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KCPT APPOINTS SHANE GUITER AS CHIEF OPERATING OFFICER

KANSAS CITY, MO – May 2, 2014 – KCPT President and Chief Executive Officer Kliff Kuehl has announced the appointment of Shane Guiter, to the position of Chief Operating Officer of KCPT. Guiter joined KCPT in October of 2012 as KCPT’s first Vice-President of Digital.

As KCPT’s COO, Guiter will work closely with Kuehl to ensure that all KCPT services and activities are strategically aligned with the organization’s mission and values. He will ensure that resources are allocated effectively to meet financial objectives and station priorities, and will implement new innovative strategies for the changing public media landscape.

In the last year, KCPT greatly expanded its services to the Kansas City community. First by launching The Hale Center for Journalism, a multi-platform service focused on news and public affairs storytelling in the digital age. And secondly by acquiring from the University of Central Missouri, the Triple A music format radio station, The Bridge, broadcasting at 90.9 FM.

“KCPT has gone through a lot of exciting changes in the last year with The Hale Center for Journalism and by bringing The Bridge into the KCPT family of media activities. We are thrilled to have found in Shane a leader who is at the forefront of innovation and technology in public media and has exceptional credentials as manager,” said Kuehl. “He has a proven record of success with not only implementing strategic digital platforms into KCPT, but leading other PBS affiliates across the country to improve their digital services to their communities.”

Prior to joining KCPT, Guiter was the Development Director at KLRU, the PBS Affiliate in Austin, TX. In that position he led the fundraising efforts for KLRU and one of its flagship nationally distributed series, *Austin City Limits*. He was instrumental in increasing online revenue for the station. Guiter has served on numerous boards within the PBS System including the PBS Communications Advisory Committee, the Contributor Development Project Advisory Group (CDP), and the PBS Online Fundraising Working Group.

“I am very pleased to have the opportunity to take on the role of COO at such a respected community asset and organization as KCPT and The Bridge,” said Guiter. “I joined KCPT 18 months ago as Vice President of Digital with the purpose of helping the organization build a local public media company of the future. I view this appointment as a continuation and acceleration of that effort.”

Interview Shane Guiter - [816.398.4261](tel:816.398.4261) (o), [816.914.3412](tel:816.914.3412) (c)