



Digital Radio Conversion Fund

Program Guidelines & Application Materials

FY2005 Round 1 Funding Cycle
February 2005



Digital Radio Conversion Fund Program Guidelines & Application Materials FY05 Round 1

Introduction

Digital radio promises to provide listeners significantly improved audio quality and innovative public service programming applications, such as a supplemental audio channel (SAC) on FM stations, and additional data services, such as program associated data (PAD). Digital radio is sometimes also referred to as “HD Radio,” which is the trade name of the FCC-approved digital radio technology.

CPB has previously conducted three successful rounds of digital radio funding, in which CPB has funded over 300 digital conversion projects. CPB’s FY05 Round 1 digital funding round largely continues the same funding objectives that CPB pursued in prior rounds. CPB developed, and continues to refine, its funding objectives through ongoing consultation with the public radio system to ensure that public radio will play an important role in defining radio’s digital broadcast future.

FY05 CPB Digital Radio Conversion Funding

CPB consulted with the Digital Radio Consultation Panel, which was formed from representatives from the public radio station community and national organizations, to obtain guidance from the public radio system on the level of, and priorities for, digital radio conversion funding in FY05. The Digital Radio Consultation Panel adopted several recommendations, which are described below.

The Panel reaffirmed that CPB’s highest priority should be converting stations to digital radio, and supported previously stated goals, including maintaining public radio’s technical parity of transmission with commercial broadcasters.

The Panel encouraged CPB to award grants to as many eligible stations as possible to encourage and support nationwide digital radio conversion and to stimulate the development of digital public radio services across the public radio system.

The Panel also recommended that CPB continue to address the particular needs of entities converting multiple transmitters, provided that CPB funding is distributed across diverse geographic areas. The panel also advised CPB to consider giving certain, larger-scale projects more time to complete, including the time necessary to secure matching funds.

Based in part on CPB's consultation with the Panel, the CPB Board approved an allocation of \$14 million to fund FY05 Digital Radio Conversion grants.

The funding levels for individual grants are unchanged from the previous grant rounds, and, as in prior funding rounds, only CPB-qualified stations are eligible to apply. In this funding round, a licensee may apply for a grant of up to \$75,000 per transmitter converted, but the total grant cannot exceed 70 percent of the total eligible digital conversion cost (see eligible cost categories below). Minority and level 5 rural stations may apply for a grant of up to \$85,000 per transmitter converted, but the total grant cannot exceed 80 percent of the total eligible digital conversion cost.

Digital Radio Conversion Fund Guidelines

Who May Apply

All CPB-qualified stations are eligible to apply for digital conversion funding.

How Many Applications May Be Submitted

A CPB CSG grantee may submit multiple grant applications for converting multiple transmitters. However, if a grantee submits applications for more than one transmitter conversion, the applicant must clearly assign a priority ranking to each of the applications. The applicant's lower priority applications will receive lower priority treatment if total system grant requests exceed available funding.

Translator conversion projects are not eligible for funding in this round

Which Stations Will Be Given Priority (if total grant requests exceed available funding)

CPB will apply the following priorities in evaluating and awarding grants for digital radio conversion funding if the total system funding requests exceed the amount of available funding for this round:

- The top 50 public radio markets as defined by cume
- The top 25 African American public radio markets
- The top 25 Hispanic public radio markets

- All CSG-qualified minority grantees
- Rural stations qualifying for a level 5 CSG

CPB may, at its sole discretion, consider assigning priority to projects that do not fall within the above categories but that present compelling cases that demonstrate significant advancement of public radio's public service.

Application Deadline

Applications are due at CPB by 5 p.m., Eastern Time on May 27, 2005.

Project Timeline

CPB typically expects grantees to complete their digital conversion within 12 months after full execution of the award contract. Award contracts for this funding round may be executed as early as Summer 2005. However, grantees can and should begin their digital conversion as soon as possible after execution of the award contract. In the event of an unforeseen delay in a conversion project, the grantee must provide written notice to CPB. CPB will work with each grantee on a case by case basis to resolve these issues.

