



# Media Announcement

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## Storytelling With Great Legs: Flatland Relaunches as KCPT's First Digital Magazine



***KANSAS CITY, Missouri – October 1, 2015***

Today marks the relaunch of KCPT's digital magazine, Flatland ([www.flatlandkc.org](http://www.flatlandkc.org)). Flatland shares digital-first series and stories that give you the best of people & places, eats & drinks, news & issues, arts & culture, and more. It features special reports from the Hale Center for Journalism, multimedia series from KCPT producers and regional partners, and online community engagement.

"Think of Flatland as your smart friend who knows about food, the arts, local issues, and who points you to the important stories about KC," Kliff Kuehl, CEO, said. You'll start seeing our iconic locator and Flatland language around town. Storytelling with great legs? Find us as the beverage cup sponsor at this weekend's CRAFT event. Locally-brewed storytelling? That's the coaster for coffee lovers and, well, anyone else who has a tasty beverage. Free-range storytelling? That's our farmer's market tote bag, replete with a prairie chicken.

We don't take ourselves too seriously – wait 'til you see the prairie chicken – except the seriousness of our commitment to the region and informing and involving our audience. We recently launched two five-part digital-first series, "Today's Special" and "90 on the Clock," bringing forward the people and tastes defining Kansas City.

Today we presented a beautiful, intimate piece by Pulitzer-winning reporter Mike McGraw on the letters written by his father home during WWII. The digital accompaniment takes you into the front lines and the loss and love of war.

And we've been so busy around here, gearing up for the next version of our website that we wanted to take a minute to look at the past. The entire history of KC in two minutes? Yeah, we had some fun there.

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*KCPT believes in the power of media on every platform and seeks to use that power to enrich, engage and entertain our viewers both on-air and online. We strive to advance conversations through community engagement and social media; explore complicated issues facing our region with ongoing reporting, investigative reports and informed discussions; and share the stories of people, places, and progress in our community.*

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In addition to occasional series and long-form investigations, you can count on us for consistent content in topics that inform our public. Tuesdays we “Take 5” with a roundup of health news from our partners. Wednesdays are all about the local music scene, with rotating contributors tuning us into the vibrations of this town. We start counting down the remaining working hours come Thursday with “The Weekender.” It’s not an event calendar as much as a thoughtful reflection on how to be a part of our community. Food-and-national news Fridays keep our mind and stomachs sated.

“KCPT, like all media companies, is evolving our content and services to serve more people in more places. Flatland is one step in these efforts,” Kuehl said. “Our goals are simple: Create and share stories that matter to the people of this region.”

So, simply, we’re proud of the site as a destination for local and regional storytelling. Welcome to Flatland.

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