

DIVERSITY REPORT

Content & Activities

FISCAL YEAR 2022

July 1, 2021 – June 30, 2022

Kansas City  PBS



Kliff Kuehl

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

Board of Directors

Stuart Shaw, Chair
Kim Wilkerson, Vice Chair,
Futures
Ellen Barnes, Vice Chair,
Operations
Chris Harper, Treasurer
Kiran Huggins, Secretary
Elizabeth Alex, Director
Dianne Asher, Director
David Barnard, Director
Karen Begelfer, Director
Roger Best, Director
Cathi Brain, Director
David Burke, Director
Tammy Edwards, Director
Will Gregory, Director
Scott Hughes, Director
Linda Lenza, Director
Judy Moody, Director
Fred Nelson, Director
Mandy Prather, Director
Todd Reiser, Director
Jeff Simon, Director
Jon Stephens, Director
Erin Turley, Director
Christopher Underwood,
Director
Sandra Whitaker, Director
Bryan Wright, Director



Letter from Kliff Kuehl:

Kansas City PBS is committed to building an inclusive work culture and to serving as a trusted public media source that tells stories reflective of

the community we serve. Every year, we produce a Diversity Report — an annual audit of our people, processes and programming — to hold ourselves accountable to our mission and to continue to examine ways we can improve as an organization.

As we create compelling local programming, convene engaging civic conversations, tell stories that might otherwise go untold, and deliver educational resources and member-supported music discovery, it is our goal to approach our work through a lens of diversity, equity and inclusion.

In 2022 we adopted a new strategic plan that will guide us through the next three years. Within this we recognize that, through our work and focus on diversity, we can foster an atmosphere that allows us to connect more deeply with our audience. We look forward to continuing on this path, as there is always more work to do.

Kliff Kuehl

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



Letter from Stuart Shaw:

The Kansas City PBS Board of Directors has long recognized the importance of diversity to the organization.

Over the past several years, the Board's Diversity, Equity and Inclusion (DEI) Subcommittee has been working to make our DEI goals and strategies more measurable and tangible. This work includes oversight of the creation of this annual Diversity Report. This report focuses on the ways the organization continues to ensure that there is a strong, meaningful focus on diversity among its people, processes and programming. It was created through a collaborative effort with management and staff, with advice and guidance provided by our subcommittee. By including goals related to diversity in our 2022 strategic planning efforts, and through the publication of this report, we aim to be transparent and hold ourselves accountable. The board collectively sees DEI as a source of strength for the organization and appreciates you taking the time to review this report.

Stuart Shaw

Board Chair
Kansas City PBS

DIVERSITY, EQUITY AND INCLUSION (DEI) SUBCOMMITTEE

Board Members

Tammy Edwards, Chair	Todd Reiser
Dianne Asher	Jeff Simon
Ellen Barnes	Bryan Wright
David Burke	

Kansas City PBS Staff

Donna Collene, Sr. Director of Human Resources
Kalie Hudson, Chief Content Officer
Kliff Kuehl, President & CEO, Kansas City PBS,
90.9 The Bridge, Flatland
Rolonda Saulsberry, Director of Finance



GOAL STATEMENT AND DIVERSITY MANAGEMENT FRAMEWORK

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

People

Ensure hiring, internal advancement and external recruiting practices lead to diversity in management, the workforce, contractors, outside vendors and members of governing boards. All race and gender data are self-reported.

Metrics: Race and Gender

Programming/Content

Create and acquire programming/content that highlights the stories and people reflected in the audiences in the Kansas City PBS coverage area.

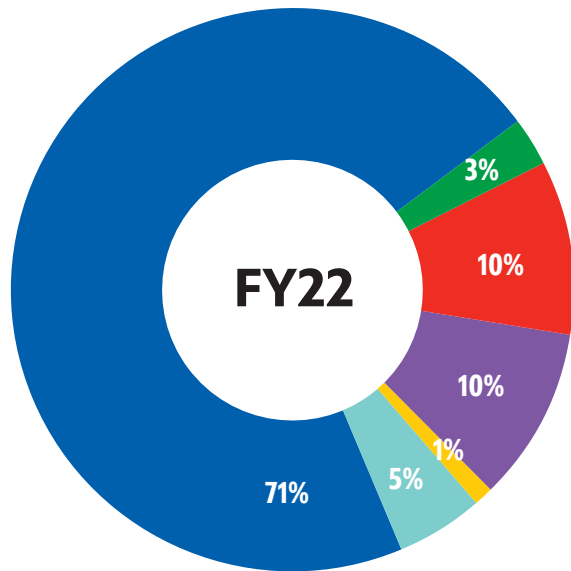
Metrics: Race, Gender, Age, Sexual Orientation, National Origin, Economic Status, Religion, Faith and Geography

Processes

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

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

COVERAGE AUDIENCE DEMOGRAPHICS



- 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

Station Hiring Statement

KCPBS is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to age, color, disability, gender, gender expression, gender identity, genetic information, national origin, race, religion, sex, sexual orientation or status as a protected veteran.

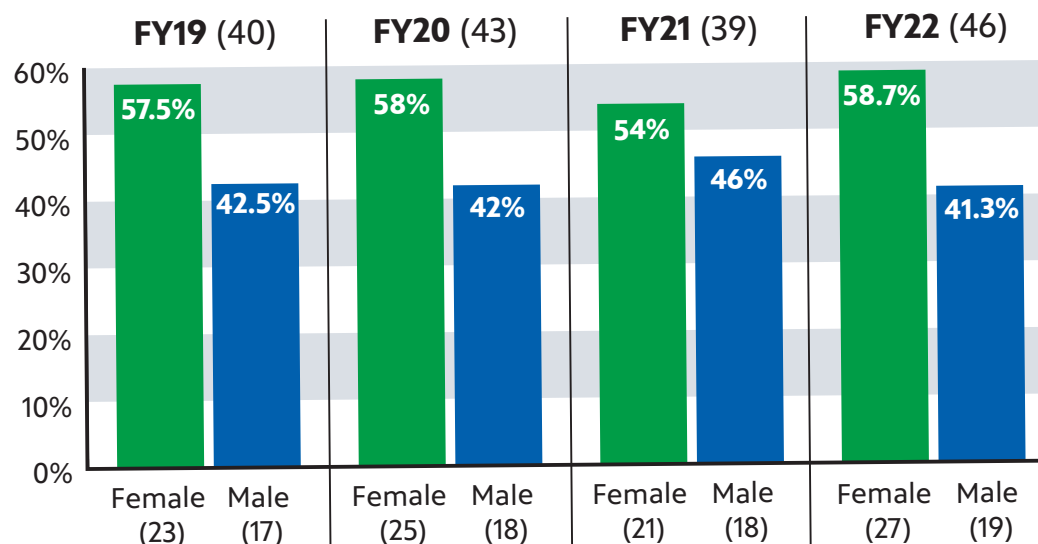
KCPBS consistently promotes open and fair competition to select from the most qualified persons to fill vacant positions. Selection decisions will be based solely on job-related criteria. Employment is offered based upon the job-related qualifications of applicants for employment using fair and valid selection criteria and upon satisfactory completion of all relevant reference checking.

