

## FREQUENTLY ASKED QUESTIONS

1. What is Commonwealth Public Broadcasting Corporation (CPBC) and what is its relationship to the Community Idea Stations?

**Commonwealth Public Broadcasting Corporation owns three public TV stations and three public radio stations known as the Community Idea Stations in Central Virginia. It also owns two public TV stations in Northern Virginia that carry international programming.**

2. What is the FCC Spectrum Auction?

**Over the years, the demand for mobile internet service and the need for spectrum for new wireless applications have grown dramatically. In order to be globally competitive and encourage innovation, Congress authorized the Federal Communications Commission (FCC) to create and conduct a one-time process that would allow for a transfer of spectrum that has been dedicated exclusively to television broadcast and make it available for broadband use and expansion. The broadcast auction offered television stations the opportunity voluntarily to surrender the rights to use their current spectrum in exchange for cash consideration. In turn, the spectrum acquired by the FCC from broadcasters has been reassigned by a separate, but interrelated, auction to wireless carriers to provide new mobile services. CPBC made a strategic decision to include its two non-PBS member stations in Northern Virginia in the voluntary spectrum auction conducted by the FCC.**

3. How much will CPBC receive for the two stations?

**The FCC accepted bids for CPBC's two Northern Virginia stations for a combined one-time infusion of capital valued at \$181,956,420.**

4. Is this the first time that the FCC has conducted an auction of broadcast spectrum?

**Yes. Federal law empowered the FCC to conduct a one-time auction to acquire spectrum from broadcasters and make it available for new wireless purposes. No such auction has ever been attempted before, and no future auction has been authorized by Congress.**

5. Why did CPBC decide to include its two Northern Virginia stations in the spectrum auction?

**The Northern Virginia area is served by other public media stations, including multiple PBS-member stations, and it was determined that there was no long-term strategic value for CPBC to maintain a continued over-the-air presence in Northern Virginia, especially given the opportunity to monetize the assets in order to strengthen our core mission to use the power of media to educate, entertain and inspire.**

6. Are any of your other stations affected by the spectrum auction?

**WCVE and WCVW in Richmond, and WHTJ in Charlottesville will all remain on the air, but will be required by the FCC to change to new channels as part of a nationwide relocation of all television stations into a smaller band of spectrum. Service should remain seamless, but over-the-air viewers may need to re-scan their televisions. The FCC will require all affected television stations to transition to their new channels over a 39 month period. Our radio stations will not be affected.**

7. How will CPBC use the money realized through the spectrum auction?

**We will use a portion of the proceeds to focus even more on local content that tells the rich stories in history and showcases the arts in our community. We will build and enhance our news-gathering operations. We will broaden our community engagement to ensure maximum local impact. And, we will leverage our experience in producing award-winning radio and television content to enhance digital-first production capacity.**

**In order to preserve this one-time infusion of capital, the majority of the funds will be used to create a Foundation to preserve and grow the principal. The dividends will be used to provide resources to produce new public media content for the benefit of Central Virginia, as well as the Commonwealth at large, long into the future.**

8. What is the relationship between the Foundation and CPBC?

**The CPBC Board intends to set up the Foundation as a supporting foundation of CPBC. Its mission will be to promote the creation of new public media for the benefit of the Commonwealth.**

9. How will the Foundation be managed?

**The CPBC Board recently launched a strategic planning process to establish the new Foundation. Issues related to governance, investment policy, and mission will be the focus of attention as the Foundation is organized.**

10. What kind of projects will the Foundation support?

**The Foundation will support public media content creation for Central Virginia and the Commonwealth at large. Specific areas of focus are yet to be determined.**

11. Given the source of funding that is now available through the Foundation, should we anticipate more production activity in Central Virginia?

**Absolutely.**

12. What will this mean for Central Virginia, particularly the communities reached by the Community Idea Stations programming?

**We have been committed to serving Central Virginia for more than 50 years. Our goal has always been to make local impact by providing high-quality educational programs for all ages, being a trusted source of news, showcasing the arts, raising awareness about the importance of science, and telling the stories of our history, our people, and our region's diverse and endlessly interesting character. These funds will allow us to increase our ability to make local impact by making more programs, working with more community partners, and adding resources for content creation.**

**In addition, this has the potential to attract more national production opportunities to Virginia which can lead to more jobs and positive economic impact.**

13. When do you expect to receive the money?

**The exact timing of receipt of the funds has not yet been determined by the FCC, but we expect it to be later this year.**

14. Will you even need to continue to fundraise? Will there still be membership drives?

**Continued support from our members and sponsors is essential if we are to take full advantage of this transformational opportunity. We will continue to rely on funding from our members and sponsors to pay for national PBS and NPR programs and to support our ongoing operations. Public broadcasting, by definition, requires partnership with viewers, listeners and community organizations. Community support ensures that we remain accountable to the public and reinforces our commitment to deliver unbiased, trusted, non-commercial media to our community.**

**Our fundraising strategies may be adjusted, but there will still be a need to use our airwaves to encourage viewers and listeners to invest in us.**

15. What is the single most important take-away that people in Central Virginia should understand about CPBC's sale of its two Northern Virginia properties?

**The leadership and staff of CPBC are proud to be a part of the Central Virginia community. We look forward to continuing to serve our viewers, listeners and our community with content, services and outreach that educates, entertains and inspires.**

**CPBC has always strived to be a valuable media partner in moving this region forward. This sale has generated capital that, with your continuing support, will help make that goal a reality.**