Stations wishing to propose a project timeline in excess of one year, such as those proposing multi-transmitter projects, must provide additional justification.

Retroactive funding is not available. Stations may spend, at their own risk, local or non-federal matching funds immediately after submitting their application, with the understanding that CPB makes no guarantee, express or implied, that the station will receive any CPB funding. Project expenditures made prior to submission of the application will not be included in the project budget and are considered "retroactive" for the purposes of this funding program

Required Certifications

Successful applicants for funding will be required to make certain representations, warranties and certifications as a part of a grant agreement, including the following:

- Stations must certify that they will have sufficient funding available from non-federal sources to complete the project within the required project timeline.
- Stations must certify that they have obtained all necessary permits, permissions or licenses in order to proceed rapidly.

Items Eligible under the CPB Digital Radio Conversion Fund

- HD Radio Transmitters: Such transmitters are generally rated at an output power of 7 kW or less.
- Analog Transmitters: Eligible only in cases of no head-room where high-level combining at or near existing transmitter's maximum rated output results in less than the applicant station's licensed ERP and when accompanied by an explanation of why mid-level combining is not appropriate
- HD Conversion Kits: These kits convert existing HD ready transmitters
- HD Digital Exciters: Must be FCC type-approved.
- HD Compatible STL units: This includes both the R.F., T1 and spread spectrum options. It does not include STL transmission line, hangers and antennas.
- HD Radio Audio Processors: Such processors must be certified for HD digital operation.
- Digital Audio Wire: Wire must be designed for transmission of digital data. Routers are ineligible.
- Analog to Digital or Digital to Analog converters: When necessary.
- Combiners: To provide a nominal ~7 to 10 dB coupling level for digital IBOC or approximately ~3 to 9 dB for split level configurations.
- Reject Loads
- Test Equipment: Digital audio analyzers or spectrum analyzers as required by good engineering practice
- Rack Panels: For use of grant acquired equipment at studio and/or transmitter end
- HD Receiving Equipment. HD audio demodulator, as required by good engineering practice for monitoring the off-air transmission of signals
- Transmitter Spare Parts Kit: A transmitter spare parts kit and one set of final and driver tubes for a transmitter awarded in the grant;
- Antennas, except where ineligible (see below)
- iBiquity License Fee
- Shipping and delivery charges for the eligible equipment acquired with the award.
- Installation charges for services from non-staff engineers.
- Sales tax when required by state or local governments.

Items and Applications **Ineligible** under the CPB Digital Radio Conversion Fund

The following the items and projects are not eligible for funding:

- Transmitters that have already received Digital Radio Conversion funding.

- Buildings and modifications to buildings including the renovation of space for transmitters intended to house eligible equipment; costs associated with removing old equipment
- Land and land improvements. Site preparation necessary to construct tower and guy anchors for transmission and interconnection equipment. Purchase or lease of land.
- Moving costs required by relocation of facilities. (Shipping and delivery charges for the eligible equipment acquired with the award are eligible).
- Tower Modifications. Strengthening or modifying a tower to accommodate a public broadcasting antenna, except in cases where an auxiliary antenna is to be used for IBOC. Modifying or strengthening the applicant's tower to accommodate a commercial entity.
- Production and Control Room Equipment. Production equipment, studio and control room equipment including consumer-type mixers, tape recorders, turntables, CD players, etc; ancillary production devices such as stopwatches and stop-clocks, building lights, sound effects, scenery and props, cycloramas, sound insulation devices and materials, draperies and related equipment for production use, film and still photography processing, film sound synchronization editing.
- Furniture and Office Equipment. Such items as office furniture, office equipment, studio clocks and systems, blackboards, office intercoms, equipment inventory labels and label-makers, office productivity software, telephone systems, and printing and duplication equipment.
- Expendable Items and Spare Parts. Spare circuit components, spare parts kits for studio equipment, recording tape, cartridge tapes, records, compact discs, and record or tape cleaning equipment; art and graphics supplies; maintenance supplies.
- Backup Equipment. Spare transmitters to be used as backups, spare exciters, microwave equipment for the main studio-to-transmitter link or other STL relays; other redundant equipment.
- Electric Power. Costs of installing primary power to the facility, including transformers, power lines, gasoline or diesel powered generators, and related equipment.
- Test and Maintenance Equipment. Maintenance equipment such as hand and power tools, storage cabinets, and maintenance services.
- Air Conditioning and Ventilation. Air conditioning for control rooms, equipment rooms, studios, mobile units, and other operational rooms and offices.
- Vehicles. Items to equip a remote van for audio production.
- Construction Applications: Salary expenses, including staff installation costs, and pre-application legal and engineering fees.
- Audit Costs. Final report audit costs. Applicants are reminded that audits may be conducted by the Office of Inspector General.

