



PUBLIC MEDIA
VENTURE GROUP

PMVG

Company Profile

2024+



A NOTE FROM OUR CEO

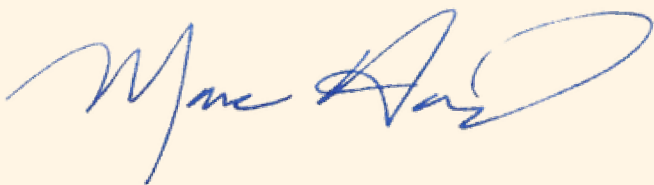
Dear Colleagues,

As we reflect on the past year and look ahead, one thing is clear: Public media is at a pivotal point of change. PMVG was founded to stand as a central change agent in our industry, and while our mission remains rooted in the local communities we serve, we are committed to leveraging this transformation to rebuild and enhance public media's technostucture on both regional and national levels.

As media shifts from traditional broadcasting to streaming, we can improve every facet of public media's operations—from fundraising and revenue generation to marketing, service efficiency, and public engagement—by fully embracing cloud technology, AI, and other emerging innovations. And public media must find ways to work together—individual stations cannot build new platforms with companies that require national scale.

I am encouraged by the broad consensus on the direction we are taking and the collective urgency to address the pressing needs of local public media. Your participation and insights have been invaluable, and I sincerely thank you for your dedication.

Together, we are gathering the momentum needed to take tangible steps toward this critical mission. I am excited about the road ahead.



Marc Hand, Founder & CEO

ABOUT PMVG

Founded in 2017, PMVG is a nonprofit business development consortium of 32 leading public media organizations.

Our core objective is to help public broadcasters more effectively compete in the rapidly evolving media landscape.

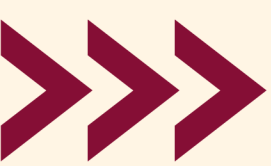
We believe that supporting stations' capacity to incorporate new, revenue-generating platforms and technologies will help sustain the system's vital local services over the long-term.



WE ARE COMMITTED TO

- »»» Building technology partnerships that bring the best platforms, applications, and operating models to PMVG stations.
- »»» Developing scalable, mission-focused use cases around these new platforms.
- »»» Empowering PMVG stations to capitalize on the advanced capabilities of NextGen TV.
- »»» Strengthening local journalism through new service models.
- »»» Creating centralized platforms that leverage public media's scale to broaden revenue sources for local stations.
- »»» Exploring ways to obtain the capital necessary for a significant technology buildout.

PROJECTS

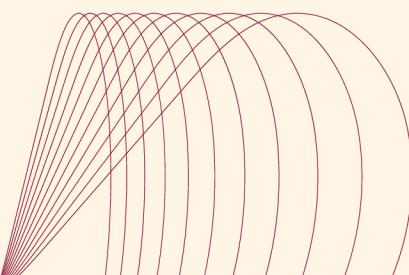


KNIGHT FOUNDATION INVESTMENT

As a powerful testament to our work, PMVG received a **\$1 million investment** from the Knight Foundation to expand our efforts on the development and deployment of a scalable NextGen TV platform.



**KNIGHT
FOUNDATION**





PUBLIC MEDIA'S DIGITAL, TECHNOLOGY AND BUSINESS MODEL TRANSFORMATION

PMVG believes that public media must work together—regionally and nationally—to rebuild the system's technostucture into one that empowers local stations. As traditional broadcasting expands into a range of content distribution models, this rebuild will come in the form of shared and scalable platforms that leverage cloud, AI, and other new technologies to enhance revenue generation, marketing, operating and service efficiencies, and to broaden audiences for public media content.

We have been laying the groundwork for this major undertaking with **Google**, a longstanding PMVG partner. Google hosted two working group kickoff meetings in San Francisco in January and March 2024: The initial groups consisted of individuals from PMVG member stations; system leaders from the **Public Television Major Market Group, NETA, Station Resource Group, Greater Public, Public Media Company, CDP, and PRX**; and key leadership from the **Cascade PBS Local Streaming Initiative**. We are also working on this effort alongside **PMM, Myers**, advisors from outside public media, and the **Knight Foundation**, a major PMVG donor and strategic partner.

