



**Season 3 of AMERICA REFRAMED with Host Natasha Del Toro
continues with IF YOU BUILD IT by Patrick Creadon**

**Tuesday, June 2, 2015, on Public Television's
WORLD Channel at 8 p.m.**

<http://worldchannel.org/programs/america-reframed/>
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*“Patrick Creadon's latest documentary is a nuanced portrait of experimental education in a
destitute area of the American South.” -- Geoff Berkshire, VARIETY*

April 30, 2015 -- (New York, NY) – Patrick Creadon’s documentary **IF YOU BUILD IT** will have its national television broadcast premiere on Tuesday, June 2, 2015, at 8 p.m. on WORLD Channel as part of the third season of the **AMERICA REFRAMED** series. ([Check local listings.](#)) Audiences across the nation can also view the film FREE starting June 3, 2015 on <http://worldchannel.org/>.

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IF YOU BUILD IT follows designers-educators-activists Emily Pilloton and Matthew Miller, to Bertie County, the poorest in North Carolina. Their goal is to offer a compelling and hopeful vision for a new kind of classroom in which students learn how to use the tools of design to build their own futures.

Living on credit and grant money, Emily and Matthew work doggedly to persuade a reticent school board to invest in them in the wake of a failed investment to renovate a school that now sits abandoned and vandalized. Determined to prove their model works, they successfully engage teenagers like Stevie, who tends to his family's farm, along with other members of the high school class. The parents of these teens are hopeful they can be engaged to use their minds and intellectual faculties to achieve gainful employment and a bright future someday. The town is concerned not only about the continual brain-drain but about the future viability of Bertie County itself.

“IF YOU BUILD IT follows the teachers and their students who, armed with the tools of design through a year-long, full-scale project, transform the community, and more importantly, their lives,” says Simon Kilmurry, Executive Director, American Documentary, Inc.

“WORLD Channel and WGBH are thrilled to collaborate with American Documentary on the third season of AMERICA REFRAMED presenting television premieres and encores of important films such as IF YOU BUILD IT. As co-



producers, we share a passion for storytellers committed to helping us gain a deeper and more nuanced understanding of America today,” says Chris Hastings, Co-Executive Producer, America ReFramed.

Film Credits

Director: Patrick Creadon
Producers: Christine O’Malley and Neal Baer, M.D.

About AMERICA REFRAMED

AMERICA REFRAMED is a co-production of the WORLD Channel and American Documentary, Inc. and is hosted by journalist Natasha Del Toro.

Through the lens of independent documentaries, AMERICA REFRAMED brings to national audiences compelling stories that illuminate the changing contours of an ever-evolving America. The 26-week, social-issue documentary series presents an array of personal voices and experiences, through which we learn from our past, understand our present and are challenged to seek new frameworks for America’s future.

Season three of AMERICA REFRAMED curates a diverse selection of films highlighting innovative and artistic approaches to storytelling from emerging to veteran filmmakers alike. Viewers will be immersed in personal stories from the streets of towns big and small to the ex-burbs and country roads that span the spectrum of American life. The documentaries invite audiences to reflect on topics as varied as culture, healthcare, politics, gun violence, religion and more. Hosted by journalist Natasha Del Toro, several episodes will feature a roundtable discussion with special guest commentators and filmmakers.

AMERICA REFRAMED has won five 2013 CINE Golden Eagle Awards, three Telly Awards, a Gracie Award and recently was nominated for its second national Imagen Award, which honors films featuring Latinos and their culture in television and film.

AMERICA REFRAMED Series Credits

Executive Producers: Chris Hastings, Simon Kilmurry
Series Producer: Carmen L. Vicencio
Host: Natasha Del Toro

Web and Social Media



AMERICA REFRAMED can be accessed online via
<http://worldchannel.org/programs/america-reframed/>
and,
<https://www.facebook.com/WorldChannel>
<https://www.facebook.com/AmericaReFramed>

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AMERICA REFRAMED Co-Producers

American Documentary, Inc. (AmDoc) is a multimedia company dedicated to creating, identifying and presenting contemporary stories that express opinions and perspectives rarely featured in mainstream media outlets. AmDoc is a catalyst for public culture, developing collaborative strategic engagement activities around socially relevant content on television, online and in community settings. These activities are designed to trigger action, from dialogue and feedback to educational opportunities and community participation.

The WORLD Channel delivers the best of public television's nonfiction, news and documentary programming to US audiences through local public television stations and streaming online at worldchannel.org. WORLD reached 35 million unique viewers 18+ last year (55% adults 18-49) and over-indexes in key diversity demographics.* Online, the WORLD Channel expands on broadcast topics and fuels dialogue across social media, providing opportunities for broad and diverse audience interaction. (*Source: Nielsen Local Buyer Reach Scorecard 01/13-12/13*)

WORLD is programmed by WGBH/Boston, in partnership with American Public Television and WNET/New York, and in association with the American Public Television and National Educational Telecommunications Association. Funding for the WORLD Channel is provided by the Corporation for Public Broadcasting and the Ford Foundation. Additional funding for AMERICA REFRAMED is provided by the MacArthur Foundation.

Media Contact

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