



Frequently Asked Questions

GENERAL

1. What is the Public Media Bridge Fund (Bridge Fund)?

The Bridge Fund is a pooled philanthropic initiative managed by Public Media Company (PMC). Its goal is to provide immediate support to local public media stations most at risk of losing service due to financial pressures, and to help local organizations transition to more sustainable models through future rounds of funding and advisory/consulting services.

2. Why was the Fund created?

The loss of federal funding has placed many public media organizations, especially those serving rural and underserved communities, in jeopardy. The Bridge Fund was created to provide short-term relief while also encouraging and helping stations identify and move to more sustainable and collaborative operating models.

3. Is the Bridge Fund a replacement for the Corporation for Public Broadcasting (CPB)?

No. The Fund is not intended to replace CPB funding. It is a temporary bridge designed to preserve local service and provide time and support for stations to identify longer-term solutions.

4. Will there be multiple rounds of funding?

That is our intent and the scale will depend on available resources. This round will focus on emergency support for at-risk stations. Future rounds will prioritize projects that advance sustainability.

5. What kinds of support are available?

The Bridge Fund provides three forms of support:

- **Grants** — to stabilize at-risk stations
- **Advisory services** — to help stations evaluate and execute options for long-term sustainability
- **PRI** — to extend low-interest loans to public media organizations (details coming in early 2026)

6. Will advisory assistance be available to applicants?

Yes. Beyond grant funding, the Bridge Fund can provide advisory support to help stations assess options, build plans, and navigate transitions.

7. Who funds the Bridge Fund?

The Bridge Fund is made possible through the generosity of a broad spectrum of funders who are dedicated to securing and sustaining local public media service. We are deeply grateful for their early commitment to local public media at this critical moment. We will include a list of funders on our website as grant agreements are finalized.

8. What is Public Media Company?

[PMC](#), a 501(c)(3) organization, is a trusted partner to more than 400 local media organizations in all 50 states. Since 2001, we've facilitated more than \$250 million in mergers, acquisitions, operating agreements, and content partnerships that have secured and/or expanded public media service for millions of people.

PMC is governed by an [independent board](#) of leaders in business, philanthropy, media, law, and education from communities around the country; many have also served on their local public media boards before joining PMC.

STABILIZATION GRANTS: ELIGIBILITY

9. What are the goals of the Bridge Fund's first round of funding?

The Bridge Fund's stabilization grants are designed to secure local public media service by helping the most at-risk stations, those facing immediate financial

challenges following the loss of CPB support. This one-time funding opportunity is limited to FY2025 Community Service Grant (CSG) recipients that have historically depended on CSG for a significant share of their revenue.

10. Who is eligible to apply for stabilization funding?

The PMBF is designed to support local public media organizations most at-risk of going dark due to the loss of CPB funding, and we are targeting stations for whom CSG's made up 30% or more of total revenue in FY2025.

However, we understand that the loss of CPB funding potentially threatens a broader range of local organizations. Therefore, we are accepting applications from stations for whom CSG's made up 25% or more of total revenue in FY 2025. It is important to note that this lower threshold does not guarantee a grant from the PMBF. Individual grant amounts and the total number of station grantees will depend on available resources and the aggregate demonstrated need through this open process, as well as additional eligibility criteria.

Eligibility criteria for stabilization grants include:

1. Received a CSG from CPB in FY2025;
2. Intend to continue operations;
3. Provide a unique local service (geographic coverage and/or format);
4. Rely heavily on CPB CSG (>25% of total revenue).

Organizations that did not receive a CSG in 2025, or relied on CSG for less than 25% of annual revenue are not eligible for this initial phase of funding. We encourage stations to [register for updates](#) so that you'll be informed as additional phases are announced.

11. How do I calculate the percentage of total revenue from CSG?

Using your FY2024 AFR or FSR, divide the amount you received from CSG by your total revenue (including all forms of eligible indirect administrative and in-kind support, in addition to direct revenue). Please see the diagram below for further detail on these calculations, based on which report you completed.

Please contact us at bridgefund@publicmedia.co if you don't have a saved copy of your FY2024 AFR or FSR and are unable to complete the calculation.

