

**Exhibit 12**  
**Educational Objective and Program**

The assignee, Public Television 19, Inc. (“KCPT”), is the long-time FCC licensee (for over 40 years) of noncommercial educational television station KCPT(TV), Kansas City, Missouri (FCC Facility ID 53843). KCPT’s mission is to educate and enrich its community with quality programming and services that entertain, challenge minds and contribute to a life of learning. The FCC has previously approved KCPT as a noncommercial educational entity with a qualifying educational program in connection with the licensing of KCPT(TV), *see e.g.*, FCC File No. BRET-20050930AKM. With this application, KCPT seeks FCC consent to acquire the license for noncommercial educational radio station KTBG(FM), Warrensburg, Missouri. As explained below, KCPT’s operation of KTBG(FM) will advance and expand upon its existing educational objectives and programs in accordance with 47 C.F.R. Section 73.503.

*Background: Educational Objective and Existing Educational TV Program.* After acquiring the KCPT(TV) television license in 1971 from the Kansas City School District, KCPT has remained dedicated to using its broadcast facilities to further its mission to educate and inform the local community. For example, KCPT provides instructional television services to approximately 92,000 school children across its region, delivering short vignettes directly into classrooms via the internet as well as training the teachers in best practices for the use of such materials. KCPT also leads a college distance learning consortium named KC REACHE. Seven institutions work with each other and KCPT to improve the quality and the scope of their online offerings to 56,000 students. In addition, each week KCPT provides the full 55 hour line-up of PBSKids educational television, available throughout the region to every child in with a television or an internet connection. These programs are designed by educators to deliver specific learning “outcomes” in emergent literacy, math, science and socialization. Approximately 80,000 children rely upon this KCPT service every week.

KCPT’s educational mission extends to the broader community as well. KCPT produces an array of thoughtful, educational programs that are not otherwise available, such as *Kansas City Week in Review* and *Ruckus* – weekly programs that examine the news of the week. Another weekly program, *The Local Show*, utilizes a magazine format to explore the region’s economic and cultural landscape. KCPT’s seasonal series include: *Meet the Past*, exploring famous figures from Kansas City’s past, with historical “interviews” taped before live audiences at the Central Library; and *Art Tasting with Julian* which explores the many treasures found at the Nelson Atkins Museum with its Director Julian Zugazagoitia.

Moreover, KCPT enjoys productive partnerships with many of the region’s prominent institutions including the Greater Kansas City Chamber of Commerce, the Mid America Regional Council, Johnson County Library, Johnson County Community College, the Local Investment Commission, and the Kauffman and the Greater Kansas

City Health Care Foundations. These partnerships enable a variety of broadcast specials, documentaries and ongoing coverage.

*Radio Acquisition – Educational Objectives and Program.* KCPT intends to extend its strong tradition of local educational service to the operation of its new public radio station. Upon assignment of the KTBG(FM) license, KCPT plans to jointly operate its public TV and radio stations, taking advantage of shared operational efficiencies and in furtherance of similar educational objectives and programs. Notably, with respect to its educational programs, KCPT has entered into an ongoing relationship with the University of Central Missouri to provide training to students through a steady flow of internship, practicum, and volunteer opportunities. These opportunities within KCPT's marketing, development, production, and social media departments are intended to provide the University students with work experience and opportunities to learn, gain on-site training from KCPT staff, serve their communities, and build their own professional skill sets.

Furthermore, KCPT is greatly expanding its news coverage for the region through the creation of a multi-media journalism center located in under-used space at its offices. KCPT has already hired three journalists who are developing stories for distribution through all of its public media assets, including its existing television, web, and social media presences plus, pending the assignment of KTBG, its new radio operations. With respect to radio, these efforts will likely appear as an ongoing supply of pre-produced stories and interview interstitials, and may focus upon news and cultural topics of particular interest to the station's local listeners.

Moreover, KCPT intends to use its new platform of a noncommercial radio station to encourage its local listeners to become more engaged with the region's non-profit community through frequent on-air broadcast features. KCPT is also inspired by the community-building activities at the noncommercial radio stations it has visited in Philadelphia, Austin and the Twin Cities, and plans to similarly undertake efforts to energize its local cultural scene through a host of activities in its own local community. In addition, KCPT plans feature a great deal of local music on KTBG following the station's assignment. KCPT is also gearing up to produce music videos of local bands for posting on the re-launched KTBG website.

KCPT's other educational programming plans, in connection with its on-air efforts and noncommercial programming, include partnerships with prominent cultural institutions and venues with the aim of developing a set of ongoing cultural events and activities. KTBG is also in early negotiations with the University of Missouri's noncommercial educational FM station KCUR in Kansas City with the goal of finding mutually beneficial opportunities to serve their shared local communities through collaborations in news and cultural events.

*Conclusion.* KCPT is proud of its reputation for thoughtful public broadcasting service over its decades of noncommercial broadcast operation in the Kansas City region. The station has been awarded a variety of honors recognizing the many essential roles it

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KTBG(FM) Assignment of License

takes in building a stronger region. KCPT has every intention of bringing the same spirit, skills and hard work to its noncommercial radio service and educational efforts at KTBG as it seeks to maximize the community's benefits from this public radio station.

