PUBLIC MEDIA BRIDGE FUND

A Public Media Company Initiative

Welcome & Logistics

- All microphones are muted and cameras off
- Please use the chat function to share your thoughts and questions
- This webinar is being recorded, and will be posted on our website: www.publicmedia.co/bridge-fund

PUBLIC MEDIA BRIDGE FUND
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Launching the Public Media Bridge Fund

OCTOBER 1, 2025
3 PM ET / 12 PM PT

Webinar Agenda

- **Bridge Fund Overview**
  Tim Isgitt, CEO, Public Media Company
- **Fund Phases & Selection Criteria**
  Erik Langner, Executive Director, Public Media Bridge Fund
- **Application Process**
  Louisa Lincoln, Head of Impact & Engagement, Public Media Bridge Fund
- **Q&A**
  Managed by Stephen Holmes, Managing Director, Public Media Company

The Public Media Bridge Fund (PMBF) is a **pooled philanthropic fund** designed to **secure local public media service and help guide organizations through a crisis moment to a more sustainable and impactful future.**

The Public Media Bridge Fund

- Initial focus on **local public media organizations** in rural and underserved areas of the country that are **most at-risk** of going dark

- Securing and **sustaining local service**

- **$100 million goal** - Commitments of $52 million to date to date, including a $10 million loan fund

- **Does not replace CPB** - It is a temporary bridge designed to secure local service and provide the time and support for stations to develop longer-term solutions.

Anticipated Fund Phases

Stabilization

Securing local service in as many communities as possible

Sustainability

Structuring new operating models to drive efficiencies and sustainability

Transformation

Catalyzing new models of community engagement and service

Types of Support

1

Grants

to provide emergency support for at-risk stations

2

Advisory Services

to help stations plan for long-term sustainability

3

PRIs

to extend low-interest loans to public media organizations

***Future funding rounds will prioritize projects that advance sustainability**, such as station mergers and other collaborative operating models; shared service agreements; collaborative programming or regional business models.*

Stabilization Phase: Eligibility Criteria

Stations that **received CSG from CPB in 2024** and...

- Intend to **continue operations**
- Are a **unique local service provider**
  - Geographic coverage, or
  - Unique service (format and/or demographic served)
- Rely heavily on CPB CSG (**>25% of revenue**)
  - Net any institutional support lost (state, university funding)

Stabilization Phase: Funding Criteria

Funding levels will be determined by...

- **Amount of FY24 CSG** received
- **Other support secured** and/or **lost**
- **Reduction in dues** from NPR, PBS, and others

First payments (60%) by mid-December; second payments (40%) in April

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

Stabilization Phase: Application Process

GRANT APPLICATION REVIEW

OCTOBER 8

Grant Application Questions Available

OCTOBER 15

Grant Portal Opens

NOVEMBER 3

Grant Portal Closes

NOVEMBER & DECEMBER

First Payments Distributed

Stabilization Phase: Application Materials

1. **Applicant Information**
   Name, contact information, address, license holder, CPB ID
2. **Organizational Commitment**
   Commitment to continuing operations
3. **Service Uniqueness**
   Geographic coverage and/or distinct services
4. **Financial Context**
   % revenue from CSG, unrestricted net assets, cash on hand
5. **Pathway to Transformation**
   Organizational changes in past 6 months, future plans

Required Documents

Station Signal Coverage (if available)

2024 AFR/FSR Report

Most Recent Monthly or Quarterly Financials

Most Recent Audited Financial Statements

Upcoming Dates & Deadlines

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NOVEMBER & DECEMBER — First Payments Distributed

Webinar slides and recording available at ***publicmedia.co/bridge-fund***

Questions

Learn more: publicmedia.co/bridge-fund

Contact us: bridgefund@publicmedia.co

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