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**MEDIA CONTACT:** Megan Neher  
913-599-5539  
[megan@mnpr.biz](mailto:megan@mnpr.biz)

**KCPT MARKS ITS TRANSFORMATION BEYOND JUST PUBLIC TELEVISION**  
Longtime Kansas City PBS affiliate will launch new logo and feature multi-level media services

**KANSAS CITY, Mo.** – After 55 years as Kansas City’s only community-supported public television station, **KCPT** will unveil its new logo as the culminating piece of the media company’s two-year brand renovation process. KCPT will unveil its new logo on the side of its building at 125 E. 31st St., Kansas City, Mo. 64108 at 10 a.m. on Feb. 9 to its supporters and the public.

“We understand that the media landscape has changed remarkably since KCPT first broadcast educational programming on Channel 19 back in 1961,” said Kliff Kuehl, president and CEO. “Today, our emphasis is to keep up with the rapid growth and vibrant nature of Kansas City by engaging the community and introducing fresh local news to this community beyond just television.”

KCPT worked with Kansas City branding company Two West to conduct the research, strategy and messaging and the new design was created by KCPT staff designer, Amanda Krenos.

In the past two years, KCPT has made significant investments to develop new services that will increase its reach and impact in the community. This new focus offers local news through a variety of broadcasting platforms. The result is the creation of a new multi-level media company all housed under one roof.

KCPT includes:

- **KCPT Television.** What started 55 years ago continues to be a tradition that is strong in Kansas City. KCPT remains home to locally-produced television content such as [Kansas City Week in Review](#), [Ruckus](#), [Arts Upload](#), science, health and education specials and documentaries including [Lost Minds](#) and [Our Divided City](#) which have earned the station more than 40 regional Emmy Awards.
- **Flatland.** KCPT engages the local community using KCPT’s new digital magazine, Flatland ([www.flatlandkc.org](http://www.flatlandkc.org)) which launched in October 2015. This locally-produced new website uses a variety of professional multi-media freelance contributors and journalists from the Hale Center for Journalism, which opened in 2014 and was made possible thanks to a grant from Joyce V. Hale.

- **The Bridge.** In December 2013, KCPT purchased the license for The Bridge (KTBG 90.9 FM) from the University of Central Missouri. The vision of The Bridge is to connect listeners to the region’s exciting music, arts and culture scene. The Bridge serves as a platform for local musicians through music reporting on its website ([www.bridge909.org](http://www.bridge909.org)); in-studio performances; and its weekly show: Eight One Sixty (<http://bridge909.org/eightonesixty/>).
- **Social Media** – In addition to the television, radio and digital online reporting, social media is critical to how KCPT is reporting and disseminating the news. Each has its own Facebook presence, and twitter handle ([@flatlandkc](#); [@KCPT](#); [@909TheBridge](#)) with thousands of followers.
- **KCPT Magazine** – This monthly publication is distributed to 23,000 members through the mail and features national and local stories plus highlights from the media company’s other multi-platform reporting.

“We invite our viewers to meet us online to share ideas and insights because we know that we’re watching news as it happens on our mobile phones, we’re sharing on social media and the face of traditional media has shifted,” Kuehl said.

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