

To: Public Television Station Managers

From: Marc Hand, CEO, Public Media Company & Ari Meltzer, Attorney, Wiley Rein

As we transition from the FCC spectrum auction and the FCC auction quiet period, public television stations may face unique and interesting post-auction opportunities that could allow them to improve their service, generate additional revenue, or both.

To take advantage of these opportunities, however, public television stations will need to move quickly: Broadcasters will have until sometime in mid-July to file their construction permit applications and reimbursement requests and an additional few months to enter into channel sharing agreements. Accordingly, now is the time for public television stations to develop their post-auction strategies.

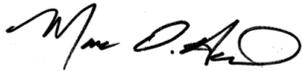
Among the opportunities facing public television stations are:

1. **Serving as a “Channel Sharee.”** As long as a television station elected the “intent to channel share” option on its Form 177 pre-auction application, it can retain its license (even though the spectrum has been sold) and find a channel sharing partner in its market (whether commercial or non-commercial), retain the must carry rights for its license, and continue broadcasting. Even if a station tried to negotiate a channel sharing agreement before the auction and failed, the landscape has now changed, and it might be worth revisiting the channel sharing option.
2. **Serving as a Channel Sharing “Host” or “Sharer.”** Stations that did not sell their spectrum in the auction (whether because they did not participate in the auction or because their participation was unsuccessful) can serve as a host or sharer station for a commercial station that sold its spectrum in the auction and wants to continue broadcasting. Public Media Company has already been approached by several commercial broadcasters interested in exploring a channel share with public stations. This offers an opportunity for an interested public station to generate revenue from a commercial operator by sharing even a fraction of the bandwidth of its existing channel.
3. **Commence/Expand Commercial Operations.** The sale of commercial stations in the auction could present several opportunities for entrepreneurial public television stations looking for

new sources of revenue. We have several strategies for how public television stations can take advantage the loss of a commercial station in their market—potentially at minimal cost for the public television stations, depending on the particular circumstances facing a given station.

If you are interested in something like this for your station, let us know and we can work together to see if there may be opportunities in your market. If any of these opportunities are of interest to you, please contact: Marc Hand ([marc@publicmedia.co](mailto:marc@publicmedia.co)) or Ari Meltzer ([AMeltzer@wileyrein.com](mailto:AMeltzer@wileyrein.com)).

Best regards,



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### About Wiley Rein LLP



Established in 1983, Wiley Rein is a dominant presence in Washington, DC. With more than 50 attorneys practicing communications law, Wiley Rein is uniquely situated to provide quality legal services under the strict timelines established by the FCC. Our deep bench of attorneys and communications specialists possess unrivaled knowledge of the broadcast industry. We successfully guided hundreds of television stations through the digital transition, and we have been at the forefront of the Incentive Auction and repacking process.

### About Public Media Company



Public Media Company is a national non-profit strategic consulting company that fosters public media growth. Founded in 2001 as a 501(c)3 for the purpose of strengthening and expanding public broadcasting services in communities nationwide, Public Media Company has advised more than 300 public television and radio stations and organizations on business plans, acquisitions and other initiatives that drive innovative and sustainable public media growth.

In 2014, Public Media Company broadened its mission to include the implementation of collaborative partnerships like VuHaus, a music video site run in partnership with 14 public radio stations and Channel X, a video and audio content exchange for sharing and licensing independent news and programming for broadcast and digital delivery. For more information on Public Media Company, please visit [publicmedia.co](http://publicmedia.co)