*Kansas City PBS' Recruitment & Hiring Policy can be read in its entirety at kansascitypbs.org/diversity.

PEOPLE — WORKFORCE

Workforce designates any full or part-time employee through manager level.

Gender



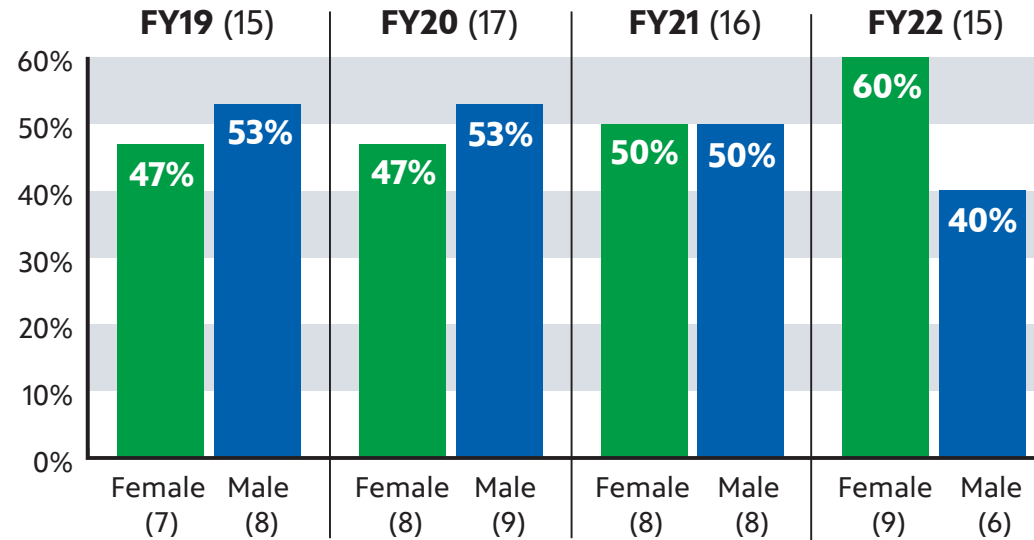
Race



PEOPLE — MANAGEMENT

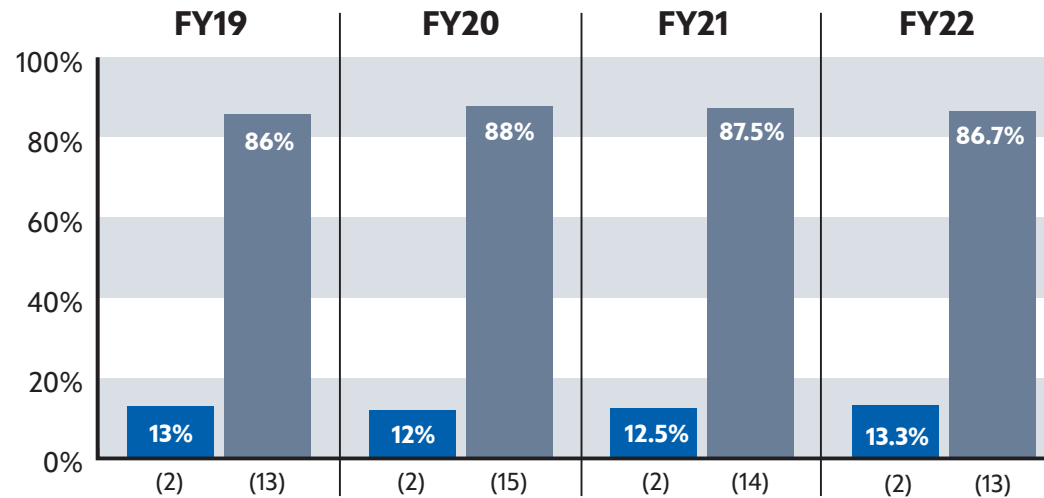
Management designates employees at the director level or higher.

Gender



Race

■ Black/
African American
■ White





“Diversity, equity and inclusion have long been important to KCPBS. As a KCPBS donor, content consumer and board member for many years, I have personally witnessed the organization’s commitment to providing diverse and inclusive programs and community events while ensuring the same in board representation and internal policies and practices. KCPBS is a public media asset our community should be proud of and support.”