FOR-PROFIT VENTURES

Part of PMVG's foundational business model includes a for-profit arm, **PMVG LLC**, a shareholder-owned, mission-aligned public benefit corporation. As we work to make scalable, centralized, and future-focused technologies available to public broadcasters, PMVG LLC gives shareholder stations equity ownership in the platforms we develop. This unique business model allows public media entities of all licensee types to integrate a variety of revenue-generating ventures into their stations' portfolios. PMVG LLC's legal structure was carefully created with our attorneys at **Wilson Sonsini** and **Morgan Lewis** to insulate PMVG stations from legal or financial liabilities from equity ownership in for-profit companies.

PMVG LLC is intended to own equity in our own platforms, as well as other for-profits. Most recently, Media Management LLC, of which PMVG LLC is an equity owner, acquired Sony's interest in cloud-based content distribution and master control solution PMM. We view PMM as an innovator that will expand into a centralized production and service hub, enabling public stations to deliver new, scalable services across a wide variety of platforms.





BUILDING ON THE POTENTIAL OF NEXTGEN TV



NextGen TV (ATSC 3.0) is rapidly deploying across the country, bringing IP technology to broadcast television's robust, high-tower, high-power infrastructure. With ATSC 3.0's ability to deliver a secure hybrid of expanded traditional TV and Internet-like services to multiple receiver types, PMVG has been working since 2017 to help our member stations adopt and capitalize on this new technology. We help stations obtain 3.0 bandwidth, create transition plans, and negotiate agreements with potential partners. There are currently 18 PMVG stations with 3.0 spectrum.

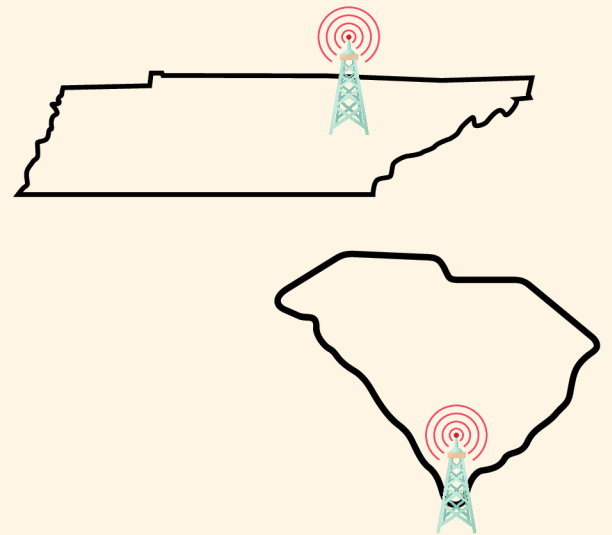
Our **partner organizations** help PMVG stations get the most out of their ATSC 3.0 facilities. This work ranges from optimizing bandwidth and designing non-broadcast applications, to developing public service projects for education, public health, emergency alerting, data distribution, and more.



BUILDING ON THE POTENTIAL OF NEXTGEN TV *CON'T*

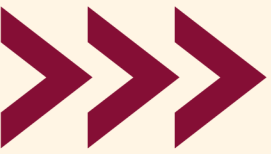
PMVG-OWNED 3.0 STATIONS

Through generous donations from **Lowcountry 34 Media**, PMVG acquired ownership of two low-power television stations in Beaufort, SC, and Cookeville, TN. They are hosted by PMVG member stations **SCETV** and **WCTE Central Tennessee PBS**, respectively, and both are broadcasting in ATSC 3.0. PMVG also facilitated the donation of a new station permit for member **WFYI** in Indianapolis, IN.



In 2023, PMVG joined forces with **RAPA (Korea Radio Promotion Association)**—the primary architect of the NextGen TV transition in South Korea—to establish the Cookeville station (W35DZ) as an active NextGen TV testbed for ATSC 3.0 applications and use cases, such as enhanced emergency alerting, interactive education, and datacasting. RAPA and PMVG worked with technology solutions provider **DigiCAP**, project manager Jim Stenberg of **Over The Air RF Consulting**, and transmitter manufacturer **JM Broadcast** on W35DZ's 3.0 launch.

In partnership with **SpectraRep**, W35DZ will also host a dedicated datacasting stream for regional public officials that demonstrates the advantages of NextGen for emergency alerting and public safety.



JOURNALISM INITIATIVES

DISTRIBUTED MEDIA LAB

As part of our shared services model, PMVG partnered with the Distributed Media Lab (DML) in 2024 to build content syndication networks that will distribute news stories of regional interest, power audience growth, and provide new revenue streams for news organizations. This project builds on a partnership between DML, KQED, and the Google News Initiative (GNI) that launched California's News Media Hub.

