

Kansas City  PBS  
**MEDIA RELEASE**

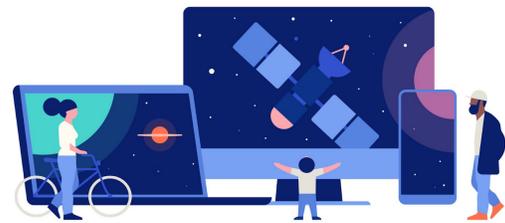
FOR IMMEDIATE RELEASE

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## KCPT is Now Kansas City PBS

Kansas City, MO, July 20, 2020 -- KCPT announced today that it will begin operating as Kansas City PBS, effective immediately. This name change serves to underscore the station's commitment to providing essential local media service to Kansas City while also more closely aligning itself with PBS, a nationally-recognized and trusted leader in public media.

“Since 1961, we have been a proud public television station, broadcasting valuable programming into living rooms in our community,” said Kliff Kuehl, President & CEO of Kansas City PBS. “The PBS brand is ranked number one in public trust each year - it made sense to more closely align our strong station brand and the PBS brand.”



**Kansas City  PBS.**  
YOUR TRUSTED PUBLIC MEDIA SOURCE

As Kansas City PBS, the station will continue to bring Kansas Citians the stories of the community through multimedia series and reporting on its digital news platform, Flatland, through programming and local music on 90.9 The Bridge, and by highlighting key issues and local leaders on shows such as *Kansas City Week In Review*. The station will also continue to offer the fan-favorites PBS is known for including *Antiques Roadshow*, *PBS NewsHour*, *Nature* and *Nova* among many others. In addition, audiences will continue to receive the news they need and will be able to escape into drama, travel or the arts when they want, on TV, on the radio and online.

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## MEDIA RELEASE

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This shift in name comes at a time when uninterrupted access to public media is of the utmost importance. Kansas City PBS will continue to entertain, educate and, most importantly, bring local context to national discussions--reporting on big issues and real people.

For more information about Kansas City PBS visit [kansascitypbs.org](http://kansascitypbs.org).

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Kansas City PBS is a non-profit multimedia organization located in midtown Kansas City. Founded in 1961, KC PBS operates four television channels, as well as working with sister brands Flatland, a digital news and culture magazine, and 90.9 The Bridge, an NPR music discovery public radio station.