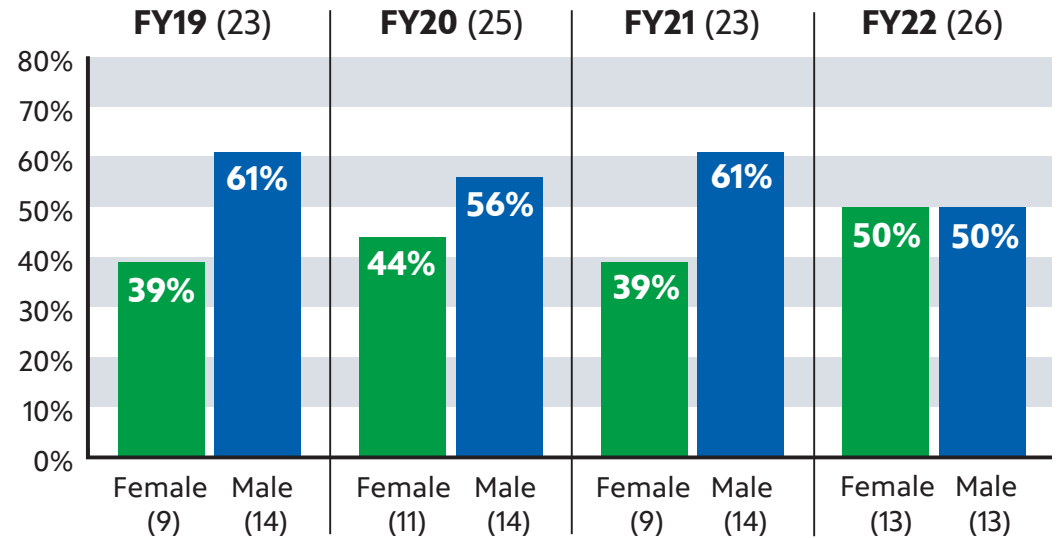
Tammy Edwards

KCPBS DEI Subcommittee Chair

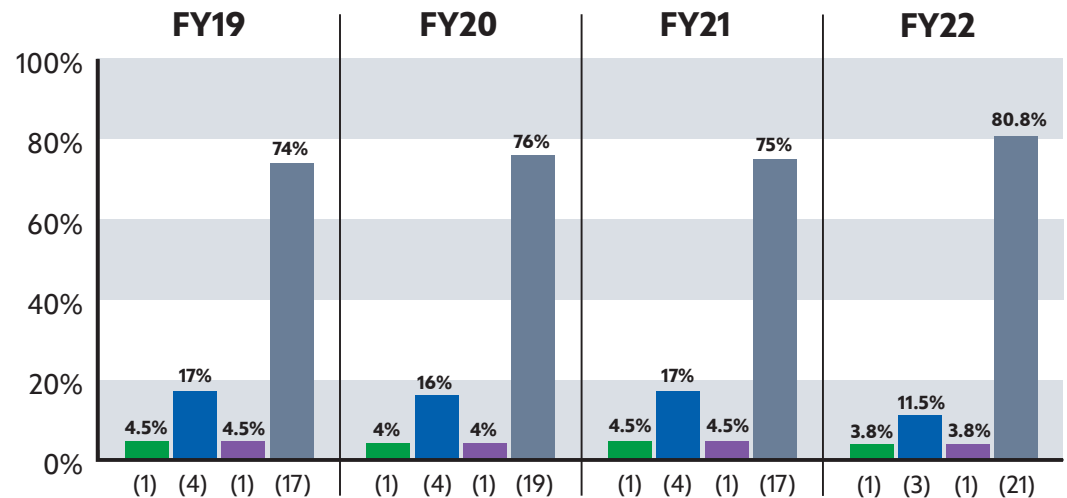
PEOPLE — BOARD OF DIRECTORS

The Kansas City PBS Board of Directors are committed volunteers charged with guiding organizational decisions and policy.

Gender



Race





“When I joined the Community Advisory board years ago, I was the only person of color. Now, we have community members from all walks of life sharing their perspectives, expertise and passion for the educational and entertaining programming we love on Kansas City PBS. Kansas City PBS listens, and we are happy to share our unique perspectives.”

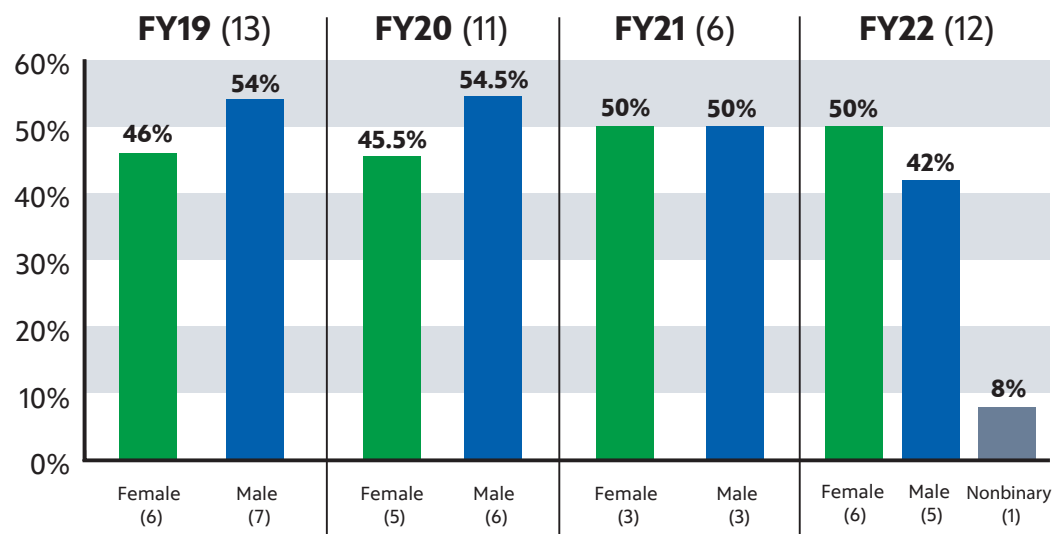
Diane Charity

Community Advisory Board Chair

PEOPLE — COMMUNITY ADVISORY BOARD

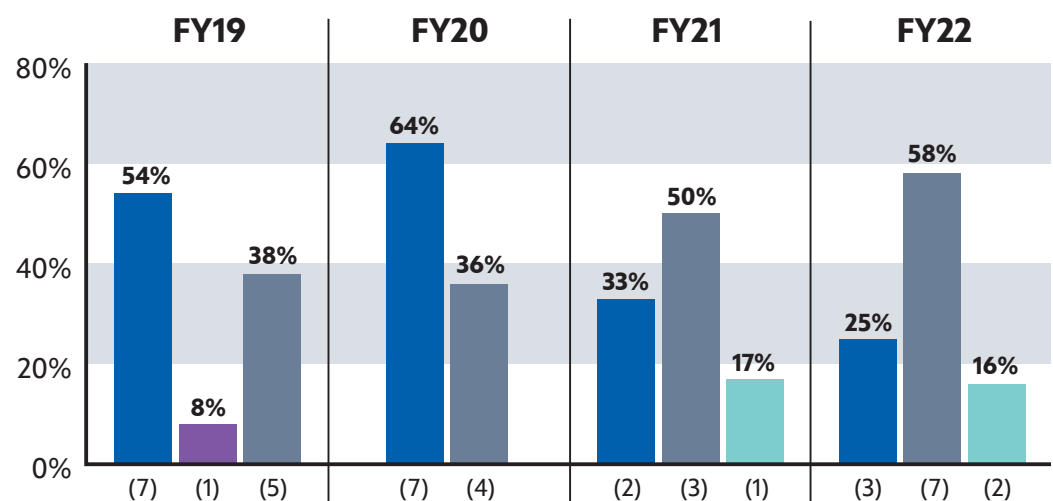
The Community Advisory Board (CAB) is a citizen-led body, responsible for ensuring Kansas City PBS is meeting the needs of the audiences we serve by seeking out and providing community feedback.