THE NATIONAL TRUST FOR LOCAL NEWS

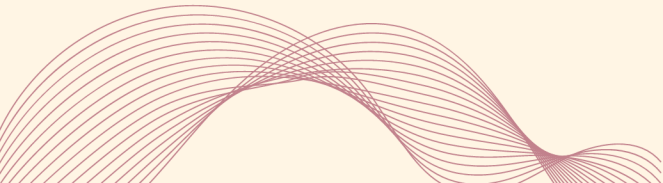
PMVG, a founding partner of the National Trust, collaborates with it and other partners to preserve ownership of newspapers around the county. Our goal is to enhance local news coverage and content development by linking local newspapers to PMVG stations.

GOOGLE NEWS INITIATIVE

PMVG acts as a liaison between the Google News Initiative and our member stations. Several PMVG station journalism initiatives have received GNI support to-date.



ONGOING STRATEGIC PARTNERS



CONNECTING THE INDUSTRY

As part of our goal to build a common agenda for strategy, technology, and service, PMVG holds two substantive in-person meetings each year.

Our diverse member base and wide industry network make PMVG uniquely suited to bringing station decisionmakers together to shape the future of broadcasting.



TECHCONNECT

Established in 2023 following the discontinuation of PBS TechCon, TechConnect is an annual public media technology conference open to broadcasters, technologists, software developers, equipment manufacturers, and industry representatives in commercial and noncommercial sectors.

TechConnect includes two days of sessions on RF, IT and general technology practice and management. Planned in conjunction with the Public Television Major Market Group, NETA, and other industry groups, TechConnect focuses on over-the-air and online content delivery optimization, IP- and cloud-based facility design, virtualization, cybersecurity, technical staffing, ATSC 3.0/NextGen TV, 5G Broadcast TV, next-gen emergency alerting, digital transformation strategies, and the related business and service opportunities that support public media's unique mission.



