

## We foster sustainable and innovative public media growth

**Public Media Company is a national nonprofit that identifies, organizes and leads opportunities to increase public media's impact in their communities.**

We specialize in facilitating strategic partnerships and creating innovative solutions that result in sustainable business growth and expanded public media services. We are a trusted partner and advisor in the planning, acquisition and financing of new public media channels across the country. Through collaboration with visionary individuals, organizations and foundations, we are moving public media forward.

### Areas of Expertise

#### Assessments + Analyses

We help you identify strategic business options and plan for sustainable growth. Through operational assessments, in-depth market studies, station valuations, and financial analyses, we have helped more than 300 public broadcasting organizations make informed decisions for brighter futures.

#### Strategic Partnerships

Increasingly, public media institutions must seek out collaborative partnerships to deliver the public service programming that our audiences demand. PMC has an established record of working with organizations to plan and execute a range of partnerships that increase audience, reduce dependence on subsidies, diversify distribution channels, and introduce

new programming to better serve their communities. We offer everything from strategic planning with your Board to practical guidance on expanding with new formats and channels, as well as new media service design and development.

#### Mergers + Acquisitions + Financing

Whether you are looking to merge with another entity, buy and/or operate a new station, or finance an expansion, we help to manage these opportunities from the planning phase through the consummation of the project. We evaluate the viability of potential business opportunities with financial forecasts and comprehensive business modeling; assist with board presentations; and manage the negotiations, legal deliberations and due diligence processes.

#### Impact Initiatives

Public Media Company has been building a network of community leaders, media innovators and philanthropists who are committed to the future of public media. Our contributions have included the launch of investment funds to finance the preservation and expansion of new public media channels and national digital collaborations like VuHaus and Channel X, which allow stations to work together to reach new and broader audiences. If you are interested in an entrepreneurial partnership to move Public Media forward in this digital age, Public Media Company is open and interested.

#### PMC BY THE NUMBERS

# 300+

Worked with over 300 public and independent media organizations to advance their missions and achieve greater community impact.

# \$381M

Completed more than \$381 million in transactions on behalf of public broadcasting in the past 18 years.

# 1((in))4

We have secured access to public media services for approximately 80 million people, representing 1 of every 4 Americans nationwide.

**PUBLIC  
MEDIA  
CO.**

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COMPANY

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[publicmedia.co](http://publicmedia.co)