Gender



Race

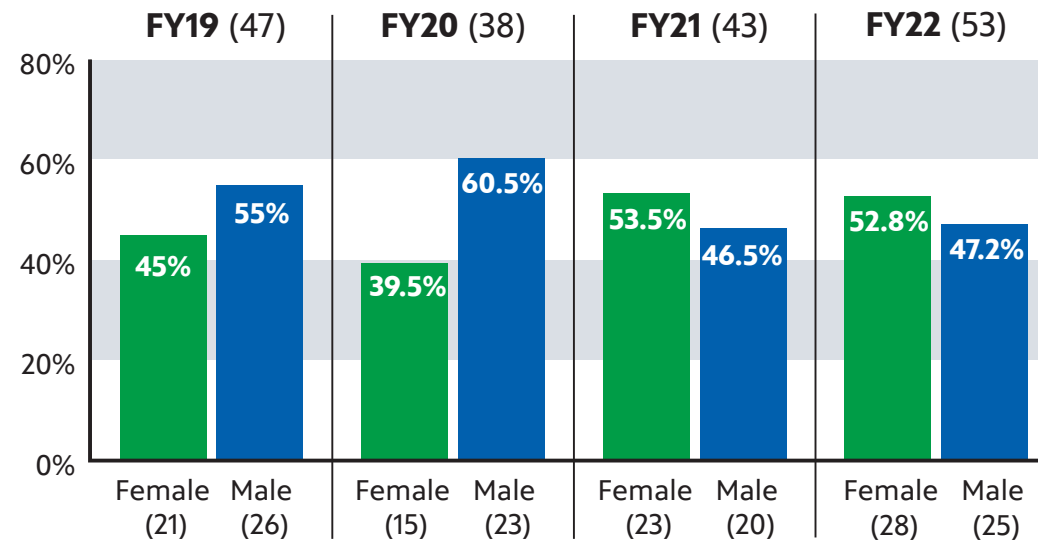
- Black/ African American
- Hispanic/ Latinx or Latine
- White
- Two or More Races



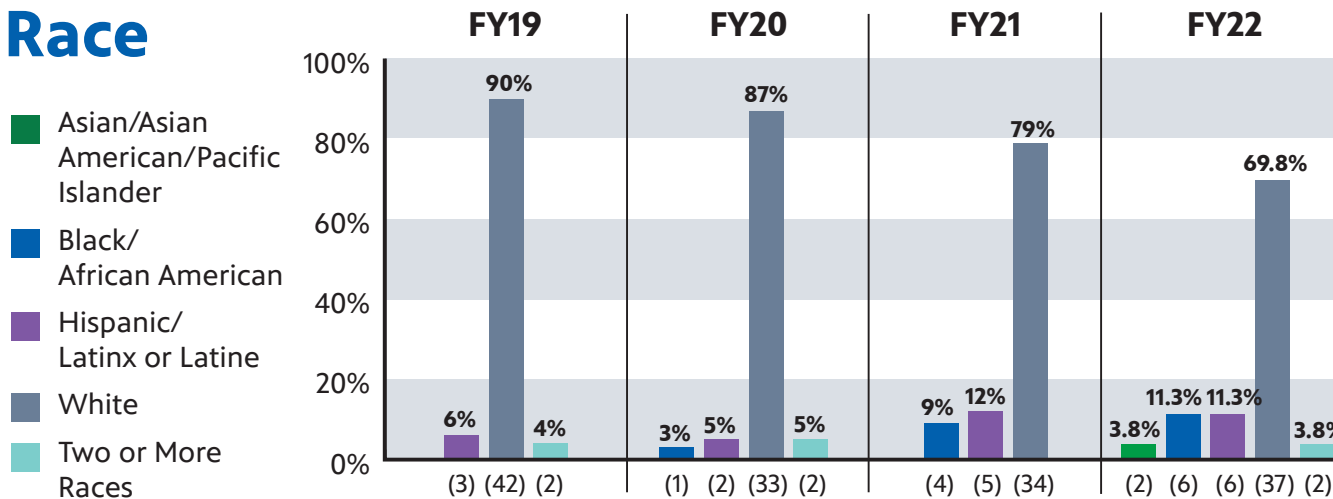
PEOPLE — CONTRACTORS

A contractor is considered an individual, who is not an employee, assigned to complete specific tasks by a specified deadline within the organization.

