

*For immediate release*

## **KCPT will film and air the sold-out TedxKC event at Kauffman Center**

KANSAS CITY, MO, August 21, 2012-- KCPT will film and air the upcoming [TEDxKC](#) at the Kauffman Center for the Performing Arts on August 28. This sold-out event will feature ten diverse presenters focusing on the theme “The Long View.” The KCPT program which will air this fall as part of *SCREENtime: TV By, For, and About the Heartland*, is an hour-long, condensed, TV-friendly version designed to stimulate even more of what TED organizers call “conversations that matter.”

Nationally, TED (Technology, Entertainment and Design) is an annual event where some of the world’s leading thinkers and doers share what they are most passionate about. TED has created TEDx, a program of local, self-organized events that bring people together. At TEDxKC, video and live speakers will combine to spark deep discussion and connection.

Speakers include:

**Samuel Arbeson** – “The Half-Facts of Life” - Knowledge in most fields evolves systematically and predictably, and this evolution unfolds in a fascinating way that can have a powerful impact on our lives.

**Jeff Carter** – “Extreme Identity” - Explore a radical view of privacy, transparency and digital expedience.

**John Gerzema** – “The Athena Doctrine” - Learn how the most innovative people are deploying feminine strengths and values to recover from economic and social crisis and create a more hopeful future.

**John Jantsch** – “Rethinking Commitment” – Jantsch suggests the foundation for a more potent entrepreneur success model.

**Shai Reshef** – “Open-Sourcing Higher Education” - How would the world change for the better if we reduced the barriers to higher education?

**Janine Shepherd** – “You Are Not Your Body” - What would it mean to have your life dramatically altered and your body irrevocably damaged? Who would you be then?



# Media Announcement

2012

**Max Strom** – “There Is No App for Happiness” – Our innate technology, the “apps” of our mind, body and emotional center, contain the inner-knowledge that can empower the most meaningful areas of our lives.

**Julian Zugazagoitia** – “The Taste of Art” – The director of The Nelson-Atkins Museum of Art discusses how museums can be rediscovered as an oasis of authenticity where we explore the world’s complexity and our own identities.

Funding for the broadcast of TEDxKC has been provided in part by **Cerner** Corporation, VML and The Hudson Legacy Foundation.

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