



EMBARGOED UNTIL 10 AM 2/17/2017

FCC AUCTION: VERMONT PBS TALKING POINTS

February 17, 2017

- Because of your support of and commitment to Vermont PBS, we are thrilled to let you know that by the end of 2017, during our 50<sup>th</sup> anniversary year, we will realize \$56 Million for the liquidation of one of four of our frequency licenses in an auction held by the Federal Communications Commission (FCC). See <https://www.fcc.gov/about-fcc/fcc-initiatives/incentive-auctions>
- Vermonters will continue to receive free over the air transmission statewide; when engineering is complete, we expect that our transmission will become even more reliable. The sale of this spectrum does not affect the ten percent or so of Vermonters who access Vermont PBS programs online, by cable, or by satellite.
- Vermont PBS will continue to operate multiple broadcast channels serving over 400,000 households region wide. We measure approximately 17 million views per year, up 3% over the last two years.
- Though very significant, the auction proceeds are a one-time source of revenue that the station will use to build a 21<sup>st</sup> century public media platform for the local community. Vermont PBS is still dependent on the continued support of viewers, and on state and federal funding for public broadcasting.
- To help fulfill our mission to meet the educational and cultural needs of our communities, Vermont PBS will use this extraordinary opportunity to help secure the next 50 years of public media for Vermont. The Vermont PBS board is organizing a strategic planning process that will engage the community. Invitations to participate will be announced this summer.
- Please let us know if you have any questions, and share with us any suggestions about how to communicate this news most effectively.