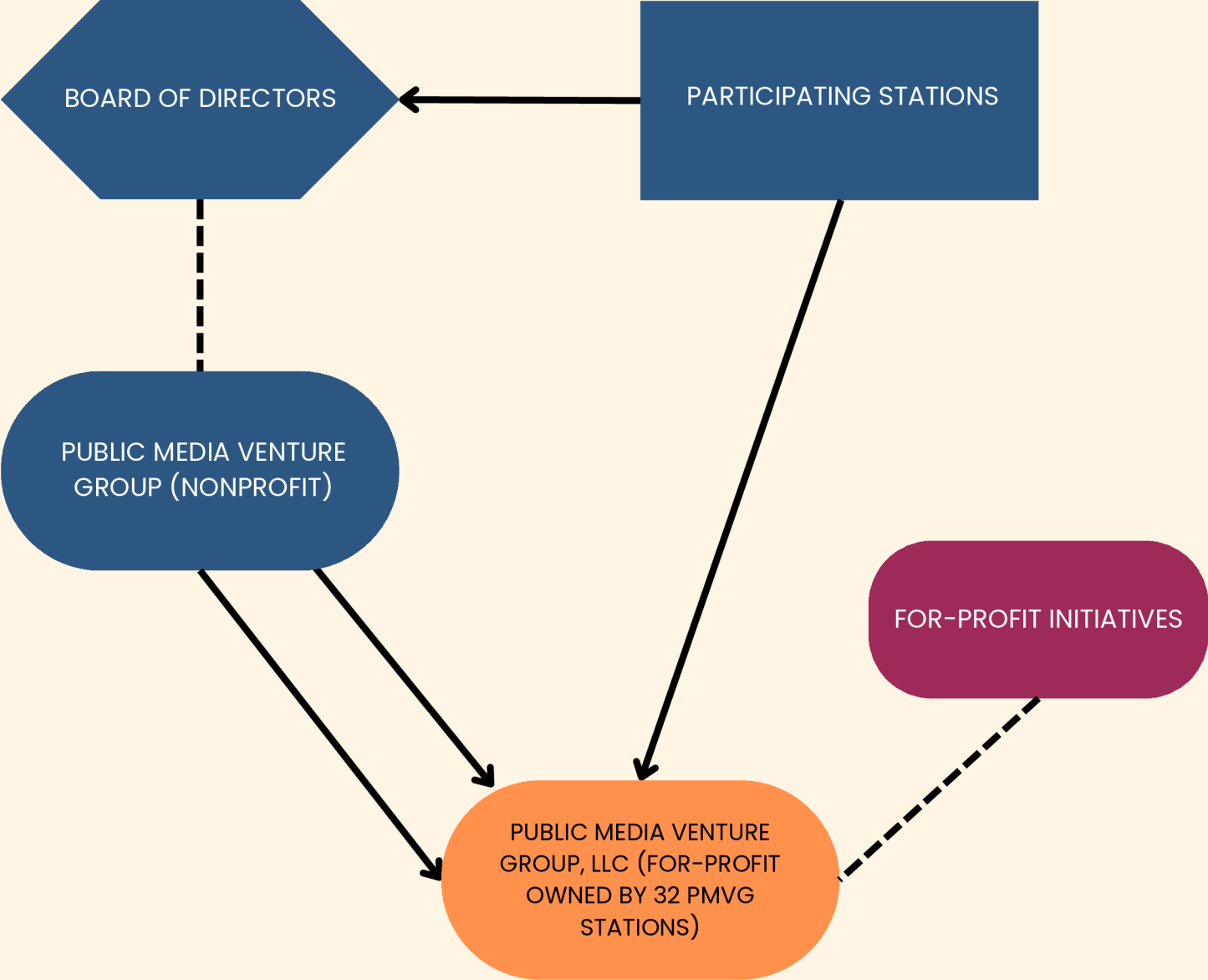
ANNUAL CEO SUMMIT



Co-hosted by Google since 2018, the CEO Summit gives PMVG station leaders the opportunity to strategize about the future and learn from prominent business and industry leaders. Discussion topics are geared toward ensuring that PMVG stations remain healthy, vital organizations within their communities.



ORGANIZATIONAL STRUCTURE



MEMBERSHIP

PMVG's strength derives from its membership. From the largest national producing stations to the system's smallest local powerhouses, PMVG members are unified by their proactive and creative approach to public service, and by their quality of leadership. With a diversity of service and ownership types, size, and budget, PMVG members represent the best and brightest in public media.

Alabama Public Television* – Statewide

Arkansas PBS* – Statewide

Cascade Public Media* – Seattle, WA

Colorado Public Radio* – Statewide

Connecticut Public* – Hartford, CT

GBH* – Boston, MA

Houston Public Media* – Houston, TX

Iowa PBS – Statewide

Kansas City PBS* – Kansas City, MO

Kentucky Educational Television* – Statewide

KERA* – Dallas, TX

KPBS* – San Diego, CA

KQED* – San Francisco, CA

KVIE* – Sacramento, CA

Maine Public – Statewide

Nebraska Public Media* – Statewide

New Mexico PBS* – Statewide

Nine PBS* – St. Louis, MO

OPB* – Portland, OR

PBS12* – Denver, CO

PBS North Carolina* – Statewide

PBS SoCal Plus* – Los Angeles, CA

Rocky Mountain PBS – Statewide

South Carolina ETV* – Statewide

Utah Education Network* – Statewide

Vegas PBS* – Las Vegas, NV

VPM* – Richmond, VA

WCTE* – Cookeville, TN

WETA* – Washington, DC

WFYI* – Indianapolis, IN

WITF* – Harrisburg, PA

WJCT* – Jacksonville, FL

WLVT* – Allentown, PA

WNET* – New York, NY

WOSU* – Columbus, OH

WTTW – Chicago, IL

CONSULTANTS & ADVISORS

Arland Communications

AWARN

Breakthrough Public Media / Vincent Curren

Jim Stenberg Engineering

Lowcountry 34 Media / Jeff Winemiller

KCO, Inc.

McGuireWoods Consulting

Morrison Foerster

Public Media Company

Skip Pizzi Media Consultant LLC

Skyline Technology Solutions / John Contestabile

Wiley

Wilson Sonsini Goodrich & Rosati

BOARD OF DIRECTORS

Tim Fallon

CEO Emeritus, Lehigh Valley Public Media

Bob Feinberg, Board Secretary

Vice President, General Counsel and Secretary, WNET

Cynthia Fenneman

President Emeritus, American Public Television

Marc Hand

CEO, PMVG

Leo Martinez, Board Chair

Dean Emeritus & Albert Abramson Professor of Law

Emeritus, UC Law San Francisco

Miguel E. Monteverde, Jr.

Senior Vice President and General Manager, WETA Greater Washington

Mary Pratt-Henaghan

Founder and Managing Principal, MPH Transformations LLC

STAFF

Marc Hand, Founder and CEO

Liz Maestri, Operations

Liz Hamon, Executive Assistant

CONTACT US



(303) 907-1706



3300 Arapahoe Ave., Suite 217, Boulder, CO 80303



www.publicmediaventure.com



info@publicmediaventure.com