

Healthy Network Initiative For Public Television Stations

Overview

In light of the evolving media landscape, stations are making strategic decisions to streamline operations, reduce infrastructure, and increase capacity in order to keep their operations strong. In this environment, stations must make significant investments in local programming delivered across multiple platforms in order to maintain and deepen connections to their communities. All this comes at a time when stations no longer have access to Public Telecommunications Facilities Program and Rural Utilities Service funding, but must frequently replace their equipment and software.

To assist with these challenges, CPB will make up to \$5 million in funds available each year through its Healthy Network Initiative, for public television stations eligible to receive a CPB Community Service Grant (CSG) that engage in the following and meet the criteria below:

- 1) Join a multi-station master control; and/or
- 2) Consolidate under one executive management.

The grants will be awarded on a first-come, first-serve basis. Eligible stations must have executed agreements supporting their applications effective on or after January 1, 2016. The eligibility requirements for applying under each grant option are as follows:

A. Joint Master Control Funding

CPB will award grants to assist stations with their start-up and operating costs during the first two years of participation in a qualified Joint Master Control (JMC), as defined in number 4 below. Contingent on CPB funding, applicants will be awarded the grant in two installments of \$75,000 annually for two fiscal years, for a maximum of no more than \$150,000.

CSG-qualified stations eligible to receive an award must:

1. Be a television station licensee: (a) eligible to receive the applicable fiscal year CSG, and (b) that has committed to discontinue the substantial majority of its master control operations to join a qualified JMC.
2. Not have previously received any other CPB support to cover any costs related to joining a JMC.
3. Provide CPB with an executed copy of the agreement governing the parties involved in a qualified JMC.
4. Work with a qualified JMC that at a minimum meets the requirements below:
 - a) Provides distribution of the station's content streams for broadcast, including acquisition (ingest), preparation and quality control, storage and monitoring of a station's content streams;
 - b) Can integrate with the station's chosen traffic system and reduce a station's onsite or localized broadcast storage needs;

- c) Provides on-boarding, training and on-going service support specific to its service offering throughout the station's engagement of its distribution services; and
- d) The JMC provides the station access to the full complement of PBS interconnection services.

5. Stations must commit to participating in a qualified JMC for a period of five years.

Applications for a JMC award must be submitted electronically to csg@cpb.org using the application form found under the Related Documents section. Application materials must include the completed form and a copy of the fully executed Agreement with a qualified JMC. There is no deadline, the program is rolling.

B. One Executive Management Grant

CPB will award grants to support two or more CSG-eligible public television stations that consolidate their operations under one executive management through a purchase, merger, or a public service operating agreement (PSOA). One executive management means an entity that has consolidated these or equivalent titles: president & chief executive officer; chief operating officer; and other leadership positions including, but not be limited to, executive and managerial staff, such as chief financial officer, director of programming, and director of engineering. A merger or PSOA must extend for a term of at least 10 years. Contingent on CPB funding levels, eligible stations will receive a total of \$1.5 million, distributed as \$500,000 annually for three fiscal years.

CSG-qualified stations eligible to receive an award must collectively meet the minimum Non-Federal Financial Support as described in the [Television CSG General Provisions](#) and submit the documents listed below:

1. A copy of the executed purchase agreement, when one CSG-qualified grantee purchases another; or

A copy of the executed public service operating agreement, if the stations' execute a PSOA, with evidence of its ratification by each station's governing body; or

A copy of the executed merger agreement and any other related documents if the CSG-qualified stations merge;

2. Organizational charts showing the staff and their titles before and after any purchase, PSOA or merger;
3. Detailed projected financial information for five years depicting the consolidation of the participating stations and the resulting executive management group, and demonstrating the new entity's future sustainability; and
4. A copy of all necessary Federal Communications Commission approvals.

Applications for a One Executive Management grant must be submitted electronically to csg@cpb.org using the application form found under Related Documents section along with all appropriate documentation outlined above. There is no deadline, the program is rolling.

Return of Funds

Grantees must immediately notify CPB at csg@cpb.org if it no longer meets the eligibility criteria for the applicable program. If a station is no longer affiliated with a JMC within a five-year period, the grantee must immediately return to CPB all funds received. If a station ceases to be part of an agreement that consolidated under one executive management within a 10-year period, the grantee must immediately return to CPB all funds received for that station.