- Staff planning and preparation expenditures.
- Staff installation expenditures.
- Administrative costs and overhead.

Application Procedure for Digital Radio Conversion Fund

Fill out the [application form](#). Send both a hard copy with an original signature and an electronic copy via email to the addresses below. Faxed proposals will not be accepted. Applications will not be considered complete without a signed hard copy, including project narrative (see application).

Media Technologies
Digital Radio Conversion Fund
Corporation for Public Broadcasting
401 Ninth Street NW
Washington, DC 20004-2129

Email electronic versions to: digitalradio05@cpb.org

While CPB will consider each application complete as submitted CPB may, at its discretion, initiate discussion with any applicant to clarify points in a proposal and/or request additional information.

Proposals must be submitted by 5:00 p.m., Eastern Time, May 27 2005.

Funding Timeline

CPB expects an expedient process that will result in contract disbursements as early as summer 2005, contingent on the execution of a grant agreement. CPB will not entertain changes to the form of the grant agreement.

CPB may rescind offers to award recipients who receive a grant agreement and fail to return within 60 days of receipt all of the following: two (2) signed originals of the grant agreement; and one (1) completed IRS form W-9.

Contact Information

At any time during the application process applicants are invited to contact CPB staff with questions, concerns, or comments about the Digital Radio Conversion Fund. Also, the two consultants listed below have been working with CPB's Media Technologies team on digital radio conversion. They are available to assist stations with their applications and may be contacted as follows:

Policy questions: Bruce Theriault (303) 823-2309 (brtheriault@earthlink.net)

Technical questions: Doug Vernier (319) 266-8402
(dvernier@v-soft.com)

Application questions: Alexis Fabbri (202) 879-9741 (afabbri@cpb.org.)

Use of Submitted Proposals

By submitting a proposal to the Digital Radio Conversion Fund, each applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted to CPB for purposes of evaluation, review, and research.

CPB is not responsible for loss or damage to the materials submitted to CPB or for any unauthorized use or misuse of the submitted materials by any third party.

CPB reserves the right to alter or withdraw this application window at any time with no financial, legal, or other obligation to any applicant responding or planning to respond to this application window.

Applicants may withdraw a proposal at any time by written notice to CPB. CPB does not extend any binding unconditional commitments to provide funds prior to the execution of a grant or contract containing terms acceptable to CPB. Any notification to an applicant that CPB has approved a project is only an expression of CPB's then-present intention to offer to enter into a grant or contract with that applicant, and that offer is expressly subject to the condition that the applicant agrees to grant or contract terms acceptable to CPB. Parties who expect to receive CPB funds may from time to time elect to begin work on a project prior to the completion of the process of negotiating a grant or contract. Notwithstanding anything to the contrary herein or in any other communication, all work that an applicant elects to undertake prior to the full execution of a grant agreement will be solely at the applicant's option and solely at applicant's financial risk. CPB makes no promise or commitment of any kind to reimburse any applicant (including the recipient of project approval notification) for any costs or expenses of any kind incurred after an application is filed with CPB if, for any reason, a grant agreement is not executed in connection with the project.

As a condition of the grant or contract, grantees and contractors must agree to the standard terms and conditions in CPB's grant agreements.