



Corporation
for Public
Broadcasting

“Show Me The Money”

Don Lockett, Senior Director, Media Technologies



Media Technologies: What do we do?

- We are your agents.
- Strategic exploration of and investment in digital media.
- Administration of funds for digital conversion projects.
- Review of applications and monitoring compliance of grantees.
- Evaluation of special projects for funding consideration.

Who are we?

- Staff:

- Michelle Ranger – Manager, TV Digital Conversion Grants
- Brian Gibbons – Manager, Radio Digital Grants
- Jerrod Sharpe – Digital Grants Coordinator
- Djinni Field – Digital Grants Coordinator
- Ernesto Beckford – Senior Contracts Attorney, Business Affairs

- Consultants:

- Doug Vernier – Radio Consultant
- Merrill Weiss – Television Consultant
- PBS – DTV Strategic Services Group
- Ed Caleca – Nielsen Encoder Project

What have we done?

■ Digital Investments

■ HD Radio

- 62% of eligible facilities have received funds for digital infrastructure projects
- 43% of eligible facilities are providing HD Radio service
- \$41.1 M to 551 eligible facilities
- PAD Development – Both PRI & NPR are working to develop PAD content guidelines to enhance HD Radio services

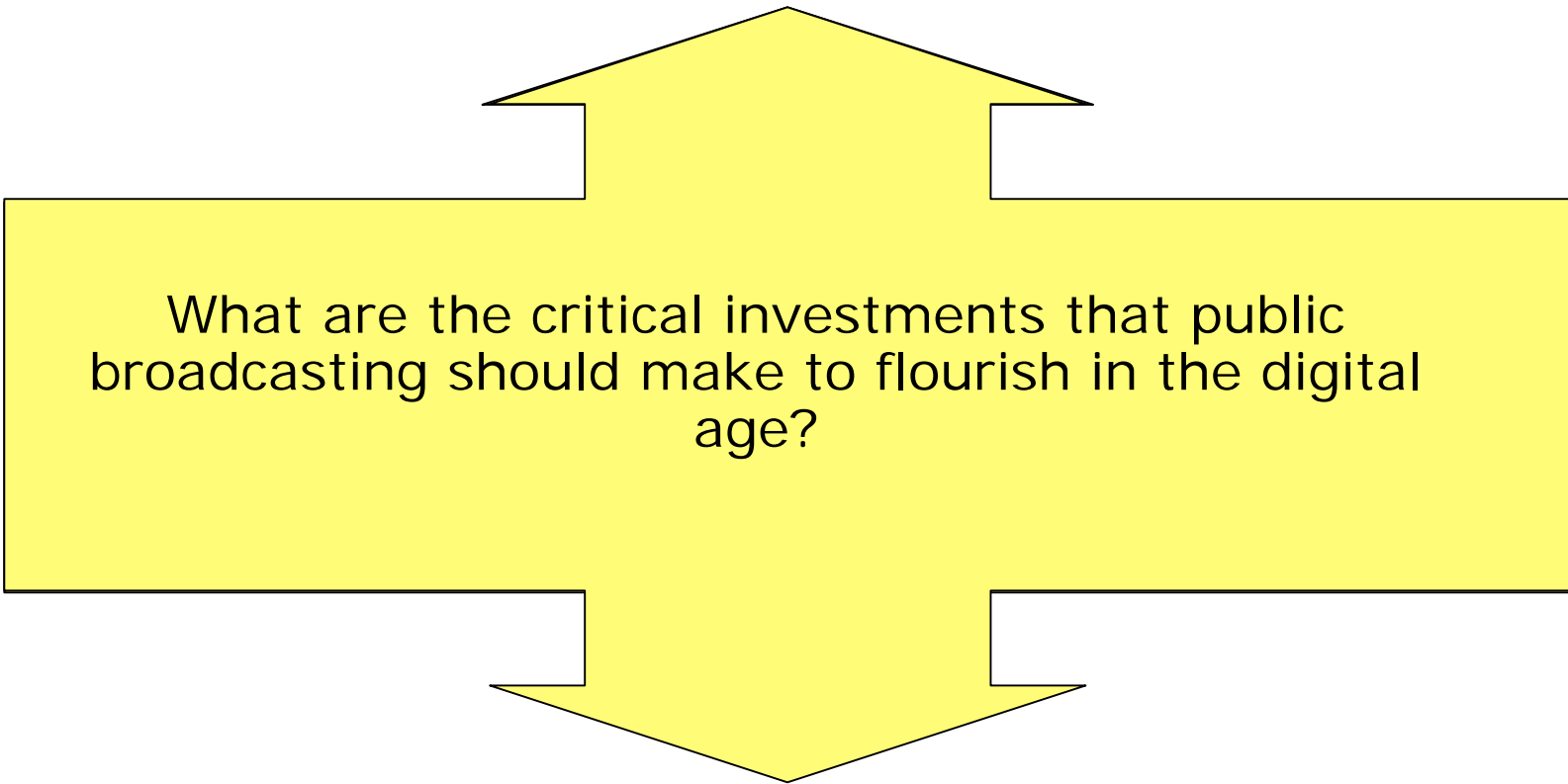
What have we done?

- Digital Radio Research
 - HD Radio
 - Funded the “Tomorrow Radio Project”
 - Funded PRI PAD research
 - Currently funding NPR PAD research
 - Currently funding HD Radio interference study: Digital Radio Coverage & Interference Analysis (“Dr. CIA”) project
 - Open to funding other digital radio projects

What are we doing now?

- Digital Consultations
 - FY 2007 Digital Funding @ \$29.7 received March 1, 2007
 - Combined TV/Radio consultation – April 26, 2007
 - Current HD Radio awards round: ended March 30, 2007
 - \$5.7 M available to radio
 - CPB received 95 requests=\$8.5 M

Upcoming Consultation



What are the critical investments that public broadcasting should make to flourish in the digital age?

How do we prioritize and invest the available resources in radio, television, online etc.?

FY 2007 Priorities - Radio

- HD Radio conversion
- Multicasting
- Digital Translators (FY '08?)
- Digital content services
- Digital Research Projects

Help Us Help You!

- Thoroughly research your cost estimates.
- Consult guidelines or contact CPB for verification of eligible equipment.
- For multiple grant applicants: Be current on existing grants.
- Don't request retroactive payment for a completed project (No contract – no money).
- Don't lie on your application.



Corporation
for Public
Broadcasting

“Show Me The Money”

dlockett@cpb.org / 202-879-9600

Don Lockett, Senior Director, Media Technologies