Gender



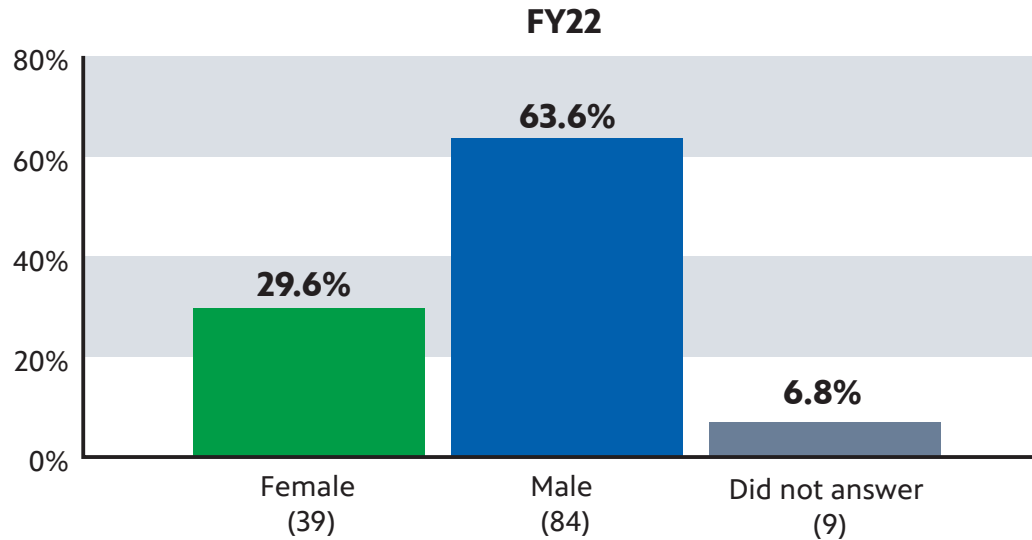
Race



PEOPLE — VENDORS*

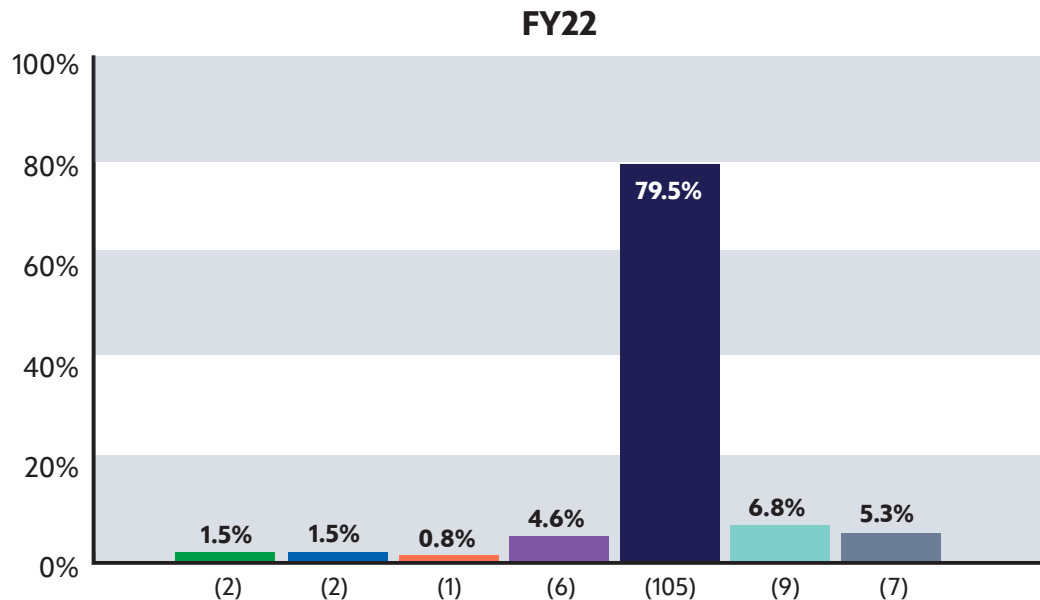
A Vendor is considered a business from which we purchase goods or services.

Gender

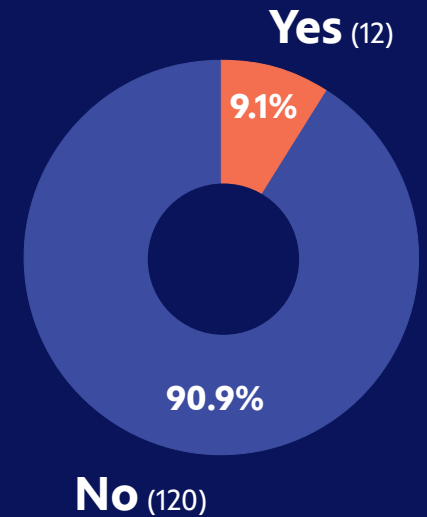


Race

- Asian/Asian American/Pacific Islander
- Black/African American
- Native American/Indigenous/Alaskan Native
- Hispanic/Latinx or Latine
- White
- Two or More Races
- Did not answer



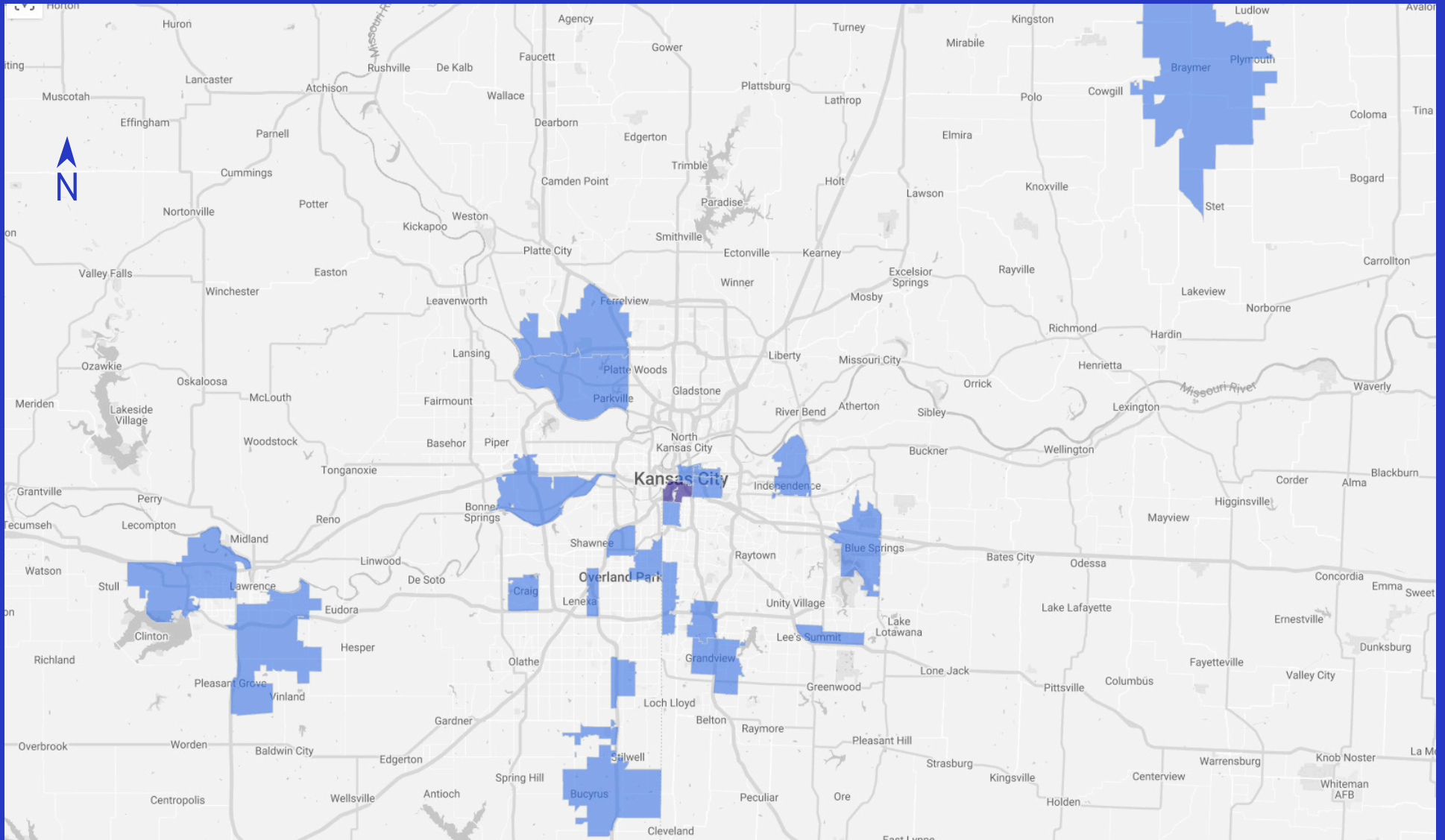
Minority, Women, and Disadvantaged Business Enterprise Certified



