



# Media Announcement

FOR IMMEDIATE RELEASE

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## KCPT Announces Digital Interactive Series Around the Subject of “The American Dream”

**RE:DREAM**  
PURSUITS OF HAPPINESS

*5 PBS member stations collaborate to capture a kaleidoscope of 40 American stories*

**September 28, 2015, Kansas City** - KCPT announced today that it will launch *RE: Dream*, a national project funded by The DeBruce Foundation, that will explore how people define the American Dream in the 21st Century.

*RE: Dream* is an immersive, digital project investigating what it means to “make it” in the 21st century. How do people define success and how do they prepare themselves to reach it? Forty micro-documentary portraits of average Americans from five different cities will share their hopes and struggles. It will ask everyday people what opportunities they feel they have access to and if issues of identity (race, gender, geography, sexuality) impact their ability to grasp those opportunities.

“The American Dream has changed so much in the last 4 decades, public media with its focus on both quality storytelling and engagement is well positioned to share the many viewpoints on just what it means to pursue your dreams,” says KCPT President and CEO Kliff Kuehl. “We were fortunate to find a funder who shared this mission in The DeBruce Foundation. But we couldn’t do this alone. It’s important that the stories reflect the diversity of the country, so we were very thoughtful about finding partners who were geographically diverse and we’re excited about the other stations who have joined us.”

“We’re proud to support a project that so fully fits our mission,” says Natalia Peart, COO of The DeBruce Foundation. “The work that KCPT has been doing locally - encouraging conversations and sharing stories of individuals’ pursuit of happiness - is exactly what drew us to this project. We’re happy that we can help make it possible for these same stories to be told across the country.”

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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 on-air, online and in the community. 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. We accomplish this through the Hale Center for Journalism, KCPT's digital magazine - FlatlandKC.org, KCPT local television productions and KCPT's education services.*

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*RE: Dream* is led by KCPT in Kansas City, who will collaborate with four other partner PBS stations to create content. The producing stations include: WETA in Washington, DC; Georgia Public Television in Atlanta, Georgia; PBS SoCal serving Los Angeles, California; Detroit Public Television in Detroit, Michigan; and KCPT. Each producing station will showcase eight stories of individuals or couples in their region that represent the broadest possible understanding of success and “the American Dream.”

The 40 micro-documentaries will roll-out on the *RE: Dream* website in late February of 2016, but the site will launch in early 2016 as a place for community conversation and engagement.

“The platform for this project is really important to us,” says Carla McCabe, Vice President for Digital at KCPT. “Over the last year we have worked hard to build an audience for digital storytelling in Kansas City. So during the planning and proposal process, we weighed our successes in this area and considered the immense opportunities to engage with a large audience outside our geographic boundaries. “

*RE: Dream* aims to bolster community dialogue around the country. In addition to the producing stations, KCPT will offer grants for PBS member stations in ten additional cities to work closely with local community organizations to host screenings and discussion events.

“Ultimately, we want to create a space where conversation and engagement can happen around stories that are relevant to all of us.” added McCabe. “This perfectly fits our mission at KCPT and as storytellers it excites us to share these stories with others.”

The project is funded by The DeBruce Foundation based in Kansas City, MO.

#### **About KCPT:**

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## About the Funder:

The DeBruce Foundation believes in creating opportunity for everyone. Effectively expanding access to achievement requires transformational change in how we supply individuals with the tools for success. We listen to all perspectives to seek solutions that pave pathways to the American Dream. Our mission is to promote upward mobility, economic security, and personal fulfillment. In doing so, we are presenting a new perspective on the critical components for success in the 21st century.

[debruce.org](http://debruce.org)

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