

# Q&A

## What is Public Media Company?

**Public Media Company is a national non-profit strategic consulting company that fosters public media growth.** Public Media Company was founded by Station Resource Group in 2001 as a 501(c)3 for the purpose of strengthening and expanding public radio services in communities nationwide so that people have greater program choices for in-depth information; national, regional and local news; diverse music and cultural programming.

## What does Public Media Company do?

**Public Media Company has a wide range of expertise in public media business matters.** We put our collective experience together to perform the following growth activities in partnership with stations and public media organizations across the nation:

### + BUSINESS PLANNING

Public media service expansion, format change or collaborations

### + ACQUISITIONS BROKERAGE

Representation during acquisitions and sales of public broadcasting assets

### + CONSULTING

Strategic planning and analysis, station and operational assessments

### + FINANCIAL ADVISORY

Securing financing for strengthening and expanding public media services

### + STATION APPRAISALS & MARKET ANALYSIS

Assessing station value, market sales and market opportunities

### + OPERATING AGREEMENTS & PARTNERSHIPS

Negotiating, facilitating, and drafting operating agreements between owners and operators

## Which stations has PMC worked with?

**Public Media Company client base includes more than 300 public broadcasting organizations, in both large and small markets in every region of the country,** representing a diverse range of systems—from multiple-station operations such as WGBH Educational Foundation and KCPT/Kansas City PBS that reach millions of listeners/viewers, to smaller systems such as Laytonville, California’s Radio Bilingüe

and Vermont Public Radio. A majority of Public Media Company's clients are not-for-profit public broadcasting licensees that are either separate 501(c)3 organizations governed by a board of directors, or not-for-profit institutional licensees such as universities, colleges or school districts. Founded as Public Radio Capital in 2001, Public Media Company changed its name in 2014 to reflect its service to public television stations. Public Media Company has worked with more than 60 public television stations on growth opportunities like the FCC Spectrum auction.

## What does Public Media Company charge?

**Public Media Company is a non-profit strategic consulting company serving other non-profit organizations**—we strive to keep our fees reasonable so we can provide our service to public media institutions both large and small. We are also supported by gifts and grants from philanthropic sources to extend our work. For example, New York-based nonprofit *FJC: A Foundation of Philanthropic Funds* created a \$280,000 fund at Public Media Company to spur growth and innovation in public broadcasting. The Revolving Public Media Fund (RPMF) helps public media organizations by subsidizing a significant portion of Public Media Company's consulting and strategic planning services. More than 13 projects have been supported by the RPMF in the past 3 years.

## What stations and communities have been impacted?

**Across the country, Public Media Company has helped strengthen and expand public media in communities such as** Sacramento, Calif.; Denver, Colo.; Chicago, Ill.; Oklahoma City, Okla.; Portland, Ore.; Nashville, Tenn.; Salt Lake City, Utah; and the state of Kentucky. Without Public Media Company, **public media service may have been lost** in Pittsburgh, Penn.; Cincinnati, Ohio; Mobile, Ala.; Baltimore, Md.; Western Illinois; Fayetteville, NC and the entire State of New Jersey.

To counterbalance the decline of local media, Public Media Company **helped create 24-hour news and information services** in Columbus, Ohio; Denver, Colo.; Des Moines, Iowa; Odessa, Texas; Sioux Falls, S.D.; Tulsa, Okla.; and Olympia, Wash.; Juneau, Alaska; and Stockton, Calif.

Public Media Company has been focused on growing local cultural institutions. For example, it has **preserved and grown classical music stations** in Boston, Mass.; San Francisco, Calif.; Tampa, Fla.; Columbus, Ohio; and Northern California, and **helped launch independent music services** in Austin, Texas; Cincinnati, Ohio; Dallas, Texas; Denver, Colo.; Kansas City, Mo.; Martha's Vineyard, Mass; Harrisburg, Penn.; Juneau, Alaska; Eastern Ohio and Milwaukee, Wis.

SERVING  
PUBLIC MEDIA

18

YEARS

COMPLETED

122

TRANSACTIONS

WORKED IN

49

STATES

SECURED  
ACCESS TO  
PUBLIC MEDIA  
FOR

1((in))4

AMERICANS  
ACROSS THE  
NATION

**PUBLIC  
MEDIA  
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