the Tulsa Race Massacre with a collection of broadcast programming and reporting from Flatland.



Tulsa: The Fire and the Forgotten

Directed by Jonathan Silvers, this documentary looks back at the explosion of violence when the once prosperous neighborhood known as “Black Wall Street” was destroyed by a mob of white residents. Hundreds of Black-owned businesses and homes in the Greenwood district of Tulsa, Oklahoma, were burned to the ground, killing an estimated 100-300 Black residents and leaving an estimated 10,000 Black residents homeless. It also chronicles present-day public efforts to memorialize the Tulsa Race Massacre and other racial violence around the country, and how Black and white communities view such efforts.



Going Back to T-Town

American Experience brought audiences the story of Greenwood, an extraordinary Black community in Tulsa, Oklahoma, that prospered during the 1920s and '30s despite rampant and hostile segregation. Torn apart in 1921 by one of the worst racially motivated massacres in the nation's history, the neighborhood rose from the ashes.



Tulsa Revisited, A PBS NewsHour Weekend Special

Hosted by Michael Hill, this special program explored the events and themes presented in the film, *Tulsa: The Fire and the Forgotten*, both in the context of historical events, and current social issues. Themes included current civil unrest, the issue of reparations, the historical racial landscape in America and generational efforts to level the playing field.



Latino Vote: Dispatches from the Battleground

Prior to the 2020 presidential election, community organizers, local activists and political operatives targeted Latino voters in an attempt to influence the nation's swing states. Taking an immersive approach, *Latino Vote* delves into the campaigns in the battleground states of Nevada, Florida, Texas and Pennsylvania to explore how Latino voters are poised to shape not only the upcoming election but also the future of the country.



The Black Church

From executive producer, host and writer Henry Louis Gates Jr., *The Black Church* traces the 400-year-old story of the Black church in America, all the way down to its bedrock role as the site of African American survival and grace, organizing and resilience, thriving and testifying, autonomy and freedom, solidarity and speaking truth to power.



American Experience: Voice of Freedom

On Easter Sunday 1939, contralto Marian Anderson stepped up to a microphone in front of the Lincoln Memorial. Barred from performing in Constitution Hall because of her race, Anderson would sing for the American people in the open air. Hailed as a voice that “comes around once in a hundred years” by maestros in Europe, her fame hadn’t been enough to spare her from the indignities and outright violence of racism and segregation. *Voice of Freedom* interweaves Anderson’s rich life story with this landmark moment in history, exploring fundamental questions about talent, race, fame, democracy and the American soul.



Philly D.A.

Over the course of eight episodes, *Philly D.A.* explores the most pressing social issues of our time — police brutality, the opioid crisis, gun violence and mass incarceration — through the lens of an idealistic team attempting a fundamental overhaul from within the system.

Frontline: The Virus That Shook the World

Frontline and Keo Films follow the year of the pandemic, filmed around the world, from lockdowns to funerals to protests. Using extensive personal video and local footage, this special explores how people and countries responded to the virus, across cultures, race, faith and privilege.

Local Programming Highlights

PROGRAMMING AND CONTENT



All These Delicate Sorrows

Follow the journey of Jewish survivors of the Holocaust after their liberation in 1945 through interviews with descendants of survivors, archival video testimonials as well as commentary from local historians. Many survivors immigrated to Kansas City to rebuild the lives they lost and worked to secure lasting legacies in the metro through civic engagement.



Bird: Not Out of Nowhere

On the centennial of Charlie "Bird" Parker's birth, Kansas City PBS presented a documentary that looks back at the years Bird spent in Kansas City and his lasting legacy on the Kansas City jazz scene. *Bird: Not Out of Nowhere* features rarely seen archival footage of Parker, interviews with musicians and historians, and live performances from some of Kansas City's most talented jazz musicians.



Six Streets

This documentary from producer Nico Wiggins chronicles the creation of six street murals honoring the Black Lives Matter movement in neighborhoods across Kansas City. The film highlights the community organizations that made the project possible and celebrates the art activists whose creative interpretations of this profound moment in history are now commemorated on the streets of Kansas City.

Nick Haines, the host of *Week in Review*, produced several specials focused on civic affairs issues in the Kansas City metro.

The O-Zones

A panel discussion, and part of the larger reporting series on Flatland, featured the argument behind Opportunity Zones, a program the Trump administration said could be the salvation for America's most distressed neighborhoods.

Justice Deferred

A deep dive into a local crisis in the criminal justice system that left hundreds of defendants in jail indefinitely after COVID-19 lockdown put a halt to single jury trials.

Justice on the Ballot

Featuring two back-to-back debates between candidates for local offices in a joint presentation with the Johnson County Bar Association.