* In FY22 a process for the collection of vendor data was created in order to accurately report on the outside vendors that Kansas City PBS relies on to provide goods and services.

Kansas City PBS PROGRAMMING AND CONTENT

In FY22, Kansas City PBS shared stories across platforms that serve a wide range of audiences. Below is a visualization of the ZIP codes reflected in television and digital media coverage*. The variation of hues of each ZIP code indicates the frequency of occurrence of the ZIP code. A darker blue indicates a higher frequency of representation.



**Does not include radio programming*



NATIONAL HIGHLIGHTS

PROGRAMMING AND CONTENT

Hiding in Plain Sight: Youth Mental Illness

From renowned filmmaker Ken Burns, this documentary follows the journeys of more than 20 young Americans from all over the country and all walks of life who have struggled with thoughts and feelings that have troubled and, at times, overwhelmed them. *Hiding in Plain Sight* presents an unstinting look at both the seemingly insurmountable obstacles faced by those who live with mental disorders and the hope that many have found after that storm.

Ken Burns' Muhammad Ali

The documentary *Muhammad Ali* brings to life one of the most indelible figures of the 20th century, a three-time heavyweight boxing champion who captivated millions of fans across the world with his mesmerizing combination of speed, grace and power in the ring, and charm and playful boasting outside of it. Ali insisted on being himself unconditionally and became a global icon and inspiration to people everywhere.

Future of Work

Future of Work explores monumental changes in the workplace and the long-term impacts they have. Through a series of content presentations — a three-part broadcast series, a six-part digital series and a 12-part social media series — *Future of Work* discusses how to protect and preserve opportunities for work that sustains families, communities and the nation — a fundamental aspect of the American dream.

American Masters: Rita Moreno — Just a Girl Who Decided to Go For It

Discover how Moreno defied her humble upbringing and racism to become one of a select group of Emmy, Grammy, Oscar and Tony Award winners. Explore her 70-year career with new interviews, clips of her iconic roles and scenes of the star on set today.

NATIONAL HIGHLIGHTS

PROGRAMMING AND CONTENT

American Veteran

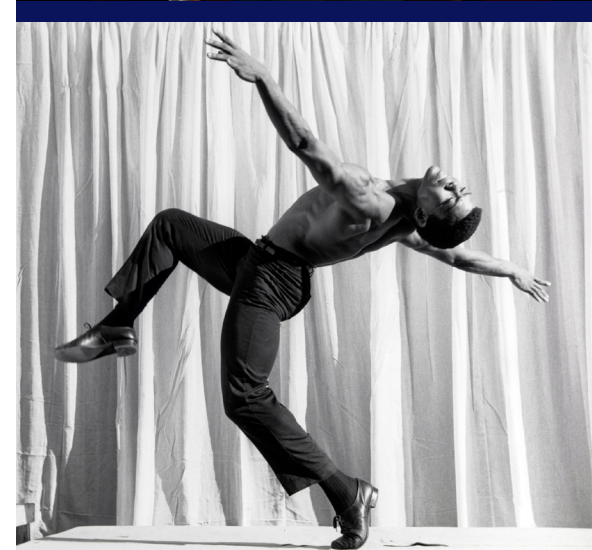
American Veteran is a four-part documentary series tracing the veteran experience across the arc of American history and exploring the present-day divide between the civilian and veteran communities. From the citizen-soldiers returning from the Revolution to today's warrior class, it is a deeply moving story, illuminating the veteran experience and drawing civilian viewers into an unfamiliar culture.

American Masters: Ailey

American Masters: Ailey is a portrait of the legendary choreographer Alvin Ailey (1931-1989), a trailblazing pioneer who founded his influential studio Alvin Ailey American Dance Theater in 1958 at age 27. The documentary traces the full contours of this brilliant and enigmatic man whose search for the truth in movement resulted in enduring choreography that centers on the Black American experience with inimitable grace and power.

The Latino Experience

The first major documentary series for television to chronicle the rich and varied history and experiences of Latinos, *The Latino Experience* focuses on those who have helped shape the United States over the last 500-plus years and have become, with more than 50 million people, the largest minority group in the U.S.





LOCAL PROGRAMMING HIGHLIGHTS

PROGRAMMING AND CONTENT

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 and culture and their contributions to American history.

Womontown

From Kansas City PBS and Sandy Woodson comes *Womontown*, a documentary about 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.

The Gun Conundrum

One of the most divisive issues in America is gun rights. This film sets out to sidestep the poisoned public debate to examine the crux of the problem: Although there are millions of guns currently in circulation, are there practical ways to balance gun rights with the need to address the high numbers of homicides and suicides?



LOCAL PROGRAMMING HIGHLIGHTS

PROGRAMMING AND CONTENT

AMERI'KANA TV

This one-hour documentary is an in-depth conversation about the history and evolution of American music. Spanning genres and generations, this film is a collection of live performances, recorded collaborations and insightful conversation examining how cultural influences and artistic expression have shaped American music.

