



Healthy Network Initiative

for Public Television Stations – FY 2020

Filing Deadline: June 30, 2020 (5:00pm ET)

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 poised for the future. Consequently, stations must make significant investments in local programming delivered across multiple platforms to maintain and deepen connections to their communities. To assist with these challenges, through the Healthy Network Initiative, CPB will make up to \$5 million in Community Service Grant (CSG) funds available on a first-come, first-serve basis for FY 2020, as described below. Applications must be submitted no later than June 30, 2020. In FY 2021, the initiative will be re-designed with up to \$1 million in funding annually.

To receive a Healthy Network Initiative grant, applicants must be eligible to receive a television community service grant (CSG) in FY 2020 and must have entered into a signed agreement on or after January 1, 2016, to:

1. discontinue a substantial majority of their master control operations and secure those services from a joint master control (JMC) provider continuously for a five-year period beginning on the date said services were discontinued. If these conditions are not maintained for the full five-year period, Grantee must notify CPB and immediately return the grant funds. JMC grants are also subject to the additional requirements below; and/or
2. consolidate with another CSG-qualified public television station under one executive management (OEM) for a 10-year period beginning on the date of said consolidation. If these conditions are not maintained for the full 10-year period and Grantee discontinues the consolidation, Grantee must notify CPB and immediately return the grant funds. OEM grants are also subject to the additional requirements below.

A. JMC

JMC grants are \$150,000 each, contingent on CPB funding, payable in two annual installments of \$75,000, beginning in FY 2020. In addition to meeting the criteria above, to be eligible for a JMC grant, applicants 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. work with a JMC for no less than five years during which time the JMC must:
 - a. distribute the recipient's content streams for broadcast, including acquisition (ingest), preparation and quality control, storage and monitoring its content streams;
 - b. have the ability to integrate with the recipient's traffic system and reduce its onsite or localized broadcast storage needs;
 - c. provide on-boarding, training, and on-going service support specific to the recipient's service; and
 - d. provide the recipient with access to PBS interconnection services.
4. submit an electronic application for funding to cs@cpb.org using this [form](#).

B. One Executive Management

OEM grants are \$1.5 million, contingent on CPB funding, and payable in three annual installments of \$500,000, beginning in FY 2020.

To be eligible for an OEM grant, the consolidation must take place through a purchase, merger, or an operating agreement, with a term of at least 10 years. In addition, the entities must have combined the following positions or their equivalent: 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.

After the consolidation, the resulting entity must meet the minimum NFFS requirements set forth in the FY 2020 Television CSG General Provisions and Eligibility Criteria. In addition to meeting the criteria above, to be eligible for an OEM grant, applicants must provide CPB with:

1. a copy of the consolidation agreements, i.e., the executed purchase, merger or operating agreement;
2. a copy of the articles of incorporation, by-laws, and a narrative describing the Licensee's – an entity with a valid, renewable license from the United States Government to operate a full-power, noncommercial, educational television station – governing body and organizational structure before and after the consolidation;
3. organization charts identifying the staff and their titles before and after the consolidation;
4. a detailed projected financial information for five years demonstrating the new entity's future sustainability;
5. a copy of all Federal Communications Commission approvals, including a consummation notice.
6. submit an electronic application for funding to cs@cpb.org using this [form](#).