As the long-time licensee of noncommercial educational TV station KCPT in Kansas City, KCPT has clearly demonstrated its commitment to, and capability of, providing quality educational broadcast programming. With the acquisition of KTBG, KCPT will ensure that its entry into public radio will continue to provide high quality noncommercial educational programming to its local service areas (and in advancement of its educational objectives), including local music, performing arts, news, public affairs, and other noncommercial programming addressing issues of concern and interest to residents of its listening areas.

Attached is a completed Section II of FCC Form 340, Items # 1-7.

**SECTION II - Legal and Financial**

1.	<p><b>Certification.</b> Applicant certifies that it has answered each question in this application based on its review of the application instructions and worksheets. Applicant further certifies that where it has made an affirmative certification below, this certification constitutes its representation that the application satisfies each of the pertinent standards and criteria set forth in the application instructions and worksheets.</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
2.	<p><b>Eligibility.</b> Each application must answer "Yes" to one and "No" to two of the three following certifications. An applicant should not submit an explanatory exhibit in connection with these Question 2 "No" responses.</p> <p>The applicant certifies that it is:</p> <p>a. a nonprofit educational institution; or</p> <p>b. a governmental entity other than a school; or</p> <p>c. a nonprofit educational organization, other than described in a. or b.</p>	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p> <p><input type="radio"/> Yes <input checked="" type="radio"/> No</p> <p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
3.	<p>For applicants checking "Yes" to question 2(c) and applying for a new noncommercial educational television station only, the applicant certifies that the applicant's officers, directors and members of its governing board are broadly representative of the educational, cultural, and civic segments of the principal community to be served.</p>	<p><input type="radio"/> Yes <input type="radio"/> No</p> <p><input checked="" type="radio"/> N/A</p>
4.	<p>a. The applicant certifies that the Commission has previously granted a broadcast application identified here by file number that found this applicant qualified as a noncommercial educational entity with a qualifying educational program, and that the applicant will use the proposed station to advance a program similar to that the Commission has found qualifying in applicant's previous application.</p> <p>b. Applicants who answered "No" to Question 4(a), must include an exhibit that describes the applicant's educational objective and how the proposed station will be used to advance an educational program that will further that objective according to 47 C.F.R. Section 73.503 (for radio applicants) and 47 C.F.R. Section 73.621 (for television applicants).</p>	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p> <p>FCC FileNumber</p> <p><input type="text"/> - <input type="text"/></p> <p><input type="text"/></p> <p><input type="button" value="Exhibit 2"/></p>
5.	<p>The applicant certifies that its governing documents (e.g., articles of incorporation, by-laws, charter, enabling statute, and/or other pertinent organizational document) permit the applicant to advance an educational program and that there is no provision in any of those documents that would restrict the applicant from advancing an educational program or complying with any Commission rule, policy, or provision of the Communications Act of 1934, as amended.</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
6.	<p>a. <b>Parties to the Application.</b> List separately each party to the application including, as applicable, the applicant, its officers, directors, five percent or greater stockholders, non-insulated partners, members, and all other persons and entities with attributable interests. If another entity hold an attributable interest in the applicant, list separately, as applicable, its officers, directors, five percent or greater stockholders, non-insulated partners, and board members. Create a separate row for each individual or entity. Attach additional pages if necessary.</p> <p><input type="button" value="Enter Parties/Owners Information"/></p> <p>b. Applicant certifies that equity and financial interests not set forth above are non-attributable pursuant to 47 C.F.R. Section 73.3555 and that there are no agreements or understandings with any non-party that would give influence over the applicant's programming, personnel, or finances to that non-party.</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p> <p><input type="button" value="Exhibit 3"/></p>
7.	<p><b>Other Authorizations.</b> List call signs, locations, and facility identifiers of all other broadcast stations in which applicant or any party to the application has an attributable interest pursuant to the notes to 47 C.F.R. Section 73.3555.</p>	<p><input type="checkbox"/> N/A</p> <p><input type="button" value="Exhibit 4"/></p>

**Exhibits**

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**Exhibit 2****Description:** EDUCATIONAL OBJECTIVES/PROGRAM

PLEASE SEE EXHIBIT 12 TO FCC FORM 314 REGARDING APPLICANT'S EDUCATIONAL OBJECTIVE AND ADVANCEMENT OF AN EDUCATIONAL PROGRAM PURSUANT TO 47 C.F.R. SECTION 73.503.

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**Attachment 2**

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**Exhibit 3****Description:** PLEASE SEE EXHIBIT 14 TO FCC FORM 314**Attachment 3**

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**Exhibit 4****Description:** OTHER AUTHORIZATION

LICENSEE OF KCPT, KANSAS CITY, MO, NONCOMMERCIAL EDUCATIONAL TV, FCC FACILITY ID NO. 53843

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**Attachment 4**