

Exhibit 10
Nature of Assignee and Noncommercial Qualification

The proposed assignee, Central Michigan University (CMU), is a state institution of higher education and qualifies as a governmental entity under FCC Rules. The Commission has previously found that CMU is a qualified noncommercial educational entity with a qualifying educational program, in connection with the licensing of CMU's existing noncommercial educational television and radio stations, including WCMU-TV, Mount Pleasant, Michigan, and WCMU-FM, Mount Pleasant, Michigan. A complete list of CMU's other full power radio and television licenses is at Exhibit 14 to this Application. *See, e.g.* FCC File Nos. BPED-19921023MA, BPED-19860123NQ, BPET-19830228KH, BALH-20000410ABE.

CMU is a public university founded in 1892 in Mount Pleasant, Michigan. CMU has an enrollment of over 27,000 students – fourth largest among Michigan's 15 public universities, and offers more than 200 degree programs at the bachelor's, master's, specialist's, and doctoral levels. CMU has seven academic units (College of Business Administration, College of Communication and Fine Arts, College of Education and Human Services, College of Humanities and Social and Behavioral Sciences, College of Science and Technology, College of Graduate Studies, and The Herbert H. and Grace A. Dow College of Health Professions). In addition to its main campus in Mount Pleasant, CMU maintains off-campus programs at 60 locations throughout the U.S., Canada, and Mexico, as well as offering on-line courses.

As one of CMU's principal public service commitments, CMU Public Broadcasting has provided television and radio programming and other outreach activities to residents of central and northern Michigan for over 30 years. CMU Public Broadcasting's mission is to: inform and entertain our viewers and listeners throughout central and northern Michigan with programming and services that reflect and respect the cultures of our state and world, present a balanced schedule of thoughtful programs that have the potential to change lives, bring arts and culture to central and northern Michigan by organizing and promoting university and community events, and to identify and bring together university and community experts and resources to address issues relevant to the communities we serve.

As a long-time licensee of several noncommercial educational television and radio stations, CMU has clearly demonstrated its commitment and ability to provide educational broadcast programming. CMU will continue to deliver the highest quality educational programming to its existing and proposed service areas and will use WFUM(TV) to expand this service to additional television viewers in the Flint area. CMU plans to broadcast national programs, such as the award winning programs available through PBS, as well as high quality local programs addressing news, public affairs, performing arts, and other issues of concern and interest to residents of its viewing and listening areas.