



## Healthy Network Initiative for Public Television Stations – 2018

**Filing Deadline: Rolling**

### Overview

With the evolving media landscape, stations are making strategic decisions to streamline their operations, reduce infrastructure, and increase services in order to keep their operations strong. Stations must make significant investments in local programming delivered across multiple platforms in order to maintain and deepen connections to their communities. Simultaneously, Grantees 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 Community Service Grant (CSG) funds available on a first-come, first-serve basis for fiscal year 2018. If demand exceeds this funding, grantees will be considered for funding in FY 2019. The funds will be available to grantees that have entered into a signed agreement after January 1, 2016, to:

1. discontinue a substantial majority of its master control operations and secure those services from a joint master control (JMC) provider; and/or
2. consolidate with another CSG-qualified public television station under one executive management.

Grantee must immediately notify CPB at [csg@cpb.org](mailto:csg@cpb.org) if it no longer meets the eligibility criteria for the applicable program. If grantee no longer secures its master control services from a JMC at any time within five years from its ratification, grantee must immediately return to CPB all funds received. If grantee ceases to be part of an agreement under one management within 10 years of its ratification, all funds received for that grantee must be immediately returned to CPB.

### A. JMC

Contingent on CPB funding levels, grantees participating in the first or second year of a JMC will receive \$150,000, paid in two annual installments of \$75,000, beginning in 2018.

CSG-qualified public television stations eligible to receive an award must:

1. not have previously received any CPB funding for JMC services;
2. provide CPB with an executed copy of the agreement governing the JMC; and
3. commit to working with a JMC for no less than five years during which time the JMC must:

- a. distribute grantee's content streams for broadcast, including acquisition (ingest), preparation and quality control, storage and monitoring grantee's content streams;
  - b. have the ability to integrate with grantee's traffic system and reduce its onsite or localized broadcast storage needs;
  - c. provide on-boarding, training, and on-going service support specific to grantee's service; and
  - d. provide grantee with access to the full complement of PBS interconnection services.
4. Submit an application electronically to [csg@cpb.org](mailto:csg@cpb.org) using [CPB's application form](#).

## **B. One Executive Management**

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 an operating agreement. This means an entity that has consolidated these or equivalent titles: president and 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. Mergers and operating agreements 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 in three equal installments of \$500,000 annually for three fiscal years, beginning in FY 2018.

After the consolidation or merger, grantees must collectively meet the minimum NFFS in the Television CSG General Provisions and provide CPB with the following documents:

1. a copy of the executed purchase, merger or operating agreement, whichever is applicable;
2. organizational charts with the staff and their titles before and after any purchase, merger or consolidation;
3. detailed projected financial information for five years demonstrating the new entity's future sustainability;
4. a copy of all Federal Communications Commission approvals; and
5. submit an application electronically to [csg@cpb.org](mailto:csg@cpb.org) using [CPB's application form](#).