

t2 ENTERTAINMENT and INLAND SEA PRODUCTIONS

THE NEXT AMERICAN DREAM

Dear Programmer,

The human race has been building cities for 8,000 years. Up until the mid-20th century, cities were built so that people could walk for most daily needs. After World War II, America introduced a historic shift in building called “drivable sub-urban”.

Today, we are seeing the pendulum swing back... there is a renewed demand for walkable urbanism. That is where the story gets interesting.

I am honored to join urban land strategists and developers from across the U.S. in supporting “The Next American Dream.”

Through my research at the Brookings Institution, I have come to realize that our country is once again structurally changing how we build our metropolitan areas, fundamentally changing how we live, work and play; and introducing the next version of the American Dream.

As programming manager for your area’s public television service, you have an opportunity to both educate and support your community in thinking differently about the built environment, which directly affects the metropolitan economy, social life and the environment.

Please consider airing this important film.

Sincerely,



Christopher B. Leinberger

Visiting Fellow, The Brookings Institution



Chris Leinberger is a land use strategist, developer, teacher, consultant and author. He is currently a Visiting Fellow at The Brookings Institution in Washington, DC, professor at the University of Michigan and a real estate developer.