



MEDIA ANNOUNCEMENT

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**CPB Awards \$199,000 to KCPT
for American Graduate: Getting to Work Initiative**
Public Media Initiative to Advance Education and Career Readiness

Kansas City, Mo., February 28 — The Corporation for Public Broadcasting (CPB) announced a grant of \$199,000 to KCPT, Kansas City PBS for the American Graduate: Getting to Work initiative to help advance education and career readiness locally. KCPT will work with partners in the Kansas City area including the Mid-America Regional Council (MARC) to assess workforce challenges and opportunities, and produce content focused on the essential skills needed for students and workers to succeed in the job markets of today and tomorrow.

“Kansas City is not unlike other metropolitan areas across the nation. It faces challenges in providing educational opportunities for the skilled workforce of the future. We feel that public media can play a vital role in helping our region understand the work being done and what it means for our community.” says KCPT president and CEO Kliff Kuehl. “We’re looking forward to engaging with our entire region on this initiative.”

The new grants represent the next phase of public media’s successful American Graduate initiative, which was launched in 2011 to address the nation’s dropout rate. During the past six years, public media stations across the country forged community connections and innovative partnerships to help improve student outcomes – substantially contributing to an increase in the national high school graduation rate to an all-time high of 84 percent.

“The American Graduate initiative attracted local business and community leader support and engagement by focusing on keeping young people on the path to success in school and life,” said Pat Harrison, CPB President and CEO. “All Americans want our young people to be prepared to fill jobs that currently are unfilled because of a skills gap.”

KCPT is one of 19 stations receiving these American Graduate grants as part of the national effort.

Kansas City PBS will be partnering with local community partners, including the Mid-America Regional Council (MARC) to explore how, collaboratively, we can advance education and career readiness in our region.



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“This initiative comes at an ideal time for the Kansas City region,” said Sheri Gonzales Warren, workforce development program director at MARC. “We are experiencing a ‘moment in time’ with a tremendous amount of interest and energy among educational institutions, business leaders and civic organizations that are coming together to strengthen, accelerate, and scale access to postsecondary education that leads to good jobs in our town.”

About Kansas City PBS

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.

About Mid-America Regional Council

MARC serves as the nonprofit association of city and county governments and metropolitan planning organization for the bistate Kansas City region. Governed by a board of 33 local elected officials, MARC provides a forum for the region to work together to advance social, economic and environmental progress. MARC promotes regional cooperation and develops innovative solutions through leadership, planning and action.

About American Graduate

American Graduate is public media’s long-term commitment to supporting community-based solutions to help young people succeed in school, career and life. Supported by the Corporation for Public Broadcasting (CPB), more than 125 public television and radio stations have joined forces with over 1,700 partners to elevate the stories of youth and the supportive adults that help them succeed. Through American Graduate, public media, with its unique position as a trusted resource and important partner in local communities, provides a critical platform to shine a light on pathways to graduation and successful student outcomes. National and local reporting, on air and online is helping communities understand the challenges and community-driven solutions associated with education and future successes. Public forums, town halls and community conversations are activating discussions between community leaders, educators and more.

About CPB

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government’s investment in public broadcasting. It helps support the operations of nearly 1,500 locally owned and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology, and program development for public radio, television, and related online services. For more information, visit <http://www.cpb.org>, follow on Twitter @CPBmedia, [Facebook](#) and [LinkedIn](#), and [subscribe](#) for email updates.

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