

KCPT Mission, Vision, and Values

Mission

Television...we are entertained by it, we can be numbed by it, and often we are even moved by it. At KCPT we use television to enrich people's lives with programming and services that challenge our minds, brighten our spirits and prepare children for a life of learning.

Vision

Kansas City Public Television is a unique community asset, doing what no other local media does or will do. We provide programming created solely for the benefit of the greater bi-state communities, with special emphasis on life-long learning. KCPT's educational programming is a unifying force, a lens through which we view and understand our community, our culture and our world. Using the power of our programs and services, we will fulfill the promise of public television as a resource where all can come together to rediscover and preserve the history and values that make our community a remarkable place to live.

Values

The people at Kansas City Public Television serve the egalitarian principles on which our nation is based by responding to the needs of the communities we serve. We respect the individual, value diversity of thought and expression, and recognize the unique contributions of our volunteers, funders, and viewers. KCPT is public-spirited, operates as a public trust, and practices the highest ethical and professional standards.