Local Programming Highlights

PROGRAMMING AND CONTENT



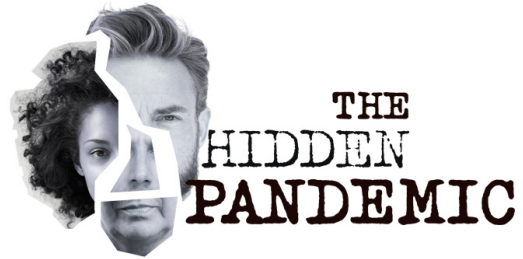
The Hidden Pandemic

This multipart station initiative consisted of a 30-minute documentary, a multimedia reporting series and a televised panel discussion shining a light on mental illness in Kansas City. The documentary tells the stories of Kansas Citians navigating mental illness, through personal interviews with patients and the health care professionals who treat them.

Host Nick Haines convened a panel including the filmmaker Michael Price and some of the metro's leading mental health experts as he searched for answers to the provocative questions raised in the film, expert tips for seeking help and workarounds for navigating a mental health system that is understaffed.

Flatland provided additional context through a series of video reporting and written articles including:

- The Hidden Pandemic: No Vaccine for Mental Health
- How Thelma's Kitchen is Using Food For Better Mental Health
- Providing Rural Mental Health Care During a Pandemic
- The Toll on Teachers
- Mental Health First Aid Kit: Five Steps



Rural Mental Health Care



Thelma's Kitchen

Flatland

PROGRAMMING AND CONTENT

Kansas City PBS' nonprofit source for local journalism, Flatland produces a wide variety of multimedia content focused on civic affairs, arts and culture, food and drink, and education.



Stopped: Profiling the Police

Focusing on the Kansas City region, Stopped: Profiling the Police is based on 20 years of data compiled in the Missouri Vehicle Stops Report issued annually by the Missouri attorney general's office. The report was originally created in response to concerns voiced by Missouri citizens regarding bias in traffic enforcement and the need for greater transparency. Although two decades have passed since the statute was approved by the Missouri General Assembly, the data shows troubling trends in the equitable treatment of citizens.

A total of four articles were written:

- Decades of Data Suggest Racial Profiling Is Getting Worse, Not Better
- Police Keep Eyes on the Street and on Racial Disparity Data
- After the Stop: People of Color With Disabilities Face More Risks With Police
- Turning Data to Dialogue: Police Stop Data and the Search for Solutions

As part of this multipart reporting series, Kansas City PBS host Nick Haines convened a group of panelists including Jackson County Sheriff Darryl Forte, former KCPD police officer and academy instructor Eva Santiago, former sheriff's deputy Michael Birzer and Urban League CEO Gwen Grant to discuss the effects of the report on the community.

The Kansas City Housing Crisis

In response to the rising Kansas City housing crisis, Flatland produced a series of articles focused on evictions, the unhoused, and the growing divide between landlords and tenants.

Articles include:

- Landlords and Tenants' Struggle to Survive the CDC's Eviction Moratorium
- Unhoused and Unheard: Temporary Fixes Fall Short of Demands for Unhoused Community
- A Place to Sleep: Tenants Seek Homes After Being Displaced



AAPI Community Support

In response to a rise in racism against the Asian, Asian American and Pacific Islander (AAPI) community during the COVID-19 pandemic, Flatland shared local stories and voices.

Articles include:

- 9 Kansas City Residents Share What Being Asian Means to Them
- Kansas City's Asian American and Pacific Islander Community Makes Itself Heard
- Sunday's Stop Asian Hate Vigil Offers a Safe Space for Healing
- 'We Are Significant': Resources in Response to Violence Against Asian Americans

90.9 The Bridge

PROGRAMMING AND CONTENT

90.9 The Bridge is a listener-supported, non-commercial NPR music station. The Bridge supports local music discovery by connecting audiences through on-air content, interviews, performances and community engagement.



Support of Local Businesses During a Global Pandemic

In response to the shuttering of many local businesses during the lockdown, 90.9 The Bridge offered locally owned businesses free underwriting to offset the impact on their bottom line. This effort focused on various groups of businesses in Kansas City. During the month of February, Black-owned businesses were selected. In May, AAPI-businesses were highlighted, and in June LGBTQ+-owned businesses were identified to receive free promotion.



AAPI Heritage Month

90.9 The Bridge celebrated Asian American and Pacific Islander Heritage Month by honoring the musical contributions of AAPI artists. Throughout May, the station offered special programming on-air and on the web, diving into the stories, backgrounds and experiences of the artists behind the music.



Go DJ!

In March, the Bridge welcomed KC creatives Khrystal. and Bobbeh C. to the airwaves for a new show called Go DJ! That's my DJ! The show centers around elevating voices in the local, national and international hip-hop community. The two-hour block on Saturday nights airs hip-hop that popular radio won't play, boosting new voices and ideas.



