



# MEDIA ANNOUNCEMENT

FOR IMMEDIATE RELEASE

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## **KCPT and Flatland launch video series, *Artconomy: The Cost of the Arts in Kansas City***

Kansas City, Mo. October 23, 2017: In Kansas City, we're told the economic impact of the arts totals a quarter of a billion dollars. *Artconomy*, a Flatland series, evaluates how we, the public, contribute to that arts engine both as willing participants and taxpayers.

We'll dig into the numbers to help you understand your role in supporting the arts. Buy original artwork at First Friday? Not captured in this number. Get a babysitter before the ballet? Counts! Go with us behind the business of running a theater in the Crossroads, and hear the principal violist in the Kansas City Symphony explain how important cultural arts are to attracting people to a community. Throughout the series, understand how our private and public industries are intertwined in growing that economic impact number, and stay with us as we look to the future and ask: How does Kansas City, as a community, compare nationally when it comes to financing and supporting the arts?

Through interviews with leaders in the art industry and artists themselves, *Artconomy* explores the connections among people, industry and economic growth where it meets at the intersection of art and economy.

"We're releasing this series on the heels of a presentation of data from a study by Americans for the Arts (AFTA) last week at the Kauffman Foundation," said KCPT President & CEO Kliff Kuehl. "Covering the arts has been at the core of KCPT's mission for more than fifty years and by taking a deeper dive into the 'business of the arts,' we hope to play a role in helping the community understand the economic impact the arts have on our region."

Find the video series online at [flatlandkc.org/video-series](http://flatlandkc.org/video-series).

Tune in for *Artconomy* on Thursday, Nov. 16 at 7:30 p.m. on KCPT.

*Artconomy* is produced by Brad Austin, KCPT and Flatland's Creative Arts Producer.

*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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