



719 Woodside Way, San Mateo, CA 94401
Tel: 415-777-3232 Fax: 650-458-8835

PRESS RELEASE

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Contact:

Booker Wade, General Manger

415 777 3232 Main

415 378 6250 Direct

KMTV TV Benefits in FCC Spectrum Auction

Minority Television Project Inc., FCC licensee of KMTV TV 33, a non-commercial educational television broadcast station today announced that it won \$87.6 million from participation in the FCC's Broadcast Incentive Auction. The station's long-term economic health has gotten a sustaining boost.

KMTV TV's mission is diversity in program sources and content. Unlike the four public stations in the Bay Area, KMTV does not broadcast PBS programs. Its programs come mostly from overseas public networks, Deutsche Welle and RT. It also broadcast Classic Arts Showcase, a Burbank service of rotating vignettes of the classical performing arts, targeted to the elderly. For several years, it broadcast Five Day News, a nightly 30-minute weekday Pan African news show. In 2003, the station broadcast "Purple Cow," a 15-part off-beat series profiling nearly all of the 36 candidates running in the Gubernatorial Recall Election. And in 2010, in a series entitled "I Ride, I Vote," it covered the mayoral race in San Francisco using reporters on bicycles who profiled candidates from the perspectives of bicyclists.

KMTV has struggled economically for nearly all of its 35 year history, sometimes off-the-air. The station was acquired from KQED Inc. in 1981 because it was dark most of the time.

The award to KMTV requires it to vacate Channel 33 to make room for wireless usage. However, the station plans to continue its program mission by changing platforms and delivering programs directly to viewers on their mobile devices.



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General Manager Booker Wade states -

“The mission remains and will expand. Only the delivery method changes. We are now fortunate enough to have an endowment which will allow us to produce and deliver to viewers more and better program diversity.”

Acting Board Chairman Bill Green states –

“We are of course quite pleased with the winnings; we are Fortunate and excited with the opportunities ahead.”

The station will use part of the money will be used to replace the station’s outdated studio and production equipment and for access to wireless spectrum.

Unlike all other public stations, KMTP TV does not receive any federal funding. Its primary support into its average under \$1 million yearly budget has come from local sponsors, independent programmers, donors and viewers.

The money comes from a year-long auction organized by the FCC in which participating commercial and public stations agreed to relinquish their spots on the broadcast spectrum to wireless providers such as AT&T and Verizon. These wireless carriers are seeking more bandwidth to improve coverage and accommodate increasing numbers of customers.

KMTP is also negotiating with other broadcast stations in the Bay Area to share a channel. This will enable KMTP to continue broadcasting but on a different channel. This would be seamless for viewers as they would still dial in Channel 33.