Juneteenth

Bridge staff coordinated a day of special interviews and groundbreaking songs of justice, peace, struggle and celebration by Black artists. Icons such as Nina Simone and Sister Rosetta Tharpe were featured as well as the innovators of today — such as Janelle Monáe, Jon Batiste and Angélique Kidjo — and local artists with powerful voices and platforms, including Cuee, Kemet Coleman and Hi-Lux.

EDUCATION AND ENGAGEMENT



Be My Neighbor Days: A Virtual Week of Kindness 2020

This initiative was held on the Kansas City PBS Kids YouTube channel Oct. 26-30, 2020. Partnering with local organizations, five short episodes were created and aired online at 11 a.m. every weekday of the Be My Neighbor Day kindness week. Each daily episode demonstrated an act of kindness that children could follow along with at home. To augment the learning, Kansas City PBS distributed 500 "Kindness Kits" with materials to complete the kindness activities demonstrated in the episodes. In total, 1,151 children were registered for the initiative, including 25 classrooms throughout the metropolitan area.



Playing to Learn: Kindergarten Readiness Program

This program was created to provide kindergarten readiness materials to any family whose pre-K educational opportunities had been affected by the COVID-19 pandemic. From January through June 2021, Kansas City PBS offered four sessions with weekly activities. Each five-week session empowered families to prepare for kindergarten by providing educational and entertaining resources from PBS Kids, PBS Parents, PBS LearningMedia and Sesame Street virtually via Zoom.



PROGRESS IN FY21

- **DEI Staff Council** — In FY21, an employee Diversity, Equity and Inclusion Council was formed to help support 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. The DEI Staff Council works to advance diversity, inclusion and belonging initiatives and communicate with staff and contractors. The council has implemented a monthly internal newsletter sharing informational materials with staff and is meeting with outside consultants to identify opportunities for growth.
- **Diversity and Inclusion Training** — All staff participated in two professional development opportunities focused on diversity and inclusion. These training sessions were facilitated by Stephenie and Rodney Smith of change management and consulting firm Sophic Solutions. Sophic Solutions has been retained for ongoing training.
- A vendor policy was created, added to the website and shared with staff. This policy provides guidelines for the selection of vendors to encourage a diverse vendor base.
- Kansas City PBS joined the Mountain Plains Minority Supplier Development Council, whose mission is creating “greater access to the goods and services of Minority-owned business in order to develop lasting and mutually beneficial business relationships”, in order to gain access to a broad and diverse directory of potential station vendors.
- In April of 2021, Kansas City PBS was invited to join a 17-month cohort learning journey convened by the Kauffman Foundation, designed to foster inclusive prosperity in Kansas City. REDI KC Community of Practice (CoP) brings together 15 local organizations for monthly sessions to learn about REDI (Racial Equity, Diversity and Inclusion) issues, and wrestle with the challenges (and opportunities) of the region. Kansas City PBS has dedicated approximately 170 staff hours to this program and is using the information learned throughout the sessions for staff learning resources as well as to inform station strategy.
- The hiring process for the Kansas City PBS was updated in FY21 to help support a diverse candidate pool as well as a diverse interview panel. The DEI Staff Council is working to identify new opportunities for posting open positions. One member of the Staff Council is also appointed to be a representative on each interview team.



NEXT STEPS

In FY22, Kansas City PBS staff will focus on the following opportunities for improvement:

- Identify opportunities to ensure that race and gender representation in management, workforce, Board of Directors and CAB reflect the race and gender representation of the community.
- Expand outreach for potential local production partners through promotion and on-air awareness spots to reach a broader range of potential creators.
- Provide quarterly reminders to new and existing staff (in meetings and via email) regarding vendor selection policies and ensuring continued use of services provided by the Mountain Plains Minority Supplier Development Council.
- Update Diversity Page on the Kansas City PBS website to better represent the station's past and current work.
- Working with the Volunteer Advisory Committee, create and implement a clear plan for the recruitment of a wide range of station volunteers.
- While we have made significant headway in the ways we engage outside vendors, we will be evolving the process to ensure that vendor data is prioritized and as comprehensive as possible. A staff member has been designated to reach out individually to current vendors to ensure records are up to date. Vendor questionnaires will be sent electronically to encourage a higher completion rate and new vendors will be notified that their completion of the questionnaire is contingent on their contract with the station.
- As Kansas City PBS enters into a major building renovation, staff leads will work with the main contractor to designate requirements for the engagement of subcontractors with MBE (Minority Business Enterprise) and WBE (Women Business Enterprise) designations. Goals for each designation will be identified and the contractor will be required to track selections and provide a final report for review.

ON AIR

KCPT 19.1

KCPT2 19.2

KCPT Create 19.3

KCPT 24/7

Kids Channel 19.4

90.9 FM The Bridge

ONLINE

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