Heart of the City

Lincoln Prep, Kansas City's premiere school for Black excellence, began last year with the best football program in school history. While the team has its eyes set on a state championship, the city is facing the most violent year it's seen in decades and local alumni may soon be priced out of the neighborhood.

Art Moves Us

Kansas City PBS and ArtsKC, the nonprofit regional arts council, partnered to produce an hourlong special exploring how the arts impact and shape our lives and community. *Art Moves Us* features captivating performances by local artists and riveting interviews exploring how the arts nourish our sense of belonging, overall health, learning and local economy.

The Road to Santa Fe

The Santa Fe Trail played a pivotal role in the westward expansion of the United States. Extending across the mid-continent from Missouri to New Mexico, it became a prominent commercial trail involving both American and Mexican merchants. Over six decades, beginning in the 1820s, the trail supported a vast network of commerce, enabled the U.S. to annex much of northern Mexico and led to the relocation of the Plains Indians. By 1880, the construction of the railroads brought an end to the flow of freight wagons on the Santa Fe Trail, now designated a national historic trail.



LOCAL PROGRAMMING — FLATLAND

Flatland is our nonprofit digital source for local journalism. Flatland shares digital-first series and stories that give you the best of people and places, eats and drinks, news and issues, arts and culture, and more. Here are just a few important topics covered across Flatland at Flatlandkc.org:

Food Insecurity

Despite a permanent increase to the Supplemental Nutrition Assistance Program (SNAP) and an abundance of food waste across the country, food insecurity persists in Kansas City. A growing network of organizations seek to get free, healthy food into the hands that need it.

Mental Health

The pandemic continues to take a toll on our mental health. Flatland explores the toll taken on those who lost a loved one and the challenges children and adults are facing as they seek mental health care.

Houselessness

Over the past two years, efforts to end homelessness have accelerated in Kansas City. The team at Flatland takes a look at how service providers, city officials and those experiencing homelessness are coming together to form both short and long-term solutions.



LOCAL PROGRAMMING — FLATLAND



D. Rashaan Gilmore, Flatland host

Flatland TV show

In September 2021, Kansas City PBS premiered *Flatland*, a monthly current affairs program that takes a deep dive into a single local issue that is raising questions, causing tensions or is curiously unexplored. Hosted by local writer, radio personality and activist D. Rashaan Gilmore (below), *Flatland* features an in-depth video report followed by a diverse panel of voices with different takes on the topic.

Episode Highlights:

Pride

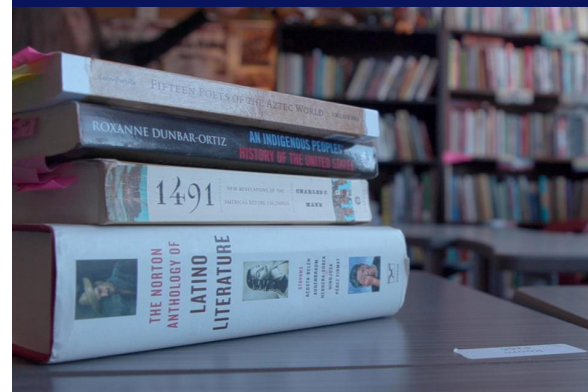
In the wake of an increased surge in anti-LGBTQIA legislation, June's episode of *Flatland* celebrated the inclusive spaces in our region. Host D. Rashaan Gilmore spoke to members and leaders in the LGBTQ+ community to recognize how far we have come as a city and how far we still have to go to make KC and our region welcoming to everyone.

Race and Education

School board races across the U.S. found themselves revolving around controversy over critical race theory, a legal framework that studies the history of racism in American institutions. Flatland host D. Rashaan Gilmore invites Kansas City Public Schools teacher Tymia Morgan, Race and Equity Coordinator PaKou Her and Shawnee Mission School Board President Heather Ousley to discuss.

Houselessness in KC

The team at Flatland takes a look at how service providers, city officials and those experiencing homelessness are coming together to form both short- and long-term solutions as winter approaches.



LOCAL PROGRAMMING 90.9 THE BRIDGE

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.

Pride

During the Month of June, 90.9 The Bridge celebrated and showed solidarity with the LGBTQ+ community through music and stories. Every Saturday in June, The Bridge featured a number of LGBTQ+ artists from the Kansas City area as part of The Bridge's *9 From 9* series.

Juneteenth

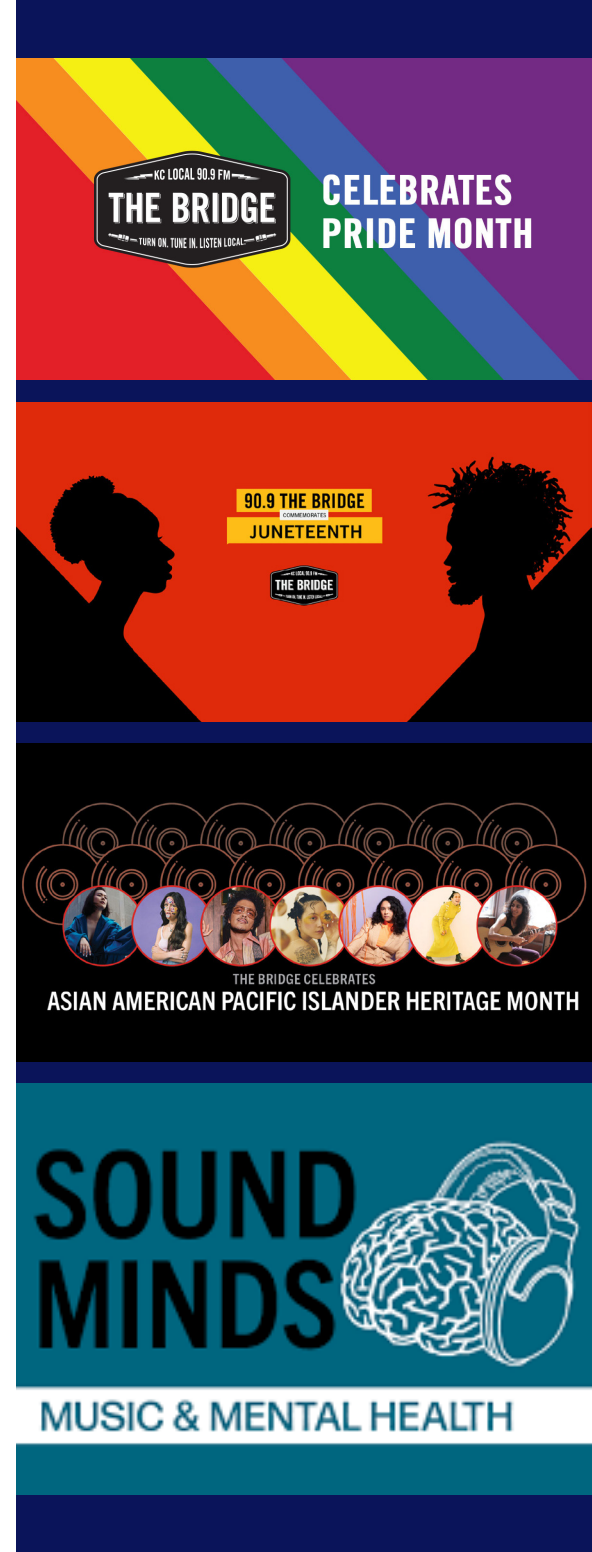
In honor of Juneteenth, 90.9 The Bridge devoted the holiday weekend to playing groundbreaking songs of justice, peace, struggle and celebration by Black artists. The weekend of music highlighted icons like Nina Simone and Sister Rosetta Tharpe, and innovators of today — such as Janelle Monáe, Jon Batiste and Angélique Kidjo — and local artists with powerful voices and platforms, including Cuee, Kadesh Flow and Krystle Warren.

