

Worried about paying for auction-related equipment costs, ATSC 3.0 upgrades or general equipment needs?

Public Media Company has secured over \$20M to assist public television stations with equipment financing needs. Loans can be used for:

REPACK AND TRANSMISSION SYSTEM COSTS NOT COVERED BY THE FCC

Although the intention of Congress is to fund 100% of the costs of repacking stations after the spectrum auction, there are cases where costs will not be reimbursed:

- If you received funds by agreeing to channel share or move from UHF to VHF, none of the costs you incur related to these changes will be reimbursed by the FCC.
- If you would like to 'upgrade' your transmission facility while in the process of the repack, you may be responsible for costs that the FCC will not reimburse. Examples may include:
 - Enhanced equipment. For example, replacing a tube transmitter with a solid-state transmitter when the tube transmitter could theoretically be re-tuned.
 - Installing a top-mount antenna when you currently have a side-mount antenna and there is no technical reason why a top mounted antenna is required.
 - Upgrading unrelated equipment on the tower while it is rigged for the repack.
 - Improving encoders, STLs, or other equipment that are not directly impacted because of the channel change.
- If there is a shortfall in the FCC \$1.75 billion repacking fund before your costs are reimbursed. These unreimbursed costs would be eligible for financing under this program.

ATSC 3.0 CONVERSION

- Higher power equipment you may need because of the additional power requirements of ATSC 3.0.
- Higher power transmitters and vertical antennas to add vertical polarization to improve indoor antenna reception as part of your preparation for ATSC 3.0.
- The replacement mask filter you will need for ATSC 3.0.
- Expansion of STL capacity, control room capacity, and other increases in equipment capability to take advantage of the increased service potential of ATSC 3.0.

OTHER EQUIPMENT NEEDS

This may include:

- Transmission equipment replacement that you have to replace yourself because you haven't been repacked.
- State-of-the-art encoders so that you can offer the most streams at the best resolution.
- Equipment you may require to complete capital improvement projects such as affiliating with a joint master control.
- Upgrades to studio equipment such as migrating to 4K production or IP infrastructure.

Loan terms will vary based upon credit quality and loan size

For information on financing options through Public Media Company, contact:

Evran Kavlak at evran@publicmedia.co or call Public Media Company at 720-304-7274