AFR

Schedule A: Line	2. A. CPB - Community Service Grants		Divide
Schedule A: Line	22. Total Revenue (Sum of lines 1 through 12, 13.A, 14.A, and 15 through 21)	+	} Total Revenue
Schedule B: Line	5. Total Indirect Administrative Support (Forwards to Line 2 of the Summary of Nonfederal Financial Support)	+	
Schedule C: Line	6. Total in-kind contributions - services and other assets (line 4 plus line 5), forwards to Schedule F, line 1c. Must agree with in-kind contributions recognized as revenue in the AFS.	+	
Schedule D: Line	8. Total in-kind contributions - property and equipment (line 6 plus line 7), forwards to Schedule F, line 1d. Must agree with in-kind contributions recognized as revenue in the AFS.	+	

FSR

Line	2. Corporation for Public Broadcasting (CPB)		Divide
Line	17. Total Revenue (sum of lines 12 and 16)		

12. My organization had a significant material change in the last year (e.g. lost state / university funding) that is not reflected in our FY2024 AFR/FSR. Can we apply for a stabilization grant?

In rare cases, stations may have unusual or significantly changed circumstances that affect how CSG reliance appears in reported data. To ensure fair and timely review, organizations with exceptional circumstances will be set aside for a separate review once standard applications are complete and as funding allows.

13. My organization is not a local station, but we produce and/or distribute public media content. Are we eligible for support from the Bridge Fund?

We recognize that the loss of CPB funding affects organizations across the public media system, including content producers and distributors. The Bridge Fund's mandate is to secure local service and to work with local stations to that end. We are, unfortunately, not set up to support content producers. However, we communicate to funders how important content producers are to the public media ecosystem, and we often encourage them to support those efforts.

STABILIZATION GRANTS: GRANT REVIEW & EVALUATION CRITERIA

14. How will applications be evaluated?

Applications will be reviewed and evaluated based on:

- Urgency of need
- Risk of service loss in the community
- Potential for preserving or expanding access to public media
- Readiness to implement sustainability strategies

15. Who makes grant decisions?

We are engaging evaluators to help us analyze and score each application. Ultimately PMC leadership is responsible for final grant decisions and amounts.

STABILIZATION GRANTS: FUNDING AMOUNTS

16. How much funding can stations expect?

Award amounts will vary depending on need and size of the station. PMBF grants will be dispersed in two increments, with a first payment equaling 60% of the award in November and December, with the 40% balance paid five months later.

Grant awards will not exceed, and may be less than, the CSG that a grantee received the previous year.

STABILIZATION GRANTS: APPLICATION PROCESS & TIMELINE

17. When does the grant application portal open?

The grant application portal will open on **Wednesday, October 15** and will close on **Monday, November 3**. The portal will be available on [our website](#).

18. What will the application entail, and what documents will be required?

The application will entail a series of questions over five sections — mostly yes/no and multiple choice with some short responses (less than 250 words). The application will also require several documents, including stations' 2024 AFR/FSR report, monthly or quarterly financials, and audited financial statements.

The application questions and requirements are now available on [our website](#).

19. Can collaborative applications be submitted?

We encourage collaborations where two or more stations pursue joint solutions — they will not, however, be eligible for Stabilization Grant funding.

Collaborative applications will be a greater focus during future funding rounds, beginning in early 2026, where we focus the Bridge Fund's resources on instigating projects that lead to greater collaboration, sustainability, and transformation. The size and scale of future funding opportunities will depend on available resources.

20. When will grant awards be determined, and when will the funds be distributed?

We recognize that many stations face urgent challenges. The Bridge Fund aims to make decisions and disburse funds as quickly as possible once applications are reviewed and approved. Our goal is to distribute all Stabilization Grant initial payments by mid-December.

STABILIZATION GRANTS: GRANT AGREEMENT & REPORTING

21. What are the reporting requirements for grantees?

Grantees will be expected to provide brief updates on use of funds, financial condition, and impact on service continuity. Details will be specified in the grant agreement.

22. Will there be a match requirement?

No, there will not be a match requirement.

23. Will there be a clawback provision in the grant agreement?

Yes, there are several conditions that would trigger a claw back of granted funds. These conditions include if a station...

- Discontinues service and is no longer a going concern
- Sells or turns off a broadcast transmission facility that is not duplicative with another public broadcast outlet with a similar format
- Does not provide PMC with the required reporting and engagement throughout the grant term

Further details about the clawback provision are included in the grant agreement.

LEARN MORE & GET IN TOUCH

24. How can my station learn more?

In addition to joining [our email list](#), the [Public Media Bridge Fund website](#) and the [Public Media Company LinkedIn page](#) will be updated regularly. And you can reach out to the Public Media Bridge Fund team directly at bridgefund@publicmedia.co.