Asian American and Pacific Islander Heritage Month

During the month of May, 90.9 The Bridge honored Asian American and Pacific Islander Heritage Month by highlighting the musical contributions of AAPI artists through special programming on air and online, diving deep into the stories, backgrounds and experiences of the artists behind the music.

Sound Minds

Music has the power to heal, offer refuge and commemorate joy. *Sound Minds* is an ongoing series on 90.9 The Bridge that reflects on the role music plays in mental health. As part of Mental Health Awareness Month in May, the *Sound Minds* initiative included songs of strength, perseverance and restoration. Programming highlighted stories from musicians and health professionals about the unique challenges artists face in obtaining mental health care and maintaining wellness.





EDUCATION

Featured Events

Kids Block Party: The first annual Kids Block Party was held in June in partnership with the Kirk Family YMCA. This community event was free to the public and offered a days' worth of activities designed to get kids moving. The event featured activities from our Kansas City community partners including the Kirk Family YMCA, Harvesters, Science City, Children's Mercy Hospital and the Kansas City Public Library, as well as donated books by Andrews McMeel Universal.

Community Programs

In Your Neighborhood: This four-week, virtual, free 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.

Classroom Engagement

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

PROGRESS IN FY22

“My husband, Curt, and I have volunteered with KCPBS for several decades because we support their vision and mission. As a member of the Volunteer Advisory Committee, it has been challenging and rewarding to target new communities. By expanding our volunteer pool, our group of dedicated public media lovers becomes more reflective of Kansas City, making public media better for us all.”

Lillian Cooper

Volunteer Advisory Committee
Member

Staff Engagement & Trainings

- The Staff Diversity, Equity and Inclusion Council began hosting “Lunch & Learns” for all of the staff as part of a strategy to build cultural awareness and competencies within all stakeholders at the station. The first Lunch & Learn featured Jessikha Williams, digitization specialist at the Black Archives of Mid-America, a role that serves as a resource in providing online public access to historical documents, records, photographs and artifacts of Black Americans, their families and ancestors, both locally and nationally. Williams spoke about her role with the Black Archives and her passion for the fine and performing arts, education and the advocacy of Black women, Black families and Black communities in America. At the end of June, staff was joined by P. Kim Bui, a journalist, editor, speaker and trainer on social journalism (a media format focused on community involvement and audience engagement). She presented on understanding microaggressions and strategies we can employ to provide a more inclusive environment for staff.
- As a participating organization in the REDI (Race, Equity, Diversity and Inclusion) Community of Practice program through the Ewing Marion Kauffman Foundation, Kansas City PBS leadership joined monthly conversations with other organizations in the metro designed to advance progress around equity and inclusion in Kansas City. Work with the National Equity Project, which facilitated the discussions, has extended past the program to coordinate two sessions with managers encouraging an understanding of their role in attracting and retaining diverse talent and will continue with sessions with the DEI Staff Council.

Community Outreach and Impact

- An updated process for work with outside production partners was created and a promotional strategy was developed to support a diversity of local filmmakers in Kansas City.
- The manager of communications and engagement worked with the Volunteer Advisory Committee to create a volunteer recruitment strategy that is focused on attracting a diverse pool of volunteers that is representative of the communities served by the station.
- A new process was created to collect vendor data that will aid our effort in transparent reporting and inform strategies to engage a wide range of contracted help for various services, spreading annual spending over a diverse group.
- In early 2022, Kansas City PBS started a building renovation and selected general contractor A.L. Huber to facilitate the project. The contract value totals \$10.3 million and includes the requirement that a percentage of total spend includes minority business enterprise (MBE) and women business enterprise (WBE) participation at the subcontractor level. The total subcontractor value is \$8.68 million, of which 29%, or \$2.55 million, is attributed to MWBE businesses.

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

kansascitypbs.org

flatlandkc.org

bridge909.org



/KansasCityPBS
/flatlandkc
/909thebridge



@KansasCityPBS
@flatlandkc
@909thebridge



@KCPT
@flatland_kc
@909thebridge



/909thebridge

NEXT STEPS

- Focus on the alignment of internal efforts for equity and inclusion among all staff leveraging the DEI Staff Council to inform decision-making at the board level.
- Create a strategy for implementation of the strategic plan focused specifically on the following goal:
Our Audiences Represent the Diversity of the Communities We Serve.
- Evolve the vendor selection process to include added oversight for sourcing contracted services.
- Identify opportunities to create and employ a recruitment strategy for the Board of Directors and the Community Advisory Board, focused on adding members that represent the diversity of the Kansas City community.