

## NEWS RELEASE

### For Immediate Release

#### **Intention to Transfer Ownership of UCM's KTBG to Public Broadcaster KCPT Announced Today**

WARRENSBURG, MO (April 19, 2013) –The University of Central Missouri and Kansas City Public Television announced today the intention to transfer ownership of UCM's public radio station KTBG-FM 90.9 to KCPT. The letter of intent permitting the acquisition of UCM's campus-based radio station was signed April 18 by the UCM Board of Governors.

"This is a decision that was made after carefully considering our overall mission and the university's recent academic and administrative reviews," said UCM President Charles Ambrose. "The university is very pleased with the overall agreement with Kansas City Public Television. In conjunction with transferring ownership of KTBG, we are also establishing an exciting, multi-dimensional relationship with KCPT and the Kansas City community, which will greatly benefit both parties."

"This is an incredible opportunity for KCPT to extend its reach into the community and develop new relationships with our public media partners in Warrensburg," said CEO and President of KCPT, Kliff Kuehl. "KTBG has developed a strong following of listeners with an exceptional programming line-up of music and local services. We're thrilled to be able to share this community asset with an even greater audience in the Kansas City region."

KTBG currently operates on the 90.9 FM frequency as licensed by the Federal Communications Commission. Through the transaction with UCM, KCPT is purchasing the rights to operate on this frequency, which must be approved by the FCC.

"This agreement with KCPT provides a new collaboration structure that allows us to explore meaningful opportunities that will ultimately benefit UCM, our students, KCPT and its audiences. KCPT has an established national reputation as an excellent public broadcaster and through the elements of our future relationship our combined efforts will serve and benefit our respective and collective stakeholders," Ambrose said.

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As an example of the collaboration, KCPT and UCM will offer a broad range of internships for UCM students that will give them firsthand learning experiences in many different areas. Additionally, selected UCM programming produced by KMOS-TV, the university's public television station, will be aired on KCPT's television platforms.

The sale of KTBG has no direct impact on KMOS-TV. The university will continue its focus on making the public television station a quality resource for PBS programming and local productions. KMOS-TV will continue to provide experiential learning opportunities for UCM students who want to enter the broadcasting field.

UCM and KCPT used the professional services of Public Radio Capital (PRC) during the transaction. The nonprofit PRC works with public media outlets nationwide to buy and finance new channels, preserve existing public radio outlets and strengthen services.

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